

PREVENTIVE ASSET MANAGEMENT · REAL ESTATE OPERATIONS

Property maintenance, **before** things break.

FlixHome helps property managers cut maintenance costs and prevent operational failures through proactive asset management, moving short-term rentals and managed portfolios from reactive firefighting to scheduled, accountable upkeep.

FOUNDER

Elio Fernandes · CEO & Founder

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RAISING

€150,000 · Pre-seed

Porto, Portugal · Iberia next

Property managers are **bleeding money** they can't see.

Reactive maintenance is the default. The cost shows up in invoices, but never on a dashboard.

€1,000⁺

Lost per portfolio every month from reactive maintenance failures.

SOURCE • BOOKING.COM INSIGHTS

30–40%

of maintenance budgets consumed by avoidable emergencies.

SOURCE • BOMA INTERNATIONAL

5%

of managers invest in structured preventive maintenance today.

SOURCE • IFMA MAINTENANCE REPORT

Three forces converging, and no one has solved this yet.

FORCE 01 • SUPPLY-SIDE GROWTH

130k⁺

AL units registered in Portugal, and still growing.

Portfolio managers are scaling faster than their operational systems allow. Spreadsheets and WhatsApp are reaching their structural limits.

FORCE 02 • INFRASTRUCTURE DEBT

30⁺yrs

average age of the Portuguese dwelling stock.

Deferred maintenance is no longer optional, it's a compounding liability across every portfolio.

FORCE 03 • WHITESPACE

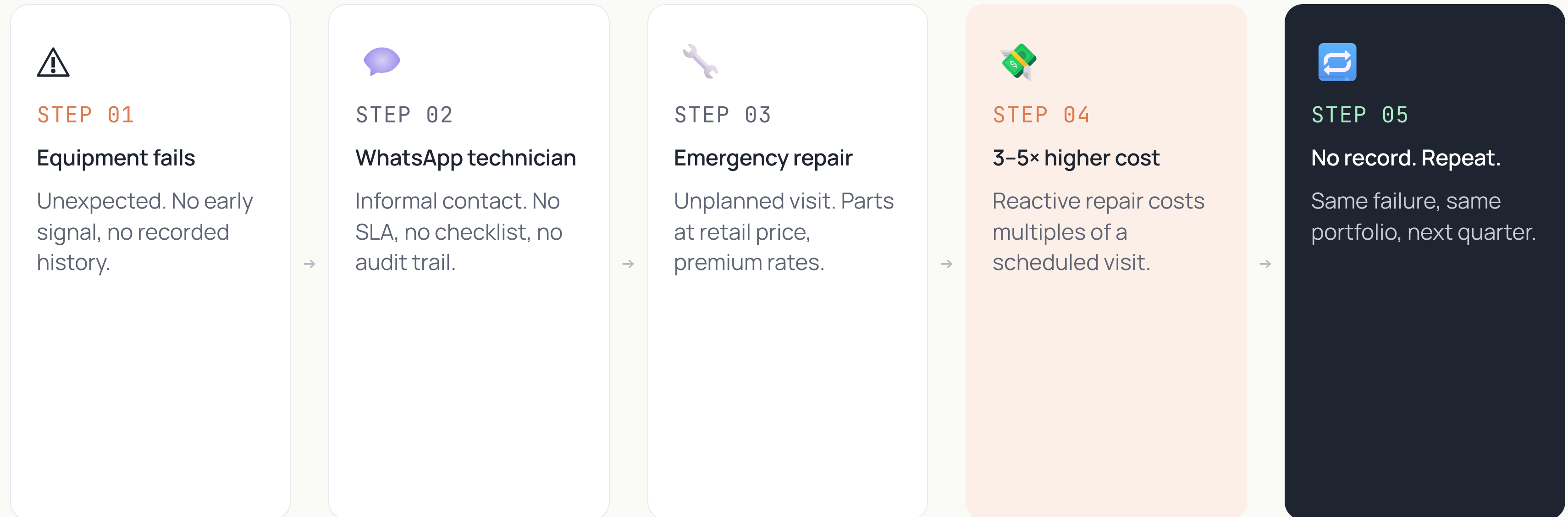
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dedicated preventive platforms in our segment.

Existing platforms are reactive marketplaces, connecting technicians on demand. Nobody manages assets proactively for B2B portfolio operators.

How portfolio managers actually operate today.

Every failure is a fresh emergency. Nothing accumulates into a system.



