

PREPARED
BY

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MADISON



StormAdvisor™

Investor Presentation

“The disorienting months following a disaster are often marked by critical decisions made at your most vulnerable hour.”

– New York Times





BEFORE

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Elevator Pitch

1. Saving \$50M USD to launch the first marketplace focused on filing and insurance claim and fixing a home and business after a major storm.
2. The current process of filing a claim and a fixing property after a storm is antiquated, inefficient, and loaded with costly pitfalls for home and business owners in the US.
3. Customers often get ripped off by insurance companies, public adjusters and contractors in this fragmented industry.
4. Through our online marketplace platform, we connect customers with qualified and vetted public adjusters to maximize the claim and contractors to fix their property to pre-storm conditions.

U.S. Weather and Climate Disasters Are Becoming More Frequent and Costly

1. Major storms are becoming more prevalent due to climate change which is causing more damage at an annual basis.
2. In 2020, the U.S. had a record 22 severe weather events over \$1 billion in damage with a total loss of \$95 billion.
3. That is more than double the 47 year average of \$45.7 billion.

Protecting and Rebuilding Your Property From Severe Weather Events is Complex and Difficult



Filing a Claim and Restoring Your Property Today



Property Owners Need an Online Marketplace with Vetted and Qualified Providers To Restore their Home to Pre-storm Condition, but that doesn't exist today

Storm Advisor is The Solution

the help guide and connect homeowners to the right services and vetted experts to protect and restore their home to pre-storm condition.



Business Model



Market Validation

Customers	Public Adjusters	Contractors
85%	90%	98%
and they would use us to file their claim and get their property restored to pre-storm condition.	and they would use us to file their claim and get their property restored to pre-storm condition.	and they would use us to file their claim and get their property restored to pre-storm condition.

Unit Economics

Category	Market	Unit Economics
Category 1: \$1M - \$5M	\$1M	\$1M
Category 2: \$5M - \$10M	\$5M	\$5M
Category 3: \$10M - \$50M	\$10M	\$10M
Category 4: \$50M - \$100M	\$100M	\$100M

Massive Opportunity at the Right Time



Competitive Analysis



Competitive Advantage

1. **Customer Centricity**, we are consumer advocates not Public Adjusters or Contractors. We seek the best outcome for the Customer.
2. **First Mover**, we are the first and only online marketplace that focuses on pre and post-storm related products and services.
3. **Aggregator** of pre-storm storm-related products who can afford to pay more for better than any other company or marketplace.
4. **Unbiased Information** designed to help all homeowners through the insurance claims and property repair process.
5. **Technology Driven**, we are focused on providing the marketplace with tools to help drive customer and providers.
6. **Dream Team**, this is a team of experienced professionals with real experience building businesses in highly fragmented markets.

Team



Roll Out Strategy



Roadmap



Financials



Investment Opportunity



Appendix

Protecting and Rebuilding Your Home From Severe Weather Events is Complex and Difficult



Market Adoption Providers



Market Adoption Homeowners



Pre-Storm Products and Services and Vendors



Post-Storm Services and Marketplace



Customer Validation



Provider Validation



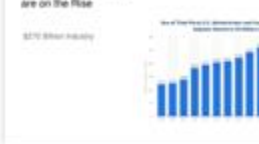
Market Validation



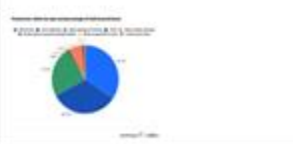
Public Adjusters Get Homeowner More Money During Severe Weather Events



Storm Damage Claims are on the Rise



Storm Damage Claims are on the Rise

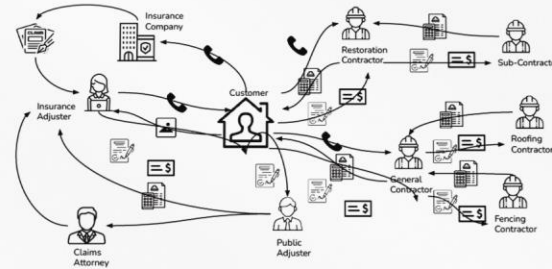


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Filing a claim and restoring your home is a real mess



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For homeowners everywhere, fixing their property after a storm is a major problem and an overwhelming, complex, antiquated process



- 01 Insurance companies, contractors, and public adjusters offer biased opinions that reflect their own interests
- 02 Homeowners have little or no experience navigating this system, leading to costly delays and mistakes
- 03 Mistakes and bad advice lead to higher costs, long delays, and even more damage to the home

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Weather and climate disasters have increased by 40% over the last 20 years in the US

More Destructive Storms

In 2020, the U.S. had a record-breaking season with 22 severe weather events causing over \$1 billion in damage²



Homeowners Unprepared

46% of homeowners do not prepare their homes for a natural disaster because they do not know what steps to take³



New Legislation Changes

Recent Florida legislation cracks down on contractors, ending predatory practices and making a marketplace for trustworthy, pre-vetted contractors a necessity⁴



²Natl. School of the Environment
NOAA
³Insurance Information Institute
Associated Press

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Our solution is to build an online marketplace that helps connect and guide homeowners with services from verified experts to protect, restore, and replace their property after a storm.



