



24dry: Industrial Utility SaaS Investment Prospectus

1. Executive Summary

24dry is a high-yield, technology-driven franchise ecosystem providing 24/7, unmanned access to professional-grade restoration and emergency infrastructure equipment. By standardizing on **High-Kilowatt (kW) power independence** and industrial-grade mitigation assets, we solve the "2:00 AM Mitigation Gap" for property owners facing catastrophic water damage, even during regional power outages.

2. The Problem: The "Midnight Mitigation" Gap

When a pipe bursts or a storm floods a basement at 2:00 AM, property owners are trapped in a high-friction marketplace:

- **Traditional Rental Yards:** Closed 128 hours per week (nights/weekends).
- **Full-Service Restoration Firms:** High-friction, high-cost (\$3,500+ minimum entry price).
- **The Result:** Water damage worsens every hour, leading to structural rot, mold growth, and increased insurance claim severity.

3. The Solution: Infrastructure as a Service (IaaS)

24dry provides a third option: **Professional-grade intervention with zero friction**. Our proprietary tech stack allows customers to find, rent, and pick up professional gear in under 60 seconds through an automated smart-locker network.

3.1 High-kW Power Capability

Unlike retail competitors who offer small "camping" generators, 24dry standardizes on **7.5kW Industrial Inverters**.

- **Power Independence:** In major flood events, power is often cut.
- **Professional Load:** A single 24dry generator can power two LGR dehumidifiers and 10+ fans simultaneously, providing a "Total Response" package on a single portable asset.

4. Recurring Revenue Model & Capital Arbitrage

The 24dry financial model is built on three high-margin recurring pillars. Unlike traditional franchises, Corporate generates profit from every stage of the equipment lifecycle.

4.1 Pillar 1: Fleet Deployment & Replenishment (Recurring Hardware Sales)

Corporate serves as the exclusive global supply chain partner for the franchise network. This creates a recurring revenue stream through initial territory launches and mandatory **fleet replenishment cycles (3–5 years)** as industrial assets reach end-of-life or franchisees expand.

Asset Type	Corporate Acquisition	Franchisee Price	US Retail Value	Capital Advantage
LGR Dehumidifier (85 PPD)	\$365.00	\$1,000.00	\$1,400 - \$2,800	+174% Margin
Industrial 7.5kW Generator	\$450.00	\$1,200.00	\$2,200 - \$3,500	Premium Asset
Motorized Drain Snake	\$185.00	\$425.00	\$650 - \$950	Enclosed Drum
Industrial Electric Heater	\$120.00	\$250.00	\$450 - \$700	7.5kW Ready
Submersible Sump Pump	\$65.00	\$145.00	\$280 - \$450	Cast Iron/Vert
Pro Pressure Washer	\$110.00	\$275.00	\$400 - \$650	Induction Motor
Axial Air Mover (Low Amp)	\$95.00	\$175.00	\$280 - \$350	Stackable/GFCI

4.2 Pillar 2: Ongoing Gross Royalty (10%)

A premium royalty fee is justified by the zero-labor operational model. In a typical rental business, labor eats 15–25% of gross revenue; 24dry franchisees save this expense entirely through our automation.

4.3 Pillar 3: Automation/SaaS Fee (\$1.50/Rental/Day)

A recurring per-rental "Success Fee" that covers Stripe API maintenance, hosting, and cloud infrastructure. This fee scales linearly with fleet utilization.

5. Operational Workflow

24dry is a "Ghost Store" operation with a closed-loop maintenance cycle:

1. **Customer Rents:** Automated checkout via Stripe.
2. **Customer Returns:** Mobile photo-verification stops the billing cycle and sets status to **Maintenance**.
3. **Tech Clears:** Technician receives a mobile alert, cleans the unit, and marks it **Available** from their phone.
4. **Instant Sync:** The unit immediately reappears on the live site for the next customer.

6. Live Environment Test Drive (Step-by-Step)

Investors are invited to validate the operational lifecycle using the following protocols.

Note: All transactions utilize Stripe Test Mode. No real currency will be exchanged.

Phase A: As a Customer (Acquisition)

1. **Visit:** 24dry.com (index.html)
2. **Search:** Enter Zip Code **53703** to locate the demo store.
3. **Rent:** Add an **LGR Dehumidifier** or **Pro-Toolbox** to your cart.
4. **Validation:** Use test card 4242 4242 4242 4242. View your dynamic **Access Code**.

Phase B: As a Returning Customer (Verification)

1. **Navigate:** Go to 24dry.com/return.html.
2. **Action:** Enter Store **LOC-01** and your test Cage Number.
3. **Proof:** Upload a photo (simulating gear return).
4. **Response:** Billing stops instantly; the asset moves to **Maintenance**.

Phase C: As a Technician (Inventory Recovery)

1. **Visit:** 24dry.com/tech.html (Mobile optimized).
2. **Login:** Enter test3@yahoo.com (Leave password blank).
3. **Clear:** Mark the unit as "Ready" to push it back to the live site.

Phase D: As a Franchisee (Oversight)

1. **Visit:** 24dry.com/manager.html (Login: test3@yahoo.com).
2. **Audit:** Review the **Stripe Payments** tab for a real-time revenue ledger.

7. The Investment Opportunity

We are seeking capital partners to fund the deployment of our next 1,000 automated units across 100 high-density US markets. 24dry represents the first true "Utility SaaS" in the \$21B restoration industry.

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