EasyBear

"Uber for home services" · $712B market

AI CRM + voice AI: all sales, all support.
Zero operators.
We use technology to build what doesn't depreciate — a **BRAND**.

First revenue generated · Pre-seed SAFE

OUR FIRST INDUSTRY

Appliance repair is taxi before Uber

Customers want to press a button and get quality service: easy online payment and written warranties.

No one offers a convenient online experience.

37,000 companies in the US

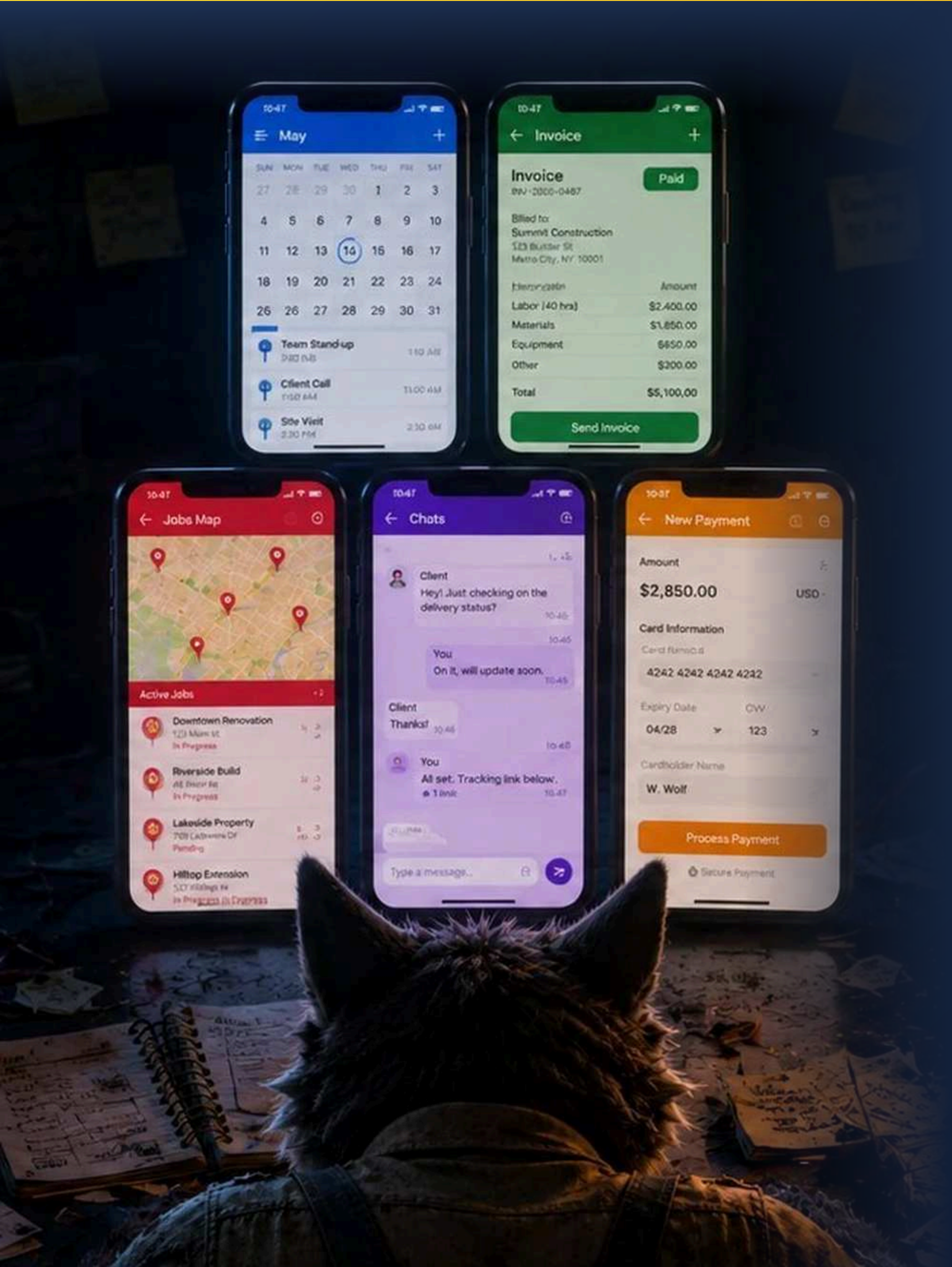
typical size: 2–3 technicians

THE CUSTOMER'S PAIN

1. Gas leak on Saturday?
   Local service:
   we open Monday at 8 AM
2. An hour of reviews and a clunky interface on Yelp, Thumbtack, Angi — instead of one button, like Uber
3. Sent a request on Yelp, Thumbtack — 4+ companies got your number, spam calls
4. Took time off work to wait for the tech — he may not show up, and nobody will warn you

Service is impossible when the entire company is 3 people.

