



The Airbnb of Onsite Services



An Ai Powered ecommerce marketplace

Investor Deck | 2025

PROBLEM

THERE ARE HUNDRES OF THOUSANDS of Fragmented Onsite Service Companies Only Providing Their Services In Limited Local Areas, FRUSTRATING CUSTOMERS!

Customers



IT'S DIFFICULT to find a qualified, certified & honest onsite service provider in your area, get a quote, order & schedule services



WHAT'S A FAIR PRICE estimates & quotes are inconsistent, some lowball to get the job, then take advantage, some simply gouge



CUSTOMER SERVICE reaching a live professional agent who can solve your inquiries, questions & issues can be impossible



Service Providers



SALES & MARKETING is expensive and requires expertise to be efficient, effective and competitive



OPERATIONS is expensive & requires qualified staff to write quotes, do credit checks, invoice, scheduling and transactions



CUSTOMER SERVICE is expensive & requires trained staff to communicate status, manage disputes & keep customers satisfied

SOLUTION A Web Platform

CONNECTING CUSTOMERS Seeking Onsite Service Providers To ONSITE SERVICE PROVIDERS Seeking Customers

Customers



24 / 7 ONLINE ESTIMATES,QUOTES,
scheduling & payments



LIVE CUSTOMER SERVICE AGENTS
phone & chat



GUARANTEED certified, onsite service
providers in your area



GUARANTEED fair prices and no
hidden fees



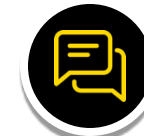
REAL TIME ORDER STATUS Via text,
email, phone and or app



Service Providers



24 / 7 expert sales & marketing FREE



CUSTOMER SERVICE phone & chat **FREE**



DEDICATED online order console **FREE**



NO credit card transaction fees



GUARANTEED payment

OUR BUSINESS MODEL

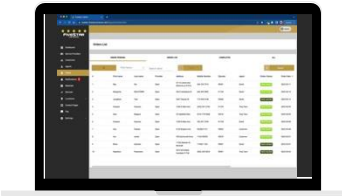
PROVE THE MODEL (completed)

SECURE CAPITAL - SCALE NATIONALLY & INTERNATIONALLY



PRE-PROMOTION

- 1) FIVE STAR - Selects an Onsite Service Industry & Demographic Market Area (DMA)
- 2) Recruits a Network of Onsite Service Vendors to Service 100% of That DMA
- 3) Negotiates Favored Nation Prices & Terms
- 4) Enters Vendors Data into Five Star Universe Proprietary Web Platform



START PROMOTION

Once Vendors Recruited
FIVE STAR Promotes
Onsite Services Online
24/7 Aggressively

We SELL The Service in Advance \$550 *(Current avg Transaction)*
Then BUY The Service For \$385 *(Current avg Margin 30%)*

DAY 1

FIVE STAR Customer
Place & Pays Order
Online In Advance
\$550 (Avg)

FIVE STAR Proprietary
Web Order Platform
Process Orders To Its
Network

DAY 7-14

FIVE STAR Affiliate
Provides Service Then
Invoices Five Star

DAY 15 - 45

FIVE STAR With a 30%
Margin Pays Network
Affiliate COD or 30-day
Terms Established

NOV 2019

FSU CURRENT 1st ONSITE SERVICE INDUSTRY DUMPSTER RENTALS

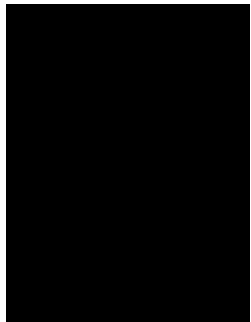


PRE-PROMOTION

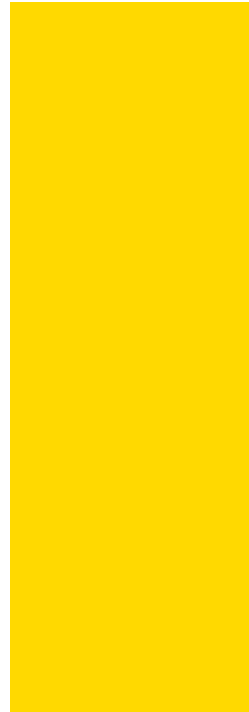
11,777

US Waste Management Industry

\$ 73.7 Bn



Market Size
2022



Number of
Businesses

CAGR: 5.0%
2023 - 2030

Source:
IBISWorld
Grandview Research



TARGET CUSTOMER SEGMENTS

PRE-PROMOTION



**SMALL BUSINESSES
(CONSTRUCTION)**



**GENERAL
CONTRACTORS**



**INDIVIDUAL
HOMEOWNERS**



PRE-PROMOTION



LA DMA
26.1M POPULATION

JAN 2021 - FSU RECRUTED 3 DUMPSTER COMPANIES IN LA DMA
BY JUNE 2023 FSU RECRUTED 21 DUMPSTER COMPANIES SERVICING 100% LA DMA



GOOGLE PROMOTION

JAN 1, 2021, THRU MAR 2023

REPEAT SALES ONLY

APR 1, 2023, THRU CURRENT – DUE TO BOOTSTRAPING

Google DUMPSTER RENTAL SEARCHES PER MONTH

🔍

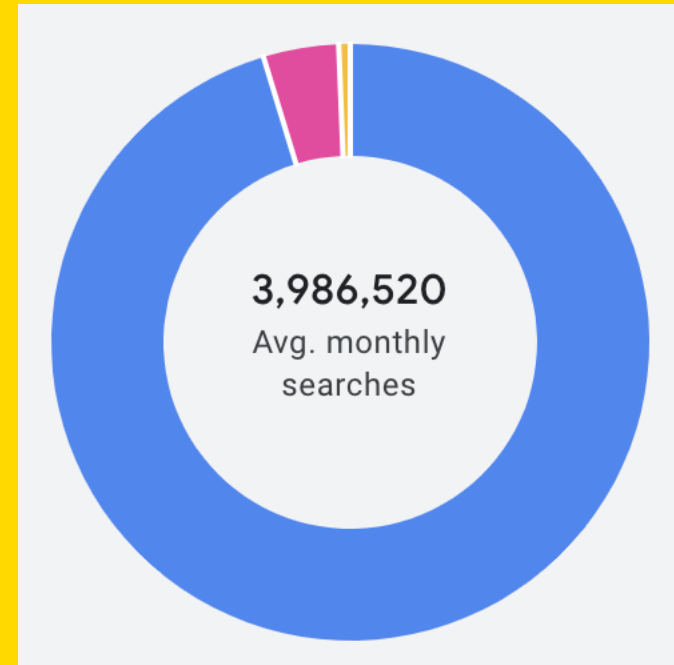
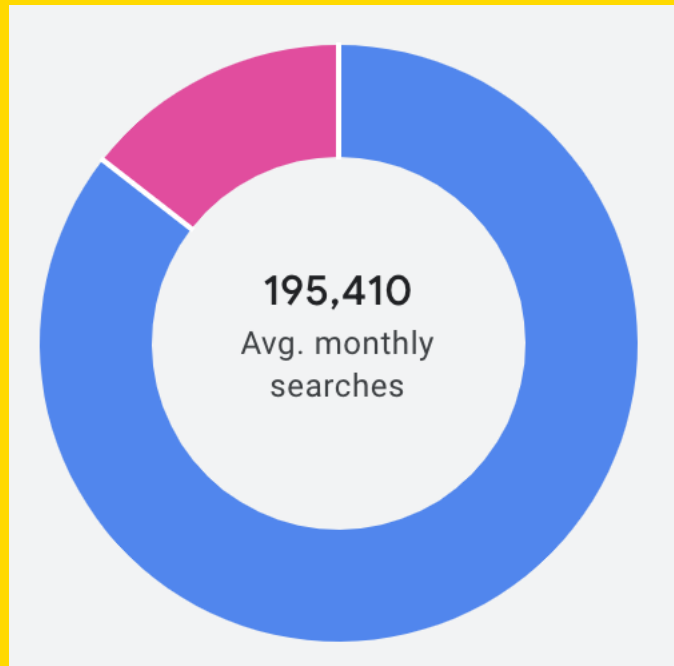
dumpster rental ✕

rolloff dumpsters ✕

dumpsters ✕

dumpster service ✕

+ Add another keyword



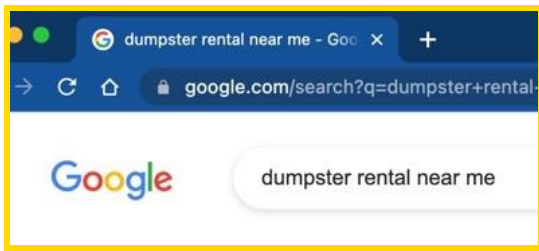
JAN 2021

PROMOTION

& SALES Jan 2021- Mar 23



1st Position Paid



1st Position Organic SEO

Sponsored

[fivestaruniverse.net](https://www.fivestaruniverse.net)
<https://www.fivestaruniverse.net> > rent_dumpster > orange_country

