

Confidential - Investor Pitch

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**InsureMEP**  
Mechanical•Electrical•Plumbing

**Turning Infrastructure Data Into Operational Intelligence**

Presented by Craig Caryl

# Problem

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**Fragmented MEP Knowledge and Critical Data Gaps limit the opportunity to leverage Mechanical, Electrical, Plumbing (MEP) Infrastructure Information**



**Siloed tribal  
knowledge  
Lack of  
documentation  
Shrinking workforce**



**Underwriters  
lack real-time  
visibility into  
MEP  
infrastructure**



**Underwriting  
decisions based on  
static, outdated data  
leading to inaccurate  
P&C pricing**

# Solution

InsureMEP is a Commercial Real Estate (CRE) intelligence company that MEP infrastructure achieves *superior data integration* and AI analysis in the space



## Digitized MEP Infrastructure

“The Google Maps”  
of MEP



## Real-Time Infrastructure Visibility

Tracks infrastructure,  
maintenance needs,  
emergencies



## Better Insurance Terms & Conditions

Better rates, lower  
deductibles, broader  
coverage and more

# Product

InsureMEP powered by CriticalAsset



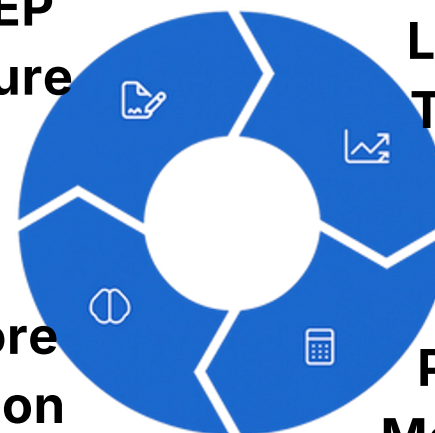
## Integrated Data Ecosystem

Digitize MEP Infrastructure

Lifecycle Tracking

Risk Score Generation

Predictive Maintenance



# Clients



110 Central Park South  
**Former Ritz Carlton**



# Difference

## Insurance Brokers

- Client assessment tool
- Key differentiator

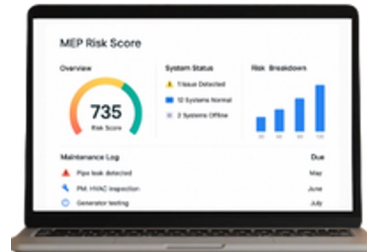
## P&C Insurance Carriers

- Precision underwriting
- Loss mitigation and prevention

## Life Insurance Carriers

- CRE investment portfolio

## Critical Asset Risk Score (CARS)



## Facility Management

- Accurate predictive maintenance
- Optimize operations

## MEP Suppliers

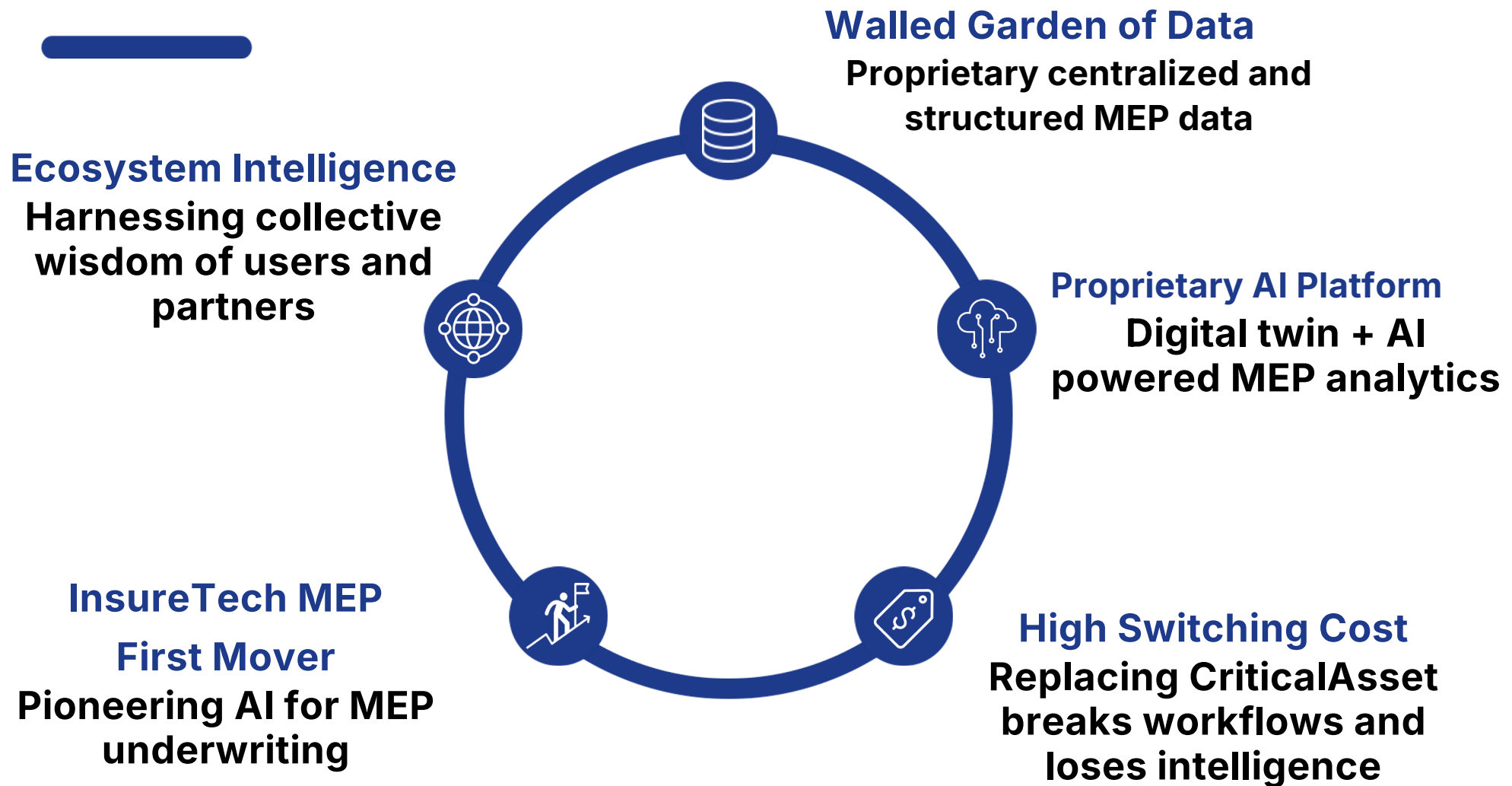
- Improved inventory management
