



BlueCollarAI

From problem to solution, instantly.

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Technological Opportunity: The Evolution of AI

AI has evolved. The way we interact with information is changing.

This opens the door to **smarter, faster and more reliable decisions.**



Mass Adoption

AI is now part of everyday life.

700M+

weekly active users on ChatGPT (May 2024)

60%+

of internet users have used AI tools

Sources: OpenAI (2024), Statista (2024)



Smarter AI

AI can now understand more than just text.



Text



Images



Context

Multimodal understanding enables **richer and more accurate insights.**



From Input to Impact

AI turns unstructured input into structured output.

80%+

of data in the world is unstructured



AI makes sense of the messy, so we can **act with clarity.**



AI is transforming how we understand information. And this is **just the beginning.**



When Something Breaks

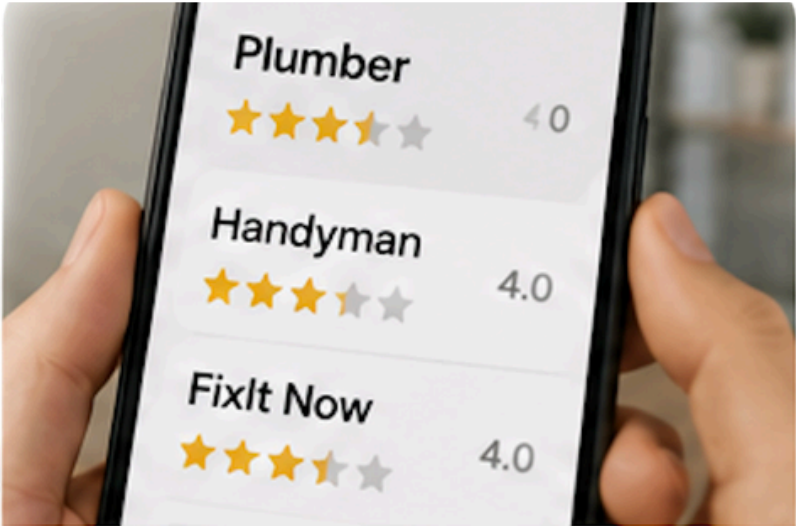
Fixing things at home shouldn't be this hard.



Who should I call?



How do I explain the problem?



Can I trust this person?



How much will it cost?



A simple home problem quickly becomes **stressful, slow** and **uncertain**.

This is Not Just Our Problem

What feels like a small problem is actually part of a massive, global market.



Students

Living alone.
Need quick help.



Young Couples

Busy lives.
No time to waste.



Families

Too many things.
Fixing adds up.



Older Adults

Hard to find
trusted help.



Millions

of people face
this every day



€50B+

home services market
in Europe



Fragmented

users rely on Google,
contacts and
informal channels

Meet BlueCollar AI

The intelligent platform that **understands your problem** and **connects you to the right professional**.



Describe your problem in your own words

Text, photos or voice — as easy as talking to a friend.



AI analyzes and structures the issue

Our AI understands, classifies and identifies exactly what you need.

