

The job before the price.

Roover is the transaction platform for
residential roofing.



Residential starts with a problem. Roover creates the job the market can price.

One roofer. Two markets.

Same trade. Two very different requests.

RESIDENTIAL BUYER

Does this once.

I think we need a new roof. Could you come and quote it?

PROFESSIONAL BUYER

Does this every day.

Roofing package 04. Pricing schedule attached. Returns due Friday.

PRICING SCHEDULE

ITEM	DESCRIPTION	QTY	UNIT	PRICE	TOTAL
1	ROOFING PACKAGE 04	1	EA	15,000	15,000
2	ROOFING PACKAGE 04	1	EA	15,000	15,000
3	ROOFING PACKAGE 04	1	EA	15,000	15,000
4	ROOFING PACKAGE 04	1	EA	15,000	15,000
5	ROOFING PACKAGE 04	1	EA	15,000	15,000
6	ROOFING PACKAGE 04	1	EA	15,000	15,000
7	ROOFING PACKAGE 04	1	EA	15,000	15,000
8	ROOFING PACKAGE 04	1	EA	15,000	15,000
9	ROOFING PACKAGE 04	1	EA	15,000	15,000
10	ROOFING PACKAGE 04	1	EA	15,000	15,000
11	ROOFING PACKAGE 04	1	EA	15,000	15,000
12	ROOFING PACKAGE 04	1	EA	15,000	15,000
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98	ROOFING PACKAGE 04	1	EA	15,000	15,000
99	ROOFING PACKAGE 04	1	EA	15,000	15,000
100	ROOFING PACKAGE 04	1	EA	15,000	15,000
SUBTOTAL				18,900	18,900
GST				15,000	15,000
TOTAL				18,900	18,900

ROOFING PACKAGE 04.

SCOPE OF WORK

SPECIFICATION

Three prices. But for what?

ILLUSTRATIVE

RESIDENTIAL BUYER

THREE VISITS. THREE JOBS.



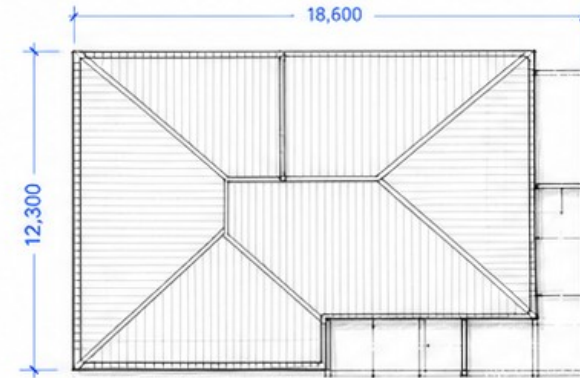
Three good-faith readings.

SAME ROOFER

DEFINITION
GATE

PROFESSIONAL BUYER

ONE JOB. THREE RETURNS.



123 Maple Street
Greenville, NSW 2144

SCOPE OF WORK (FIXED)

- Remove existing roof
- Supply & install new roof sheets
- Ridge capping
- Flashings
- Gutters & downpipes
- Site clean

BOQ & PRICING SCHEDULE (FIXED SCOPE)				PRICE RETURN (EX GST)		
ITEM	DESCRIPTION	QTY	UNIT	ROOFER 01	ROOFER 02	ROOFER 03
1	Roof sheets	210	m ²	\$22,300	\$23,000	\$23,700
2	Ridge capping	18	lm	\$2,650	\$2,700	\$2,800
3	Flashings	28	lm	\$3,850	\$3,900	\$4,050
4	Gutters	24	lm	\$4,600	\$4,700	\$4,900
5	Downpipes	4	ea	\$1,200	\$1,250	\$1,350
6	Scaffolding (as per scope)	1	allow	\$6,300	\$6,550	\$6,600
TOTAL (EX GST)				\$40,900	\$42,100	\$43,400

Like for like.

Same roofer. Same tools. A different thing arrived.

One buyer can compare. One cannot yet.

