

AN INVESTOR BRIEF · 01

# The *brain* for the building site.

BRCKS is the ambient intelligence layer that turns site chaos — every WhatsApp, email, photo and voice note — into structured, searchable, accountable project data.

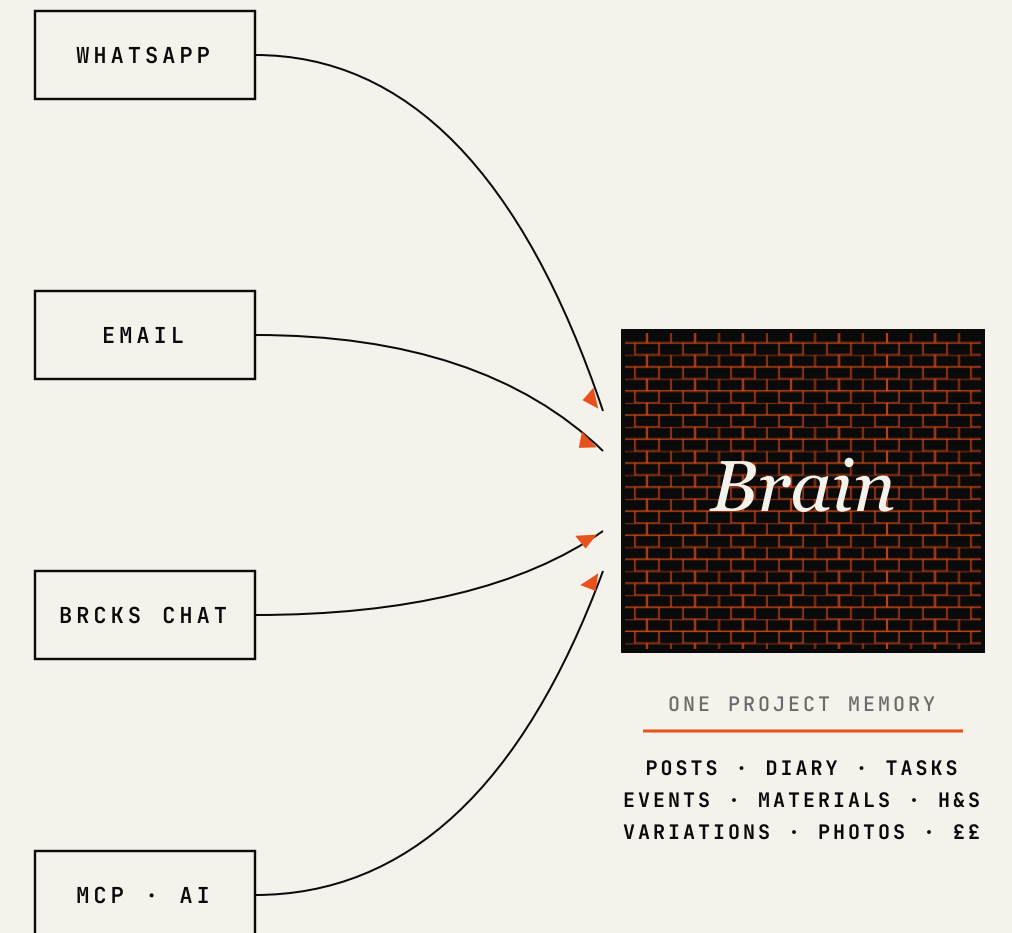


FIG. 01 · FOUR CHANNELS IN · ONE BRAIN OUT

# Sites run on WhatsApp. WhatsApp has *amnesia.*

Every UK residential builder runs operations through three things: a WhatsApp group, an inbox, and a foreman with a clipboard. None of these tools remember anything — the software has no memory, no structure, no audit trail. Photos disappear into chat scroll. Material requests get lost. Near-misses never make it to the H&S file. Diaries get written on Sunday night — from memory.

