

INVEST IN RECAPTURIT, INC

 Share

# Online marketplace exclusively for reclaimed and salvaged building materials.

## LEAD INVESTOR



**Jeremy Nathan Fleming**

I believe in ReCapturit and its mission. The quality of the people involved is central to me, as is the importance of the mission to redirect reusable salvage materials back into the retail stream. There is tremendous potential in the salvage material that is being lost every day from remodeling and teardown of municipal construction and single family homes. As Recapturit gains momentum, this represents a tremendous opportunity to play a part in saving our architectural heritage.

Invested \$10,000 this round & \$10,000 previously

[Learn about Lead Investors](#)

[recapturit.com](https://recapturit.com)

Seattle WA

Technology

Marketplace

Ecommerce

Mobile Apps

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## Highlights

- 1 Small Business Sellers are already on marketplace. Products are being loaded daily.
- 2 Founding Team experienced in Ecommerce, Startups, Business Ownership, Construction, and Architecture
- 3 Revenue generated from commissions; 7.5-17.5%, subscription fees; \$0-\$79, and referral payments.
- 4 US Market of \$6.5 Billion and growing.
- 5 Building relationships with "super buyers" to foster repeat business and consistent revenue.

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## Our Team



**Lawrence M. LaMotte** Founder / CEO

- 25 years of experience in architecture, construction, and facilities management. - 32 years of contiguous small business ownership.

Stewardship is our Purpose. Larry LaMotte felt the pain of wasting perfectly good resources in much of his career. So, he combined his entrepreneurial spirit with his architectural and construction knowledge to create ReCapturit, to take on the largest waste source there is. ReCapturit's Team shares this zest to combat waste.



**John Harlow** Chief Financial Officer

- 25 years construction industry expertise - Leadership in operations, business development, and general management - Successful international startup experience



**Amber Barbee** Marketing & Communications Director

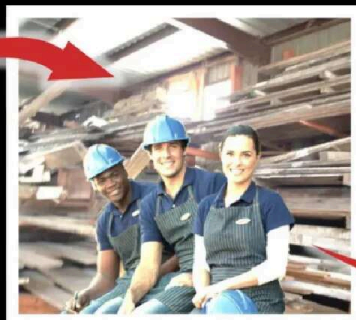
- 20+ years in ecommerce marketing management, specializing in small business, ecommerce, and start ups. - 6 years small business ownership

SHOW MORE

## Pitch



***The*** Online Marketplace for Buying and Selling Recaptured Building Materials and Architectural Salvage



September 26, 2022

### Slide 1: The Problem



**UNBELIEVABLE**

+ Satellite





## WASTE!

You thought we  
threw away a lot  
at home and at  
work... HA!

Look at  
**Construction &  
Demolition  
Waste!**



## Slide 2: The Opportunity



*"My job as an entrepreneur is to consistently turn  
scarcity into abundance." – Peter Diamandis*

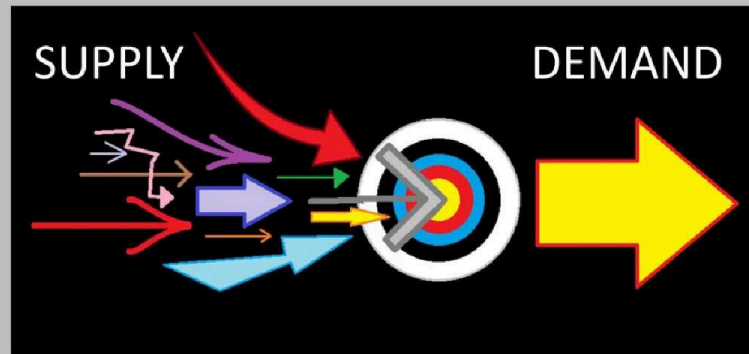
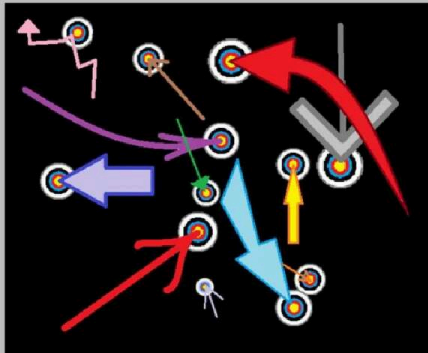
Confusion...

Clarity

Complexity...  
Scattered...

into

Simplicity  
Focused



### Slide 3: Customers and “Where We Are”



*“The thinking that got us to where we are is not the thinking that will get us to where we want to be.” - Albert Einstein*

#### Buyers / Demand

Building Owners	Status Quo	Architect Interior Designers
Home Owners	We WANT sustainable!	“We can’t get it!”
Same old Vendors	Only New Product / Materials	This is just how we do it!