Net result: no asset history · no preventive plan · no operational visibility · the same failure modes recurring quarter after quarter.

Reactive chaos becomes **predictable** maintenance operations.

Software for asset visibility, a coordinated operations layer for execution, and one shared record per property.

01

Asset Registry

Every piece of equipment catalogued, type, age, last service, next scheduled visit, full history.

• SOFTWARE

02

Preventive Calendar

A maintenance calendar generated per asset type and risk profile, **coordinated by our operations team** and supported by the platform.

• OPS + SOFTWARE

03

Operational Visibility

Real-time dashboards. Every asset status, pending visit, and cost visible without a single manual follow-up.

• SOFTWARE

Note • Scheduling is operations-coordinated today. An AI-assisted scheduling layer is on the H1 2027 roadmap, see slide 16.

One platform. Complete operational control.

01 • ASSET REGISTRY

Full catalogue per property with service history & age tracking

02 • MAINTENANCE CALENDAR

Auto-generated schedule based on asset type, usage and risk level

03 • TECHNICIAN COORDINATION

Digital work orders with checklists, photos and field reports

04 • COST DASHBOARD

Real-time maintenance spend per asset and portfolio

flixhome.app / portfolio / porto LIVE • Q2 2026

ASSET OVERVIEW
Porto Portfolio 23 ACTIVE ASSETS

ACTIVE **23** DUE THIS MONTH **3** MTD SPEND **€820**

ASSET	STATUS	NEXT VISIT	LAST COST
HVAC · Apt 4A	✓ OK	Jan 2027	€84
Boiler · Apt 2B	⚠ Due	May 2026	€146
Electrical · Apt 1C	✓ OK	Mar 2027	€62
HVAC · Apt 3D	⚠ Due	Jun 2026	€110
Boiler · Apt 5A	✓ OK	Aug 2027	€95

From onboarding to operational control in two weeks.

PHASE 01 • WEEK 1-2

Onboard

Properties & assets catalogued
Technician partners assigned
Baseline risk assessment delivered

PHASE 02 • CONTINUOUS

Schedule

Preventive plan generated
Visit calendar synced with manager
Operations team owns dispatch

PHASE 03 • EVERY VISIT

Execute

Digital checklist completed
Photos and field reports attached
Issues flagged in real time

PHASE 04 • MONTHLY

Report

Full asset history delivered
Cost breakdown per property
Risk alerts for critical equipment

Two revenue streams. One recurring base.

Pricing below is our **target hypothesis**, anchored on benchmark SaaS-for-property comparables. Pilot validation is the 60-day goal.

01 Platform Subscription

Monthly SaaS fee per managed portfolio. Two tiers, by portfolio size.

- Starter **€99.90/mo** · 1–5 properties under management
- Business **€249.99/mo** · 5–15+ properties, prioritised SLA
- Recurring MRR · scales with portfolios, not headcount

TIERS **€99.90 / €249.99** / portfolio / month

To validate · 3–5 paid pilots by Q3 2026

02 Service Coordination

Margin on preventive visits routed through our technician network.

- Coordinated dispatch, not a marketplace
- Margin scales naturally with portfolio size
- SLAs and net pricing locked after pilot

TARGET MARGIN **40–60%** per coordinated visit

Benchmark-based · Final margin set on pilot data

Per-portfolio economics we are taking into the pilot.

All figures are pre-validation assumptions. Each line is a question the pilot is designed to answer.

ACQUISITION

Outbound CAC	€180– €350
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Sales cycle	30–60 days
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Pilot → paid conv.	50% target
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Validated by •
LinkedIn DM volume,
PoC pipeline
conversion at day 60.

REVENUE PER PORTFOLIO • MONTH

Blended subscription (60/40 mix)	€160
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Coordination revenue / mo	€90– €140
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Total ARPU	€250– €300
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Assumes • 6–10
visits/yr • 4
assets/property avg.

RETENTION • LIFETIME

Net retention (12m)	90% target
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Avg lifetime	36 months
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LTV (gross)	~€9,000
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Driven by • contract
stickiness once asset
history exists.

