



FIELDFRAME

RAISING \$500,000 · PRE-SEED

Turn the jobsite walkthrough into an estimate — in minutes.

AI field intelligence for home service contractors — starting with the estimate.

Walk the job. Talk naturally. Take photos. Get the estimate.

David Scott — Founder

Tucson, Arizona

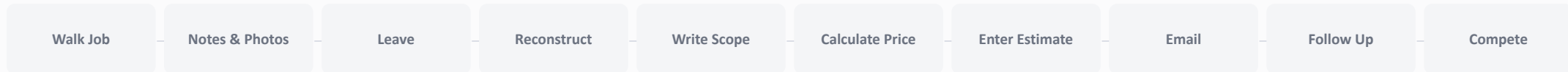
fieldframeapp.com

Pre-Seed Investor Overview

THE PROBLEM

The best time to build the estimate is while you're still at the job.

TODAY'S WORKFLOW



Key insight: *The most valuable information about the job is created during the walkthrough — but traditionally it isn't converted into an estimate until later.*



PROBLEM 1 — TIME

The contractor spends additional administrative time after the appointment — rebuilding the scope, calculating price, and entering it into field-service software.



PROBLEM 2 — LOST SALES MOMENT

The contractor leaves before presenting a price, potentially losing the moment when customer buying intent is highest.

FieldFrame turns jobsite intelligence into a customer-ready estimate.

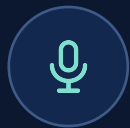
During the customer visit, the home service contractor records the walkthrough and captures jobsite photos. FieldFrame uses the contractor's own pricing, language and process—together with the conversation, photos, observations and job context—to build a customer-ready estimate. The contractor reviews it, sends it into Jobber, and the organized photo record remains useful throughout the job.

THE FIELDFRAME WORKFLOW — A WORKING PRODUCT TODAY



WALK

Contractor walks the job



RECORD +
PHOTOGRAPH

Voice notes & jobsite photos



AI UNDERSTANDS
THE JOB

Conversation + photos + context



SCOPE +
PRICING

Structured estimate generated



REVIEW /
EDIT

Contractor approves



SEND TO
JOBBER

Existing workflow



PRESENT TO
CUSTOMER

While still on-site

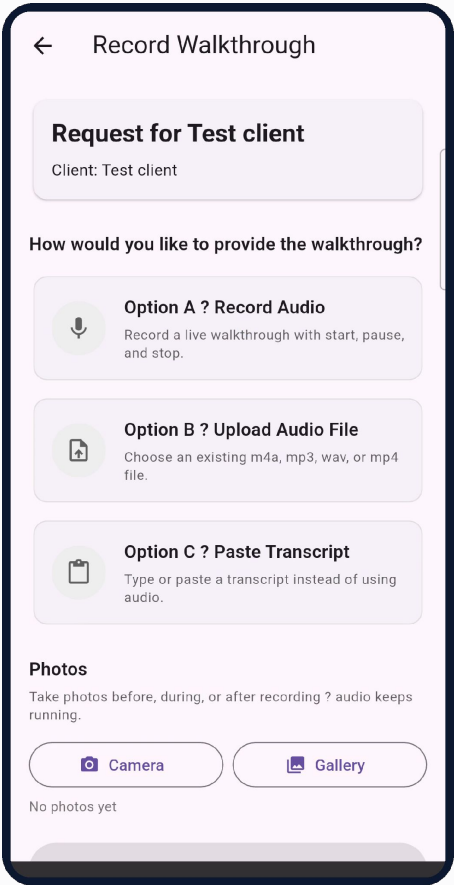
Not a future concept — the recording, photo capture, AI-generated estimate, review, and Jobber send shown above are live in the product today.

