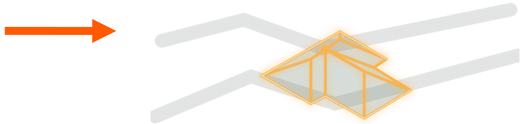
Roover

THE COMPANY

Roover prepares the roofing job before roofers price it.

So homeowners can compare initial prices around the same work.

THE JOB BEFORE THE PRICE



ACTUAL ROOF

PRICEABLE JOB

THE INDUSTRY CONTRAST

Same roofer. A completely different starting point.

The difference is what reaches the roofer before the price is requested.

RESIDENTIAL BUYER

**“I need a new roof.
Can you come and quote it?”**

A problem arrives.

PROFESSIONAL BUYER

**“Here is the roofing job.
What is your price?”**

A prepared job arrives.

Same trade. Same roofer. Different work before the price.

Roover

THE ECONOMIC CONSEQUENCE

The quote is free. The work behind it is not.

Before one roof is replaced:

ROOFER 1	ROOFER 2	ROOFER 3
VISIT MEASURE BUILD A QUOTE	VISIT MEASURE BUILD A QUOTE	VISIT MEASURE BUILD A QUOTE
before selection	before selection	before selection

→ 1

ROOF REPLACED

The cost of unsuccessful preparation has to be recovered across the jobs roofers win.

No fixed percentage is claimed here. The claim is duplicated transaction cost.

THE INTERVENTION

Roover prepares the job once.

One preparation. Independent initial prices. One preferred roofer confirms.

01 ADDRESS + HOMEOWNER → 02 PREPARED JOB → 03 INITIAL PRICES → 04 PREFERRED ROOFER CONFIRMS ON SITE

Roofers keep their own price, method, margin and physical judgement.

Initial pricing is not the final quote.

WHY IT WAS MISSING · WHY NOW

The better order existed. It was trapped in professional economics.

BEFORE

Human professional

One-off fee
Too expensive for one household
Homeowner did not know to commission it

NOW

Software-assisted preparation

Property evidence
Structured workflow
Focused review where judgement matters

Same buying principle. Different production economics.

Why-now remains a convergence thesis to be proven economically.

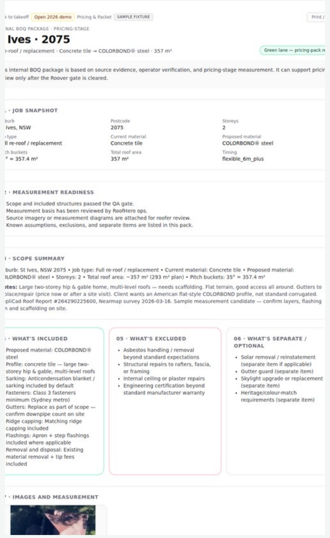
● Roover

THE PRODUCT

From the actual roof to a job ready for pricing.

The actual property becomes the visible basis for trust and pricing.

THE ACTUAL ROOF



JOB READY FOR INITIAL PRICING

Product screens are status-labelled prototypes and fixtures, not scale proof.

THE PHYSICAL-WORLD BOUNDARY

The site visit moves to confirmation.

Roover does not remove professional judgement. It changes when the valuable visit happens.

INITIAL PRICES → PREFERRED ROOFER → CONFIRM THE PHYSICAL JOB → FINAL QUOTE

Designed outcome: one preferred roofer confirms what remote evidence cannot.

Any justified change is recorded against the shared job.

THE BUSINESS

The prepared job—not the lead—is the commercial unit.

Value is created before matching.

RAW LEAD

A person who may need a roof

→

PREPARED JOB

Real intent + work the market can price

→

VALUE EVENTS

pricing
confirmation
transaction

Exact payer and unit economics remain proof questions.

The same engine can sit behind several distribution front doors.

WHY MIKE · PROOF STATE

Eighteen months moved the company upstream.

MARKETPLACE → QUOTE → JOB → BUYER-SIDE FUNCTION

18 months of fieldwork followed the problem upstream.

EXISTS	BUILT	NEXT
Professional buying order	**Roover product path**	**Commercial rates**

Founder credentials and historical metrics require final verification before broad circulation.

THE ASK

A$250k. 90 days. Four rates.

The round converts the company thesis into measurable commercial proof.

01

JOBS

Can Roover confirm priceable demand?

02

PRICES

Will roofers price prepared work?

03

CONFIRMATION

How much does pricing move on site?

04

PAYMENT

Will the economics repeat?

If the rates hold, Roover has the basis of a repeatable transaction business.

Working ask · amount, instrument, budget and thresholds require confirmation.