NLT labs

NEW LOGIC TECH

PRODUCT APPROVAL DOSSIER

Investment-grade overview for board and LP distribution

PitchPad

PitchPad turns a driveway walk-through into a signed proposal before the t

Version · v1 Generated · 2026-07-14

CHAPTER 1

Executive Summary and Verdict

PASS PE Score 4.0 / 10

PitchPad — PitchPad turns a driveway walk-through into a signed proposal before the truck pulls away — built field-first for cleaning, painting, pest, and lawn-care owner-operators.

Live demo: https://pitchpad.nltlabs.ai

Assessment status: **—** · Confidence: **—**

Top Risks & Mitigations

■ **The 'open wedge' does not exist — Propovio already ships the identical AI-proposal product across all four verticals at $6-29/mo (up to 8x under launch price) with near-identical positioning; QuoteIQ is more feature-complete at $29.99/mo with 4,100+ reviews.**

■ **Capital-advantaged entrant (XBuild, $19M Series A, a16z/N47) is explicitly moving AI estimating into painting and landscaping within the same 6-9 month window — a funded, data-rich competitor on the same clock, not a hypothetical incumbent.**

Top Reasons to Fund

• Pass now; re-evaluate only if the founder returns with (1) evidence of real paid demand — a logged waitlist-to-paid conversion or signed pilots at the $49/$129 price against live competitors Propovio/QuoteIQ, (2) a reconciled financial model where Year-3 revenue >= Year-2 SOM and the raise is sized to the Month-30 breakeven (i.e. ~$400-600K, not $132K), and (3) a confirmed build-state of the pitchpad.nltlabs.ai scaffold plus a fully-funded (~$41K) 5-state compliance/pest-gating/TCPA architecture. Absent a price story that beats a live, cheaper incumbent, this is not fundable. *(confidence: derived)*

• This is a pass. The idea's own bull-side briefs surface the kill: the 'open wedge' is already occupied — Propovio ships AI proposal drafting across all four target verticals at $6-29/mo (up to 8x under the $49/mo launch price) using nearly the identical 'measure the job before you leave the driveway' tagline, QuoteIQ already owns AI quoting plus scheduling/payments for 2 of 4 verticals with 4,100+ reviews, and XBuild's Jan-2026 $19M Series A is earmarked to push into painting and landscaping inside the same 6-9 month window the brief calls its lock-in period (comp moat_score 3/10). The independent buyer simulator refused to buy (cap #5, floor 50), and the number-auditor failed the run on an unresolved SOM-vs-Year-3-revenue contradiction (cap #1, floor 65); the lower cap governs but the uncapped score of 40 already sits below both. Financially the bull case contradicts itself — a $132K raise against the fin brief's own Month-30 conservative breakeven with headcount scaling to 3 FTE is well under a 12-month runway — and the one vertical carrying real licensing liability (pest control) is under-budgeted by ~$6K per the reg brief's itemization. Confidence is capped at 0.5 per: source coverage is 4/33 citations with a non-null source_snapshot_id (0.12 < 0.50) — only the fin brief carries retrieval-backed provenance; every other brief cites bare URLs. The prior 'FUND 6.9' verdict predates the buyer-simulation refusal and the failed audit and does not survive them. *(confidence: derived)*

• Bull case: soft-trade owner-operators (cleaning, painting, pest, lawn) are genuinely underserved between generic horizontal SMB tools and desktop-first hardhat field-service suites; quoting speed is a documented, quantified lever in home services (78% of jobs go to the first responder), a $73.6M SAM across five launch states is real, and a field-first, license-compliant, mobile proposal tool priced at a below-Jobber $49/mo could win the on-site quote. The differentiated leg is the 5-state compliance/licensing infrastructure — the one moat a generalist would need outside counsel and a year to replicate — locked in via trade-publication distribution exclusivity before month 9. Post-debate this thesis does not hold: the compliance moat is the only non-commodity leg, it is under-funded, and a cheaper live competitor already owns the wedge and the tagline. *(confidence: derived)*

