



VeraAI

Intelligent Software
Exceptional Spaces

REDESIGNING THE BUILT
WORLD

Presented by Andrea Lee Dattilo
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<https://www.ideareinc.com>

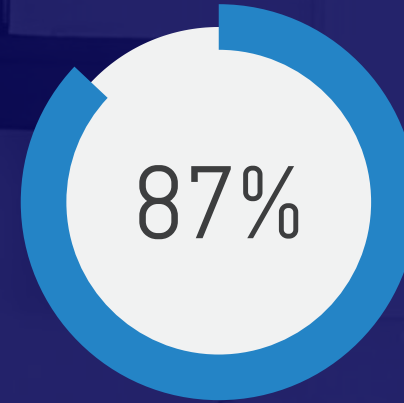
HOW DECISIONS GET MADE TODAY



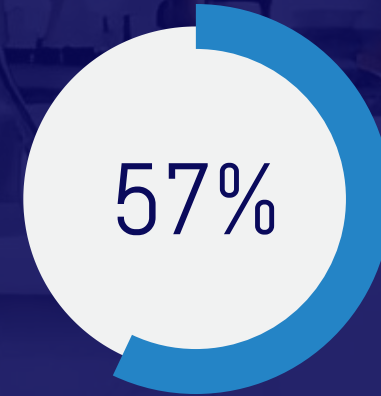
3-6 months



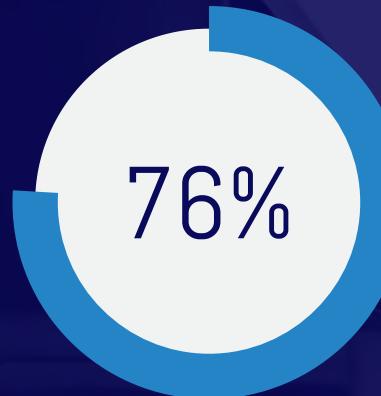
8-10 interactions



2+ weeks to close a deal



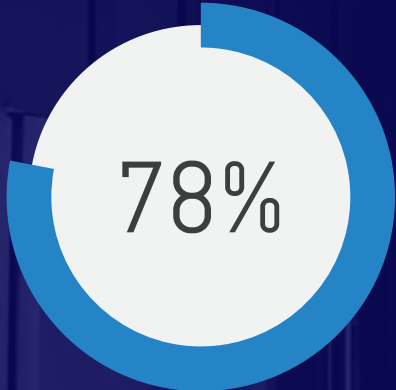
request revisions post-approval



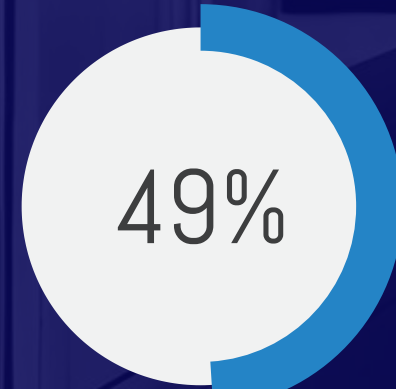
struggle with CAD systems



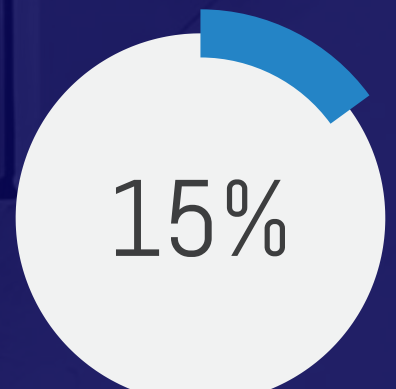
CONTRIBUTING FACTORS COMPOUND THE PROBLEMS



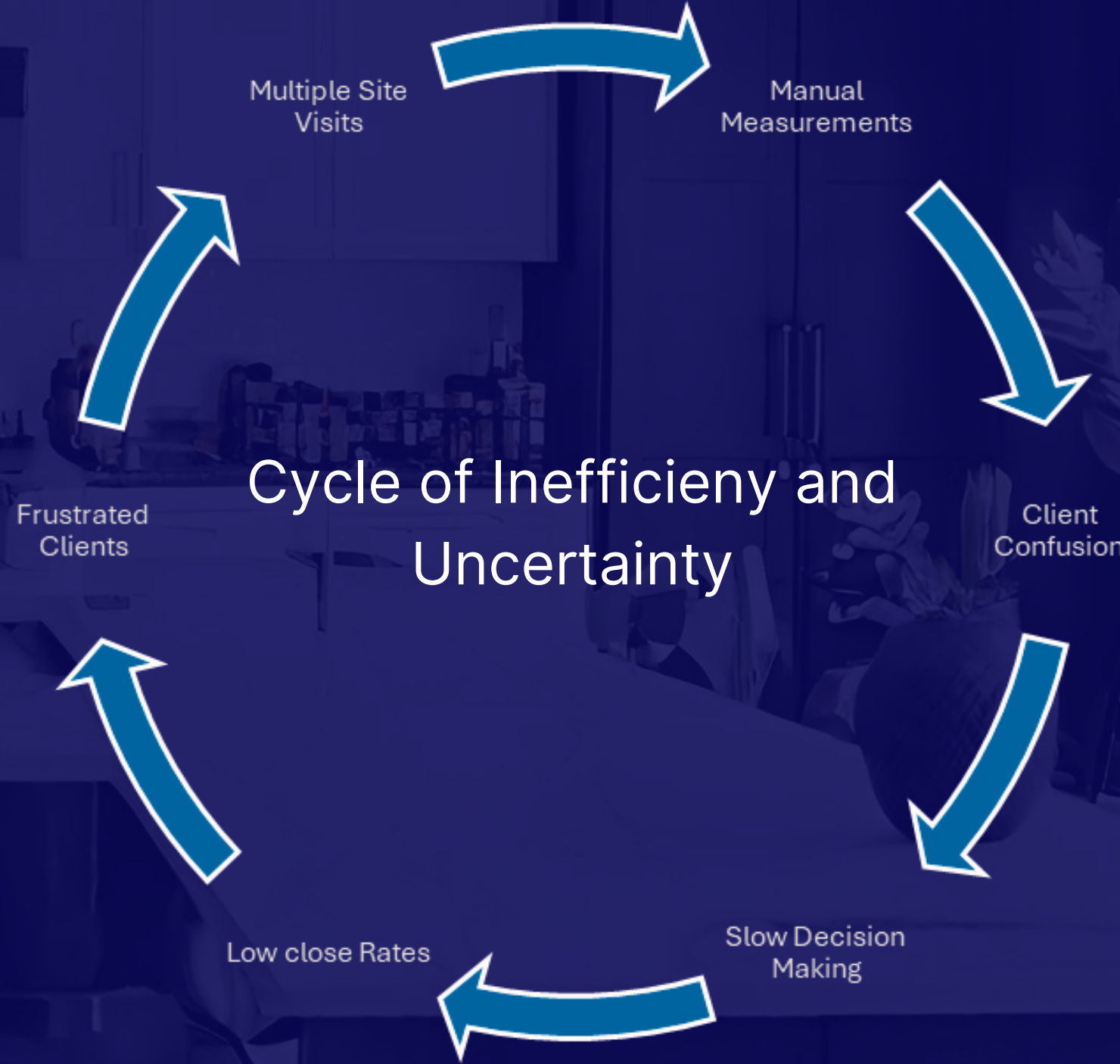
report project misalignment due to fragmented tools



