

USE OF FUNDS

\$3.5M Seed Round — Capital Deployment Plan

Seed capital is deployed across four categories that mirror the Company's operating model and 36-month financial plan. Technology infrastructure carries the largest allocation, reflecting the platform-first nature of the business. Remaining capital supports the leadership team, go-to-market execution, and operational infrastructure required to convert the existing LOI pipeline into contracted revenue.

Platform & AI 40%	G&A 21%	Sales & Mktg 20%	Salaries 19%
PLATFORM & AI DEVELOPMENT			40% \$1,400,000

- **Technology Development**

Platform build, AI/ML pipeline, 3D visualization, computer vision, and floor plan processing — executed in partnership with our engineering team.

- **Cloud Infrastructure & Security**

AWS architecture, deployment, scaling, and ongoing security and compliance infrastructure required for enterprise partner integrations.

- **QA, DevOps & Technical Reserve**

Testing, monitoring, CI/CD, and a scope buffer aligned with the 5–7 month core build timeline and extended AI/ML development phase.

The platform is the product — technology is the primary use of seed capital.

SALARIES & BENEFITS**19% | \$675,000**

- **C-Suite Leadership**

Executive compensation to ensure full leadership focus on platform launch, partner acquisition, and investor relations through the seed period.

- **Key Operational Hires**

VP of Operations / Supply Chain and Partner Success Manager, onboarded in tranches as platform milestones are reached.

SALES, MARKETING & PARTNER NETWORK**20% | \$700,000**

- **Partner Onboarding & Network Activation**

Builder, broker, and staging company onboarding across active markets; manufacturer catalog integration and supply chain buildout.

- **Sales & Revenue Activation**

Enterprise sales execution, CRM infrastructure, and pipeline conversion targeting signed contracts from the existing \$14.5M LOI pipeline.

- **Brand & Marketing**

Digital marketing, HGTV partnership activation with Lindsey Walker, and industry presence to support partner acquisition.

GENERAL & ADMINISTRATIVE**21% | \$725,000**

- **Legal, Insurance & Compliance**

Legal counsel, D&O and E&O insurance, state filings, and data privacy compliance across all active markets.

- **Operations & Working Capital**

Administrative infrastructure, finance tooling, and a working capital reserve providing operational flexibility through the seed deployment period.

TOTAL SEED ROUND DEPLOYMENT**\$3,500,000**

Capital is deployed on a rolling basis as the round closes, with technology infrastructure initiated at first close. All other categories activate in tranches tied to business milestones and LOI conversions. Allocations reflect strategic intent and are managed at management's discretion in response to market conditions. Detailed 36-month financial projections are available in the data room.

This document is for informational purposes only and does not constitute an offer to sell or solicitation of an offer to buy securities. Allocations are indicative and subject to adjustment. Contact: info@homestudioai.com