



SyneraBTP

The construction site management ecosystem
that connects professionals and homeowners

Maxence Fontaine-Pietri — Founder & CEO

VivaTech 2026

THE PROBLEM

The French construction industry is broken — and nobody is fixing both sides.

7,745

construction companies
failed in 2024

Altares

47%

of invoices paid
more than 30 days late

Banque de France

€15B

of cash flow frozen
in SMEs due to late payments

Banque de France

FOR PROFESSIONALS

- Information scattered across SMS, calls, emails
- No written proof in case of disputes
- Late payments cripple cash flow
- Existing tools cost €200-800/month

FOR HOMEOWNERS

- Zero visibility on project progress
- No proof of what was agreed upon
- Must chase contractors by phone
- No app exists for them at all

THE SOLUTION

One ecosystem, two apps, real-time shared project data.

SyneraBTP Pro

For professionals

- Import quotes + e-signature
- Complete site management
- Real-time project tracking
- Secure payments (escrow)
- Automated invoicing

From €29/month

MonChantier

For homeowners

- Real-time site tracking
- Notifications at every step
- Sign quotes in the app
- Secure milestone payments
- Photos, documents, history

100% FREE

HOW IT WORKS

From quote to payment — one seamless flow



WHAT MAKES US UNIQUE

First B2B + B2C ecosystem — professionals and homeowners share the same real-time project data

Built-in viral loop — every homeowner using the free app sees the pro's work, and every pro invites their clients

All-in-one platform — quote, signature, tracking, payment, invoicing. No need for 4 separate tools

BUSINESS MODEL

CORE

SaaS Subscriptions

€29-35/mo tradespeople
€23-28/mo architects (-20%)

B2C

In-App Advertising

CPM €8-12 on the free
homeowner app

ADD-ON

Extra Project Slots

€5/slot or €40 for
a pack of 10

TRANSACTIONAL

1% Payment Commission

On every payment
processed via platform

UPSELL

Enterprise Module

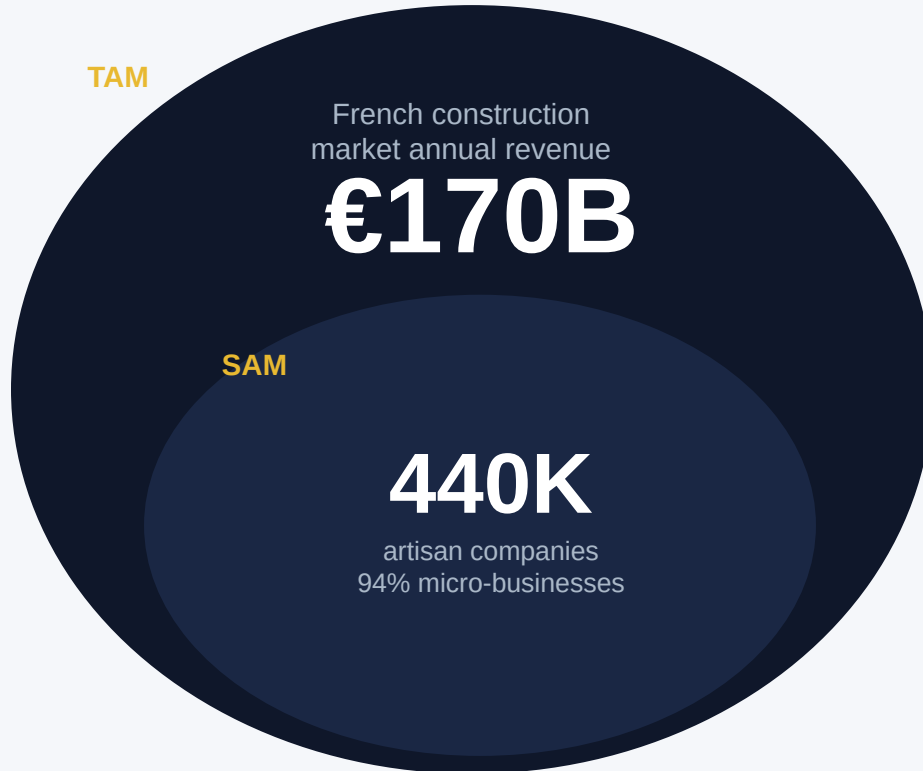
+€50/mo for team mgmt
& multi-site dashboards