of clients frustrated by poor visualization



close rate on non-referral leads



Sources: BuildWorld 2021, HomeAdvisor 2021, JBKnowledge 2022, ProRemodeler.com 2024

OUR TEAM



ANDREA DATTILO
CEO

- 10+ years of sales excellence
- #1 Global Sales Contributor at Mediafly
- Delivered 3rd, 4th and 5th largest deals in company history
- 500%+ above-average revenue per contract



JEFF ESPOSITO
COO

- 20+ years in remodeling industry
- Generated over \$30M in kitchen and bath sales
- #1 kitchen designer for four consecutive years
- Deep expertise in design and customer engagement

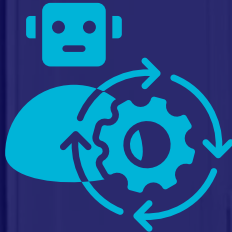


QUINN BUCHANNAN
CTO

- 30+ years in AI and VR solutions
- Multiple successful exits in gaming and simulation
- Expert in behavioral systems and scalable architecture
- Advanced certifications in AWS and Google Cloud

56% FEMALE OWNED

SOLUTION



Automated
Measurements/ Layouts



Collaboration



Real-time Changes



Sustainability Index



Increase Close
Rates



Immediate
Accurate Quotes



VeraAI Screenshot

- 40% reduction in project timelines
- 27% average profit uplift

KITCHEN AND BATHROOM (K&B) MARKET

\$527B
US- Remodeling Only
(820,147 Companies)

\$175B
US K&B remodel spend
(575,000 Companies)

\$123M
(59,190* Licenses by
2027)

\$200B
construction tech
opportunity

\$30B
design tools market

\$6B
generative AI spend in
construction by 2034

10% Market
(Based on one
license per
company)