## THE HONEST TRUTH

*"The data already exists. It's just trapped in the wrong place."*

# Don't move the worker. *Move the intelligence.*

BRCKS is the first construction platform built around **ambient capture**. Workers carry on doing exactly what they already do — WhatsApp the office, email a supplier, snap a photo, talk in the project chat. We listen on every channel and turn it into structured, searchable, accountable project data.

NO FORMS. NO RE-KEYING. NO "PLEASE LOG IT IN THE SYSTEM."

THE ARCHITECTURE IN ONE LINE

4 channels  
in.  
1 brain  
out.

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WhatsApp. Email. BRCKS Chat. MCP agents. All flow through the same extraction layer into the same project memory. *Same brain. Same audit trail.*

- The worker's workflow doesn't change.
- The output is a perfect project record.
- The system improves while you sleep.

# One brain. *Four front doors.*

Every inbound message — wherever it comes from — flows through the same intelligence layer and lands in the same project memory. The worker chose the channel. We chose the outcome.

CH · 01

## WhatsApp

Site chatter, photos, voice notes. The native language of UK sites.

CH · 02

## Email

Supplier orders, invoices, RFIs. Each project gets its own forwarding address.

CH · 03

## BRCKS Chat

In-app project channels & DMs. Same brain — with the full toolkit.

CH · 04

## MCP · Agents

Claude, ChatGPT, custom agents read and write project memory directly.

