

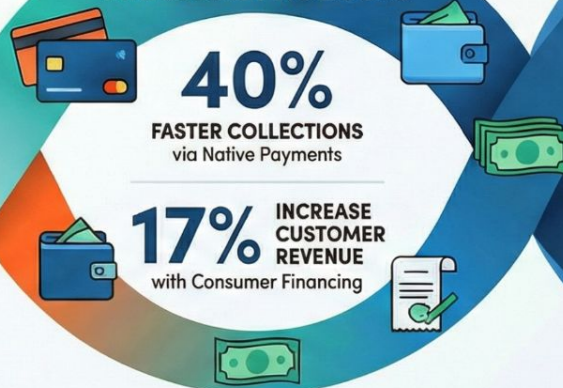
The Vertical SaaS Playbook: ServiceTitan's Embedded Finance Engine

OWN THE WORKFLOW FIRST



ServiceTitan manages the full lifecycle from lead to invoice, making the platform the essential "system of record".

INTEGRATED FINANCIAL PRODUCTS



DATA-POWERED MOATS



\$68 BILLION
ANNUAL TRANSACTION DATA
enables AI-powered insights
and high-margin financial
product underwriting

PERFORMANCE & GROWTH POTENTIAL

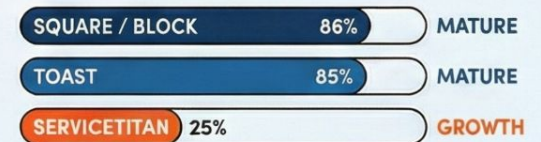


Embedded finance drives ARPU significantly higher than typical vertical SaaS competitors



