NeurLead

AI replies in seconds. One OS for the shop.

AI-first platform for home-service SMBs — pull every lead channel into one inbox, reply fast, book jobs, run techs and collect payment.
Dogfooded on the founder's multi-city handyman company. English, Russian & Spanish.

Pre-Seed Round · 2026

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THE PROBLEM

Home-service companies lose jobs the second a lead waits

5 min

After 5 minutes, odds of reaching a lead drop ~80%.

78%

of customers hire whoever replies first.

$200–2K

typical job value lost to a faster competitor.

Why they can’t just answer faster

- Owner is usually the tech — answering a lead means stopping paid work.
- Lead platforms reward speed: first reply almost always wins.
- Nights, weekends, lunch — leads go cold while a competitor books them.
- A 24/7 human answering team costs $4–8K/month per market and still isn’t instant.

THE SOLUTION

NeurLead replies in seconds — and runs the job after

Connect the platforms shops already pay for — Thumbtack, Angi, Yelp, Google Ads / LSA, Facebook, Instagram, SMS, website and more. AI answers when on, then books, dispatches and invoices — 24/7, EN / RU / ES.

Seconds, not minutes

Median AI reply ~2–3s when auto-respond is on (strong on Meta/SMS).

Conversational AI

Qualifies and follows up until book — not a dumb autoresponder.

EN / RU / ES

Reply in the customer's language — edge in immigrant-heavy US markets.

Book → job → pay

Confirmations, tech portal, deposits & invoices on one stack.

Result: more booked jobs from the same lead spend — without hiring a full answering team.

HOW IT WORKS

Four layers. Zero duct tape.

01 Ingest	Every lead source → one inbox. Native + webhooks + Zapier / Make.
02 Convert	AI replies in seconds when enabled; qualify + follow-up until book.
03 Run	Jobs, techs, estimates, deposits, Stripe invoices.
04 Operate	Neuro watches unreplied leads & broken integrations inside the CRM.

INTEGRATIONS

Bring the platforms you already pay for

One AI OS across the lead stack — not a single-channel bot. Native where we have it; open webhooks + Zapier / Make for the rest.

Lead marketplaces

- Thumbtack
- Angi
- Yelp
- HomeAdvisor
- Bark

Ads & demand

- Google Ads / LSA
- Facebook Lead Ads
- Instagram
- Nextdoor

Comms

- Twilio SMS
- Voice / Sarah AI
- Website forms
- Messenger

Ops & money

- Stripe
- Webhooks
- Zapier / Make
- Calendar

Thumbtack: sanctioned API access (partner). Honest rule: native for key channels · Zapier/Make/webhooks for the long tail.

THE PRODUCT

Live in production today — dogfooded on Gold Hands

~2–3s	9	~2–3	21
AI reply median (when auto-on)	markets configured	bookings / day (peak weeks)	technicians in roster

Shipping today

- Multi-channel ingest: Thumbtack, Angi, Yelp, Google LSA, Facebook, Instagram, SMS, web
- AI SMS / chat · Voice AI (Sarah) · EN / RU / ES
- CRM: jobs, tech portal, estimates, deposits, Stripe billing
- Self-serve signup · plans $99 / $199 / $399 · multi-tenant live

WHY US

Built by an operator — proven on a real company

First customer is Gold Hands — the founder's multi-city home-service company. Features ship only after they work on real leads, real techs, real money.

Multi-channel by design

Thumbtack, Angi, Yelp, Google Ads/LSA, Facebook, SMS, web — one inbox, not one silo.

Operator-built

Founder runs ~9 markets on it daily. Product from the field, not a whiteboard.

Owned customer base

~5,600 clients / phones already loaded in the CRM for win-back & ops.

Full stack

Ingest → AI → book → tech → invoice. We control the path end-to-end.

Speed wedge

~2–3s AI replies when auto-respond is on — the feature that wins the job.

Data flywheel

Every handled lead trains qualification & booking for the next one.

TEAM

One founder who already ships and sells

Farrukh Rakhimov

Founder & CEO

Solo founder. Built NeurLead and runs Gold Hands on it — the exact customer the product sells to. Lives the problem daily; ships from the field.

Miami, FL · Operator + product + first sales.

