

HERM LOGIC — INVESTOR MEMORANDUM

(2026 U.S. Expansion Edition)



Prepared for: Strategic Investors, Distribution Partners, and Capital Partners
Prepared by: HERM Logic LLC / HERM Group Limited Founder & CEO: John Cedric Müsser

1. Executive Summary

The U.S. roofing and construction-supply ecosystem is undergoing the largest structural shift in its history. The **2026 Webb Analytics Construction Supply 150** confirms unprecedented consolidation, vertical integration, and a rapid expansion of installation-driven revenue models. Simultaneously, the **IRE2025 Roofing Report** highlights severe labor shortages, jobsite inefficiencies, and rising safety and insurance costs.

Despite billions in acquisitions and thousands of new pro-oriented locations, **no major U.S. distributor, manufacturer, or contractor platform has solved the last 30 feet of the supply chain: ground-to-roof material movement.**

HERM Logic fills this gap.

HERM is the first company to unify:

- A **Physical Workflow OS** (Rooftop Logistics Material Lift System)
- A **Digital Workflow OS** (Unified CRM + Jobsite Workflow Platform)
- A **Financing Engine** (HERM Finance — enabling frictionless adoption)

Together, these create a **new category** in the U.S. market:

Rooftop Logistics + Unified Workflow Automation

HERM is not an equipment company.

HERM is the **workflow infrastructure layer** for the modern roofing and construction supply chain.

2. Market Context: What the 2026 CS150 Report Reveals

The Webb Analytics report provides three critical insights that directly validate HERM's U.S. strategy.

2.1 Consolidation Without Innovation

The report states:

“More than 1,500 pro-oriented locations acquired... and nearly 600 more locations that QXO and The Home Depot are making deals to buy this year.”

This consolidation is horizontal — more branches, more footprint — but **not vertical**. No innovation is occurring in jobsite logistics, labor efficiency, or rooftop handling.

This is HERM's opening.

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2.2 Installation Services Are Now a Core Revenue Engine

The report highlights:

“Making building components brings in \$15.8B... installing products contributes another \$7.7B.”

Distributors are shifting from “sell materials” → “sell installed outcomes.”

Installed outcomes require:

- Standardized workflows
- Faster jobsite throughput
- Lower labor dependency
- Safer material handling

HERM directly enables all four.

2.3 Labor Costs and Workforce Shortages Are Rising

The report shows:

- Payroll costs rising across the CS150
- Difficulty finding workers
- Increased SG&A pressure
- Need for jobsite efficiency

HERM reduces labor requirements by up to **45%**, increases jobsite efficiency by **90%**, and eliminates the crane-and-crew bottleneck.

3. Market Context: What the IRE2025 Report Reveals

The IRE2025 report reinforces the same themes:

- Roofing contractors face severe labor shortages
- Safety incidents and insurance premiums are rising
- Jobsite inefficiency is the #1 profitability killer
- No standardized rooftop logistics solution exists
- Distributors are not innovating at the jobsite level

Together, both reports confirm:

The U.S. roofing industry is consolidating at the top and collapsing at the jobsite. HERM is the missing infrastructure layer.

4. HERM Logic: The Unified Workflow Platform

HERM is the first company to unify **physical**, **digital**, and **financial** workflows into a single contractor-centric ecosystem.

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4.1 Physical Workflow OS — The HERM Rooftop Logistics System

A portable, contractor-owned, standardized rooftop lift system that:

- Moves materials from ground to roof safely
- Reduces labor dependency
- Eliminates crane scheduling delays
- Increases install throughput
- Standardizes jobsite operations
- Reduces injury risk and insurance exposure

This is the **physical backbone** of the contractor workflow.

4.2 Digital Workflow OS — HERM Unified CRM + Jobsite OS

A digital platform that:

- Manages job scheduling
- Tracks labor and productivity
- Tracks material movement
- Integrates with distributor systems
- Provides jobsite analytics
- Creates a unified contractor workflow

This is the **digital nervous system** of the contractor workflow.