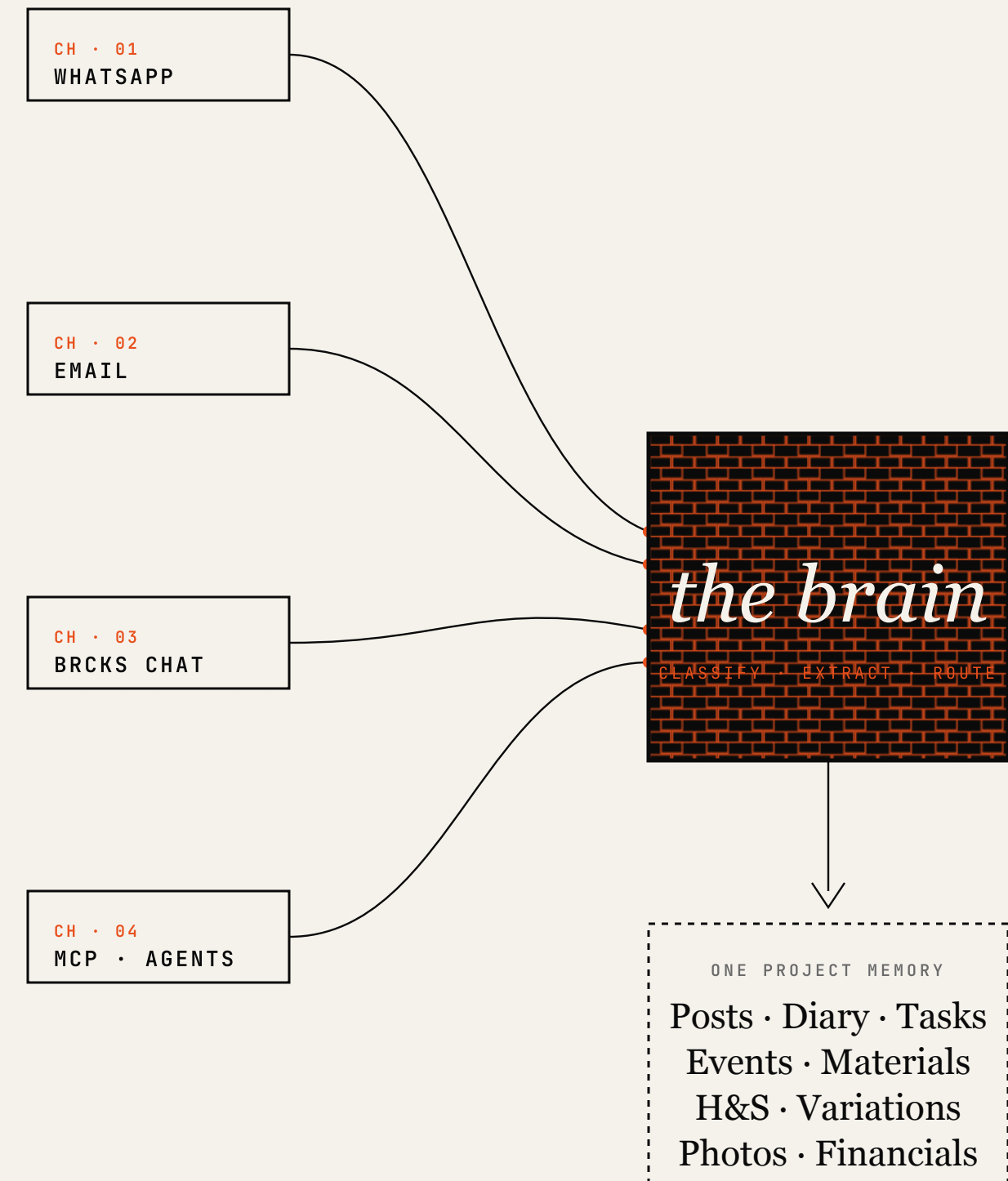


FIG. 02 · THE BRCKS INTELLIGENCE LAYER

# One message. *Six structured updates.* *Three seconds.*

INPUT · BRCKS CHAT · 07:42

JPAV PROJECT GROUP

James · Site Foreman

Morning lads — finished the kitchen plastering on Toweridge yesterday, photo attached. Need 8 more bags of plaster delivered Wed AM for the upstairs. Also a near miss on the scaffolding — Dave caught a loose board, sorted now but flagging it. Client wants to add a downstairs WC to the variation list.

07:42

OUTPUT · STRUCTURED PROJECT MEMORY

- |    |                  |  |
|----|------------------|--|
| 01 | SITE DIARY       | Kitchen plastering completion logged with photo, dated yesterday.                          |
| 02 | TASK · COMPLETED | "Plaster kitchen — Toweridge" ticked off automatically.                                    |
| 03 | MATERIALS        | Request created: 8 bags plaster · supplier auto-suggested · delivery scheduled for Wed AM. |
| 04 | H&S · NEAR-MISS  | Logged, severity = low, status = resolved, owner = Dave.                                   |
| 05 | VARIATIONS       | "Add downstairs WC" added to project variation list, flagged for pricing.                  |
| 06 | PHOTOS · FILED   | Photo filed against Toweridge → Kitchen → 14 April. Searchable forever.                    |

↓ BRCKS BRAIN ↓

Same message in any other PM tool: the photo gets lost, someone re-types each item into a different screen. We just removed an entire job from the office.

# Chaos in. *Record out.*

A single natural-language sentence can update half a dozen things at once. Every inbound becomes a structured event on the project's permanent record — searchable, auditable, forever.

## THE MEMORY

*"We don't sell software to builders. We sell them a **memory**."*

### 01 · POSTS

## The project feed

Updates, decisions, comments — auto-tagged to the right job.

### 02 · SITE DIARY

## Auto-compiled

No more Sunday-night writing from memory.

### 03 · EVENTS

## On the calendar

Deliveries, inspections, milestones — from natural language.

### 04 · MATERIALS

## End-to-end

Request → order → delivery → shortage. Tracked across chat.

### 05 · HEALTH & SAFETY

## Captured live

Near-misses and hazards the moment they're mentioned — not at month-end.

### 06 · TASKS

## Smart tick-off

"Done the plastering" → task ticked off automatically.

### 07 · VARIATIONS

## Dispute insurance

Verbal agreements captured in writing — the moment they're typed.

### 08 · PHOTOS

## Filed & searchable

Every photo against the right project, room and date.

### 09 · FINANCIALS

## #-tag gated

Expenses and variations — hashtag on WhatsApp, free-form in-app.

# In 2026, software isn't enough.

Foundation models are commodity. Wrappers are dying. The only things that compound are **data, distribution, behaviour, and a self-improving loop.**

BRCKS IS ARCHITECTED FOR ALL FOUR.