Voted #1 Dumpster Rentals - OC - Roll Off Dumpster Rental in OC

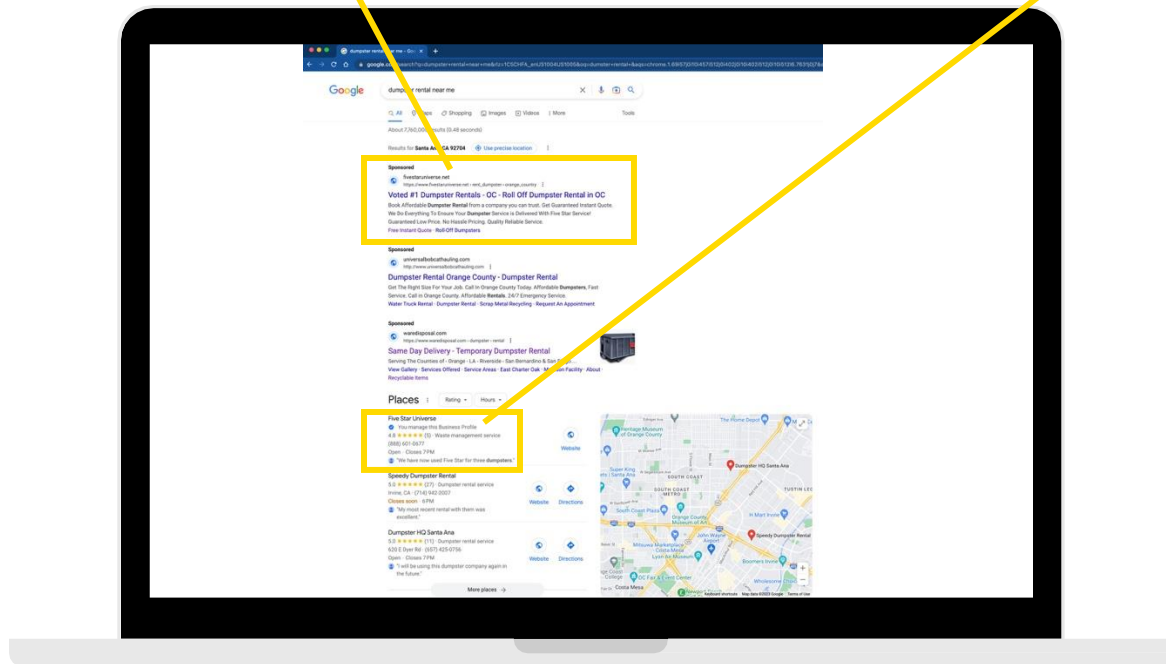
Book Affordable Dumpster Rental from a company you can trust. Get Guaranteed Instant Quote. We Do Everything To Ensure Your Dumpster Service is Delivered With Five Star Service! Guaranteed Low Price. No Hassle Pricing. Quality Reliable Service. Free Instant Quote · Roll-Off Dumpsters

Five Star Universe

You manage this Business Profile
4.8 ★★★★★ (5) · Waste management service
(888) 601-0677
Open · Closes 7 PM
"We have now used Five Star for three dumpsters."

ONLINE SEARCH & DISPLAY ADDS

We are on more than 70 platforms.



OCT 2019

FSU – PROPRIETARY BETA WEB PLATFORM

DEVELOPED

DEC 2020

LAUNCHED

JAN 2021



24/7 Instant Online – Estimate – Quote - Schedule - Process Payment
For Onsite Service Orders with Realtime Order Status Alerts.

We will aggressively and continuously:
improve and embrace Ai powered automation to our web platform.

INSTANT GUARANTEED QUOTE FORM

Check Zip Code For Service

City Service Required? Address Service Required?

Select First Name Last Name

Email Cell Phone Other Phone

Company If Applicable Title If Applicable

Stop Off Date? Select Stop Off Time? Pick Up Date? Pick Up Time?

Service Menu? Material Type? Order Name? Order Address?

Submit For Your Instant Quote

Orders List

	ORDER PENDING	ORDER LIVE	COMPLETED	ALL
#	Filter Name	Search name	Export	
1	Kyle	Ippolito	Open	9095340819 90001 Kyle
2	Alexis	Rodriguez	Open	9095322763 92862 Costa
3	Trace	hancock	Open	8185354026 91302 Lisa
4	Jim	Reale	Open	14244447877 90745 Kyle
5	Jim	Reale	Open	14244447877 90745 Costa
6	Jim	Reale	Open	14244447877 90745 Costa
7	Jim	Reale	Open	14244447877 90745 Costa

Orders List

	ORDER PENDING	ORDER LIVE	COMPLETED	ALL
#	Filter Name	Search name	Export	
1	alexis	rodrguez	9499222763	92862
2	Marie	De Board	818401081	92870
3	Jacquelyn	Martinez	3236207923	90543
4	Sean	Rhan	3104021510	90275
5	Kimberly	Lizarraga	7147059711	92705
6	Juan	Perez	9023185934	90023
7	Juan	Perez	9023185934	90067
8	Ronald	Thomson	(604) 207 7485	90301
9	Diane	Micklip	7147978483	92801
10	Diane	Vallin	8182200989	91401

FIVE STAR Inc
UNIVERSE

INSTANT GUARANTEED QUOTE FORM

ZIP SERVICE REQUIRED *

Zipcode Submit

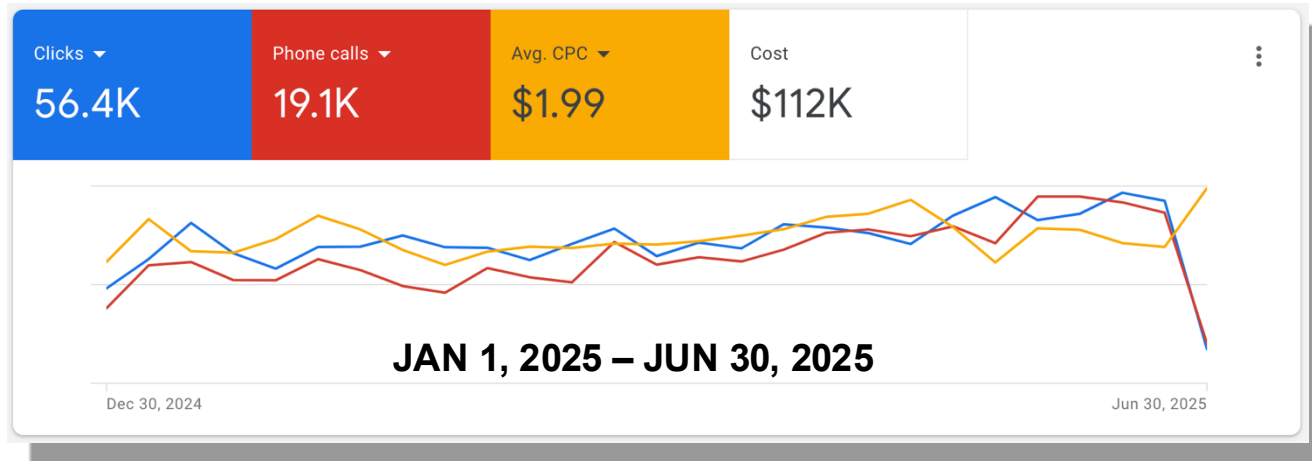
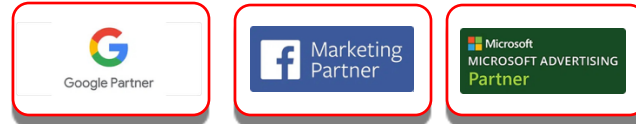
CITY SERVICE REQUIRED *

