

Pitch guide - Deep Space

Why Deep Space?

You already recognise that Deep Space is a more modern and effective way to run your construction projects. Here's how to help everyone on your team see it too.

How to Pitch Deep Space to Executives

How to Pitch Deep Space to Directors / Owners / Management

Primary objection: New software? Our current tools aren't perfect, but it "works fine."

"Works fine" hides inefficiency. Most construction businesses run on a mix of spreadsheets, legacy project systems, and disconnected finance tools. They appear functional, but under the surface they create friction, duplicate work, and slow decision-making.

The problems with "works fine" tools

Most mid-sized commercial builders are using a combination of project management, HSEQ, finance and other disconnected tools with:

No single source of truth

Most mid-sized commercial companies are using a hodgepodge of tools: a PM software for drawings, estimation software for takeoffs, spreadsheets for budgets, shared drives for drawings, email for approvals, finance for invoices, HSEQ for site forms, plus a few point solutions for a good measure.

None share a common data model. The same contract, cost code, or claim is recreated in multiple places. Site updates lag the office.

Finance posts numbers that do not match what PMs see. Each team believes its version is correct, so reports conflict and month-end turns into reconciliation work.

The outcome is predictable: double entry, stale data, slow decisions, and margin at risk.

Low adoption and engagement

Clunky and complex tools are so painful to use that teams often work around them, further fragmenting data.

Business impact

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These problems with “works fine” tools have very real business consequences:

Inaccurate data for decision-making

When work is fragmented across tools, business owners make decisions based on incomplete or incorrect information. Finance teams build beautiful reports that nobody trusts because everyone knows the underlying data is incomplete.

Significant administrative overhead

Every team has a different process, separately maintained, with customisations that are barely used or abandoned.

Employee frustration and retention

Mid-sized business pay for top talent, but provide them with tools that constantly frustrate them and keep them from being fully productive.

Deep Space was built from the ground up for AU/NZ commercial builders not adapted from overseas software or repurposed CRMs.

It's the single operating system for your entire project lifecycle: preconstruction, procurement, commercial, delivery, HSEQ, document control, and finance.

The Deep Space difference

When builders switch to Deep Space, they see:

- Claims issued faster
- Forecasts that match actuals
- Higher subcontractor response rates
- Increased Employee satisfaction

The question isn't about how much better Deep Space is – it's how much productivity is lost each week by sticking with “works fine” tools. Given that project teams are commonly a company's most expensive resource, the productivity gains Deep Space offers would justify this switch many times over.

To build a business case for making the switch to Deep Space, we recommend running a pre- and post-evaluation survey to provide both the quantitative evidence and quality anecdotes to demonstrate that moving to Deep Space will have an impact on project timelines, budget and team engagement.

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“My advice for anyone curious about Deep Space is to run a pilot.

The product sells itself. Once the team sees it in action, the resistance disappears — everyone just wants access.”

— Implementation Lead, Tier-2 Commercial Builder

How to Pitch Deep Space to Commercial Managers, PMs, and CAs

Primary objection: “Changing systems will disrupt our live jobs.”

Switching doesn’t mean disruption. Deep Space is rolled out in a controlled pilot — 2-day kickoff, 4–6 week pilot on one live job, then full cutover after proven success.

The problems with your current stack

Too many systems

Budgets in Excel, contracts in shared folders, claims in PDFs, variations in email chains. Data never lines up.

No real-time visibility

Reporting is delayed until month-end, making it impossible to see risk early.

Manual reconciliation

Double entry between estimating, procurement, and finance consumes days every claim cycle.

The Deep Space difference

One connected workflow from head contract to subcontract, with Xero syncing natively.

Claims, variations, retentions, and forecasting all live in one place.

Outcome:

- Faster progress claims and payment schedules
- Real-time cost tracking and risk visibility
- Less time spent reconciling, more time building

“Run your next claim in Deep Space. You’ll never look back.”

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How to Pitch Deep Space to Finance and CFOs

Primary objection: "Integration sounds risky."

It's not. Deep Space uses a proven two-way sync with Xero to keep COA, tracking, and payments aligned automatically.

The problems with manual reconciliation

- Double entry between project and ledger
- Timing errors in claims and invoices
- Reporting delays that distort WIP and cashflow

The Deep Space difference

Finance remains in Xero — but data stays live.

Claims, invoices, and retentions sync automatically, with audit trails for every transaction.

Benefits:

- AR/AP always current
- Month-end closes faster
- WIP and forecast reports are reliable

"Deep Space makes the ledger reflect project reality — not the other way around."

How to Pitch Deep Space to Site Teams and Supervisors

Primary objection: "*We don't need another tool.*"

Deep Space isn't another tool — it's the simplest one you'll ever use. Designed site-first, not office-first.

The problems with existing tools

- Slow logins and outdated drawings
- Clunky forms no one wants to fill out
- Information lost in emails and chats

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The Deep Space difference

The Site App shows only what matters: latest IFC drawings, RFIs, SIs, NCRs, and dockets – all fast, mobile, and offline-ready.

Benefits:

- No superseded drawings
- Faster RFI turnaround
- Traceable instructions and photos
- Minimal admin, maximum accuracy

“Everything we need is in one app – and it just works.”

How to Pitch Deep Space to HSEQ and Compliance Leads

Primary objection: “Our current templates already work.”

They might – but they’re disconnected. Deep Space turns them into live, linked registers.

The problems with disconnected HSEQ

- Forms live in isolation
- Evidence not linked to project data
- Reporting is manual and inconsistent

The Deep Space difference

- Integrated ITPs, SWMS, NCR→CAPA workflows
- Attach photos, RFIs, and site notes directly to each record
- Generate instant audit trails and compliance dashboards

Outcome: compliance by design, not by paperwork.

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How to Pitch Deep Space to Skeptics

Primary objection: “Deep Space is new and not proven.”

That’s exactly why it works. Deep Space was built after two decades of lessons learned from the ground up in construction and tech. It’s designed by the same team that built and scaled a unicorn software business in the trades, applying every learning, misstep, and success to create the platform builders actually need this time.

The reality

Every “proven” system in use today was built 10–20 years ago for a different industry and a different era. They weren’t designed for the way mid-market AU/NZ builders actually work across multiple entities, live jobs, and rolling programs. Deep Space is.

It’s purpose-built locally, tested by leading AU/NZ builders in commercial, civil, mining, and fit-out. It’s backed by a leadership team that has already scaled software globally and now brings that same operational discipline, support structure, and product velocity to construction.

Why teams trust it

- Founded and run by the team behind one of the world’s most successful trade-tech companies
- Informed by years of first-hand experience building, selling, and scaling software in construction and field operations
- Every rollout guided by a structured, low-risk implementation framework: demo → 2-day kickoff → 4–6 week pilot → full cutover
- Supported locally in AU/NZ with on-call migration, training, and champion programs

“Deep Space isn’t just another startup, it’s built by people who’ve done this before, learned from every mistake, and came back to build it right.”

The takeaway

Deep Space is new but not untested.

It’s the next evolution, created by a proven team that already knows what doesn’t work. Builders who adopt it early aren’t taking a risk, they’re getting the benefit of every past lesson, packed into one modern operating system.

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The Deep Space difference in numbers

- 50% faster claims
- Zero superseded drawings
- Forecasts aligned with actuals
- Clean data, confident decisions

The next step

Book a demo. Run the 2-day kickoff. Prove value in one live pilot.

Then roll out the portfolio using Deep Space's migration and training playbooks.