

Uber for Home Service Market

gcplus.org San Francisco California Technology Software Y Combinator SaaS App

LEAD INVESTOR

Lil Ost

I am an angel investor in multiple startups and GC Plus is one of them. The team behind the company is stellar: super knowledgeable about the industry, passionate and with the strong track record. The idea of disrupting home service industry is stellar as nobody done this before to the extend GC Plus is doing. Moreover, they have already solid traction where they serviced more than 7k homeowners. I trust the team, love the product and fully support them in this and future raises.

Invested \$50,000 this round

Highlights

- 1 Solid traction: successfully registered 7,000+ homeowners & 1000+ technicians
- 2 Highly experienced team: founded local home service company and grew it to \$4.7M+ in revenue
- 3 Supported and backed by Bay Area VC funds and Daniel Curran (Forbes #7 Angel Investor, 15+ Unicorns)
- 4 Featured in top media outlets: Forbes, Entrepreneur Techbullion, Tech Times
- 4 Featured in top media outlets: Forbes, Entrepreneur Techbullion, Tech Times
- 5 Huge Partnership Opportunities: Airbnb, Zillow etc., Home Insurances , Smart Home Automation

Our Team

Our Team



Rafael Zeitunian CEO

Co-Founded the first company at the age of 19 and bootstrapped it to \$5M in sales without any external investments. 10 year experience in building and managing sales teams of 80+ people.

We started a Chicago Plumbing company, which we grew to \$5M in revenue. We realized that our tech can be applied not just to hiring plumbers but to all home service providers. Our goal is to build a unicorn company in the home service industry.



Maxym Sereda CMO

Bootstrapped home service company from \$0 to \$5M in 3.5 years. Successfully founded his first marketing agency at the age of 17. Launched multiple brands and products on Amazon marketplace. Lyft Ambassador who brought over 20k+ in new customers.



Daniel Curran Investor & Advisor

Forbes #7 Silicon Valley Super Angel/VC Investor - Strategy & Business Advisor Serial 14x Founder, & Exec - \$170M in exits - in 176+ startups + 15 Unicorns - CABIFY - Dollar Shave - Cruise



Artur Grandi Investor & Product Advisor

PhD in Economics, Founded construction company and bootstrapped it to \$64M+ in revenue just in 5 years



Keith O Cagle Home Service Technical Advisor

Third generation plumber with 30+ years of experience. Owned and successfully sold 10M+ home service company.

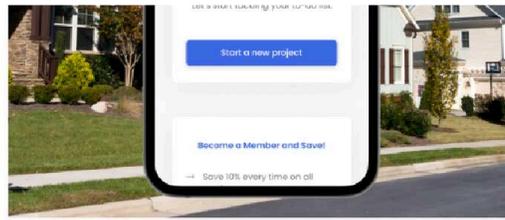
ALL-IN-ONE SOLUTION TO HIRE HOME SERVICE PROVIDERS

Our Story —


GC Plus is the



UBER of the home services marketplace



Our story originated when Grand Comfort started as a local HVAC & Plumbing company based out of Illinois. Our co-founders Maxym and Rafael grew the business from \$0 - \$4.7 million in revenue in only a few years. We have listened to countless stories about homeowners pain points and what they wanted. At the same time, we employed and worked with 30+ technicians where we learned about the challenges they faced working at various companies and the dream to become their own boss. Since then, GC+ was born to replace a complex and inconvenient outdated process to a modern, forward-thinking, seamless solution.



Rafael Zeitunian
Co-Founder & CEO

Maxym Sereda
Co-Founder & CMO

Bootstrapped local company to

\$4.7M GMV

Working together for

5+ years



Our Mission —

Disrupting the home service industry with automation and convenience



GC Plus is an online mobile marketplace that matches top GC-screened home service technicians with local demand, allowing consumers to find help with everyday tasks. While growing a local HVAC & Plumbing company, Rafael & Max noticed there was a need to make the process of hiring household labor truly simple and stress free. For technicians, GC plus opened a the doors for many individuals who wanted to become their own boss and grow their business without the headaches of the traditional business or franchise complexity.

Why Invest —

Total Addressable Market

With a total addressable market of 657 billion dollars, homeowners now are spending more on automation and convenience in their daily home activities.

Solid Traction

We have over 1000 signed up technicians and over 7,000+ homeowners in our database.

Compound Annual Growth Rate

The compound annual growth rate of home service markets is expected to be 35.81% from 2022 to 2026 and rising.

