BUILDBOSS

VIVID VISION

2022-2024

OVERVIEW OF OUR COMPANY & VISION

BuildBoss is a company that exists to fulfill the needs of the architecture, engineering, and construction (AEC) industry. Its founder, Jay Winterton, spent 15 successful years working for major U.S. based general contractors in various roles, but he made preconstruction his focus. Early in his career as an estimator, Jay began developing his vision of a cloud-based web application for the entire AEC industry. Having sat in the estimator's chair and having used nearly every major bid-management software available, he saw the flaws that existed in their products and companies. BuildBoss is a result of his experience and desire to create something infinitely better!

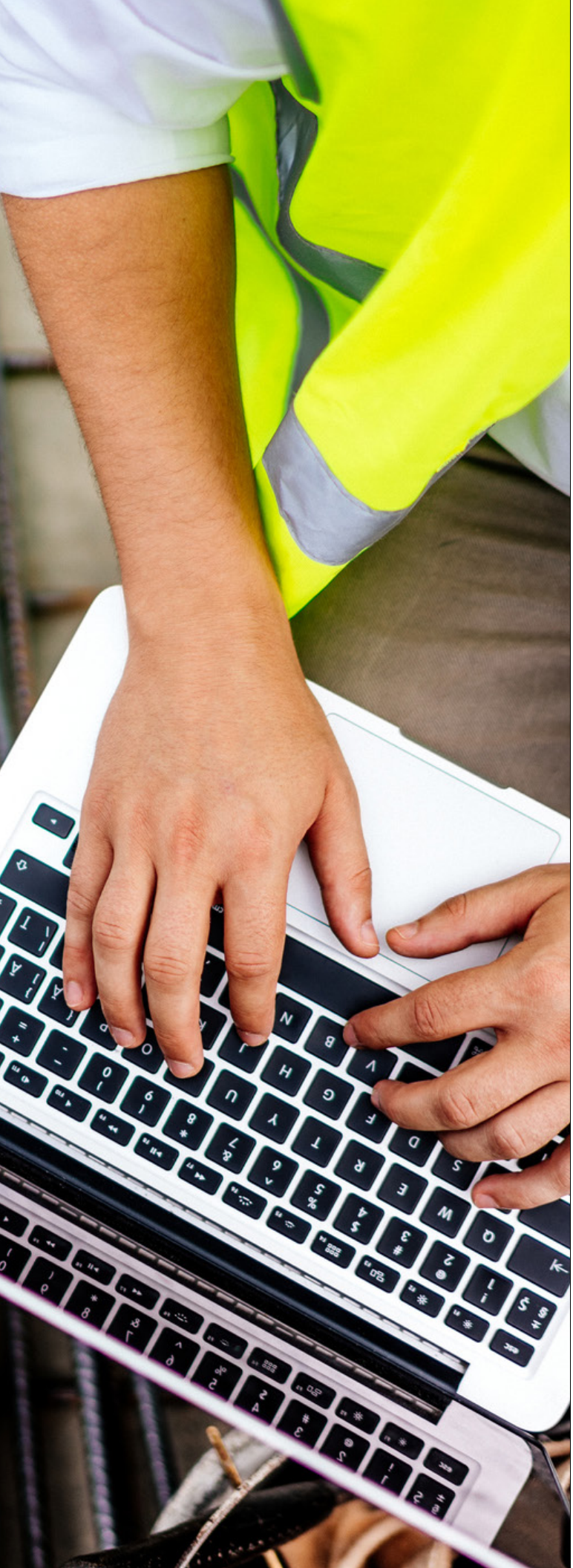
Our Vivid Vision for BuildBoss is a bold look into how BuildBoss will look in 3 years. It is our number one guiding document and replaces the typical vision statement that most organizations adopt. This document is not confidential. In fact, we want to share it with everybody. Every organization and every individual who needs to know about BuildBoss should see this vision, including but not limited to, customers, prospective and current employees, consultants, graphic designers, and marketing companies.