HIGH MARGIN

Admin Assistant

€100-500 per case
~95% margin

MARKET OPPORTUNITY



COMPETITIVE LANDSCAPE

Graneet

€200-800/mo

Too expensive for SMEs

Alobees

€40-80/mo

No homeowner app

Vertuoza

€110/mo

Complex, no B2C

Obat / EBP

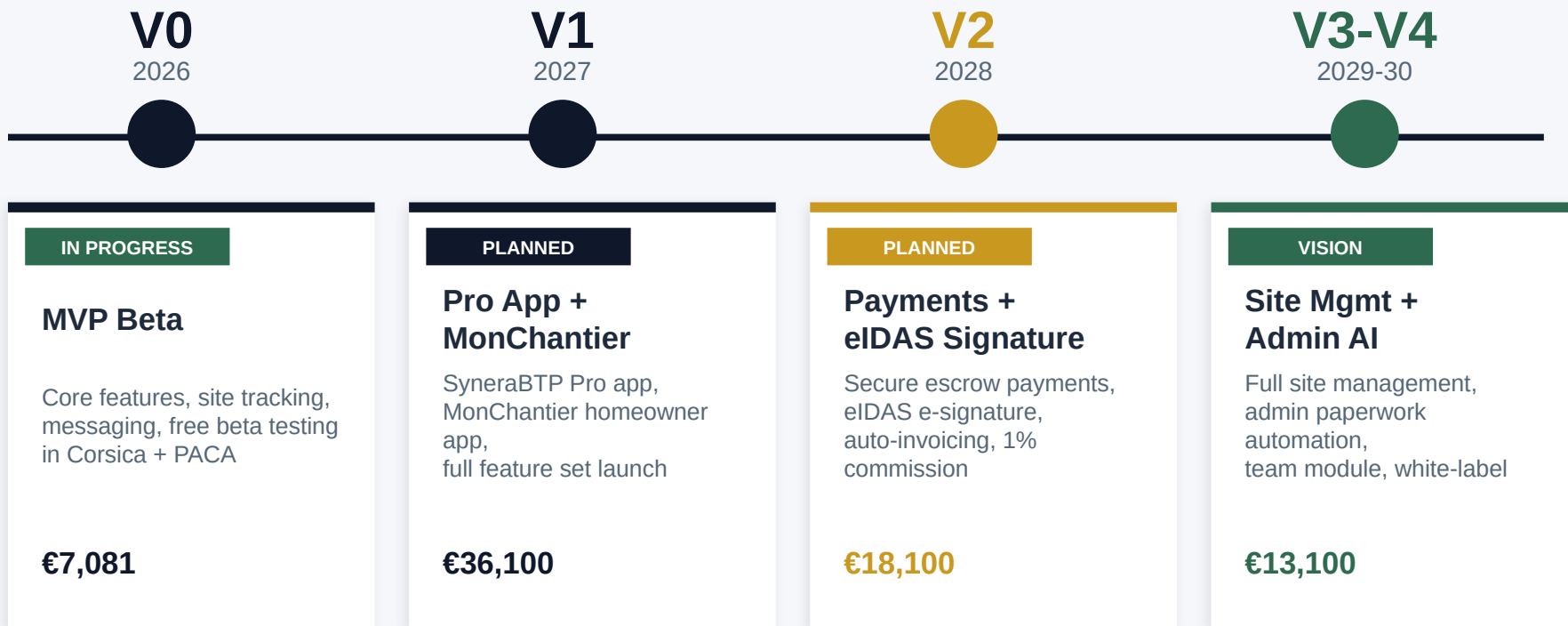
Varies

Quotes only, no tracking

SyneraBTP: €29/mo + free B2C app

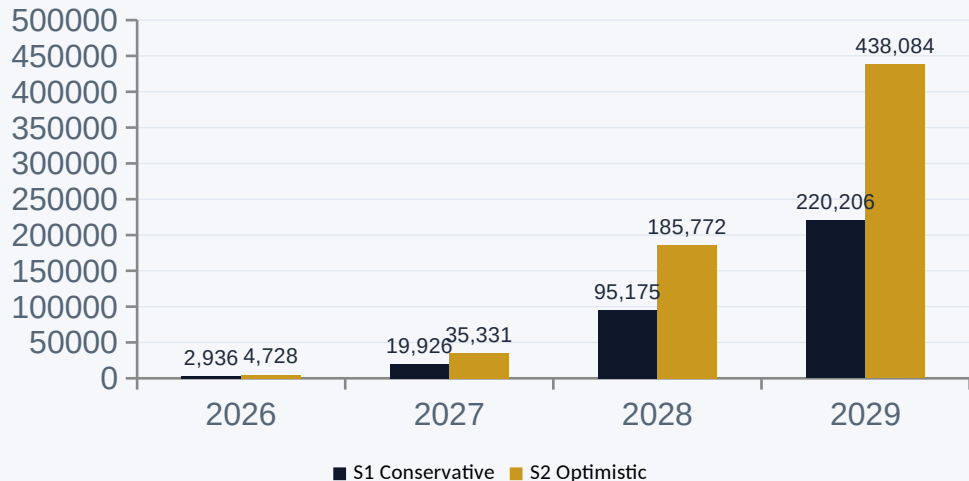
ROADMAP & MILESTONES

Total development cost: €74,381



FINANCIAL PROJECTIONS

Two scenarios modeled over 48 months (2026–2029)



