

# MainStreet Systems

Revenue Execution Infrastructure for Local Service Businesses

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*Turning Existing Demand Into Booked, Collected, and Repeat Revenue*



**MainStreet Systems** (MSS) is a business growth and automation platform built specifically for local service businesses.

**Contractors, cleaners, landscapers, excavators, welders, and home service** providers are experts at their trade but often struggle with lead management, follow-up, automation, and customer conversion.

As a result, they lose opportunities and leave revenue on the table.



**MainStreet Systems solves this problem by providing:**



**CRM  
Systems**



**AI  
Follow-Up**



**Automation**



**Lead  
Management**



**Websites &  
Funnels**



**Marketing  
Support**



**Revenue  
Tracking**








**MISSION:**






Help local businesses **make more money**, save time, and scale through **better** systems.

**Most local businesses** do not have a lead problem. They have a conversion problem.

**COMMON REVENUE LEAKS:**

-  Missed Calls
-  Slow Response Times
-  No Follow-Up Process
-  Manual Lead Management
-  Lost Revenue Opportunities

**BUSINESSES SPEND THOUSANDS EVERY MONTH GENERATING LEADS THROUGH:**

-  Thumbtack
-  Angi
-  Google
-  Facebook
-  Referrals

Businesses spend thousands every month generating leads through:



**SPEED TO LEAD = REVENUE**

Every minute you wait, revenue walks away.

# HOW MAINSTREET MAKES MONEY

## 1 MONTHLY SOFTWARE SUBSCRIPTION



**\$147–\$497**  
/month

Recurring revenue from CRM, automation, communication tools, and reporting.

## 2 SETUP & SERVICE FEES



- Websites
- CRM Setup
- Automation
- Branding
- Marketing Systems

## 3 FUTURE GROWTH OPPORTUNITIES



- Licensing
- Strategic Partnerships
- Multi-City Expansion



**SIMPLE. RECURRING. SCALABLE.**



**MainStreet  
Systems**

Infrastructure for Local Service Businesses

## WHY NOW?



**34.7 Million**  
U.S. Small Businesses



**Millions of**  
Local Service Providers



**Billions Spent on**  
Lead Generation



**AI Adoption**  
Accelerating Across SMBs

## WHY MSS?



▶ **Proven Beta Results**



▶ **Recurring Revenue Model**



▶ **Large Fragmented Market**



▶ **Strong Founder Network**



▶ **Automation + AI Tailwinds**



▶ **Multiple Acquisition Paths**

### CURRENT BETA METRICS



**25–40%**  
Average  
Revenue Lift



**92%**  
Retention Rate



**3.1x**  
Referral Rate



**FOUNDER**

## Adam Brown

### Architecture & Revenue Systems

Designs the system architecture that captures, routes, and converts demand into booked revenue. Focused on building scalable infrastructure that turns fragmented tools and lead flow into a repeatable, measurable system.

- ★ Built operational systems focused on lead routing, conversion infrastructure, and scalable revenue execution.



**FOUNDER**

## Kiley Doll

### Operations & Execution Systems

Leads real-world execution—how systems function inside service businesses. Brings structure to daily operations, ensuring the system is adopted, followed, and consistently producing outcomes.

- ★ Extensive experience building operational systems, entrepreneur support programs, and scalable business infrastructure.

## ADVISORS



### Patrick Sughroue

#### Venture Legal & Growth Strategy

Advises on legal structure, compliance, and long-term growth strategy aligned with scalable venture expansion.

- 🛡️ Expert in legal structure and venture growth strategy for scalable businesses.



### Jeff Barnes

#### Automation & Systems Scaling

Designs scalable automation workflows and operational systems that turn manual execution into repeatable infrastructure.

- ⚙️ Expert in automation and systems scaling for operational efficiency.



**Built by operators. Backed by expertise. Focused on execution and scalable infrastructure.**

# WE ARE RAISING

**\$** **\$250,000**  
SEED ROUND



**STRUCTURE:**  
SAFE Note



**VALUATION CAP:**  
\$2.5 Million



**COMPANY STRUCTURE:**  
C-Corporation

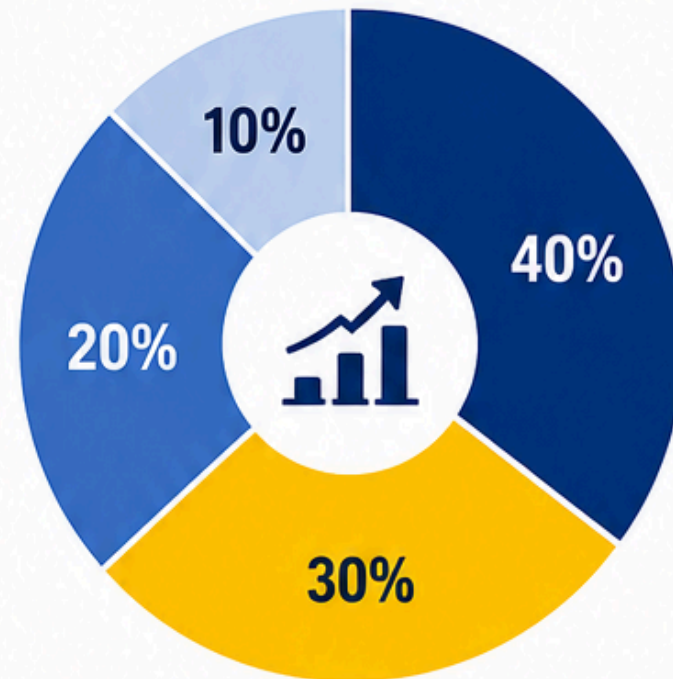


## INVESTMENT OBJECTIVE:

Expand proven revenue-conversion systems across local service businesses nationwide.



## USE OF FUNDS



- 40% Technology Development
- 30% Operator Acquisition
- 20% Marketing & Growth
- 10% Systems & Infrastructure



**MainStreet Systems**  
Infrastructure for Local Service Businesses

MAINSTREET SYSTEMS IS BUILDING THE **OPERATING SYSTEM** FOR LOCAL SERVICE BUSINESSES.



Helping businesses get more customers, book more jobs, and **capture more revenue.**

**THANK YOU**



**MainStreet  
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