#### Sellers / Supply

Arch'l Salvage Dealers	Low-tech	Used Lumber Dealers
Scattered	Upcyclers	Not connected
Diffuse focus	Remodelers	Construction Co's

### Slide 4: The Solution



We connect eager **Buyers** with scattered **Sellers** - like a Farmers' Market - only our marketplace is *ONLINE!*



## Slide 5: Built and Run by The Team



### **Larry LaMotte**

#### **Founder | CEO**

- Arch'l Designer, B. Arch.
- E-comm, Const, Networks
- Founded 6 businesses / 1 exit



### **John Harlow**

#### **CFO**

- Ops | Bus Dev | GM
- Construction Mgmt.
- International startup



### **Amber Barbee**

#### **Mktg & Comm Director**

- Mktg | Sales | Bus Dev
- E-comm Mktg Mgmt



### **Wendy Kramer**

#### **Director of Technology**

- 20-year IT mgmt
- 12-year owner IT practice



### **Shane (Kat) Ralbovsky**

#### **Customer Service Mgr**

- Customer Svc + UX
- Comm'l Const Mgmt



### **Aaron Boysen**

#### **Bus Dev Manager**

- Aerospace Eng'r + MBA
- Strategy | Analysis | Mktg



### **Ann Wendell**

#### **Knowledge + Community**

- UX | Content | Resources
- Author | Researcher



### **Ellen Kwor**

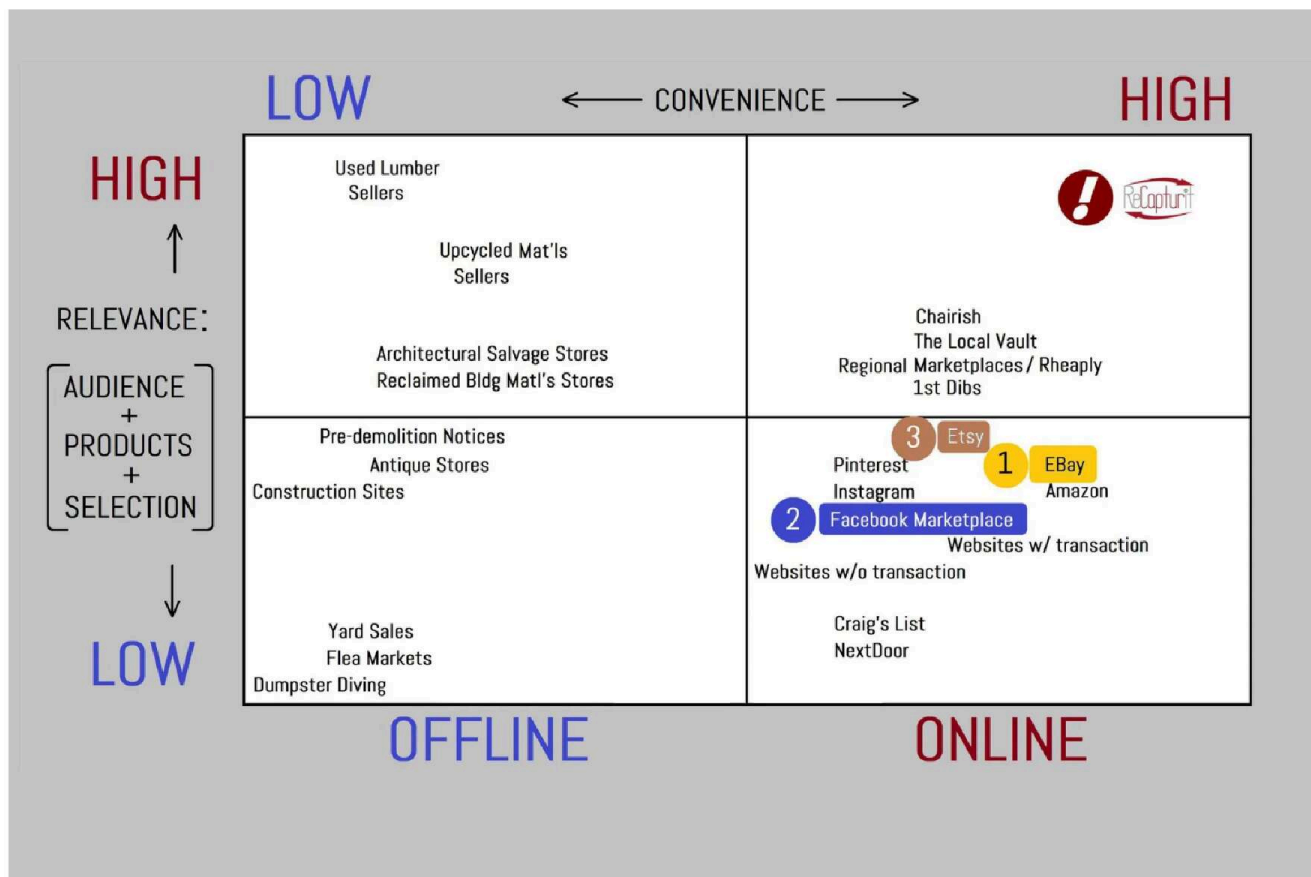
#### **Seller Onboarding**

- 20 yrs Bus Dev + PM
- Website Management

## Slide 6: Current Competitive Landscape







## Slide 7: The Financial Opportunity



- TAM: Total Available Market – Sellable Reusable Materials
- SAM: Serviceable Available Market – Estimated Sales
- SOM: Serviceable Obtainable Market – ReCapturIt GMV