WHY RESIDENTIAL STAYED STUCK

The better buying order was trapped in professional economics.

The industry knew the function. A one-off household had no economical way to access it.

01

The homeowner did not know to buy it.

They know they need a roof—not a separate professional service that prepares the work before pricing.

02

A human professional was too expensive.

The buyer-side work is economical across large or repeated projects, not as a standalone service for one household roof.

03

The roofer was not incentivised to give it away.

Their unpaid preparation helps them win the work. Making it portable would make their own price easier to compare.

THE EMPTY BUYER-SIDE SEAT

Roover makes that buying order work at household economics.

Start with what is knowable. Keep assumptions and genuine unknowns visible. Prepare the basis before a roofer is preferred.



PROPERTY EVIDENCE

What the property and roof can show

HOMEOWNER FACTS + CHOICES

What only the household can confirm

ROOFING KNOWLEDGE + REVIEW

What requires structured judgment



READY FOR INITIAL PRICING

Homeowner-confirmed pricing basis

Known facts
Assumptions
Unknowns

THE TRANSACTION FLOW

The site visit moves from discovery to confirmation.

It stays valuable. Roover reduces the repeated pre-selection work around it.



TODAY

Repeated discovery before the homeowner can compare

Travel · inspect · work out the job · sell · build a private quote — repeated for every roofer invited.

WITH ROOVER

One high-value confirmation visit with the preferred roofer

Confirm the physical roof · meet the homeowner · resolve remaining unknowns · issue the final quote.

The visit becomes the moment the transaction is confirmed—not the moment the job is first invented.

The product turns an address into a job ready for pricing.

Roover Start

CONFIGURED PROTOTYPE

Roover Start

Project Room

DISCOVERY PROTOTYPE · FAKE DATA

Project Room

Roofer pricing packet

SAMPLE FIXTURE

Roofer pricing packet

DESIGNED / TO PROVE: PRICING PROFILES

The demo proves the intervention exists; it does not prove repeat adoption or transaction economics.

The prepared job becomes the transaction rail.

One persistent object carries the transaction from homeowner intent to contractor-confirmed agreement.



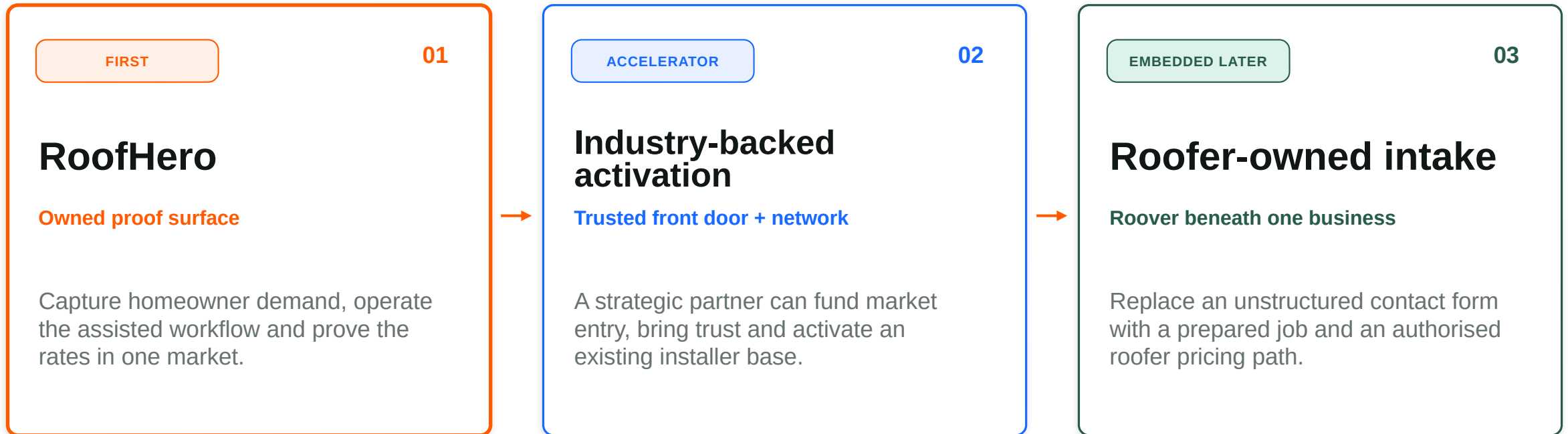
The product is the repeatable buyer-side process. The job is the transaction object. Roover is the platform underneath both.

