

KLEENEK

Global Work Operations SaaS Platform

Automated Short-Term Rental Turnover
Orchestration & Field Service Management

“Every Turnover. Verified. On Time. Every Time.”

INVESTOR PITCH DECK



Who We Are

Kleenek is a configurable, multi-tenant Work Operations SaaS platform that transforms property management and field service orchestration.

OUR MISSION

Become the configurable operating system for recurring and time-critical property work, converting demand into verified, financially reconciled outcomes with minimal human intervention.

CORE INNOVATION

- **Global SaaS architecture with local configuration**
- **Four flexible operational models (BYOC, Hybrid, Full Managed, Enterprise Teams)**
- **Work Order as the canonical operational entity**
- **Policy-based assignment and dynamic dispatch**
- **Evidence-based execution and quality assurance**

FOUNDED 2026

HEADQUARTERS Kraków, Poland

STAGE Development/Early Stage

The \$100B Property Management Challenge

- **Fragmented Operations**

Phone calls, WhatsApp, spreadsheets and paper checklists

- **Unreliable Turnovers**

Missed cleanings, late arrivals and inconsistent quality

- **Manual Coordination**

Hours wasted on scheduling, dispatching and verification

- **No Visibility**

Real-time status, proof and audit trails are nearly impossible

- **Workforce Challenges**

Reliable supply, availability and quality are hard to manage



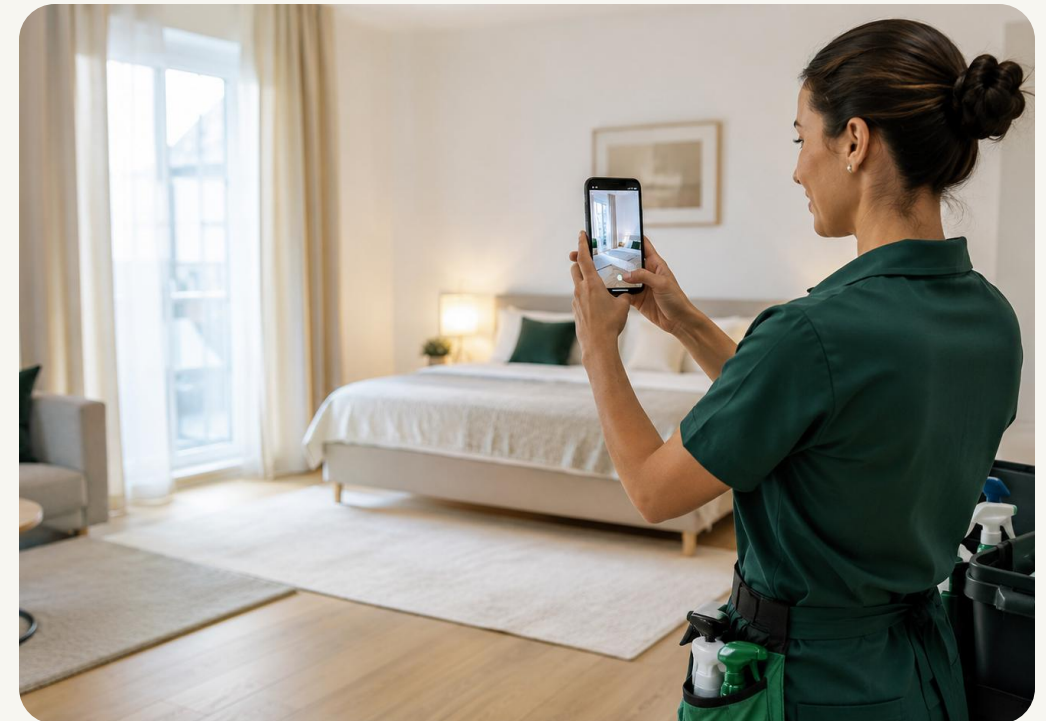
15–20% turnover jobs fail or need rework

3–5 hours/week lost • 30–40% higher operating costs

Kleenek: The Intelligent Work Orchestration Platform

Automatically convert bookings, schedules and requests into executable Work Orders with intelligent assignment, real-time tracking and verified completion.

