



The operating system behind  
every **great rental business**

INVESTOR DECK

# Our story

## We started from the dirt

We built and scaled a profitable brick-and-mortar rental business by hand — \$1M in revenue, 3 locations, 7 years.

As we scaled, the cracks became chaos: missed bookings, lost revenue, angry customers. We searched for tools to grow, but everything was built for enterprises, not real-world operators like us.

*We weren't the only ones!*



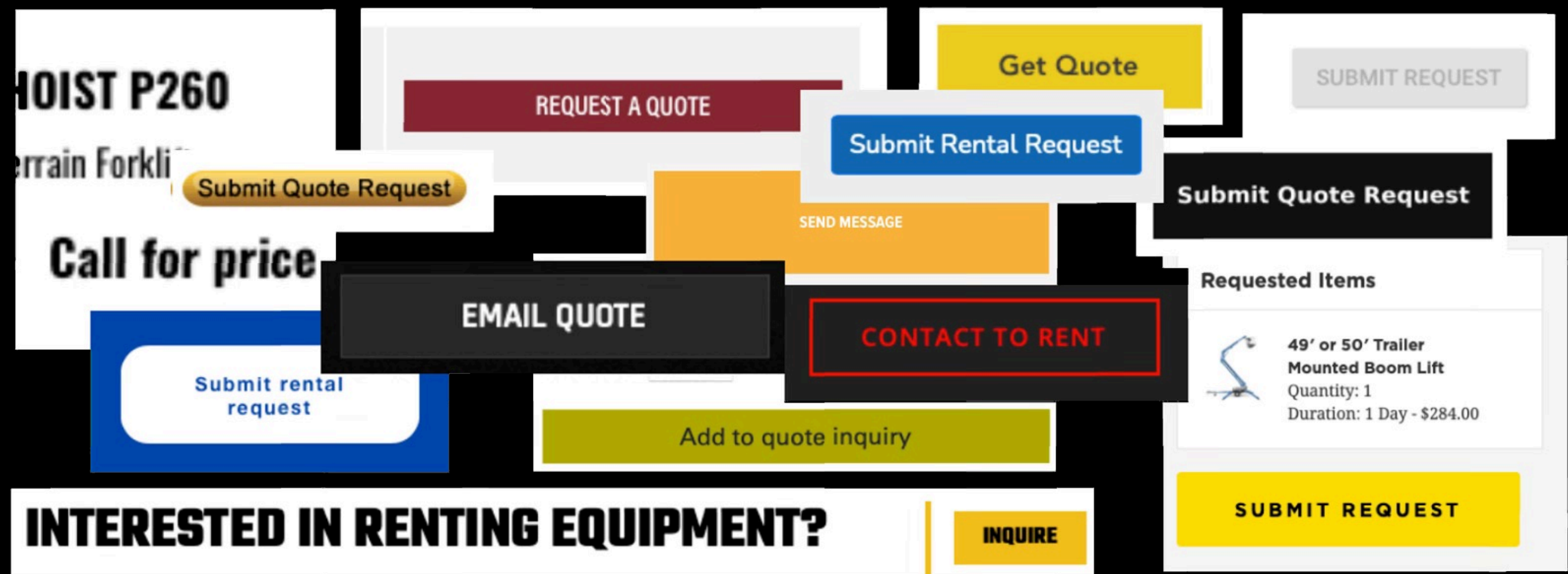


# The rental industry is outdated



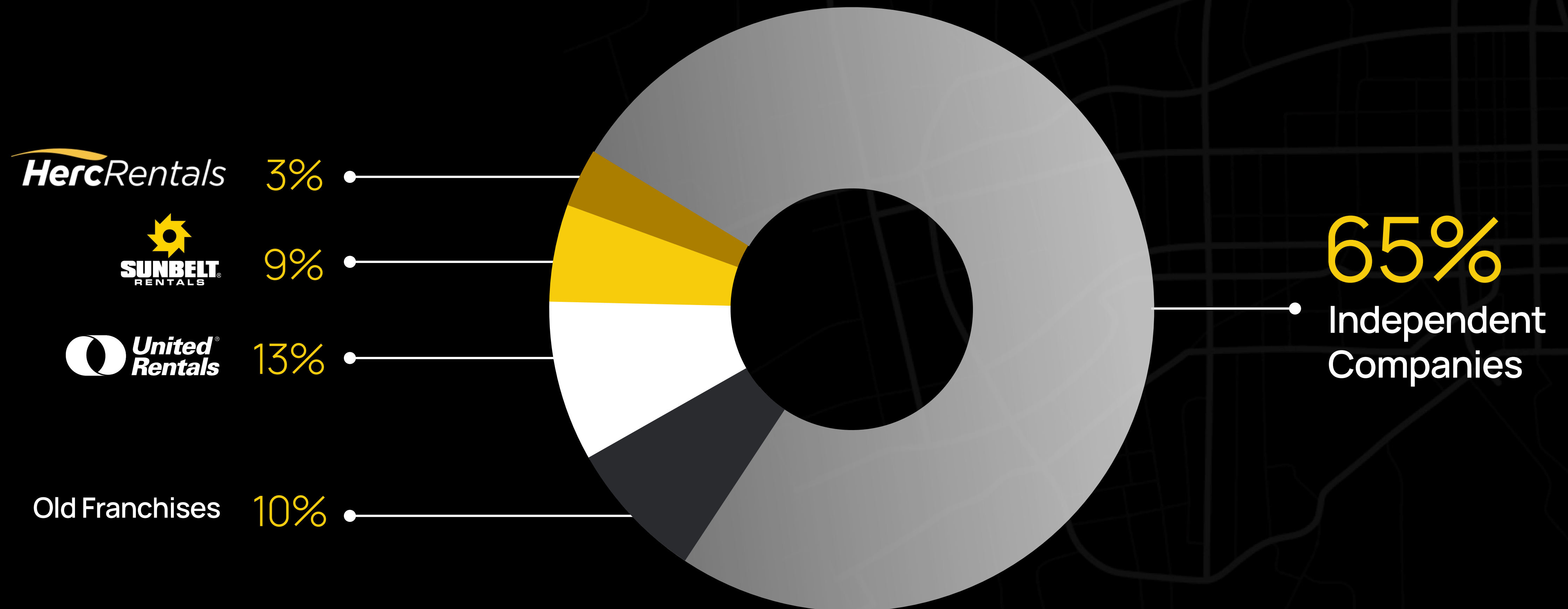
Rental businesses are held back by outdated websites, no booking software, no live availability, and zero automation.

## REAL RENTAL COMPANY WEBSITES



# The unclaimed market

Independent rental businesses make up the majority of the industry. But they've been overlooked, underserved, and left without the tools to compete. Until now.





# Powering modern rental operations

We help rental companies grow revenue, save time, and compete in a modern market.

