

The AI operating system for the blue-collar economy

- Diagnose a homeowner's repair problem
- Price it
- Hand the job to a contractor whose entire business runs on our software

| **Byproduct:** the trades' ground-truth dataset.

Homeowner assistant · shipped

Contractor OS · built

Trade foundation model · the destination

Homeowners can't describe their own problem — so they call the wrong person.

WRONG DIAGNOSIS

Water by the washing machine

- Plumbing? Appliance? Flooring?
- They can't start searching — they don't know which trade owns it

WRONG SCOPE

One broken window

- Most window companies won't take a single-unit job
- Nothing tells them that until after the calls

WRONG CONTRACTOR

A paver patio

- Looks like yard work — pavers are hardscaping
- The landscaper drives out to the estimate, then says no

~50%

of our own contractor calls ended in:

- "we don't do that"
- "we don't serve your area"
- "our minimum is much larger"

- We found rotten wood under our roof — **no idea who to call**
- The contractors who picked up asked about **fascia, soffit, rake board, flashing** — words we'd never heard
- **The homeowner burns days. The contractor burns afternoons.**
- Both lose to the same missing layer — all of it before any existing platform gets involved

THE INSIGHT

Home repair is not a marketplace problem. It is an **intelligence problem**.

Homeowners aren't looking for a contractor first — they're looking for **confidence**.

- What's wrong?
- Can I fix it myself?
- What should it cost?
- Who is actually qualified?

01

- Everyone else starts at the **hiring moment**
- We start one step earlier — where trust is actually won

02

- A brain that knows **what a job is, what it costs and how long it takes**
- Can be pointed at *either* side of the market

03

- The brain takes **years**
- The workflow around it takes quarters
- We built the brain first — on purpose

The homeowner assistant

Describe it in plain language. We own the whole decision, not a slice of it.

01

Diagnose

- Hybrid retrieval over a curated trade knowledge base
- Or send a photo of the fault

→

02

Price

- A deterministic cost engine
- Itemized labor, materials and time
- By location and size

→

03

Decide

- DIY or hire, honestly
- Steps, tools, materials
- Difficulty and safety warnings

→

04

Hand off

- A license-verified local pro
- A quote request that arrives already scoped

Nobody picks a category

- No 50-checkbox onboarding
- Homeowners describe a symptom
- Contractors describe what they do *and don't* do, in their own words
- Our parser turns that into who gets matched

The lead arrives qualified

- Diagnosis, scope, size, photos, estimate and contact travel together
- Instead of a name and a phone number
- Contractors only pay for a lead once they accept it

And what it refuses to do.

- Never states a price the engine hasn't produced
- Off-catalog jobs are called a "rough AI estimate" — in those words — rather than quietly invented

The contractor OS

Small trade businesses don't lose money for lack of leads. They lose it on unanswered phones, slow lead response, estimates written at 9pm, and 45-day collections.

Front desk

- Answers as the business
- Qualifies against trade, area and minimum job value
- Books the real calendar
- Emergencies page a human

Shared inbox

- Triage every message to an intent
- Drafts a reply in the business's voice
- Files it under the right job

Scheduling

- Proposes slots that fit working hours
- And how long the job actually takes
- Double-booking is a database constraint

Estimates

- The contractor's *own* pricebook first
- Our cost catalog for the gaps
- Every line records which it came from

Invoicing & payouts

- Deposits, progress bills, finals
- Hosted payment links
- Funds settle to the contractor via Stripe Connect

Field copilot

- The same trade brain in the tech's pocket
- The fault, the procedure, the code clearance, the part

Retention inverts: a lead-gen relationship is switchable on a whim. A system of record is not.

An economy measured in trillions, served by software that digitizes paperwork.

\$600B+

US home services annually — where the assistant and the lead fee sit.

Trillions

The construction, maintenance, repair and skilled-trades economy the model addresses.

1–10

Trucks at the overwhelming majority of trade businesses — too small for enterprise FSM, and our beachhead.

Why now

- The trades face a **demographic cliff** — experienced tradespeople are retiring faster than apprentices replace them
- Most of what they know was never written down
- Models only just became good enough to read a symptom, a manual and a photograph
- The knowledge is walking out the door in exactly the decade we gained the ability to capture it

Each phase opens its own market

- **Contractor software & payments** — recurring, higher-margin, and a system of record nobody leaves
- **Insurance & property intelligence** — the same photo-to-cost judgment, made thousands of times a year
- **Workforce training** — the knowledge base is a curriculum, and it reaches contractors before they pick their tools

Everyone owns demand or operations. Nobody owns the brain in the middle.

