BauPioniere

BauPioniere

The new Recruiting-Standard for the construction industry

Oliver Bertermann

+49 173 8568793

https://bau-pioniere.de

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The Vision

BauPioniere unites **recruiting**, **professional development**, and **AI innovation** for the construction industry on a single platform, effectively tackling the inefficiencies of a fragmented labor market.

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Market Problem: Systemic Failure

The skilled labor shortage isn't an accident; it's a failure in three acts.

Operative

Thousands of analog silos with no real connectivity. Companies lack both structured processes and market visibility.

44% apprenticeship positions remain unfilled

(highest vacancy rate of any industry)

Technological

No digital marketplace for construction professionals. LinkedIn and the like have failed the building industry.

95.000 open positions in Q3 2025

(with 33% market fluctuation)

Demographic

A lack of knowledge transfer and a crumbling industry image are stripping the next generation of their foundation.

150.000 professionals retiring by 2030

(70% of GenZ rejects the industry)

32.600 € cost of vacancy × 95.000 open positions = 3,1 B € yearly loss, in Germany alone .

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The Step-by-Step Solution

1) From Tool...

Recruiting SaaS and AI Services in One

Make companies visible, connect with candidates in a modern way, and empower through AI.

2) to Community...

Fostering Connection & Breaking Down Barriers

Connecting analog islands into a digital marketplace, leveraging network effects, and driving internationalization.

3) to Infrastructure.

Securing Knowledge, Education, and Image

Digitizing construction expertise, scaling professional development via AI, and making the industry attractive for the next generation.

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Recruiting today: Three harsh Realities

Lack of **Visibility**

Outdated websites, construction site banners, generic job boards, and long descriptions no longer appeal to modern candidates.

80% of candidates are

not actively looking

(90% use their phones daily)

Inefficient **Process**

PDF job descriptions, CV uploads, manual screening, and days of radio silence—the process chain is broken.

32h admin workload

per open position/month

(~60% Ghosting-Rate in construction)

Hohe **Cost of Vacancy**

Every unfilled role means a project stop. When machines sit idle and contracts are declined, the business bleeds out financially.

100.000€ lost revenue

potential

(with 3-4 open positions per year)

Headhunters are too expensive. Public employment agencies are ineffective. Job boards speak the wrong language. No existing solution was built for the reality of construction.

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Our SaaS Product today: A Holistic Approach

Scalable Architecture for 500+ Customers: Fast Low-Code Frontend (Bubble.io) paired with robust workflows & backend (Azure, Azure Functions, OpenAI API & proprietary construction vector DB).

| ① Enter project context | ② AI genervtes requirements + hybrid role profile | ③ Market-optimized job landing page | ④ Role-specific competency funnel | ⑤ Structured applicant profile in the ATS |

Career Portal

Mobile-first career site structured specifically for the construction industry. A central entry point for all channels—whether ads, job boards, or referrals. Zero IT effort.

Construction AI & Job Engine

Translates project context into requirement profiles & hybrid role models. Automatically generates job landing pages + competency questionnaires.

Performance Marketing

Semi-automated video campaigns from a proprietary media library— regional, role-specific, and A/B tested based on conversion signals.

ATS + Talentpool

Structured, comparable profiles. All channels. One system. Automated WhatsApp communication with applicants. Regional talent pool (GDPR compliant).

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Not built from behind a desk

We know the pain points firsthand.

- **Deep Industry Expertise:** From 2023 to 2025 successful marketing agency ("BauPioniere") exclusively for the construction sector.

- **Reach from Day 1:** Built a community of 15,000+ organic followers within the target audience – even before the software launch.

- **Marketing Advantage:** A massive, proprietary media archive from our agency days makes our performance ads extremely efficient.

- **Field-Tested Development:** Built from MVP to V1 in close partnership and co-creation with a pilot customer.

