

• PRE-SEED · VERTICAL SAAS FOR 7M QUICKBOOKS SERVICE BUSINESSES

The Missing Link Between Your Estimate and a **Signed Contract.**

We turn QuickBooks estimates into legally binding, e-signed contracts for service businesses—automatically.

[View Live Product →](#)

hello@contractflow.io

THE PROBLEM

The “Accept Estimate” button is not a contract.

7 million service businesses run on QuickBooks. None of them get a legally binding, e-signed contract out of it. Instead, they're stuck rebuilding one by hand—every single time.

7M+

businesses use QuickBooks globally

0

legal protection from the native “Accept Estimate” click



“I feel like I really need an e-signature at least! My quotes have all sorts of Assumptions, Terms, and Conditions that clients agree to have read and accepted.”

— Real service business owner, r/smallbusiness

THE COST

8 manual steps. Countless opportunities to lose the deal.



Accept estimate in QBO



Export to PDF



Copy data into Word



Format contract manually



Upload to DocuSign



Email client, wait



Chase down signature



Manually update QBO

Average time lost per contract

45–90 minutes

THE SOLUTION

One click. From estimate to signature.

ContractFlow collapses eight disconnected manual steps into a single, automated workflow that lives inside the tool service businesses already use every day.



Auto-Populated Contracts

Pulls customer data and pricing directly from QuickBooks. Zero manual entry.



ESIGN-Compliant

Legally binding e-signatures with a full, tamper-evident audit trail.



Industry-Specific Templates

Purpose-built for HVAC, plumbing, electrical, landscaping, and beyond.



Admin Dashboard

Track every pending and signed contract, synced back to QuickBooks.

THE PRODUCT

Built for the field, not the legal team.

Clean, mobile-first, zero training required. A service business can go from estimate to sent contract in under 60 seconds.



1. Import

QBO estimate data instantly auto-fills customer, scope & pricing.



2. Preview

Review the pre-filled, industry-specific contract on any device.



3. Track

Dashboard shows pending and signed contracts, one-click follow-up.

"From estimate to signed contract in under 60 seconds."



ContractFlow

1

2

3

SERVICE CONTRACT

Ready

Total

\$8,450.00

Signature



Signed



Contract Signed & Filed

THE OPPORTUNITY

A massive market, hiding inside a workflow nobody else owns.

\$10.5B

Contract Management Market

Projected market size by 2035

\$154B

Digital Signature Market

Projected market size by 2034

2.8M

QuickBooks Users in Our Target Market

Construction, IT & software services

TAM

7M+ QuickBooks users globally

SAM

~2.8M service businesses in construction, IT & software services

SOM

14,000–28,000 paying subscribers by Year 3

COMPETITIVE LANDSCAPE

The only tool built for the QBO-using **service business**.

Everyone else asks service businesses to change how they work. We don't.

	Enterprise CLMs Ironclad, Juro · \$\$\$\$ /mo	FSM Platforms ServiceTitan · \$398+ /mo	Generic E-Sign DocuSign · \$10–40 /mo	ContractFlow Us · \$39 /mo
Native QBO line-item sync	✗	—	✗	✓
Built for small & growing service teams	✗	✗	✓	✓
ESIGN-compliant e-signature	✓	—	✓	✓
Industry-specific contract templates	—	✓	✗	✓
No need to leave QuickBooks	✗	✗	—	✓
Priced for a small service business	✗	✗	—	✓

THE VERTICAL SAAS ADVANTAGE

Niche SaaS outperforms horizontal platforms by every metric that matters.

Vertical SaaS companies achieve 35–60% higher customer retention than horizontal platforms because their products become embedded in daily operational workflows. The switching cost isn't just financial—it's operational.



“Niche is no longer a consolation prize. It is the strategy.” — SaaS Mag, 2026

35–60%

Higher retention vs. horizontal SaaS

\$9.6B

ServiceTitan IPO valuation, 95%+ retention

\$1B+

Procore ARR (construction vertical)

31%

Vertical SaaS ARR growth vs. 28% horizontal

96%

Fintech-led vertical SaaS gross retention

BUSINESS MODEL

Predictable subscription revenue, **freemium entry point.**

Free

\$0 /mo

Drives App Store adoption

- ✓ 3 contracts / month
- ✓ Basic contract template
- ✓ Full QBO sync

MOST POPULAR

Starter

\$39 /mo

For the majority of small service businesses

- ✓ Unlimited contracts
- ✓ Full QBO sync
- ✓ E-signature with audit trail
- ✓ Admin dashboard

Professional

\$79 /mo

For growing, multi-person teams

- ✓ Everything in Starter
- ✓ Custom branding
- ✓ Multiple trade templates
- ✓ Client portal & priority support

~\$49

Blended ARPU

80%+

Target gross margin

<3%

Target monthly churn

5:1+

LTV / CAC target

Customer acquisition, built to be **cheap by design.**

We don't need to outspend anyone on ads. We show up exactly where QuickBooks service businesses already look.



01

QuickBooks App Store

Free listing in front of millions of QBO users actively searching for this exact workflow.

Organic discovery



02

QuickBooks ProAdvisors

A built-in referral engine—accountants who already advise service businesses on apps.

Trusted referral engine



03

Trade Associations

Direct access to HVAC, plumbing, electrical & landscaping trades through associations.

Direct trade access



04

Professional & SMB Associations

Chambers of commerce, SCORE, and industry groups for IT, consulting & creative businesses.

Broadens beyond the trades

REVENUE PROJECTIONS

A conservative path to **\$7M+ ARR** within the QuickBooks ecosystem alone.

The QuickBooks ecosystem provides access to ~2.8M service businesses in our primary target segment. Projections use conservative conversion benchmarks against comparable niche SaaS tools.

Scenario	Conversion Rate	Paid Users	Avg. MRR / User	ARR
Conservative	0.1%	2,800	\$39	\$1.3M
Moderate	0.5%	14,000	\$45	\$7.6M
Optimistic	1.0%	28,000	\$49	\$16.5M



These projections cover QuickBooks only. A single unified accounting API connects to 50+ platforms (Xero, FreshBooks, Wave) — expansion multiplies the addressable market 3–4x with minimal added engineering.

TRACTION

Not a concept. A live product.



Working QuickBooks Online integration, live



Real signed contracts in production



Production infrastructure with a full audit trail

ROADMAP

What comes next.



Template library expansion

Broader coverage across HVAC, plumbing, electrical, landscaping & beyond



QuickBooks App Store certification

Unlocks organic distribution to millions of QBO users



Multi-platform integration

Xero, FreshBooks & Wave via a single unified API



Freemium onboarding

Removes friction from first contract to paid conversion

THE ASK

Join us in solving a **\$10 billion problem** for America's service businesses.

We're raising a pre-seed round to fund our QuickBooks App Store launch and acquire our first 500 customers.

USE OF FUNDS

Engineering 40%



App Store certification, template library, Xero integration

Sales & Marketing 30%



ProAdvisor referral program, community marketing

Legal & Compliance 20%



Template review, ESIGN audit infrastructure

Operations 10%



General administrative and operating costs

GET IN TOUCH



contractflow-landing.vercel.app

Live product



hello@contractflow.io

Contact the founder

[View Pitch Deck Online →](#)



Every signed contract is the start of a trusted relationship.

ContractFlow starts with the contract. The vision is bigger: the operational layer that connects a service business's financial data to every customer touchpoint—from the first estimate to the final invoice.

ContractFlow — From Estimate to Signed. In Seconds.

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