✓ **Operations Portal**  
Automate workflow on time-consuming tasks

✓ **Rental Stores**  
Convert more customers and grow revenue

✓ **Marketplace**  
Gain new customers and grow revenue

Marketplace

Operations Portal

Web Stores

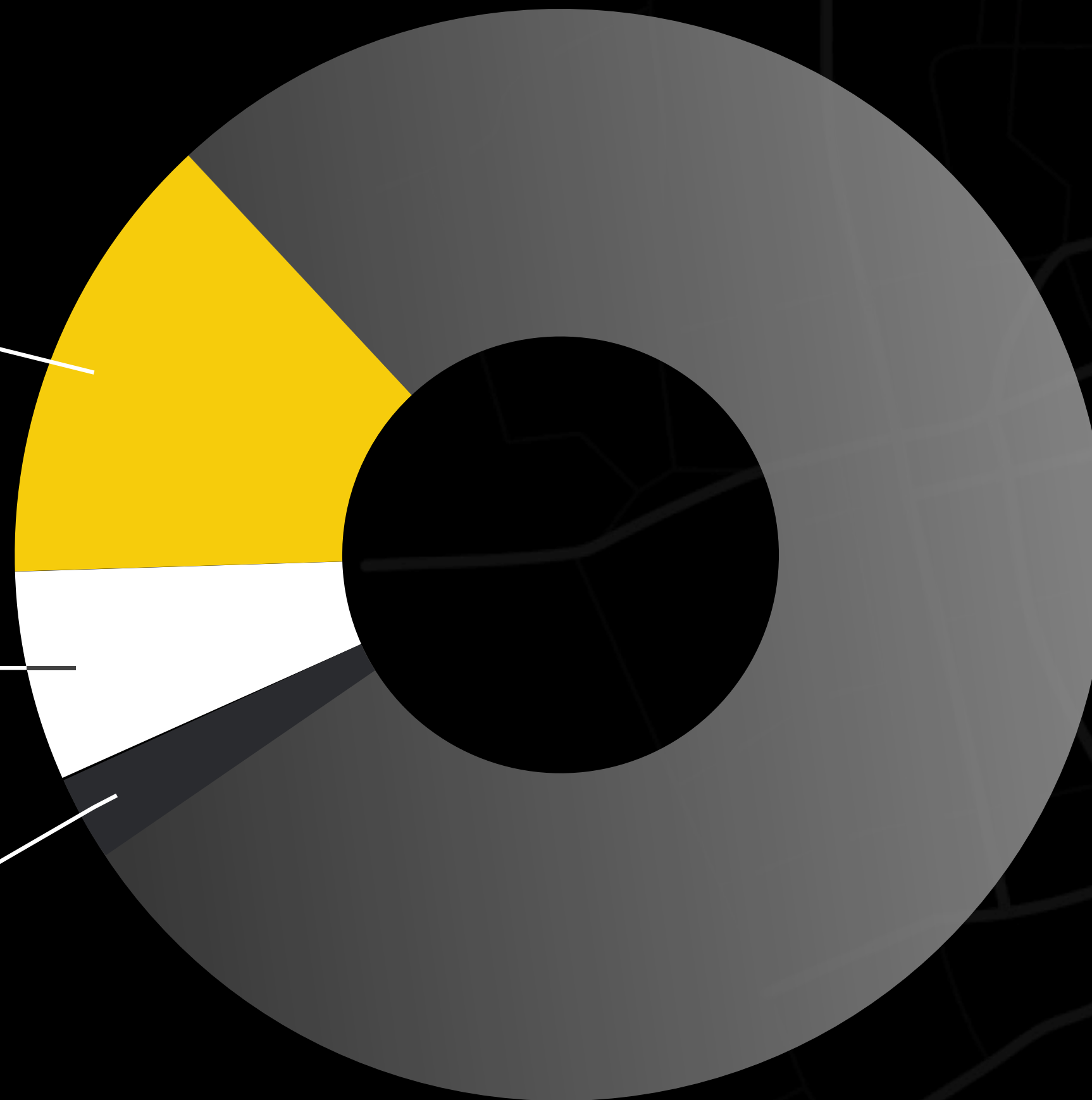
# Simple, scalable revenue

## Marketplace

**20%**  
Rental company  
take rate

**10%**  
Rental customer  
take rate

**3%**  
Insurance fees



## Software subscription

**\$100-\$300**

Starter to Enterprise Plans

**1%**

Transaction fee

**Add ons**

Enhanced tools for  
super user

# Nationwide growth, fast adoption

In just months, we've launched in new cities, scaled our supplier base, and doubled adoption.

440+  
Listings

100%  
MoM Growth

\$700K+  
Payments

\$25K+  
GMV





# Suppliers grow faster from day one

In just one month, the platform drove real revenue, usage, and bookings.

