

⚡ Seeking a Strategic Growth
Partner

EstiMate

Quotes that win jobs.

The complete platform for UK tradespeople.

700+

quotes created

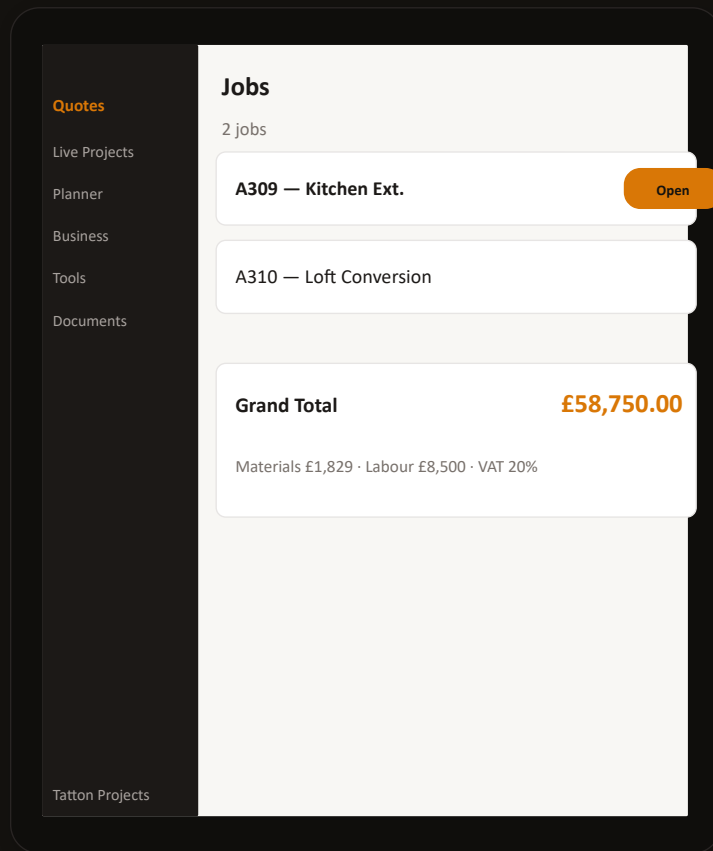
£4.2M+

in quotes sent

4.9★

avg rating

esti-mate.app



The Problem

THE WORKFORCE

2.3M+

UK self-employed tradespeople

Quantity Surveyors, Estimators, Contractors, Builders, plumbers, electricians, roofers, joiners, landscapers, tilers — everyone needs to quote for every job, every time.

But we are not limiting our customers as from previous experience our next step would be to scale this, so the next phase is to target principal contractors and major construction companies.

THE PAIN

70%

still quote in Word or Excel

Slow to produce. Looks unprofessional. Clients choose the better-looking quote — not necessarily the best price.

THE COST

£000s

lost to late payments every year

No milestone tracking, no contracts, no payment chasing tools. Money falls through the cracks on every job.

One App. Everything a Tradesperson Needs.

EstiMate replaces the spreadsheet, the Word doc, the WhatsApp payment chase — and adds AI, live supplier prices, and client-ready contracts.

Quote & Win

AI drafts quotes from plain English. Live supplier prices from City Plumbing, Huws Gray, Howarth & Wickes. AI Visualizer renders the finished project. Client accepts online.

Run the Job

Live project tracker. Auto-built contract from the quote. Programme of works with Gantt timeline. SWMS. Payment milestones. Site photos.

Run the Business

Business dashboard: win rate, cashflow, revenue forecast. AI Business Advisor morning brief. AI Email Writer. Marketing Generator for social media.

Trade Tools

14 trade calculators. 21 measuring tools. 13 site documents. Construction planner. Customer CRM. Equipment tracker. Warranties.

From Description to Client Quote in Minutes

1

AI Quote Assistant

Describe the job in plain English. AI drafts the intro, scope of works and a full materials + labour breakdown.

2

Supplier Product Search

Search live prices from City Plumbing, Huws Gray, Howarth Timber and Wickes. Add to quote with one click.

3

Send & Win

Client gets a link. Accepts online. Contract locks in automatically. Payment milestones set from day one.

Quote preparation reduced from half a day to under 30 minutes (on average)



25/06/2026

Apt 3, 25 Bramcote Avenue, Manchester, M23 1FX

Please find below detailed quotation for the works you requested.

Refurb

Cost summary

Materials	£0.00
Labour	£0.00
Subtotal	£0.00
VAT (20%)	£0.00
Grand total	£0.00

Terms & conditions

gberfbfbdb

What would you like to do?