- **Automated Turnover Generation**
From reservation events to recurring schedules
- **Smart Dispatch Engine**
Policy-based eligibility filtering and ranking
- **Mobile Execution Platform**
Offline-first PWA, checklists, evidence and GPS
- **Quality Assurance**
Automated validation, risk scoring and incidents
- **Financial Settlement**
Double-entry ledger, payments and invoicing
- **Multi-Model Flexibility**
BYOC → Hybrid → Full Managed → Enterprise Teams



Four Operational Models — One Platform

01

BYOC

Bring Your Own Cleaners

For property managers with trusted teams

SaaS automation without replacing workforce
Subscription + usage fees
Customer pays their own staff

02

HYBRID

Continuity + guaranteed coverage

Internal team first, marketplace backup

SaaS + lower marketplace commission
Best of both worlds

03

FULL MANAGED

Complete outsourcing

Kleenek sources, assigns and verifies

Per-job pricing, take-rate model
Zero workforce management

04

ENTERPRISE TEAMS

Large-scale workforce orchestration

Team/shift planning and SLA control

Enterprise SaaS license
Integrates with payroll/HR

Customer Journey: Start anywhere, scale up, mix by site/contract

Enterprise-Grade Financial Infrastructure

FLEXIBLE BILLING

- Card authorization/capture
- Subscription billing
- Monthly invoices
- Enterprise credit terms

AUTOMATED SETTLEMENT

- Host payment capture
- Platform commission calculation
- Cleaner payout processing
- Tax compliance by country

TRANSPARENCY & CONTROL

- Real-time ledger visibility
- Dispute management
- Refund/credit processing
- Audit trail for every transaction

PAYMENT ARCHITECTURE

Provider **Stripe Connect** Model **Immutable double-entry ledger** Compliance **KYC/KYB • Sanctions • AML**

Security: PCI-DSS compliant • Encrypted at rest and in transit • Multi-provider abstraction

Target Customer Segments

01	02	03	04
STR Hosts & Property Managers	Facility & Office Managers	Cleaning Companies & Agencies	Enterprise Organizations
1–500 properties Airbnb, Vrbo, direct bookings	Commercial buildings, offices, warehouses	Existing workforce seeking efficiency	Hotels, hospitality groups, large facilities
NEED	NEED	NEED	NEED
Reliable turnovers, guest satisfaction, scalable operations	Recurring service teams, SLA compliance, consolidated billing	Workforce utilization, job dispatch, proof of service	Multi-site orchestration, team management, integrations
\$100B+	\$25B	\$2.5B	
TAM	SAM	SOM	

Purpose-Built Functionality

FOR STRs & AIRBNB HOSTS

- PMS/iCal: Airbnb, Vrbo, Booking.com
- Automatic turnover creation from checkouts
- Property checklists & access instructions
- Before/after photo evidence
- Smart lock integration
- Urgent same-day dispatch

FOR PROPERTY MANAGERS

- Portfolio management dashboard
- Multi-property, multi-owner support
- Customizable service templates
- Real-time notifications & alerts
- Analytics & reporting
- Consolidated invoicing

FOR FACILITY MANAGERS

- Recurring scheduled services
- Team/shift capacity planning
- Compliance checklists
- SLA tracking & reporting
- Maintenance work orders
- Mobile execution platform

FOR CLEANING TEAMS

- Mobile app (PWA)
- Route optimization
- Time tracking
- Earnings visibility
- Offline checklist execution
- Incident reporting

Multi-Stream Revenue Architecture

01	02	03	04
SaaS Subscription	Marketplace Commission	Usage-Based Fees	Enterprise Licensing
BYOC / HYBRID	FULL MANAGED / HYBRID	EXPANSION REVENUE	ANNUAL CONTRACTS
€49/mo — up to 10 properties €149/mo — up to 50 €399/mo — up to 200 Enterprise — custom	15–20% per completed job 10–15% volume pricing €50 job → €7.50–€10 revenue	Automation features Premium integrations Advanced analytics API access tiers	Per-site or per-user pricing Implementation & training fees

UNIT ECONOMICS — EXAMPLE

€50	€39	€1.10	€0.20	€0.50	€9.20
Host pays	Cleaner	Payment	Messaging/maps	Reserve	Margin · 18.4%

Why Kleenek Wins

COMPETITIVE CATEGORIES

01 Manual / Fragmented

Phone, WhatsApp, spreadsheets

Full automation; 90% time savings

02 Point Solutions

TaskRabbit, Handy, TurnoverBnB

Configurable, enterprise-grade, multi-vertical

03 Property Management Software

Guesty, Hostaway, Buildium

Deep operations automation, beyond booking

04 Facility Management Software

UpKeep, Fiix, Maintenance Connection

Modern UX, marketplace liquidity, STR focus

OUR MOAT

- Configurable operational models — not one-size-fits-all
- Global SaaS architecture with local compliance
- Work Order canonical engine across verticals
- Marketplace liquidity + SaaS automation
- Evidence-based quality assurance
- Double-entry ledger with multi-country support