## THE HONEST VIEW

*The model won't be our moat.  
The **construction-native dataset**  
that teaches it will.*

## 01 Proprietary construction data

Every site we onboard adds real UK construction messages — site jargon, supplier names, safety incidents. Pilots are seeding the dataset; depth and defensibility build with scale.

## 02 Distribution through WhatsApp

Onboarding takes ten seconds: forward a number into the group. No app install. No training. We grow at WhatsApp's friction floor.

## 03 Workflow lock-in via tiered trust

WhatsApp is intake. BRCKS Chat is where the work gets done. Once the project memory lives inside BRCKS, switching means re-keying months of history — that's the lock-in we're building toward.

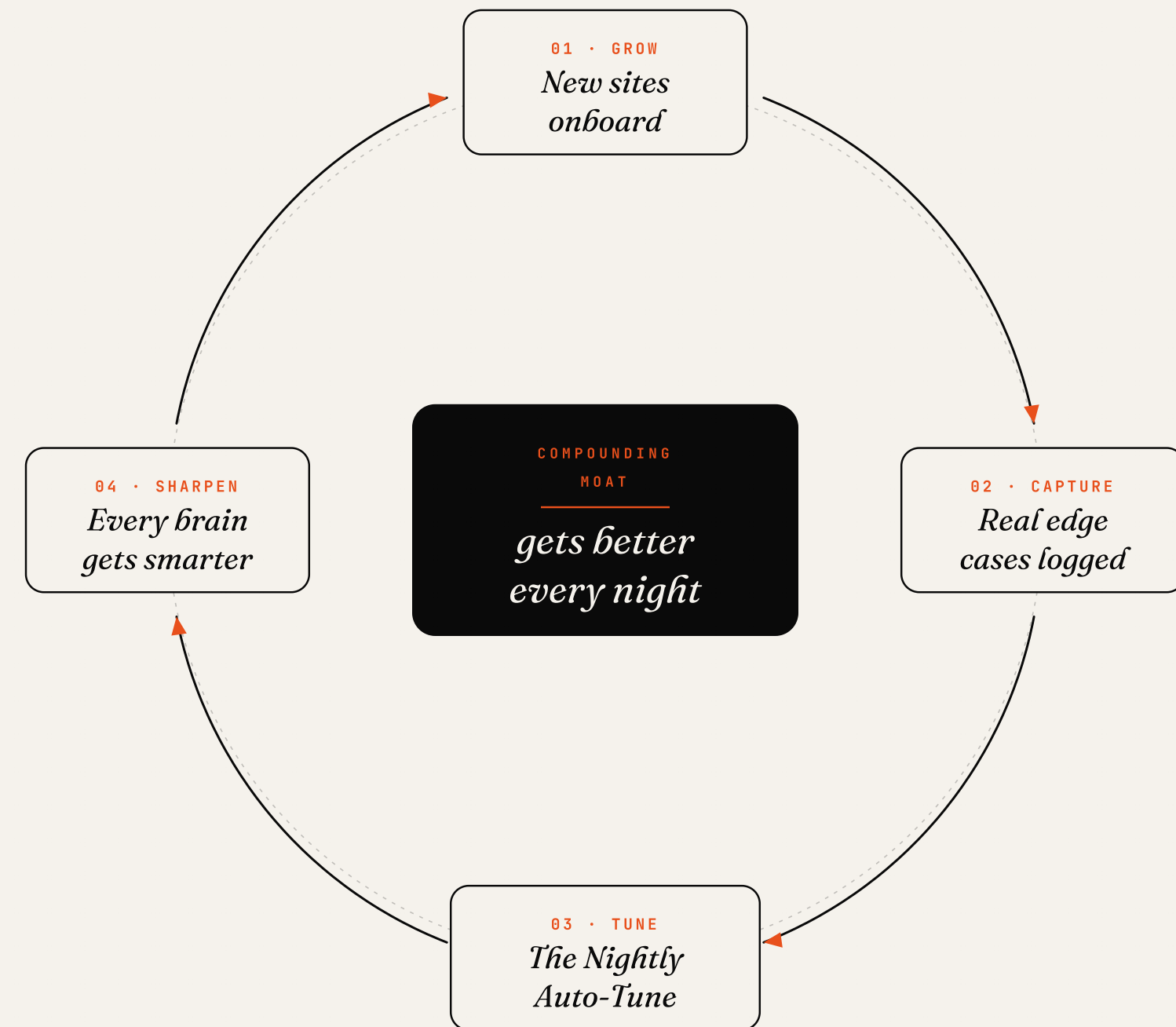
## 04 The Nightly Auto-Tune

An autonomous learning system replays the day's edge cases nightly, mutates the agent's prompt, and validates against regression. The pattern isn't proprietary — what compounds is the construction-native dataset feeding it.

# Every night, *BRCKS* learns.

Unlike a SaaS feature flywheel, this one improves **without engineering hours**. The product gets better while we sleep. New customers benefit from the work that the previous customers' messages already did.

- 01 More sites onboard via WhatsApp
- 02 More real edge cases captured
- 03 The Nightly Auto-Tune runs on the agent
- 04 Brain gets sharper – for every user



# The decade *starts now.*

2026 is when the construction software category gets defined. Three forces are converging — and they decide who owns the operating layer for the decade that follows.

## I. AI is finally cheap per-message.

What cost £2 per inference in 2024 is now fractions of a penny. Ambient processing of every WhatsApp message is economically viable for the first time.

## II. Construction is the largest unautomated vertical.

Every SaaS wave (legal, healthcare, logistics) skipped it — the data lives in chat, not databases. We just unlocked chat.

## III. MCP is the construction layer's opportunity.

MCP makes the project memory queryable by any agent — Claude, ChatGPT, custom. We're building the canonical MCP surface for UK construction; first to ship the dataset wins the surface.

# £130bn

UK construction industry. **9% of GDP.** Still running on clipboards.

# <4%

of operations digitised.

