



Investing In **ProInsight**TM

ProInsight™



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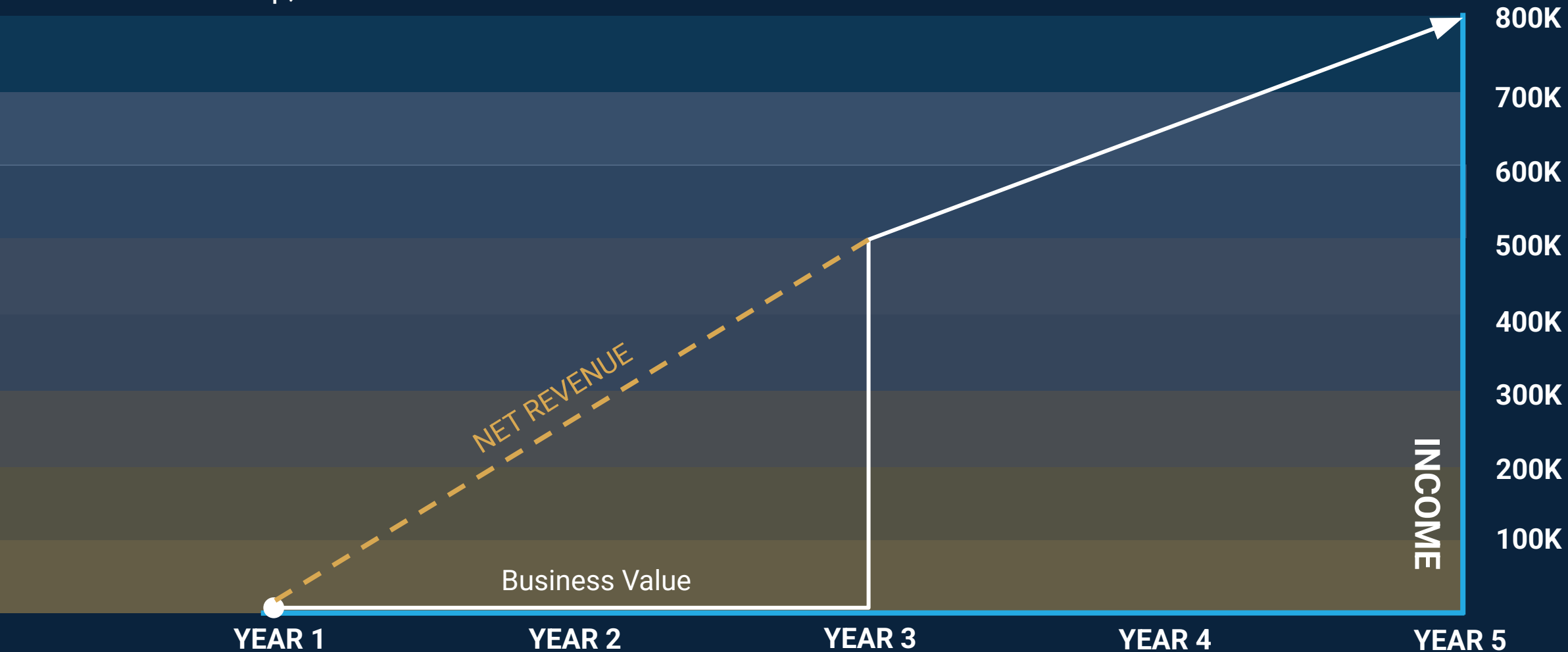
Amy Stockberger
VP of Business
Development
US Top 50 Agent



The Baby Boomer Business Dilemma

51% Ownership, 95% Unsellable

ProInsight™



Lacks Insights:

Waits for the client to reach out to them.

Acquisition Costs:

Large commitment of time & money to source new clients.

Big Tech Risk:

