

LEADZ



AI-Native White-Label Operating System for Field Service Businesses

Calls, CRM, dispatch, field execution, invoicing, payments, marketing, analytics, and AI automation - under one brandable platform.

8-10x

Tools replaced

15

Product modules

35-45%

Target EBITDA at scale

Built for category ownership, not a small feature app

The platform is positioned as a full operating layer for residential and commercial service businesses.

\$2.5M

Seed ask - editable

18 mo

Runway target

\$9.0M

Year 3 ARR target

26%

Year 3 EBITDA target

38%

Scale EBITDA target

- White-label platform for operators, agencies, franchises, and resellers.
- Recurring revenue stack: SaaS + AI receptionist + phone system + usage + payments.
- Deep workflow lock-in across calls, jobs, dispatch, invoicing, mobile field ops, and reporting.
- Mobile-first architecture with AI automation embedded into daily operations.

Investor thesis

Own the workflow data layer where customer demand, technician execution, payment behavior, and retention signals converge.

Illustrative model - replace assumptions with actual operating data before distribution.

Service businesses run on disconnected tools

Every handoff leaks revenue, speed, accountability, and data.

Missed demand

Calls, callbacks, voicemail, SMS, WhatsApp, and email sit in separate systems. Leads die before they become booked jobs.

Manual operations

Dispatch, estimates, invoices, route planning, materials, and customer status updates require repeated manual entry.

No intelligence layer

Owners cannot see what is working: lead source ROI, technician productivity, churn risk, margin by job, or call quality.

The structural gap

Home-service SMBs need enterprise-grade operations, but they buy fragmented SMB point tools. LeadZ packages the enterprise workflow into one brandable product.

Current tool stack usually includes phone system, CRM, dispatch, invoicing, GPS, payments, email/SMS, marketing, reviews, and accounting sync.

One AI-native operating system

LeadZ consolidates front office, back office, and field execution into a single control plane.

AI Receptionist

24/7 call handling, transcription, summaries, escalation, booking.

Phone + Messaging

Twilio phone, SMS, WhatsApp, voicemail, outbound dialer.

Dispatch + GPS

Calendar, smart assignment, routing, live technician tracking.

Jobs + Field App

Lifecycle, photos, work orders, notes, materials, offline mode.

CRM + Lead Pipeline

Customers, lead scoring, stale lead alerts, customer portal.

Money Layer

Estimates, invoices, deposits, payments, dunning, accounting sync.

Strategic result: every call, job, invoice, payment, technician update, review, and customer message becomes structured data.

A platform other businesses can sell as their own

LeadZ becomes infrastructure for agencies, operators, franchises, and vertical SaaS resellers.

Custom

Domains, logos, colors

Multi

Company switcher

Admin

SuperAdmin panel

Channel

Reseller-ready

- Brand per company: logo, colors, favicon, custom domain.
- Platform admin controls: billing, company diagnostics, health monitoring, user migration.
- White-label partners can package LeadZ into niche markets: HVAC, plumbing, locksmith, garage doors, appliance repair, junk removal, electrical.
- Reseller model creates distribution leverage without relying only on direct sales.

Why investors care

White-label distribution can compress CAC, increase market coverage, and create recurring B2B2B revenue with strong operational stickiness.

Depth creates switching costs

This is not a chatbot. It is a full workflow platform with AI embedded into operational records.

Layer	Core capability	Monetization lever
Demand capture	AI receptionist, calls, SMS, WhatsApp, email	AI plan + telephony usage
Operations	Dispatch, routing, GPS, jobs, mobile PWA	Core SaaS seats
Revenue cycle	Estimates, invoices, deposits, payments, dunning	Payments + accounting sync
Growth	GMB, reviews, campaigns, referral programs	Marketing add-ons
Intelligence	Dashboards, churn prediction, pricing, forecasting	Premium analytics

More product surface area = more data capture, more daily usage, more expansion revenue, and higher churn resistance.

Multiple recurring revenue streams

The business model is designed for SaaS margins plus usage-based expansion.

Revenue stream	Recommended investor model	Margin profile
Core SaaS	Starter \$149 / Pro \$299 / Enterprise \$499+ per month	70-85% gross margin
Phone system	Phone add-on \$129 per month + usage wallet	45-65% gross margin
AI receptionist	After-hours / Full receptionist / Call-center tiering	55-75% gross margin
Payments	Stripe/Square/Clover/QuickBooks payments attach	Bps spread + partner revenue
Lead marketplace	Per-lead and subscription revenue	High-margin software revenue

Pricing is a recommended model for the investor deck; replace with live pricing before circulation.

Unit economics improve as modules attach

The base CRM opens the account. AI, telephony, payments, and marketing grow ARPA.

\$399

Target Year 1 ARPA / mo

\$500

Target Year 3 ARPA / mo

72-78%

Target gross margin

<12 mo

Target CAC payback

4.0x+

Target LTV / CAC

Attach-rate economics



Expansion thesis

Once call capture and job execution are in the same workflow, add-ons become operating infrastructure.

Illustrative model - replace assumptions with actual operating data before distribution.

Illustrative profitability model

The numbers below give investors a clean path from product depth to profitable recurring revenue.

Metric	Year 1	Year 2	Year 3	Scale case
Customers	100	500	1,500	5,000
Net ARPA / month	\$399	\$450	\$500	\$550
MRR	\$40K	\$225K	\$750K	\$2.75M
ARR	\$0.48M	\$2.70M	\$9.00M	\$33.0M
Gross margin	62%	72%	78%	80%
EBITDA margin	-45%	4%	26%	38%

Profitability turn: Year 2 positive EBITDA target, Year 3 26%, scale case 38%.

