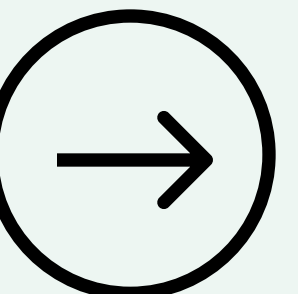


MoveStacks

Investor Pitch Deck

Presented By

Sergey Lobachev



Presentation Plan

1. EXECUTIVE SUMMARY
2. BUSINESS SUMMARY & TEAM BACKGROUND
3. WHAT ARE WE GOING TO SELL?
4. WHO ARE OUR CUSTOMERS?
5. PROBLEMS AND SOLUTIONS
6. MARKET OPPORTUNITY
7. MARKETING STRATEGY
8. FINANCIAL MODEL
9. PRICING TIERS
10. ROADMAP



Executive Summary

Market demand

Using Similarweb estimates as directional indicators, **smartmoving.com** shows ~397.9K monthly visits, while **supermove.co** shows ~198.7K monthly visits.

Both platforms are heavily driven by direct traffic (~80%), indicating strong word-of-mouth, repeat usage, and high-intent demand from operators actively searching for solutions.

The US moving industry is valued at \$23.4B, with software spend growing rapidly as companies shift from fragmented tools to integrated platforms.

Financial Summary

Revenue Goals: We project \$650K ARR in Year 1, scaling to \$3.8M ARR in Year 2 and reaching \$8M–\$10M ARR by Year 3.

Startup Capital: We are raising \$300K–\$500K to fund product development, infrastructure, and early customer acquisition.

Sources of Funds: Capital will be used to build a scalable product, validate product-market fit, and accelerate growth through targeted marketing and early sales.

Business Goals

Short-term
1 year

Achieve product-market fit and onboard 120–150 paying customers, validating strong retention and expansion potential.

Mid-term
3 years

Scale to 800–1,800 customers, reaching \$3.8M–\$10M ARR, and establishing a leading position in the vertical SaaS category.

Long-term
5+ years

Become the operating system for the US moving industry, expanding into lead generation, automation, and financial services, and positioning the company for acquisition by a strategic player.

Business Summary & Team Background

Business Summary

The business provides an all-in-one integrated SaaS platform designed specifically for small to mid-sized moving companies in the United States.

We sell a comprehensive operating system that includes a high-conversion website builder, a core CRM, and a mobile application for field crews. Our target market is the highly fragmented moving industry, specifically "Grower" companies with 3–10 trucks that currently struggle with a "patchwork" of disconnected tools like spreadsheets and basic calendars.



Sergey Lobachev

Founder & SEO

Backend and AI systems engineer with 6+ years experience building distributed platforms at scale. Led teams delivering cloud systems on AWS/Azure with high availability and ML integration. Moving industry experience.



Lydia Grushevaia

Creative Director

SaaS product designer who helped grow a startup from 0 to \$1M revenue in 2 years, building scalable UX systems, platform architecture, and conversion-driven product experiences.



Lin Weng

Head of Development

Backend engineering leader specializing in scalable cloud architecture and distributed systems, building reliable platforms designed to support rapid SaaS growth.

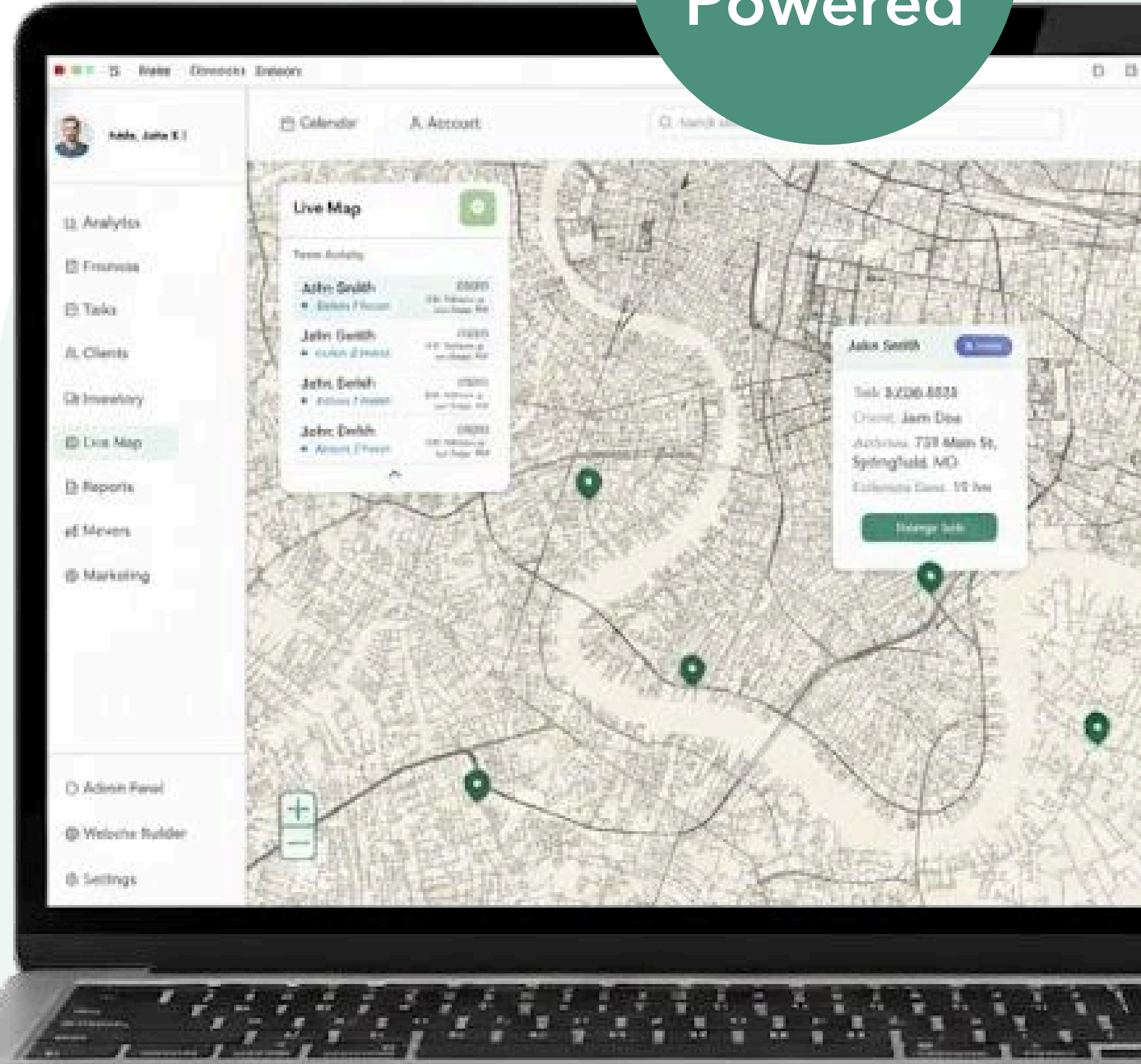
What are we going to sell?

