



IncentiFind™

The go-to database of green building incentives

Search | Verify | Apply

Found money is a beautiful thing



A Team of Industry Experts



Green Architect

Natalie Campos Goodman
Founder, CEO

15 years in green architecture



Green Contractor

Seth Thompson
CRO

15 years in green construction



Data Scientist

Jon Weers
CTO

25 years in data science



United States

140M
housing units

5.6M
commercial buildings

50%
are outdated

\$70B
in incentives come
available each year

\$35B
goes unused

544,432

Green Building Incentives

Worth \$70B



IncentiFind™

Offered by

Categories

Types

Federal

State

County

City

Utility

Energy

Renewables

Water

Conservation

Bill Credits

Fee waivers

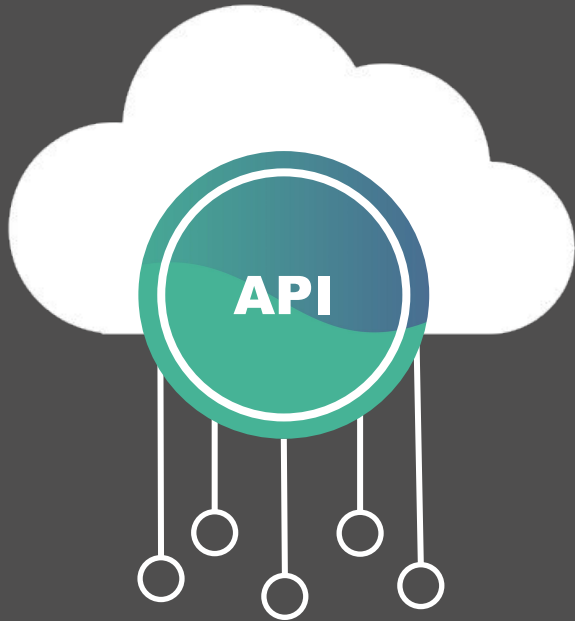
Grants

Loans

Rebates

Tax

B2B Business Model



**Annual Subscriptions to
access our database via
API Integration**

PropTech Segments in our backlog



Finance

\$3.2M ARR



Service

\$5.3M ARR



Design

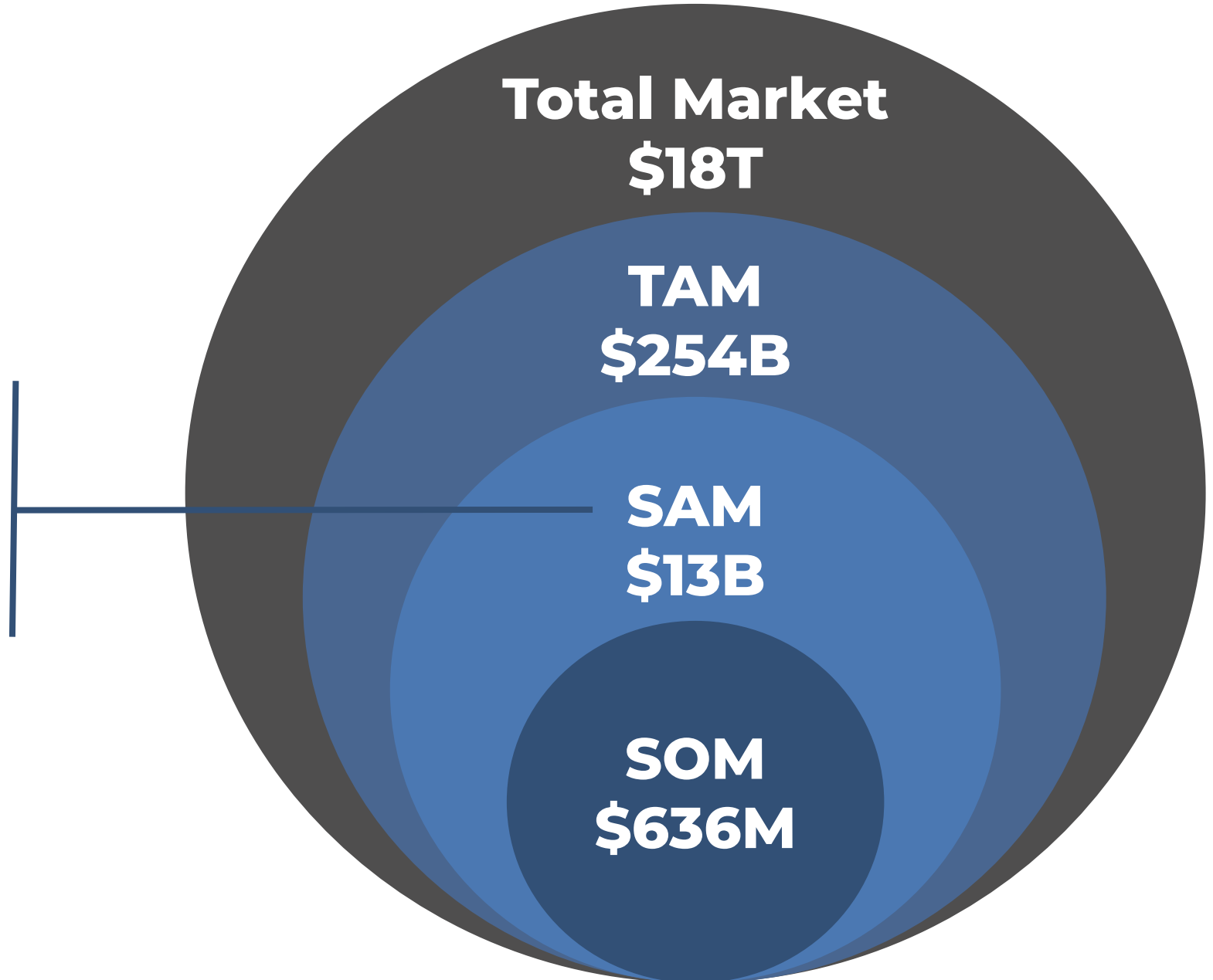
\$1.3M ARR



Construction \$1.7M ARR