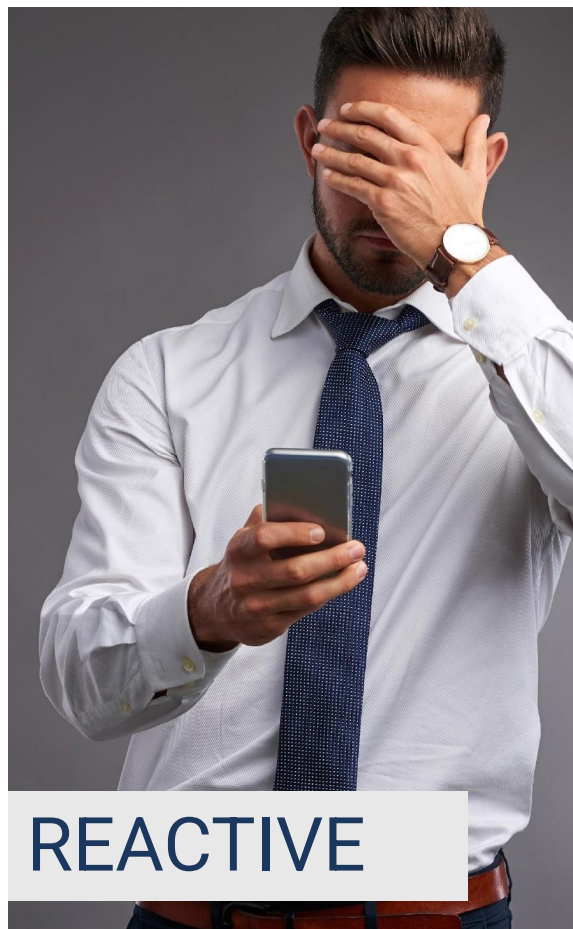
Vulnerable to big tech sniping their clients to competitors.

Lower Margins:

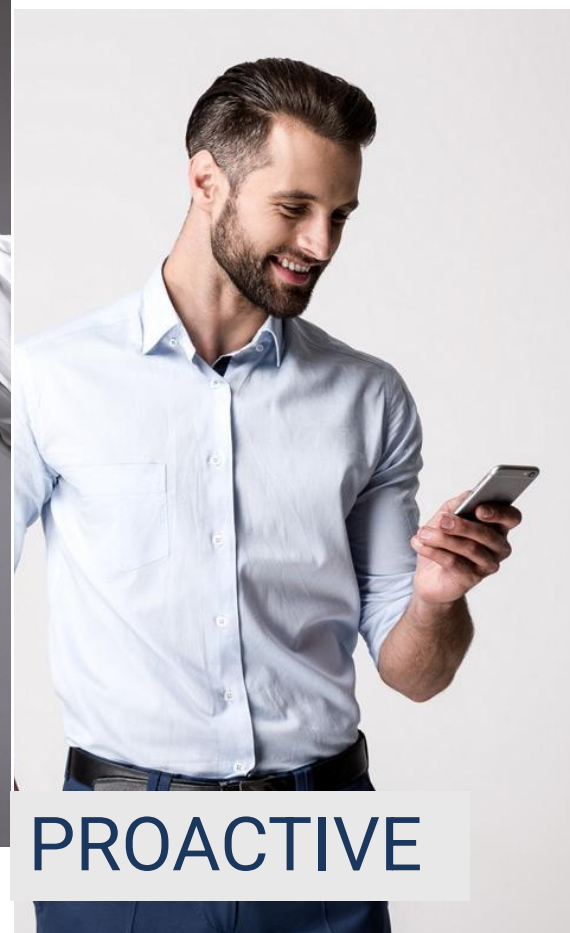
Diminished margins and value perception.

No Exit Strategy:

Never builds a business that they could one day sell.



REACTIVE



PROACTIVE

Intelligent Insights:

Warm-market opportunities identified with AI.

Proactive Outreach:

Opportunities are contacted and appointments are scheduled.

Trusted Advisor:

Builds stronger relationships through ongoing and proactive care.

Higher Margins:

Increased margins and enhanced value.