Select

SERVICES ESTIMATE MENU *

Select

EXPERIENCED: CURRENT CLIENT CASE STUDY



Since 2015 – Present

We currently market Dumpster rentals for **Ware Disposal** a SoCal Company Who is also one of our Vendors



Jan 1st – Jun 30th Google Ad Budget = \$18.6K / Month

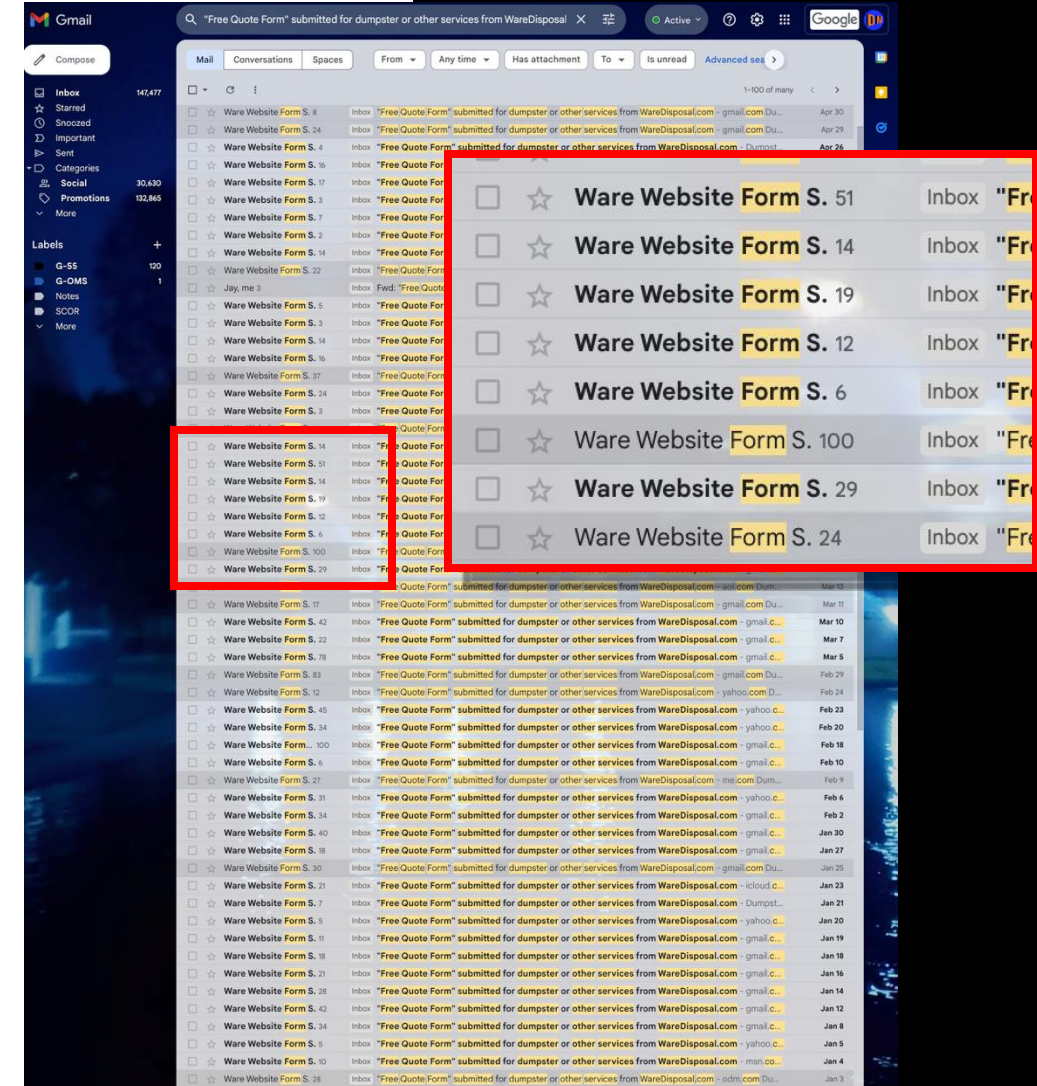
Dumpster Rentals Lead Results

6,430 Quote Forms Submitted

19,100 Phone Call Quote Requests

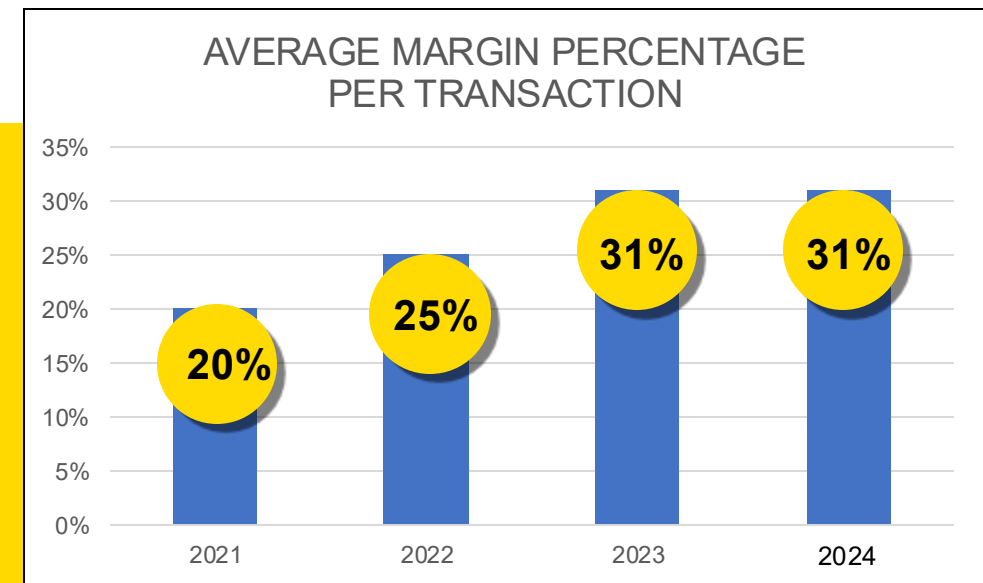