AI
Powered

We sell a vertical SaaS subscription

The Product: A cloud-based platform featuring a Lead Pipeline, Quote Builder, Dispatch Calendar, and a Mover Mobile App.

The Service: Personalized onboarding and "Smart Migration" tools to move data from legacy systems, ensuring a transition in as little as 7 days.



?
Secret tool*

*will be explained verbally

Who are our customers?



User Persona
Mike, 52
Moving Business Owner

Mike is a "digital nomad" by necessity, often managing his business from his personal phone while working "in the field". He has a fleet of 3–6 trucks and a yearly turnover of \$1M–\$2M. He is currently feeling the squeeze of rising fuel and personnel costs.

Pain Points

- The "Patchwork" Stress: He manages sales and leads through his personal phone and a "chaotic set" of disconnected tools like Wix, spreadsheets, and Google Calendar.
- Lead Leakage: Without automation, he loses 30%–50% of potential orders due to slow response times, costing him roughly \$1,200 in revenue per lost lead.
- Damage Claims: He suffers from high costs related to furniture damage claims because he lacks a standardized system for photo-documentation.

Goals & Needs

- "Peace of Mind": He needs a system that "just works" so he can focus on reputation and hiring rather than fighting with software.
- Profit Visibility: He wants to see exactly how much profit he makes per job and per truck in real-time.
- Rapid Onboarding: He cannot afford to spend weeks learning a new system; he needs to be up and running in 7 days.



User Persona
Julie, 38
Moving Operations Director

Julie manages a "Regional" moving company with 10–20 trucks. She is tech-savvy and responsible for the company's P&L across multiple locations. She is the one who has to deal with the "surgical operation" of migrating data when the current CRM fails.

Pain Points

- Administrative Overload: She and her office staff spend up to 40 hours a week on routine tasks that could be automated.
- Inaccurate Estimations: Manual quotes often lead to underestimating job costs, which eats up to 25% of her profit margins.
- Field Fragmentation: She lacks "global visibility" into where her crews are and whether they are following legal contract signing protocols.

Goals & Needs

- Operational Transparency: She needs a central dashboard to manage separate P&L for multiple branches.
- Conversion Optimization: She needs a high-conversion website integrated with an "Estimator" tool to capture high-quality leads automatically.
- Workforce Management: She needs to track performance scores and calculate sales commissions automatically.

Problems & Solutions

Direct quotes about the problems that drive the demand from real people:

How our product will solve these issues

Business problems

"We were too large to be managing our customers in Access any longer."

Our product is designed to simplify and unify the entire operational workflow of service-based companies in one intelligent platform.

"We're at that classic 'too many spreadsheets, not enough hours' stage."

The system includes a contact management feature similar to a phonebook, combined with project organization through clear stages — from a new lead to a closed project. An integrated AI notification system alerts the team when a client requires attention, helping prevent missed opportunities and improving customer service.

"Transmitting information between sales, operations and finance is one of the toughest things to do in a business."

Our intuitive interface separates all core internal processes of a company into clear sections: finance, marketing and sales, logistics, clients, inventory, and more.

Negative experience from our competitors

"The service was not very good and the CRM did not provide all of the options that we needed."