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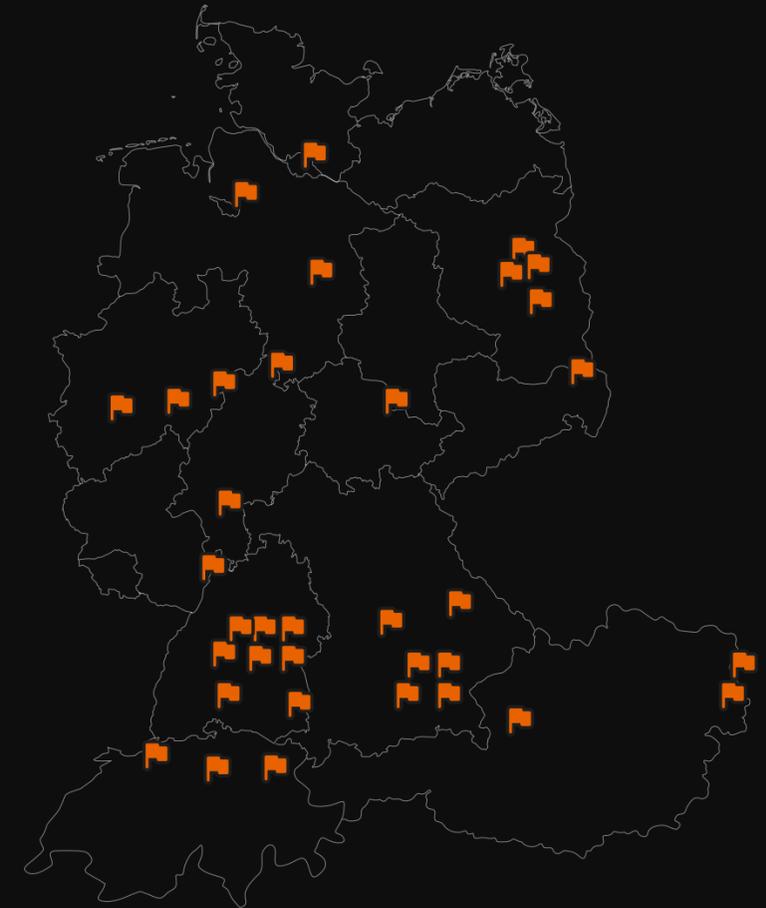
Milestones & Partners to Date

15.000
Social Media
Followers

V1 Live
Product-Market
-Fit achieved

Realized with
only **3,5 FTE**
(out of 5,5 total
FTE)

EUROPASCHULE
OSZ Oder-Spree

SCHWINGER
GRANIT

20
Customers since
founding in 2023

175k €
Revenue through
SaaS + Services

**Self-funded
since founding**

Uwe Schaffranke
Project Coordinator OSZ Oder-Spree

Dr. Ing. Kristian Daub
Karl Schwinger GmbH & Co. KG

ZEPPELIN CAT · Linnhoff & Henne GmbH & Co. KG · SCHWINGER GRANIT · OTTO · KIBAG. Aus gutem Grund. · AGS RECYCLING GMBH · EBENHÖH · DS Umwelt GmbH · SERVISA

Our Competition shows Opportunites!

Provider	Market Positioning
BauPioniere *The new recruiting standard for construction*	The only provider combining recruiting, knowledge, and digital innovation on one platform—not just to find candidates, but to increase their value.
PowerUs *Transactional staffing (Skilled Trades)*	Excellent UX and reach in trades. However, acts primarily as a transactional recruiter (incl. temporary staffing) without proprietary education offerings. Focused on trades, not the more complex construction industry.
BauGPT *The AI process assistant*	Leader in AI-supported technical expertise (standards, translation) for daily site operations; however, primarily a productivity tool without structured career paths.
Indeed, Stepstone, Hokify *Reach without depth*	Generate massive applicant volumes through mass marketing, but cause high manual workload due to unqualified "Easy-Apply" applications without construction-specific filters.
Craftguide, doinstruct *Isolated skill solutions*	Offer strong niche solutions (e.g., VR training, mobile instruction), but are isolated from the labor market and offer no direct access to jobs.