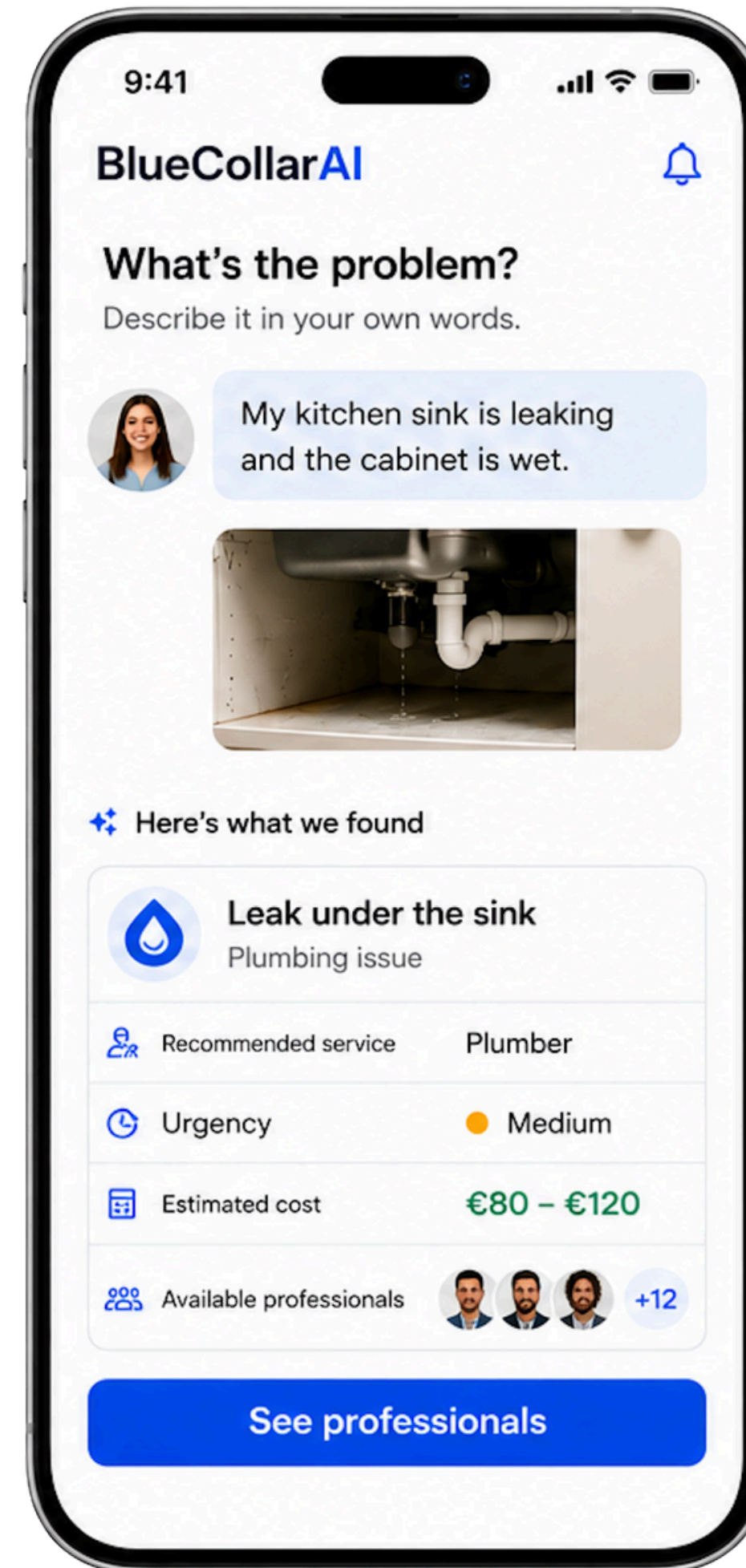


Get the right service, estimate and urgency

We match you with the best professional so you can act with confidence.