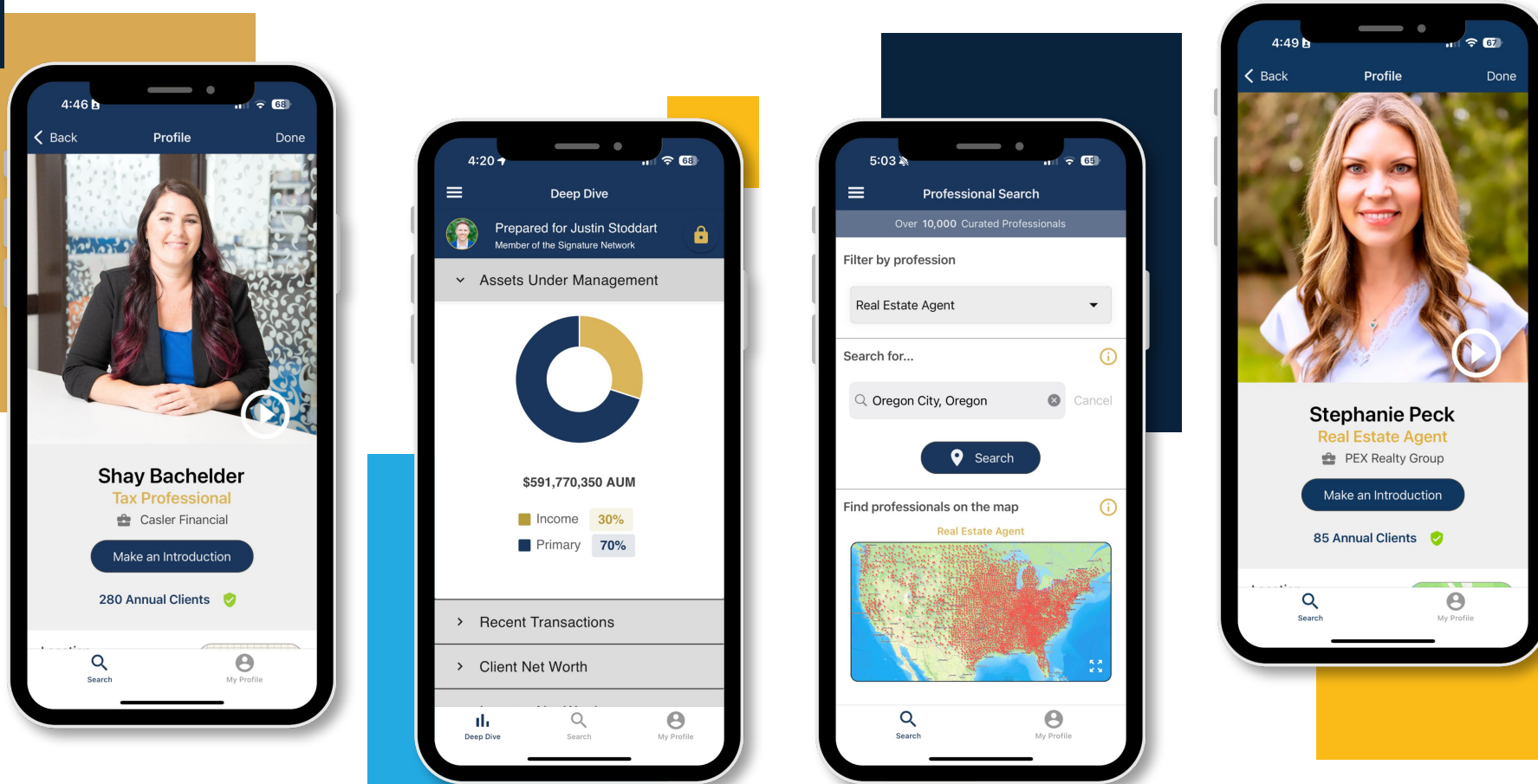
Optimize, Acquire, Exit:

Business is optimized for expansion and eventual exit.

From Job Ownership To Business Ownership

Inside the App

ProInsight™



Enabling scalable, done-for-you, warm-market client acquisition.

Get Started

Growing the Referral Network

Inviting Made Simple:

Professionals can seamlessly invite peers via email or text

Automated Onboarding:

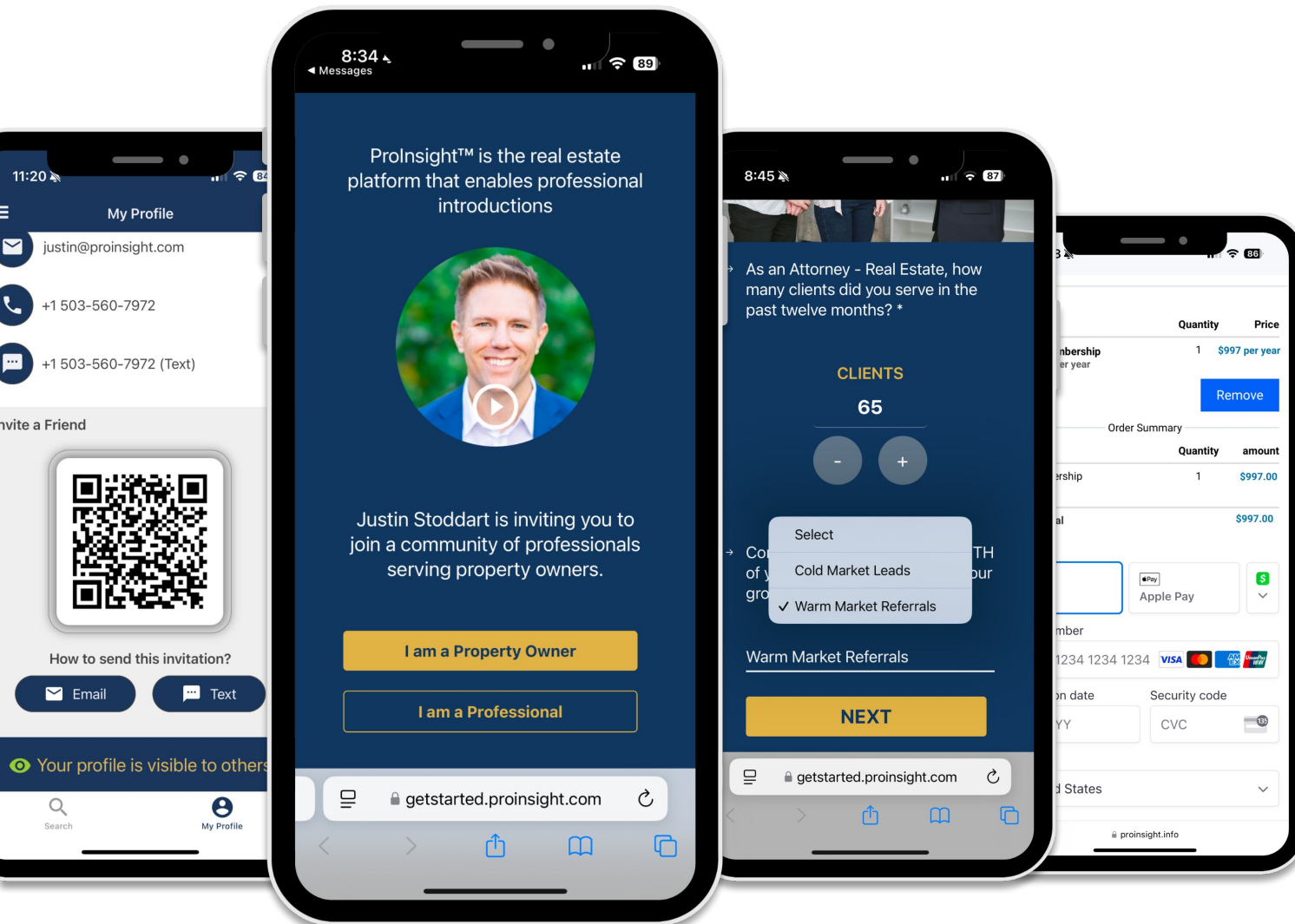
New users join through an innovative, tech-driven process.

Scalable Growth:

A platform designed to encourage organic, viral network expansion.

True Tech Solution:

No manual sales push required. Growth is built seamlessly into the platform.





GO TO MARKET

The Deep Dive™ Done for You with AI:

Provide Professionals with inbound opportunity generated from AI enhanced data insights

Signature Network:

Build and manage a personalized network of trusted professionals.

Lifetime Home Support™:

Create a stronger relationship between the professional and the property owner.

Optimization for Acquisition & Exit:

Support long-term growth and strategic acquisitions and exits.

Market Definition

8.25m
TOTAL
PROFESSIONALS
30 INDUSTRIES

27%

100,000 Referral Professionals
(27% of vertical market)

375K

TOP PRODUCING
RELATIONSHIP-
BASED BY REFERRAL
PROFESSIONALS

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Scaling Sales

By Professional Referral

\$1,048,500

Monthly Total



250
Established
Coach/
Affiliates

2

Each of Which
Attract 2 New
Members
Monthly

\$1,997

400 Deep Dive Sales/
Month

\$2,497

100 Signature Network/
Month

The Professional Referral

Coach/Consultant

ProInsight™

\$1,997

\$1000 Affiliate Co-op

\$50 Data

\$250 Network Advisor

\$350 VP Business Development

\$75 Credit Card

\$25 SVP

\$1,750 Acquisition Cost

\$247

Gross
Profit



The Professional Referral

Coach/Consultant

ProInsight™



\$1,997

\$50 Data

\$200 Network Advisor

\$75 Credit Card

\$80 VP Business Development

\$20 SVP

\$700 Renewal Cost

Network Development

**Signature
Network**
(Realtor Led)



**Military First
Responder
Network**
(Lender Led)



**Luxury
Network**
(Financial
Advisor Led)



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Financial Projections

From Three Networks

100,000

Professionals

- Average Contract Value of \$1,000+

\$107M

Annualized Revenue

- Our initial objective

25.5%

Net Margin

- Providing a net-gain approach to referral networking

<\$1.5M to
Cash Flow
Positive
(Apr 2026)