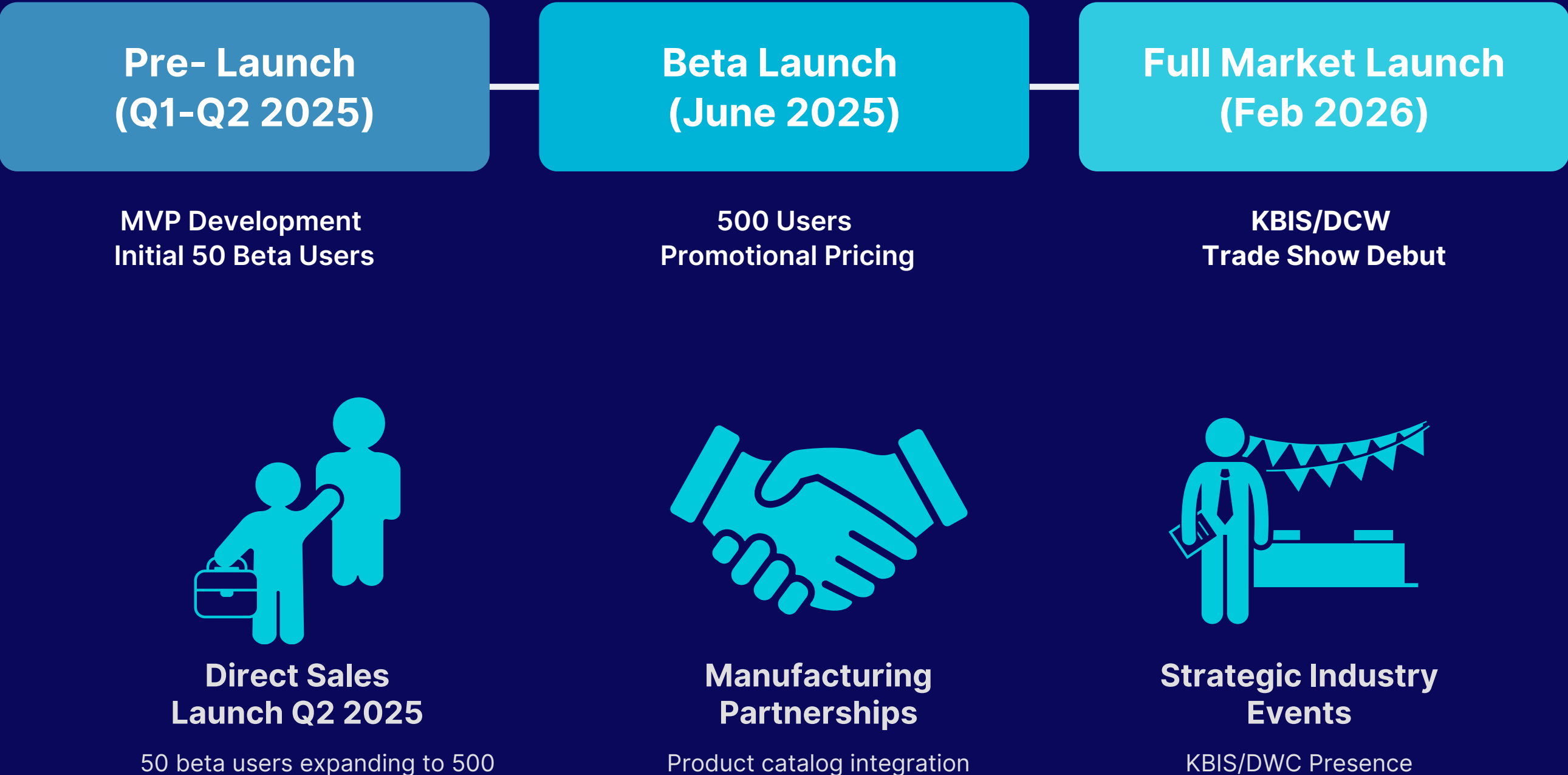
Sources: IBISWorld 2024, JCHS at Harvard, NKBA July 2024 Report

*average annual license price \$2,983

COMPETITIVE ADVANTAGE

Feature	VeraAI	2020 Design	Chief Architect	Midjourney	Interior AI	DecorateAI
Ease of Use	✓ Intuitive, no training	X High learning curve	X Steep learning curve	✓ Consumer-friendly	✓ Consumer-friendly	✓ Consumer-friendly
AI-Powered Automation	✓ Yes	X Limited	X Limited	X None	X None	X None
Real-Time Collaboration	✓ Multi-user support	X None	X None	X None	X None	X None
Integrated Quoting	✓ Seamless	X None	X None	X None	X None	X None
Professional Output	✓ Buildable, compliant	✓ Yes	✓ Yes	X Non-buildable	X Inspiration-only	X Consumer-grade

GO-TO-MARKET STRATEGY: REVOLUTIONIZING K&B DESIGN



**Pre- Launch
(Q1-Q2 2025)**

MVP Development
Initial 50 Beta Users



**Direct Sales
Launch Q2 2025**

50 beta users expanding to 500

**Beta Launch
(June 2025)**

500 Users
Promotional Pricing



**Manufacturing
Partnerships**

Product catalog integration

**Full Market Launch
(Feb 2026)**

KBIS/DCW
Trade Show Debut



**Strategic Industry
Events**

KBIS/DWC Presence

Annual Pricing:

- \$250/user/month
- \$2,795 upfront

TRACTION & VALIDATION

Concept & Market Validation



\$60K
LOIs

AI architecture & Design



Google Cloud Workshop
Up to \$350K credits

“

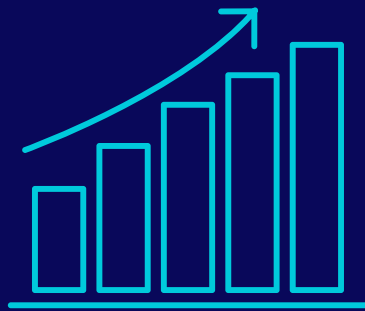
I look forward to using VeraAI. This will take my design and sales skills to a whole new level.

”