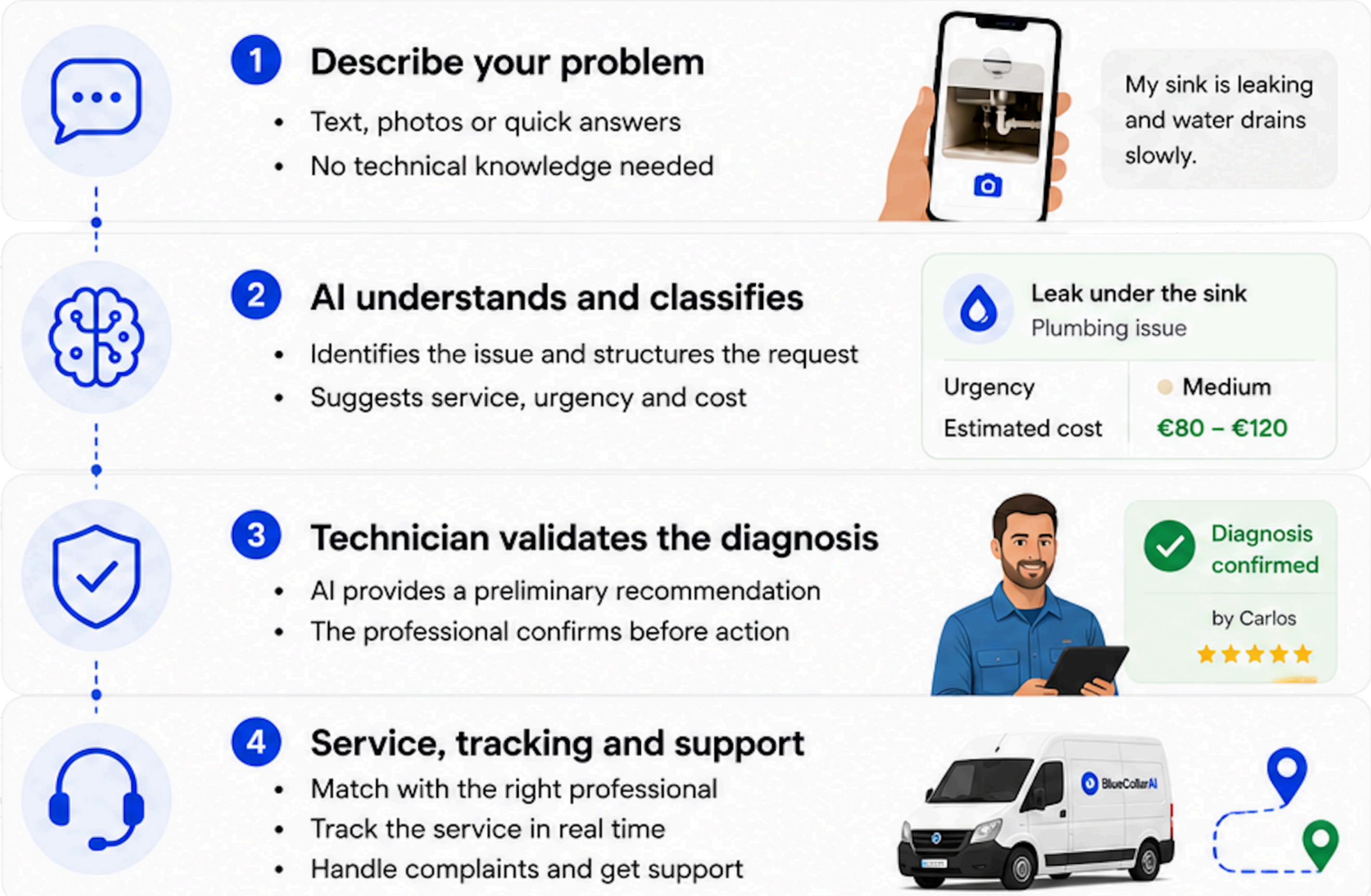


From problem to solution **instantly**.




How BlueCollar AI Works


A simple flow powered by AI and validated by professionals.





Creating Value for Both Sides


We solve the main problems and create real impact for everyone involved.


 **USERS**

 Clear understanding

 Faster decisions

 Cost transparency


 More confidence


 Better information.
Better decisions.





We use AI to structure and validate requests, bridging the gap between users and professionals.


 Less confusion.
Better communication.
More efficient outcomes.


 **PROFESSIONALS**

 Structured requests

 Less wasted time

 Better preparation

 Higher efficiency

 **Better jobs.
Better results.
More value generated.**

Not all solutions are the same

Most platforms connect users to professionals **but stop there.**

 <h2>Other Platforms</h2> <p>You explain. They connect.</p> <p>Fixo Zaask Habitissimo</p>	VS	 <h2>BlueCollarAI</h2> <p>You describe. AI structures.</p>
 Connect users with professionals ✓		 User describes the problem ✓
 User must explain the problem ✗		 AI structures and classifies ✓
 No structured request ✗		 Suggests the right service ✓
 No cost or urgency estimate ✗		 Provides cost & urgency estimate ✓
		 Technician validates before action ✓

Validated by Real People

Real conversations. Real insights. Real need.



70

Interviews

real conversations



3

Segments

users, professionals,
experts



Wide range

of ages and
experiences



USERS

Future users



Need a trusted, central place
without relying on specific
contacts.



Value clarity, transparency
and peace of mind before
booking.



PROFESSIONALS

Service professionals



Receive incomplete requests
and lose time clarifying
details.



Need better structured
information to work
more efficiently.