EFFICIENCY

Payback	2–3 months
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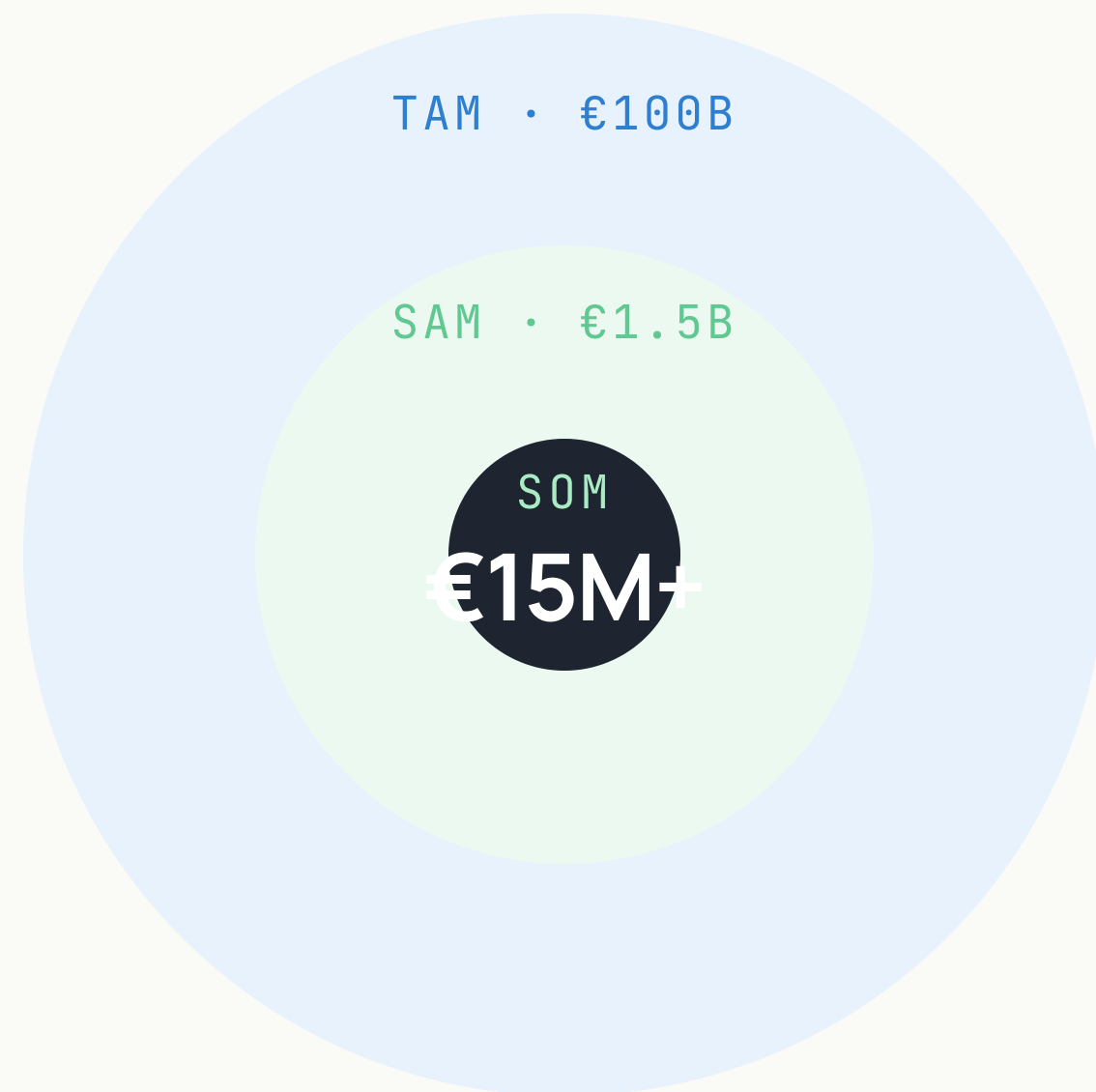
LTV / CAC	25–30×
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Gross margin	60–70%
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Bench • Vertical SaaS
+ dispatch SaaS
comparables.



A **€1.5B** addressable market in Portugal alone. Growing 8% a year.



TAM • GLOBAL

€100B residential maintenance

Mordor Intelligence, 2026

SAM • PORTUGAL

€1.5B / year

8–11% annual growth, preventive & digital FM segment outpacing total market.

BEACHHEAD • GREATER PORTO

12,000–15,000 properties

under professional management, and **3,000–4,000 portfolio managers and management companies** that are Flix Home's direct ICP.

Based on RNAL official data (Turismo de Portugal), Jornal de Negócios, and Rentechdigital market research.

Idea-stage validation. Product launches into the pilot cohort in Q3.

Pre-revenue, pre-platform. Everything below is observed, with clear caveats.

DEMAND TEST

15

Property managers tested via concierge service (WhatsApp + spreadsheet) before platform exists.