SELECT PARTNERS



DEMOCRATIZE AND EXPAND



Growth Trajectory

2025: \$2.1M → 2,481 users

2028: \$360M → 153,073 users



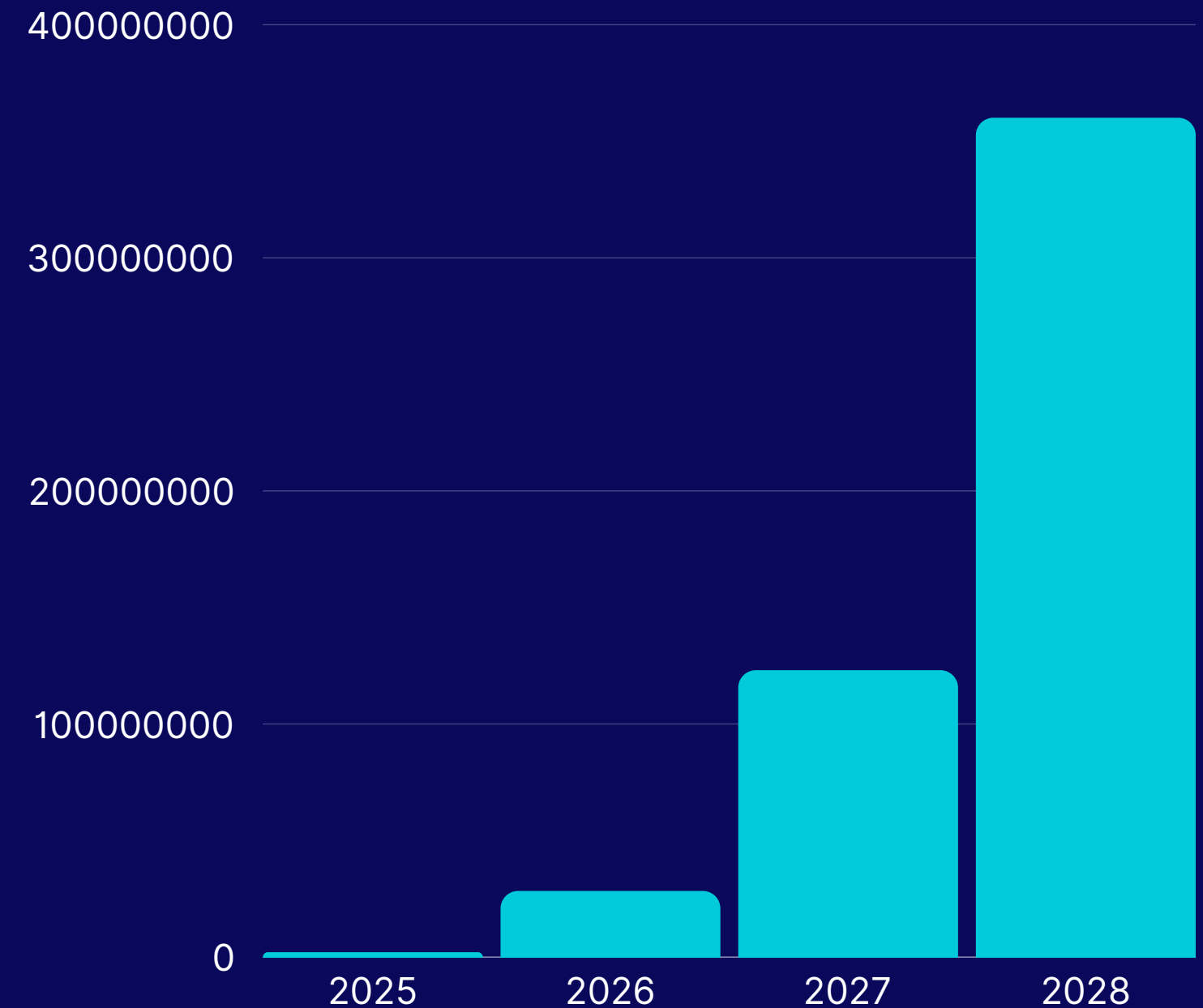
Key Metrics

82.4% → 78% Gross Margins

CAC improves \$316 → \$137

Unit Economics

- Strong recurring revenue
- High customer retention



INVESTMENT AND USE OF FUNDS

RAISING \$1 MILLION



MVP & Development

- Core AI & visualization features
- Infrastructure setup \$200,000



Go-to-Market

- Sales team hiring
- Trade show presence
- Launch campaigns \$370,000



Operations & Foundation

- Team expansion
- Legal frameworks
- Customer success \$335,000



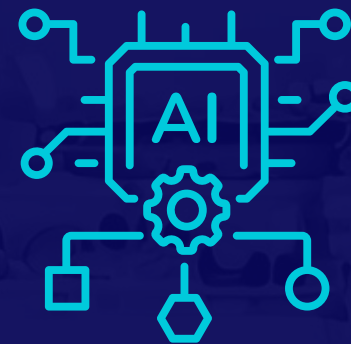
Path to positive cash flow: Q4 2025

EXIT STRATEGY

Target: 3-5 years from launch (2028-2030)
Projected Exit Valuation: \$492M-\$984M



Enhance in-store design services
Sell more products



Modernize with AI capabilities
Real-time visualization capabilities



Integrate design tools
End-to-end project solutions



THANK YOU

 603-818-6268

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 <https://ideareinc.com>



Appendix

USE CASES BY INDUSTRY

- Real Estate:
 - Virtual staging and layout planning for renovations.
- Architecture & Urban Planning:
 - Create 3D models and choose sustainable materials.
- Insurance & Risk Assessment:
 - Use AI for property damage analysis and reconstruction.
- Construction & Contracting:
 - Visualize projects with updates and optimize resources.
- Retail & E-Commerce:
 - Improve shopping with augmented reality and personalized suggestions.
- Healthcare Facilities Design:
 - Plan hospital layouts that reduce stress for patients.
- Education & Institutional Spaces:
 - Design adaptable classrooms for enhanced learning.
- Public Sector Projects:
 - Create sustainable municipal buildings and efficient public works.
- Armed Services:
 - Military barracks planning and renovation

DEMOCRATIZE AND EXPAND

Year	Revenue (\$)	CAC (\$)	Gross Profit Margin
2025	2,100,000	390.52	82.4%
2026	28,370,000	267.8	78.5%
2027	123,069,000	218.01	77.3%
2028	360,090,000	183.89	78.3%

- **2025 Target: 2,481 Customers**
- **CAC: \$316 → \$188 (2025-2026)**
- **LTV/CAC: 62x → 105x (2025-2026)**