THE PRODUCT

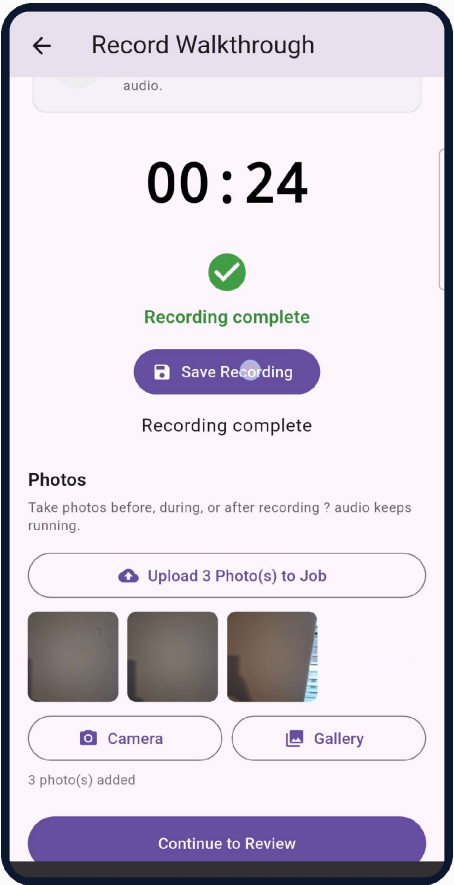
The first application of a larger jobsite intelligence layer.

Voice + photos + job context become structured scope and pricing.

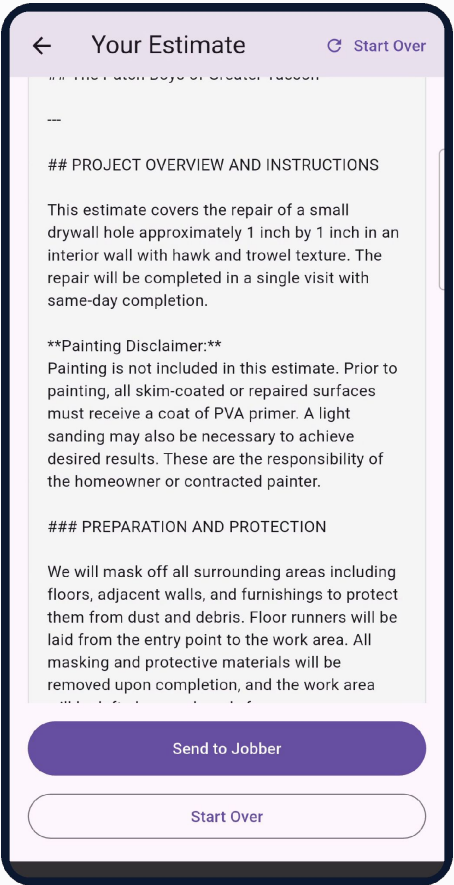
Actual product screens, shown from a sample walkthrough — the founder's real, dated estimate appears next.



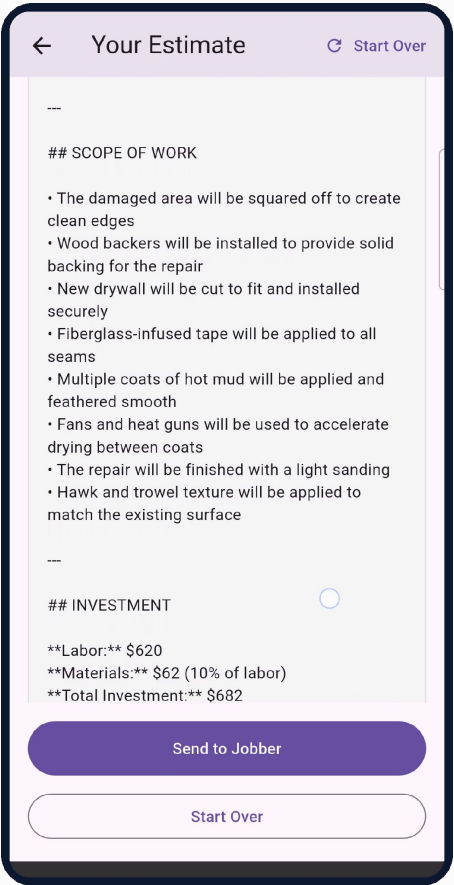
1 RECORD THE WALKTHROUGH



2 CAPTURE JOBSITE PHOTOS



3 AI GENERATES THE ESTIMATE



4 SEND TO JOBBER

Under 5 minutes. Zero edits. Approved before leaving.

FOUNDER-OPERATED RESULTS

40–45% vs. **65%+**

Historical close rate

Recent close rate*

TWO WAYS FIELDFRAME MAY CREATE VALUE



Time saved

Less admin time spent rebuilding the job after the visit.