Qualitative demand signal • not product traction.

SUPPLY SIDE

3 → 6

Technicians actively coordinated in our preferred-partner network. Pipeline of 15 screened.

3 verbal commitments • SLAs to sign at first paid portfolio.

PILOT PIPELINE

6

Portfolio managers in active LOI / pilot-agreement discussions. Target: 3-5 PoCs Q2.

Written interest • no paid contracts yet.

REPEAT INTENT

60%

of concierge users requested a second visit within 3-5 weeks.

n=15 • directional, not a churn metric.



SELECTION

59/71

ECOSYSTEM VALIDATION

Selected for Startup Capital Summit Showcase, Coimbra • 3 June 2026.

Chosen from 71 applications for 1 of 59 positions. Independent third-party selection.

What we will not claim. No paid revenue. No signed contracts. No retention curve. Our 60-day pilots are how those get earned.

Path to €1.4M ARR by 2030, driven by portfolios rather than headcount.

Bottom-up: managed portfolios × blended ARPU (60% Starter · 40% Business, drifting upmarket over time).

	2026	2027	2028	2029	2030
Portfolios (EoP)	5	35	120	320	650
Blended ARPU / mo	€140	€150	€160	€170	€180
ARR	€8k	€63k	€230k	€653k	€1.40M
Gross margin	55%	60%	65%	68%	70%
Team (FTE)	2	5	9	14	22
Burn / mo	€12k	€28k	€55k	€70k	€60k
Cash status	PRE-SEED	SEED	SERIES A	CASHFLOW+	CASHFLOW+

2030 TARGET

€1.40M ARR

650 portfolios · 22 FTE · gross margin 70%.

KEY ASSUMPTIONS

- Pricing: Starter €99.90 · Business €249.99
- Mix shifts: 80/20 → 50/50 (Starter/Business)
- Coordination attach: 70% by Yr 3
- Iberia expansion lands H2 2028

PoC-led sales. Precision before scale.

PHASE 01 • Q2-Q3 2026

Validate Porto

3-6 free 60-day PoC clients

LinkedIn manual outreach (10-20/wk)

AL + PM associations for credibility

First paid conversions at day 60

PHASE 02 • Q4 2026 - Q1 2027

Expand Nationally

Lisbon, Braga, Algarve

Referral loop from PoC clients

Automated outreach (Waalaxy, Apollo)