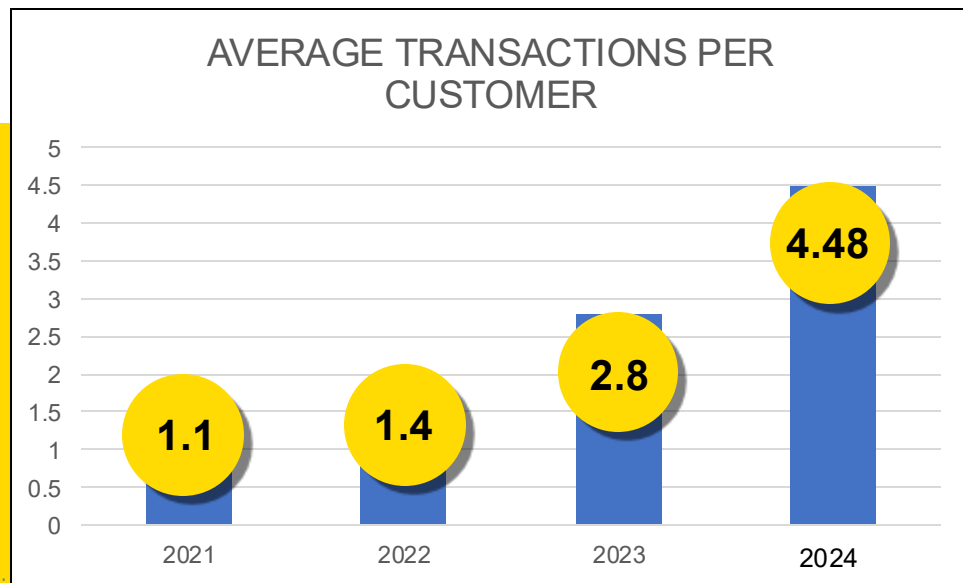
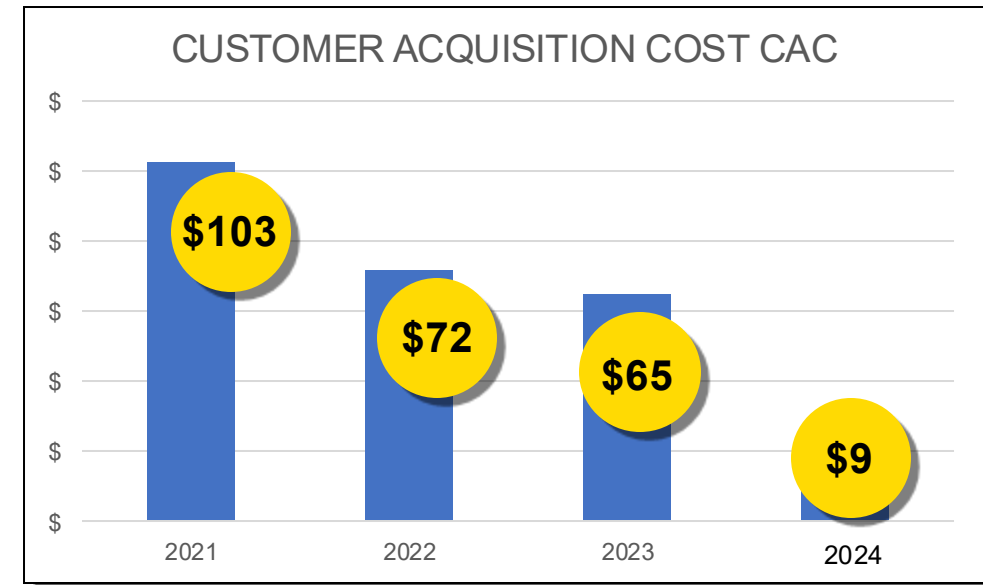
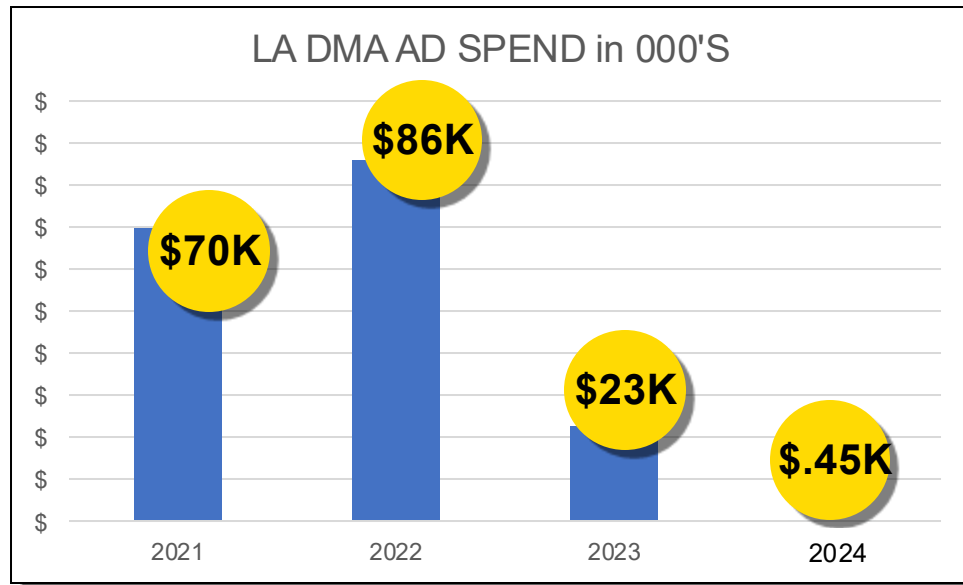
25,530 TOTAL LEADS or 4,255 /Month @\$4.38/Lead

Daily Dumpster Quote Forms



KEY PERFORMANCE INDICATORS (KPI's)

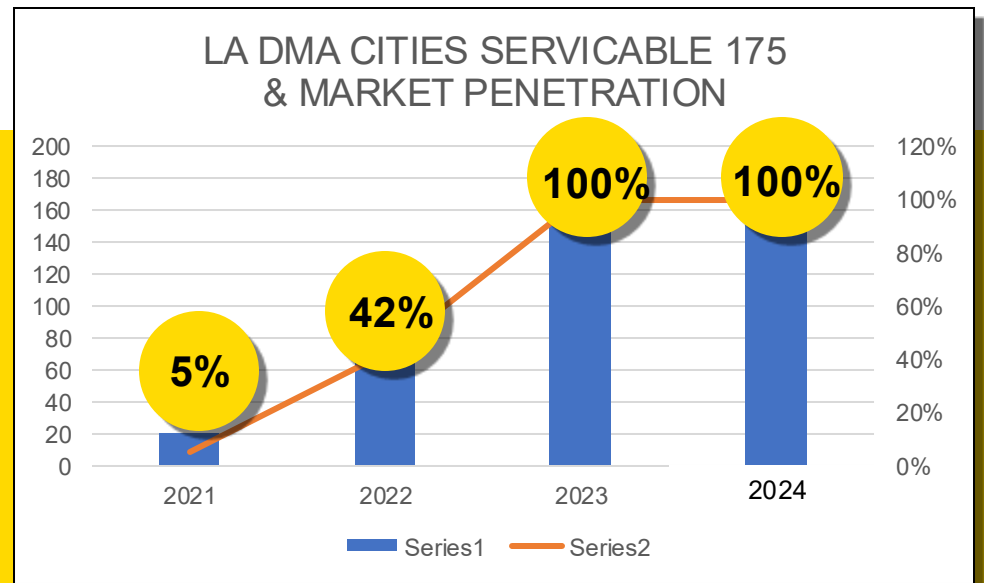
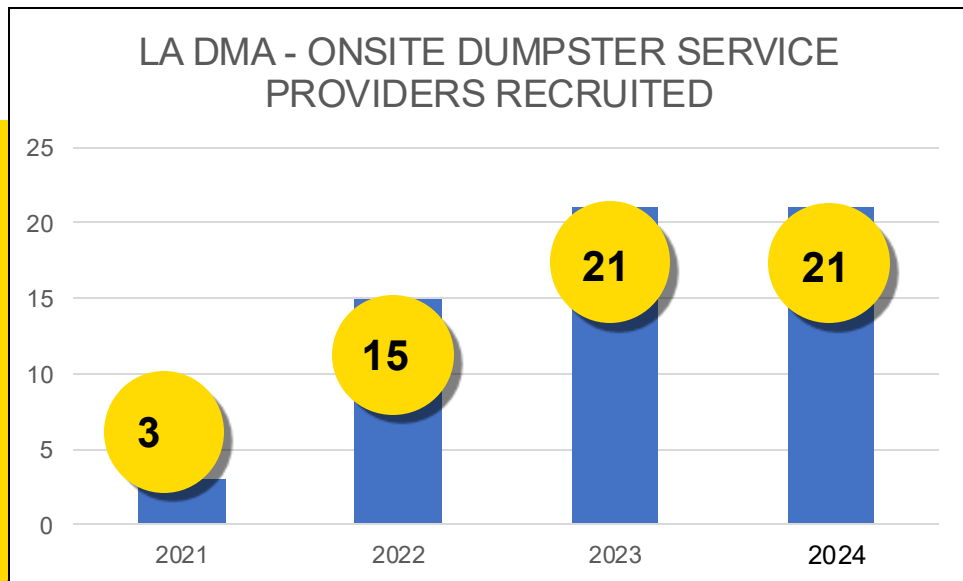
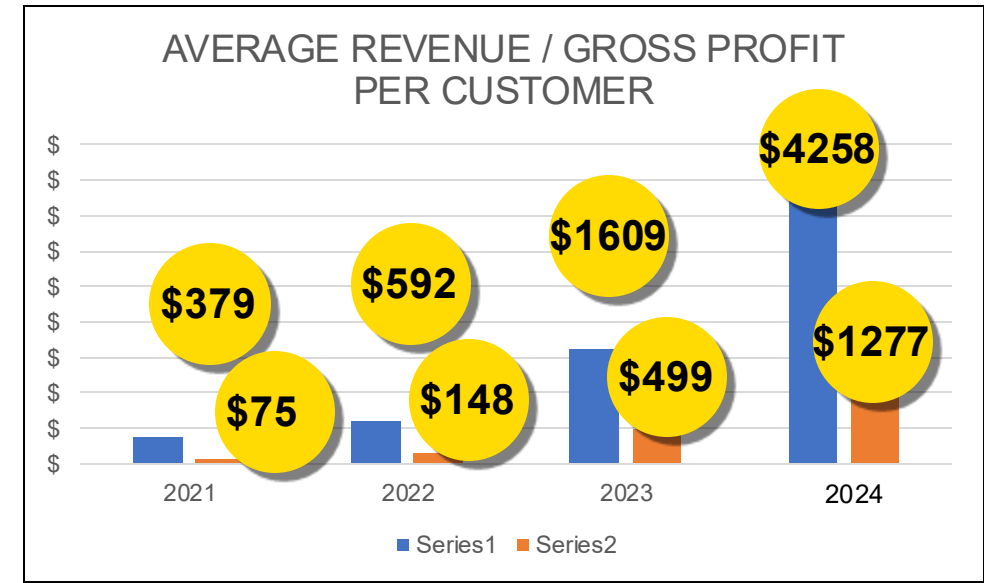
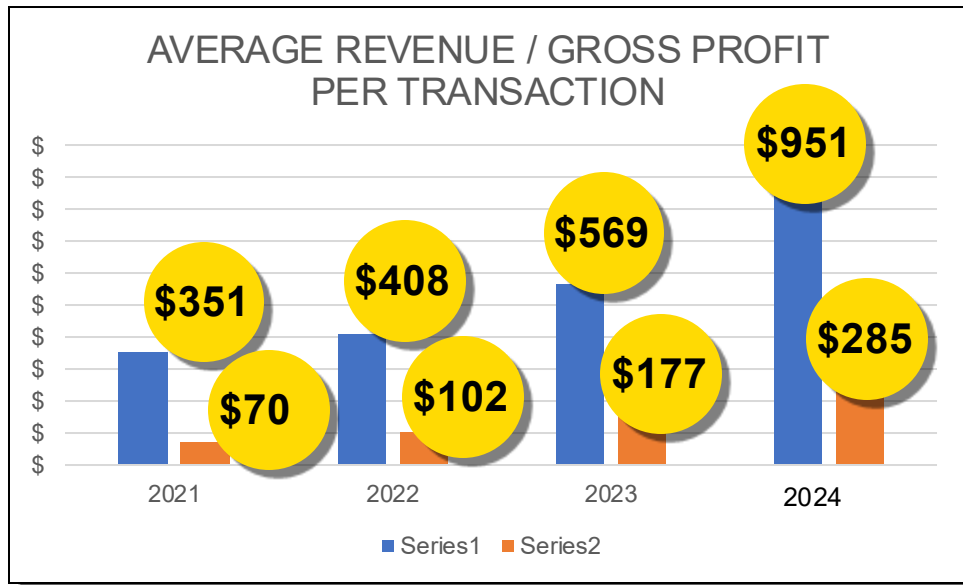
GROSS INCOME JAN 1, 2021 – DEC 31, 2024
\$1,0996,373