Opportunity to close on-site

Presenting price while buying intent is highest.

REAL ESTIMATE — AUGUST 21, 2026

\$2,042 estimate



Under 5 minutes

to produce



~30 minutes

saved



Zero edits

required



APPROVED ON-SITE

Presented while still with the customer

**Results are preliminary and founder-operated. "Recent" means results observed while using FieldFrame; the comparison is observational and does not establish causation. External beta recruitment is underway, and no independent beta results have been established.*

Where FieldFrame fits in the AI contractor stack.



CONVERSATIONAL SOFTWARE AI JOBBER-NATIVE + AI-TO-CRM

STARTS WITH

CRM data, requests and records

PRIMARY WORKFLOW

Query software + execute actions

MARKET SIGNAL

Conversational contractor workflows



FIELDFRAME FIELD INTELLIGENCE

STARTS WITH

The physical jobsite

INPUTS

Voice + photos + observations + contractor knowledge

INITIAL OUTPUT

Reviewed estimate + structured job context

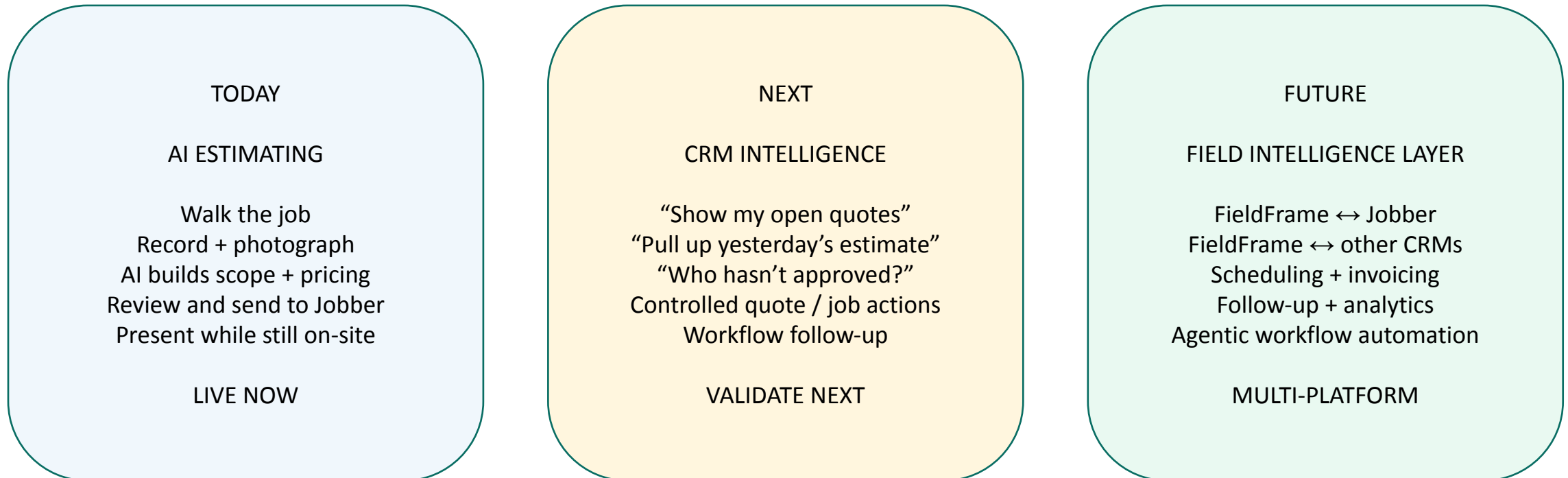
CRM context → software action

vs.

