VENTURE GROWTH / CONSTRUCTION TECHNOLOGY

Medida AI
Preliminary Investment Screen

An evidence-led assessment of a potential Flashpoint Venture Growth opportunity. Research cutoff: November 1, 2026. Public sources only.

RECOMMENDATION	COMPANY STAGE	MODEL BASE IRR	MODEL ENTRY CAP
WATCH	Seed / unverified	**20.6%**	**$17.0m**

Decision in one paragraph

Do not seek IC approval yet. Medida is a potentially attractive Israeli-founded, U.S.-oriented vertical workflow company. A December 2025 report cited a $4m seed financing and a $3m annualized revenue rate, while its site says it is trusted by more than 50 remodeling companies. These facts support a first diligence conversation, not a financing decision. Current 2026 financials, recurring revenue quality, cost structure, measurement accuracy, paying-customer cohorts, capitalization and valuation are unavailable. At a purely illustrative $25m entry pre-money, the scenario model produces a 20.6% base gross IRR, below the analyst-defined 25% hurdle. [S1-S4]

What would change the recommendation?

- Confirm ARR: reconcile the December 2025 annualized revenue statement with signed contracts, monthly invoices and recurring versus usage-based revenue.
- Validate product economics: independently test measurement accuracy and quantify avoided site visits, remeasurements, reorders and cancellations.
- Establish price: request the actual live financing terms and fully diluted capitalization. There is no evidence that a $25m pre-money transaction is available.

This memo is a preliminary screening exercise. All forward financials, valuations, ownership terms and operating forecasts are hypothetical analyst assumptions, not management guidance.

01 | Mandate alignment and candidate triage

Flashpoint's published Venture Growth mandate targets $1m-$10m initial investments, often $3m+ ARR, minority ownership of at least 5%, LTV/CAC above 3x, and six-to-ten-year investment horizons. It concentrates on global B2B technology businesses with European and MENA founder backgrounds. The current job advert separately identifies $2m-$10m ARR at entry. [S1, S2]

Test	Public evidence	Preliminary view
Founding geography	Company founded by Jonathan (Yonatan) Gilat and Benzi Ronen; Tel Aviv / New York footprint.	Strong thematic fit
Revenue threshold	$3m revenue at annual rate reported in Dec 2025; unverified recurring share.	Potentially at threshold; not verified ARR
Product	Smartphone-based measurement for renovation installers, initially windows and doors.	Direct vertical workflow benefit
Commercial demand	Medida website says trusted by 50+ remodeling companies.	Promising claim; paid adoption unknown
Unit economics	No verifiable CAC, churn, margins, pricing or customer cohorts.	Critical unresolved
Entry / ownership	No current round terms, security structure or cap table.	Not currently actionable

Alternative opportunities reviewed

Candidate	Evidence	Screen conclusion
Medida AI	2025 $4m seed and $3m annualized revenue rate; proof-of-value claims, 2026 KPIs unavailable.	Lead diligence candidate because the traction question is tractable.
Reeco	Israeli hospitality procure-to-pay business; $15m Series A in Jan 2025; later media cite $30m total funding. Revenue unavailable.	Attractive mandate fit, but less public underwriting visibility.
LeanCon	Israeli AI preconstruction planning startup; $6m seed reported; customer / revenue data unavailable.	Potentially below Venture Growth traction stage.

Screening note: these are three researched comparators, not an exhaustive universe of 25-40 sourced companies. The broader pipeline must be completed separately before representing it as deal sourcing coverage. [S5-S7]

02 | Product, commercial thesis and competition

Problem and proposed solution

Manual site measurements can delay a renovation sale or installation and create rework if a door or window does not fit. Medida aims to replace selected site visits with remotely generated measurements and three-dimensional visualizations. The value proposition is measurable: fewer field visits, shorter cycle time, less installation rework and potentially better conversion. The company is expanding product scope beyond doors and windows, according to its 2025 reporting. [S3]

Evidence versus claims

Company/public statement	Confidence	What we must prove
Revenue rate of $3m in Dec 2025	Reported by press, no audited accounts	Is this contracted ARR, annualized scan volume, implementation fees or a blend?
More than 50 remodeling-company logos	Company website, self-reported	How many are paying now, at which ACV, with what retention and product depth?
99.9% accuracy, up to 1/8 inch	Company product claim, not independently established	Blind installation-grade tests by product, hardware, lighting and geometry.
33%+ fewer cancellations	Company product claim, no causal evidence found	Controlled pilot, definition of cancellation, baseline, confidence interval.