400000000

300000000

200000000

100000000

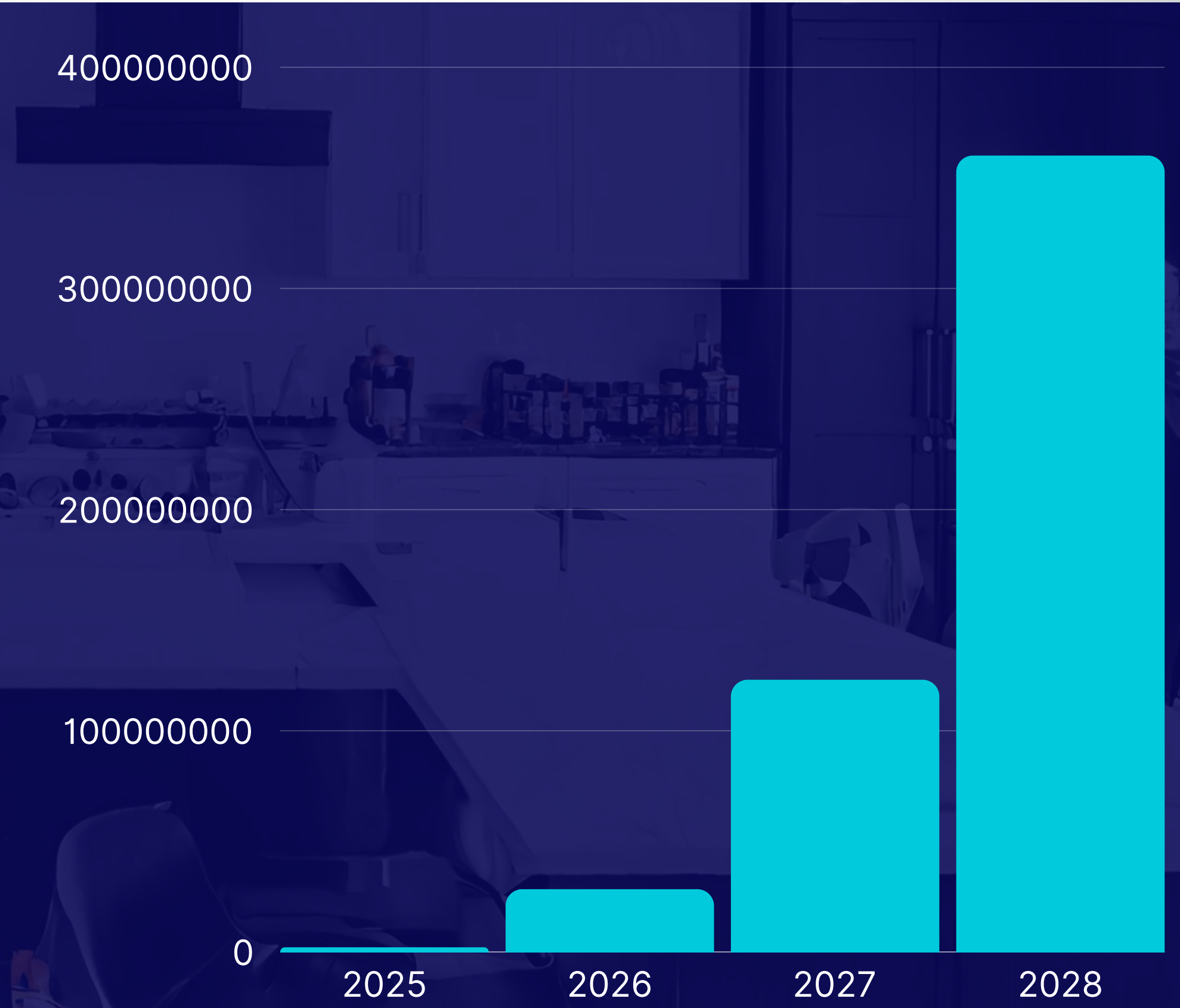
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2025