- Proactive ordering

## MEP Trade

- Client turn-over tool
- Manage service calls

# Moat

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# Distribution

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## Insurance Broker

- **Faster Quotes**
- **Better Terms**
- **Gain & Retain**
- **Clients**



## Facility Managers

- **Minimize Downtime**
- **Justify CapEx**
- **Salvage Tribal**
- **Knowledge**



## MEP Contractors (VAR)

- **Drive Customer Retention**
- **Close-out Documentation**

# Commercial RE Market- CriticalAsset

**TAM**

**\$2.7B**

**North American  
large CRE SaaS  
opportunity  
368,000  
buildings >50K  
sq ft**

**SAM**

**\$540M**

**~20% of CRE  
owners/operators  
with incentive to  
digitize  
infrastructure**

**SOM**

**\$10M**

**\$540M  
serviceable  
market, assumes  
~2% market  
capture**

# MGA Insurance Opportunity – InsureMEP

**TAM**

**\$52B**

**U.S. commercial  
property  
insurance  
premiums in large  
building segment  
(>50K sq ft)**

**SAM**

**\$8B**

**Serviceable  
market: 15% of  
premium pool  
most exposed to  
MEP-driven losses**

**SOM**

**\$100M**

**\$100M  
commissions  
(≈\$600M GWP)  
Gross Written  
Premium**

# Revenue Model Assumptions (Year 4)

Product	Target Segment	Revenue/Client	Clients	Total Revenue
CriticalAsset SaaS	<ul style="list-style-type: none"> <li>◦ Commercial Real Estate</li> <li>◦ Value Added Resellers</li> </ul>	\$7.5K \$15K (one-time onboarding fee)	833	\$13M
CriticalAsset Enterprise	<ul style="list-style-type: none"> <li>◦ Enterprise Accounts</li> </ul>	\$100K	20	\$2M
MGA	<ul style="list-style-type: none"> <li>◦ Insurance Brokers</li> <li>◦ Insurance Carriers</li> <li>◦ MEP Contractors</li> </ul>	\$75K 15% Net commission	229	\$8M
Data Monetization	<ul style="list-style-type: none"> <li>◦ Commercial Property Owners</li> <li>◦ REITs</li> </ul>	\$50K	20	\$1M