**10,000
PropTech
Companies**



Financials



	2020	2021	2022	2023	2024
	Paid Pilots	1 MVP	3 Products	4 Products	Growing Staff!
Property Owners Served	104	206	337		
PropTech Companies Served			2	75	267
Revenue (ARR)	\$70K	\$140K	\$124K	\$1,442K	\$6,273K
Gross Margin %	92%	72%	68%	71%	74%
EBITDA	(\$8K)	(\$154K)	(\$348K)	(\$1,772K)	\$3,099K

Value Proposition



Data as-a-service

PropTech	Subscription	Value to PropTech Company
Design	\$1K/Month	Sell more services
Construction		Sell more products
RE Finance		Sell more products
RE Services		Sell more products and services

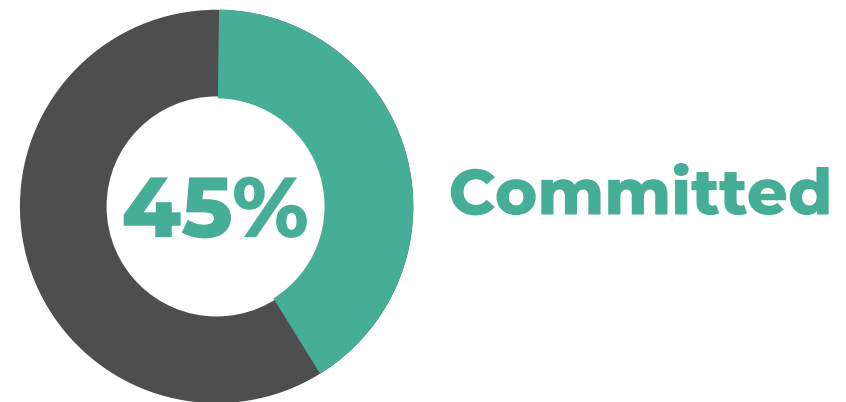
Unit Economics

Unit	Margin	LTV	Cost
API Call	5%*	\$600K	\$4.00*

*At 50,000 calls/yr . As call volume increases, margin increases and cost decreases.

Seed Round Ask

We are **raising \$3.5MM** to service **267 PropTech companies**, which will generate **\$4.2MM ARR, 74% Gross Margins**, and **\$3.1MM EBITDA**.





Transforming real estate with green incentives

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