ServiceTitan aims to double its current 1% take rate of GTV

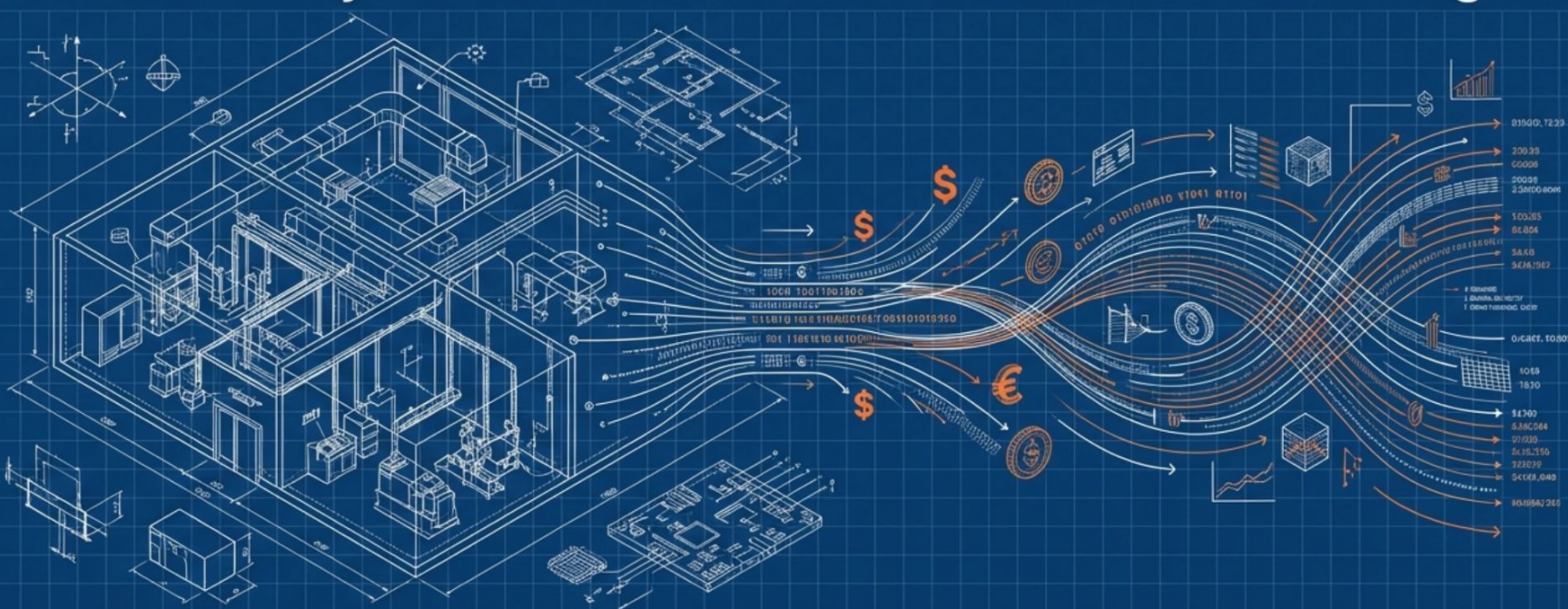
THE PATH TO MATURITY



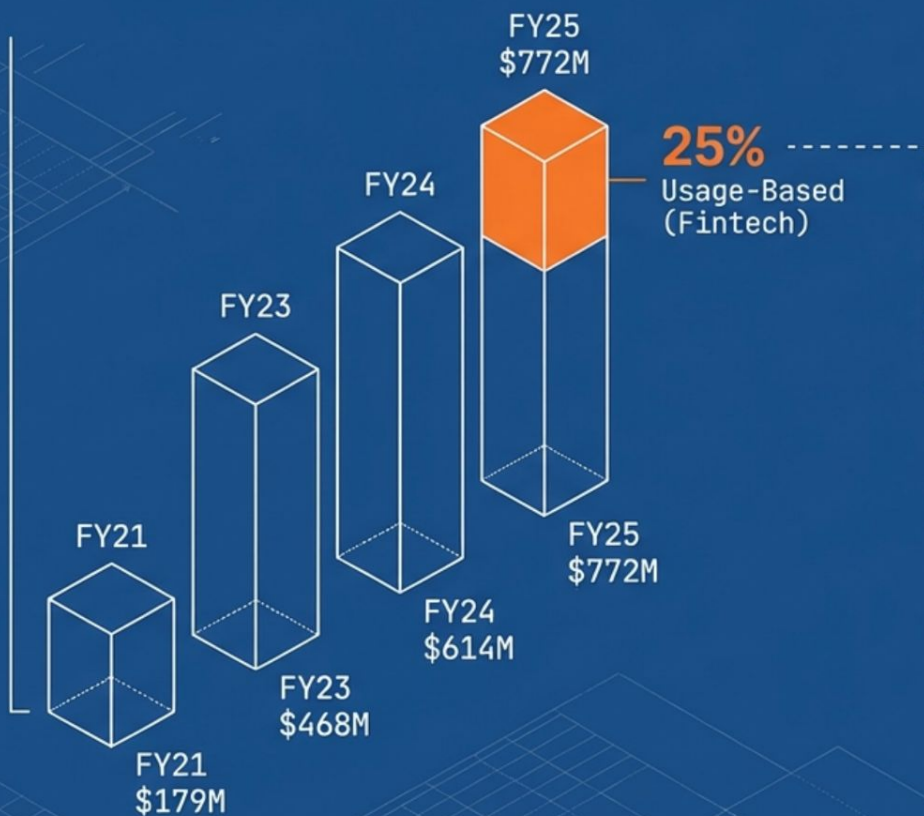
While fintech is 25% of revenue today, peers suggest massive remaining upside.