✓ Accept quote

Request changes

X Decline

The App — Quote Builder & Supplier Search

Search: bonding

muws Gray
Accelerate Setting With EAZYMIX Halftime Plaster /Bonding Accelerator Sachet, Designed For Pink And Grey Bonding Plasters. Order Online For Fast Delivery.
Updated 26 Jun 2026 [View](#) [Add to quote](#)

BRITISH GYPSUM THISTLE BONDING PLASTER BAG 25kg (CARLITE) 06055/7 £0.00
Huws Gray
Apply British Gypsum Thistle Bonding Plaster Bag 25kg (Carlite) for smooth, low-suction surfaces like concrete and plasterboard. Order online.
Updated 26 Jun 2026 [View](#) [Add to quote](#)

BRITISH GYPSUM THISTLE BONDING 60 BAG 25kg 29718/2 £0.00
Huws Gray
Apply British Gypsum Thistle Bonding 60 25kg, a pre-mixed gypsum undercoat plaster for quick masonry repairs and patching. Order online for reliable results.
Updated 26 Jun 2026 [View](#) [Add to quote](#)

Ancon Staifix PPS Debonding Movement Safety Wall Tie 200mm £0.84
Howarth Timber
Looking for a 200mm Safety Wall Tie that allow for masonry / brickwork to expand and contract and features a Debonding sleeves then the Ancon Staifix PPS could be the right Wall Tie for you. Speak to
Updated 26 Jun 2026 [View](#) [Add to quote](#)

Supplier prices are indicative and should be checked before ordering. Prices may change without notice.

Materials grand total: £2.0

AI Visualizer

Up to 2 AI visuals per job (2 of 2 used — this doesn't reset if you delete one) — the starred one becomes the front cover of the PDF quote.



Job details

Customer (optional)
No saved customers yet.
[Add a new customer](#)

Client name: Dave Groom Project title: extension

Site address: linden rd

Intro text: Please find below detailed quotation for the works you requested.

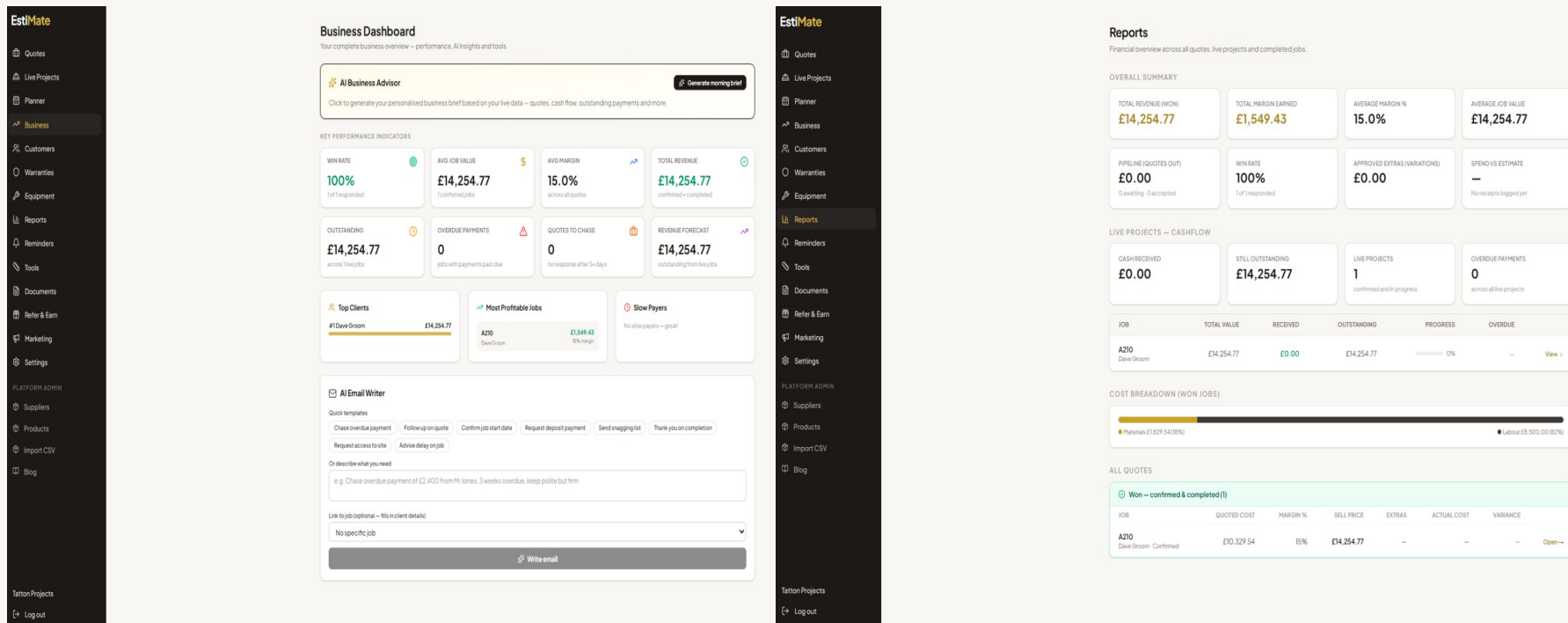
Project description / scope of works: rear lean to kitchen extension with 4 velux windows and full rear bifold doors, with new luxury kitchen on a huge detached property