Construction Focus

BauGPT

BauPioniere

Bau-Stellen.de

Bau-Weiterbildung.com

PowerUs

Workerhero

doinstruct

Craftguide

Indeed   Stepstone

Degree of Innovation

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Target Market Recruiting SaaS: ~55.000 Construction Companies.

- **Existential Replacement Need: 80,000** retirements by the end of 2026 are creating a massive, non-deferrable replacement market. For the ~55,000 companies (SAM), digital recruiting infrastructure is becoming mission-critical basic equipment.
- **Price Leadership:** An average **€5.4k ACV** replaces expensive agency commissions (~€12k per hire). Permanent digital infrastructure at the price of a leasing installment.
- **Massive Pain Points:** Construction SMEs lose an average of €49,500 per vacancy due to production downtime. This "Vacancy Tax" is the strongest driver for rapid SaaS adoption in our 14% primary segment (10–250 employees).

TAM
376 Mio. ARR

SAM
119 Mio. ARR

SOM
1.2 Mio. ARR
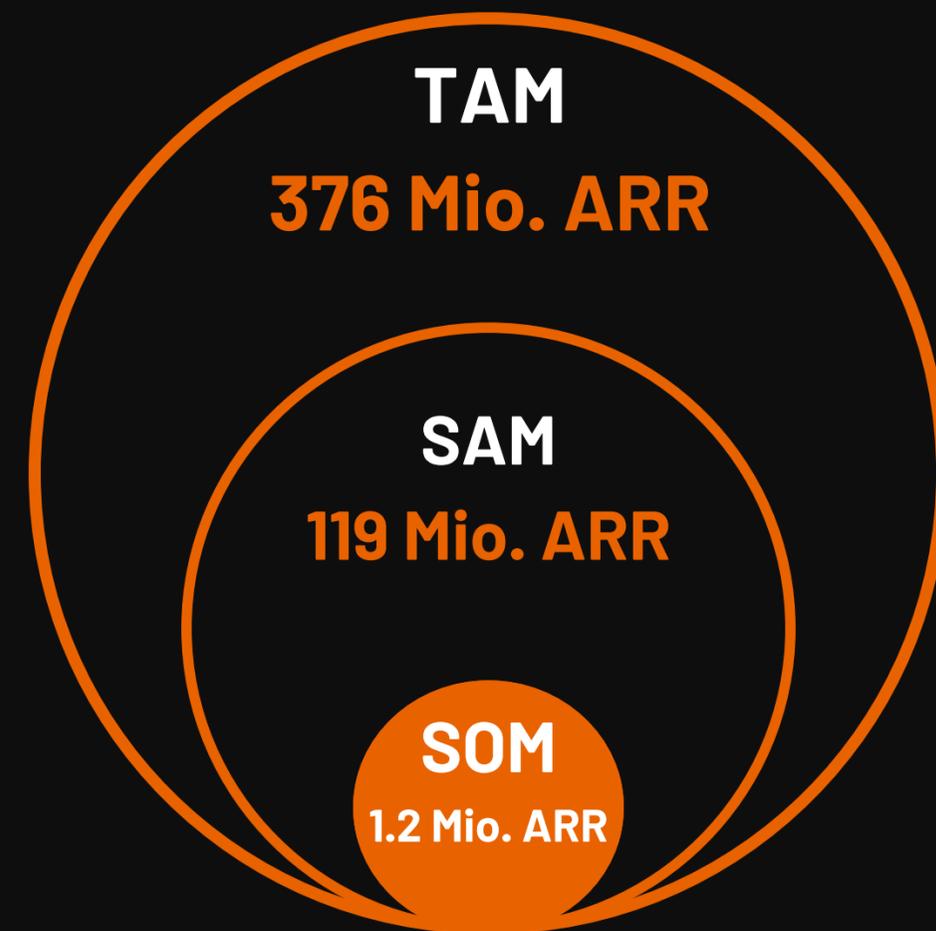
TAM	SAM	SOM
376 Mio. ARR DACH market in the relevant segment (14%; >10 empl.)	**119 Mio. ARR** Companies in the relevant segment within Germany.	**1.2 Mio. ARR** The 18-month goal of €100k MRR with 225 active customers and 0.4% market penetration.