THE PLATFORM IS THE BANK

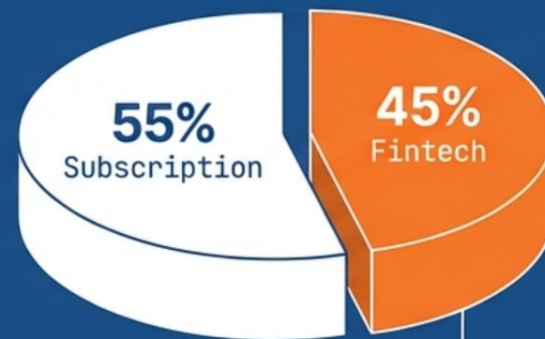
A Case Study on ServiceTitan's Embedded Finance Engine



Revenue Transformation

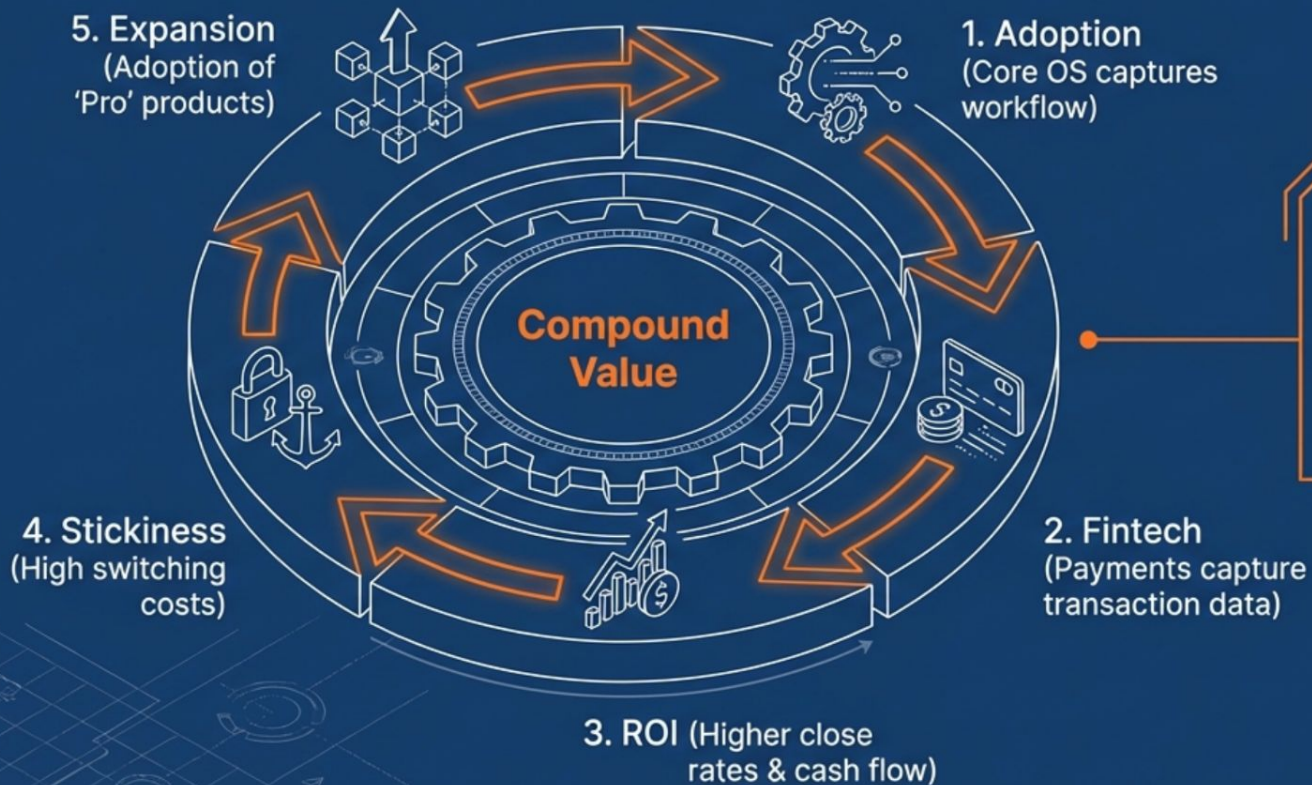


Net New Revenue Split



The future of the company is financial.

The Embedded Finance Flywheel



Proof Point:

Top quartile customers grew GTV by 20% YoY vs. 8% for bottom quartile.

The Four Pillars of the Fintech Engine



1. Integrated Payments

Native credit/ACH processing.