EXPERTS & MARKET

Industry experts & B2B



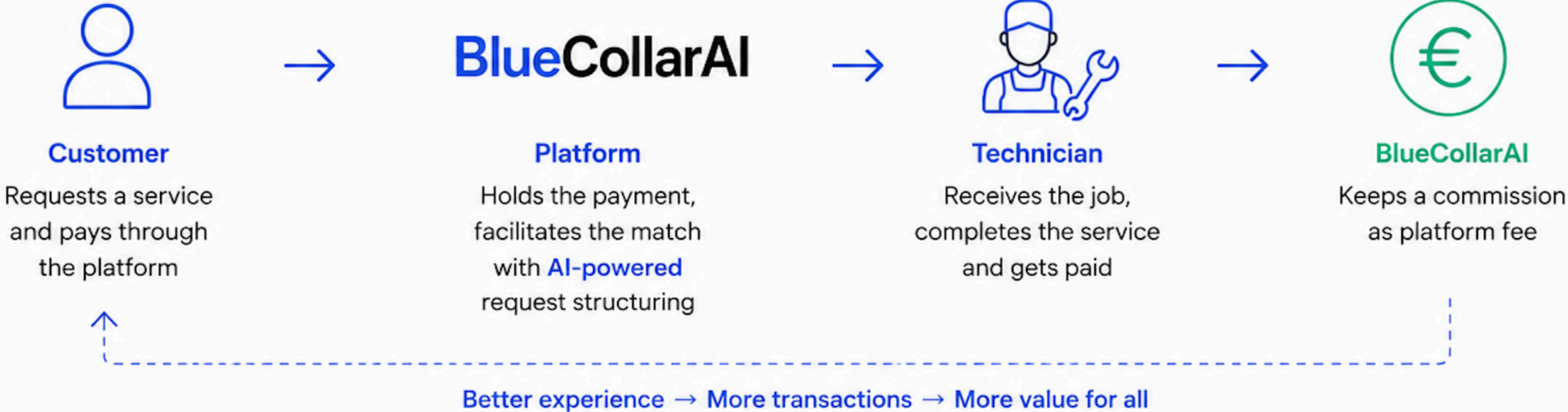
See strong value in a platform
that structures requests and
improves the experience.







Believe this brings more
efficiency and trust to the
entire market.

Business Model & Revenue Logic



PAYMENT FLOW



REVENUE STREAMS

 <p>Commission on Service</p> <p>Platform takes a percentage of each completed service</p>	 <p>Booking Fee</p> <p>Small fee charged per transaction at booking</p>	 <p>Technician Subscriptions</p> <p>Premium visibility and tools for service providers</p>	 <p>B2B Subscriptions</p> <p>Property managers and companies pay for advanced management tools</p>
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WHY IT WORKS





	<p>Scalable Platform Model</p> <p>More users and more services increase value for everyone in the ecosystem</p>
	<p>Recurring Transactions</p> <p>Ongoing demand for home services drives continuous transactions</p>

How We Grow

How we acquire, activate and retain users







Worker Acquisition

-  Trade schools
-  Job platforms
-  Direct referrals
-  Low commission at launch







Customer Acquisition

-  Google Search
-  Local SEO
-  Geo-targeted campaigns
-  First-time incentives







Activation & Trust

-  AI structured requests
-  Technician validation
-  Clear pricing before contact
-  Better first experience