THE TECHNICIAN'S PAIN



1 All the work and all the risk — on the technician

2 The boss pays him **30 – 50%**

3 No flexible schedule

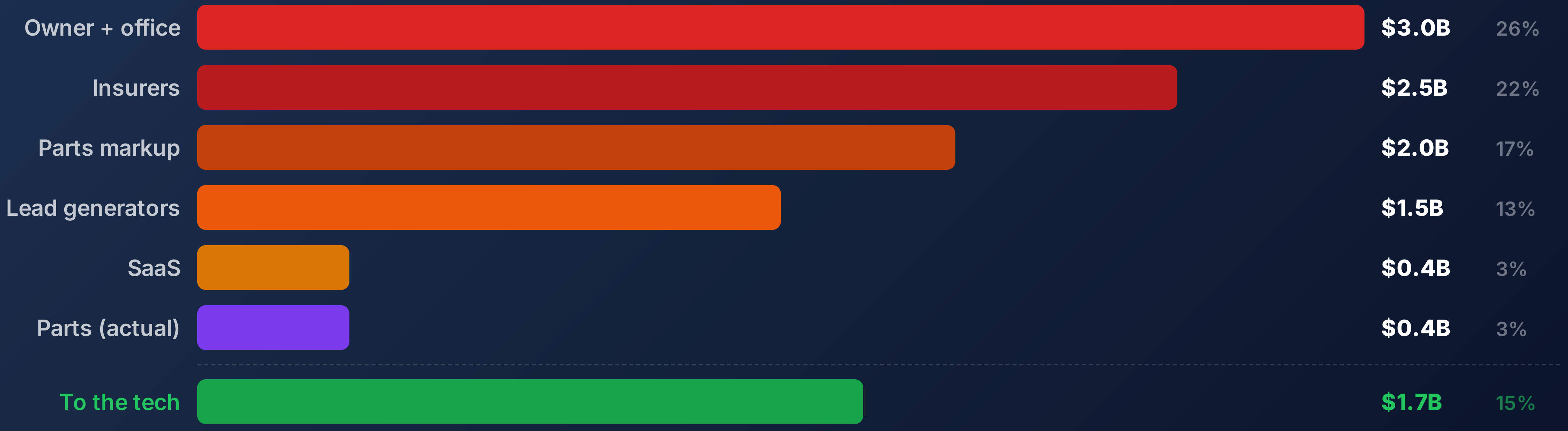
4 5 different apps to do the job — chaos instead of a system

These are taxi drivers before Uber.
They're waiting for their Uber.

Where the market's $11.6B leaks

Appliance repair — $7B

Appliance insurance — $4.6B



80% to middlemen

15% to the tech

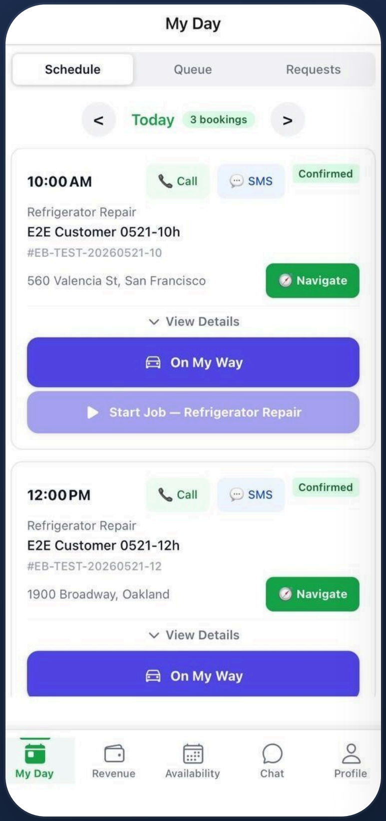
4–5% parts

We remove the middlemen — and share their cut with the technician.

