



**AI estimating SaaS
for custom fabrication shops**
**From quote request to proposal
in minutes, not days**

Custom fabrication shops spend days on manual estimates and proposals

Furniture, metal, decorations, signage shops live on request for quote (RFQ), where costs get missed and margins get undercut



AI-driven estimation + proposal generation SaaS for custom fabrication shops

Less time per estimate, sharper pricing, full visibility across projects

SPEED

- Less labor costs
- Handle more RFQs
- Higher RFQ win rate

CONTROL

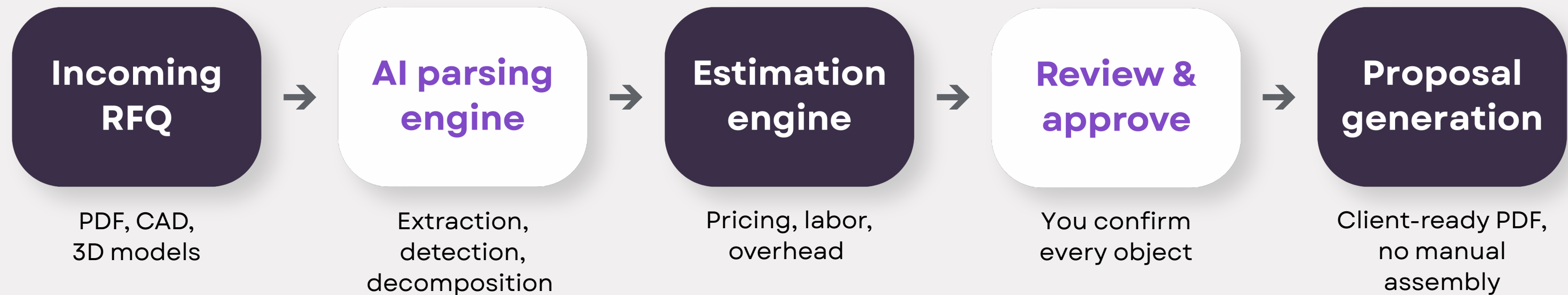
- Fewer missed costs
- Configured logic per RFQ
- All quotes in one place

PROPOSAL

- Professional look
- Branded automatically
- Client-ready in a click

Upload an RFQ. Get a calculated estimate and a branded proposal. Minutes, not days

See the **live product demonstration** on a call



We ran the shops we're building this for

Ten years ago we competed for the same fabrication contracts, before we'd ever met



KIRILL GINZBURG
CEO
Builds the product

- 8 yrs in-house ERP + full-stack
- Scaled a \$15M, 12-site group
- Architecture & unit economics



VLADIMIR SEDINKIN
CBO
Domain & sales

- 20+ yrs in custom fabrication
- Ran a \$1.2M furniture workshop
- The logic the engine encodes

RFQ-to-proposal is one workflow.

Existing tools solve it in pieces

LLM and vision now make the missing layer automatable

	AI RFQ parsing	Mixed materials	Fabrication costing	Margin control	Branded proposal	Price model
Cabinet tools <i>Cabinet Vision</i>	✗	partial	✗	✗	✗	\$2,000+/license expensive setup
Construction AI <i>ExaYard</i>	✓	✗	✗	partial	partial	\$99-249/month per user
Heavy ERP <i>MRPeasy</i>	✗	partial	partial	partial	✗	\$500+/month expensive setup
COSTERLY AI	✓	✓	✓	✓	✓	\$99-299/month per company

\$300M bottom-up SAM

Any shop that quotes before producing is a potential customer:
furniture, metal, fit-out, decorations, signage, lighting, etc

TAM
\$1.1B

~360K companies
worldwide

SAM
\$300M

~125K target
companies
(~28% of global base)

SOM
597 ICP

mapped Israel
market

The same estimation logic. Market-specific configuration

Custom fabrication workflows are built from the same components in Tel Aviv, Warsaw and Toronto. Materials, labor, overhead, margin

UNIVERSAL ENGINE

Just configure
your own rates

EASY TO ADOPT

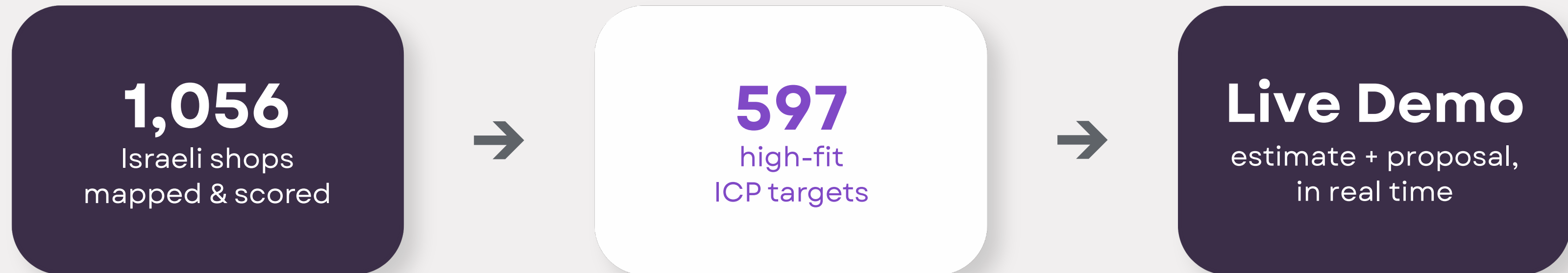
No software
replacement needed

LOW-COST GROWTH

Self-serve onboarding +
AI-assisted support

Direct outreach to a defined ICP, demo on their own RFQ

ICP: small-to-mid custom fabrication shops with recurring commercial RFQs.
Buying decision sits with the owner or estimator



Usage-based B2B SaaS subscription

Bigger, complex RFQs use more tokens. Buy more as you grow. 3D models only on Business

STARTER

\$99

/month per company

- Core estimation
- Basic proposal
- PDF / JPEG / PNG

PRO

\$199

/month per company

- Margin Control
- Branded proposal
- CAD / DWG

BUSINESS

\$299

/month per company

- Full estimation set
- Full proposal set
- DXF / SKP / 3D models

Pilot validation, first revenue and US market readiness

\$250K

PRE-SEED ROUND

Israel as validation market

USE OF FUNDS

60% Product: estimation engine, AI infrastructure, product iteration

40% GTM: pilots, sales workflow, customer acquisition

ROADMAP

NOW WORKING MVP
first pilots starting

Q1 PILOT VALIDATION
10-15 active pilots

Q3 FIRST REVENUE
\$10K MRR + sales workflow

Q4 US READY
validated product + GTM ready



Let's talk and see the product
Raising \$250K pre-seed

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