POTOMAC LUX

The State of the Forgotten Home

Investor Edition

The category case for a continuous operating system for homeownership

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Confidential discussion document

Evidence-backed market thesis. Company status and forward-looking milestones are identified separately and should not be read as audited results or forecasts.

Investment Thesis

Homes are high-value, long-lived assets managed through short-lived, disconnected transactions. Records live with contractors, inspectors, public agencies, manufacturers, insurers, inboxes, folders, and memory. The result is not a lack of information. It is a lack of continuity.

Potomac Lux is building the continuity layer: a living home record that connects systems, projects, documents, decisions, people, and next actions. The initial wedge is project closeout, where a contractor has already created the evidence and the homeowner has immediate reason to preserve it.

Why this can matter	Investor interpretation
Persistent need	Every maintained home repeatedly produces decisions, documents, risks, and service events.
High-intent entry point	A completed project creates a natural handoff from contractor to homeowner.
Data compounding	Each verified event improves future context, usefulness, and switching cost.
Multi-sided expansion	The same record can support homeowners, contractors, inspectors, agents, insurers, and future owners.

The concise case

- Problem: the home has no durable memory.
- Product: a governed, transferable record with an action layer.
- Wedge: contractor-created project closeout that acquires the homeowner at the moment of maximum relevance.
- Expansion: maintenance, concierge, transactions, claims, energy, financing, and enterprise distribution.
- Moat: longitudinal structured data plus trust, workflow participation, and transfer history.

Why Now

The physical and behavioral conditions are converging. Harvard reported a median U.S. housing-stock age of 44 years in 2023. Census analysis found that recent buyers of pre-1950 homes spent a median $3,900 annually on upkeep, versus $1,500 for owners who had remained at least ten years. Aging assets and ownership transitions create recurring discovery work.[2,3]

Homeowners are also operating under uncertainty. Angi reported that 92% of surveyed recent professional hirers finished at or above budget, while 43% exceeded the original estimate. HomeServe reported that three-quarters of its surveyed U.S. respondents experienced a repair emergency and 41% had less than $500 reserved. Both are commercial surveys and should be treated as directional, but they describe an environment where better foresight and evidence have economic value.[10,12]

Structural change	Opportunity created
Older housing stock	More maintenance cycles and more value in system history
Digital contractor workflows	More photos, estimates, invoices, and recommendations are already born digital
AI-assisted interpretation	Unstructured records can become searchable context and next actions
Consumer expectation	People expect durable digital histories for money, health, cars, and packages
Institutional precedent	European digital-building-logbook work validates lifecycle information as an infrastructure category

[13]

The Market Failure

The market is organized around events, not continuity. A sale produces a transaction file. An inspection produces a snapshot. A repair produces an invoice. A permit proves selected authorized work. A warranty covers a product. None, by itself, becomes the operating history of the home.

System of record	What it knows	What it usually loses
Public records	Parcel, deed, assessment, permits	Unpermitted work, rationale, condition, maintenance
Contractor software	Lead, estimate, job, invoice	Whole-home context and post-project continuity
Homeowner storage	Files, photos, email, notes	Structure, retrieval, transfer, next action
Transaction platforms	Listings, disclosures, closing documents	Life between transactions
Manufacturer portals	Model, warranty, manuals	Installation context and cross-system history

Federal and industry guidance already asks owners to retain improvement records for tax basis, inventories for insurance, and safety or warranty documentation. The duties exist, but the infrastructure is fragmented.[5,6,7,8,9]

Public homeowner discussions consistently describe binders, spreadsheets, cloud folders, labels, and reconstruction from old emails. These accounts are not prevalence data. They are useful evidence of the jobs users are trying to accomplish with improvised tools.[15,16,17]

The Product Wedge

Potomac Lux begins where verified information is already being produced: the end of a home project. A contractor closes the job, organizes the evidence, records what changed, and transfers a homeowner-ready closeout package into the home record.