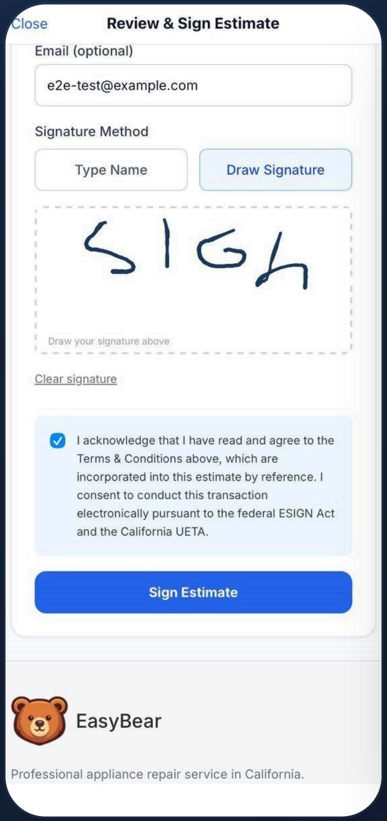
- The tech earns more than with competitors
- Techs want to work with us
- We route the job flow first to the techs with **the best rating and business KPIs**
- Best techs → 5.0★ service → customers choose us

Technician App

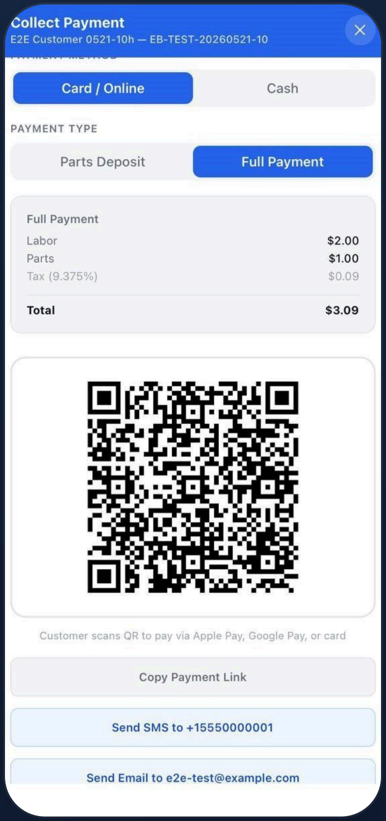
DOORDASH-STYLE EXPERIENCE



SCHEDULE



E-SIGN



PAYMENT

How do we do it?

Our philosophy: automate everything we can — and make everything seamless.

Automation cuts costs — so we pay technicians more and attract the best.

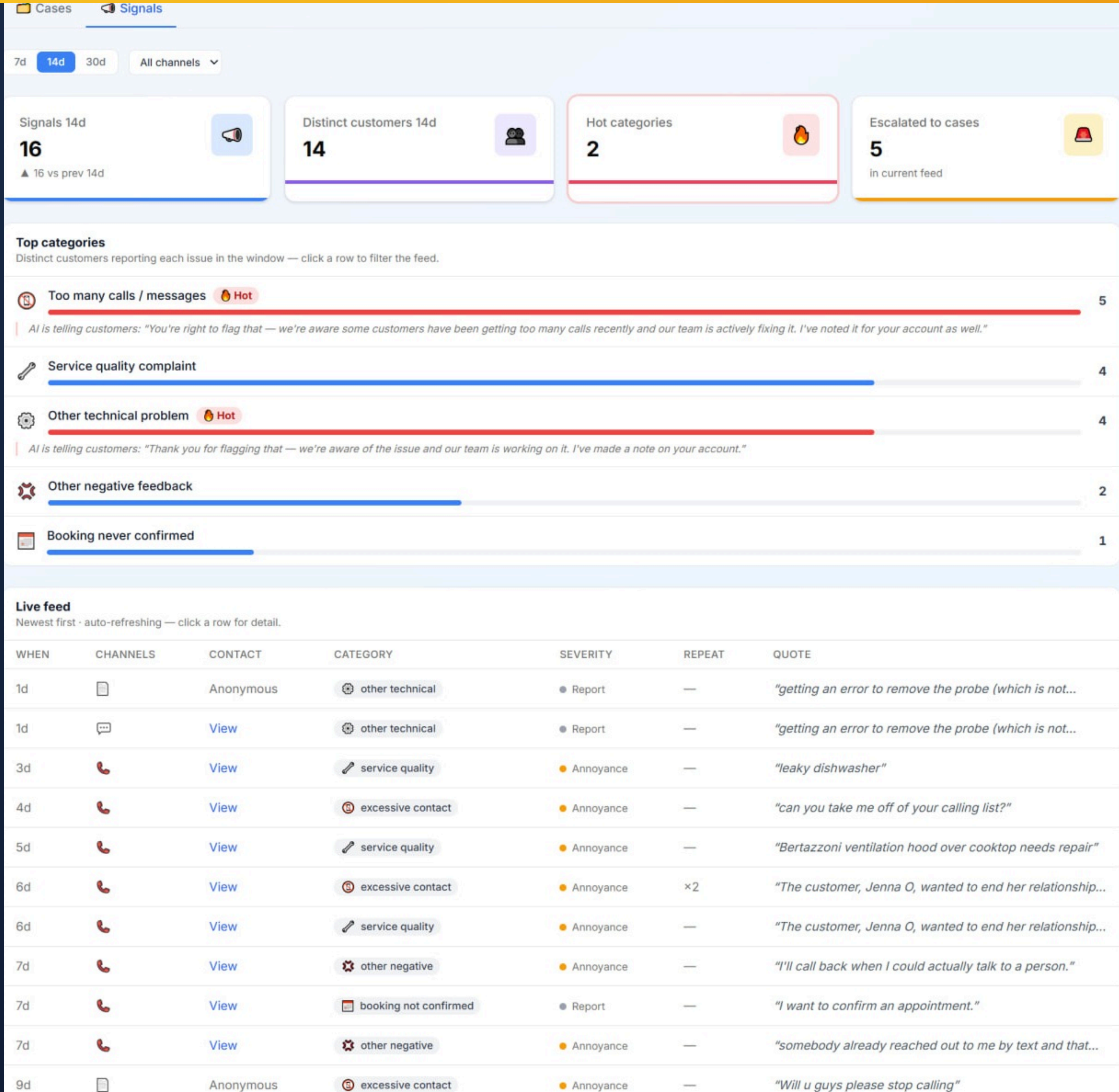
Build a brand — eliminate ad spend.

