FindTalents

INVESTOR & PARTNER DECK

Hire trusted local talents, protected by escrow

FindTalents is a two-sided marketplace connecting customers with verified local professionals, with payments held safely in escrow until the job is done.

findtalents.com · Ralph Francois, Founder & CEO · ralph@findtalents.com

PROBLEM

Hiring local help is a trust and payment problem

- **No way to judge trust**
  Customers cannot tell a reliable pro from a risky one. Reviews get gamed and credentials go unverified.
- **Payment risk on both sides**
  Customers fear paying upfront for work that never happens. Pros fear doing the work and never getting paid.
- **Fragmented tools**
  Pros juggle separate apps for leads, messaging, quoting, invoicing, and scheduling.
- **Unfair economics for pros**
  Incumbent lead-gen platforms charge pros for every lead, win or lose.

SOLUTION

One marketplace that makes local hiring safe

- **Verified talent**
  Identity, insurance, and license checks earn visible trust badges. Every review is tied to a real completed job.
- **Escrow-protected payments**
  Funds are held on booking and released only when the customer confirms the work, protecting both sides.
- **Fair, transparent pricing**
  Pros pay a share of completed jobs, never per lead. No paying to lose.
- **Free tools that grow their business**
  Invoicing and scheduling are built in, so FindTalents is where pros run and grow their business.

HOW IT WORKS

Escrow keeps every booking safe

1. Book

Customer finds a verified local pro and books a job or accepts a custom quote.

2. Escrow holds

Payment is captured and held in escrow through Stripe Connect, so the pro can start with confidence.

3. Work done

The pro completes the job and marks it done. The two sides message on-platform.

4. Release

Customer confirms, or funds auto-release after a set window. Disputes hold funds until an admin resolves them.

PRODUCT

A full operating system for local services

Trust and verification

Identity, insurance, license and background-check badges, escrow-backed reviews, and dual customer and talent reputation.

Payments and disputes

Stripe Connect escrow, auto-release, structured disputes with admin resolution, and 1099 tax reporting.

Free talent tools

A built-in invoice generator and shareable scheduler, so pros run and grow their business in one place.

Web and mobile

A fast web app plus native iOS and Android, with a full admin console for trust, disputes, and payouts.

Premium and subscriptions

Optional Premium visibility for pros and recurring-service plans for customers.

Quality by design

Reputation decay, recommended-list thresholds, and moderation keep quality high as the network grows.

BUILT FOR TALENT

We help pros grow, not just find leads

Free growth software

A scheduler and an invoice system, free for FindTalents pros, to help them book, bill, and grow, on or off the platform.

Keep more of what you earn

A share of completed jobs only, never per-lead fees. Founding pros pay 0% platform fees during launch.

Win work with trust

Verification badges and escrow-backed reviews help good pros stand out and get booked more often.

Get paid, guaranteed

Escrow secures the customer's money before work starts and releases it on completion.

Grow repeat revenue

Recurring-service plans give pros predictable income from returning customers.

Support that has your back

On-platform messaging, dispute resolution, and tax reporting handled for you.

WHY NOW

The timing is right

- **Demand already moved online**

  About 75% of US homeowners now research or book home services online, yet under 1% of the spend runs through a marketplace. The behavior is here; the trusted rails are not.

- **Supply is huge and independent**

  Home services runs on independents: roughly 45% self-employed and 30% gig or contract. Millions of pros want customers and fair tools, not per-lead fees.

- **Payments infrastructure is ready**

  Stripe Connect makes marketplace escrow and instant payouts feasible for a lean team, which was not practical a few years ago.

- **A foundation for AI**

  A structured, verified record of pros, jobs, and outcomes sets us up for AI matching and assistance as we grow.

MARKET

A $650B market barely touched by online platforms

TAM · $650B

$650B

Total Addressable Market: total yearly US spend on home and local services.

SAM · $65B

$65B

Serviceable Addressable Market: the target trades and launch regions an online escrow marketplace can serve (about 10% of TAM).

SOM · $15M

$15M

Serviceable Obtainable Market: annual booking value we realistically capture in our first metros within about two years (under 0.1% of SAM).