2022 - US

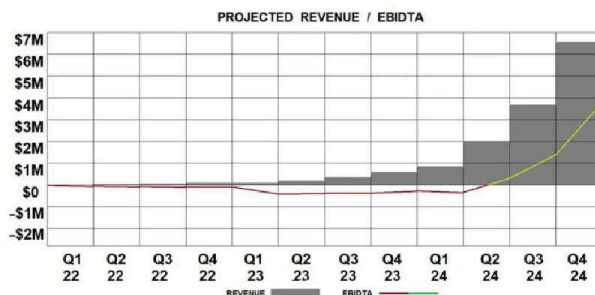


3 Year - US



7 Year - Global

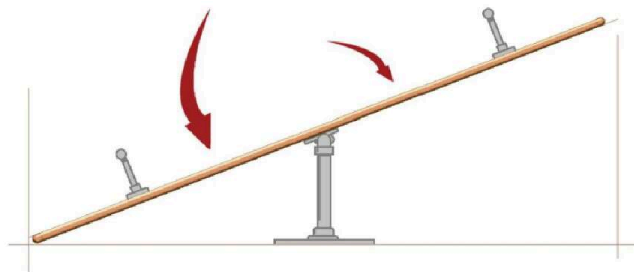
**Customer Lifetime Value: Seller**  
Low: \$0 Mid: \$882 High: \$6636  
**Customer Lifetime Value: Buyer**  
Low: \$450 Mid: \$72K High: \$840K  
**Customer Acquisition Cost:**  
Now: \$393.33 Target: TBD



## Slide 8: Business Model – 2-Sided Marketplace



*“You can never change things by fighting the existing reality. To change something, build a new model that makes the old model obsolete.” - R. Buckminster Fuller*



### We earn via:

- Commissions – 17% | 10% | 7.5%
- Subscriptions – \$0/mo | \$49/mo | \$79/mo
- Partner referrals (Ads and more soon)

### Sellers:

- Be part of the Go-To-Resource, the future!
- We “stocked the shelves” first with their products
- Sellers risked their efforts on a promise
- They resisted loading more: “wait and see”
- With “evidence” of Sales and LOI’s Sellers load more

### Key features - Convenience:

- Purchase from multiple sellers at once
- 4 Shipping options built-in
- State Sales Tax: We collect / remit / file returns

### Buyers:

- Convenient access saves time and effort
- Combined orders = larger projects possible
- Story of Origin™ = Provenance captured
- Search and source locally for less cost / travel
- Make product requests directly to Sellers

## Slide 9: Achievements + Future Plans



### Our Traction

- Letters of Intent:
  - \$10k / month
  - \$250k / month
- 30 SMB Sellers on board
- 1250 Products listed

### Our Following

- Opted-in list – 1,857
- Podcasts – 6
- TV spots - 1
- Memberships / Alliances – 8
- LinkedIn Followers - 505

### Our Future Plans and Goals

- **The BRICK™ - Building Resources for Inspiration, Community, and Knowledge.** Attracting, educating, and building community.
- **TDC™ - Transformation Distribution Centers™.** Salvage processing and selling warehouses where we process materials for commercial sale and develop best practices to improve the salvage ecosystem.
- **6 Super Buyers in 6 months** – A Super Buyer is a commercial Buyer purchasing regularly @ >= \$10,000 / month



- **Automations** – Quicker product loading, on-boarding, and more.

## Slide 10: Use of Funds + Info



*Is it inevitable that our entrenched practices of “TAKE > MAKE > WASTE” will end?  
Why not now?*

- **Nine of our team** invested cash.
- **Pre-Seed Round** on **WeFunder** in **September 2022**.
- Seeking **\$300,000** via **SAFE** Agreements.
- Terms and future investment available.



**42%** - Marketing / Sales acceleration.

**27%** - Contractors

**26%** - Operations

**5%** - Technology

# Thank you!

EMAIL: [InvestorInterest@ReCapturit.com](mailto:InvestorInterest@ReCapturit.com)

INFO: <https://investors.recapturit.com/investors>

The use of funds in this slide does not include the Wefunder intermediary fee of 6.5%.