WE BUILT THIS

Our AI-CRM handles:

100% OF SALES
100% OF SUPPORT REQUESTS
100% OF QUALITY CONTROL

> Our AI-CRM even tracks **complaint statistics**,
> so we always know what the customer is unhappy about.



WHY US, NOT THE GIANTS

VIBE-CODER

2,000 lines of code / day

× spaghetti-chaos-code

HOS

50K–200K lines of code / day

✓ quality

HOS is our development operating system, powered entirely by AI agents.
100× faster. 100× better quality.

We built our own Voice AI-Operator — better than **VAPI**

VAPI is valued at **$500M**. We built something better for just over **$30,000** spent on our entire platform. HOS made the difference.

But this is just **3%** of our platform — the AI-Operator runs inside a complex AI-CRM that books, dispatches, and closes deals through to payout.

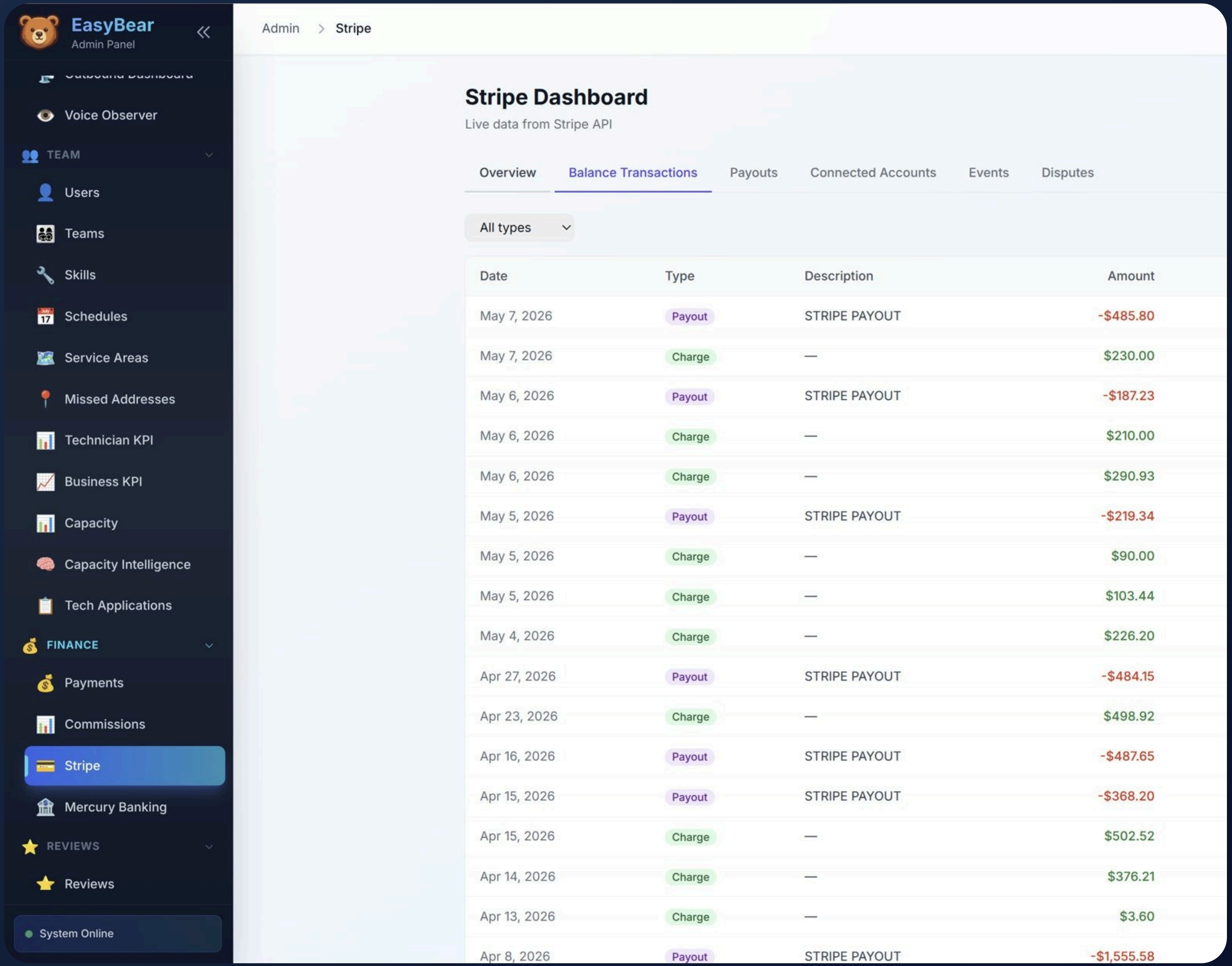
VAPI $500M valuation, Series B (announced May 12, 2026, led by Peak XV; $72M raised to date).