Note: Sources: US home and local services spend is estimated at roughly $600B to $750B per year (Marketdata, ServiceTitan, Mordor Intelligence, 2024 to 2025), growing about 7% a year (CAGR = Compound Annual Growth Rate). Under 1% of that spend is transacted through online marketplaces today. SAM and SOM are our estimates from that base.

BUSINESS MODEL

We earn when pros get paid, not per lead

Job platform fee	**About 18% of completed jobs**	Standard rate. Pros only pay when they win and get paid.
Premium job fee	**12% for Premium talent**	A lower fee is part of the Premium value and drives upgrades.
Premium subscription	**$29 per month per pro**	Higher visibility, more service areas, reduced fees.
Recurring-service fee	**10% on subscription jobs**	A lower rate rewards predictable, repeat revenue.

Note: Fees are live in-product and admin-configurable. GMV = Gross Merchandise Value, the total value of bookings. Take-rate = our share of GMV.

UNIT ECONOMICS

How we earn on every completed job

Example booking	$300	An illustrative job value. Actual varies by trade and region.
Standard take-rate	18%	Our share of a completed job (12% for Premium pros).
Revenue per job	$54	18% of a $300 booking. We earn only when the pro gets paid.
Premium subscription	+$29 / mo	Recurring revenue per Premium pro, on top of job fees.

Note: Illustrative, not a forecast. Take-rate = our share of GMV. Because pros bring their own customers through our free tools, we target a low CAC (Customer Acquisition Cost: the cost to acquire a paying user).

WHY WE WIN

Differentiated on trust, fairness, and retention

	Lead-gen incumbents	FindTalents
Pro cost model	Pay per lead, win or lose	**Share of completed jobs only**
Payment protection	Off-platform, unprotected	**Escrow both sides, by default**
Verification	Inconsistent or opt-in	**Badges tied to reviewed documents**
Reviews	Often unverified	**Tied to escrow-completed jobs**
Pro tools	Lead inbox only	**Free invoicing and scheduling built in**

GO-TO-MARKET

Win local density, then expand

- **Founding Talent program**

  Early pros get 0% platform fees and free Premium during launch, seeding supply fast.

- **Supply first, city by city**

  Concentrate verified pros in a beachhead metro so customers always find quality nearby.

- **Free tools as the wedge**

  Invoicing and scheduling attract pros even before they have jobs, building a durable base.

- **Referrals and partners**

  Pros invite pros, and we partner with local suppliers and trade groups for distribution.

GOALS

Our roadmap to scale

0 to 6 months

Launch

- Go live in our first metro
- Onboard 150+ verified pros
- Ship the free scheduler and invoicing
- First 500 escrow-protected bookings

6 to 12 months

Prove the model

- Grow to 750+ active pros
- Expand to 2 to 3 metros
- Reach about $2M annualized GMV
- Launch recurring-service plans

12 to 24 months

Scale

- 3,000+ pros across 6 to 8 metros
- About $15M annualized GMV
- Introduce AI matching
- Clear path to default-alive

Note: Targets, not guarantees. GMV = Gross Merchandise Value, the total value of bookings.

FOUNDER

The team to build it

Ralph Francois

Founder & CEO

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Ralph is building FindTalents to fix the two things that break local hiring: trust and payment risk. He has taken it from concept to a live platform, on web and mobile, with escrow payments, verification, disputes, and a full admin console already shipped.

Note: Actively building the founding team across engineering, operations, and local growth.

THE ASK

Raising $250,000 to grow supply and demand

Pre-seed round. $7,500 already committed from our first investor.

50%

Onboard pros

Recruit, verify, and activate talent in our launch metros. This is our top priority.

35%

Marketing and demand

Bring customers to the platform so pros get booked from day one.

15%

Product and operations

Ship the free growth software (scheduler and invoicing) and keep trust and verification strong.

Note: Pre-seed is the first outside capital a startup raises to reach launch and early traction. The allocation above is indicative.

Let's make local hiring trustworthy

Escrow-protected. Verified talent. Fair to pros. Built to scale.

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