**We don't replace your workforce;
we make it 10x more efficient.**

Massive & Growing Addressable Market

\$30B+

TAM

Global property & facility management software

\$8B

SAM

STR automation + cleaning/facility SaaS

\$2.5B

SOM

Europe + North America STR + SMB facilities, Years 1–3

MARKET TRENDS

10B

STR bookings by 2027 · CAGR 12%

\$455B

Gig economy by 2028 · cleaning segment

85%

Businesses using SaaS by 2026

40%

Cost-reduction pressure on property managers

GEOGRAPHIC EXPANSION

YEAR 1 Poland, Germany

YEAR 2 UK, France, Spain

YEAR 3 USA, Canada

YEAR 4+ APAC, LATAM

Phased Go-to-Market Plan

PHASE 1 · MONTHS 1–6

MVP & Validation

1–2 cities · Poland/Germany
50–100 pilot properties
BYOC + Hybrid
95% on-time target
€100/mo infrastructure

PHASE 2 · MONTHS 7–12

Marketplace Liquidity

5–10 cities
500–1,000 active properties
Full Managed activation
200+ verified cleaners
€50K MRR target

PHASE 3 · YEAR 2

Multi-Country Scale

3–5 countries live
5,000+ properties
Enterprise Teams
Strategic PMS partnerships
€250K MRR target

PHASE 4 · YEAR 3

Platform Expansion

10+ countries
20,000+ properties
Maintenance, linen, inspections
API partner ecosystem
€1M+ MRR target

CUSTOMER ACQUISITION

01

Content marketing &
SEO

02

PMS integration
partnerships

03

Property manager
associations

04

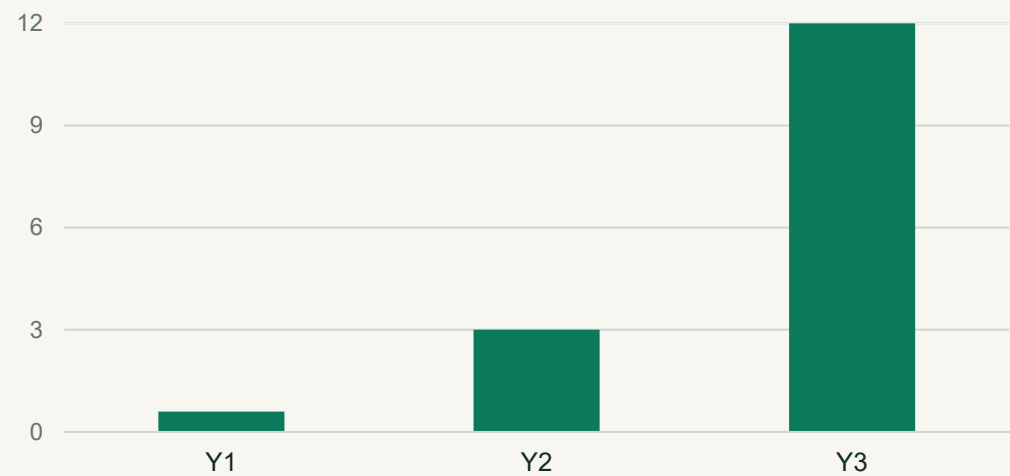
Referral programs

05

Paid acquisition · CAC
payback <12 months

Path to Profitability

REVENUE PROJECTIONS — 3 YEAR



Year	Properties	Jobs/mo	MRR	ARR
Y1	1,000	3,000	€50K	€600K
Y2	5,000	15,000	€250K	€3M
Y3	20,000	60,000	€1M+	€12M+

KEY METRICS

75–80% SaaS gross margin • 15–20% marketplace
CAC €200–500 • LTV €3,000–10,000
LTV:CAC 6:1–20:1 • Monthly churn <3% target

FUNDING REQUIREMENTS

€500K–€1MSeed Round

USE OF FUNDS

50% Product development
30% Market expansion & operations
15% Sales & marketing
5% Legal/compliance

MILESTONES

PMF · Month 12
Break-even · Month 18–24
Series A ready · Month 24

KLEENEK

Let's Transform Property Operations Together

WE'RE RAISING

€500K–€1M Seed Round

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Join us in building the future of work operations.