



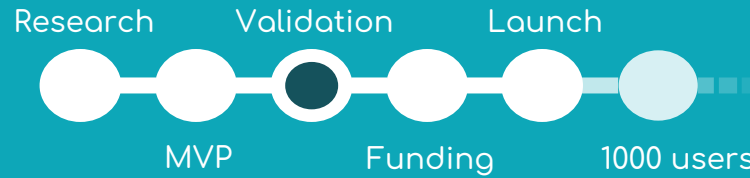
A hub for properties, streamlining retrofit
and refurbishment for a sustainable future



Clarity

Funding Round:

- Pre-Seed



Funding Requirement:

- £500k

Advanced Assurance:

- Complete SEIS and EIS

Status:

- Prototype – Testing
 - Testing Phase
 - + 8 Properties Scanned – 2 Complete Projects – Complete remote tender

3 Paying Projects

- 2 for architects – BIM Models and Drawings
- 1 partnership with Passivhaus Builder



MEET CHARLI AND MARK



They are about to enter a relationship

Charli is keen to make her property a sustainable one. She wants to add:

- Solar Panels
- Insulation
- EV Charging

Charli found Mark, one of 3 different providers she needs on a lead generation platform. They are about to run into some problems:



Charli – The property owner

Mark – The tradesperson

- 1) **Data –** She has to share the same information with every tradesperson/supplier that visits. She needs help to specify what she needs.
- 2) **Platform –** No way to manage the data she is sharing with each stakeholder and for stakeholders to collaborate.
- 3) **Comparison –** No interface to compare quotes from contractors.

- 1) **Data –** He may specify something different from another contractor, there is no specification for him to work with.
- 2) **Cost –** He has to visit the project to quote and take his own assessment. Time and money is spent going to quote projects.
- 3) **Quoting –** He has to create a quotation from scratch for every customer he has, taking him away from earning money.

- To meet the increasing demand, the UK will require nearly one million additional tradespeople in the next ten years.
- It is estimated that 27 million homes in the UK need retrofitting, roughly 900,000 homes per year from 2020 to 2050, in order for the UK to achieve net zero carbon by 2050.

The Solution

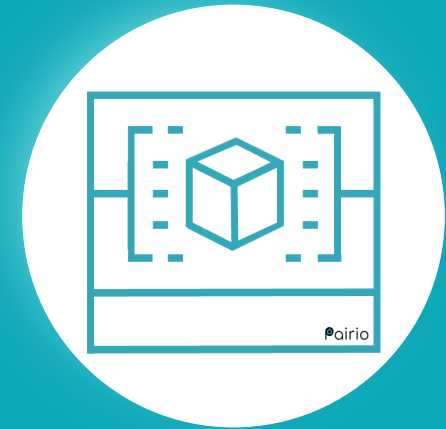
A web platform where property owners can manage their property in the form of a Digital Twin to:



- Find, commission and manage contractors and suppliers.
- Create specifications using AI
- Save time and money by comparing tenders



- Generate energy performance scenarios to help choose and specify the right solution for their budget
- Keep stakeholders informed and engaged, improving communication.
- Document control to allow designers to collaborate with other stakeholders



Hold a historic record of the property to:

- Improving saleability
- Improve efficiency
- Reduce intrusive works
- Reduce risk

How it works

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"Pairio's concept is a great idea and very much needed"
Ashley Murray – UK BIM Alliance Executive & Implementation Co-Lead

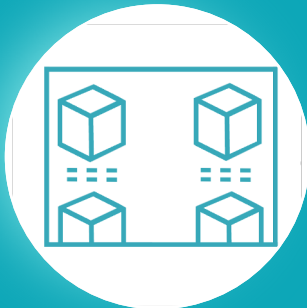
1. Complete a Pairio Capture Survey

Pairio completes non-intrusive survey and 3D reality capture utilising LiDAR, storing information within the model. We provide a digit twin by visualising the property through the perspective of key stakeholders.