Closeout object	Immediate value	Compounding value
Scope and outcome	Clarifies what was performed	Creates a permanent event in the home timeline
Photos and documents	Makes proof easy to retrieve	Supports future diagnosis, claims, resale, and warranty
Systems affected	Connects work to the physical home	Builds structured system history
Recommendations	Preserves professional judgment	Creates prioritized next actions
People and provider	Records responsibility and contact	Enables repeat service and accountable handoff

Why closeout is attractive

- The contractor has already done the work and created the underlying evidence.
- The homeowner has high intent, recent spend, and an immediate preservation need.
- The artifact can carry the Potomac Lux brand into the household through a useful outcome, not an advertisement.

The wedge is not the whole product. It is the credible starting point for the continuous home record.

From Record to Operating System

Layer	Core job	Potential paid value
Record	Preserve systems, projects, documents, decisions, and people	Secure continuity and transfer
Intelligence	Interpret history, identify gaps, surface risks and due dates	Prioritization and fewer avoidable surprises
Coordination	Move a recommendation into scoped work and accountable follow-through	Convenience, trusted execution, reduced friction
Network	Connect homeowners and professionals through shared context	Lower acquisition cost and better service continuity

The product ambition is a Home Chief of Staff: not simply storage, a marketplace, or a chatbot, but an operating layer that remembers the asset and turns context into action.

What must remain true

- The homeowner controls access and understands who can see or add information.
- Provenance is visible: reported, observed, documented, recommended, and completed are distinct states.
- The system does not overstate certainty or substitute automation for licensed professional judgment.
- The record remains useful across service providers and, with permission, ownership transitions.

Business Model Architecture

The recommended model is staged. Revenue should follow demonstrated value and trust, not precede them.

Stage	Customer	Revenue hypothesis	Proof required
1. Closeout	Contractor / homeowner	Free or low-friction acquisition artifact	Completion rate, homeowner activation, repeat contractor use
2. Continuity	Homeowner	Membership for record, planning, alerts, and guided support	Retention, willingness to pay, ongoing engagement
3. Operations	Contractor	Workflow, collaboration, branded delivery, portfolio intelligence	Time saved, conversion, retention, seat or account value
4. Coordination	Homeowner / provider	Service, concierge, or transaction economics	Trust, quality control, transparent unit economics
5. Enterprise	Insurer, agent, lender, builder, utility	Distribution, workflow, or licensed data products	Consent, compliance, measured partner outcomes

The company should avoid counting the entire remodeling economy as addressable software revenue. A credible bottom-up market model requires observed activation, retained homes, average revenue per active home, contractor account economics, and partner conversion. Those variables are validation targets, not established facts today.

Distribution and Word of Mouth

The growth loop is embedded in the work itself. Each well-documented project can create value for a contractor, acquire a homeowner, enrich a home record, and improve the next service interaction.

Loop	Mechanism	Leading metric
Contractor to homeowner	Branded closeout invites the owner into an already useful record	Activation per completed closeout
Homeowner to household	Shared access for spouse, family, or property manager	Invited collaborators per home
Record to next provider	Owner shares relevant history before the next visit	Records shared per service event
Provider to provider	Better context reduces rediscovery and improves handoff	Repeat professional participation
Ownership transfer	Authorized record accompanies sale or stewardship transition	Transfer initiation and acceptance

This is the industry-talking mechanism: professionals encounter a useful standard during real work. The strongest advocacy will come from evidence that closeout saves time, strengthens client trust, creates repeat work, or improves handoff quality.

Defensibility

The code alone is unlikely to be the moat. Defensibility can emerge from the accumulated record, the permission model, and the workflows that cause multiple parties to contribute verified context over time.