High-Profile Investors & Partners

Supported and backed by Bay Area VC funds and Daniel Curran (Forbes #7 Angel Investor). GC+ featured in top media outlets: Forbes, Entrepreneur Techbullion, Tech Times &

Market Opportunities

We anticipate market opportunities to partner with Housing Platforms like Airbnb and Smart Home Automation Solutions to integrate seamlessly with current home improvement workflows.

Partnerships

After establishing trust with top brands, our plan is to also partner with Home Insurance platforms and local community partners such as property managers and residential communities for large-scale adaptation.

Exclusive Perks

Investors can receive multiple perks, such as free home services, access to premium membership & discounts.

The Problem —

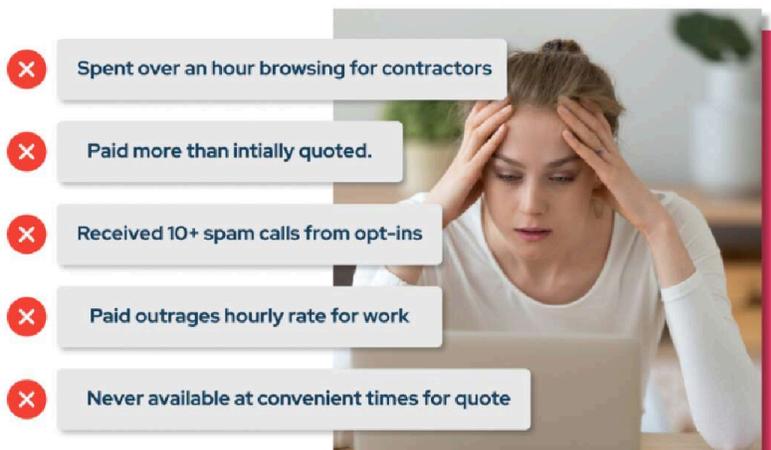
(Problem Homeowner Faces) 🧑‍🔧

There is **no easy way** to find and contract household labor on demand.

Hundreds of millions of homeowners all face the same struggle:

We've all had to scour the internet in search of a specialist to fix, repair, or work on a project in your home. How long did it take to call multiple options? How many spam calls and emails did you get afterward? How many times was the technician not available to come at your ideal time? How many times did you have to pay more than what was initially quoted for your project? Finally when the job is completed and not to standards, the unqualified technician is no where to be found...

We could go on and on with this frustrating process, but it no longer has to be this way.



(Problem Technician Faces) 🧑🔧

There is **no predictable** way to earn a living and grow as an individual.

Thousands of home service technicians all face the same struggle:

As a home service technician there are only two ways to earn money: Start your own business, or buy a home service franchise. Most technicians only make a small percentage (10-15%) from each job, they are forced to work overtime and weekends to keep the lights on and there is little to no opportunity to grow within the career.

We decided to change the status quo and provide a new and better option:

- ✗ Has to work overtime to keep the lights on
- ✗ Only makes 10-15% from each job
- ✗ No opportunity for growth within
- ✗ No predictable or guaranteed jobs
- ✗ Never available at convenient times for quote



The Solution —

An advertisement for GC Plus, an online marketplace for home services. The background is dark blue. At the top, there are two colorful confetti icons. The main text reads: "We built the **one-click, on demand marketplace** for all home services." Below this, it says: "GC Plus is an online platform that connects homeowners and home service contractors in an instant!". In the center, there is a smartphone displaying the GC Plus app interface. The screen shows a greeting "Hi Jason", a message "You don't have any projects yet!" with a "Start a new project" button, and a "Completed Job" section for "Drain Cleaning" with a price of "\$2,897.49" and a date of "Wednesday, April 16, 2020" from "8:30 AM - 12:30 AM". A yellow hand icon is pointing at the phone. To the right, a man with a beard and a blue t-shirt is flexing his muscles. The GC Plus logo is also visible.

Homeowners can solve common issues in one click with upfront pricing and on-demand service from experienced local technicians. Technicians are already vetted and approved by GC, ensuring that homeowners will receive the best service possible. The entire process of hiring technicians and completing the jobs is streamlined and protected, as all communication is done through the app.

We value the **time and comfort** of all our customers

60s.
to book a job

1 click
Auto Match

A-to-Z
Guarantee

Upfront
Detailed Quote

Desired
Booking Time

GC+ allows professional contractors to earn up to three times the average pay elsewhere, be their own boss, have flexible schedules, and provide exemplary service to homeowners. Technicians gain access to hundreds of contract jobs in their cities and can make money on their time and their terms without investment or the daily stresses of business management.

Become your own **boss.**

\$0 Investment	3X Earnings	Full Freedom
--------------------------	-----------------------	------------------------

Work full-time, part-time or once in a while!

