



Prefix Inc.

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Company Overview

Prefix is a tech-enabled service that eliminates the hassles of home ownership, saves homeowners up to 50% off home maintenance costs, and creates a data-driven “operating system” for the home. A fully trained, dedicated Home Manager fixes most things for a low copayment. Seasonal preventive maintenance on all appliances and systems is included, which pays for the cost of the service on its own. For only the most complex repairs we use our vetted contractors at low, negotiated rates with no mark up.

Problem

The average homeowner spends \$3000 and 30 hours a year on what is a fundamentally a broken process of unreturned calls, service windows, exploitive pricing and general confusion on what ongoing maintenance is needed. This is one of the biggest consumer problems there is.

Highlights

1. Grew 6x over pandemic to \$3.0M+ in annualized revenue through own D2C playbook - and continue to accelerate We achieved 20% MoM growth in April and are on same pace this month.
2. Even as we accelerate rapidly we have maintained near perfect reviews and an NPS >85.
3. Strategic partnerships with a major national insurer and large public utility get new cities we a launching to instant profitability and almost instantly double our revenue in the coming months.
4. We have demonstrated gross profitability/unit economics across most of our territories.
5. \$3.5M Seed+ fully subscribed. \$300k remaining of \$1M extension.
6. Series A to start in 30 days with 50% already soft circled.

Go-To-Market Strategy

There are two key components of Prefix’s go-to-market strategy 1) An efficient, hyperlocal, D2C playbook and 2) large strategic distribution partnerships. We now have strategic partnerships with a highly-regarded, national insurer that is launching us in other cities.

We also have a partnership a large public utility who will do the same. They have millions of customers in Texas alone and can immediately get us a solid beachhead in any metro area where we launch. Launches with these partners in San Antonio, Houston, and Dallas will instantly double our revenue in the coming months as we raise our Series A. We then run our hyperlocal playbook alongside which has already gotten us to >\$3M in annualized

Financial Info

Raising

\$300K

Valuation

\$13.5M

Location

Austin, TX, USA

Business Stage

Series A

Business Type

Sustainability, IoT, Insurtech, Fintech, B2C, B2B2C, B2B, Technology, Real Estate

Meet the Team



James Bilodeau
CEO

revenue. We are steadily adding other services to increase margins.

What Makes Us Special

The operational complexity that the company has tackled in creating this new category of “home management” creates a degree of defensibility against incumbents or new entrants that may try to copy the model. New entrants that have tried to “short cut” by creating apps/marketplace without any real investment in the broader business model have all failed. Should a competitor directly copy the model, this is likely not a winner-take-all market.