COMPOUNDING LAYER

Job templates · Pricing profiles · Supplier routing · Behaviour and outcome data · AI

One engine. A sequenced route to market.

Not three companies. Three front doors on the same Roover transaction rail.



The front door changes. The job basis, certainty rules and transaction state stay intact.

Roover captures value at events it controls.

The homeowner stays free. Roofers and distribution partners pay for useful transaction value.

HOMEOWNER

Free

Roover must earn trust before asking the household to understand a new professional service.

ECONOMICS TO PROVE

PREPARED PRICING PARTICIPATION

Recover the cost of prepared demand

A roofer receives a priceable opportunity—not a name and phone number.

PREFERRED-ROOFER CONFIRMATION

Monetise the highest-intent handoff

The homeowner has reviewed initial prices and wants to meet this roofer.

PARTNER-FUNDED ACTIVATION

Fund market entry and platform use

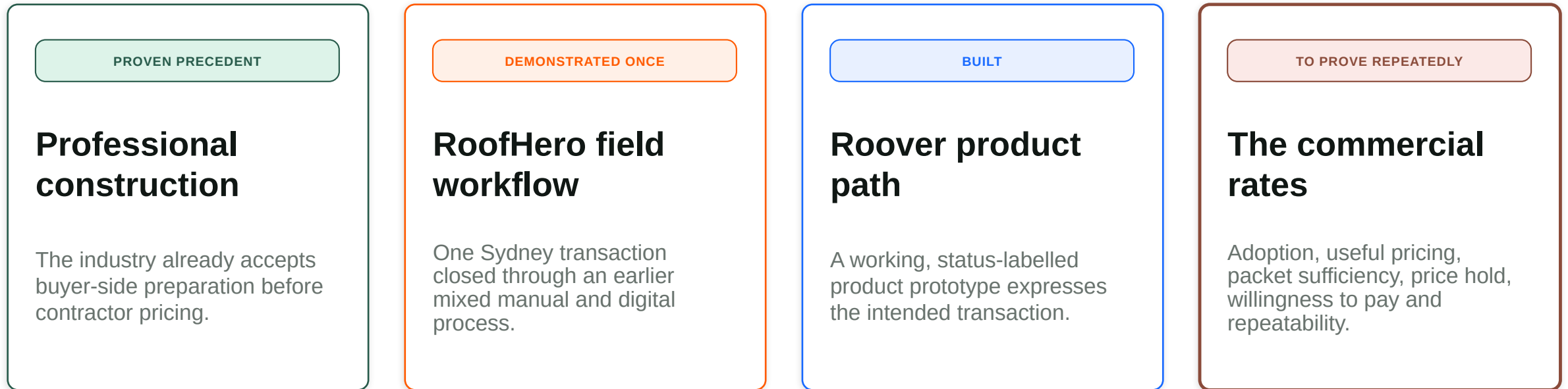
A strategic partner underwrites a bounded market launch and its own channel value.

Completion upside may exist—but Roover should not rely on a fee collected after it loses control of the transaction.

PROOF STATE

The structure is proven. The mechanism is demonstrated. The rates are not.

This is a bounded commercial proof problem—not another conceptual identity problem.



The mechanism has worked once; the rates are not yet proven.

Founder evidence: 18 months operating from the buyer side produced the diagnosis and product.

THE ASK

A\$250k

90-day proof bridge

Harden only what the test requires. Put hard numbers around the commercial rates.

