ControlQore

85% of Contractors Go Out Of Bussiness Within 5-Years Due To Cashflow Problems
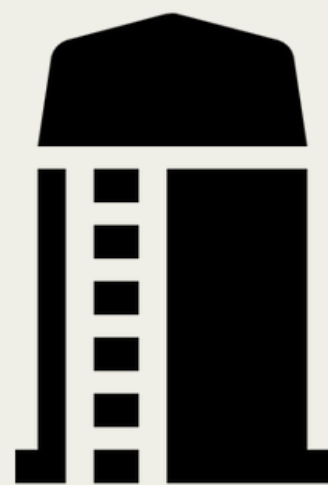
Current Technology

TYPICAL ERPS

ANCIENT & CLUNKY
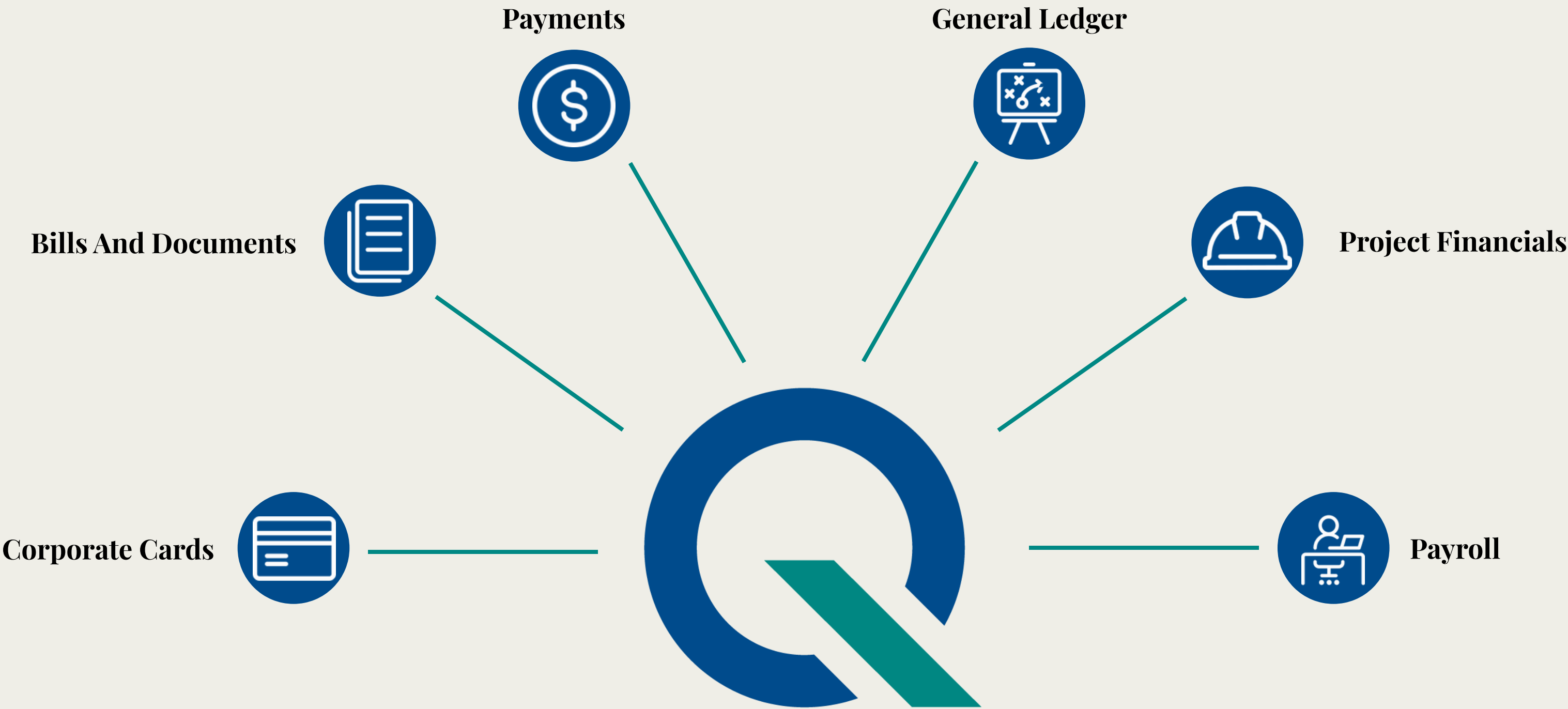
NEW TECHNOLOGY

SILOED & SCATTERED

AGNOSTIC TECH

INCAPABLE & UNCARING

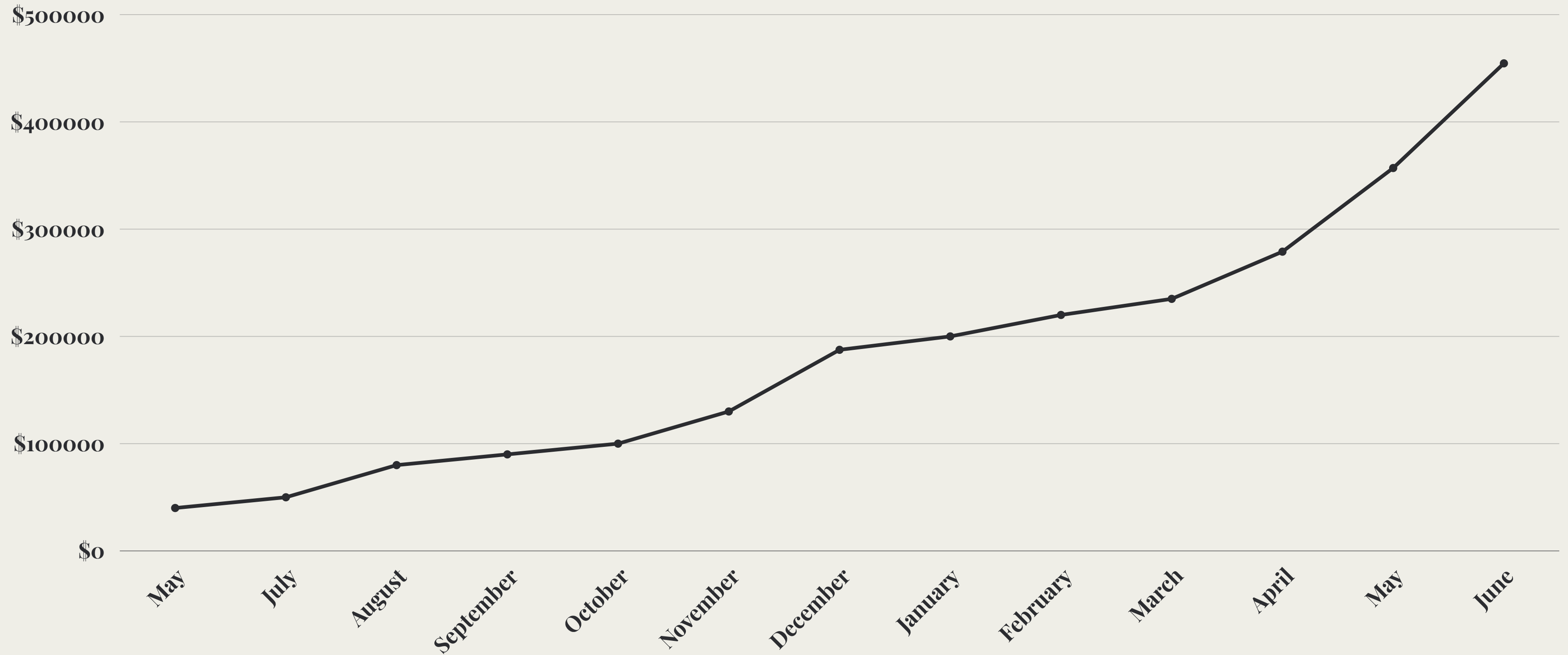# THE MARKET OPPORTUNITY

$10B

$6B

$1.2B

TAM

800,000 + Firms

SAM

$0 Million - $50 Million

SOM

Estimated Conversion Rate Of 20%

OUR NUMBERS-CLOSED ARR

The Team

BRYANT SOLOMON

Operations and Finance

- CEO
- Goldman Sachs, Tesla - Accounting Leader
- EX - CFO in tech and VP of Finance at construction firm
- Oversees company operations

CALEB SMITH

Sales And Marketing

- President of Sales and Revenue
- MBA
- Background in EdTech, SaaS and research
- Ex-Qualtrics

JD WHITAKER

Product

- Lifetime construction and finance experience
- CEO of GC Firm
- Advisor and Product Head
- Drives vision - solves inefficiencies

UNNIKRISHNAN R

Technology And Product

- 15 years of software innovation
- Leads engineering and product
- Drives platform architecture.
- Build scaleable solutions with JD

WEBSITE

ControlQore

LINKEDIN

Bryant Solomon
bsolomon@controlqore.com

INVESTMENT

- **Funding Ask:** Seeking $2 million via SAFE with a 20% discount or $10 million valuation cap (whichever is more favorable to the investor).
- Strategic Investors: Seeking partners who bring go-to-market expertise, access to ideal customer profiles (ICP), and operational insight.
- **Use of Funds:** Capital will support rapid growth by enabling key hires across onboarding and sales functions.
  - **Onboarding Team**: Funds will be used to build a dedicated team focused on managing customer migrations and accelerating time-to-value.
  - **Sales Expansion:** Scaling the sales organization to drive volume and capture market share quickly.
- **Growth-Ready Infrastructure:** This raise is structured to unlock scalable systems and processes essential for long-term success.

