

HUBHOUSE

Executive Summary

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THE PROBLEM

The bathroom is a priority for most homeowners renovating, but it's a challenging and daunting process. It requires sourcing, selecting, and buying over thirty elements spread all across the internet and local outlet stores. As well as, managing the logistics, finding a reliable contractor, and successfully managing the project and its unknowns.

SOLUTION

An e-commerce/SaaS platform providing all-inclusive bathroom packages, designed by style and budget, connected to a nationwide community of independent builders to carry out installations.

A streamlined renovation platform that customizes, plans, and builds - all in one place.

MARKET SIZE

\$59.2 Billion

INDUSTRY

- Bathroom Renovation

LOCATION

- HQ in Louisville, KY and will operate nationwide.

TARGET MARKET

- Homeowners
- Property Developers

SALES & MARKETING

- Social Media
- Affiliation Programme
- SEO
- Customer Referral
- Content Marketing

BUSINESS STAGE

- Pre-Seed | Early Stage

BUSINESS MODEL

- E-commerce
- SaaS
- B2C

COMPETITIVE ADV

- All in One Packages
- Community Powered
- Augmented Reality

COMPETITORS

- Home Depot
- Neil Kelly Co
- Made Renovation



HUBHOUZE⁺

For professional investors and advisors only.

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THE PROBLEM

The bathroom is a priority for most homeowners who are renovating, but it's a challenging and daunting process. It requires sourcing, selecting, and buying over thirty elements, which are usually spread all across the internet and local outlet stores. Plus there are issues of logistics, finding a reliable contractor, and successfully managing the project and its unknowns.

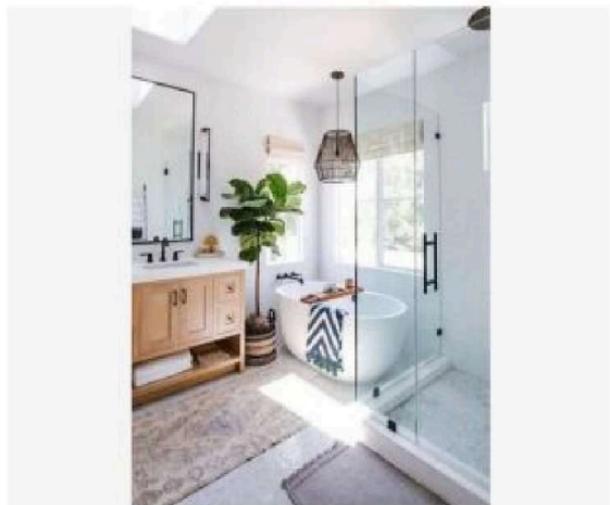
\$59 Billion Industry in serious need of
innovation.

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THE SOLUTION



An e-commerce/SaaS platform providing all-inclusive bathroom design packages, organized by style and budget, connected to a nationwide community of independent builders to carry out installations. A streamlined renovation platform that customizes, plans, and builds - all in one place.



The Destination Collection

FROM \$4,500

Inspired by the most influential locations around the world, the Destination Collection brings the look you've always lusted over, to your bathroom.

[SHOP THE BATHROOM](#)



The Blighty Collection

FROM \$6,300

City dwellers will be all too familiar with tiny bathroom spaces, basement bathrooms, lofts and tricky angled ceilings. We've got a solution for it all.

[SHOP THE BATHROOM](#)



DANIELLE QUEIROZ

FOUNDER & CREATIVE DIRECTOR

A solution-focused, driven, and resourceful three-time founder with a passion for serving people. She's an expert on just about everything design-oriented, and she has deep experience taking tech startups all the way from original idea to successful execution. She also sports a strong background in sales, business development, and creative direction.

Connected to an array of world-class professionals in the UK, US in the fields of UX/UI, software development, e-commerce strategic consultants and mentors, ready to work and deliver the tech MVP, based on a rich on field experience that generated over \$220,000 in revenue during the initial market validation.



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HOW IT WORKS

A streamlined renovation platform that customizes, plans, and builds - all in one place.

1

Design

Customers will browse our all-inclusive bathroom packages by style and budget and pick their favorite.

2

Technology

Using a dedicated dashboard, customers upload their bathroom measurements, photos, and connect with a local, vetted, independent contractor.

3

Client & Contractor Collaboration

The contractor customizes the client's chosen bathroom to fit their real space, issuing floor plans and visuals, while our platform generates a personalized, high-ticket shopping list.

4

Seamless Experience

We place the orders and manage the logistics and delivery. Our project tracking tool feeds to the dashboard, letting customers follow the project's progress with a certainty of outcome.

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TECH - An eCommerce/SaaS Platform to Scale



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BUSINESS and REVENUE MODEL

50%

Average gross margin on
bathroom products sold on our
E-COMMERCE

\$1 MILLION

Monthly recurring revenue, based on
10,000 builders paying \$100 each to our
SaaS.