US Network Revenue

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**Signature
Network**
(Realtor Led)

\$34,000,000
annualized by
December 2029

\$33,000,000
annualized by
December 2030

**Military First
Responder
Network**
(Lender Led)

\$33,000,000
annualized by
December 2031

**Luxury
Network**
(Financial
Advisor Led)

2025 Objectives

Q4 2025
3,000 Members

Q3 2025
1,500 Members

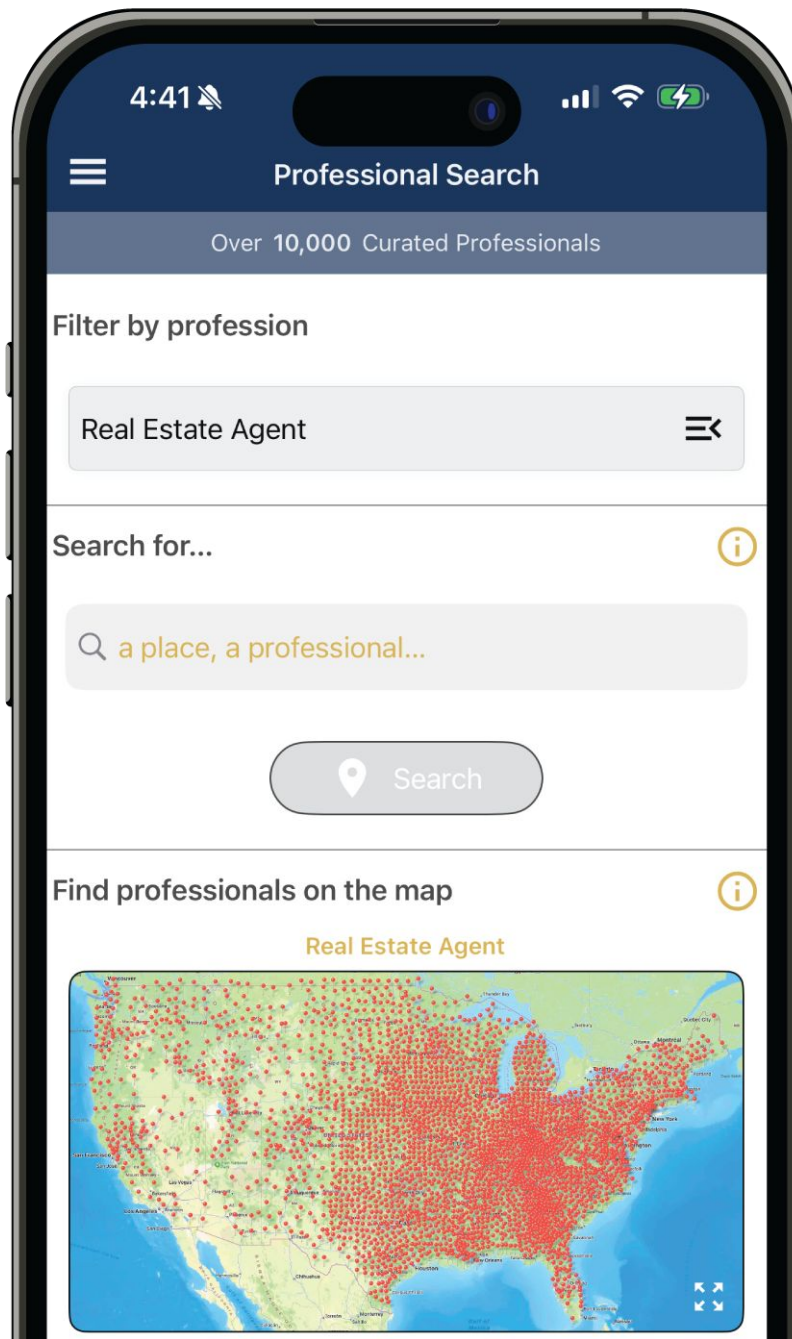
Q2 2025
500 Members

Q1 2025
350 Members



Release the Full Deep Dive
Expand to a customer base of 3,000 members, equaling \$6M ARR

Cash-Flow Positive
Cash flow positive by April of 2026 and profitable by December 2026.