UNDERSERVED AND OVERWHELMED

- Small, medium, and even some large construction companies struggle to find and combine quality tools to solve their technology needs. Construction companies are plagued with old, clunky ERPs, agnostic applications, and trinket tools. They are being forced to sacrifice quality financial management practices just to stay on top of their basic workload. The tech toolset currently available lacks the proper workflows, data structure, and reporting unique to the construction industry.

- Specifically Quickbooks. While QuickBooks owns around 60% of the SMB market-share, it is inadequate and complained about across the industry. Intuit no longer sells the Premier Contractor version of QuickBooks (an effort to force users toward the online or enterprise products). This "strong-armed" approach has only further alienated users and sent contractors looking for viable alternatives.

- The cost structure of larger applications like Procore and Net-Suite is forcing these solutions to move further upstream, leaving the SMB market sector underserved.

- Recently released point solutions rely on integrations to manage cross-functional communication. Integrations fail, and contractors don't have the time (nor patience) to provide the consistent monitoring required to produce the desired outcomes. Adding more solutions only adds to the complexity and general "tech fatigue" many SMB contractors are complaining about.

- These folks really just want their tech to be simple, and they want it in one platform.

We talk with contractors every day. Payments are delayed, reporting is not scalable, and consistent workflows are non-existent.

Time and money is being wasted.

OUR SOLUTION

As industry natives, we have experienced these problems first-hand and have a clear vision on how to fix the issues. **ControlQore is the next generation ERP** that will be the hub of any construction organization. The data architecture is robust and can scale with a company from 0 to 100 million.

Contractors NEED & WANT a platform that accomplishes the following:

- Construction-specific financial reports
- Project specific workflows
- Transparent transactional reporting
- Task aggregation & consolidation
- Real-time cost reporting
- Simple Interfaces
- Intuitive permission controls

ControlQore does all of this and more. Our team has the expertise requisite to build this product the right way. Feedback from our initial adopters has been extremely positive. We are prepared to challenge a status quo that is long overdue.

Our Status

2024
PRESALE

Began to market ControlQore in a presale model to the construction industry. We offered scaled-down versions of our services and software with several purposes in mind

- Generate early revenue & traction
- Get feedback from the market
- Learn what it takes to sell in our industry
- Create a network and hype around the vision
- With an incomplete MVP, we closed nearly 200K in ARR.

JANUARY 25'
REPLACEMENT

In January 2025, we released a fuller version of our application. This included a General Ledger that confidently replaces Quickbooks Online for our clients. We are still going full steam ahead on development and currently working on timekeeping, project financials, and further reporting, with payroll and AI integration.

2025 Q4
THE NEAR FUTURE

The releases throughout the year will further unlock usability for larger clients, allowing us to reach 100+ clients by the end of Q4 and nearly $1,000,000 in ARR. We predict growth will be exponential starting in Q3 once we allocate further resources to dedicated sales and onboarding teams.

BRYANT SOLOMON, MSF | CEO

Bryant, CEO of ControlQore, brings deep experience in finance and operations. He's led high-performing teams at Tesla during its early scaling phase, served as CFO for a tech firm developing cross-industry platforms, and briefly worked at Goldman Sachs. He holds a Master's in Finance from the University of Utah. After identifying major inefficiencies in the construction industry, Bryant partnered with JD, gaining hands-on experience at the family business before launching ControlQore to drive innovation and operational excellence in the sector.

CALEB SMITH, MBA | SALES

Caleb Smith, Co-Founder and President of US Operations at ControlQore, leads all revenue functions with a strong focus on customer-driven growth. With a background in Hospitality Management and an MBA in Leadership, Caleb brings deep experience across EdTech, SaaS, and market research. He's held key roles at organizations like Qualtrics, Kendall Hunt Publishing, and the University of Utah. His expertise in both public and private sectors is central to shaping ControlQore's customer experience and go-to-market strategy.

JD WHITAKER | PRODUCT

JD, Co-Founder and Chief of Product at ControlQore, brings a lifetime of construction experience and a sharp financial lens. After earning a B.S. in Finance with a focus in Real Estate, he returned to the family construction business in 2014. Under his leadership, the company has more than quadrupled in size. Frustrated by outdated tools and inefficiencies, JD became the driving force behind ControlQore. His deep industry knowledge, paired with a practical and innovative mindset, shapes the design and direction of the product.

UNNIKRISHNAN R | TECHNOLOGY

Unnikrishnan, Co-Founder and President of Product & Engineering at ControlQore, is a seasoned software engineer with 15+ years of experience driving innovation at high-growth startups. He has a proven track record in product leadership, team building, and delivering high-quality software. At ControlQore, he leads the product and engineering teams, working closely with JD to transform complex industry challenges into intuitive, scalable solutions. His technical vision and execution are core to ControlQore's platform architecture and success.