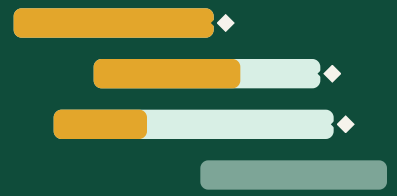
Project Money

The money side of project management.

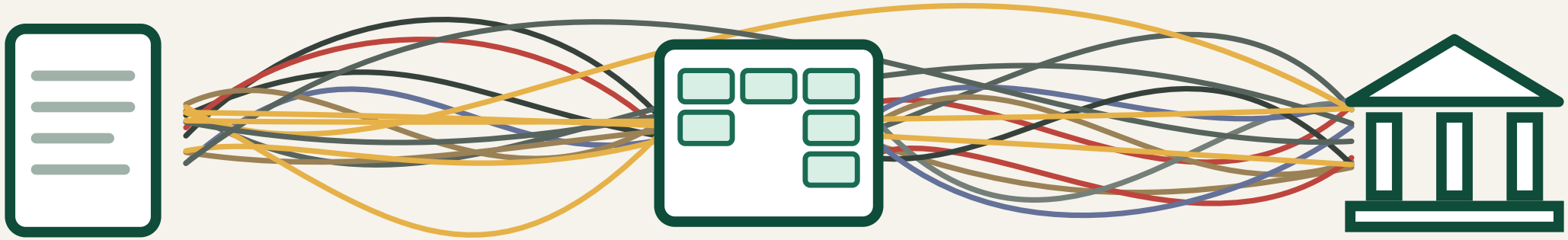


Chaos to clarity.



Chaquilla Richardson, CEO · Columbus, Ohio · Chaquilla@ProjectMoney.us

Keeping track of work is work we don't get paid for.



The SOW

The tasks

The bank

Small firms get paid late, then pay late.



59%

of US small businesses have invoices over 30 days late

QuickBooks Late Payments Report 2026 (vendor survey)