# ~100%

WhatsApp penetration on sites.

# ~885k

UK construction SMEs (2025).

# ~70%

of those have <10 employees.

SOURCE · UK PARLIAMENT COMMONS LIBRARY, DEC 2025 · DBT BUSINESS POPULATION ESTIMATES

# The market's being built. *BRCKS wins the UK SME gap.*

ConTech funding hit \$4.4B in Q3 2025 — a 66% YoY jump. AI-focused startups captured 46% of all ConTech investment.

CEMEX VENTURES, 2025

US · COMPETITOR	US · \$10M RAISED	UK · THE OPPORTUNITY
<p><b>BuilderHelp</b> getbuilderhelp.com</p> <p>PRE-REVENUE · ON WAITLIST</p> <p>AI construction management built with 100+ US contractors</p> <p>Voice-to-done beta entry, invoice capture, bond scheduling, subcontractor coordination</p> <p>Same thesis as BRCKS — but US-only, USD pricing, currently waitlisted</p> <ul style="list-style-type: none"> <li>✓ Validates the exact same problem</li> <li>✓ AI-first product approach</li> <li>✓ Strong feature breadth</li> <li>✗ US only — no UK pricing or plans (no VAT)</li> <li>✗ Not on site</li> <li>✗ No WhatsApp integration</li> </ul>	<p><b>Trayd</b> builidontrayd.com</p> <p>\$10M SERIES A · MAR 2026</p> <p>Back-office ERP for specialty trade contractors — payroll, HR, compliance, scheduling</p> <p>YC-backed; raised \$10M Series A in 7 months in March 2025; 400% YoY revenue growth</p> <p>Private-equity money backs purpose-built tools for this workers-enterprise tech ignores</p> <ul style="list-style-type: none"> <li>✓ 5-figure contractor-backed</li> <li>✓ \$100M+ in 9 weeks — hot category</li> <li>✓ Semi-underserved SME thesis</li> <li>✗ 100% US-focused</li> <li>✗ Back-office, not on-site</li> <li>✗ No communication layer</li> </ul>	<p><b>BRCKS</b> brcks.io</p> <p>RAISING £250K SEIS · PILOTS LIVE</p> <p>Purpose-built for UK residential builders</p> <p>WhatsApp-first removes the #1 adoption barrier in the category</p> <p>AI meeting captures, project chats, audit trail — one workspace per build. Priced for small teams. Live and working today.</p> <ul style="list-style-type: none"> <li>✓ Only platform with WhatsApp bot</li> <li>✓ UK market — no direct competitor</li> <li>✓ £40/user vs £500+ enterprise</li> <li>✓ Live pilots — real builders, real feedback</li> <li>✓ AI-native, not AI-bolt-on</li> <li>◦ Pre-revenue — converting now</li> <li>◦ Team of 2, contract tech</li> <li>◦ Early stage — invest to build</li> </ul>