Key Metrics

Metric	Value
TAM Usd	{'value': 3100000000.0, 'confidence': 'derived', 'brief_ref': 'pe-market-researcher'}
SAM Usd	{'value': 73600000.0, 'confidence': 'derived', 'brief_ref': 'pe-market-researcher'}

Reproducibility — run: manual override · 2026-06-05

CHAPTER 2

Investment Thesis

Recommended Next Action

archive: Pass now; re-evaluate only if the founder returns with (1) evidence of real paid demand — a logged waitlist-to-paid conversion or signed pilots at the $49/$129 price against live competitors Propovio/QuoteIQ, (2) a reconciled financial model where Year-3 revenue >= Year-2 SOM and the raise is sized to the Month-30 breakeven (i.e. ~$400-600K, not $132K), and (3) a confirmed build-state of the pitchpad.nltlabs.ai scaffold plus a fully-funded (~$41K) 5-state compliance/pest-gating/TCPA architecture. Absent a price story that beats a live, cheaper incumbent, this is not fundable.

Reproducibility — run: manual override · 2026-06-05

CHAPTER 3

Product Vision and Live Demo

PitchPad — PitchPad turns a driveway walk-through into a signed proposal before the truck pulls away — built field-first for cleaning, painting, pest, and lawn-care owner-operators.

Customer site: https://pitchpad.nltlabs.ai

Scan to open — https://pitchpad.nltlabs.ai

Metric	Value
Live URL	https://pitchpad.nltlabs.ai
FQDN	pitchpad.nltlabs.ai

Reproducibility — run: manual override · 2026-06-05

CHAPTER 4

Market, Pricing, and Competitive Landscape

Market Sizing & Pricing

Data pending — no values recorded for this section.

Reproducibility — run: manual override · 2026-06-05

CHAPTER 5

Brand and Customer Experience Audit

Brand-lint verdict: **PASS**

Visual QA

Metric	Value
Judge Scores	Not captured this run
Regeneration Counts	Not captured this run

FATE Breakdown

Metric	Value
FATE Score	Not captured this run

Reproducibility — run: manual override · 2026-06-05

CHAPTER 6

Engineering and Physical BOM

N/A — software-only product. No physical BOM or hardware engineering applies.

CHAPTER 7

Financial Model and Unit Economics

Unit Economics

Data pending — no values recorded for this section.

Number-auditor verification pending — treat figures as agent estimates.

Reproducibility — run: manual override · 2026-06-05

CHAPTER 8

Risk, Red-Team, and Regulatory

Deal-Breakers

Risk	Failure mode	Mitigation	Owner
The 'open wedge' does not exist — Propovio already ships the identical AI-proposal product across all four verticals at $6-29/mo (up to 8x under launch price) with near-identical positioning; QuoteIQ is more feature-complete at $29.99/mo with 4,100+ reviews.	—	—	—
Capital-advantaged entrant (XBuild, $19M Series A, a16z/N47) is explicitly moving AI estimating into painting and landscaping within the same 6-9 month window — a funded, data-rich competitor on the same clock, not a hypothetical incumbent.	—	—	—
Funding-runway mismatch: $132K raise against the fin brief's own moderate-case Month-30 operational breakeven with headcount scaling to 3 FTE burns through the raise in well under 12 months.	—	—	—
Unresolved contradiction (audit-failing): market SOM ~$860K ARR by end of Year 2 exceeds fin Year-3 revenue of $500K by 1.72x, implying revenue contraction neither brief explains.	—	—	—
Pest control — one of four launch verticals — carries mandatory state operator/applicator licensing in all five states; shipping AI proposals or treatment-method language without deterministic license gating creates 'holding out without a license' exposure, and the $35K compliance budget is ~$6K short of the ~$41K itemized need.	—	—	—

TCPA strict-liability exposure ($500-$1,500/violation, uncapped) sits directly on the trade-pub SMS/call outreach GTM the venture depends on, with FCC consent rules tightened in 2024-2025.	—	—	—