5x

Daily Logins

53%

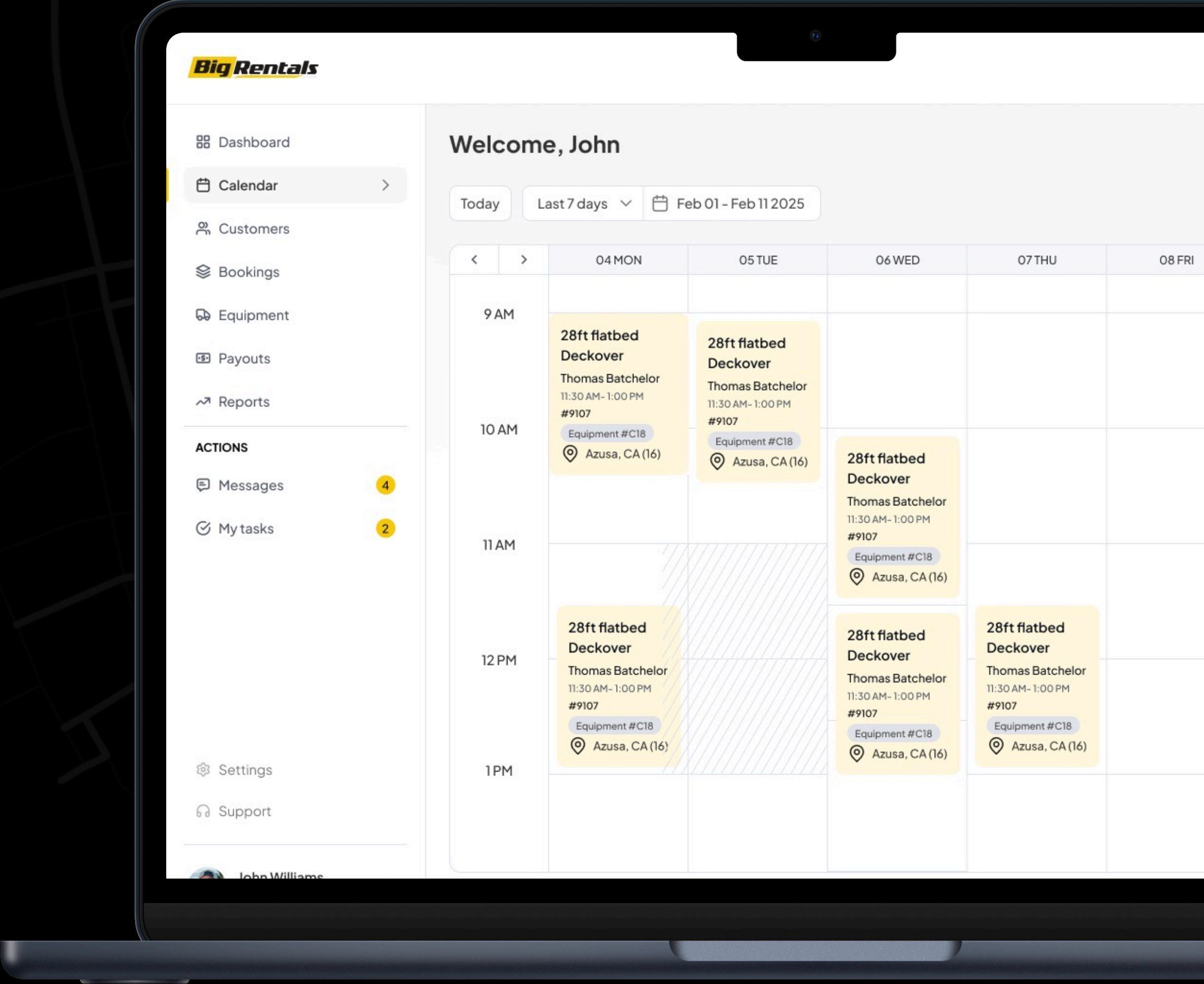
Sales Growth

50+

New Bookings

\$13k

New Revenue



# Scaling beyond trailers

We started with trailers. Next: construction, lifts, and waste. Each expansion adds new revenue streams and bigger customers.