40% Faster Collections >>

JetBraIns Reno



2. Consumer Financing

Lending options for homeowners.

17% Revenue Lift for Contractors >>

JetBraIns Reno

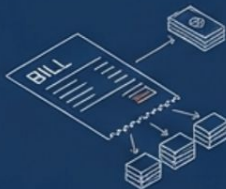


3. BNPL (Affirm Partnership)

Installments for mid-ticket jobs.

~\$8,800 Avg Annual Spend Capture >>

JetBraIns Mono

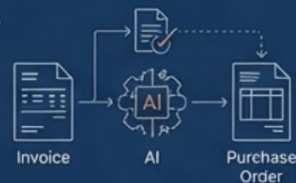


4. AP Automation

AI-powered expense management.

Automated 3-Way Matching >>

JetBraIns Mono



Workflow Precedes Transaction

Owning the Five Centers of Gravity



By controlling the operational lifecycle from lead to completion, the platform earns the right to process the payment.

From Vertical SaaS to Fintech Juggernaut

\$771.9M

Total Revenue FY25

\$68.5B

Gross Transaction Volume

25%

Revenue from Fintech

ServiceTitan has evolved from a CRM for tradespeople into a comprehensive operating system where the software is the 'Trojan Horse' for financial services. Net new revenue is currently split 55/45 between subscription and fintech.