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Our ASK: Focus & Scaling

From bootstrapped project business to the established SaaS platform for construction.

Investment Amount

€ 1,25M

Building a high-impact sales organization and scaling to €100k MRR. By maintaining a total focus on market capture and process automation, we will lead BauPioniere to Series A readiness within 18 months as the leading Construction SaaS in North-East Germany.

Target Runway   15 - 18 Months

60%
Product & Team
Full focus Engineering & Sales Scaling

25%
Growth & Sales
Scale Ads & CRM Cold-Sales Automation

15%
Operations
Legal, Infrastructure & Admin

Milestones with this Investment

- **Target: 225 Active Customers**
  Reaching ~€100k MRR for Series A readiness; at only 0.41% market penetration.

- **Significant Feature Expansions & Full-Stack Release**
  Talent pooling, digital CVs, reporting & analytics, educational offerings.

- **Market Leadership for Construction SMEs (N-E Region) & International Pilots**
  Establishing as the standard SaaS in construction and expanding PoC internationally.

BauPioniere **Roadmap**

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Q1 & Q2 2027

3

**KI-Service Portfolio &
Netzwerk Erweiterung**
Rapid Prototyping B2B KI-Services: Employer Branding,
learning-, and qualification programs
International pilot in Poland via existing network
100+ customers and 50k MRR

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Q3 & Q4 2027
Series-A Readiness & Tech-IP
Transition from low-code to proprietary architecture.
Feature expansion & leveraging network effects.
Series A investment round at €100k MRR.

Q1 & Q2 2026

1

**Produkt-Launch (V1.0) &
Customer Acquisition**
Finalization of all core functionalities
(Analytics Reporting, B2C profiles).
Building & expanding internal sales processes.

2

Q3 & Q4 2026

**Team Expansion &
Sales Scaling (Go-To-Market)**
Seed funding to power Sales, Marketing & Tech teams.
Start of full-stack development (Tech-IP and Enterprise Readiness).
Marketing initiatives (B2B and B2C acquisition).
Partnerships with associations, employment agencies (AfA),
chambers of commerce, etc.

History & **Financing**

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2019 - 2022

- **2019 Founded Livorit UG as a consulting service**
- Conversion to Livorit GmbH (2021)
- Steady growth (scaled to 8 FTE by 2024)
- IT projects for Tier-1 clients: SAP, CARIAD (VW), Golem Media GmbH, Senacor AG, etc.

2023

- **Brand building BauPioniere**
- Agency services: Branding, website, and social media services; media production.
- Acquired 7 customers, €59k revenue.

Revenue Distribution (p.a.)
self-financed since founding

Legend: Revenue Livorit, Revenue BauPioniere

2024

- 12 customers (+5), €78k revenue.
- Gained deep understanding of real-world construction problems through our own agency business.
- Onboarded pilot partners as co-creators for PoC/MVP validation.

2025

- Strategic pivot: Deliberately throttled service offerings to maintain 100% focus on MVP development.
- Utilized 2024 profits + loan to fully commit to the Service-to-Product Shift.
- €22k revenue with MVP pilot customers.