Asset	How it compounds	What could weaken it
Longitudinal graph	Each event connects people, systems, documents, decisions, and outcomes	Low activation or poor data quality
Provenance and trust	Users learn which facts are documented and who supplied them	Opaque AI, unclear permissions, inaccurate claims
Workflow embed	Closeout becomes part of contractor delivery	Extra work for the contractor
Transferability	History survives provider and owner changes	Closed ecosystem or difficult export
Outcome learning	Patterns may improve prioritization and recommendations	Insufficient volume, bias, regulatory limits

Competitive frame

Potomac Lux competes indirectly with storage tools, contractor CRMs, home-management apps, warranties, marketplaces, and transaction platforms. Its differentiated claim should be tested as continuity across them, not feature superiority within any single category.

Evidence Plan and Capital Milestones

Current company status, supplied by management and not independently audited: the homeowner product is in controlled production or beta use, and the contractor-facing closeout workflow is approaching runtime certification. The next financing story should be built on observed behavior.

Horizon	Proposed milestone	Investor question answered
First 90 days	3 contractor pilots; 25 active homes; 20 complete project closeouts	Will professionals create the record and will homeowners claim it?
Six months	10 active contractors; 100 active homes; repeat closeout behavior; baseline retention	Does the wedge repeat beyond founder-led onboarding?
Twelve months	25 active contractors; 500 active homes; tested paid offer; measured acquisition economics	Is there a scalable distribution and monetization path?

These are recommended validation targets, not forecasts or current achievements. Funding amount and valuation should follow a scoped operating plan covering product hardening, pilot success, trust and compliance, customer learning, and repeatable distribution.

The metrics that matter first

- Closeout completion time and completion rate
- Homeowner activation and record completeness
- Thirty, ninety, and 180-day retained home activity
- Contractor repeat use and referrals
- Paid conversion, contribution margin, and acquisition cost by channel

Risks and Investor Diligence

Risk	Why it matters	Diligence test
Behavior change	Contractors may resist another workflow	Measure incremental minutes and repeat voluntary use
Consumer engagement	Home records can become dormant after setup	Track recurring actions, not registrations
Trust and privacy	Home data can reveal valuable and sensitive context	Review consent, access, deletion, export, and auditability
Data quality	Incomplete or inferred histories can mislead	Require provenance, confidence, correction, and source attachment
Platform competition	Incumbents can add adjacent features	Test cross-provider continuity and neutral positioning
Monetization timing	Charging too early can suppress the network	Stage paid products after value and retention are observed
Liability	Recommendations touch safety and licensed work	Define scope, escalation, professional review, and insurance

What would invalidate the thesis

- Contractors will not produce closeout records even when the workflow is nearly effortless.
- Homeowners activate but do not return, share, or use the record at later decisions.
- A neutral record cannot earn trust across providers or ownership changes.

A disciplined pilot should seek these disconfirming signals early. The investment case improves only when continuity changes real behavior.

The Investment Proposition

Potomac Lux is proposing a new category between home-services software and consumer home management: the system of continuity for a physical asset that changes slowly while its owners, contractors, documents, and decisions change constantly.

Today	With Potomac Lux
Evidence is scattered after every project	Each project becomes a structured, transferable event
The next professional starts by rediscovering context	Relevant history is shared with permission
Homeowners react to reminders, breakdowns, and transactions	The record supports prioritized next actions
Trust belongs to individual relationships and files	Trust can be reinforced by provenance and continuity

The near-term investable question is specific: can project closeout become a repeatable acquisition and data-creation loop? If yes, the company earns the right to expand from a useful artifact into the operating system for the home.

Recommended use of new capital

- Product reliability, security, permissions, provenance, and exportability
- Contractor pilot operations and instrumented closeout workflow
- Homeowner activation, retention research, and paid-offer testing

The category is ambitious. The next proof does not need to be. It needs to show that verified continuity is valuable enough for professionals to create, homeowners to keep, and both sides to use again.

Sources and Notes

Evidence claims in this document are derived from the sources below. Commercial surveys are directional. Reddit discussions identify recurring jobs and language but do not establish prevalence. Company status and proposed milestones are management-supplied or analytical recommendations, not third-party-verified results.

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