Jobsite context → estimate + workflow

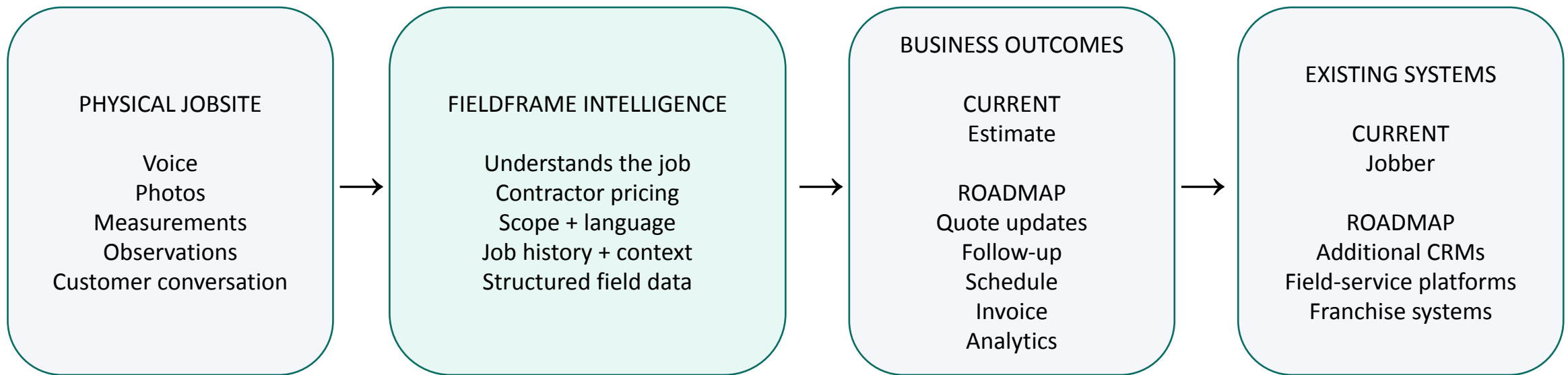
General AI can talk to software. FieldFrame's thesis begins with context created at the physical jobsite.

Estimating is the wedge. Jobsite intelligence is the platform.



FieldFrame does not need to replace the contractor's CRM. It can become the intelligence layer that understands the physical job and turns that understanding into business action.

Generic AI can talk to software. FieldFrame starts with context created at the physical jobsite.



DEFENSIBILITY THESIS: accumulated structured understanding of real jobs — not simply access to an LLM or CRM API.

Start where we know the workflow. Expand across home services.

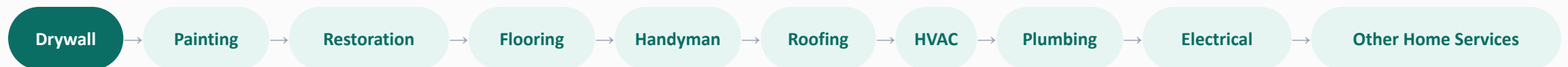


BEACHHEAD

Drywall / Repair Contractors

- ✓ Founder operates inside this trade
- ✓ Direct knowledge of the estimating workflow
- ✓ Real-world founder validation already in hand
- ✓ Natural environment for fast product iteration

EXPANSION PATH



The estimating wedge expands across trades; the same captured job context can later power CRM queries, workflow actions, follow-up and other field-service tasks.

MARKET OPPORTUNITY

A large contractor market — with expansion beyond estimating.

U.S. EMPLOYER ESTABLISHMENTS — BROAD CONTEXT

~521K

FieldFrame targets the subset of specialty-trade and residential service contractors that perform on-site estimates — not the full category above.

EXPANSION PATH



BROAD MARKET CONTEXT + BOTTOM-UP VALIDATION

0.1%

≈ 521 accounts

≈ \$125K / yr

TARGET SEGMENTS

Verified trades

Walkthrough workflow

ACQUISITION

Measured channels

Paid conversion

ECONOMICS

Retention + AI cost

Gross margin

The 0.1% case is arithmetic context—not a forecast. The serviceable and obtainable market must be built from validated trades, acquisition, paid conversion, retention and unit economics.

Source: U.S. Census Bureau, 2022 County Business Patterns — NAICS 238 (Specialty Trade Contractors), 521,315 employer establishments.

Land with estimating. Expand into the contractor's workflow.



STAGE 1

VALIDATE

- Founder-operated use
- External contractor beta recruitment
- Initial focus: drywall & residential repair



STAGE 2

EXPAND

- Other residential service trades
- Contractor referrals & trade networks
- Franchise relationships
- Jobber users



STAGE 3

PLATFORM

- Two-way CRM intelligence + controlled actions
- Additional CRM integrations beyond Jobber
- Franchise / multi-location opportunities

TODAY: FieldFrame sends estimates directly into Jobber. NEXT: let contractors query and act on CRM workflows through FieldFrame. FUTURE: extend the intelligence layer across additional field-service platforms.

