



**Management:**

Brian Javeline, President & CEO  
Michael Carson, Vice President  
Seann DuBay, CTO

**Industries:**

Home Repair & Remodeling  
Business-to-Business Internet Applications

**Number of Employees:** 8

**Ownership:** Management & Seed Investors

**Prior Funding:** \$1.25 M

**Financing Sought:** \$2.25 M through various stages of rollout

**Use of Funds:**

Product launch, sales and marketing channels; additional product development w/ emphasis on integration partners

**Current Investors:**

Phil Tonks, Owner, PMI,  
Multiple Private Investors

**Business Description:** ServusXchange is a Business-To-Business and Business-To-Consumer technology developer that provides a business process and work flow collaboration solution targeting contractors in the home repair and remodeling industries.

**Market Opportunity:** There is a clear opportunity to introduce a solution for an industry that operates predominantly in a small entrepreneurial, mobile environment with limited technical infrastructure capabilities and finances. While the industry reports indicate potential markets between 531,000 and 647,000 companies, we have learned through a developing relationship with a leading materials supplier, that the target market can well exceed 2,000,000 companies. Between 76% and 91% of this entire service industry represents a very small enterprise - our target audience. Owning the market will translate to a \$480 to \$640 million per year business.

**Products/Services:** MyOnlineToolBox is the heart of the product line. It begins with a service request, estimating its individual components, scheduling to accomplish those tasks, and then tracking through completion. The solution provides collaboration via a community data portal; allowing companies to operate independently or in conjunction with one another. For example, a contractor can coordinate his work with a sub-contractor by passing subsets of data from the contractor's database into the sub-contractor's database via an acceptance and upload process. Customer value includes finding more work, managing work efficiently and getting paid faster.

**Differentiated Technology:** MyOnlineToolBox uses a patent pending technology in which multiple companies agree to the definition and on-going use of common data fields forming a strong collaborative community. Another patent pending technology provides a simplified visual display to allow users to switch rapidly between multiple application functions. The entire application is programmed using the recent releases of Microsoft's .NET architecture.

**Key Future Customers:** There are over 80 testing customers as of the start of the 1<sup>st</sup> Quarter, 2007. These companies are assisting with many critical components of the business development cycle including software ease of use, documentation simplicity, and perceptions of introducing and adapting to new technologies.

**Sales and Distribution:** Our product is sold via software-as-a-service; therefore, we will derive most revenue from a periodic subscription fee. In addition to direct sales, our distribution channel will be focused on establishing relationships with organizations and businesses that have an operational interest for ensuring the labor market is better organized. We are first partnering with one of the largest established trade organizations in this industry.

**Competition:** There are a few, well-positioned competitors. However, in most cases, their solutions require server hardware investments and consulting implementation, both of which are barriers to our target customers. Moreover, very few competitors have true browser-based solutions. Instead, they are selling older, desktop solutions that are simply accessed via the Internet.

**Financial Projections:**

\$ (000's)	2006 Act	2007 Est	2008	2009	2010	2011
Revenue	0	227	1,225	4,399	12,545	30,004
EBIT	(622)	(1,160)	(769)	1,015	5,475	18,505

General availability started in Q1, 2007. Initial customers are being provided usage at no charge as a courtesy for their previous and on-going testing input for additional value-add features being deployed throughout 2007. First sales are expected in late Q2 - Q3, 2007. Revenue takes longer to generate via a recurring subscription model than via a traditional software purchase. However, recurring subscriptions generate more consistent revenue.