Investor Opportunity

SAFE Round:

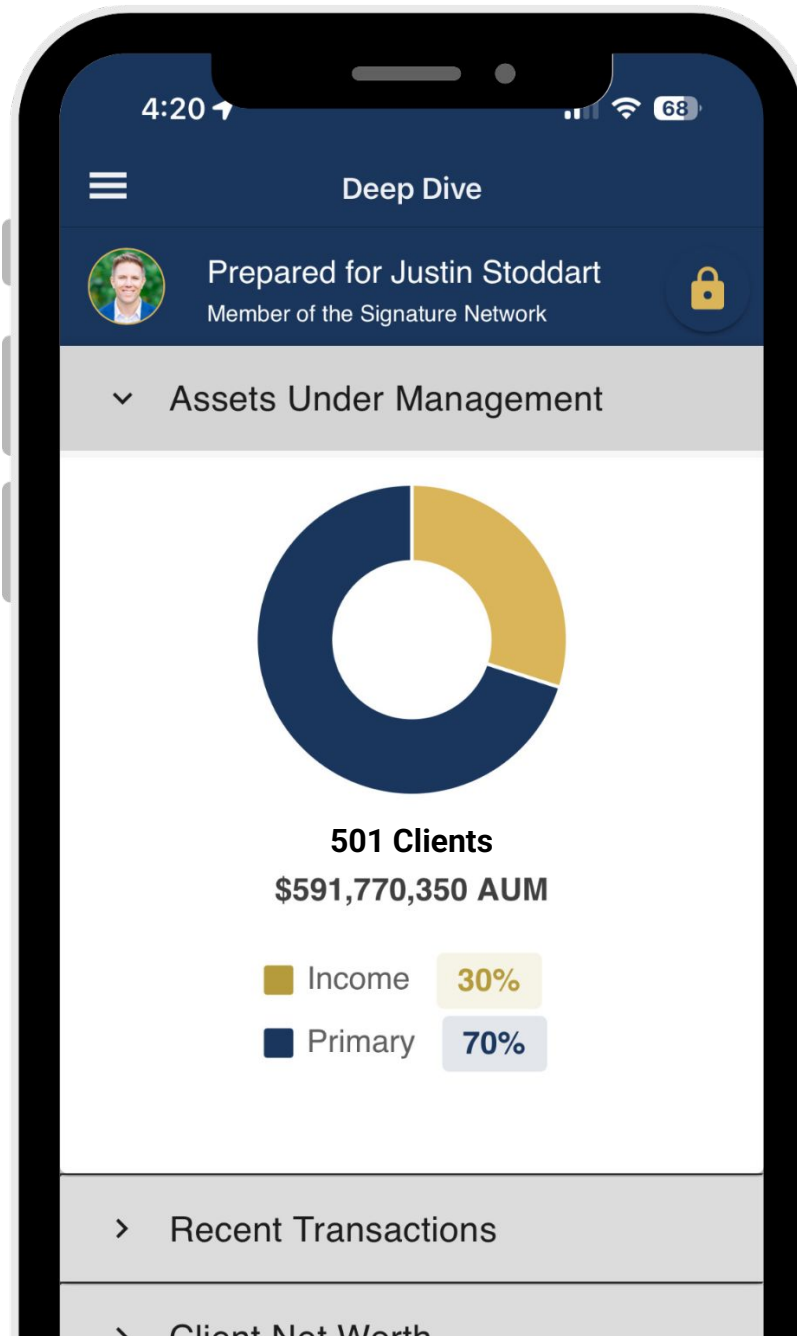
Closing in Q2

Priced Round:

Raising \$1.5m total
(Projected valuation of \$6M pre \$7.5M post)

Use of Proceeds:

Scale our Sales & Product Development



Milestones Achieved

- ✓ Live in the App & Google Play Stores
- ✓ Scalable Sales System
- ✓ LTV to CAC ratio of 4:1
- ✓ Customer base to support \$300K ARR



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EXIT

Potential Acquirers:

(International Publicly Traded Companies in the Professional Services Space that would Facilitate Scaling of our Model to an International Audience)

Timeline:

3-7 Years (no sooner than \$100m valuation)

ROI/Comps:

Traditionally SaaS-based trajectory similar to ours have warranted a 6-10x ARR when fast-growing and a profit margin in excess of 25% net.



ProInsightTM

For Round Inquiry and Information, Contact:
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