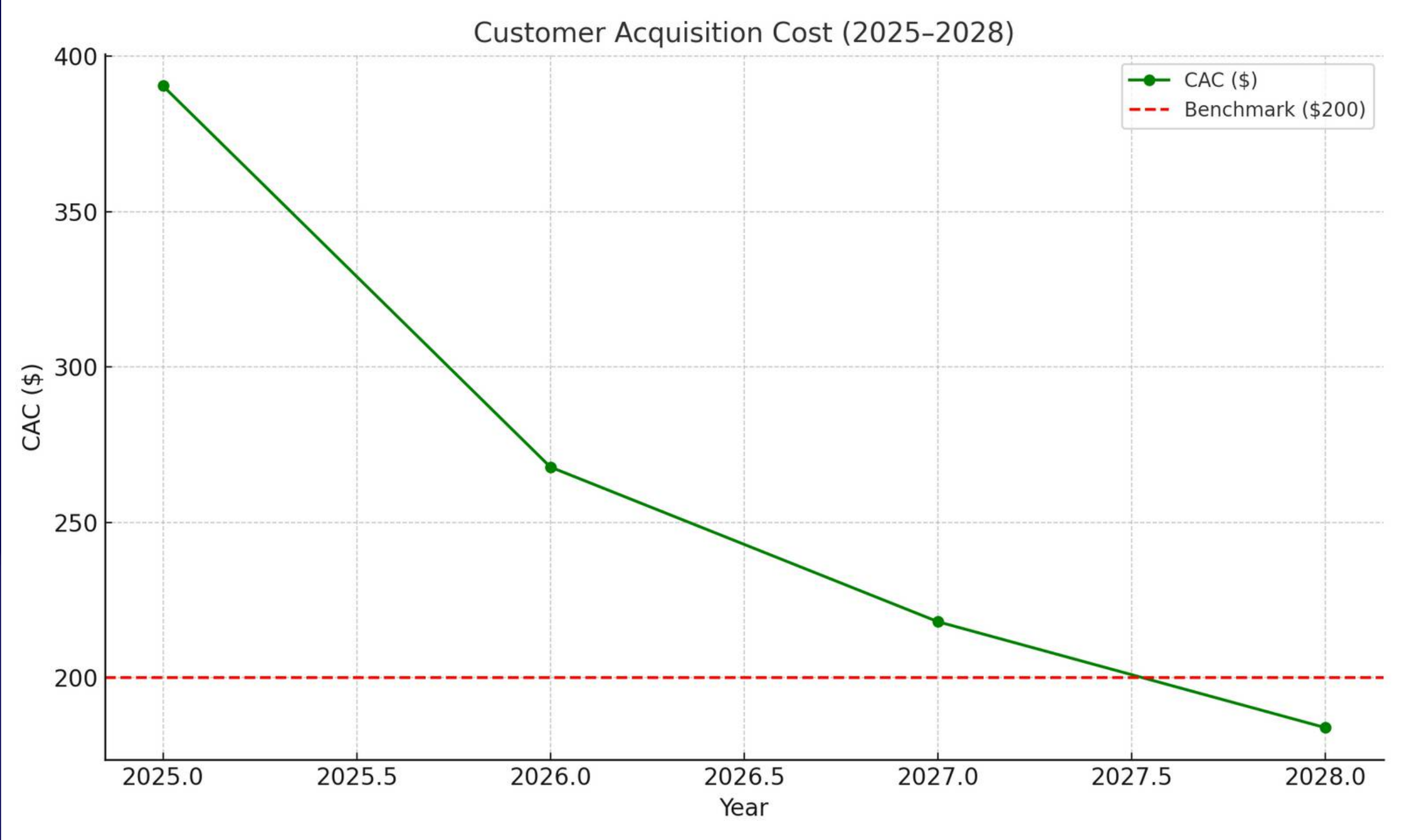
2026

2027

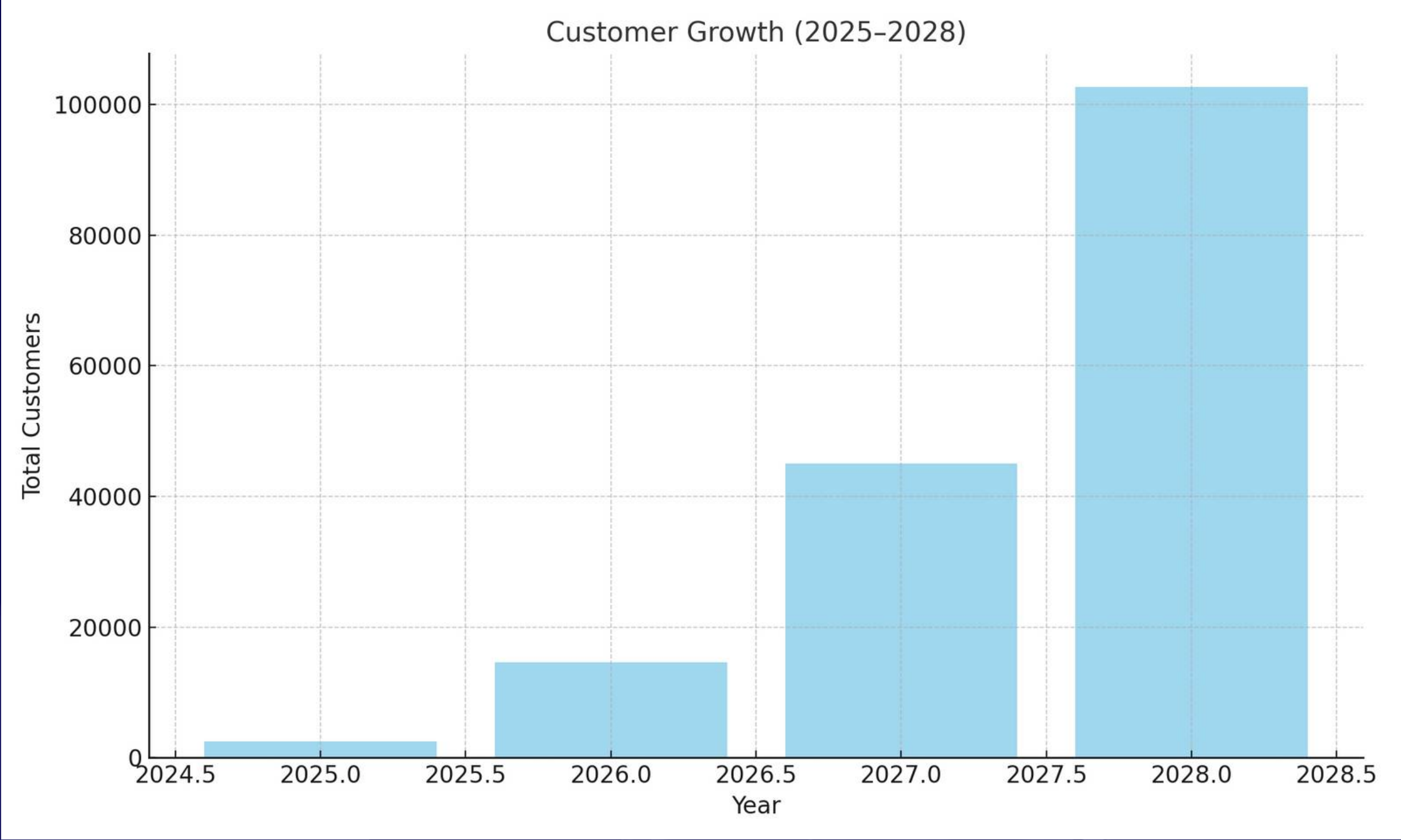
2028



CAC TREND



CUSTOMER GROWTH TREND



FUELING GROWTH AND PROFITABILITY

User can expect up to a 6X increase in # of Projects and Revenue

CURRENT SOLUTIONS:

