



SORT IT AI

86-90 Paul Street
Shoreditch
Hackney
EC2A 4NE

[SORT IT LinkedIn](#)

[SORT IT Website](#)

Industry: Construction

Stage of business: Pre-seed

Founded: Nov 2021

Location: London

Contact Details:

[Simeon Gow \(CEO/ Co-founder\)](#)

simeon.gow@sortit.ai

07511 941440

Date of previous raise:

N/A

Previous raise amount:

N/A

Capital Seeking:

£200k+

Pre-Money Valuation:

£2M

Director names:

Alex Ferrao
Robert Blankson
Simeon Gow

Lawyer:

A City Law Firm

Bank:

Starling

Accountant:

Strive X

1-Page Investment Summary

About the Product/Service:

SORT IT AI costs construction projects in seconds.

Why?

Currently there is little, or no way to validate material costs in real-time and quick enough for SMEs/ small contractors/ homeowners/ DIYers, you get the gist...

This has a profound effect on the construction. As an example, from our research, it takes trades and small contractors anywhere between 2-6 weeks to send a quote to the client. That's without mentioning larger contractors.

We don't just solve the problem, we SORT IT.

Business Model:

Business model is as follows:

- Trades/contractors: Monthly sub (or free with ads)
- Homeowners/ DIYers: One off payment (or free with ads)
- Merchants: Monthly sub
- Ads: Monthly sub/ One off payment

Consumer Problem:

There is little, or no way of comparing materials prices for construction projects in seconds.

Momentum/Achievements:

We have:

- Generated 1st revenue in December 2023
- Been on FixRadio, Sifted, Pre-Seed Now, Innovators Think Tank & Startup Stage (1st)
- Were recognized as 1 of the top 40 startups in construction by Sifted (FT sister paper)
- Been accepted onto following accelerators/startups: Natwest Startup Accelerator, Hotbed, Hotbed Bed

Growth Plans:

1. Expand and continue to onboard users and merchants in London and The South East
2. Grow to >1000 users in London & SE, and continue to expand into the North
3. Continue to build partnerships with product manufacturing brands and service providers etc. and get advertisements on the platform

Competition:

- Comparethebuild
- Tangible
- Buildiro
- Thebuildchain
- houzzpro

Competitive advantage:

The competitive advantage that SORT IT has is that, it:

- Allows users to create a BoM and company many items against many merchants at once
- Non-specialist
- Is free to use (thanks to platform ads)
- Verb-based (easier to remember)
- + Bonus features and IP we can't go into due to ongoing IP discussions

Current investment opportunity & ROI:

There is an opportunity in one of the most exciting price comparison sites since comparethemarket, lastminute.com etc.

Construction is the second largest industry, bigger than travel and domestic-based industries. While the returns are unknown, it's perhaps worth comparing the company against the value of those comparison website firms to get an understanding of the opportunity & potential ROI.