KEY ASSUMPTIONS

	S1 Conserv.	S2 Optimistic
New pros/month (avg)	5–10	9–18
Churn rate	3%	2%
Users at M48	603	1,115
Revenue Year 4	€220K	€438K
Cumul. break-even	M38	M30

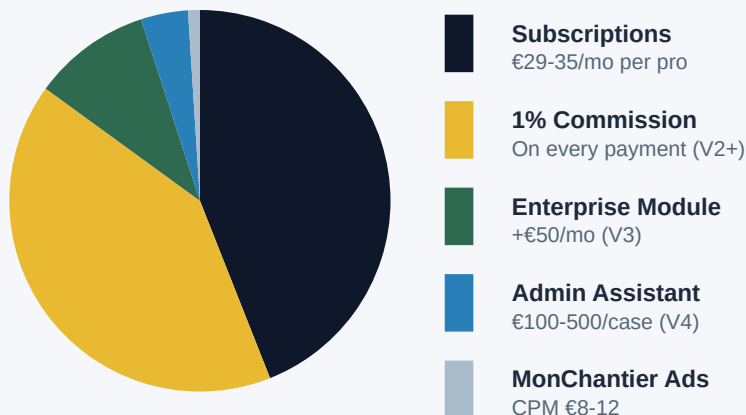
USER GROWTH

V0 Beta (M1–M8)	8	13
V1 Launch (M9–M19)	42	68
V2 Scale (M20–M36)	228	420
Full Scale (M37–M48)	603	1,115

No salary for founder during ARE period (until Nov 2027). Difference between S1 and S2 driven by acquisition velocity and churn.

FINANCIAL DETAILS

REVENUE BREAKDOWN (Year 4)



BREAK-EVEN ANALYSIS

Monthly Break-Even

M14 (Jan 2027)

~31 active subscribers
Monthly revenue > monthly costs

both scenarios

Cumulative Break-Even

M30–M38

S2: June 2028 (M30)
S1: February 2029 (M38)

8 months faster in S2

COST STRUCTURE

Development (externalized) V0–V4 over 4 years	€74,381
Founder salary (from M24) €3,100/mo net after ARE	€83,700
Hosting + infra €200 → 350/mo scaling	€12,600
Insurance + accounting + other Fixed operational costs	€23,155

Total 4-Year Costs

€199,656

Monthly burn: €3,690 (Y1)
→ €5,329 (Y4)

lean operations

GROWTH STRATEGY

PHASE 1

Corsica + PACA

2026-2027

Beta testing with local tradespeople.
Direct field acquisition in both regions.
Corsica = trust network, PACA = scale.
Validate product-market fit.

PHASE 2

South of France

2027-2028

V1 commercial launch.
Digital acquisition + partnerships with trade chambers.
Architects as prescribers.

PHASE 3

National (France)

2029-2030

Scale with proven model.
Enterprise module launch.
Strategic partnerships with material suppliers & insurers.

BUILT-IN VIRAL LOOP

Homeowner downloads free MonChantier app → Sees their tradesperson's profile → Recommends to friends → Friends hire pros → Each pro subscribes to SyneraBTP Pro → Each pro brings all their clients → Cycle repeats

THE FOUNDER

Maxence Fontaine-Pietri

Founder & CEO — SASU SyneraBTP

- Mason from 2018 to 2025 — 7 years of field experience
- Compagnons du Devoir graduate (5 regions across France)
- Founded his own construction company
- Experienced every pain point firsthand
- Full-time on SyneraBTP since January 2026

“
*I built the app I wish I had when I was on site — for both
the tradesperson and the homeowner.*”

SUPPORT NETWORK

- Father: chartered accountant (pro bono)
- Compagnons du Devoir alumni network
- Local trade contacts across 5 regions

FINANCIAL SITUATION

- ARE: €980/month until November 2027
- Zero salary from the company
- No housing costs (family property)
- €10,000 personal capital invested
- Full-time commitment to SyneraBTP

THE ASK

€50,000 – €60,000

to fund V1 development and go-to-market

60%

V1 Development

€36,100

Full feature set for
market launch

8%

**Events &
Networking**

€5,000

Industry events
& visibility

13%

**Marketing &
Acquisition**

€8,000

Digital campaigns
& partnerships

19%

**Operations &
Cash Reserve**

€10,900

12 months of
runway

THANK YOU

Let's build the future of construction together.



Maxence Fontaine-Pietri

Fondateur

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