Red-team memo: docs/workflows/pe/idea-pitchpad/red-team-memo.md

Reproducibility — run: manual override · 2026-06-05

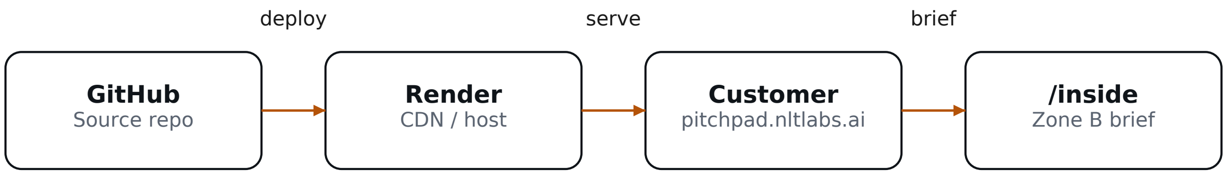
CHAPTER 9

Operational Architecture and Deployment

Metric	Value
Primary FQDN	pitchpad.nltlabs.ai
Live URL	https://poc-pitchpad.onrender.com
Render service	srv-d7tlnrrbc2fs738eher0
Repository	poc/pitchpad

Deployment Topology

Two-zone routes on a single Render service



Build Timeline

Metric	Value
Build Started At	2026-06-05T21:28:00Z
Build Completed At	2026-06-05T21:44:45Z
Ship Record Finalized At	2026-06-05T21:45:00Z

Reproducibility — run: manual override · 2026-06-05

CHAPTER 10

GTM Strategy and Launch Operations

Metric	Value
Launch date	2026-06-05
Live URL	https://pitchpad.nltlabs.ai

GTM Summary

PitchPad's go-to-market motion is built around three channels and one cohort. The three channels are trade publications in the four launch categories (cleaning, painting, pest, lawn care), category-association partnerships (state painters' associations, pest-control trade groups, lawn-care chambers), and a deliberate founding-operator referral loop. The one cohort is the founding-100 program — the first hundred operators get founding-tier pricing locked for life ($79/mo per operator), concierge onboarding (one week in the truck), and a private channel with the founding engineer and Bill. Channel weight in months 1-6 is 60% trade-pub, 30% association, 10% inbound; that mix shifts toward association and operator referrals as the founding cohort matures. The buyer is the owner-operator personally — not a dispatcher, not a CRM admin — running $250K to $1.5M in annual revenue with one to four trucks. The trigger events that surface intent are: losing a warm lead to a competitor after a walk-through, paying for software the dispatcher uses but the truck does not, hiring a second truck and realizing the close-rate problem multiplies, and reading a trade-pub article about another operator hitting 70% on-porch close. The pricing motion runs three tiers under test (Founding $79/mo, Crew $129/mo/truck, Annual $790/yr) to learn how operators want to be billed; Founding is the wedge, Annual is the commitment test, Crew is the multi-truck graduation path. Concierge onboarding is the offer test: $99 white-glove setup, one week in the truck, rate-card hand-built per operator, monthly subscription starts after the first paid on-porch close. The 30/60/90 kill criteria: 30 days for two founding operators committed and onboarded, 60 days for first paid on-porch close in at least two categories, 90 days for six of ten founding operators reporting close-rate uplift. Below this summary the full 18-section operator playbook will render once the gtm-operator agent emits the per-section output; each section currently shows as a stub pending that output. The cold-outreach scripts (call, email, LinkedIn, partnership), the discovery questions, the objection-handling table, and the conversion-process scaffold all live downstream of the gtm-operator step and are deferred to a follow-up run. The investor brief financial-model tab carries the channel-CAC central case, the sensitivity to CPM compression, and the chargeback risk on the deposit flow — those numbers anchor the GTM cost ceiling.

Post-deploy audit pending — re-run poc-post-deploy-audit after launch.

Reproducibility — run: manual override · 2026-06-05

CHAPTER 11

Corporate Formation and Compliance

Entity formation pending FUND approval. This chapter reflects post-formation targets only.

