

# Pitch Deck

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**THPH – THE FUTURE OF HVAC & PLUMBING SERVICES!**

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Transforming the UK  
HVAC & Plumbing  
Industry with a Seamless  
Digital Marketplace

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## OUR MISSION

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To bridge the gap between customers and certified HVAC & plumbing professionals by providing a streamlined, transparent, and efficient service platform. We empower skilled contractors with direct job opportunities while ensuring customers receive high-quality, reliable service.

# 1. INTRODUCTION

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## **Transforming the HVAC & Plumbing Industry with a Seamless Digital Marketplace**

THPH is an innovative platform connecting homeowners, businesses, and landlords with certified HVAC & plumbing professionals. Our task-based, commission-free model eliminates inefficiencies, allowing customers to quickly find reliable service providers while ensuring skilled professionals secure high-value jobs without paying lead fees or commissions.

## 2. MARKET PROBLEM

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### **The Challenges in Finding Reliable HVAC & Plumbing Services**

For Customers:

- Finding trusted professionals for maintenance, repairs, and upgrades is difficult.
- Getting multiple quotes is time-consuming and often leads to delays.
- Existing platforms (Checkatrade, MyBuilder, Rated People) focus on lead generation rather than quality service and fair pricing.

For Contractors:

- Professionals struggle with inconsistent job flow and high platform fees.
- Competing on price alone leads to undercutting, affecting service quality and earnings.
- No platform specializes in HVAC & plumbing, making it hard to stand out.

# 3. OUR SOLUTION

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## A Specialized Digital Marketplace for HVAC & Plumbing Services

- **Task-based, commission-free model** – professionals keep 100% of their earnings.
- **Smart matching system** – customers receive instant quotes from certified professionals.
- **Bid and negotiate** – engineers and plumbers submit offers and set pricing directly.
- **Verified professionals** – strict certification checks (Gas Safe, MCS, NICEIC, F-Gas).
- **Scalable services** – covering domestic, commercial, and specialized HVAC & plumbing needs.
- **End-to-end support** – secure payments, customer reviews, and dispute resolution.

# 4. MARKET OPPORTUNITY

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## **A Specialized Digital Marketplace for HVAC & Plumbing Services**

- The UK HVAC & plumbing market is worth over £20 billion and continues to grow due to:
- Increasing demand for energy-efficient and sustainable solutions (e.g., heat pumps, smart HVAC).
- Government incentives driving eco-friendly heating system installations.
- Property developments & renovations boosting demand for skilled professionals.
- Digital marketplaces transforming how service industries operate.
- THPH is positioned to become the go-to platform for certified HVAC & plumbing professionals.



# 5. BUSINESS MODEL

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## Revenue Streams That Drive Growth

- Subscription Plans – Affordable monthly/annual memberships for contractors.
- Featured Listings & Premium Profiles – Increased visibility for top professionals.
- Value-Added Services – Insurance, compliance checks, and marketing tools for professionals.
- Unlike competitors, THPH does not charge per lead or take commissions, ensuring fair pricing and higher contractor earnings.

# 6. HOW IT WORKS

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## A SIMPLE, TRANSPARENT PROCESS

- **Customers Post Jobs** – Submit service requests with descriptions & images.
- **Professionals Bid & Negotiate** – Verified engineers & plumbers submit competitive offers.
- **Customers Select a Provider** – Based on expertise, pricing, and verified reviews.
- **Job Completed, Secure Payment** – Ensuring safe transactions & service quality.
- **Ratings & Feedback** – Helping professionals build trust & reputation.

## **7. CONTRACTOR COMPANY PROFILE**

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**Every contractor registered on THPH will have a comprehensive profile, including**

- **Company Name & Certifications (Gas Safe, MCS, NICEIC, etc.)**
- **Service Categories & Specializations (Heating, Cooling, Ventilation, Plumbing, Renewable Energy)**
- **Location & Coverage Area**
- **Customer Ratings & Verified Reviews**
- **Portfolio & Completed Projects**
- **In-House Quick Tags – Intelligent tagging for optimized job matching and high-quality leads.**

## 8. COMPETITIVE ADVANTAGE

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- **Industry-Specific Focus** (Unlike general platforms like Checkatrade, MyBuilder, and Rated People: , we specialize in HVAC & plumbing services.)
- **Advanced Vetting Process** – Ensuring only certified, skilled professionals are listed.
- **Smart Matching & Bidding System** – Providing transparency and fair competition.
- **Scalability & Automation** – Seamless expansion into domestic, commercial, and bespoke HVAC services.