How It Works — Homeowners

No more browsing, calling, reading reviews, and wasting time, money, and energy on unreliable contractors.

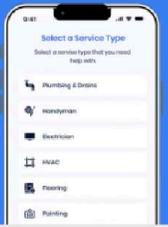
Homeowners can finally enjoy a truly 1-click on-demand service from a top GC-screened home service expert with a detailed upfront quote, \$1M house damage protection, money back guarantee and fully transparent and secured service through the GC+ app.



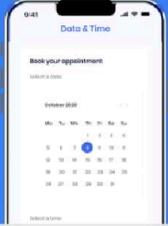
Enter zip code

Get a quote

2 Describe your home issues & get instant upfront quote



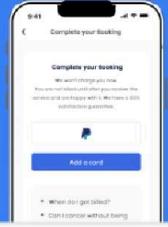
3 Chose a date and time that's convenient for you



4 Track GC+ technician route, job status, invoice, make payments & communicate with support & tech - all in GC+ App.



5 Pay securely with your phone only after the job is completed and when you are completely satisfied with the service.



Customer Testimonial —



No more unfair pay, business management stresses, or spending time gig-hunting just to get by.

With the GC Plus app, technicians gain access to hundreds of home service jobs in their local market. They can make money on their time and on their terms without a huge investment or the daily stresses of business management, and without having to waste time looking for gigs online.

1
Technician signs-up to join our platform

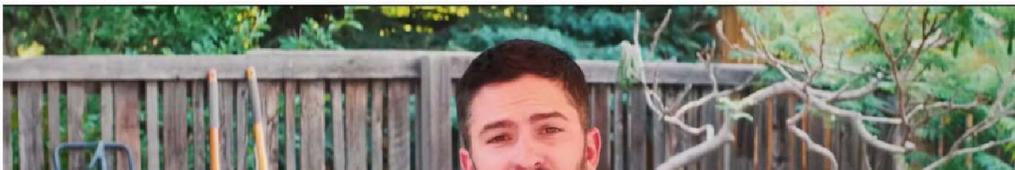
2
Uploads documents, finishes GC+ qualification & onboarding process

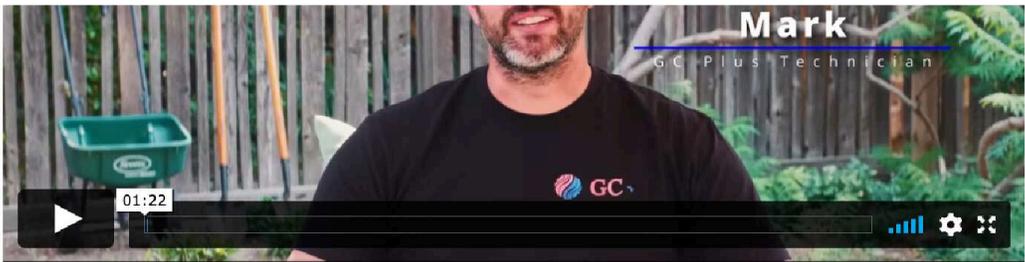
3
Starts getting home service work orders on our app with upfront earnings

4
Technician accepts the job, dispatches to the appointment, implements repair and get paid through the GC+ App

5
GC Plus receives 25-50% commission depending on job & trade that Technician performs
Technician gets his **50% -75%** earnings directly deposited to bank account within 72 hours after successful job completion

Technician Testimonial —





Download —

Our Unique Value Proposition —

Compared options for technicians to become their own boss.

Traditional Franchise Model	GC Plus App	Starting Their Own Company
<ul style="list-style-type: none"> ✗ High start-up costs ✗ Ton of Overhead ✗ Long Term Contracts 	<ul style="list-style-type: none"> ✓ Zero Investment ✓ No Overhead ✓ More Earnings & Freedom 	<ul style="list-style-type: none"> ✗ High Risk ✗ High Startup Cost ✗ Bussiness Skills & Experience Needed