TRACTION

First revenue.
Zero operators.

$5,500 Non-GAAP* revenue Apr 7 – May 8	**$530** average ticket
5.0★ rating	**0** human operators

We take **30%** of revenue.



*Non-GAAP = gross platform volume (GMV). Marketplaces usually recognize only their commission (take rate) as revenue, not full platform volume. We keep 30% today (techs get a market-leading 70% — a deliberate land-grab for supply), and we retain the pricing power to raise our take rate to 40–50% on current and new contracts. So we treat full platform volume as the truer gauge of our revenue potential.

"Your appliance is fixed. Want to get insurance?"

- The platform is built.
- Best sales channel — the customer whose appliance we just fixed.
- $0 acquisition cost.
- Policy ~$400–600/yr, retention 3–5 yrs. LTV ~$2,000+
- Launch is a matter of capital.

THE MARKET

$7B → **$712B**

SAM TAM

APPLIANCE REPAIR

February — San Francisco

May — Sacramento

→ all of California

→ state by state

NEW INDUSTRIES

HVAC · plumbing · electrical

TEAM

Stanislav Khalizov

Founder & CEO

4 businesses — every one profitable

- $30K+ of personal capital invested
- ex-Tinkoff
- Studied at Yandex: Data Science, AI
- #1 in Russia in History of Economic Thought

Alexandra Saganelidze

CTO

Sole developer of EasyBear Insurance

- ex-Sberbank
- Instructor at Yandex IT school
- Olympiad winner & medalist across multiple subjects
- Engineering degree (SPbPU Polytech)

Taras Suzen

Co-founder

14 years running a successful insurance business

- Direct relevant experience
- Turned unprofitable car rental into 100%+ annual ROI
- Insurance expertise
- Serial entrepreneur

Tinkoff — World's Best Consumer Digital Bank, Global Finance Digital Bank Awards 2020. Group revenue grew from $0.7B in 2015 to $17B in 2025 — 24× in USD; peak ROE 74.7% in 2018.
Sberbank — the largest bank in Russia and Eastern Europe (104M+ customers) and the country's largest tech company: rebranded to «Sber» in 2020, building a digital ecosystem (the «Amazon of Russia»), with its own AI and cloud.
Yandex — «Russia's Google»: 70% of Russian search, plus maps, ride-hailing, self-driving, cloud, e-commerce and AI; its School of Data Analysis is the country's top ML-engineering pipeline.

THE ASK

$500K

Pre-seed SAFE · $8M cap

SAFE **$500K** → we expect to reach **$100–200K Non-GAAP MRR** revenue and **profitability** within months.

Thank you for watching

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