## Current



Vehicle



Flatbed



Dump



Recreational



Cargo



Livestock

## Upcoming

### HEAVY EARTHMOVING



Excavators



Wheel Loaders



Dozers

### AERIAL & LIFTS



Boom Lift



Telehandler

### WASTE



Roll Off  
Dumpster

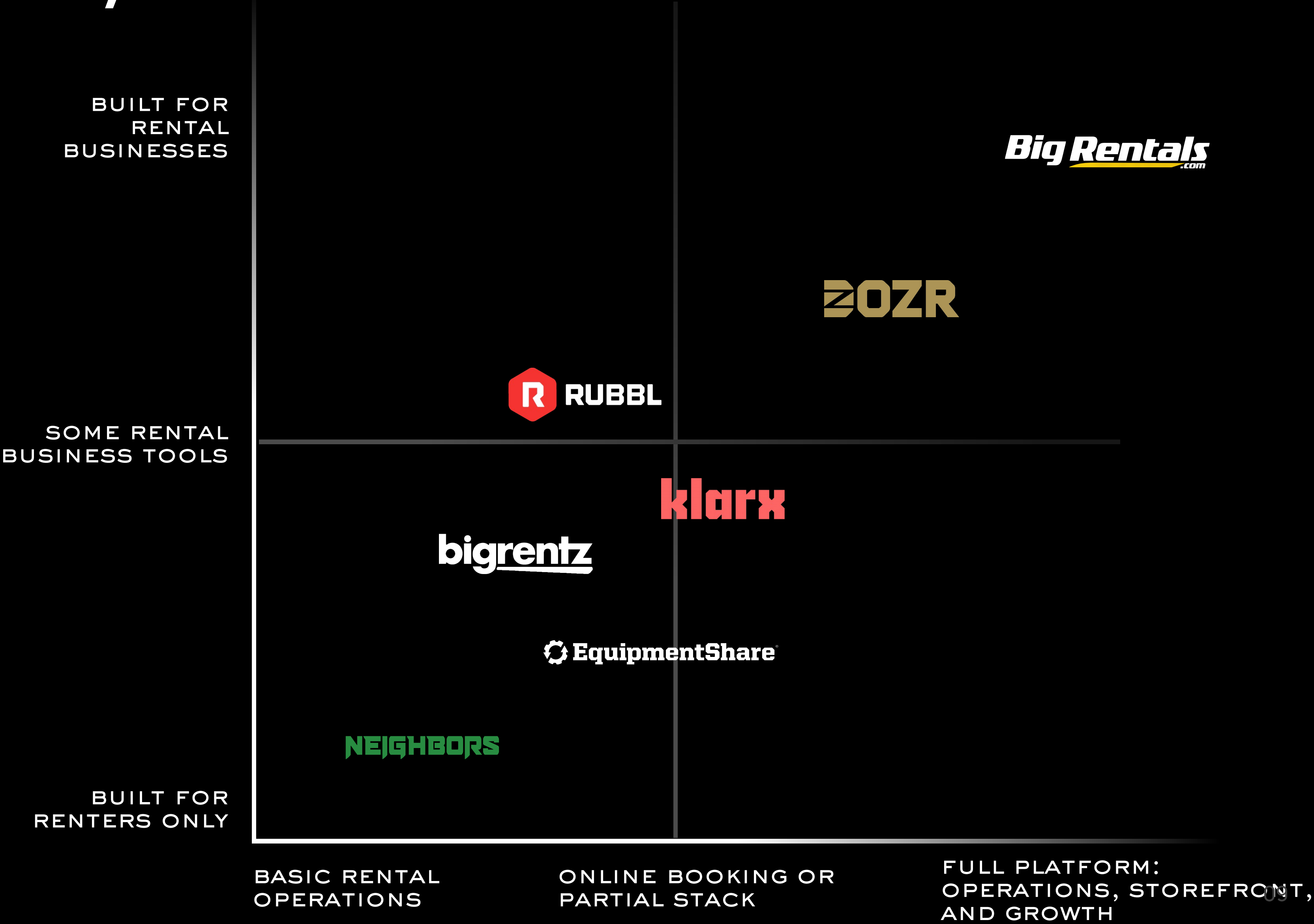


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# Built to outscale everyone

We built the platform rental **businesses rely on to scale.** From storefront to workflow to marketplace, we lock in customers as their system of record. With full visibility into transactions, inventory, and customer behavior, we unlock data others can't.

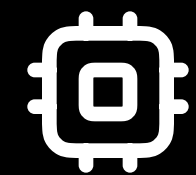
That advantage will out scale every incumbent.





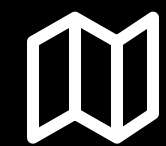
# Our data advantage

## Proprietary data collection & structuring:



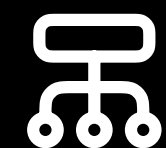
### Bot collecting data

We aggregate listings from Craigslist, Google Maps, supplier websites, and competitor platforms.