Deposit %: 25 Margin % override: 15 Start date: 24/08/2026 Completion date: 18/12/2026

Duration: 17 weeks (116 days) → auto-fills Programme row 1

Live supplier prices from City Plumbing, Huws Gray, Howarth Timber and Wickes — updated regularly, added to quote with one click.

The App — Business Dashboard & Reports



Real-time business intelligence — win rate, outstanding payments, revenue forecast, and an AI morning brief built from live data.

The App — AI Features & Construction Planner

EstiMate

Quotes

Live Projects

Planner

Business

Customers

Warranties

Equipment

Reports

Reminders

Tools

Documents

Refer & Earn

Marketing

Settings

PLATFORM ADMIN

Suppliers

Products

Import CSV

Blog

Tattoo Projects

Log out

Construction Planner

Your daily dashboard — jobs · workers · deliveries · payments · holidays

ADD event

TODAY'S BRIEF — SUNDAY 28 JUNE

TikTok No events today — add workers, deliveries or reminders

Month Week Gantt Labour Payments

Programme Quote meeting Worksite Payment due Staff holiday Reminder Site visit Delivery Inspection Plant hire

General event

June 2026 today

Next 14 days Nothing coming up

Holidays — June None this month Add holiday

MON TUE WED THU FRI SAT SUN

1 2 3 4 5 6 7

8 9 10 11 12 13 14

15 16 17 18 19 20 21

22 23 24 25 26 27 28

29 30

LIVE PROJECT TIMELINES — JUNE

EstiMate

Quotes

Live Projects

Planner

Business

Customers

Warranties

Equipment

Reports

Reminders

Tools

Documents

Refer & Earn

Marketing

Settings

PLATFORM ADMIN

Suppliers

Products

Import CSV

Blog

Tattoo Projects

Log out

Marketing Generator

AI-written content posted directly to your social accounts via Buffer.

Connect Buffer to post directly to social media Buffer is free and connects Facebook, Instagram, LinkedIn, Twitter and more. Setup

Extra context (optional) e.g. 'focus on roofing contractors' or 'mention the free trial ends Friday

Facebook Post Ready-to-post for Buffer FB groups Generate

Instagram Caption Caption + hashtags for Reels/posts Generate

TikTok Script 30-60 sec shooting script Generate

Google Ads 3 complete ads with headlines Generate

Email Sequence 5-email cold outreach sequence Generate

WhatsApp / SMS 3 short personal messages Generate

Tips

- Facebook & Instagram: Buffer posts directly — tick the profile checkboxes above and click Post now
- TikTok script: Film yourself talking through it — authentic beats polished every time
- Google Ads: Paste headlines/descriptions straight into Google Ads Manager
- Email sequence: Paste into Mailchimp as a 3-email automation, 2 days apart
- WhatsApp: Send personally to contractors you know — feels like a tip, not an ad

Calendar linked to the live projects so when a customer accepts a quote, the programmed dates automatically loads onto the calendar. And linked marketing generators that help with writing and publishing to make your day easier.

AI That Works Like a Senior Estimator

AI Quote Assistant



Describe the job in plain English. Get a full materials + labour breakdown, a professional scope of works and client intro — instantly.

Like having a senior estimator on call, 24/7.

Under 20 min

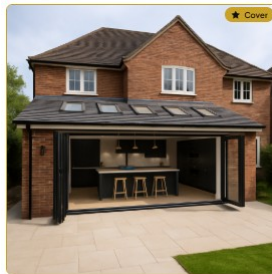
from job description to sent quote

AI Visualizer

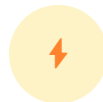


Upload a site photo. Generate a photorealistic render of the finished extension, kitchen or loft conversion.