Live	SaaS in production
9	markets on dogfood
21	techs in roster
10+	lead / ads channels

TRACTION

Operator proof live — SaaS multi-tenant shipped (pre-revenue)

~$45k

collected on-platform
Jun–Aug (invoices)

~1,000

new leads
since May (~12/day)

~90

bookings
(~9% book rate)

~5,600

clients in CRM
(customer base)

Where we are (Aug 2026)

- Channels live: Thumbtack, Facebook, Angi, Yelp, Google LSA, SMS, web
- July alone: ~$27k collected · 54 jobs completed
- Peak weeks: ~2.5–3 bookings/day · AI ~2s on Meta
- SaaS: $99 / $199 / $399 live · $0 MRR (pre-revenue) · early trials

Honest framing

Strong operator revenue through the product. SaaS billing is live but not yet converted to paying MRR. That is the raise: turn dogfood + trials into 200–250 paid shops.

MARKET

Millions of contractors, all fighting on speed

TAM

$15B+

US field-service software & lead tooling across 5M+ home-service businesses.

SAM

$2.5B

SMB contractors (1–20 techs) on lead platforms who need instant response + ops.

SOM

$250M

Beachhead: multi-platform trades (TT, Angi, Yelp, Google, Meta) + RU/ES operators.

Sources: US field-service & home-services market sizing, 2025–2026. Founder estimates for discussion.

BUSINESS MODEL

Simple SaaS subscription — live pricing

Starter

$99 /mo

AI reply, multi-channel ingest, follow-ups, dashboard. 1 city · 200 AI leads.

MOST POPULAR

Growth

$199 /mo

Most popular. 5 cities · 1,000 leads · estimator + number · CRM.

Pro

$399 /mo

Unlimited leads · booking + multi-account · priority support.

Recurring MRR · upsell Starter → Growth → Pro · low seat-tax · near-zero marginal cost per tenant.

GO-TO-MARKET

How we get to 200–250 paying tenants

~50 from channels we already own (near-zero CAC). The raise turns those into 250 via paid scale.

Organic — already ours

- 2,000-member Telegram handyman group
- Miami networking & founder direct sales
- 7-day free trial → paid
- Gold Hands case study + RU/ES niche

Funded scale — the raise

- Own the RU/ES contractor niche
- Paid acquisition & retargeting
- Referrals + AEO/GEO in AI answers
- Deeper integrations (Angi, Yelp, Google, Meta…)

Path: dogfood + trials today → ~50 organic → 200–250 paying in 12 months.

COMPETITION

Others do one layer. We own ingest → book → pay.

	Instant reply	Multi-channel	Trilingual	Book + CRM	Operator-built
NeurLead	**Yes**	**Yes**	**EN/RU/ES**	**Yes**	**Yes**
Avoca / Smith.ai	Calls	Limited	Varies	Partial	No
Workiz / HCP	Manual	Limited	No	Yes	No
Generic bots	Yes	Weak	No	No	No

Not “another call assistant.” AI-first OS for SMB trades niches Avoca underserves.

ROADMAP

From dogfood OS to the default contractor platform

Now → 12 mo

Pre-seed

Hit 200–250 paying tenants. Convert trials. Hire CTO on equity. Harden Neuro ops. Expand channels.

Year 2

Seed

1,000+ tenants · deeper CRM · more lead sources · $10M+ ARR path.

Year 3–4

Series A

3,000+ tenants. Default instant-response + ops layer for US home services.

Year 7–10

Scale / exit

Category-defining AI platform for field-service ops.

North star: the AI front office every home-service contractor runs on.

THE ASK

Raising $250K pre-seed on a SAFE

Simple Agreement for Future Equity · $5M valuation cap · first checks from $50K

Use of funds

Sales & marketing	**40%**
Engineering (CTO + build)	**35%**
AI & infrastructure	**15%**
Operations & runway	**10%**

What $250K delivers in 12 months

- 200–250 paying tenants ($99–399/mo)
- Trials → paid conversion engine
- More lead sources + Neuro hardening
- Technical co-founder / CTO hired
- Path to Seed — proven SaaS MRR

NeurLead

AI replies in seconds so contractors stop losing jobs.
All your leads. One AI OS. Dogfooded at real scale. Ready to scale SaaS.

Let’s talk — Pre-seed $250K

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