### Map and store data

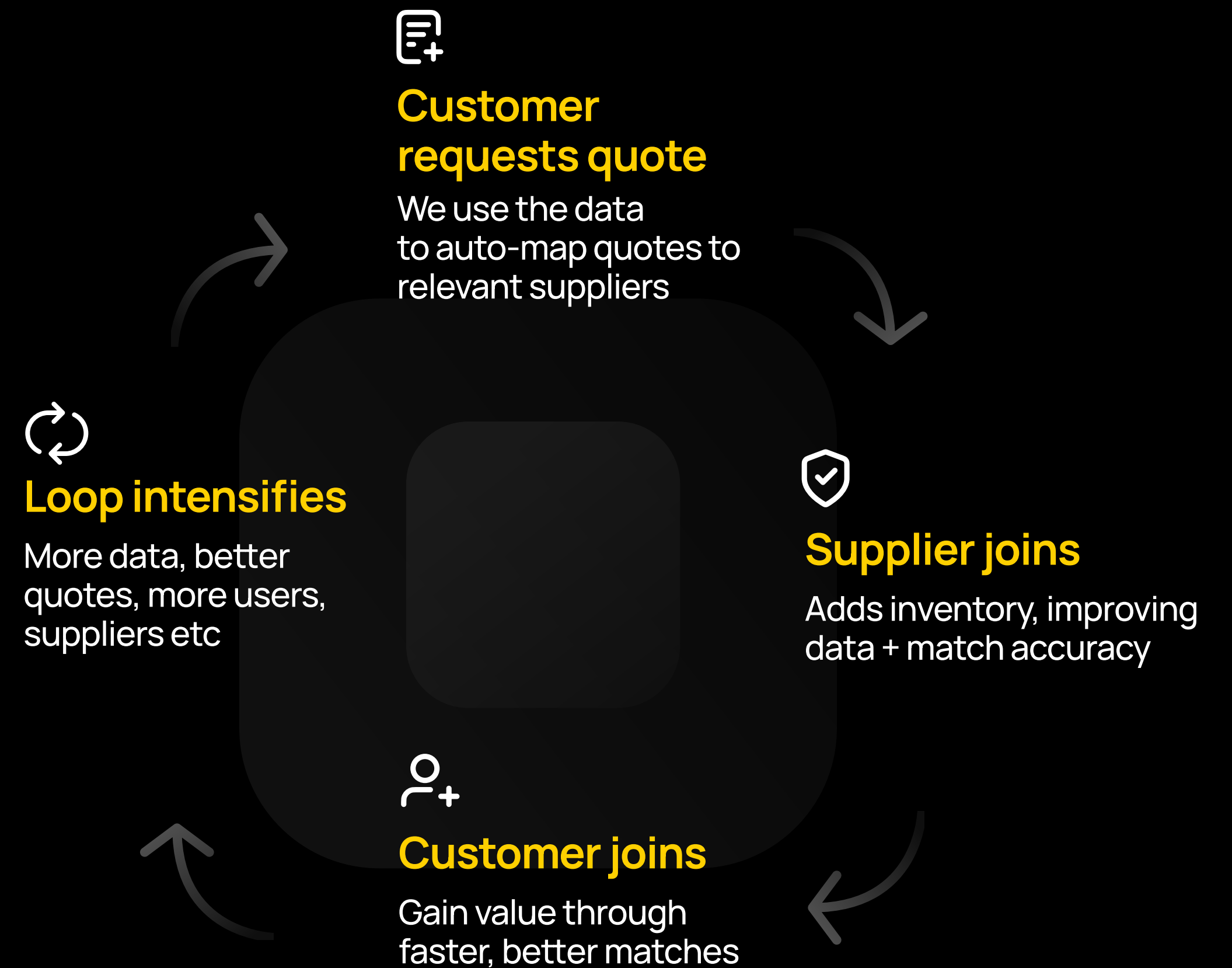
We standardize equipment, pricing, and location data into structured internal databases.