# Financial Projections

Line Item	Year 1	Year 2	Year 3	Year 4
<b>Total Revenue</b>	<b>\$707,500</b>	<b>\$2,327,250</b>	<b>\$6,466,275</b>	<b>\$14,468,448</b>
<b>Total Expense</b>	<b>\$1,468,926</b>	<b>\$3,467,339</b>	<b>\$5,110,540</b>	<b>\$6,783,385</b>
<b>Net Income</b>	<b>-\$761,426</b>	<b>-\$1,140,089</b>	<b>\$1,355,735</b>	<b>\$7,685,062</b>

## Leadership



**Craig Caryl**  
Founder, CEO

- **SmartCSM (now CriticalAsset) founder**
- **Sertis Insurance founder, developed Sertis Risk Indicator (SRI), a data-driven underwriting model**



**Casey Potenzone**  
Co-founder, CTO

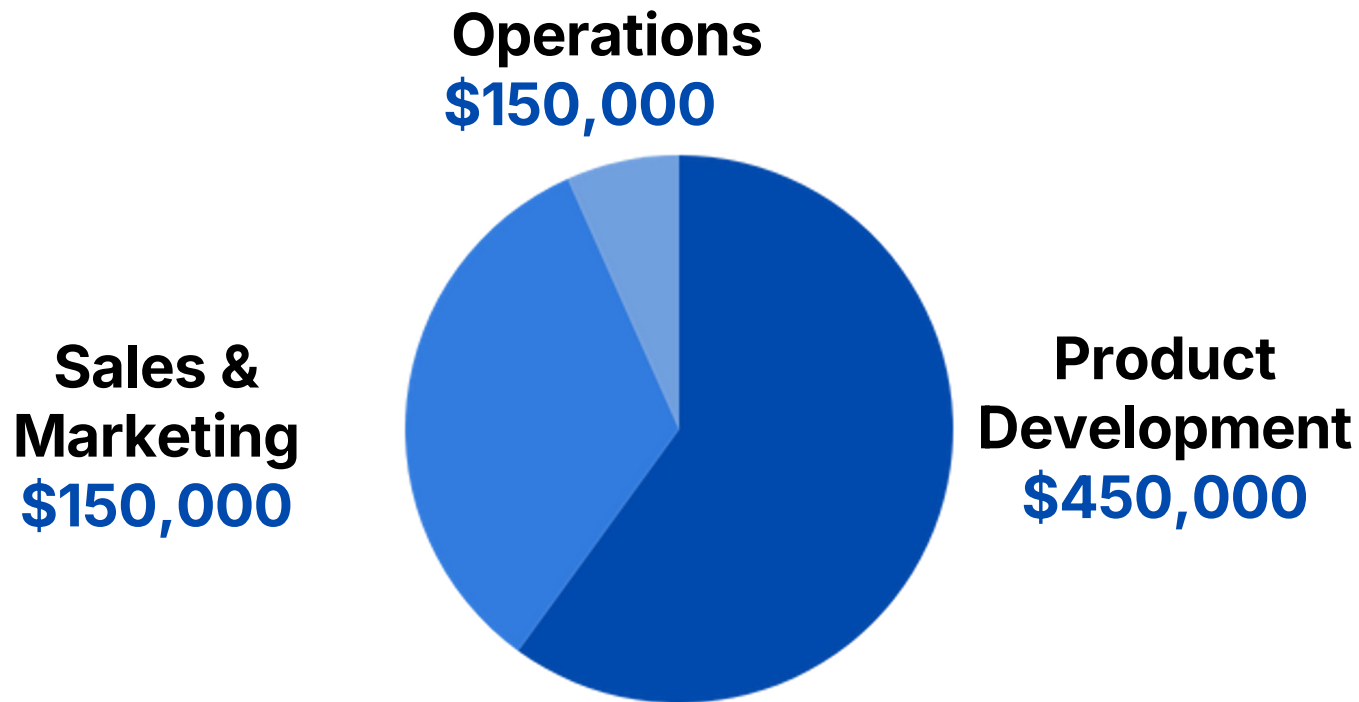
- **MTV Networks**  
**Managed cross functional engineering teams**
- **Pioneered anti-hacking security protocols for SEGA, Ubisoft**

# The Ask & Use of Funds

Pre-Seed Funding via SAFE

Capital Raise

**\$750,000**



# Thank you!



**Craig Caryl**



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