Low-friction entry. Expansion revenue as FieldFrame does more.

STARTING SUBSCRIPTION PRICE

\$19.99 / month

Recurring subscription includes a monthly AI-estimating allowance, with additional AI usage available for purchase. Exact allowances and overage pricing are still being validated against real-world AI costs and usage.



LOW ENTRY PRICE

Removes friction from contractor adoption.

+



USAGE-BASED REVENUE

Heavier AI users pay for additional consumption.

+



FUTURE EXPANSION

Potential Pro / Agent capabilities can increase value and ARPU after workflow demand is validated.

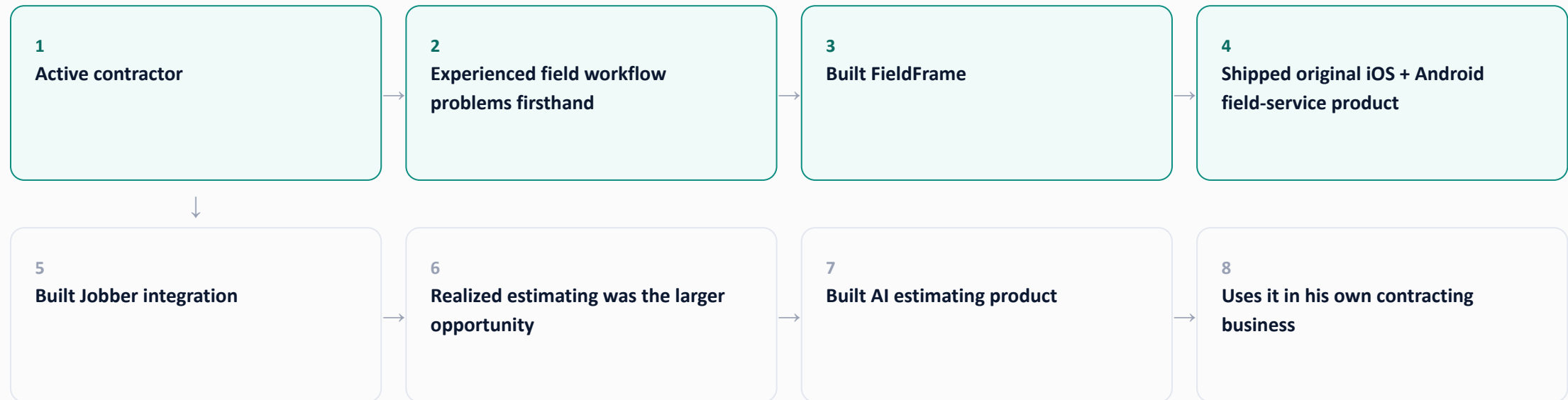
Built from the field — not from a market thesis.



David Scott

Founder, FieldFrame

Owner/Operator, The Patch Boys of Greater Tucson



“FieldFrame did not begin with AI technology searching for a market. It began with a contractor trying to solve his own workflow problem.”

THE RAISE

PRE-SEED ROUND

\$500,000

FOUNDER VALIDATION → REPEATABLE MARKET VALIDATION

This raise proves repeatable adoption outside the founder's business while validating whether estimating can become the wedge into a broader field-intelligence platform.



PRODUCT & AI ENGINEERING

Estimate reliability, UX, multimodal processing



CUSTOMER VALIDATION

Outside contractors, real-world performance



INTEGRATIONS

Strengthen Jobber; validate two-way CRM intelligence



AI + INFRASTRUCTURE

Transcription, image processing, hosting, scale



SECURITY / LEGAL / OPS

Ready for broader commercial deployment

ROUND OBJECTIVE — THIS RAISE IS DESIGNED TO DEMONSTRATE:

Repeat adoption

Estimate volume

Time reduction

Estimate quality

Conversion impact

Willingness to pay

Retention

AI unit economics

Expansion beyond drywall

This round moves FieldFrame from founder validation to repeatable market validation.

FIELDFRAME

AI field intelligence for home-service contractors.

David Scott, Founder — FieldFrame, LLC — Tucson, Arizona

support@fieldframeapp.com · fieldframeapp.com