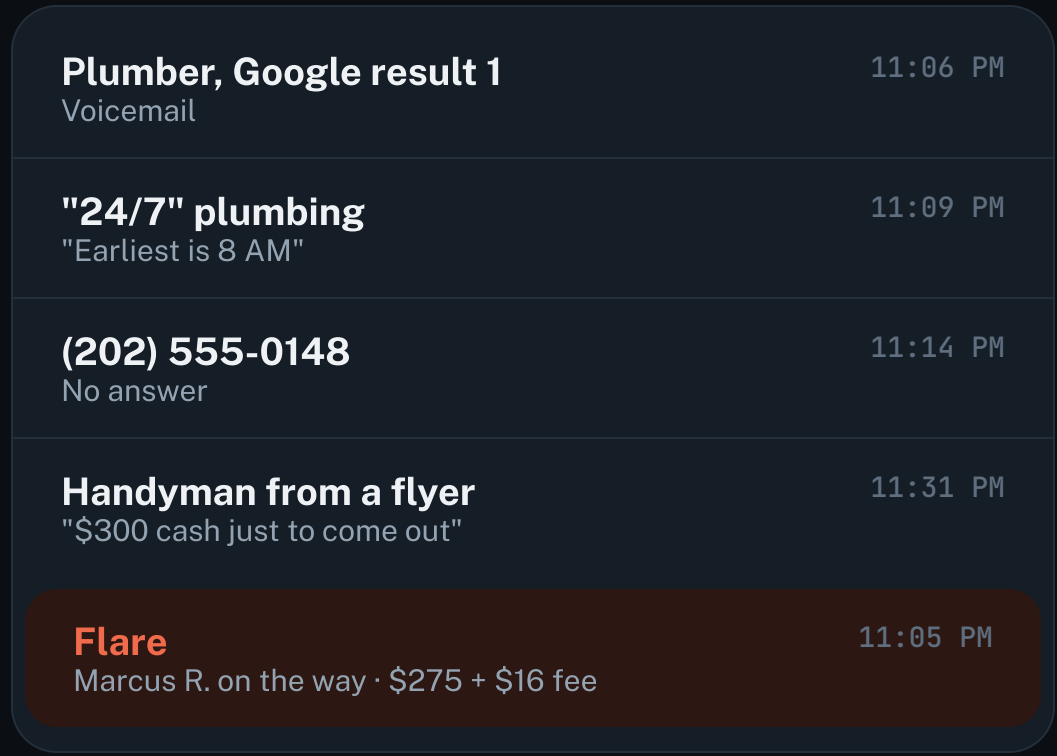
WASHINGTON, DC · SPRING 2027

Pipe burst at 11 PM? Tap once.

Flare is on-demand emergency home repair. The nearest licensed plumber, electrician or handyman, at a price agreed before anyone gets in the car.

After hours, nobody picks up

Most shops go to voicemail. The one that calls back wants $300 just to come out, and names the real price once they're in your kitchen.



THE PRODUCT

From burst pipe to fixed, on one clock

11:05 PM

Tap what's wrong

Problem, photo, address.

11:06 PM

A licensed pro accepts

Name, rating, DC license, and the price, before they drive.

11:24 PM

At your door

Tracked on the map the whole way.

11:52 PM

Fixed, then paid

Payment held until the customer confirms.

WHY EMERGENCIES

The one job nobody shops around for

Lead sites sell introductions and lose the job once both sides meet. In an emergency the customer needs someone now, can't compare quotes, and pays for speed.

81%

of US homeowners had a repair emergency in the past year

HomeServe survey, 2025

31%

say finding a qualified pro is very easy

HomeServe survey, 2025

22.6%

of home insurance claims are water damage or freezing

Triple-I, 2023

THE MARKET

DC first: dense, old housing, no funded rival

$2.7–4.9B

yearly home-services spend, DC metro

Our estimate from Angi and Census data

~26,000

licensed-trade plumbers and electricians in the metro

BLS, May 2025

0

funded on-demand repair apps in DC that we found

Flare research, Oct 2026

BUSINESS MODEL

About 15% per job, split across both sides



Customer pays ($275 job + booking fee)	**$291**
Booking fee from customer, about 6%	**$16**
Fee from pro, 9% of $275	**$25**
Flare revenue on the job	**$41**
Net after card processing (about 3%)	**$32**

WHY JOBS STAY ON FLARE

Built against the leak every marketplace fights

LEAD SITES

Pay per lead

Pros pay for contacts they often lose, shared with several others.

TASK APPS

About 15%

TaskRabbit charges clients about 15% on top of each task.

FLARE

About 15%, split

Lower on repeat jobs, payment held in the app, support and dispute help only on jobs paid through Flare.

WHAT WE LEARNED FROM OTHERS

On-demand home services has a graveyard. We studied it.

HOMEJOY, 2015

Gig workers, discounts

Classification lawsuits and customers who didn't return. Flare works with licensed independent businesses, and urgent jobs don't need a discount.

LEAD SITES

Resented by pros

Flare charges only on finished, paid jobs. $0 for a request, a quote or a no-show.

FIXED-PRICE BOOKING

Tried for chores

Flare puts it where a fixed price matters most: at 11 PM, with water on the floor.

GO TO MARKET

Pros first, one city, by hand

01 **Sign 40 to 60 licensed plumbers and electricians** before opening to homeowners. Master electricians licensed in Maryland or Virginia can get a DC license without a new exam.

02 **Three trades, every early job matched by hand** (plumbing, electrical, handyman).

03 **Neighborhood by neighborhood** starting with the oldest housing, through neighborhood lists and associations.

04 **Then New York and New Jersey** with the same playbook.

WHAT WE'LL PROVE IN DC

Four numbers decide whether this works

Match rate

Share of emergency requests a pro accepts.

Time to accept

Minutes from tap to a pro on the way.

Take rate held

About 15%, without jobs leaving the app.

Repeat customers

Homeowners who book again within six months.

TEAM

Who's building it



Luca Shelesky

Founder, product and build

Builds websites and booking systems for small businesses around New York, and is building the Flare app himself.

SM

Sergio Montero

Partner, finance and accounting

Full bio coming soon.

TALK WITH US

Flare.

flare.luxwebdesigns.com · luca@luxwebdesigns.com

Survey figures as reported by HomeServe USA and the Insurance Information Institute; worker count BLS May 2025; licensing per DC DLCP. Example job illustrative. For information only; not an offer to sell securities.