StormAdvisor™

Our solution is seamless matching customers with verified experts to protect and restore their property to a pre-storm condition



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Our disruptive service offers several benefits to homeowners managing storm damage

- ✓ One-stop-shop for all their needs
- ✓ Pre-vetted lists of adjusters, restoration experts, and contractors
- ✓ Increased transparency and trust
- ✓ Lower risk of a catastrophic loss
- ✓ Faster services, saving time and money
- ✓ Educational resources help prevent damage



Our platform provides a seamless user experience for homeowners

Homeowners sign up to use our online marketplace



Upload pictures of the damage to their properties onto the website



Pre-vetted Adjusters and contractors are matched to the project based on the homeowner's needs



Homeowners select the team that best meets their needs to complete the project



Our business model has three main revenue sources

Homeowners

\$199
fee to review their existing insurance policy



Public Adjusters

\$350 - \$7,500
fee based on the estimate cost of the claim



Contractors

\$175 - \$3,750
fee based on the estimate cost of repairing the home



The current market opportunity for an online marketplace is massive



2020 cost to rebuild home from storms²

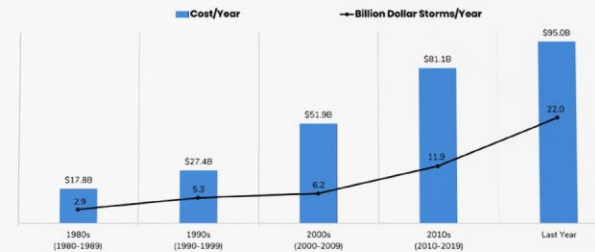


Potential transaction fees (20%) charged in an online marketplace



10% market share of all fees charged to storm advisers and adjusters

Storm damage over the last 5 years has been record-breaking



No other online marketplace offers the breadth of services and customer focus we do

Services	StormAdvisor™	ICA	Century	Angie's List	Thumbtack	HomeAdvisor	LegalShield
Insurance adjusters	✓	✓	✓	✗	✗	✗	✗
Contractors	✓	✓	✓	✓	✓	✓	✗
Legal guidance	✓	✓	✓	✗	✗	✗	✓
Pre-vetted resources	✓	✗	✗	✓	✓	✓	✓
Unbiased marketplace	✓	✗	✗	✓	✓	✓	✗
Storm damage specific	✓	✗	✗	✗	✗	✗	✗
Education resources	✓	✗	✗	✓	✗	✓	✗

We have a go-to-market strategy that will engage the US market over 3 years

- | | | |
|----------------|---|--|
| | Homeowners | Public Adjusters & Contractors |
| Digital | <ul style="list-style-type: none"> Engage through social media, targeting customers in high-risk areas Leverage text messaging to create direct connections | <ul style="list-style-type: none"> Connect directly through email drip and social media marketing Create a webinar to share the online platform and drive enrollment |
| Direct | <ul style="list-style-type: none"> Canvas neighborhoods after storms to make direct sales to customers in need | <ul style="list-style-type: none"> Directly engage through outbound calls, texts, and emails |

Roll out strategy

- Launch the marketplace in Florida for the 2021 storm season
- Expand throughout the Gulf South by the 2022 storm season
- Reach the entire US market by the 2023 storm season

Our strategy hinges on executing our go-to-market strategy and building out both sides of our marketplace



We anticipate exponential growth as we execute our business strategy



Our exit strategy is to be acquired by an established online marketplace serving homeowners or to pursue an IPO over the next 5 to 7 years

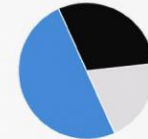


We are raising \$1M on a SAFE Note for product development and marketing

Capital Raised To Date
\$36K
(seed investment from founder)

USE OF FUNDS BREAKDOWN

\$500K
Operations:
to make key hires and build out a direct sales team



\$300K
Sales & Marketing:
to execute a go-to-market strategy and establish a presence in the key areas up and down the Southern East Coast

\$200K
Technology:
to further refine the MVP and iterate on the technology based on customer feedback

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