# Live in the field.

Web platform live. Mobile MVP shipped. Three active pilots running real residential jobs on BRCKS today — free pilots running on weekly feedback loops; conversion conversations begin month 3.

PILOTS IN PROGRESS

3 companies

PROJECTS ON PLATFORM

60+ projects

WEEKLY ACTIVE USERS

10 WAU

SITES WITH WEEKLY UPDATES

10–15

PILOTS VALIDATING £40/MO

3 of 3

CURRENT MRR (PRE-REVENUE)

£0 · converts month 3

## WHAT OPERATORS ARE SAYING

*"BRCKS is saving every member of our team an hour a day. That's a full working day a week — back to running the business."*

BEN · BPM

~25 HRS/WEEK RECOVERED · £40/MO

*"I no longer have WhatsApp anxiety."*

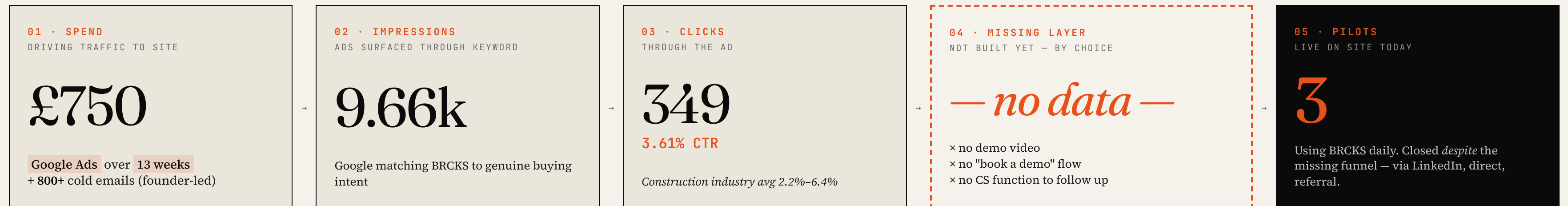
ROB · ROCK AV

CORE WORKFLOWS LIVE · AI MEETING CAPTURE SHIPPED · MOBILE-FIRST

## § 11 · WHAT WE ALREADY KNOW

# Demand is proven. *The conversion layer is missing — on purpose.*

We've spent £750 on Google Ads and sent 800+ cold emails — both routing strangers straight to the site. They click. They land. What happens next is the honest gap: no demo video, no "book a demo" flow, no CS function to follow up. Three pilots exist *despite* that gap, not because of a funnel. The raise builds the missing middle.



## WHAT'S WORKING

**Top of funnel.** Google Ads + 800+ cold emails prove the wedge resonates with strangers. They click before we say a word.

## WHERE WE LEAK

**No conversion layer.** Visitors arrive and find nothing to say "yes" to. This is a product gap, not a market gap.

## WHAT £250K FIXES

**Build the middle.** Demo video, book-a-demo flow, CS hire to run them live, pilot-to-paid playbook.

# £40 base. *Bolt on more.*

£40 per paid seat — builder/PM team. Guests (trades & clients) included. From Year 2, customers expand with bolt-on modules priced per seat or per company.