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TRACTION (validation carried out in London, UK)

Number of Leads

180

Cost Per Lead

\$32.50

Average Property Value

\$997K

Marketing Spend

\$5,850

Clients vs Bathroom Sold

14 / 16

Average Product Ticket Sale

\$7,572

Average Conversion

7.77%

Total Turnover Inc. Labour

\$225,160

Lead Source: Facebook, Instagram. | **Period 1:** Feb - May 2019 (4 clients 4 bathrooms) | **Period 2:** Jan - July 2020 (10 clients 12 bathrooms).

Note: Period 1 as solo founder and Period 2 with cofounder.

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THE MARKET SIZE and OPPORTUNITY

Total Available Market

\$450 Billion

Projected Revenue
Over 5 Year Period

\$259 Million

Serviceable
Addressable Market

\$59.2 Billion

Projected Market
Share Over Year 5

0.44%



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OUR TARGET CONSUMER

Source: DQYDJ.Com | Houzz
Report 2020

Age: 22 to 55 years old

Location: United States

Education Level: Attending college or holding an undergraduate, graduate, or doctoral degree

 Our target



HOW WE'LL REACH THE CONSUMER

01

Social Media

Optimize shoppable content and ads for Pinterest, Instagram, and Facebook.

02

Brand Ambassadors

Collaborate with social media influencers as brand ambassadors.

03

Affiliation Program

Partner with businesses targeting the same consumers without competing.



04

SEO

Improve the quality and quantity of e-commerce traffic.

05

Customer Referrals

Reward customers who invite friends and family.

06

Content Marketing

Create shoppable, engaging, and informative bathroom and home decor-related content.

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THE COMPETITION LANDSCAPE vs HUBHOUSE

	HUBHOUSE	HOME DEPOT	LOWES	NEIL KELLY CO	MADE RENOV	HOZZ
Online Store	✓	✓	✓	✗	✗	✓
All-Inclusive Bathroom Collections	✓	✗	✗	✗	✗	✗
Curated Bathroom Products	✓	✗	✗	✓	✓	✗
Branding and Storytelling Content	✓	✗	✗	✗	✗	✗
Installation Package	✓	✗	✗	✓	✓	✗
White Glove Delivery Service	✓	✗	✗	✗	✗	✗
Community of Vetted Contractors	✓	✗	✗	✓	✓	✗
Builders designing tools	✓	✗	✗	✗	✗	✗

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HOW WE SCALE | OUR TECH ROAD MAP

MARKET VALIDATION (Manual Process - Complete)	PHASE 1 (MVP with Tech Leverage)	PHASE 2 (Tech Development)	PHASE 3 (Tech Dev / Scale)
<ul style="list-style-type: none">• Bespoke designs by customer request.• Products sourcing per customer demand.• All processes over excel spreadsheets and emails.• No design, process or tech leverage.	<ul style="list-style-type: none">• Customers pick their new bathroom from our online collection.• Projects are customized into the customers' real space by our bathroom planner.• Custom project details and custom shopping lists issued.• Payments are taken and orders placed through our platform and builder referred.	<ul style="list-style-type: none">• Customers shop via e-commerce or, request an all-inclusive bathroom customization.• Projects are customized by our bathroom planners.• Project details and custom shopping lists issued.• Payments are taken and orders placed through our platform and builder referred.	<ul style="list-style-type: none">• Customization solution available nationwide (SaaS).• Customers gradually starts to get paired with contractors at the beginning of the process.• Projects are customized by our bathroom planners and gradually by contractors.• Project details and shopping lists automatically issued.• Payments, orders and logistics are automatically processed.

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LET'S BUILD SOMETHING COOL!

We Need: \$250,000.00

Round: Pre Seed

Would you like to know more?

Our Q&A has all the answers to your burning questions! Click [here](#) to find out more!

Use of Funds



MVP Planning and Coding



Bathroom Collections Design and Development



Visual Content Development



Marketing and Sales

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LET'S CHAT!

Danielle Fluntie Queiroz

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Hi Jay

I am a Christian leader and mentor focused in Louisville from United to build an entrepreneurial platform for African entrepreneurs receiving their income in such that can balance lifestyle and budget within the culture and climate of the various countries.

Your experience in SA, a continent people complain that it's difficult to prosper would make sense to reach out as you could add value.

Are my thoughts that businesses are the top priority for most entrepreneurs wanting to be in a challenging and dynamic process and the same in sub-Saharan and less developed in the non-cultural social structure believe what caused hundreds of billions of dollars to be left on the table.

I am wondering if you have the year online for I would love to share more insights about the here and there.

Best regards and thank you for the leading time you.

Carroll Castro

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Can you vouch for John Doe?

John has applied to raise funding for Company Name on Wefunder and provided your name as a personal reference.

| *Quote goes here*

Wefunder has raised hundreds of millions for startups that later went on to raise over \$5 billion in follow-on funding from venture capitalists.

Can you vouch for John?

VOUCH FOR JOHN

LEARN MORE

About Wefunder

We help anyone invest as little as \$100 in the startups they believe in. We're also a Public Benefit Corporation with a mission to keep the American dream alive. We aim to help 20,000 founders get off the ground by 2029.

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