CHAPTER 12

Tear Sheet

PitchPad PASS · 4.0/10

PitchPad turns a driveway walk-through into a signed proposal before the truck pulls away — built field-first for…

Market	Unit Economics	Financials
Not captured this run	*Not captured this run*	TAM Usd **{'value': 3100000000.0, 'confidence': 'derived', 'brief_ref': 'pe-market-researcher'}** SAM Usd **{'value': 73600000.0, 'confidence': 'derived', 'brief_ref': 'pe-market-researcher'}**

Top Reasons

- Pass now; re-evaluate only if the founder returns with (1) evidence of real paid demand…
- This is a pass. The idea's own bull-side briefs surface the kill: the 'open wedge' is…
- Bull case: soft-trade owner-operators (cleaning, painting, pest, lawn) are genuinely…

Top Risks

- The 'open wedge' does not exist — Propovio already ships the identical AI-proposal…
- Capital-advantaged entrant (XBuild, $19M Series A, a16z/N47) is explicitly moving AI…

https://pitchpad.nltlabs.ai · 2026-06-05

CHAPTER 13

Agent Telemetry and Reproducibility

Pipeline Run Lineage

Run date 2026-06-05 · 10 agents · wall 1h 03m · cost $3.55

Run IDs — Poc Ship: 53c2d8fc80ed458ba41c6b3139e04e74

Phase	Agent	Model	Cost	Status	Conf.
Build	POC Director	opus	$0.64	complete	0.82
Build	Product Designer	sonnet	$0.06	complete	1.00
Build	GTM Operator	sonnet	$0.85	complete	0.81
Build	Market Pricing Researcher	sonnet	$0.06	complete	1.00
Build	Visual Assets	opus	$0.13	complete	1.00
Build	Visual QA	opus	$0.13	complete	1.00
Build	Web Designer	sonnet	$0.31	complete	0.91
Build	Copywriter	sonnet	$0.70	complete	0.96
Build	Content QA	sonnet	$0.67	complete	0.92
Build	Frontend Builder	opus	$0.00	failed	—

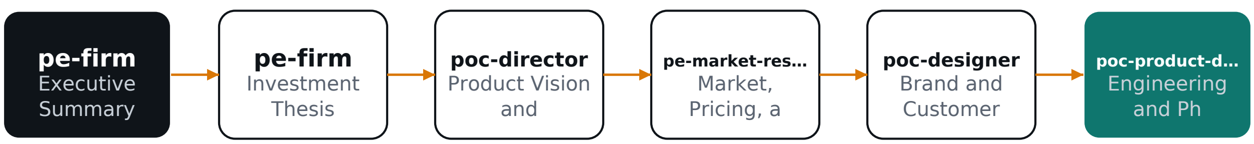
Ch	Source Agents	Run IDs	Model IDs	Timestamps	Data Files
1	pe-firm	manual	—	2026-06-05	decision.json, portfolio-entry.json
2	pe-firm	manual	—	2026-06-05	decision.json
3	poc-director, poc-builder	manual	—	2026-06-05	portfolio-entry.json, ship-record.json
4	pe-market-researcher, pe-competitive-analyst	manual	—	2026-06-05	decision.json
5	poc-designer, poc-content-qa, poc-visual-qa	manual	—	2026-06-05	ship-record.json
6	poc-product-designer, product-renders	—	—	—	decision.json
7	pe-financial-modeler, number-auditor	manual	—	2026-06-05	decision.json, auditor.json

8	pe-devils-advocate, pe-regulatory-analyst	manual	—	2026-06-05	decision.json
9	poc-builder, gtm-launcher	manual	—	2026-06-05	ship-record.json
10	gtm-operator, poc-post-deploy-audit	manual	—	2026-06-05	ship-record.json, portfolio-entry.json
11	incorporator, banker, compliance-baseline	—	—	—	—

Data file paths — data/ideas/idea-pitchpad/decision.json · data/ideas/idea-pitchpad/portfolio-entry.json · data/ideas/idea-pitchpad/ship-record.json · data/ideas/idea-pitchpad/pe/auditor.json

Agent Data Lineage

Source agent → derived output chain



Each arrow carries the structured JSON output of its source agent.

CHAPTER 14

Index

59 index terms — page references resolved from the PDF outline (agents · metrics · decisions · flowables).