CURRENT WORKING ASK · TERMS TO CONFIRM

01

Homeowner acquisition + job confirmation

Can Roover capture the buyer early enough and get the job basis confirmed?

02

Useful roofer pricing

Will roofers price prepared work without recreating the whole discovery process?

03

Price survival at confirmation

How much changes after the preferred roofer physically confirms the roof?

04

Willingness to pay + repeatability

Do the economics work without founder-level intervention?

If the rates hold, Roover has the basis of the transaction standard for residential roofing.

The job before the price.

INDUSTRY PARTNERSHIP

White-label is the request. Partnership is the opportunity.

A partner brings the trusted market presence. Roover runs the buyer-side transaction system underneath.



Next decision: funded definition phase → one bounded market or branch gates → expand only if earned. → controlled installer cohort → evidence

The mechanism already works. Ro

APPENDIX · CONCEPTUAL MECHANISM REFERENCE · NOT PRODUCT EVIDENCE

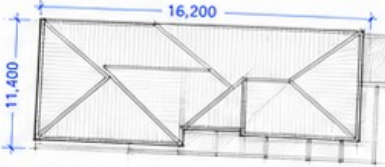
RESIDENTIAL HOMEOWNER

My roof leaks over the kitchen.



- 14 Bracken Street
- Property understood
- Roof geometry assessed
- Questions specific to this home
- Homeowner choices confirmed
- Scope built
- BOQ and evidence added

JOB DEFINITION - 14 BRACKEN STREET



- Roof material: Colorbond® ✓
- Ridge capping: Yes ✓
- Gutter replacement: Yes ✓
- Downpipes: Yes ✓

- SCOPE
- Remove existing roof
 - Supply & install new roof sheets
 - Replace ridge capping
 - Supply & install gutters & downpipes
 - Site clean

BOQ (HOUSEHOLD SCOPE)			
ITEM	DESCRIPTION	QTY	UNIT
1	Roof sheets	210	m²
2	Ridge capping	18	lm
3	Flashings	28	lm
4	Gutters	24	lm
5	Downpipes	4	ea
6	Scaffolding (as per scope)	1	allow

READY FOR ROOFER PRICING

What was actually different?

Not the trade.

Not the roofer.

THE JOB BEFORE THE PRICE



Someone working for the professional buyer defined the job first.

— STRUCTURE
- - - FIELDS

Structure—not enterprise paperwork—flows through the gate to the household.

PROFESSIONAL BUYER

BUYER-APPOINTED PROJECT TEAM

Specifier defines the work.
Quantity surveyor turns it into a pricing schedule.

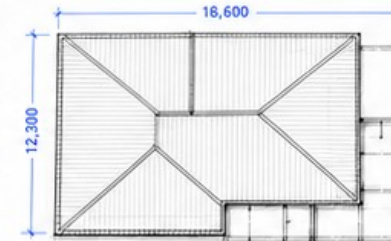


Specifier



Quantity Surveyor

PROJECT PACKAGE (FIXED SCOPE)

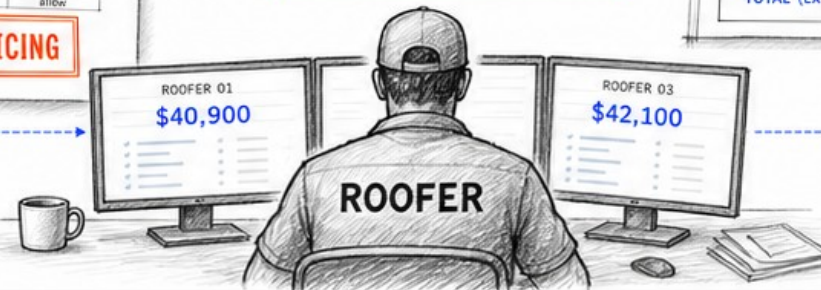


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1 Compare price indications



2 Choose who to meet



3 Confirm the site



4 Agree the contract price

ROOVER™

The job before the price.