



There are big opportunities for home & essential services providers-now, and as this trend of on-demand services evolves into a norm of how people work — for a new and growing opportunity that is just in its infancy.

EXECUTIVE SUMMARY



High-End Luxury Home Services

- Valei, an experienced and long-standing high-end luxury home and essential services provider in the Coachella Valley, CA has outgrown its internal funding strategies.
- The company has identified organic growth opportunities that will provide its clients a more robust service experience, highlighted by staff growth, continued development of its web/mobile app features, and exclusive access to Valei-vetted luxury products, services and experiences.
- Currently operating at 30%+ operating profit margins across the board, Valei estimates that with an external capital infusion strategy to leverage current growth opportunities, the company would increase service revenue to \$1.6 million in the next year, and have a forecasted valuation exceeding \$10 million in the next 5 years.

Valei is currently seeking a \$500,000 USD capital infusion with access to an additional \$1.05M USD (\$1.55 million USD of total committed capital). Funding will be used to further facilitate/ expedite its success-growth stage through additional personnel, continued development of its web/app platforms, and exclusive access to Valei-vetted luxury products, services and experiences.



Operations

Currently servicing 40+ high-end homes, Valei has serviced over \$1 Billion in home assets



Market

Home services industry has a Massive addressable market that is estimated at \$600 billion



Growth

Base service expansion in the Coachella Valley market projects a \$37+ million direct market opportunity

1 Monthly Operating Expenses x12

Highlights: 1 year of projected operating expenses: Personnel/salaries and all other related office/operation expenses

\$1,020,457

2 Monthly Sales & Marketing Expenses x12

Highlights: 1 year of ad promotions, service enhancements, pop-up events, promotions and special events

\$32,000

1 + 2 TOTAL

\$1,052,457

+

3 App Enhancement

Highlights: Basic app enhancements that will include first phase client home portal with multi-platform approach (iOS and Android)

\$150,000

+

4 Vendor Enterprise App - Scheduling/Integration

Highlights: Automated capability to fully mobilize employee and certified Valei vendor partners through enterprise app with access to training content through LMS for seamless training and service scheduling

\$150,000

+

5 Interactive Client Home Portal - Web/App

Highlights: Real-time interactive secure home web portal to feature: Service checklists, vendor work history, current projects, as well as future API integration for smart home controls & monitoring (security cameras, thermostats, lighting, etc.)

\$200,000

TOTAL REQUESTED FUNDS

\$1,552,457

CONTACT FOR FULL BUSINESS PLAN

Valei.

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