Direct and adjacent substitutes

Provider	Published positioning	Differentiation / risk
HOVER	Phone-based interior/exterior measurement, 3D modeling and contractor workflows; advertised subscriptions plus per-project pricing.	Material platform and pricing competitor, increasingly end-to-end.
magicplan	Floor plans, field measurements, reporting, collaboration and project-priced plans.	Adjacent contractor workflow with broad functionality.
Canvas / Twindo	LiDAR capture and professional-grade CAD/BIM model conversion; paid as-built output.	Overlap in measurement; distinct device and end-output needs.

Moat hypothesis: Medida may win through installation-grade precision, manufacturer-specific datasets, channel relationships and workflow integrations, not simply through a generic computer-vision model. These are hypotheses requiring validated win-loss data, customer interviews and product testing. [S3, S4, S8-S10]

03 | Market and revenue-quality diligence

Macro context

The Harvard Joint Center for Housing Studies forecast on October 22, 2026 that U.S. owner-occupied home improvement and repair spending would remain broadly flat through late 2027, with annual spending around $525bn through Q3 2027. That is context for customers' spending exposure, not Medida's software TAM. The relevant serviceable market is installers and contractors that spend materially on field measurements and would pay for measurement software. No credible bottom-up count, account segmentation or validated pricing data is yet available. [S11]

Revenue taxonomy required before a SaaS multiple

Revenue stream	Diligence issue	Valuation implication
Recurring subscription	Paid seat, branch, platform or enterprise license; contracted renewal rights.	Potentially merits software-led multiple if retention and margin verified.
Metered measurement / transaction	Volume-dependent paid scans or completed projects.	Model cohort frequency, contraction and variable unit costs.
Implementation / services	Hardware, onboarding, model correction, bespoke integration.	Lower gross margin and revenue quality; avoid ARR treatment.
Channel / partner fees	Installer, manufacturer or distributor revenue sharing.	Check customer concentration and take-rate sustainability.

Proposed customer diligence sample

• 10 interviews: four active high-usage customers, two newly onboarded, two churned / downgraded, and two qualified prospects that selected a competitor.

• Reconcile site-visit savings by measuring average trip cost, repeat visits, installation error rate and time to installation for sampled work orders.

• Request monthly revenue by customer and product type, scan volumes, gross margin per scan, support interventions and customer-specific claims / refunds.

Critical test: if the product depends on substantial manual human review or if usage collapses when remodeling activity cools, it should be underwritten with lower gross margins and potentially a lower exit multiple than a high-retention SaaS product.

04 | Illustrative transaction and scenario returns

These results are mechanically linked to the accompanying Excel workbook. They are not a sourced revenue forecast, negotiated financing round or opinion on current fair value. The only disclosed revenue starting point is the reported December 2025 annualized rate. Forward revenue, recurring mix, margins, financing amounts and multiples are analyst-imposed assumptions.

Illustrative capital structure	Input / output	Explanation
2026 entry pre-money	$25.0m	Analyst assumption, not latest private-market price
New primary check	$5.0m	Inside Flashpoint's published initial check range
Entry post-money / initial ownership	$30.0m / 16.7%	Simple fully diluted common-equivalent calculation
2029 follow-on round / assumed pre-money	$20.0m / $150.0m	Whole company financing, not only Flashpoint
Pro-rata follow-on check	$3.33m	Keeps ownership constant if modeled as fully priced equity
Holding period	2026 to 2033	Seven annual cash-flow periods
Exit costs / hurdle	2.0% / 25%	Analyst assumptions, not firm-mandated

Scenario results

Case	2033 revenue	Exit annual rev. multiple	Gross proceeds	MOIC	Gross IRR
Bear	$9.66m	2.0x	$3.16m	0.38x	(15.9%)
Base	$31.35m	5.0x	$25.60m	3.07x	20.6%
Bull	$107.24m	8.0x	$140.12m	16.81x	57.4%

Price sensitivity and discipline

On the base operating forecast and exit assumptions, the model solves to a maximum initial pre-money valuation of about $17.0m to clear a 25% gross IRR hurdle when assuming the same $20m pro-rata follow-on financing. At $25m pre-money, it falls short. This is not an offer recommendation because 2026 actuals and live market price are unknown.

