Merovo

AI agents for security and low-voltage distributors

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02 MARKET NEED AND SIZE

The problem

01 A quote built on last week’s price loses margin.

02

A master distributor's price file changes, and staff must load it into the ERP before the next quote.

03

A rep keys a dealer's emailed or phoned order into the ERP by hand, and one wrong line leaks margin.

04

Every price has to be checked against MAP and margin rules before it is quoted.

03 VALUE PROPOSITION

What Merovo does

01

Loads supplier price feeds into the ERP.

02

Prices every item against margin and MAP rules.

03

Next: order entry from dealer emails and calls, so staff approve exceptions instead of typing.

04 PRODUCT DEVELOPMENT STAGE

Where the product stands

Built inside IP Powerhouse, starting June 2026. Runs in production there.

Live imports into its Odoo (counts as of Oct 30):

Power Sonic	231 products created	(Sep 28)
Vanco	1,279 created and 759 updated	(Oct 6)
HP Poly via ScanSource	666 created and 45 updated	(Oct 7)
Viking and allowlisted brands	590 created, 50 updated, 48 unarchived	(Oct 23)

118,784

vendor price lines in production, 43,950 from ScanSource.

The pricing engine is built and not yet on for a live vendor.

05 PRODUCT DEVELOPMENT STAGE · PROJECTED OUTCOMES

Traction, stated plainly

1

user company: IP Powerhouse.

0

paying customers.

0

revenue.

0

outside funding.

A few informal conversations with other distributors.

No LOIs, no pilots, no waitlist.

06 COMPETITIVE ADVANTAGE

Competitors and our edge

Order-entry tools: **Conexiom**, **Esker**, **Canals**, **Endeavor AI**. ERP vendors are adding agents too.

In security and low-voltage, the order is the easy part.

The price came from a master distributor feed that changed last night, and MAP and margin rules decide what you can sell for.

Order entry without the pricing back office still leaks margin.

Merovo does both.

07 SALES PROCESS AND EXECUTION · MARKET NEED AND SIZE

Business model and sales process

The payer is the distributor.

Planned model:	a monthly subscription per distributor, priced by order volume.

Start in security and low-voltage, then electrical and other trade distributors that buy through master distributors.

Market size:	**about $65 billion in North America.** This is ADI Global Distribution's estimate of its total addressable industry: professionally installed security, fire/life safety and residential AV products. Source: ADI Global Distribution press release, July 14, 2026 (investor.adiglobal.com).
Price point:	TBD.
First outside design partners:	IP Powerhouse is the live user today. Outside design partners come next, none signed yet.

08 TEAM COMPOSITION AND CEO COACHABILITY

Team and structure

TH

Tyler Harden, technical founder (full time).

Built the feed ingestion, pricing engine and Odoo integration.

DJ

David Jones, co-founder (part time).

President, IP Powerhouse. About 25 years in integration and low voltage, about 4 in distribution.

DL

Domenic LaRocca, co-founder (part time).

CEO, IP Powerhouse. About 19 years in wholesale distribution.

Merovo is not formed yet. It is forming as a Delaware C-corp through Stripe Atlas.

IP Powerhouse Co., LLC is expected to assign the code to Merovo for 20% of the stock, once Merovo is formed and all IP Powerhouse owners approve.

PLANNED **Planned split, not yet issued: IP Powerhouse 20%; Tyler Harden, David Jones and Domenic LaRocca about 26.7% each (equal thirds of 80%).**

IP Powerhouse	Tyler Harden	David Jones	Domenic LaRocca
20%	26.7%	26.7%	26.7%

09 PROJECTED OUTCOMES

Next 6 to 12 months

01

Take order entry from dealer emails and calls live.

02

Sign outside distributors as design partners beyond IP Powerhouse.

03

Form Merovo as a Delaware C-corp through Stripe Atlas, and finish the code assignment from IP Powerhouse.

Open to a raise in the next 12 months.