Our Business Model is Simple Yet Profitable and Self-sustaining

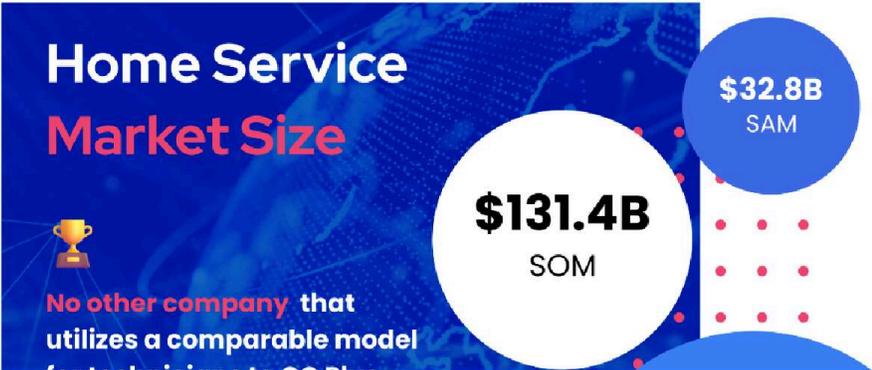
Example of our business model on an average plumbing job



The GC+ business model is built to benefit not just the homeowners, but also the technicians who respond to jobs. We offer competitive pricing, allowing homeowners to get the best cost possible (and once that quote is locked in, it stays there!), and 50% of the total cost, goes straight to the technician. The rest of the 50% goes to GC plus and currently breaks down as follows: 25% of the cost goes to CAC, Customer Acquisition Costs, to find more customers to grow the platform. 14.3% of the fee goes toward operational expenses, to keep the platform growing and running, while 10.7% of the total goes back into the company income.

Our business model is self-sufficient and self-sustaining, keeping homeowners and technicians coming back, while also putting a healthy amount of funding back into the business so we can continue to grow and develop our platform.

Market Size —



for technicians to GC Plus



Homeowners seek safe and one-click solution



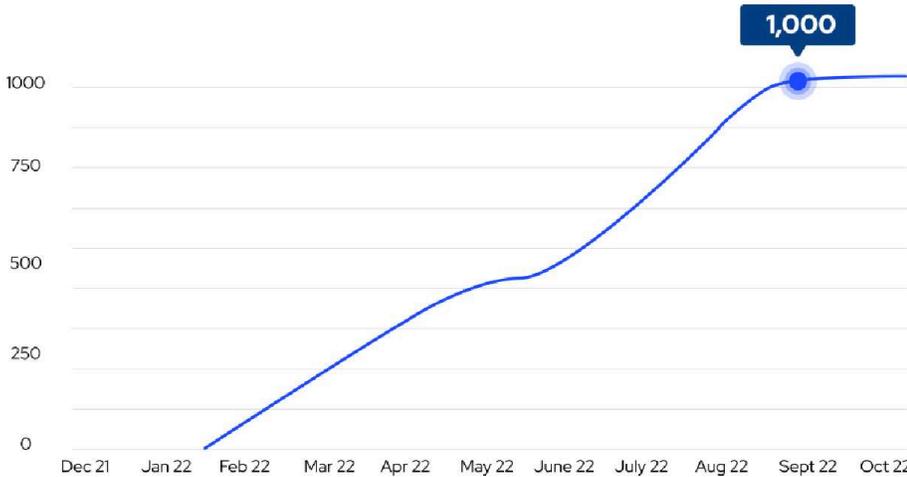
CAGR of 35.81% on-demand home service market during 2022-2026

\$657B
TAM

Our Traction —

Our data shows **massive interest** on both sides for our platform.

Registered home service technicians

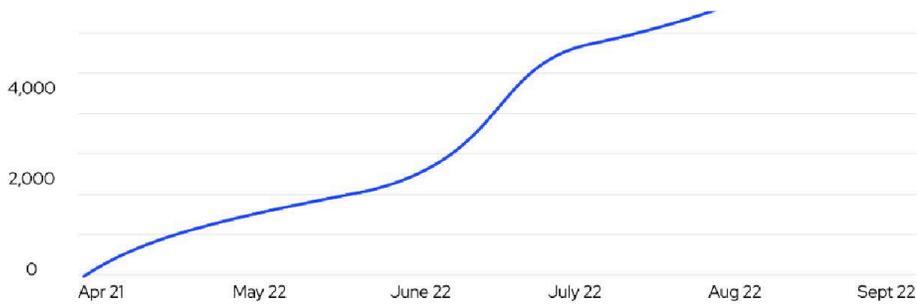


In the last 12 months, we have **grown gradually** to over 1,000 registered technicians for our app.

1,000 +
Registered
Technicians

Registered homeowners





In the last 6 months, we have **grown gradually** to over 7,000 registered Homeowners for our app.

7,000 +
Registered Homeowners

Our Fundraising Goal —



Target Fundraising:

\$1,000,000

We ask this amount in order to secure funding to grow our platform, gain traction and expand our coverage area towards our future projected milestones as listed below!