Important exclusions: preference stack and participation, SAFEs, options, dilution beyond the specified 2029 round, fund management fees and carry, taxes, net debt, potential failure before exit and exact-day cash-flow timing. The model uses annual revenue multiples because recurring ARR has not been validated.

05 | Diligence decision gates and value creation

No-go / conditional criteria

Gate	Acceptable evidence	Consequence if absent
Revenue quality	Last 18 months actuals by recurring, metered and services with contracts, bank / invoices reconciliation.	Remain WATCH; do not apply SaaS ARR valuation.
Accuracy and liability	Independent blind tests including challenging sites and installation callback outcomes.	Reject if physical error / liability makes product non-scalable.
Commercial durability	Customer cohorts, churn, usage retention, ACV, 10 interviews and concentration.	Reduce revenue growth, recurring mix and terminal multiple.
Unit economics	Fully loaded gross margin, CAC, LTV, sales-cycle and cash burn by channel.	Do not clear Flashpoint LTV/CAC hurdle.
Live deal terms	Fully diluted cap table, proposed security, valuation, option pool and future capital needs.	Do not issue a transaction approval.

Conditional 100-day portfolio value creation plan

Days	Intervention	Measurable outcome
1-30	Build cohort revenue dashboard, error audit and scan-level gross-margin instrumentation.	Baseline NRR / GRR, installation rework, scan failure and contribution margin.
31-60	Run controlled pilots in installer subsegments and integrate ROI proof into enterprise sales materials.	Incremental win rate, time-to-install delta and payback validation.
61-100	Prioritize high-retention geographies / cohorts, expand OEM channel tests and review packaging.	Sales payback by channel, active paid accounts, expansion pipeline and retention.

Exit logic

Potential strategic buyer categories include contractor operating platforms, measurement and estimating software, home improvement product manufacturers, and construction workflow suites. HOVER is a relevant competitor and therefore only a hypothetical strategic counterparty, not an observed buyer or confirmed interest. Exit path is most credible if customer concentration falls, measurement IP is defensible and data becomes embedded in installer workflows.

Current recommendation

WATCH, request diligence materials, and price rigorously. The company is interesting enough for targeted research because its product solves a costly workflow and its founders fit the Flashpoint geography. The current evidence is not enough for an INVEST vote. A disciplined pass is preferable to inventing private SaaS metrics.

06 | Evidence and provenance

Source references correspond to public material accessed around November 1, 2026. Company claims remain explicitly categorized as self-reported. Links are included for reviewer reproducibility.

[S1] Flashpoint Venture Growth mandate

https://flashpoint.capital/products/venture-growth

[S2] Flashpoint hosted analyst job description (older posting)

https://jobs.flashpointvc.com/companies/flashpoint-venture-capital-2-ffecfcce-20a9-4d32-9410-596bf4bd838e/jobs/67420704-venture-growth-investment-analyst

[S3] Calcalist / CTech, Medida seed and revenue announcement, Dec. 10, 2025

https://www.calcalistech.com/ctechnews/article/bj10jmvzzl

[S4] Medida primary company website

https://medida.ai/

[S5] Reeco company release, $15m Series A, Jan. 15, 2025

https://www.prnewswire.com/news-releases/reeco-raises-15m-series-a-round-to-modernize-hotel-procurement-with-ai-driven-procure-to-pay-platform-302351873.html

[S6] Ynet, Reeco growth and reported total funding, 2026

https://www.ynetnews.com/business/article/sjdtdcleme

[S7] Ynet, LeanCon seed financing

https://www.ynetnews.com/business/article/sjjkkno11wx

[S8] Medida claimed accuracy and cancellation impacts

https://medida.ai/products/accuracy

[S9] HOVER published product and pricing

https://hover.to/pricing/

[S10] magicplan published product and pricing

https://magicplan.app/pricing

[S11] Harvard JCHS Oct. 22, 2026 LIRA release

https://www.jchs.harvard.edu/press-releases/remodeling-spending-continues-stagnate

[S12] Anton Fedorov official Flashpoint profile

https://flashpoint.capital/team/tony-fedorov

Research integrity statement

No discussions with Medida management or Flashpoint were conducted for this research. No proprietary customer revenue, financing documents, board materials, product test results or due diligence questionnaires were available. Nothing in the workbook should be presented as an observed price, ARR figure after December 2025, audited financial forecast or guaranteed return.