

FilterBuddy

As services that automates the process of maintaining furnace filters in homes.

Filter Buddy 

Advisors:

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<https://filterbuddy.ca/>

Executive Summary

Company Summary

An innovative algorithm that tracks and alerts users to filter requirements while also sourcing the best filter deals online to ensure ease of use and optimal filter and furnace performance.

Management

- CEO - Damon Surzyshyn, Senior digital marketing executive and 20+ year general contractor.
- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive
- CIO – Heather Surzyshyn BA, Dipl. IST Senior IT professional.
- Other - TBD

Customer Problem

- Filters are critical elements of every properly working home furnace.
- There exists no simple solution for proactively managing filter replacement. Typically, filter replacement is an ad-hoc activity, undertaken when (a) a service provider sees a sales opportunity, or (b) there is a failure of the filter or furnace.

Product/Services

- MVP will be cloud and web software. Product will ultimately be developed into an App.

Target Market

- North American homeowners.
- The Canadian furnace filter market alone is expected to exceed \$237 million by 2023.
- There are 12.4 million households in Canada with most requiring a filter change 1x-3x per year.

Business Model

- Service is free for users. Users enter their furnace make, model and year and FilterBuddy automatically alerts them when their filters require replacing, and also provides them with options to purchase filters right from their app.
- Revenues will be generated from a fee charged to on each transaction in part paid by the buyer and in part paid by the filter seller.

Customers/Users

- Paying Customers: Filter purchasers and sellers.
- Free Users: Homeowners (potential filter purchasers).

Sales and Marketing Strategy

- Unpaid and paid web and social media promotion.
- Unpaid, earned media.
- Direct approaches to potential filter supplier partners.

Competitors

- Amazon
- Kijji
- Online retailers that sell filters (but generally do not have a filter reminder function)
- HVAC companies

Competitive Advantage

- An innovative algorithm that tracks and alerts users to filter requirements while also sourcing the best filter deals online to ensure ease of use and optimal filter/furnace/auto performance.

Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Total Revenue	\$ -	\$ -	\$ 100,000	\$ 400,000	\$ 1,600,000
Tech Dev	\$ 72,500	\$ 92,500	\$ 50,000	\$ 50,000	\$ 50,000
Bus Dev	\$ 45,000	\$ 25,000	\$ 252,223	\$ 252,223	\$ 252,223
OpX	\$ 6,950	\$ 6,050	\$ 57,400	\$ 57,400	\$ 57,400
Total Expenses	\$ 124,450	\$ 123,550	\$ 359,623	\$ 359,623	\$ 359,623
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
Net Cash Flow	\$ 125,550	\$ 2,000	-\$ 257,623	-\$ 217,246	\$ 1,023,131

Based on 400,000 transactions/year by Year 5 at average fee of \$5/transaction. Note that as a very early stage opportunity financials are projections only. Note that license fees required will vary depending upon number of licensees.

Licensed Technology/Product

- Cloud software/web solution extended to a phone app post-launch.

Technology/Product – Current Status

- Technology Evaluation Stage (TRL2)