BOLT-ONS · SHIP YEAR 2

<b>Client Portal+</b> <span style="float: right;">£10/co</span> Branded portal, payment requests, sign-offs.	<b>Compliance Pack</b> <span style="float: right;">£15/co</span> RAMS, CDM, H&S logs, certs vault.
<b>Drawings Pro</b> <span style="float: right;">£10/seat</span> AI revision compare, auto-markup, version history.	<b>Estimating + Variations</b> <span style="float: right;">£15/seat</span> Quote builder with live variation tracking.
<b>Site Sign-In</b> <span style="border: 1px solid orange; padding: 2px;">PHYSICAL + AI</span> <span style="float: right;">£20/co</span> QR-stamped attendance & diary pads. Pen-and-paper sign-in. Snap to upload — auto-linked to the right project.	

**EXPANSION ENGINE** +£40–£60/co  
 Same logo, more revenue. Bolt-ons drive NRR > 110% without a single new acquisition.

24-MONTH REVENUE BUILD-UP

YEAR	EXIT SEATS	SEAT ARR	BOLT-ON ARR	TOTAL ARR
Year 1	120	£57.6k	—	£57.6k
Year 2	360	£172.8k	£46.7k	£219.5k

£40/seat · avg 5 paid seats/co · Y2 bolt-on attach 30%, blended £15 avg/co/mo. Linear ramp within year.

<b>GTM MOTION</b> Win one builder → trades join → next builders adopt through the network.	<b>TARGET CAC PAYBACK</b> < 12 months, improving as referral kicks in. Retention + expansion drive LTV.
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# A financially strong 24 months, *heading to Seed.*

Founder-led with a fractional engineer and a customer-success hire. Y1 builds the funnel (~24 paying companies at avg 5 seats); Y2 harvests it via referral and bolt-on attach. Seed conversations open at month 18.

	YEAR 1	YEAR 2
<b>REVENUE</b>		
Paying seats ( <i>exit</i> )	120	360
Seat ARR (£40 base)	£57,600	£172,800
Bolt-on ARR (30% Y2 attach)	—	£46,700
<b>Total exit ARR</b>	<b>£57,600</b>	<b>£219,500</b>
Booked revenue ( <i>linear ramp</i> )	£28,800	£139,500
<b>Gross profit (85%)</b>	<b>£24,480</b>	<b>£118,580</b>
<b>OPERATING EXPENSES</b>		
Payroll	(£60,000)	(£90,000)
Sales & marketing	(£55,000)	(£70,000)
Product tools & SaaS ops	(£25,000)	(£35,000)
<b>Total operating expenses</b>	<b>(£140,000)</b>	<b>(£195,000)</b>
<b>Net operating result</b>	<b>(£115,520)</b>	<b>(£76,420)</b>
SEIS investment (start of Year 1)	£250,000	—
<b>Closing cash</b>	<b>£134,480</b>	<b>£58,060</b>

## PRICING ARCHITECTURE

**£40** *base/seat* + **£10–15** *bolt-ons*

85% gross margin. Same logo, more revenue – every bolt-on attach lifts ARPU and lowers churn.

## EXPANSION ENGINE · YEAR 2

**£172.8k** + **£46.7k** = **£219.5k**

SEATS                      BOLT-ONS                      EXIT ARR

30% Y2 attach rate, blended £15 avg/co/mo. Bolt-ons add +27% to seat-only ARR.

## CAPITAL EFFICIENCY · TARGET

**0.47×**

*Y2 net burn / new ARR (modelled). At seed scale this is directional – the real test is Y3.*

Under 1.0× is the bar for capital-efficient vertical SaaS. Bolt-on attach is the lever to hit it.

## PROOF POINTS TO EARN THE SEED

ARR run-rate	£250k+
NRR ( <i>bolt-on driven</i> )	110%+
CAC payback	< 12 mo

## SEED OPENS UNDER EIS

Follow-on available to today's SEIS investors – 30% income tax relief, CGT deferral.

Hit the proof points and the Seed prices itself. EIS Advance Assurance to be filed ahead of the round.

# Insight. GTM.

An operator who lived the problem, paired with a marketer who's run subscription GTM at scale. Tight, senior, and shipping.