10-25 managed portfolios

PHASE 03 • 2027+

Scale & Integrate

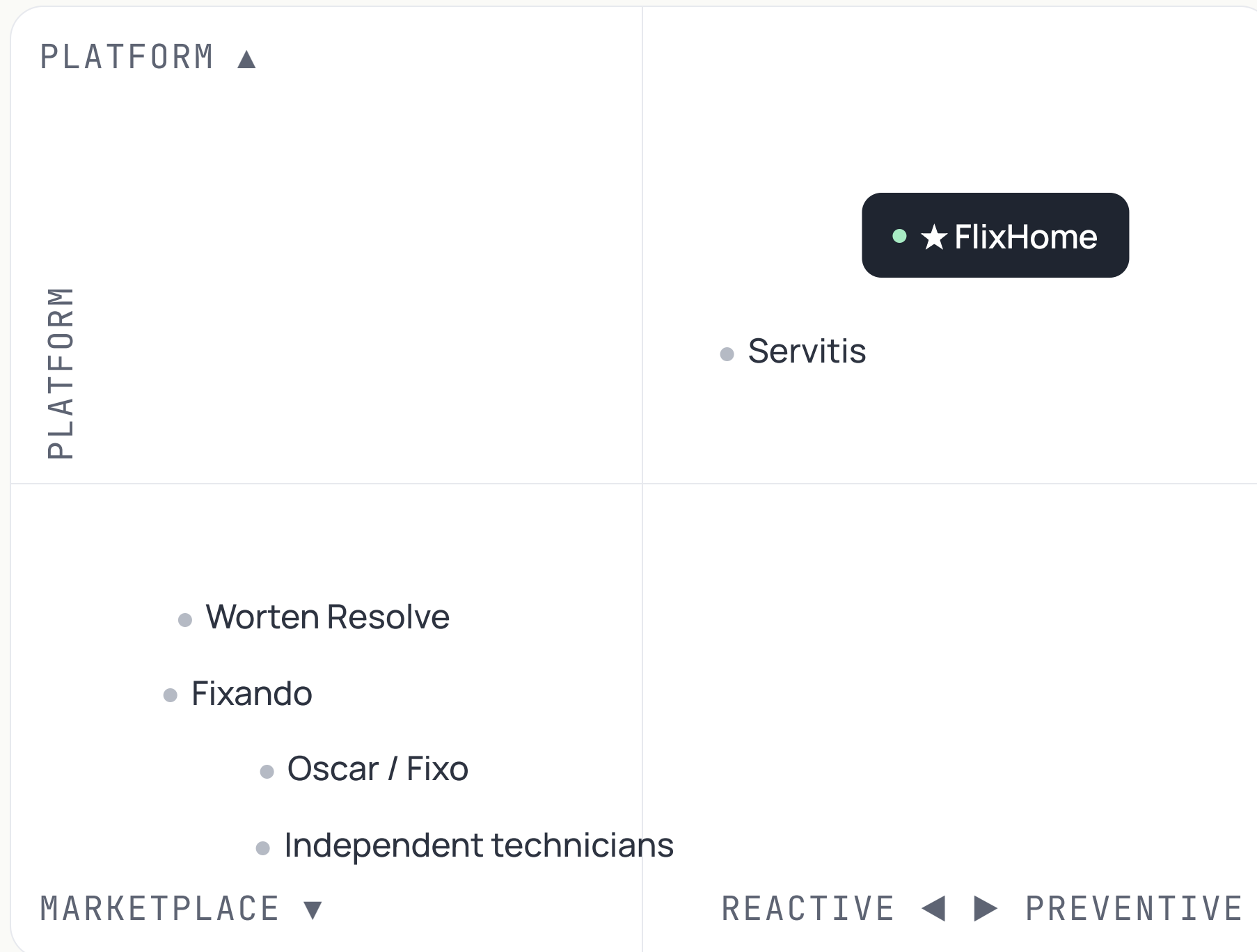
AI predictive maintenance layer

Insurance company partnerships

Developer & builder packages

Iberia expansion

The only platform combining preventive maintenance + asset intelligence.



OUR DIFFERENTIATORS

- Asset registry + full service history per property
- Operations-coordinated preventive calendar
- Structured technician network, not a marketplace
- Built for B2B portfolio managers, not consumers
- Pricing scales with portfolio, not per incident

Technical founder. Operations-first culture.



Elio Fernandes

CEO & Founder

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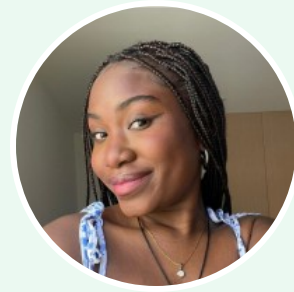
Technical founder. Background in digital product, AI & automation, and startup operations. Owns product vision, GTM and sales. Systems thinker.

• PRODUCT

• AI & AUTOMATION

• GTM

• SALES



Lúcia Miguel

Sales & Customer Support

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CRM, outreach, and the manager-facing operations layer. Owns pipeline hygiene and pilot-day responsiveness.

CO-FOUNDER COO •
ACTIVE SEARCH

Co-founder COO

Builds the technician network, dispatch SLA, and per-portfolio P&L with us. Not a hire, a co-founder. **15-20% equity • 4-year vesting.**

- B2B client relationships
- Partner & SLA management
- Operational execution at scale

Validation → Revenue → Scale.

Q2 2026 • NOW

PoC validation

- 3-5 free 60-day pilots
- Pricing & ops validated
- First technical data captured

Q3 2026

First revenue

- First paying portfolios
- Technician SLAs signed
- Porto fully operational

Q4 2026

National expansion

- Lisbon · Braga · Algarve
- Referral loop active
- 10-20 portfolios managed

H1 2027

Product & AI

- Predictive maintenance model
- Insurance partnerships
- IoT integration roadmap



Raising €150,000 pre-seed at €1.2M cap to validate the model and earn the right to scale.

USE OF FUNDS

GTM & Acquisition	€60k · 40%
Product development	€45k · 30%
Operations & network	€30k · 20%
Reserve & working capital	€15k · 10%

MILESTONES UNLOCKED · 9 MONTHS

- 3–5 paid portfolios + signed pilots
- Co-founder COO onboarded
- Validated unit economics on real visits
- Series-seed ready in Q1 2027

DEAL TERMS

Raise	€150,000
Instrument	SAFE · post-money
Cap	€1.2M
Discount	20%
Equity offered	~12.5%

Indicative terms · final on lead investor.

CONTACT

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