58%

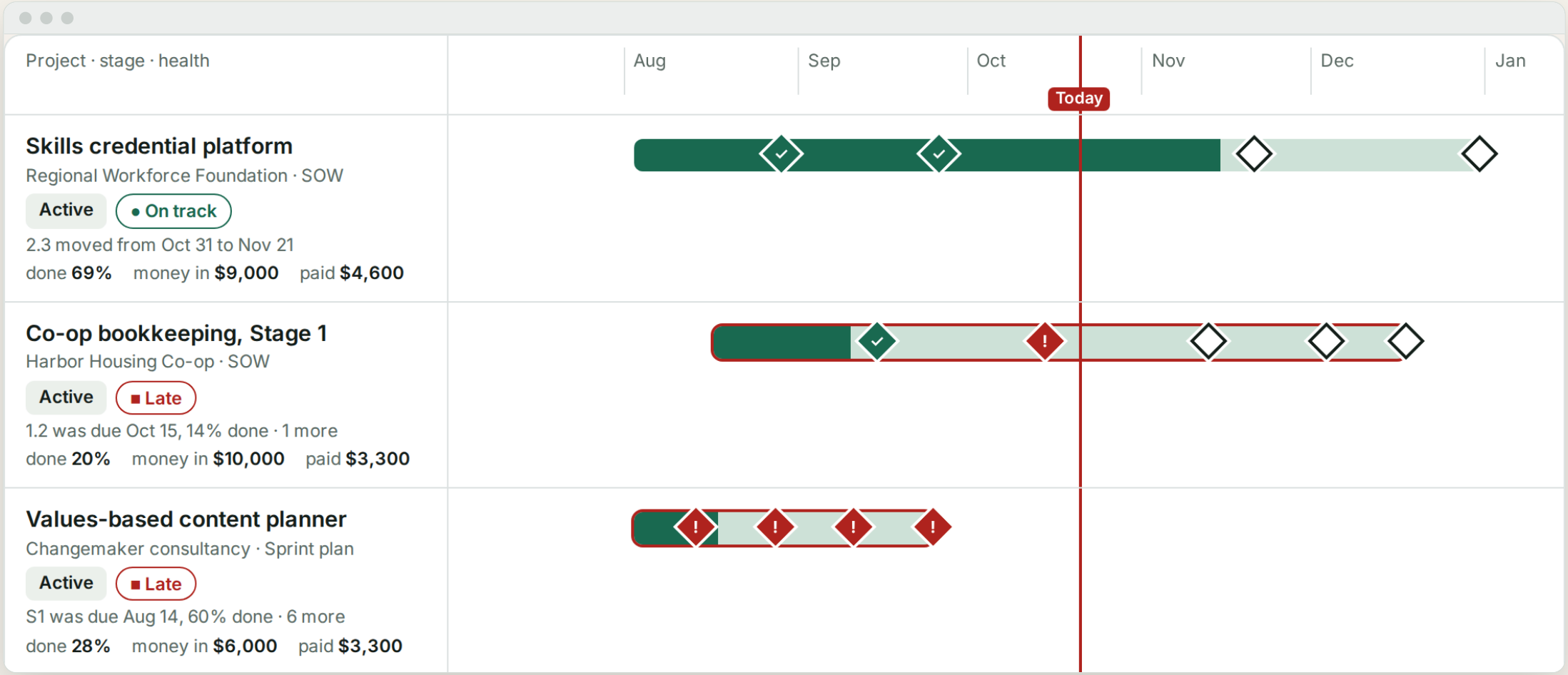
of the workday goes to work about work

Asana, Anatomy of Work 2023, 9,615 knowledge workers (vendor survey)



Icons: Phosphor (MIT)

On track, on budget, effortlessly.



Running today: our own projects and first client.

✓ **Money on tasks**

✓ **Client payments**

✓ **Milestones**

Live: Civic Works, a 501(c)(3), runs a $20K CIVICUS grant on it →

jade.linkedtrust.us · reads our live Taiga boards · 112 automated tests

StreetWell spent almost a year customizing Zoho. It still doesn't fit.