Shown on the client's quote PDF — clients can see the finished result before saying yes.



AI Business Advisor



Daily morning brief from your live data — outstanding payments, win rate, revenue forecast, quotes to chase.

AI Email Writer drafts client messages in seconds: payment chases, follow-ups, job confirmations.

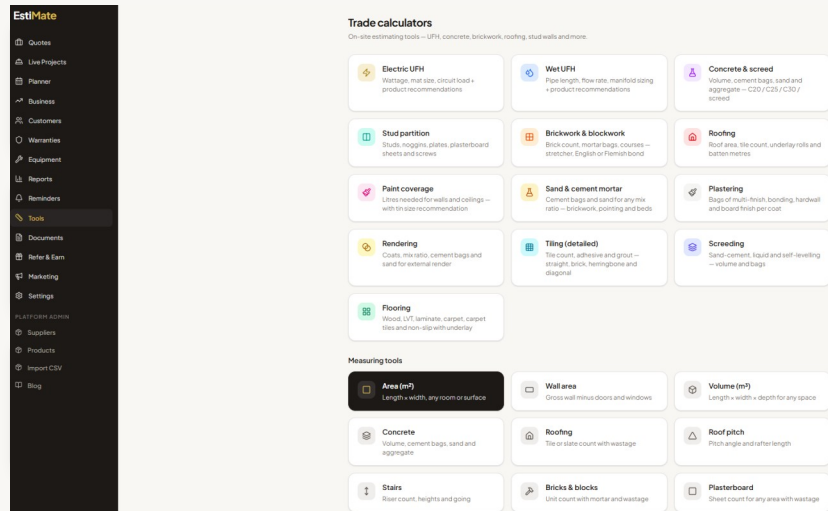
6 email templates

Chase · Follow up · Confirm · Advise

Built for the Site, Not Just the Office

TRADE CALCULATORS

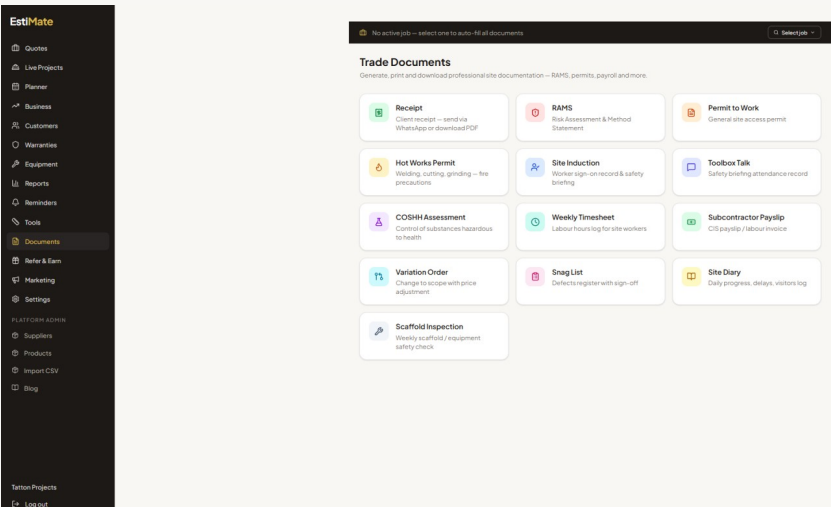
14 trade calculators · 21 measuring & estimating tools



35 tools total — plus measuring tools for area, volume, wall area, roof pitch, stairs and more

TRADE DOCUMENTS

13 professional site documents — auto-filled from the job



Marketing Generator

AI-written Facebook posts, Instagram captions, TikTok scripts, Google Ads, email sequences and WhatsApp messages — posted direct to social via Buffer.

Market Opportunity

TAM — Total Addressable Market

2.3M+

UK self-employed tradespeople

Plumbers, builders, electricians, roofers, joiners, landscapers, tilers.

Source: ONS Labour Market Statistics

SAM — Serviceable Addressable Market

£440M+

Annual subscription revenue

2.3M users × £15.99/mo × 12 months at full penetration.

(Realistically we could scale the price up we think leaving at a lower price to start will help boost sales)

Realistically 10–15% capture is the target.

SOM — Serviceable Obtainable Market

£44M+

Realistic 5-year target

10% of SAM — 230,000 paying users at £15.99/mo.

Achievable with funded marketing and mobile launch.

The UK construction sector contributes £117 billion to GDP. Tradespeople are chronically underserved by technology — the tools they use today were built for offices, not building sites.