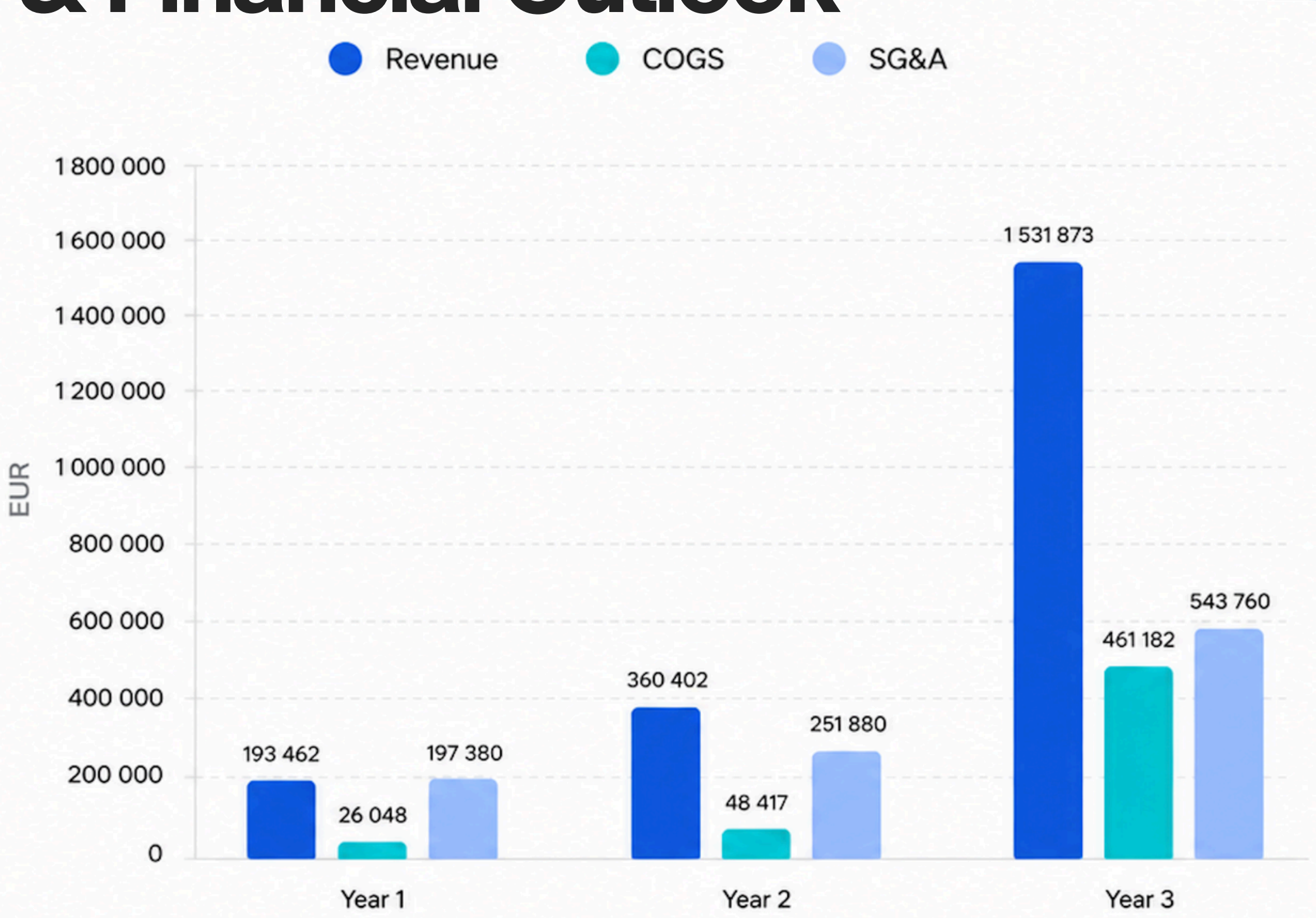
Retention & Growth

-  Smooth service experience
-  Ratings and reviews
-  Support & complaints handling
-  Repeat usage and referrals

Growth, Economics & Financial Outlook

 52€ Average revenue per user (ARPU)	 52% Internal Rate of Return
 11€ Customer Acquisition Cost (CAC)	 87% Gross Margin
 132K€ Total Free Cash Flow (3 Years)	 50K€ Total Investment

 Strong unit economics powering **sustainable growth**



 1 042 968€ Total Revenue (3 Years)	 220 034€ Ending Cash Balance (Month 36)	 20 144 Total New Users (3 Years)	 1 467 312€ Estimated Exit Value (in Year 3)
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Project Execution Timeline

A structured overview of our iterative process from problem discovery to final validation and delivery



Meet Our Team



MARIA DO MAR VIEIRA

Major: Telecommunications
Hustler and Project Manager
Idea Girl and Communicator



GONÇALO MENDONÇA

Major: Electronic Circuits and Systems
Hustler and Sales and Marketing
Executor and Peace Maker



PEDRO SILVA

Major: Computational Systems
Hipster and Business planner
Problem Finder and Puppy Shooter



