COMMUNICATE

COMMIT

DELIVER

2018
WHAT IS

• The Brand
• The pillars of the brand are Value, Quality and Trust
• The brand can be used in any sector of the industry.
THE GOAL

- Generate leads for participating contractors and man-hours for SMART members.
- Develop a Brand that is recognized in the industry as the Go To place for HVAC services.
DUAL APPROACH

- **Marketing** – Stand-a-lone marketing strategy focused on Lead Generation.

- **Incentives** – Stand-a-lone strategy to entice consumers.
SUCCESS

WORK CAPTURED
- Equipment Maintained: 18,160
- Furnace Replacements: 12,516
- AC-Replacements: 13,056

DOLLARS AND CENTS
- Rebated Dollars: $6,041,165
- Development/Marketing: $645,250
- Total investment: $6,686,415
- Man-Hours Captured: 257,580
- Total Earnings: $18,191,360
- ROI: 272%
POTENTIAL

TARGET

- Homes 12-17 Years Old
- Equipment Maintenance
- Equipment Replacement

AVAILABLE

- USA New Homes Starts 2001-2005 (5 years)
### MARKET SHARE

**USA New Homes Starts 2001-2005 (5 years)**

<table>
<thead>
<tr>
<th>Residential Service/Retrofit</th>
<th>SMART Market Share Nationally (2%)</th>
<th>Others Market Share Nationally (98%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total New Home Starts</td>
<td>9,179,400</td>
<td>183,588</td>
</tr>
<tr>
<td>Furnace Replacement Hours</td>
<td>8</td>
<td>1,468,704</td>
</tr>
<tr>
<td>AC Replacement Hours</td>
<td>8</td>
<td>1,468,704</td>
</tr>
<tr>
<td>Clean &amp; Checks Hours</td>
<td>1</td>
<td>183,588</td>
</tr>
<tr>
<td>Total Man Hours</td>
<td>3,120,996</td>
<td></td>
</tr>
<tr>
<td>Total Employees needed</td>
<td>2,000</td>
<td>312</td>
</tr>
</tbody>
</table>
RECAP

• The program is working
  The following locals are currently participating
  265, 359, 91, 73, 66, 219, 104

• The program is turn key

• The Growth Potential in the Residential Service Retrofit
IWANTSMART aims to deliver a modern mobile experience that attracts the ‘connected consumer’ and supports innovative HVAC service solutions.
ON-DEMAND PLATFORM

Goals:

• Increase funnel of business for Union contractors and technicians

• Elevate the customer experience by cutting the wait-time for technicians during emergency HVAC services

• Enhance the experience of finding an HVAC contractor and inspire return users
Goals:

• Create an app which is designed for targeted market growth

• Build a future-focused, scalable platform that can accommodate future innovation for HVAC solutions

• Provides a competitive advantage to Union shops
MVP FEATURE BREAKDOWN

Consumer visits iwantsmart.com

HOME
- Rebate Info
- Trusted Technicians
- 24 Hour Service
- Find Technicians near you

I NEED SERVICE

When do you need Service?
Is this an emergency? (under 24 hours)

What is the problem?
Multiple questions to determine conditions
- Troubleshooting
- Cost Estimate
- Add Payment Info

Where is it?
- Address
- Phone Number

Find a Tech
- Matching
- Tech on the Way
- Tech Arrives

CONTRACTORS
- List of contractors near you
- Contractor Detail

REBATES
- Clean and check
- Emergency Service
- Furnace Replacement
- Refer a Friend

SUPPORT
- Hotline

PROFILE
- Payment Details
- Password
- Logout

v1 Features
- My Furnace (History of Furnace)

Complete
- Verify Work
- Process Payment
- Rate / Share

CONSUMER
MVP: Mobile Web
MVP FEATURE BREAKDOWN

- Tech receives email invite (from Contractor) → Taps link → Downloads and opens app

**DASHBOARD**
- Create Password
- Enable Location Services

**JOBS**
- List of Accepted Jobs
- Assignment (Accept/Decline)
  - Job Accepted
  - Arrive
  - Diagnosis
  - In-Progress
  - Payment
  - Complete

**PROFILE**
- My Info
  - Name
  - Skills
  - Certifications
  - Commercial/Residential/Industrial
- Change Password
- Logout

My Status Toggle
- Mandatory On-demand
- Voluntary On-demand
- Off

Job Activity Near You
MVP FEATURE BREAKDOWN

Contractor receives email invite (from Union Admin) → Clicks link → User lands on iwantsmart.com/contractor_account

DASHBOARD

Create Password

High-level stats about Technicians and Jobs

TECHNICIANS

Manage Workforce
✓ Able to invite, create, edit, delete technicians

Technician Profile

Status Toggle
✓ Mandatory On-demand
✓ Off

JOBS

Manage Jobs
✓ Able to view and cancel assigned jobs
✓ View status of jobs in progress
✓ View past completed jobs

PROFILE

Company Info
Accept Payment Info
ACH/Credit Card/Debit Card
Change Password
Logout
MVP FEATURE BREAKDOWN

Visits iwantsmart.com/IWSAdmin

DASHBOARD

Create Password

High-level stats about Contractors, Technicians, and Jobs

CONTRACTORS

Manage Workforce
✓ Able to invite, create, edit, delete technicians

Contractor Profile

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PROFILE

Change Password

Logout
CLOSING

• I Want SMART is the Brand to establish **Value, Quality** and **Trust**
• Potential in the Residential Service and Retrofit Market place is real
• On Demand Service is becoming an expectation in our economy

• Q&A....

• Contact John Daniel at johnd@smart265.org