🔑 Our key projected milestones

\$1.2M ARR	10+ New States Covered	4000+ Signed Up Technicians	21000+ Registered Homeowners
----------------------	----------------------------------	---------------------------------------	--

*Forward-looking projections can't be guaranteed.

Our Financial Projections —

Our 3-year financial projections

	2023	2024	2025
Completed Jobs	3,400	17800	71200
Technicians	4000	9000	12000
Gross Revenue	\$1.2M	\$6.2M	\$24.9M

*Forward-looking projections can't be guaranteed.

Our Core Team

We are a **supercharged team** with some of the world's top engineers, investors, and advisors

Our Core Team



Rafael Zeitunian
Co-Founder & CEO

Co-Founded Grand Comfort, bootstrapped to \$4.7M in annual revenue within 3.5 years
Built sales team of 80+ people



Maxym Sereda
Co-Founder & CMO

Co-Founded Grand Comfort, bootstrapped to \$4.7M in annual revenue
9 years experience in marketing & digital advertising. Served Lyft, ecommerce and education businesses

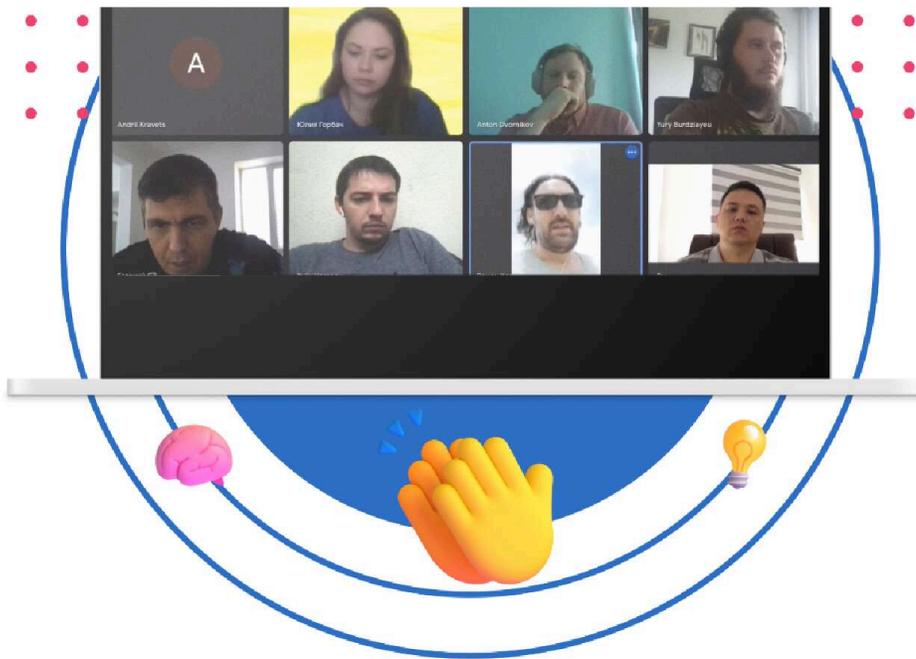


Yurii Firs
CTO

Software engineer with 18+ Years experience
Built and managed teams of 30+ developers

Our Development Team On a Daily Meetings





Our Advisory Board

<p>Arthur Zeitunian Investor & Advisor</p>	<p>Keith O Cagle Home Services Technical Advisor</p>	<p>Daniel Curran Investor & Business Advisor</p>
<p>PhD in Economics, Founded construction company and bootstrapped it to \$64M+ in revenue just in 5 years</p>	<p>Third generation plumber with 30+ years of experience. Owned and successfully sold 10M+ plumbing company in Illinois</p>	<p>Forbes #7 Silicon Valley Super Angel/VC Investor - Strategy & Business Advisor, Serial 14X Founder & Exec - \$170M in exits - in 176+ startups + 15 Unicorns - CABIFY - Dollar Shave - Cruise</p>

Features & Press

We have been **featured** in the top media outlets.



Investment Perks —

INVEST IN



GC+

INVEST IN THE FUTURE OF HOME SERVICE

INVESTMENT

\$400

- 2 FREE services by handyman
- Perk has a \$1,000 value

INVESTMENT

\$1,000

- 6 FREE services by handyman
- Perk has min \$3,000 value

INVESTMENT

\$2,500

- 6 FREE services by handyman
- Perk has min \$3,000 value

INVESTMENT

\$5,000

- 20 FREE services by ANY home service provider
- Access to future premium VIP app features free for life
- Perk has a min \$25,000 value

INVESTMENT

\$10,000

- 30 FREE services by ANY home service provider
- Access to future premium VIP app features free for life
- Annual call with the board