Sales Cycle: 6 weeks
Projects/year: 13
Annual Revenue: 650,000

WITH VERAAI:

Sales Cycle: 1 weeks
Projects/year: 78
Annual Revenue: 3,900,000

85%* Faster Development



65%* Increase Bid to Contract



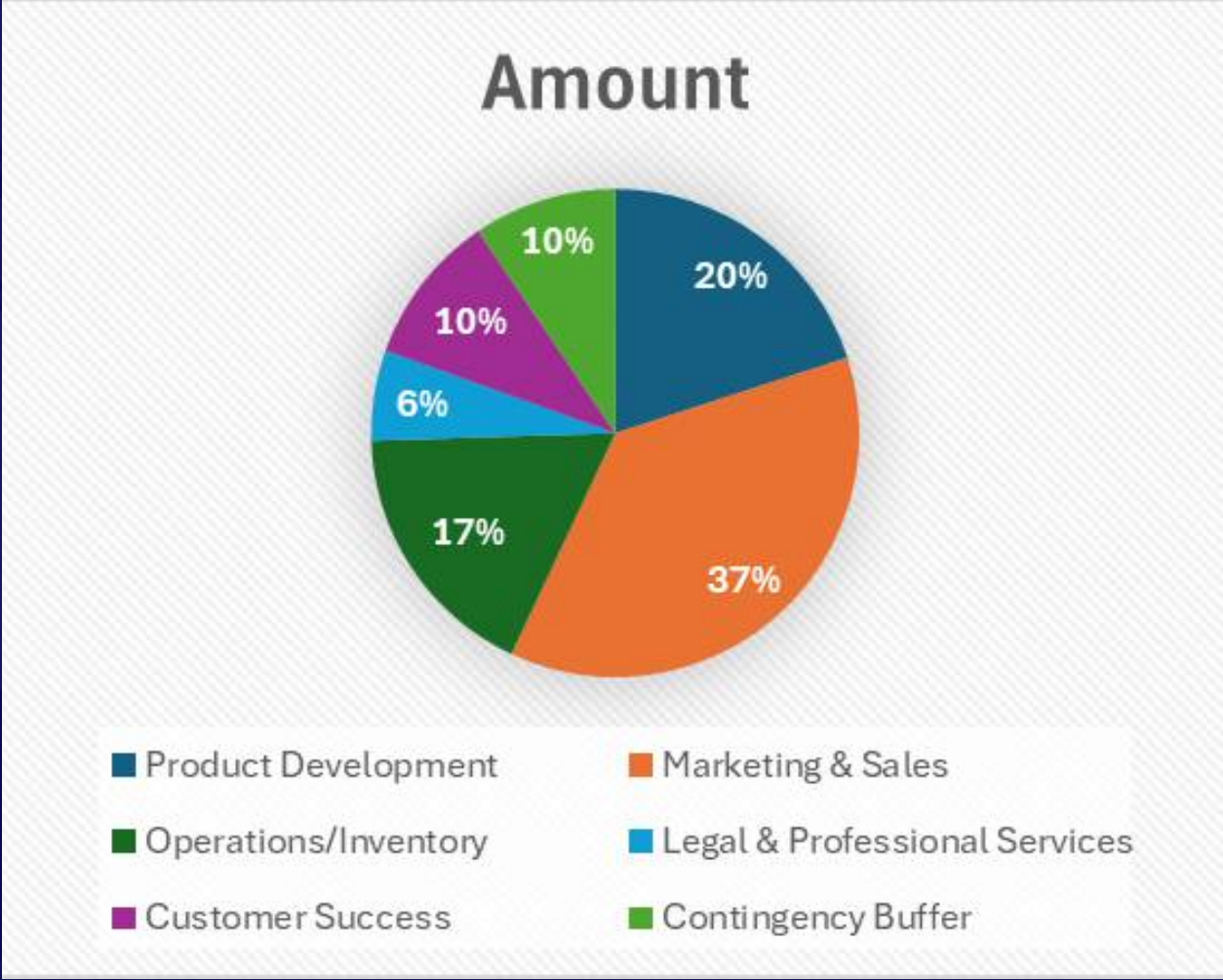
30%* Larger Deals



INVESTMENT AND USE OF FUNDS

RAISING \$1,000,000

Category	Amount	Notes
Product Development	\$200,000	MVP development and infrastructure setup.
Marketing & Sales	\$370,000	Go-to-market efforts, sales hires, and events.
Operations/Inventory	\$175,000	Early sales team costs and operational scaling.
Legal & Professional Services	\$60,000	Legal fees, contracts, and compliance costs.
Customer Success	\$100,000	Onboarding processes, CS tools, and retention.
Contingency Buffer	\$95,000	Reserved for unforeseen costs or adjustments.



COMPETITIVE ADVANTAGE

Feature	Traditional CAD	AI Image Generators	VeraAI
User-Friendly Interface		✓	✓
Industry-Specific Expertise	✓		✓
Automatic Measurements			✓
AI-Powered Design Suggestions		✓	✓
Real-time 3D Editing			✓
Buildable Designs	✓		✓
Collaboration Tools			✓
Sustainability Index			✓
Minimal Learning Curve		✓	✓
AI-Driven Customization			✓
Instant Cost Calculation			✓

TESTIMONIALS AND REQUESTS

The introduction of VeraAI is going to change how I am able to present design projects to my clients. Currently, my color rendering process can take hours even days to create. I utilize ProKitchen and 2020 Live yet even with these programs adding improvements, the process is still very time consuming. The impact of being able to provide real-time design changes on site will be a game changer! I will be able to design and promote the sale in the same appointment. Changing cabinetry styles, colors along with solid surface products necessary for a complete kitchen will maximize my time. I look forward to using VeraAI with iDeare Inc. This will take my design and sales skills to a whole new level.