Business Model

FREE

£0 / month

Core quoting — the acquisition engine. Habit-forming. Upgrade-ready.

Subscription Revenue

Monthly recurring. Low churn — the tool becomes essential to running every job. Free-to-Pro conversion driven by AI features and growing volume.

PRO

£15.99 / month

AI Quote Assistant, AI Visualizer, AI Business Advisor, unlimited jobs, advanced reports, marketing generator.

Supplier Referral Revenue

Commission when tradespeople purchase materials through EstiMate. City Plumbing, Huws Gray and Howarth Timber already integrated. High intent — users are already buying.

ENTERPRISE

Custom pricing

Multi-user, branded quotes, API access, white-label for trade associations.

Financial Products Pipeline

Quote finance, business insurance, CIS payroll services, business banking referrals. High-value, low-friction given the trust already established.

Traction

700+

Quotes created

on the platform

£4.2M+

In quotes sent

to real clients

4.9★

Average rating

from verified users

£58,750

Avg quote value

kitchen extension

“

Used to take me half a day to put a quote together in Word. Now I have it done and sent in under 20 minutes — and it looks way more professional.

Tony Evans of Evans Building Contractors

✓ **MVP Built**

Full quote-to-contract pipeline complete

✓ **Launched**

Live at esti-mate.app — real users, real jobs

→ **Pre-Seed Raise**

Scale marketing, mobile apps, partnerships

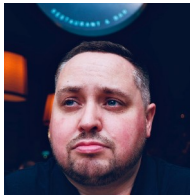
Why Not the Others?

Every competitor was built for field service management or large contractors — not sole-trader UK tradespeople.

	UK Trades Focus	AI Visualiser & AI Helper	Live Supplier Prices	Programme of Works	Price/mo
EstiMate	✓	✓	✓	✓	Free/£15.99
Jobber	✗	✗	✗	✗	£49+
Tradify	Partial	✗	✗	✗	£24+
BuilderTrend	✗	✗	✗	Partial	£99+
QuoteOnSite	Partial	✗	✗	✗	£25+

✓ = full feature Partial = limited/workaround ✗ = not available

The Founder



Dave Groom

Founder & CEO — EstiMate / Tatton Projects / SiloPod / Primo Vending

Dave Groom has spent his career in construction, starting on the tools before progressing through site management, project management and contract management, delivering projects for some of the UK's largest principal contractors. This hands-on experience gave him first-hand insight into the challenges contractors face every day. In 2020, Dave founded Tatton Projects, growing it into a construction company delivering residential and commercial projects across the UK. Building on that entrepreneurial success, he went on to launch SiloPod, a workplace acoustic pod business, and Primo Vending, demonstrating his ability to identify market opportunities and build scalable businesses.

While running Tatton Projects, Dave experienced the same frustrations as thousands of contractors: slow quotation processes, disconnected software, inaccurate estimating, endless paperwork and limited visibility over project profitability. Existing software solved parts of the problem but never the whole workflow. That experience led to the creation of EstiMate. EstiMate is being built by someone who uses it in the real world—not just someone who designed software. Every feature is inspired by genuine challenges encountered on live construction projects, with one goal: to help contractors quote faster, manage projects more efficiently, increase profitability and grow their businesses.

"A tradesman who worked his way from the tools up through site, project and contract management — delivering for some of the UK's largest principal contractors." — Dave Groom

LIVE BUSINESS

Tatton Projects — active construction firm, Cheshire. RICS-regulated. Projects up to £750,000+.

SEEKING

- CTO / Tech Co-founder
- Head of Growth
- Sales Lead Advisor — Construction Tech

TRACK RECORD

EstiMate

Tatton Projects — Construction

SiloPod & Primo Vending

Strategic Partnership & Growth Plan

Seeking a Strategic Growth Partner to scale the user base from early adopters to 10,000+ active tradespeople

Strategic Growth Partnership

We're looking for more than capital.

We are seeking an experienced strategic partner who can help accelerate EstiMate's growth across the UK construction sector.

The ideal partner brings: ✓ SaaS growth expertise ✓ Digital marketing ✓ PR & media exposure ✓ Strategic partnerships ✓ Customer acquisition ✓ Sales leadership ✓ Investor network ✓

In return we're open to: ✓ Equity partnership ✓ Revenue share ✓ Advisory position ✓
Board seat ✓ Long-term commercial partnership

EstiMate

Built by a builder. Backed by real jobs. Ready to scale.

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