TOMÁS ALMEIDA

Major: Electronic Circuits and Systems
Hipster and Designer
Peace Maker and Ballon Popper



AFONSO FRAZÃO

Major: Electronic Circuits and Systems
Hacker and Engineer
Problem Solver and Ballon Popper



MAURO CORDEIRO

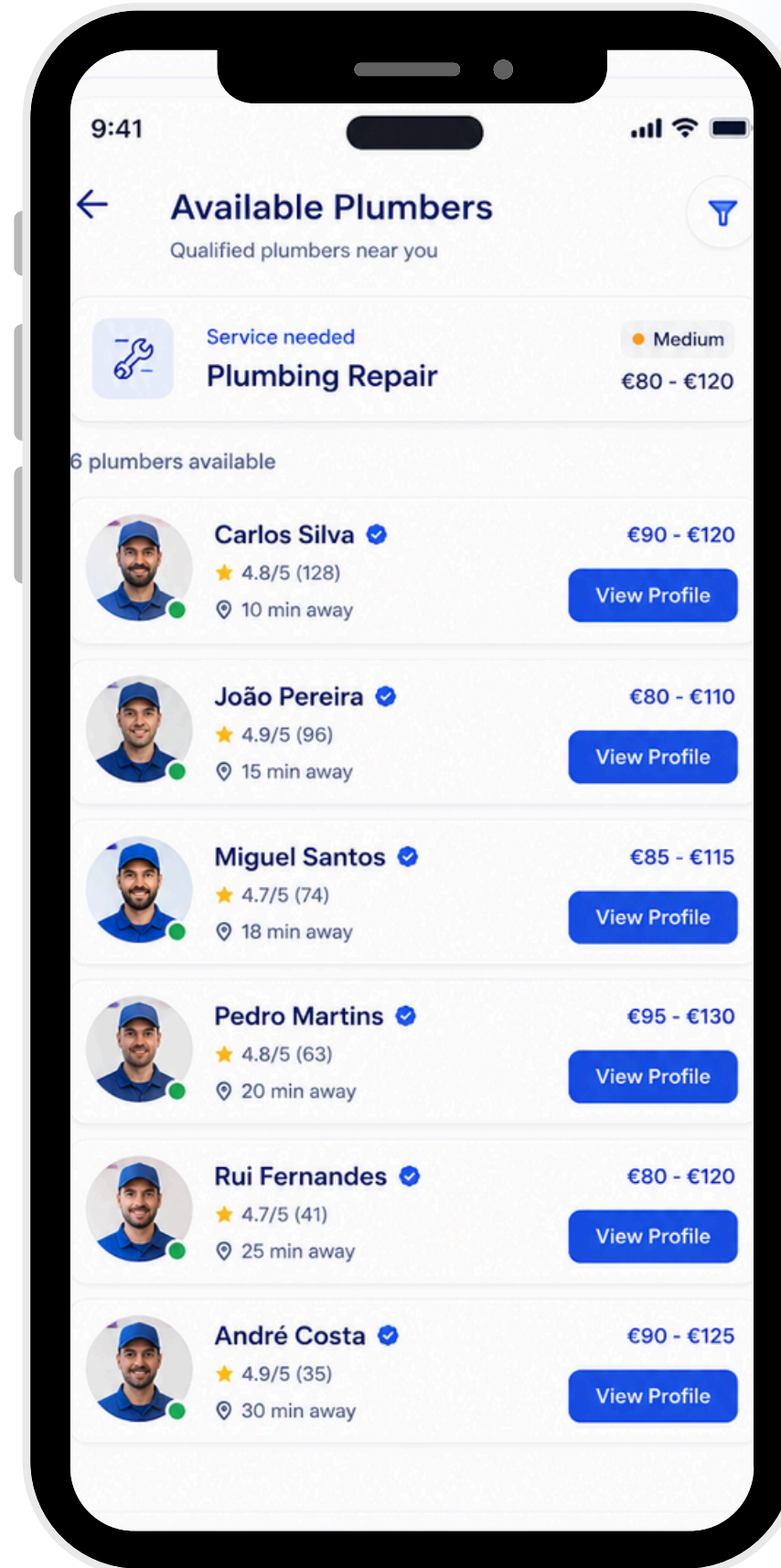
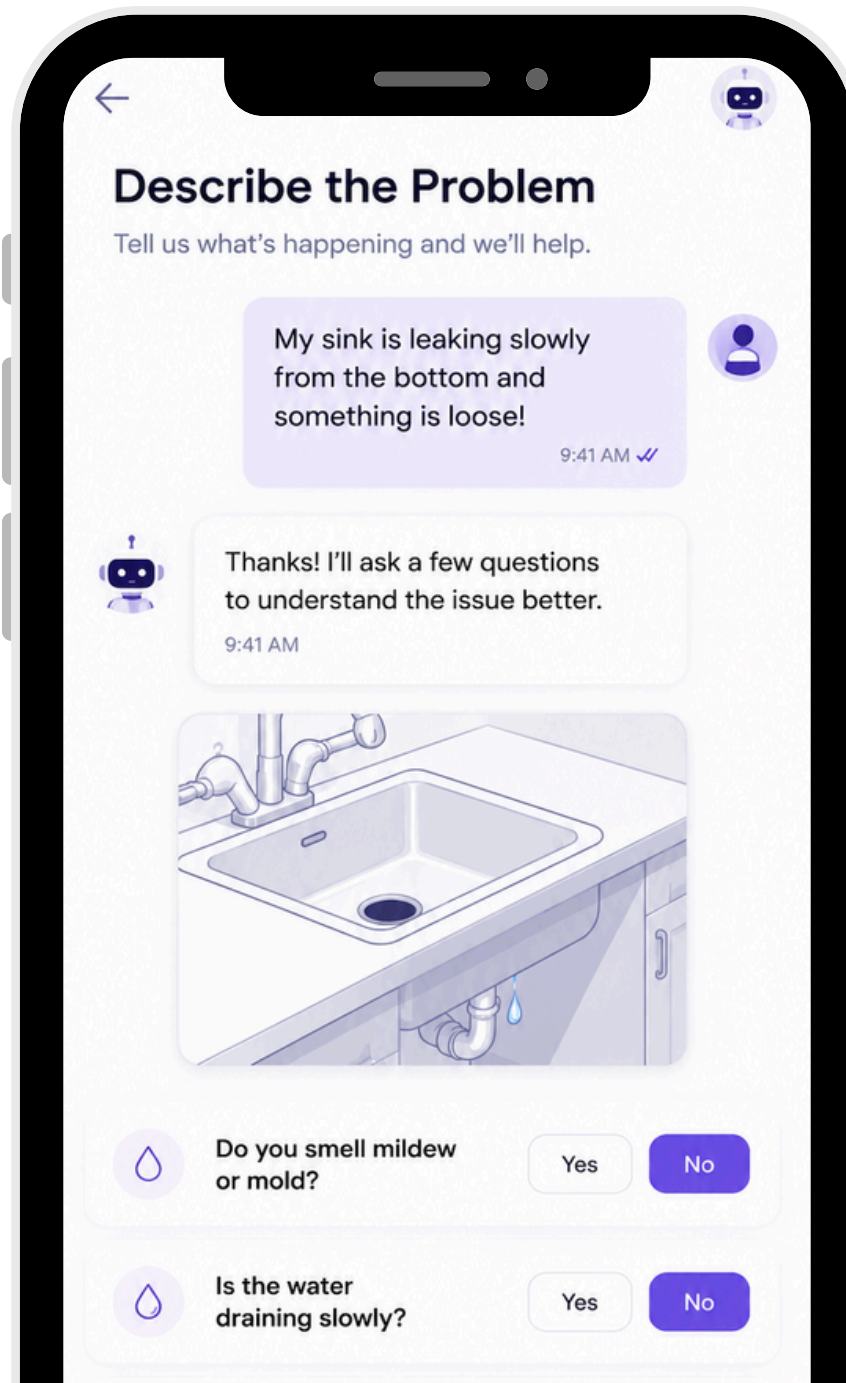
Major: Electronic Circuits and Systems
Hacker and Engineer
Problem Finder and Puppy Shooter



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Thank You!

Q&A



DISCLAIMER: Some images and visual elements in this presentation were generated with the assistance of AI tools.