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INTELLIGENCE LAYER · Shopfloor

Shopfloor — joint venture proposal for The Build House

UPDATED 26 SEPTEMBER · TRUE JV · BUY-IN → OWNERSHIP OF FUTURE SAAS · COMPETITIVE MONTHLY · REPLACES 18 SEP PARTNERSHIP PRICING

- **Why this update.** After our 25 Sep conversation, the prior ~$40k+ build-out + ~$2k/mo structure was not viable next to Industry ERP (~$2.5k/mo, no implementation fee). We're pivoting to a true joint venture: lower buy-in, ownership tied to that buy-in, and a competitive monthly fee with a beta / cost-recovery path.
- **Buy-in (month 1).** Choose **$10k → 40% TBH / 60% IL**, **$15k → 60% / 40%**, or **$20k → 80% / 20%** of *future SaaS sales* (recurring revenue from other shops). Most discussed on the call: **$10–15k**.
- **Monthly (from month 2). $500/mo** for months 2–7. At the 6-month checkpoint: stays **$500** if an additional beta shop is testing Shopfloor; otherwise moves to **$1,000/mo** (full cost recovery). This is platform / hosting + continued build capacity under the JV — not a $40k build-out and not a $2k maintenance retainer.
- **SaaS to market.** Recommended customer tiers unchanged (Starter $799 / Growth $1,499 / Shop $2,499). Recurring split follows the buy-in ownership %. Month-1 implementation for other shops and PDF/drawing overages stay with IL.

1. Buy-in → ownership of future SaaS sales

Shopfloor is a product for custom millwork and casework shops. The Build House shaped it — vocabulary, pipelines, Crew app, production flow. Under this JV, you buy into a share of **future SaaS sales** (recurring revenue from other shops). Intelligence Layer remains the builder and operator of the multi-tenant platform. Pick one buy-in tier; ownership % locks to that choice.

$10,000	$15,000	$20,000
BUY-IN · MONTH 1	BUY-IN · MONTH 1	BUY-IN · MONTH 1
40% / 60%	**60% / 40%**	**80% / 20%**
BUILD HOUSE · IL	BUILD HOUSE · IL	BUILD HOUSE · IL
• TBH: 40% of recurring SaaS from other shops • IL: 60% recurring + builds, hosts, scales	• TBH: 60% of recurring SaaS from other shops • IL: 40% recurring + builds, hosts, scales	• TBH: 80% of recurring SaaS from other shops • IL: 20% recurring + builds, hosts, scales

Ownership % = share of recurring SaaS revenue from other shops after any month-1 implementation rules below. Your own shop data stays yours. IP / commercial terms land in the short JV agreement. Most discussed on 25 Sep: the $10–15k range.

2. Monthly fee (starts month 2)

No $40k / $50k / $60k build-out. No $2,000/mo maintenance retainer. Instead: a competitive monthly fee that covers platform hosting, AI for your shop, and continued build capacity under the JV — with a beta / cost-recovery path for the first half-year.

$500 / mo

MONTHS 2–7 · BETA / COST-RECOVERY

Six months at the lower rate while we prove multi-tenant Shopfloor with you as the design partner / first shop.

Checkpoint

AFTER MONTH 7 (6 MONTHS OF MONTHLY)

- If an **additional beta user** (another shop beyond The Build House) is testing Shopfloor → monthly **stays $500**.
- If not → monthly goes to **$1,000** (full cost recovery).

WHEN	WHAT THE BUILD HOUSE PAYS IL	WHAT IT COVERS
Month 1	**Buy-in only** $10k / $15k / $20k (chosen tier)	JV stake in future SaaS sales · continued go-live work for your shop
Months 2–7	**$500 / mo**	Hosting + AI for your shop · ongoing build capacity · working sessions
Month 8 onward	**$500 or $1,000 / mo** per checkpoint above	Same platform + build capacity; $1,000 = full cost recovery if still solo beta

Framing. You are not renting Shopfloor as a customer SaaS seat. You are a JV partner paying a lean platform fee while we take the product to other shops together. Custom, shop-specific work outside the shared SaaS roadmap can be scoped separately if needed.