2026

- Go-Live V1 & Launch of customer acquisition.
- Financing round.
- Scaling and full team capacity dedicated to BauPioniere.
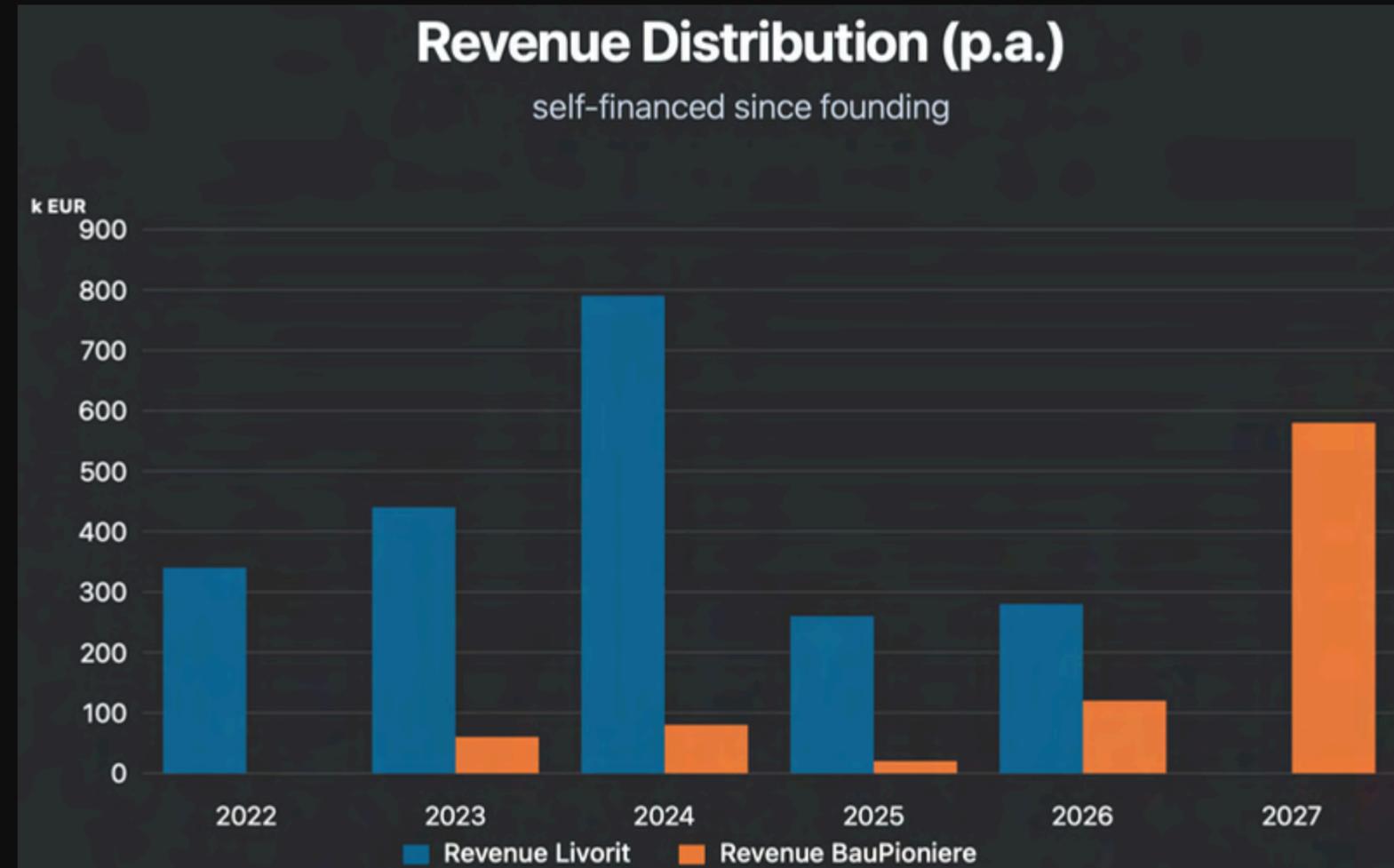
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Our **Core-Team** since founding

Oliver Bertermann
CEO & Architecture

Dipl. Elektrotechnik

Fabian Roth
CEO & Product

M.Sc. Wirtschaftsinformatik

Dustin Williams
Technical Lead

Dipl. Maschinenbau

BauPioniere

Torstraße 201
10115 Berlin

Website

bau-pioniere.de

Contact

0173 8568793
oliver.bertermann@bau-pioniere.de