## James Shorter

FOUNDER & CEO

- | 20+ years in UK residential building as a specialist trade
- | Founder-led sales into UK residential builders
- | Building BRCKS from firsthand coordination pain



## Becci Dive

GROWTH & GTM LEAD

- | 15+ years corporate marketing experience
- | Subscription GTM and positioning specialist
- | Part-time while consulting – transitioning as funding allows

§ 15 · THE ASK

WE'RE RAISING

# £250k

## under SEIS.

SEIS ADVANCE ASSURANCE PENDING

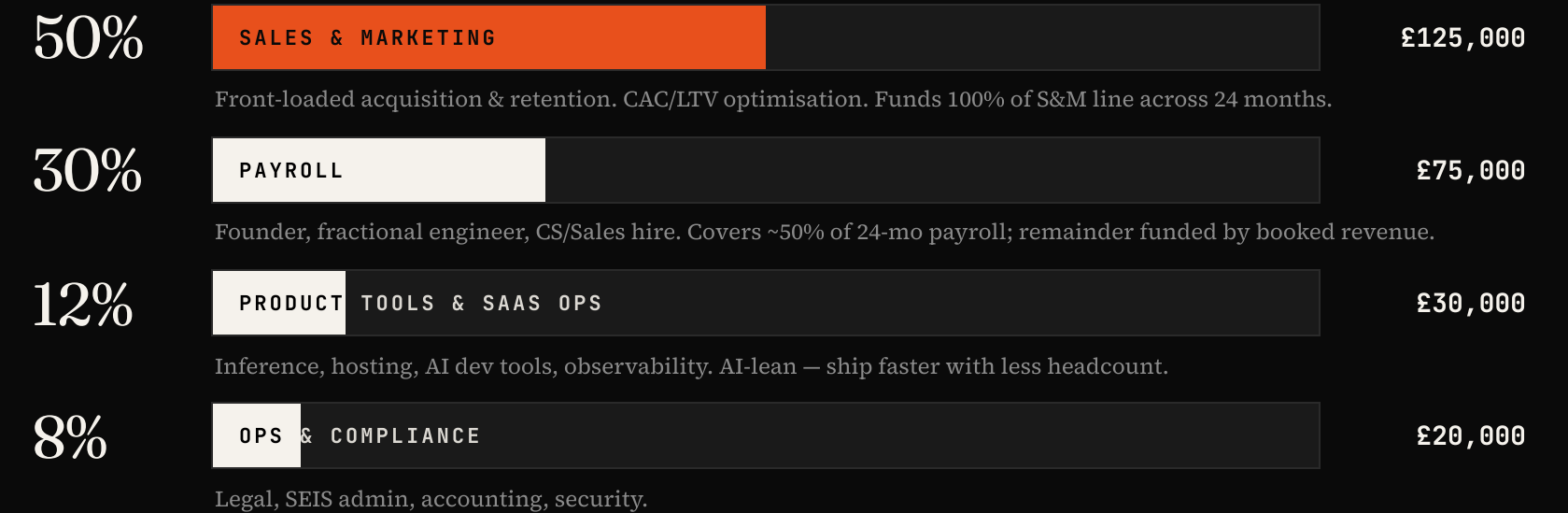
We don't sell software to builders. We sell them a *memory*. This round funds the next twelve months of product, distribution and the self-improving loop.

NEXT STEP

### Intro + 30-minute walkthrough.

WHERE THE £250K GOES · TIES TO THE 24-MONTH P&amp;L

Marketing front-loaded; payroll, SaaS ops & compliance spread across 24 months and part-funded by booked revenue.



## SEIS INVESTOR HIGHLIGHTS

Up to 50% Income Tax relief (up to £200k/yr) · CGT exemption on SEIS gains after 3 years (subject to rules) · Company SEIS lifetime limit £250k.

## NEXT ROUND · SEED UNDER EIS

Follow-on available to today's SEIS investors — 30% income tax relief, CGT deferral, up to £1M/yr.

James Shorter · Founder

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