~1 year of their own customization work

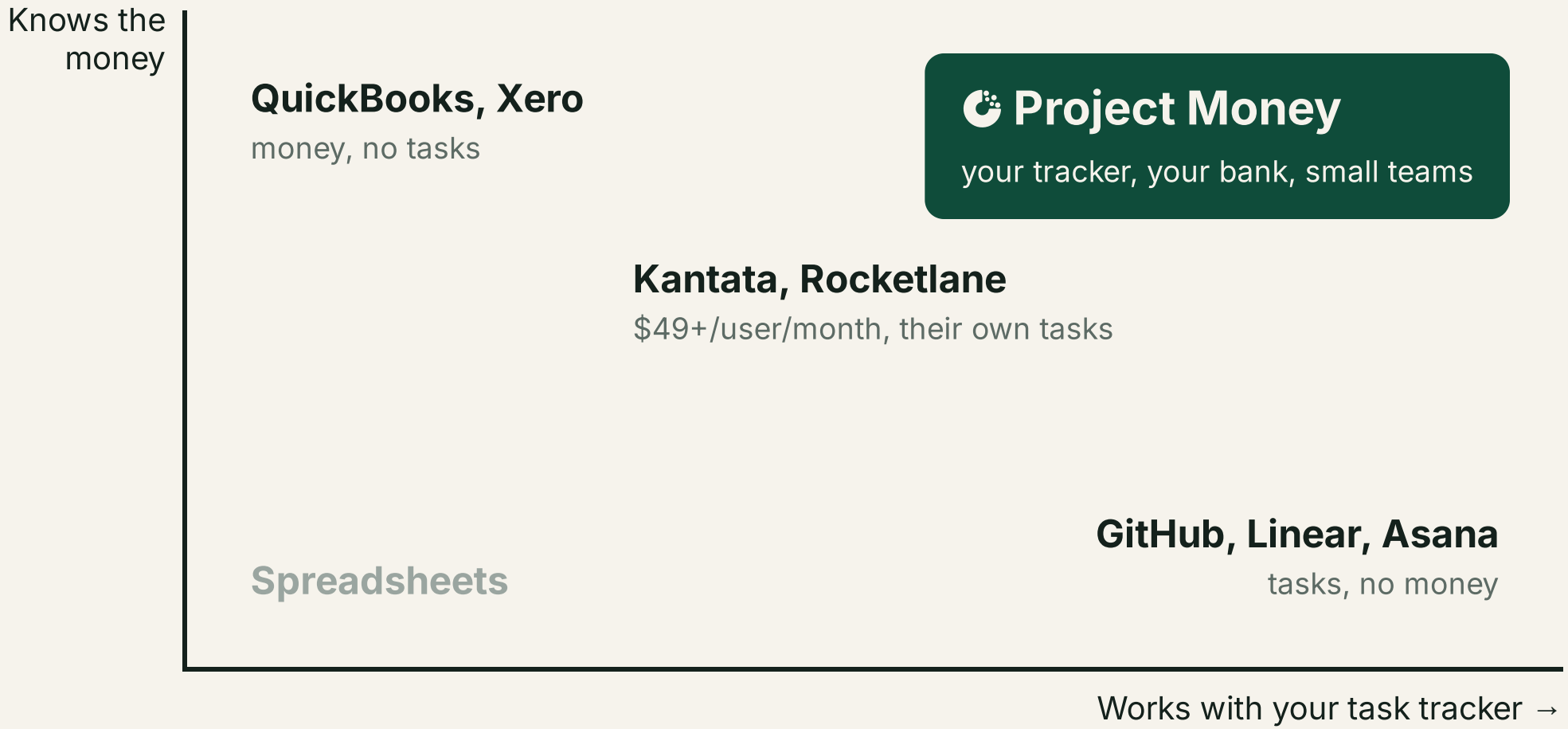
$300 a month to Zoho

5 apps built in Zoho Creator: 418 entities, 3,858 fields

Now they are sunsetting Zoho.

StreetWell (construction co-ops) is building its own system to replace Zoho. App counts from their Zoho Creator export.

Positioning



No tool ties pay to tasks and money in.

Market: $122M a year in the Midwest alone, at our price.

34,606	trade subcontractors
17,187	engineering, IT, consulting, agencies
12,435	grant-funded nonprofits
11,644	general contractors
9,022	machine shops, tool and die

Firms with 5 to 99 people in the 12 Midwest states (Ohio: 13,852), Census SUSB 2022. 84,894 firms × $1,440 a year (our $120 team price). Our arithmetic.

Go to market: partners and channels

LinkedTrust

Customer

Consulting partner. 10,191 contacts.

Amerissa Studio

Commitment expected

Workers.VC

8 ventures in the pipeline

Already on Odoo: a deploy, not a sale.

13M+

Odoo users

Odoo's app store pays the module maker 70%.

CHANNELS THAT ALREADY SELL TO SMALL FIRMS

Domain and site hosts

GoDaddy: 20.5M customers. Wix App Market: 0% fee year one.

Credit unions

Q2 Marketplace: 450+ banks and CUs. Navatros: ~200 Ohio CUs.

Trade associations

ABC Tech Marketplace for contractors. 4A's perks for agencies.

Accountants

Firms pick apps on a colleague's word first. Intuit ProAdvisor pays for app referrals.

Revenue model

Cheaper and more flexible: greenfield, built with AI.

Subscription

Hosted, monthly. Free for 3 users, then $8 a user, up to $120 a team.

Setup

Onboarding and custom views, sold through LinkedTrust consulting and partners.

Channels

Partners earn a recurring share. Odoo's app store pays the module maker 70%.

695
teams at $120 a month

$1M
a year in subscriptions

0.8%
of 84,894 Midwest project firms

695 × $120 × 12 = $1.0M. Firms with 5 to 99 people in the 12 Midwest states, Census SUSB 2022. Our arithmetic.

Add-ons on the same data.

Reach out

Live

Who to contact next, scored from the team's CRM.

News

Demo

Local news read as openings, with who you know there.

Ask amebo

Live

An agent that answers from your projects, money and contacts.

News: a headline becomes a warm introduction.

1 · NEWS

Huntington opens a small-business platform

Banking Dive, Oct 19

→

2 · FIT

It leaves out the money

No money in vs owed, no reconciliation.

→

3 · WHO

A product manager at Huntington

First-degree on LinkedIn

→

4 · DASH

One line under News

Next to the CRM

From the demo: six Midwest openings found this way, Oct 29.

AI: in, out, and made to fit.

In

Live

Say it in Slack. The agent records the request on its budget lines, the approval and the payment, as the person who said it.

Out

Template drop live · writing next

Drop the investor's or funder's own template on Updates. The monthly update comes out in that format.

Made to fit

At setup

Custom views for each team, built with AI during onboarding.

The round builds the partner channel.

Sign

Sales and marketing lead, Columbus, full time

Signs partners who already serve small firms: accountants, Ohio credit unions, Odoo partners, trade associations.

→

Equip

Two engineers, remote, full time

Build what partners need to set it up for their clients: live bank feed, onboarding, views made for each firm.

→

Sell

Partners

Bring Project Money to the firms they already serve. LinkedTrust consulting is the first.

Partners earn a recurring share, so selling costs grow only with revenue.

Team



Chaquilla Richardson

CEO · Columbus, Ohio
Doctoral Candidate,
Business Administration



Golda Velez

Technical Advisor
Staff Software Engineer
ex-Uber, ex-Oracle, Caltech



Peter Benjamin Ani

Sr Python Developer
Business accounting and
Python, LinkedTrust

Project Money

The money side of project management.

Chaquilla Richardson

CEO · Columbus, Ohio

Raising pre-seed →

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