3. Tenders are put to market on the platform

Trades/ Service providers buy access to the project and remotely tender for the project, reducing their overheads. They can see project before they buy



2. Model is released to the property owner/ manager

Property owner raises a new project, creating AI generated specifications and project information ready for tender. Retrofit scenarios are provided.



4. Bids are returned, analysed and work is awarded

Tenderers are notified of successful bids and proceed with the work. After completion, they use a mobile phone to capture a 3D scan, generating an invoice and verifying the completion of their tasks.



Business model



£

Property owners pay for Initial Scans and Energy Performance Survey



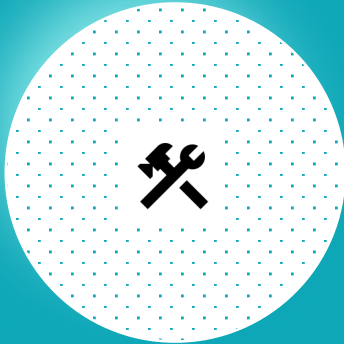
£

Subscription Fees for Landlords and Property Managers



£

Strategic Partnerships with financial institutions



£

Contractors/ Service Providers Pay Per Project

Property Owners/ Managers

All owners - Property Scan Base

£340 per scan*



Upsell options:

- Full Architects drawings and BIM Model - £400

Management Hub for agents/landlords

£4 per property per month

Access to entire portfolio remotely



Professionals

Contractors/ Service Providers
inc Architects, engineers etc

1% of the estimated cost

e.g. £1000 project = £10 per contractor x 3 bids



£30 gross profit per project

*Based on a 3 bed property

"Recently my fuel costs have been eating into my profits. The ability to quote without having to visit the property will help massively with reducing my overheads" - Jacob Penfound, Electrician

Marketing Strategy

Build Partnerships

Key strategic partnerships built through networking at key events with Housing Associations, Councils, PRS owners, Managing Agents and Landlords.

Targeted Advertising

Focus on targeting our audience in each selected priority. Using social media, utilising emails and placing adverts in relevant publications.

Referral Program & Bundle Discount

Provide credit to users where they use a referral code. Discounts are offered where for example a housing association that can hand over multiple properties simultaneously.

Influencer Led Advertising

Pay individuals with influence to promote our services, invite them to put their property through the whole process – join the dots by getting a popular tradesperson to quote remotely.

Sales Strategy

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Stage 1

Large Scale Property Owners

Develop relationships with property owners – provide a platform to manage the retrofit process with a digital twin platform.

Sustainable Product Suppliers

Engage with retrofit suppliers to provide them with 3D scanning, 3D BIM models, and energy assessments, removing their need to survey.

Contractors/Trades/ Suppliers

As projects become live, we bring them in to tender on the projects on the platform. We approach them and onboard them individually.

Stage 2

Small Scale Property Managers and Landlords

Capture their properties and provide an adapted platform to allow them to manage their portfolio completely remotely.

Homeowners

Capture their properties and help them improve their property both in efficiency and aesthetically.

Competition

The value of work completed by trades on UK housing in 2020 was £25.51bn

Features	Pairio	RESI	Pupil	houzz	Plentific	Fixflo	my Builder	rated people	Checka trade
Trade finding	✓	✓		✓	✓	✓	✓	✓	✓
Reviews	✓			✓	✓	✓	✓	✓	✓
Collaborative Communication Tools	✓			✓	✓	✓			
Virtual Tours	✓	✓	✓						
3D Scanning	✓	✓	✓						
Digital Twin	✓	✓	✓						
Retrofit compatible	✓	✓							
Floorplans	✓	✓	✓						
Document Control	✓			✓					
Energy Performance Scenarios	✓								
No Visit Quoting	✓								
Specifications Created using AI	✓								
Historic Record Keeping	✓								
Non Intrusive Survey	✓								
Thermal Scanning	✓								
Contractor Management Tools	✓								
Truly Accountable Reviews	✓								
EPC's	✓								