Your technology is truly revolutionizing the design and remodeling process. Brad Bachand, our CEO, hosts a weekly podcast called "The Critical Path," recorded at Envision Studios on Gulf to Bay in Clearwater. The podcast is dedicated to exploring the latest advancements in construction and design, and we would be honored to feature iDeare, Inc. on an upcoming episode.

I would like to demo your software for educational purposes. We offer CAD classes at my school and this tool looks very interesting!

I checked out your website and I was quite impressed I am a Kitchen and Bath Designer for a medium size Remodel and Design company. I would like more information about your software.

WEBSITE MESSAGE RECEIVED

Message

Hi there, First of all, congrats! After reading all the content shared on your website, I am quite impressed, excited and very enthusiastic about what is coming up. Great ideas! I'm the owner of ~~Cape Cod Custom Carpentry~~, located in Cape Cod MA, member of the local Builders Association, I run a small private marketing agency and I'm a business partner to a handful other business here on my area (I'm 30 yo and so far the youngest business owner among a large group of business around here, so I'm the hope in technology for a few other entrepreneurs that are much older hehe) Briefly... I gained so much trust from my customers and new referrals over the past 4 years that from Custom Carpentry (Interior trim, cabinet installation...) I started building Custom Wine Cellars. So, I am living a new phase of being a 50% of the time a designer/salesman and the other 50% doing everything that a business owner do at the beginning, from managing my employees to doing events talking about AI and how we can incorporate it in the construction industry. I'm one of the very few guys on the whole Cape Cod that offers rendered 3D plans and has ambitious and visionary goals for the construction industry. My current needs based on metrics: - Close my deals faster, in order to do this... The key is "I need to speed up my design process". I am currently testing Magicplan, Polycam, and a few others using my iPad. Then, my workflow is sending these initial plans and upgrades to my professional design team (remote) and getting them back to the customer. So far, it is taking very long as I always have to improve the initial drawings taken using LiDAR. Then, I have to redo all my initial designs pretty much. Some of my customers are waiting for my crazy idea of making them experience a realistic feel of their future Kitchen or Wine Cellar through VR. I've been browsing online and found someone to do it with, but I haven't applied it yet. I do have a demand for at least 4 major designs monthly. If you guys could explain a bit more about your project/software. I would love to cooperate. I do have one of my projects being featured on AD magazine soon. My Instagram and all social medias isn't the best yet, as I have so much demand that I never had to worry about it or focus on it too much. But I can send you guys my private portfolio and schedule a call if needed. My ~~phone # (774) 818-1818~~ Looking forward to hear from you guys. Best, ~~[Redacted Signature]~~

ICP - MVP AND B2B LAUNCH

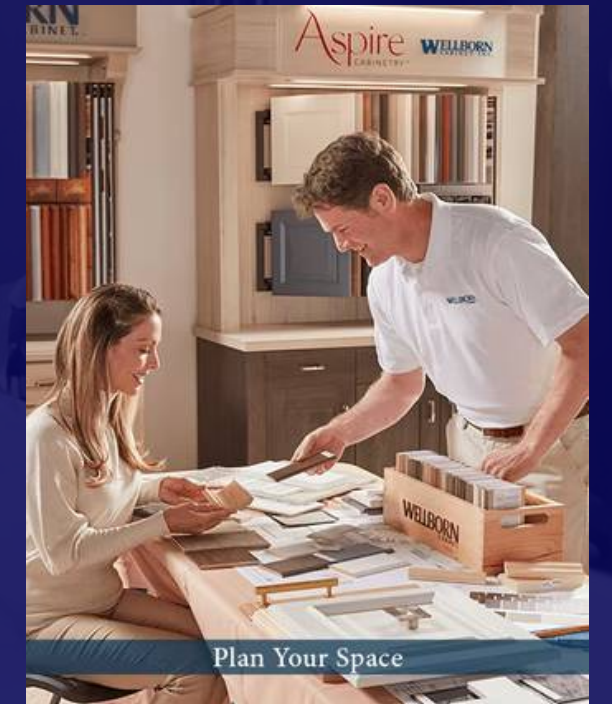
575K BUSINESSES

100K+

Kitchen and Bath Sales People and Designers



Manufacturers, Showrooms, and Big Box Stores



Plan Your Space

MVP TEAM REQUIREMENTS

The following roles will support this project in different ways across various phases. Additional expertise may be added as required.

- **Delivery/Product Manager:**
 - Oversees project lifecycle, aligns goals, manages teams, and guides product roadmap.
- **Data Architect:**
 - Designs scalable, secure data architectures for analytics.
- **Data Scientist:**
 - Analyzes large datasets and develops predictive models.
- **Data Engineer:**
 - Manages infrastructure for data extraction, transformation, and loading.
- **Product Designer:**
 - Enhances user experience and designs user-friendly interfaces.
- **Graphics Developer (Unity):**
 - Creates immersive visual environments.
- **QA Engineer:**
 - Ensures software quality through testing.
- **Backend Engineer:**
 - Develops and maintains server-side logic and databases.
- **Frontend Engineer:**
 - Designs user interfaces for web and mobile applications.
- **Business Analyst:**
 - Gathers and analyzes requirements, translating them into technical specifications.