Illustrative model - replace assumptions with actual operating data before distribution.

Two-channel GTM: direct SMB + white-label partners

Direct sales validates the product; channel sales scales distribution.

Direct SMB sales

Target high-urgency home services: locksmith, garage door, HVAC, plumbing, appliance repair, electrical, junk removal.

White-label partners

Agencies, call centers, franchise operators, industry consultants, and local market aggregators.

Land-and-expand

Start with AI receptionist or CRM core, then attach phone, dispatch, payments, marketing, analytics, and field app.

- Phase 1: Founder-led outbound into service companies with urgent call volume.
- Phase 2: Convert 3-5 agencies/resellers into white-label distribution partners.
- Phase 3: Vertical templates by trade: workflows, call scripts, job types, pricing templates.
- Phase 4: Marketplace and partner integrations increase retention and ARPA.

3-5

Initial channel partners

Positioned between SMB tools and enterprise suites

LeadZ wins by combining depth, AI, and white-label flexibility.

Capability	Jobber / Workiz style SMB tools	ServiceTitan style enterprise	LeadZ position
AI receptionist + automation	Limited / add-on	Enterprise workflow	Native core layer
White-label deployment	Limited	Not primary model	Built-in reseller model
Telephony + CRM + dispatch	Partial	Strong	Unified and brandable
SMB affordability	Strong	Weak	Designed for SMB entry
Platform admin / multi-company	Limited	Enterprise-grade	Built for partner scale

The wedge: enterprise workflow depth with SMB pricing and white-label distribution.

Moat: workflow data + operational lock-in

The deeper the product runs the business, the harder it is to replace.

Workflow lock-in

Calls, jobs, schedules, invoices, payments, notes, photos, reviews, and customer history become one operating record.

Data flywheel

AI improves from transcripts, outcomes, lead scores, pricing, job notes, technician performance, and customer responses.

Channel leverage

White-label partners build their own economics on top of the platform, increasing distribution durability.

Compliance foundation

RLS, audit logs, 2FA, data export/deletion, SOC 2 readiness, and multi-tenant isolation support enterprise sales.

45+

RLS-scoped entities

100%

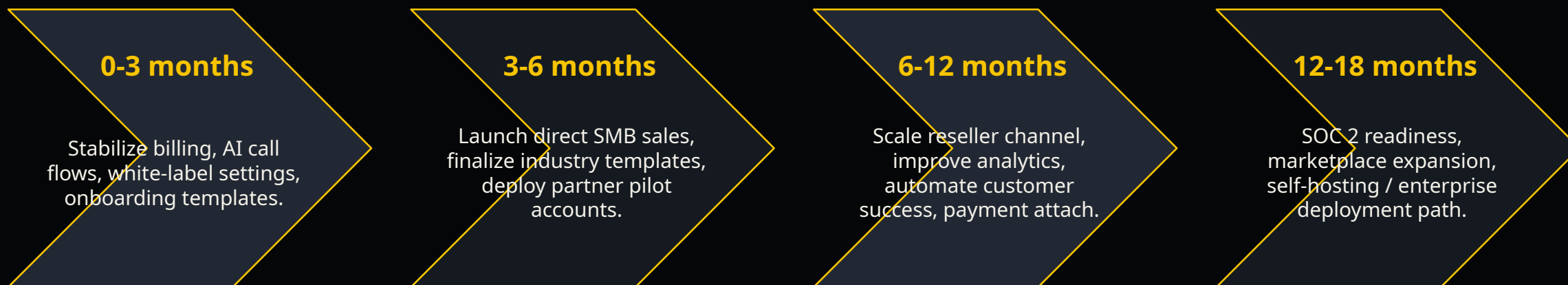
Company-level data isolation target

24/7

AI demand capture

18-month execution roadmap

The raise funds product hardening, GTM, channel onboarding, and compliance readiness.



Milestone targets before next round

- \$100K+ MRR target
- 250+ paying accounts target
- 3-5 white-label partner contracts
- 75%+ blended gross margin target

Illustrative model - replace assumptions with actual operating data before distribution.

Use of funds: build repeatable distribution

Capital is allocated toward GTM, product hardening, integrations, and compliance.

\$2.5M

Seed round target

18 mo

Target runway

\$100K

MRR milestone target

75%+

Gross margin target

Capital allocation



Why now

AI voice + SMB workflow software + white-label distribution creates a timing window to consolidate fragmented service-business operations.

Illustrative model - replace assumptions with actual operating data before distribution.

What is already built

The deck should lead with product completeness, then add live traction metrics once available.

AI + Telephony

AI receptionist, call transcription, routing, callbacks, escalation, Two-Way SMS, WhatsApp, dialer.

Operations Core

Dispatch, jobs, GPS, mobile PWA, field notes, work orders, inventory, vehicles, certifications.

Revenue Cycle

Estimates, invoices, PDFs, payments, deposits, accounting sync, dunning, subscriptions.

Admin + Security

SuperAdmin, multi-company, custom domains, RLS, audit logs, 2FA, webhooks, SOC 2 readiness.

Traction placeholders to replace before sending: live MRR, paying accounts, pipeline value, pilots, demos booked, churn, CAC, and conversion rate.

LEADZ

Built to own the AI-native operating layer for field service businesses.



Investor conversation

Round target: \$2.5M Seed
Target runway: 18 months
Scale target: 35-45% EBITDA margin
Replace contact fields before distribution.

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