- Marketplaces (Angi, Thumbtack) assume you already know the trade
- Field-service software (ServiceTitan, Jobber) prices a job from a pricebook a human typed in
- AI receptionists are one feature over someone else's data

CAPABILITY	SERVICETITAN	JOBBER / HCP	AI RECEPTIONISTS	ANGI AI	GABLE.PRO
Scheduling · estimates · invoicing · payments	✓	✓	—	partial	✓
AI phone answering	✓	✓	✓	✓	✓
Grounded cost engine (not a typed-in pricebook)	—	—	—	—	✓
Diagnostic intelligence	—	—	—	—	✓
Demand generation (owns the homeowner)	—	—	—	✓	✓
Outcome-data flywheel (estimate ↔ invoice)	partial	partial	—	—	✓
Serves 1–5 truck operators	—	✓	✓	✓	✓

Owning both sides isn't the moat — the ordering is. **The brain takes years; the workflow takes quarters.** We built them in the order that can't be reversed.

We charge on the value of the work we originate.

Homeowners are always free — that's the acquisition flywheel.

LIVE TODAY

Estimate-based success fee

- A percentage of the AI-estimated project cost when a homeowner sends a qualified quote request
 - A \$15k re-roof and a \$300 faucet are worth very different amounts — a flat per-lead price can't tell them apart
-
- **Contractors only pay for leads they accept**
 - Contact stays redacted until they claim it
 - Plus paid promotion off a prepaid balance

THE STRUCTURALLY LARGER LINE

Contractor OS subscription

- Marketplace revenue scales with transaction volume — and is switchable at any time
 - Software revenue is recurring, higher-margin, and anchored by a system of record
-
- **Subscription** per business, tiered by seats and trucks
 - **Payments take rate** — scales with the *customer's* revenue, not their headcount
 - **The lead fee, worth more** — a lead answered in seconds converts higher

The wedge is free. “Free AI receptionist for your after-hours calls” is a far easier first ask than “pay us for leads” — so the OS doubles as our supply-acquisition front door. The full OS is what gets paid for.

An AI that knows everything in the trades.

- That is the ambition, stated plainly — the achievable version isn't a \$100M pre-training run
- It's the model with the best trade knowledge, judgment and **ground truth** — because it owns data that only exists where the work happens

Level 0	Retrieval — curated corpus, hybrid RAG	SHIPPED
Level 1	Knowledge graph — entities, not documents	NEXT
Level 2	Specialist models — post-trained per task	SEAM EXISTS
Level 3	Ground-truth flywheel — labels from real jobs	THE BOTTLENECK
Level 4	The domain model — proven by a benchmark	DESTINATION

- Level 3 is the bottleneck — and it's a **product problem, not an ML problem**
- Only the contractor OS produces it, which is why we built the OS first

| **Anyone can read every manual. Nobody else can see what a plumber in Ohio actually charged, and how long it actually took.**

What every job emits that nobody else has

Estimating	The contractor's <i>edits</i> to our price — a direct error signal
Scheduling	Actual job durations vs. predicted
Job completion	What the tech <i>found</i> vs. what we diagnosed remotely
Invoicing	Final invoice vs. estimate — the cleanest label in the system

- Generated as a byproduct of the contractor getting value — the only data collection that survives contact with reality

MISSION

The trades are losing their knowledge. We are the ones writing it down.

- Plumbing, electrical, HVAC, carpentry, roofing, masonry
- The real expertise lives in people's hands and heads, passed mentor to apprentice over years
- It was never written down — and it is retiring faster than it is replaced

Advocate for the trades

- This work is skilled, essential and well paid
- A generation was quietly steered away from it
- Every surface we build treats a tradesperson as an expert
- Reaching the next generation starts with how the work is talked about

Teach the next generation

- The knowledge base is a curriculum
- Apprentices get a mentor available at 7am on an unfamiliar unit
- Vocational schools get teaching material grounded in real jobs instead of a 1998 textbook

Give the craft its hours back

- AI should amplify human expertise, not replace it
- Automating a contractor's paperwork returns the hours to the judgment and craftsmanship only an experienced tradesperson has

WHO THIS IS FOR

Homeowners

Contractors

Apprentices & new techs

Vocational schools

Property managers & insurers

Manufacturers

Anyone curious how buildings work

The most valuable version of Gable is not a better way to find a plumber. It is the system that keeps the trade's knowledge from walking out the door — and puts it in everyone's hands.

TEAM

Two founders, married, who met at George Mason 13 years ago.

MZ

Miao Zheng
CEO

- Product, UX, customer discovery, growth
- Lead Data Scientist at **Booz Allen Hamilton** — eight years building decision systems over complex data
- MS Data Analytics Engineering; MBA, Johns Hopkins

RH

Ray Han
CTO

- Architecture and the majority of the code
- Ten years at **Workday, Salesforce, Capital One**
- MS Computer Science; MBA, Johns Hopkins
- Runs his own renovations — Home Depot Pro Xtra status through DIY

- **We had this problem ourselves, repeatedly** — the product exists because we couldn't answer the first question

- The domain knowledge is first-hand, not researched

WHAT WE NEED

Both founders full-time

Design partners

Contractors running the OS on real calls and invoices

Supply density

Enough verified pros to answer every lead

The corpus

Licensed codes, the graph, the benchmark