KEY PERFORMANCE INDICATORS (KPI's)

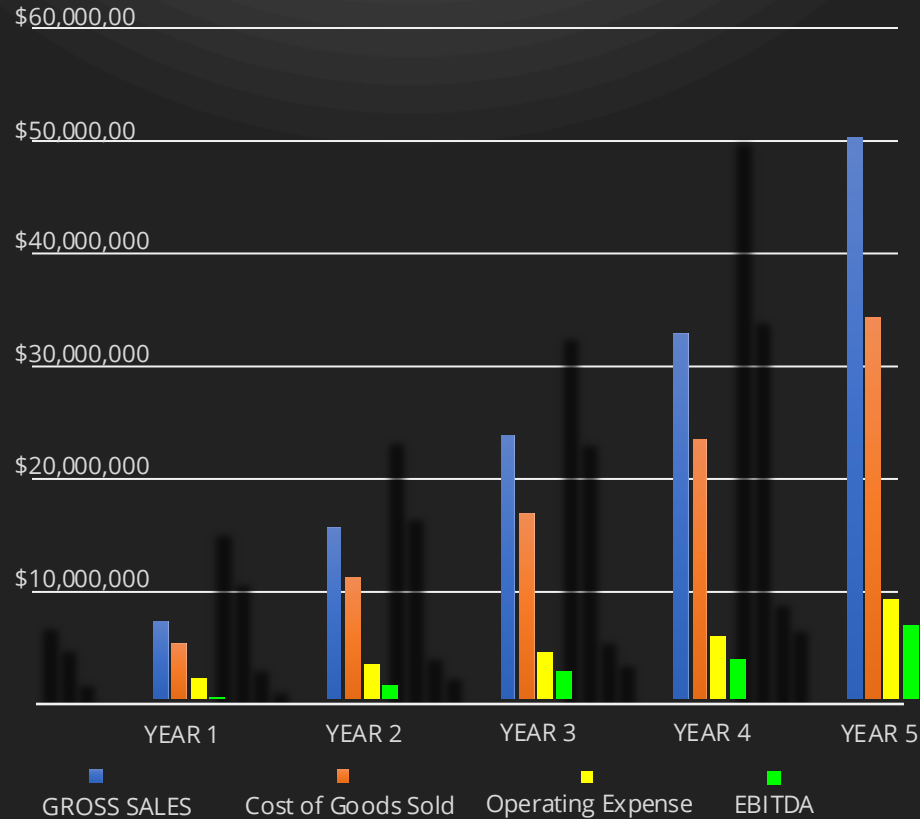
GROSS INCOME JAN 1, 2021 - DEC 31, 2024

\$1,0996,373



FINANCIAL PROJECTIONS ONCE FUNDED

ONCE FUNDED 5 YEAR PROFORMA

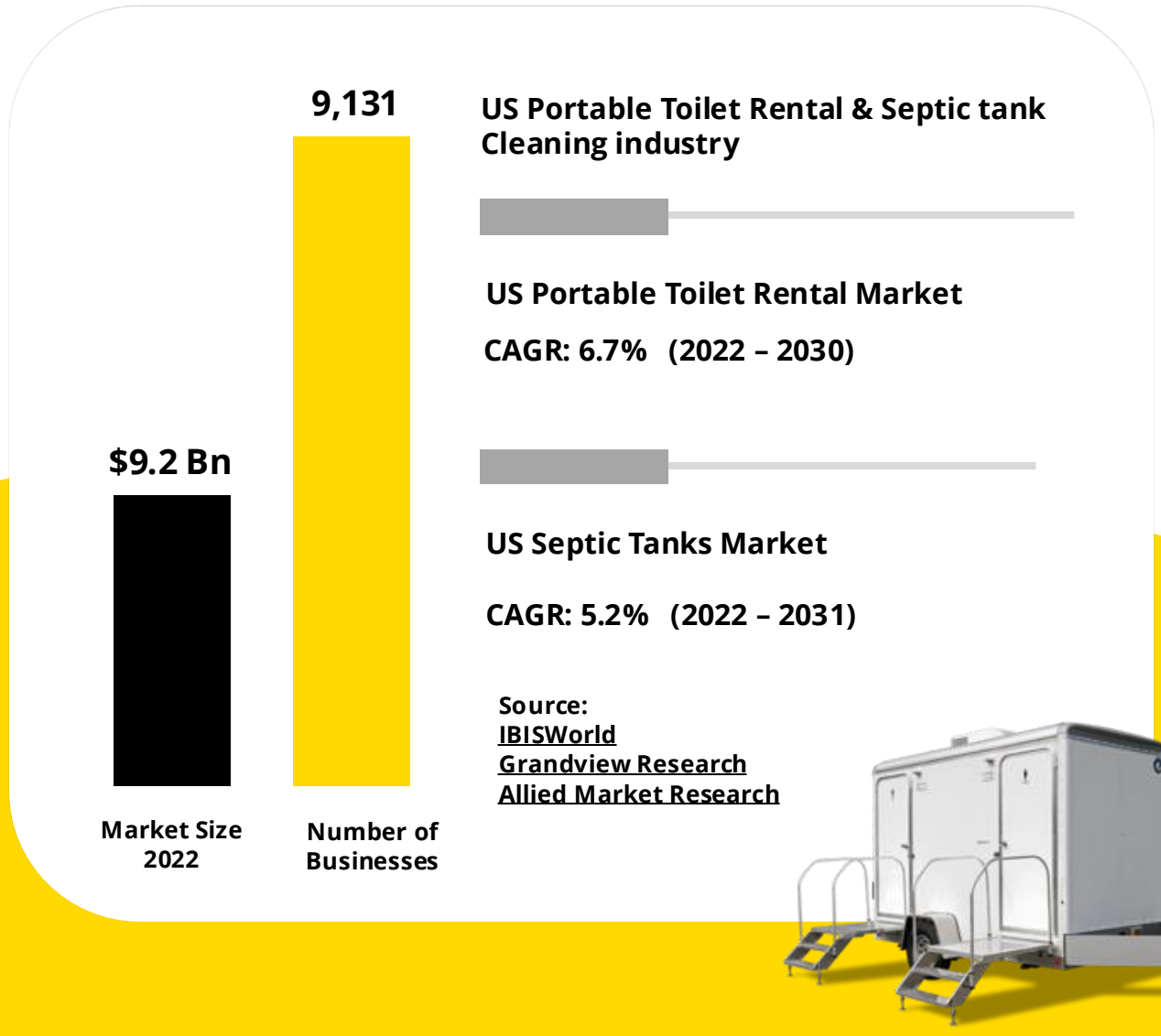
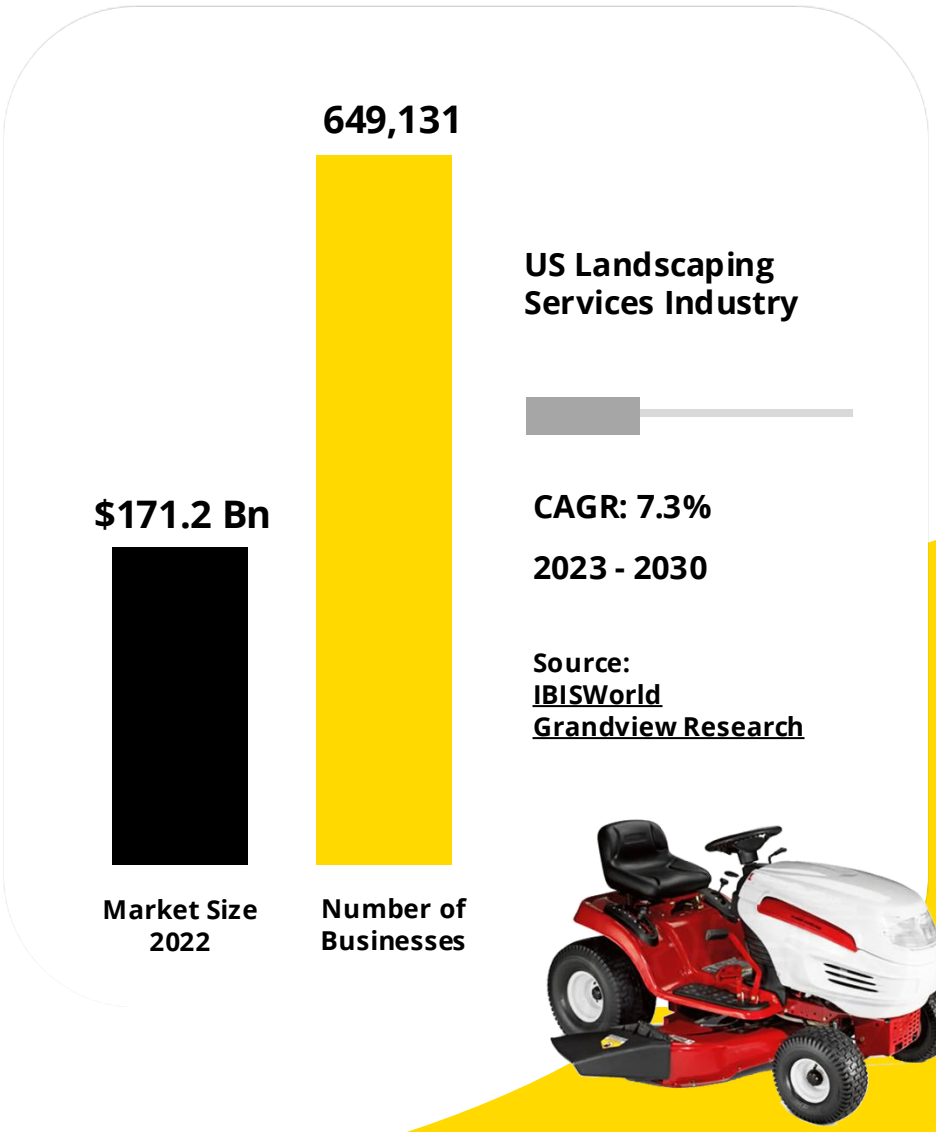


PROJECTION YEAR ONE AFTER FUNDING, 
*Dumpster Rentals Only,
 Los Angeles DMA Assumptions
 based on 75% Ware Actual Marketing ROI*

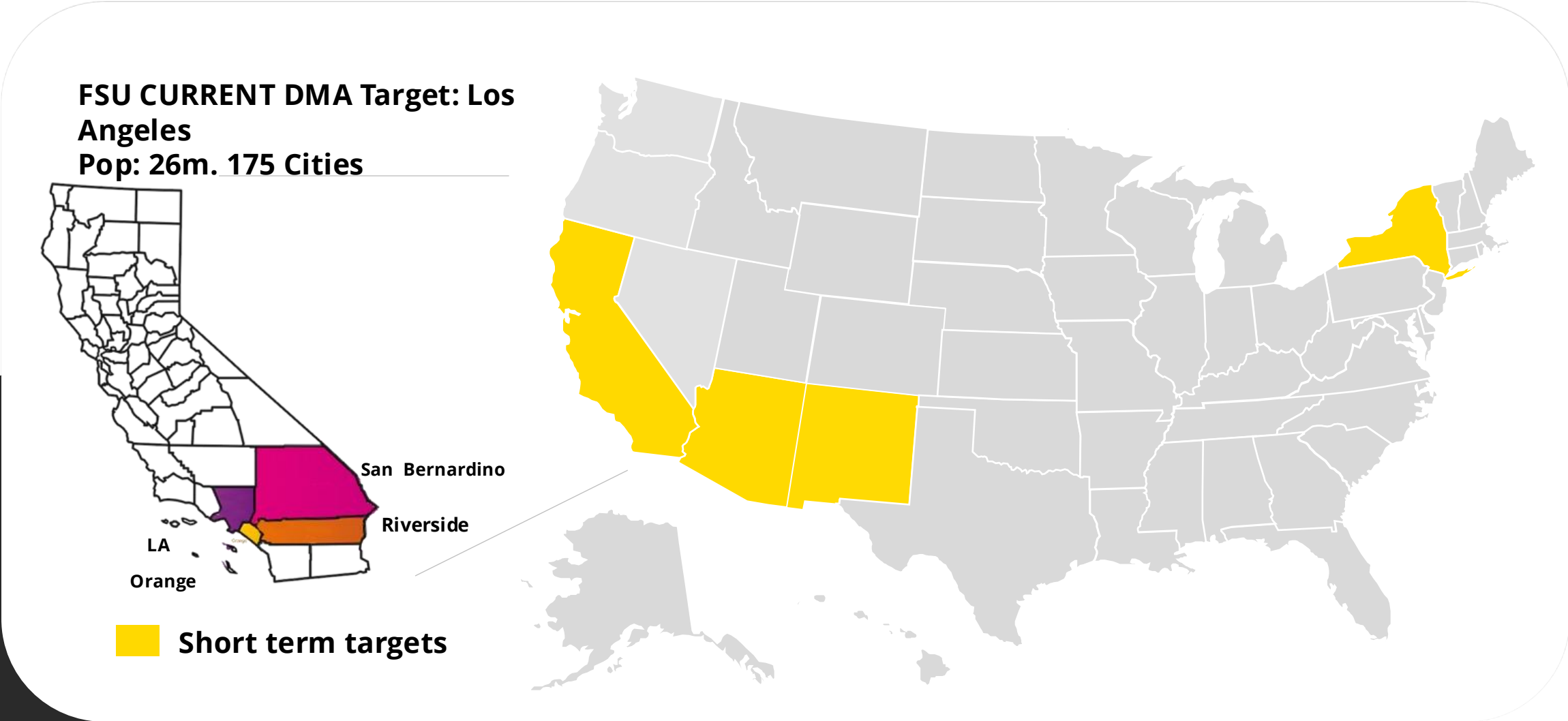
Avg Ad Spend / Month = \$ 35,000
 New Customer Leads / Month = 6,000 *35% of clicks*
 New Customer Lead Cost = \$ 6
 New Customer Sales / Month = 1,000
 New Customer Acquisition Cost = \$ 35 *16% Leads Sold*
 Avg Rev / 1st Transaction = \$ 408 *2022 AVG Sale*
 Avg Transactions / Customer = 1.5 *2022 AVG Repeat Sale*
 Avg Rev / Customer / Year = \$ 612
 Avg Gross Rev / Month = \$ 612,000
 Avg Margin = 30%
 Avg Gross Profit / Month = \$ 183,600
 Gross Rev Year One = \$ 7,344,000
 Gross Profit Year One = \$ 2,203,200 *30%*
 Operations Year One = \$ 1,202,529 *16%*
 EBITDA Year One = \$ 1,00,471 *14%*