Over the next 3 years, BuildBoss will revolutionize the AEC industry.

In the first year, BuildBoss represents every major construction sector and every US state.

By the second year, BuildBoss has a large representation of customers in every major US city and is growing rapidly into other countries as well.

By the third year, BuildBoss has earned the spot as the number one bid-management software available.



OUR INITIAL PRODUCT

We have improved on the bid-management systems that other companies have developed. Our initial product will be used primarily by contractors to find specific bidders for each of their projects in a way never done before. Contractors will be able to quickly send the bidders invitations to bid. The individuals who receive these invitations will be able to download all of the project documents, respond with their bid intention, ask questions, receive answers, and submit their bid for the general contractor's acceptance. Our unique approach will save the general contractor and bidder time and money.

CORE VALUES & CULTURE

INTEGRITY | OPTIMISM | GROWTH | INNOVATION | PROFESSIONALISM

We strive to maintain the best culture at BuildBoss. Our culture and environment are exemplified by our employees and the core values that we share. We achieve harmony within the company and with our customers as we demonstrate these core values collectively and individually.

We do our best to make sure our employees feel respected, appreciated, and rewarded for their great ideas and hard work.

EMPLOYEES/ CONSULTANTS

BuildBoss employs only the top talent. Our employees and consultants that are tied to our development, customer service, marketing, accounting, and sales are the most talented and hardworking employees you will ever find. We make use of the best interviewing and hiring techniques to weed out candidates that aren't a perfect fit for our culture and core values. This is because we hire only those who support our Vivid Vision.

Our employees work collaboratively to ensure that every aspect of our Vivid Vision becomes a reality by the end of our 3-year building period.

Our employees are entirely remote and manage all aspects of the company including sales, development, customer support, graphic design, accounting, and copywriting.

CUSTOMERS & CUSTOMER SUPPORT

We never forget that our customers are the boss in BuildBoss. We treat them as such and always communicate that BuildBoss exists to help our customers succeed or as we like to say, “Build Like A Boss.

BuildBoss is a customer-centric organization. We pride ourselves in providing our customers with the most valuable, innovative, and powerful products. Our customer support always exceeds our customers' expectations. We always commit to return phone calls before the end of the business day when possible or at the very least before the end of the next business day.

Our customers are delighted with and evangelical about our products and customer service. We regularly notice customers leaving us reviews that make us blush. Many customers say to others that we are the best option available, and we expect that some will even notice that we are truly the only option available.

Our customers consist of not only large businesses but also small businesses all across the AEC industry. This is because of our pricing model and offered features.

We utilize a CRM system that maintains an incredible level of organization. All of our primary systems are integrated with feature-rich, professional CRM software. We use one CRM system for sales, support, and marketing.

BRAND

It is absolutely vital that BuildBoss's website and the entire BuildBoss brand communicates our identity appropriately, clearly, and consistently. When people hear, talk, think about, and see BuildBoss, they should understand what we do and whom we do it for. Our customers should feel a strong personal connection to our brand attributes by using our products.

OUR BRAND ATTRIBUTES:

DOMINANT
POWERFUL
CONFIDENT
PROFESSIONAL

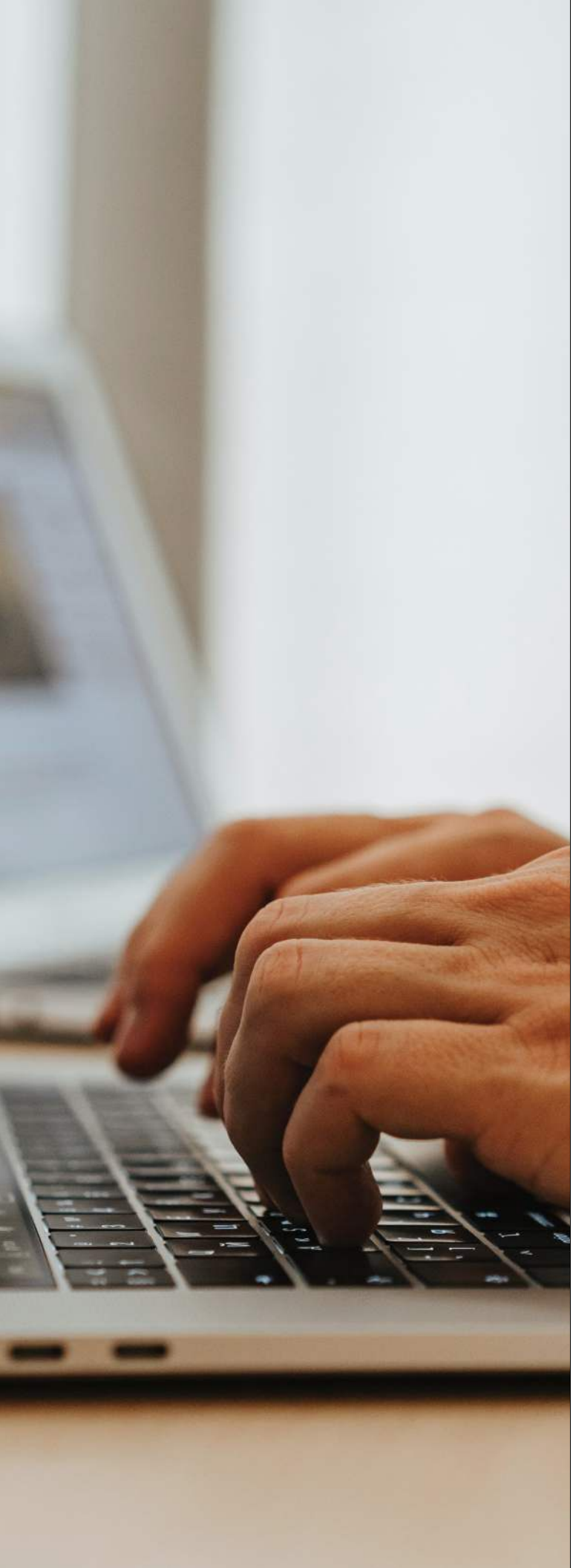
The BuildBoss logo has become one that is meaningful to the AEC industry and is easily recognized.

SALES

Our sales team is small and effective because our products really speak for themselves. Despite this, we still actively seek to discover the needs of our soon-to-be customers and clearly communicate the value that BuildBoss will bring.

DEVELOPMENT

Innovative features are always in development for the benefit of our customers. We expect that all work that is done by our development team will be done according to best practices and to the highest standard. Documentation will be kept up with so any future changes to BuildBoss are easily handled by new developers. Our development team focuses on our customers and ensures that they are always satisfied with the quality of our cloud-based software and velocity at which our products are received from the cloud.



IT

Primarily, our IT needs are met in-house. We utilize consultants when it makes sense to outsource. We are set up to ensure the security of our organization from both disasters and attacks. Our costs are minimized by adopting a consistent self-reliant approach and thereby not paying for things that we can do ourselves.

MARKETING

We are serious about marketing at BuildBoss. Through effective marketing, our customers see the value that BuildBoss brings to them.

In order to gain the attention of our customers, we focus heavily on digital marketing (eg. SEO, social media, blogging). Focusing on this as our foundation for marketing has helped us reach the top of search engine results and helps us remain there. We demonstrate our creativity and produce new blog posts, social media posts and videos regularly.

Digital marketing isn't the only way our customers become aware of BuildBoss and the value that we bring; We also take the opportunity to connect with prospecitive customers at trade shows and present our products and brand in other creative ways.

SOCIAL MEDIA & OTHER MEDIA

Social media and other media are crazy about us. What started as a new up-and-coming bid management SaaS company has become so much more! Our customers follow us, share our social media posts, and frequently interact with us. We are featured in blog posts, podcasts, and other media platforms across the web.

The media turns to us as subject matter experts for articles on construction technology. We are constantly getting interviewed about how we have managed to attract such an amazing group of customers across the AEC industry.