

AI field intelligence for home-service contractors.

Estimating is the wedge.

Walk the job. Talk naturally. Take photos. Produce a reviewed estimate in minutes.

THE PROBLEM

Contractors capture the best job information while standing in the customer's property, then leave and reconstruct scope, price, and documentation later.

The cost

Administrative time + a missed on-site buying moment

LIVE PRODUCT TODAY

- 1 Record walkthrough + photos
- 2 AI builds scope + contractor-specific pricing
- 3 Contractor reviews / edits
- 4 Send estimate to Jobber
- 5 Present while still on-site

FOUNDER-OPERATED VALIDATION

<5 MIN

Estimate produced

ZERO EDITS

Required in example

~30 MIN

Reported time saved

65%+

Recent founder close rate*

WHY FIELDFRAME

- Starts with the physical jobsite - not the CRM record
- Combines voice, photos, observations, and contractor knowledge
- Uses the contractor's own scope language and pricing
- Produces structured job intelligence, beginning with the estimate

FOCUSED WEDGE -> PLATFORM

TODAY	Estimate intelligence	Live
NEXT	CRM intelligence + approved actions	Roadmap
FUTURE	Multi-platform field intelligence	Roadmap

MARKET CONTEXT

~521K

U.S. specialty-trade employer establishments; FieldFrame targets the on-site-estimating subset.

BUSINESS MODEL

\$19.99 / MO

Core SaaS pricing under validation; future workflow expansion is not assumed in the base case.

THIS ROUND

\$500,000

Move from founder validation to repeatable market validation with outside contractors.