FSU NEXT PLANNED INDUSTRIES TO INCORPORATE & OFFER

USA MARKET OPPORTUNITIES



















CURRENT & TARGET DEMOGRAPHIC MARKET AREAS



COMPETITOR ANALYSIS

No Competitors

Features		Waste Collection Providers	Other Brokers
Easy to Use Software			
Instant Quotes and Scheduling			
24/7 Access			
Live Agents			
SERVICE 100% OF CITIES IN FSU DMA'S			

STATE OF ART TECH STACK



NICE
inContact



databox



stripe



GROWTH ROADMAP

PHASE 1



Year One After Funding 2025 - 2026

Achieve profitability

Secure adequate capital to compensate the required team to properly manage operations and increase market share in the Los Angeles Demographic Market Area (DMA).

Improve and embrace Ai powered automation to our web platform.

Add junk removal, portable toilet & septic tank, and landscaping services.

PHASE 2



2026 - 2027

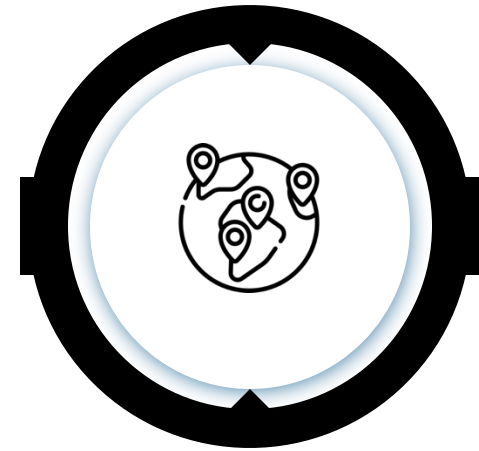
Secure series B round

Expand market areas to include San Diego DMA – Palm Desert DMA – Arizona – New Mexico – New York DMA

Improve and add automation to the web platform

Add dump trucks, painters, roofers, electricians, masonry & plumbers, pest control

PHASE 3



2027 - 2028

Secure series C round

Expand market areas to include the top 25 USA DMA markets and two international DMA markets in Canada and Europe

Improve and add automation to the web platform

Add general contractors, drywall, flooring, kitchen cabinets, windows and doors, fencing, HVAC, glazier, pavers, catering,

TEAM



 **David MacEachern – Founder & CEO |**



 **Louis Ippolito – Founder**



 **Paul H Boritzer – Founder**



 **Bill Friday – Advisory Board |**



 **Scott Kapp – Advisory Board |**

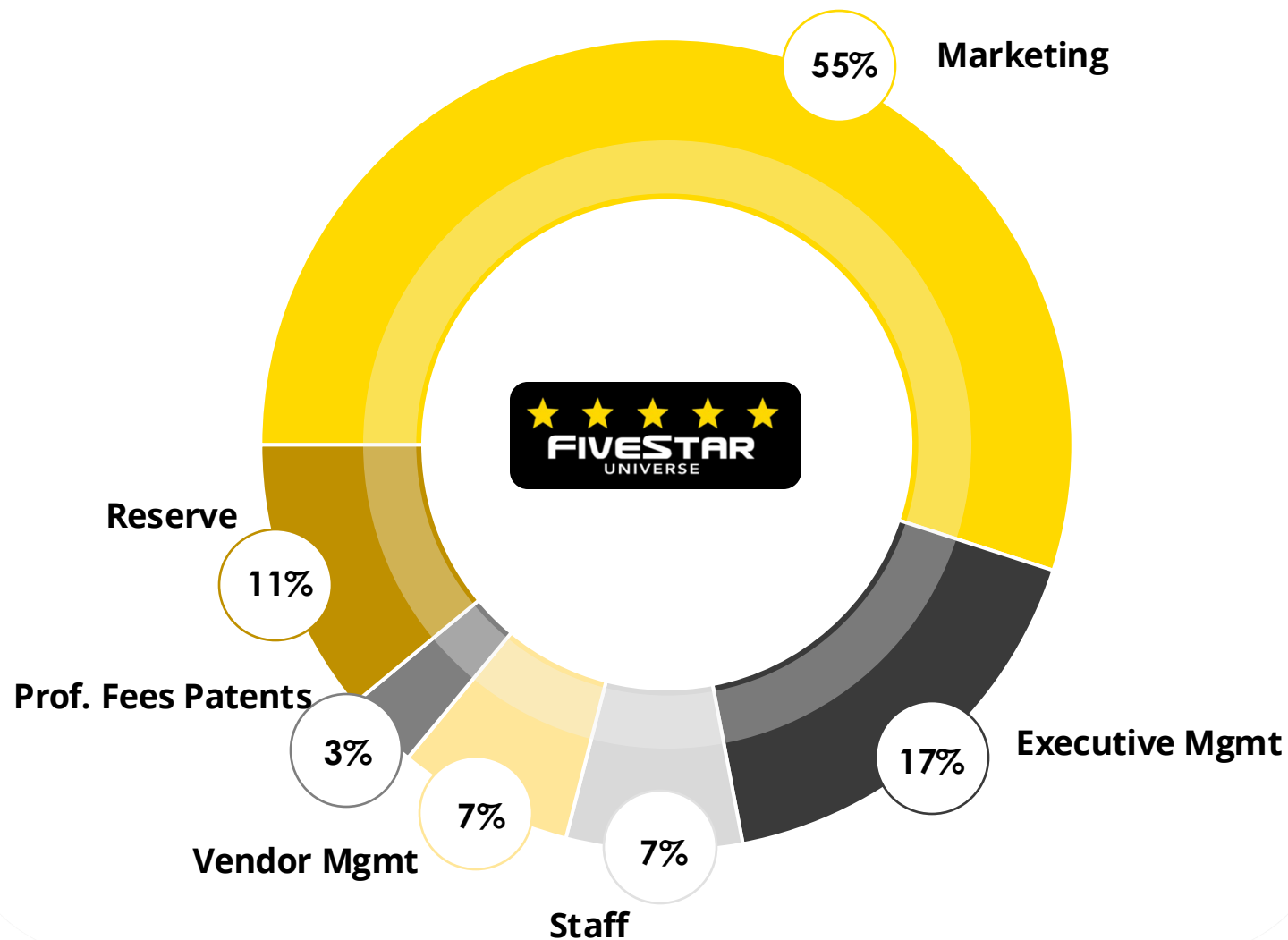


 **Brian Hunkins – Software Developer |**

FUNDING ASK

FSU is looking to raise
Up To ~**US \$1.2 Million**
for a runway of Up To
12 months

USE OF FUNDS



EXIT STRATEGY



Further Funding Rounds

Funding rounds can be followed by Series A, B and C, more which can provide exit criteria for investors.