The platform works as a single ecosystem by integrating data from the website, marketing channels, and internal operations, ensuring that all information is stored in one place. Access levels are distributed according to team roles, allowing every employee to see only the information relevant to their responsibilities.

"I struggled initially with the layout and functionality."

After studying our target audience — business owners aged 40–70 — we designed an interface that is intentionally familiar and easy to navigate, resembling the digital tools they already use in their daily work. This significantly reduces the learning curve and increases adoption.

"Being a low tech person, I wasn't used to some of the diy options like variables."

As a new product, we plan to conduct continuous customer development interviews and live user research to identify missing features and refine the platform based on real operational needs.

"A lot of the people I did demos with really weren't educated about the industry."

Our founder's background includes hands-on experience working in a moving company, providing deep knowledge of the industry's workflows, challenges, and operational realities. This insider perspective shapes the product's design and functionality.

Market Opportunity

The US moving industry represents a \$23.4B market, driven by essential life events such as relocation, job changes, and housing transitions.

While overall mobility fluctuates, demand for operational efficiency is increasing, as companies face rising labor, fuel, and customer acquisition costs.

Software adoption is accelerating rapidly, with specialized tools expected to exceed \$1.4B in annual spend, growing significantly faster than the industry itself.

Competitors Audit Convo

	Strengths	Weaknesses
SmartMoving	Profit tracking	No built-in site builder
Supermove	Modern UI	Expensive for small companies
MoveitPro	Full functionality	Outdated interface

Market Gap

- No unified platform combining:
 - CRM + marketing + website + operations
 - AI tools
 - Real industry experience base

- Existing tools are:
 - fragmented
 - outdated
 - not optimized for growth

***full document can be provided by demand**

Marketing Strategy

Phase 1: Audience Build

- Organic content on Reddit, X, LinkedIn
- Niche educational content for operators
- Lead capture via high-value insights

Phase 2: Beta Program

- 3–5 pilot customers
- Lifetime access in exchange for feedback
- Deep product validation + UX iteration

Phase 3: Early-Bird Sales

Early-bird pricing:

- 50% off (first 20 users)
- 30% off (next 30 users)

Customer development interviews

Phase 4: Scaling & Ad Launch

- Scale paid acquisition (Google Ads + Meta)
- Focus only on campaigns with 2–3x ROAS

Phase 5: Sales Integration & Lead Gen

- Data-driven sales scripts
- Conversion optimization
- Structured onboarding process

Financial Model

	Customers	Revenue	Expenses	Profit
1	150	\$650K	\$450K	\$200K
2	900	\$3.8M	\$1.5M	\$2.3M
3	1800	\$8–10M	\$3M	\$5–7M

Model Assumptions

- Subscription model starting at \$249/month
- Average revenue per customer: ~\$360/month
- Expansion through upsells and higher tiers
- Growth driven by referrals, content, and paid acquisition

Unit Economics

- CAC: \$300–600 (industry benchmark)
- LTV: \$6,000–10,000+
- Payback period: < 3–5 months
- Gross margin: 80%+

Pricing Tiers

ARPU Calculation

Weighted average:

- Starter: $0.40 \times \$249 = \99.6
- Growth: $0.35 \times \$399 = \139.6
- Pro: $0.20 \times \$599 = \119.8
- Elite: $0.05 \times \$1,199 = \60

Total ARPU \approx \$419/month (~\$5,028/year)

Plan	Price	Target Segment	Expected Share	Annual Revenue	
				Y1	Y3
Starter	\$249	1–10 employees	40%	\$179K	\$2.15M
Growth	\$399	10–25 employees	35%	\$253K	\$3.02M
Pro	\$599	25+ employees	20%	\$215K	\$2.58M
Elite	\$1,199	High-value accounts	5%	\$100K	\$1.29M

Our pricing strategy is designed to maximize both accessibility and expansion revenue, with a blended ARPU of ~\$420/month and strong upside through upsells, enterprise plans, and future monetization layers.

Road Map

Quarter-by-Quarter Roadmap (Year 1)

- Q1–Q2: MVP launch (CRM, dispatch, website builder, mobile app)
- Q3: AI tools + client/mover apps
- Q3: Official launch + user testing
- Q4: Optimization + migration tools

Expansion Strategy

Lead marketplace (generate revenue for customers)

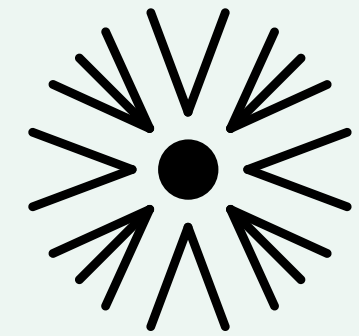
- AI sales automation
- Payments & financial tools
- Industry ecosystem (hiring, equipment, partnerships)

Risk Mitigation

- Focus on small fleets (1–2 trucks)
- Maintain high-margin SaaS
- Build sustainable recurring revenue business

Investor Pitch Deck

Thank You!



MoveStacks

Thank you for your
consideration.

We value your interest in our platform and anticipate a successful
collaboration.

If you have any questions, please feel free to contact us:

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