4.3 HERM Finance — The Adoption Engine

A financing model that:

- Removes upfront cost barriers
- Converts equipment into a monthly workflow subscription
- Bundles digital + physical + service
- Creates predictable recurring revenue
- Accelerates U.S. market penetration

This is the **economic engine** of the contractor workflow.

5. Strategic Opportunity: Why Now

5.1 The U.S. Market Is 20× Larger Than AU/NZ

HERM has already proven product-market fit across **900+ rooftops** internationally.

The U.S. market is:

- Larger
- More consolidated
- More labor-starved
- More installation-driven
- More capitalized

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5.2 Consolidators Need Differentiation

QXO, SRS/Home Depot, ABC Supply, US LBM, Beacon — all need:

1. New margin levers
2. Contractor-retention tools
3. Installation efficiency
4. Jobsite safety improvements
5. Workflow visibility

HERM provides all five.

5.3 Manufacturers Need Safer, Standardized Installs

Owens Corning, IKO, Tamlyn, GAF — all face:

- Warranty claims
- Install variability
- Safety exposure

HERM reduces claims and standardizes installation workflows.

6. Commercialization Strategy

6.1 Contractor-Owned Model (Primary)

- HERM Finance enables instant adoption
- Unified Workflow OS creates stickiness
- Physical + digital integration locks in long-term value

6.2 Distributor Partnerships

Distributors can:

- Bundle HERM with deliveries
- Offer “HERM-enabled delivery”
- Reduce branch delivery times
- Improve contractor loyalty

6.3 Manufacturer Partnerships

Manufacturers can:

- Reduce warranty claims
- Improve installation consistency
- Integrate product-specific workflows

6.4 Software Integrations

Platforms like ServiceTitan, JobTread, and Contractor Cloud can:

- Extend their digital workflows into the physical jobsite

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- Use HERM as the physical execution layer

7. Financial Model & Revenue Streams

1. Equipment Revenue (HERM Finance)

Predictable monthly recurring revenue.

2. Software Subscription (Unified Workflow OS)

High-margin SaaS revenue.

3. Distributor Programs

Revenue share + workflow integration fees.

4. Manufacturer Programs

Workflow licensing + install standardization.

5. Data Layer

Jobsite analytics for suppliers and manufacturers.

8. Competitive Advantage

HERM is the only company offering:

- A physical workflow system
- A digital workflow OS
- A financing engine
- A contractor-centric model
- A proven international track record
- A category-defining rooftop logistics solution

There is **no direct competitor** in the U.S. market.

9. Exit Strategy (2029–2031)

Likely acquirers:

- QXO
- SRS/Home Depot
- ABC Supply
- US LBM
- Beacon
- Owens Corning

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- IKO
- GAF
- Private equity roll-ups

HERM becomes the **vertical innovation layer** these consolidators currently lack.

10. Investment Ask

HERM is raising **\$1.5M USD** to:

- Establish U.S. manufacturing
- Build the U.S. GTM team
- Deploy the Unified Workflow OS
- Launch HERM Finance
- Execute distributor and manufacturer partnerships
- Scale to 1,000+ U.S. rooftops in 24 months (*Revenue: \$15M+ / EBITDA: \$7.8M+*)

11. CLOSING STATEMENT

The U.S. roofing and construction supply chain is consolidating at historic speed, but none of the \$50B+ in acquisitions address the jobsite — where 70% of cost, risk, and delay occur. HERM is the first company to unify physical jobsite automation, digital workflow orchestration, and financing into a single platform.

HERM is not an equipment company. HERM is the **workflow infrastructure layer** for the next decade of U.S. construction.

We invite you to join us in building the category-defining platform for rooftop logistics and contractor workflow automation.



John C. Músster

John C. Músster
Founder & CEO, HERM Logic LLC

Email: johnm@hermlogic.com
My Calendly: <https://calendly.com/hermlogic>

2026 Webber Report – Construction 150:
<https://www.webb-analytics.com/2026-construction-supply-150>