3. SaaS pricing for other shops CUSTOMER PRICING TO MARKET

Other millwork / casework shops buy Shopfloor as SaaS. Recommended tiers (unchanged from 18 Sep) — separate from The Build House’s buy-in and monthly:

	STARTER	GROWTH	SHOP
Monthly	**$799**	**$1,499**	**$2,499**
Users included	5	15	Unlimited
Extra user	$49 / mo	$39 / mo	—
Drawing sets / mo	10	25	50
Extra drawing set	$40	$35	$30
Core	Bid · estimate · scope · materials	+ Production queue/board · field/crew	+ Financials · priority support · custom domain
Pilot	60-day free pilot on Growth features, then billed at chosen tier		

Why these numbers: Buildertrend Complete sits ~$829–$1,099 for PM-only; a millwork shop assembling the same footprint from parts lands ~$1,800–$2,200 before millwork logic. Starter undercuts that for a lean office; Shop matches a full production footprint.

4. How SaaS money splits

One split, driven by the buy-in tier you choose. No source-flip table — ownership % applies the same to recurring SaaS from every other shop.

WHEN	WHAT	WHO GETS IT
Month 1 implementation / onboarding per new shop	Full first-month fee at the shop's tier	**100% Intelligence Layer** (IL runs onboarding)
Month 2 onward recurring subscription	Base + seats at the shop's tier	**Per buy-in ownership %** (e.g. $15k → 60% TBH / 40% IL)
Drawing-set / PDF overages	Every extra set beyond the tier allotment	**100% Intelligence Layer** (covers AI + processing cost)

EXAMPLE — ONE GROWTH SHOP AT $1,499 / MO (RECURRING)	BUILD HOUSE	INTELLIGENCE LAYER
$10k buy-in (40% / 60%)	$599.60	$899.40
$15k buy-in (60% / 40%)	$899.40	$599.60
$20k buy-in (80% / 20%)	$1,199.20	$299.80
Month 1 of that shop (any tier)	$0	$1,499 (100%)
PDF / drawing overages	$0	100% of overage

IL invoices each SaaS shop; each party's recurring share is paid within 10 days of collection. Credits and late payments adjust on the next statement.

5. Year-1 illustration ILLUSTRATIVE ONLY

Not a forecast. Simple steady-state picture: **8 Growth shops × $1,499 × 12 months** of recurring SaaS (= $143,904 pool), split only by buy-in ownership %. Excludes month-1 implementation fees and PDF overages (both 100% IL), and excludes The Build House's own buy-in + monthly platform fee.

BUY-IN CHOSEN	OWNERSHIP	→ BUILD HOUSE	→ INTELLIGENCE LAYER
$10,000	40% TBH / 60% IL	**$57,562**	**$86,342**
$15,000	60% TBH / 40% IL	**$86,342**	**$57,562**
$20,000	80% TBH / 20% IL	**$115,123**	**$28,781**

Ramp, churn, and mix will differ in reality. Purpose of the table: show how buy-in tier maps cleanly to SaaS share. TBH's own cash out for year 1 is buy-in + (~$500 × 6) + then $500 or $1,000/mo — far below the prior build-out + $2k retainer path.

6. Terms (short)

- **Ownership of future SaaS sales.** Set by buy-in tier ($10k / $15k / $20k → 40/60, 60/40, or 80/20 TBH/IL). Your shop data remains yours; export anytime.
- **Buy-in.** Paid in month 1. No separate $40k–$60k build-out fee.
- **Monthly platform fee.** $500/mo for months 2–7; then $500 or $1,000 per the additional-beta checkpoint. Month to month; either party can end with 60 days' notice after the initial six monthly payments.
- **SaaS split.** Month 1 of each new shop 100% IL; recurring thereafter at ownership %; PDF/drawing overages 100% IL.
- **Scope.** Shared SaaS roadmap is covered by the JV monthly. Shop-specific custom work outside that roadmap is quoted separately.
- **Sale of Shopfloor.** Sit down and agree a fair one-time path; trailing SaaS share is a starting point for discussion.

7. Next steps

1. Review call early next week (follow-up from 25 Sep).
2. Choose buy-in tier ($10k / $15k / $20k).
3. We send a short JV agreement + month-1 buy-in invoice.
4. Continue go-live for The Build House; open multi-tenant pilots for shops you introduce.

Thank you for the direct feedback on the 25th — this structure is simpler: shared stake, lean monthly, and the money from other shops follows the buy-in you choose.

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