### Data intelligence

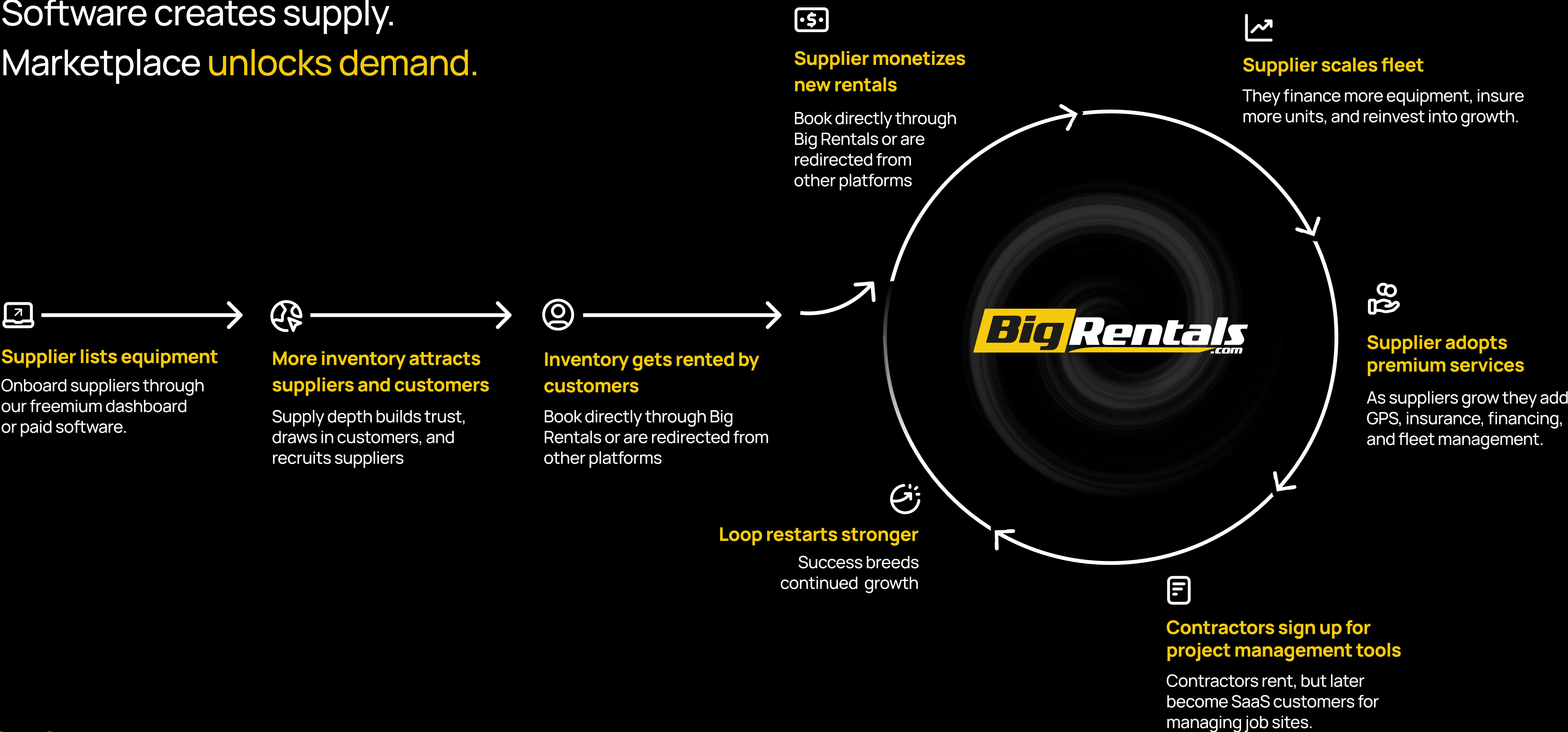
We enable dynamic supplier matching, price suggestions, and geo-specific trends.

## Data-fueled marketplace loop:



# Growth flywheel

Software creates supply.  
Marketplace **unlocks demand.**



# LTV per Supplier

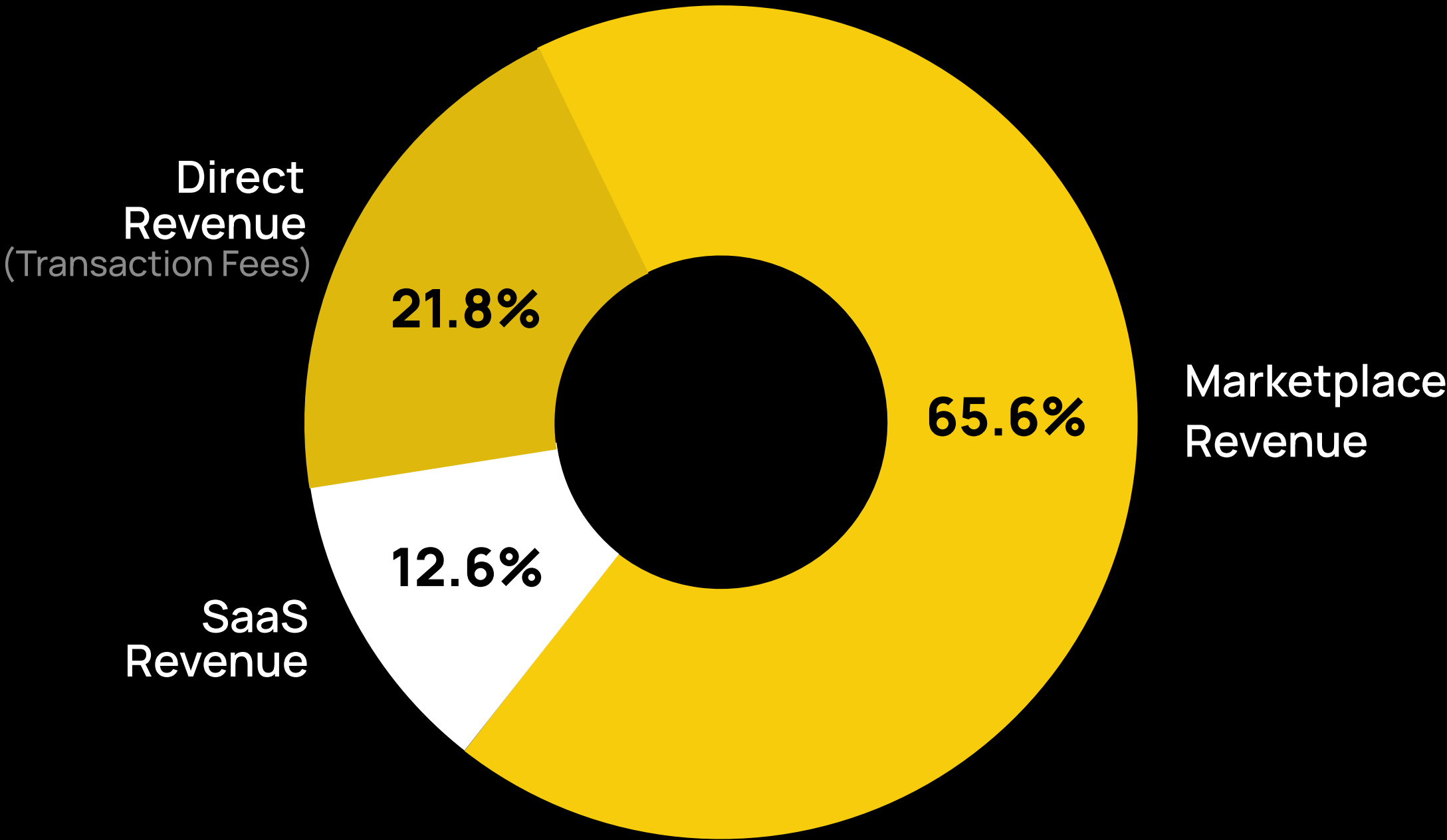
## Snapshot Growth (tied to capture increase)