Merger or Acquisition (M&A)

Management Buyout or as the industry is growing rapidly, Merger with a competitor or Acquisition by a Bigger Corporation




Initial Public Offering (IPO)

Building a public-ready Company




Let's Talk!

David MacEachern | CEO

 310-200-3977

 david@fivestaroniverse.net

 <https://fivestaroniverse.net/>

 Five Star Universe, 3400 Avenue Of The Arts, Ste A108
Costa Mesa California 92626





DAVID MACEACHERN | CEO

Contact

3700 S Plaza Drive Suite HP#42
Santa Ana California 92704
310-200-3977 (Mobile)
davidmac55@gmail.com

www.linkedin.com/in/david-maceachern-263a366 (LinkedIn)
fivestaroniverse.net (Company)

Top Skills

New Media
Public Speaking
Digital Media

David MacEachern

Inventive Detailed & Experienced
Santa Ana

Summary

C Level - Digital/Traditional Media & Brand Building Executive
Make the impossible possible... build and lead exceptional teams to achieve exceptional results!

ACHIEVE ECONOMIC ENVIRONMENTAL SUSTAINABILITY,
WORLDWIDE

- Founder Chairman and former CEO and Chief Architect of iMedia International Inc., a public, digital media solutions company
- Took company public in 2003, raised over \$25 m in equity capital, and built a local, regional and national sales organization with over \$30m in sales
- Company value went from \$0 - over \$ 180 m at its height in 2005
- Built and lead a content and production team producing inventive digital interactive entertainment magazine
- Created new media brand in 2000, Hollywood Previews Entertainment iMagazine. Hollywood Previews was formatted as a monthly interactive iMagazine on disc and as an entertainment website featuring the best in entertainment, film, music & games
- Established studio relations team and partnered with every major and independent motion picture studio, record label and video game company
- Licensed Hollywood Previews site to over 24 US newspapers as exclusive & embedded entertainment site by market, currently featured online in: The Dallas Morning News, New York Daily News, The Orange County Register, LA Daily News, Media News, and more and growing...
- Created proprietary digital media - direct marketing solutions
- Sold solutions to many fortune 500 companies such as American Express, Chrysler, NBC, FOX, Cirque De Sole, The Wynn Resort, FedEx, Embassy Suites, GM and more with 100% multiple repeat business

Page 1 of 3

• A creative, dynamic, out of the box thinker, team builder, presenter, hands-on, experienced media executive with over 27 years of experience

MOD STUDIOS

The Modern Company L.L.C. Advertising/Marketing

- Founded company in 1984
- Managed west coast print advertising production for Andy Warhol's Interview Magazine

Experience

Five Star Universe
2 years 10 months

Chief Executive Officer
October 2019 - Present (2 years 10 months)
Santa Ana California

Five Star Universe is an e-commerce marketplace for on-site-services requiring special equipment & skills. As certified Google Partners we promote our Marketplace online that lets individual users or businesses buy services that we provide from our network of affiliate partners. Beginning in Southern CA with Dumpsters, Roll-offs and Porta Potty's, expanding nationally adding Fences, Flooring, Landscaping and more.

Chief Executive Officer
October 2019 - Present (2 years 10 months)
Santa Ana California USA

An ecommerce marketplace for onsite services

Online Marketing Staff LLC
Chief Executive Officer
January 2016 - Present (6 years 7 months)
Santa Ana, California, United States

Huls Environmental Media Inc
President
January 2007 - January 2016 (9 years 1 month)
Los Angeles, California, United States

iMedia International

Page 2 of 3

Chief Executive Officer
January 1998 - January 2007 (9 years 1 month)
Santa Monica, California, United States

Mod Studios

Chief Executive Officer
May 1985 - January 1998 (12 years 9 months)
Los Angeles, California, United States

Education

Douglas College
(1975 - 1976)

Page 3 of 3



WILLIAM (BILL) FRIDAY | CFO

Contact

www.linkedin.com/in/bill-friday-cfo-545a458/ (LinkedIn)
www.sixthdaymedia.com
(Company)

Top Skills

Mergers
Start-ups
Private Equity

Certifications

Chartered Financial Analyst

Bill Friday, CFA

Financial Executive / CFO / VP Finance / Financial Planning & Analysis / M&A Financing / Accounting / Credit Analysis / Management / Fund Raising / Consulting / Financial Reporting / Investor Relations / Sales

Marietta

Summary

Bill Friday is an executive who is a thought leader with experience building growth through understanding markets, developing relationships, leadership, team building and financial expertise. He has extensive experience in corporate finance, lending, underwriting, financial analysis, negotiating, syndications, acquisition financing, and raising capital in the private equity and debt markets.

Friday's international experience includes conducting business in Europe and China, having lived in the UK and Germany for almost six years.

Friday has industry experience in Telecommunications, Media, Film Finance, Manufacturing, Pharmaceutical, Medical Products, Oil and Gas and entrepreneurial ventures.

Experience

HBF Capital, LLC

CEO

2015 - Present (7 years)

Greater Atlanta Area

* Consulting services including financial analysis, projections, fund raising.
* Advising on investor deck, market positioning, financial reporting, investor relations.

* Achieved over \$30M in commitments for capital raises.

* Industries include media, oil and gas, agricultural, green - environmentally focused, manufacturing.

SCENES Media, LLC

Chief Financial Officer / Consultant

2017 - 2020 (3 years)

Page 1 of 3

Atlanta, Georgia

* Managed accounting, finance, investor relations, fund raising and financial reporting.

* Grew digital media company, promoting musical talent by featuring up-and-coming artists from a wide range of genres.

* Negotiated agreements with talent and vendors.

* Scenes Live Sessions, where artist perform 3-5 songs, grew to 7 days per week, has featured over

1000 bands, and has generated 6.2M video views in a 30-day period.

Sixth Day Media, LLC

Founder and CEO

2002 - 2016 (14 years)

Atlanta

* P&L responsibility for launching startup finance and consulting firm focused on securing private equity and debt capital for the film and media industry.

* Advised/Arranged over \$20M in financing commitments from private investment sources.

* Provided consulting and advisory services to over 20 companies.

* Acquired rights to multiple film properties, arranged distribution and raised marketing (P&A) capital for a national release.

* Speaker at international conference in China on film finance.

* Developed private and institutional capital sources in Europe, China and India.

RegalWorks Media, Inc.

VP Finance - Consultant

2013 - 2015 (2 years)

* One of the founding consultants hired by this media company which went public through a reverse merger.

* Oversaw accounting, finance, investor relations and financial reporting.

* Structured and negotiated the raising of debt and preferred stock.

* Left after the successful sale of controlling interest in the company.

HBF Asset Management

Chief Executive Officer

2004 - 2009 (5 years)

Atlanta

* Formed and managed a mortgage income fund.

* Generated above average returns for investors.

Page 2 of 3

* Raised equity capital, negotiated service contracts with multiple providers and handled investor relations.

Grosvenor Park Media

Managing Director

2001 - 2001 (less than a year)

Munich, Germany

* Established a European subsidiary, developed new financing products, forged alliances with banking and industry leaders.

* P&L responsibility, directed accounting, legal and consulting operations.

Wachovia Bank

Senior Vice President, Global Corporate Finance Group

1989 - 2001 (12 years)

Chicago, London, Atlanta

* Top income producer for Global Corporate Finance division.

* Arranger/co-arranger on over \$40B in syndicated acquisition financing.

* Successful through in depth analysis of companies' business needs and financials to provide creative financial solutions to funding, risk management, currency and M&A needs.

* Derivatives, capital markets, syndications, secondary loan trading.

Education

University of North Carolina at Chapel Hill

BA, Economics

Wake Forest University School of Business

MBA, Finance

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