Our Future and Sustainability

Future opportunities



- Expansion into industrial and commercial real estate
- CNC made to measure walls, doors, furniture, and flooring
- Smart home integration
- Metaverse integration
- Planning portal integration

Sustainability



- Reduces van/car journeys
- Co₂ reductions
- Carbon Neutral – all scans carried out using electric vehicles or public transport
- Reduced material waste
- Thermal scans to identify heat loss
- Provides platform for retrofitting on scale

Aligning Pairio with:



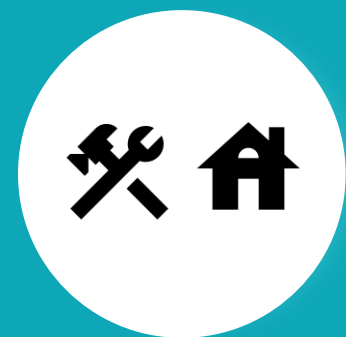
United Nations
Climate Change



Market Size

"The digital twin market is expected to grow globally from \$6.6bn in 2022 to \$76.3bn in 2027" - Markets and Markets

UK Market



4.53m jobs created on Checkatrade alone last year



24.5 Million Residential properties in UK with 2.43 million landlords



2.43 million landlord properties need to be retrofitted to EPC 'C' by 2028

As we grow we will look to expand into the European, Australian, Middle Eastern and American Markets

How we will utilise your investment

Build Out

- Build out the platform – we will hire a core development team to create all the functions required. We will build the development team to 16 by end of year one.

Procure Equipment

- Finance the equipment required by each operative and member of staff

Train and Deploy

- Train and deploy 12 scanning operatives by the end of year one to scan the properties.

Bring to Market

- Create a marketing and sales strategy to bring property owners, homeowners, architects and tradespeople into our ecosystem. Deploy funding into advertising.

Create Solid Foundations

- Adhere to the correct legal standards by bringing in legal and HR support.

Look after the customer

- Hire a core team to ensure everything runs smoothly and customers can be onboarded efficiently and supported.

Team



Ash Greenall

CEO

Quantity Surveyor,
Former Risk Engineer



Dan Jeffery

CTO

Embedded Software Engineer,
Former Machine Learning and AI Researcher



Scarlett Stephens-Smith

Head of PR

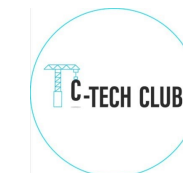
Has run PR Campaigns for Coca-Cola, Burger King
and Huawei

Achieved 1 million TikTok views on her personal home
renovation account

As a team we have worked for or worked with:



Supported by:



5 Year Forecast

New Individual Homeowners Properties	512	631	771	931	1,093
New Landlords/ Property Managers Properties	2,048	12,096	28,416	49,344	74,880
Total Properties	2,560	21,804	45,264	75,348	112,056
Investment	£500,000				
Income	£1,602,941	£10,178,732	£25,961,128	£48,714,938	£79,335,585
Expenditure	£2,094,797	£6,822,280	£10,380,760	£14,593,728	£19,246,424
Assets	£347,358	£1,184,594	£2,091,461	£3,042,519	£3,987,731
Gross Profit	(£491,856)	£3,356,453	£15,580,368	£34,121,210	£60,089,161
Total inc Investment	£8,144				

Our average revenue per property increases as users get more familiar with the service.

Our growth will compound as the previous year's scans grow and users remain loyal.

We can upsell services such as project management support, architectural drawings & models.

We are eligible for Innovate UK funding and will be applying when the investment is secured.

What we want to know about you

- What is your decision-making process?
- How much support do you look to give your investee companies?
- May we speak with firms you've invested in?
- How do you think you can help?
- What experience do you or your team have in:
 - ConTech/ PropTech
 - Digital Twins
 - SaaS and Service based models
- What other information would you need?
- What is your typical seed amount/ follow-on?
- If any, what concerns might you have?
- What other questions should we be asking you?