Metric	Today (10%)	Future (20%)
ACV	\$9.5k	\$17.3k
LTV	\$47.6k	\$86.7k
Monthly Net Revenue	\$794	\$1,444

As we increase our share of partner rental volume through deeper platform integration, supplier LTV expands significantly.

## Monthly Revenue

Based on 10% capture rate (current average)





# Embedded finance expansion

## Future monetization roadmap

### Today

- ✓ SaaS subscription
- ✓ Marketplace fees
- ✓ Payment processing (1% take)

### Next 12 months

- ✓ Embedded insurance at checkout
- ✓ Equipment financing offerings
- ✓ Dynamic pricing tools
- ✓ Contractor buyer SaaS

Expanding margins + deepening lock-in through financial products.

# Market Size

	Est. Businesses	Big Rentals Annual Revenue per Supplier	Big Rentals Annual Revenue Potential
📦 Trailer Rentals (U.S. Only)	15,000–19,000	\$17,337 (Trailer ACV)	\$260M–\$330M
🔧 Construction & Equipment Rentals (U.S. Only)	10,000	\$69,349 (4X Trailer ACV)	\$700M
🌐 Construction & Equipment Rentals (Global)	30,000–40,000	\$52,011 (3X Trailer ACV) <small>Multiplier based on est supplier value vs. trailer baseline</small>	\$1.56B–\$2.08B

**Total Available Market Across 3 Segments:**  
\$3.1B+ in Annual Recurring Revenue Potential



# Fundraise

## Primary use of funds

- ✓ **Product Expansion**  
Build self-serve + high-value SaaS tools
- ✓ **Go-to-Market Team**  
Hire growth + supply team
- ✓ **Equipment Vertical Launch**  
Expand into high-ACV categories

## Key outcomes

- ✓ **\$1M+ Annual Revenue Run Rate by Q2 2026**  
3x revenue growth in 6 months
- ✓ **Path to Cash Flow Breakeven**  
Lean operations + high-margin revenue model
- ✓ **12x SaaS Revenue Growth**  
\$3K → \$36K MRR, high-margin recurring revenue
- ✓ **10x Marketplace Booking Scale**  
\$25K → \$288K GMV/month, low CAC expansion

## Raising

**\$2M**

Seed



# Team

Proven experienced team



**Pablo Fernandez**

CEO & CTO

3x technical founder in e-commerce and B2B software



**Ryan Keen**

COO

7 yrs in equipment rentals, product development, and operations



**Nickolas Petticrew**

CPO

2x founder in tech and real estate marketplaces



**Sunil Gupta**

Chief Engineer

16 yrs in large scale & complex enterprise solutions

Backed by



Thank you