The Fintech Trajectory

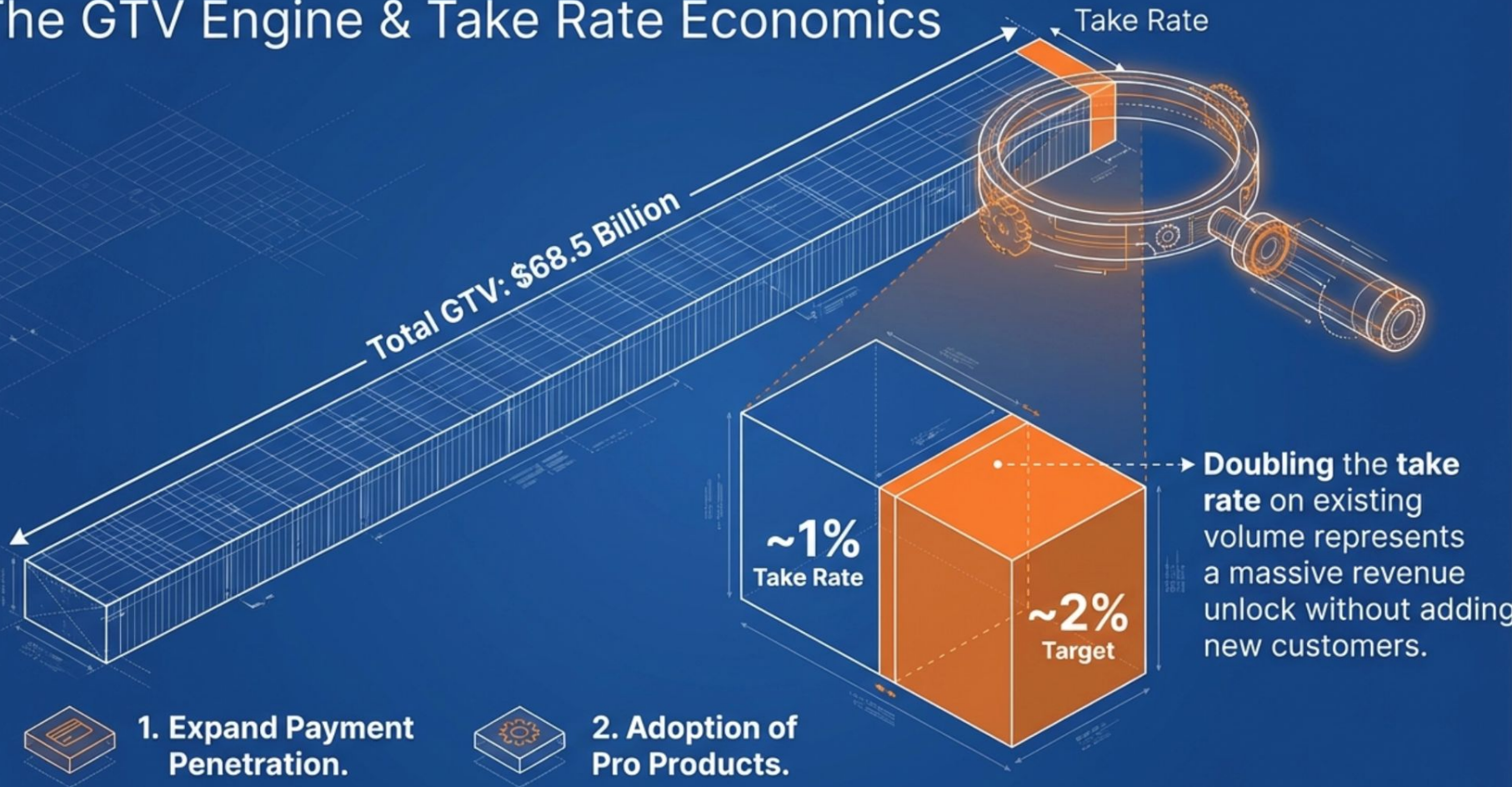
ServiceTitan



Shopify / Toast

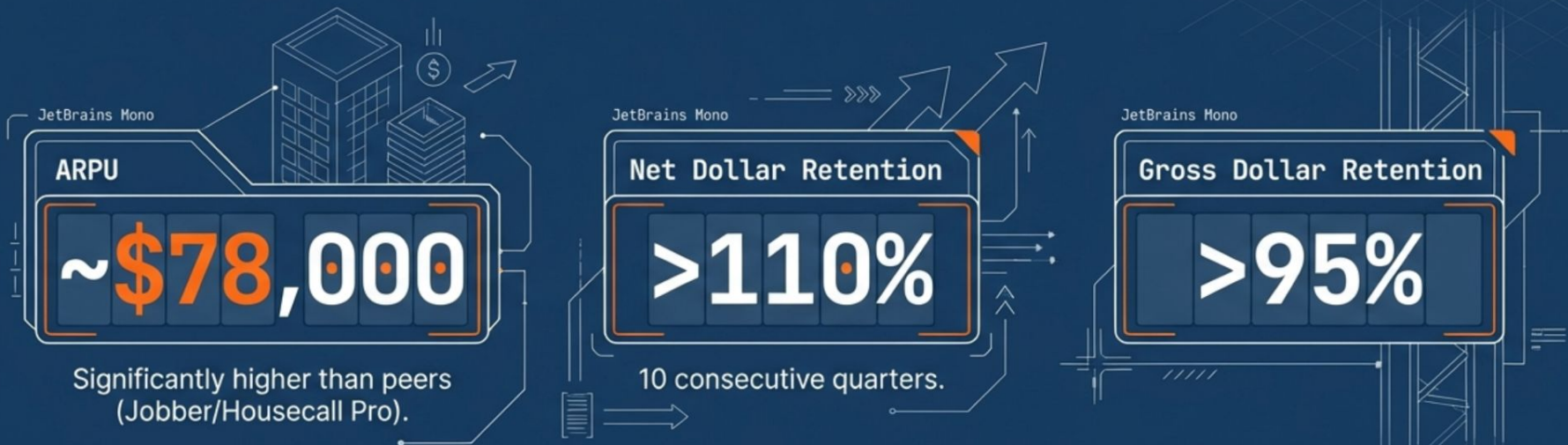


The GTV Engine & Take Rate Economics



Inter

Unit Economics: The “Irreplaceable” Moat

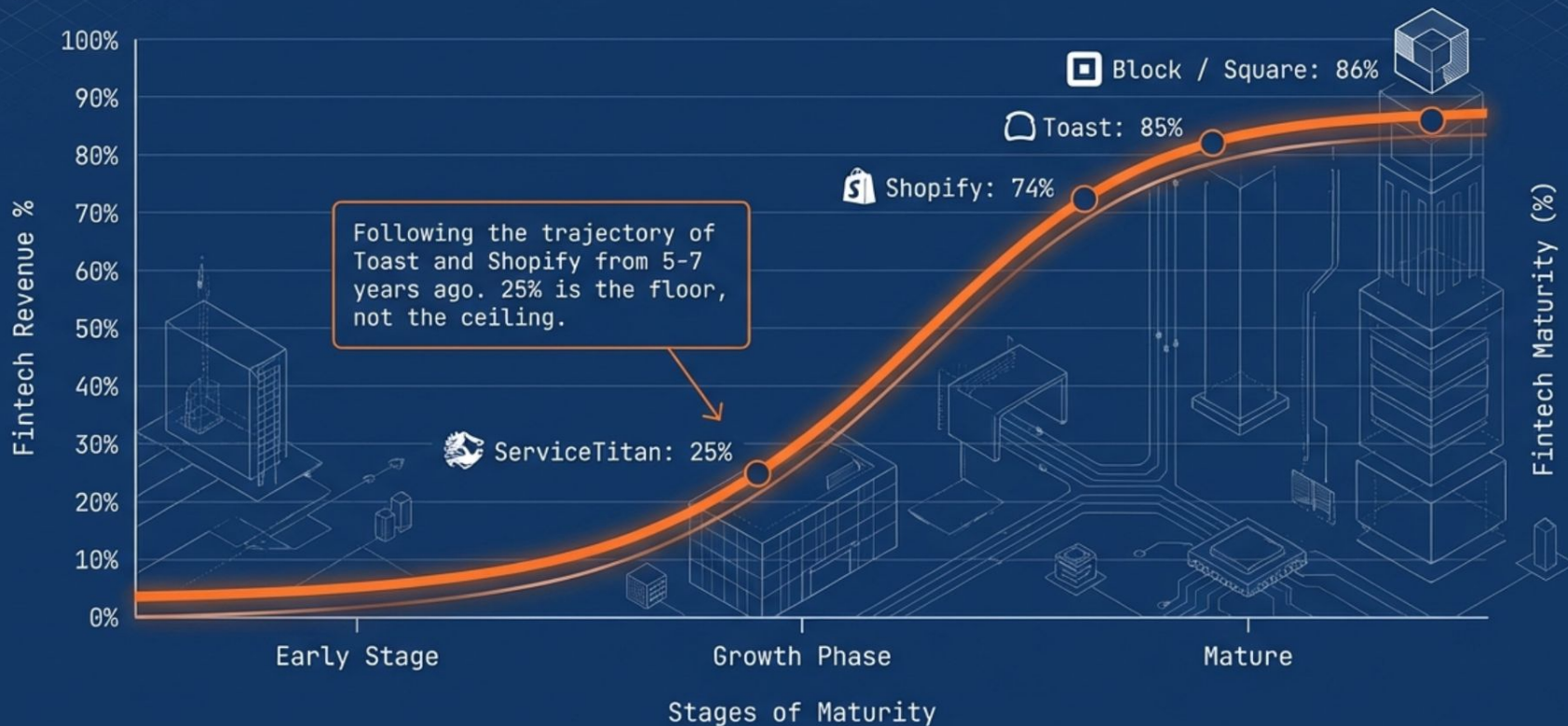


Inter

JetBrains Mono

High retention proves that once a contractor runs their payroll, payments, and dispatch on ServiceTitan, switching becomes prohibitively expensive.

Benchmarking the Maturity Curve



The Playbook: Strategic Implementation



01.

Start with Payments

Use it as the wedge to create value (40% faster collections) and build trust.



02.

Own the Workflow First

Be the "System of Record" before the "System of Finance".



03.

Align with Customer Success

Fintech must drive growth. (e.g., Financing = 17% revenue lift).



04.

Think in Take Rates

Shift pricing mindset from fixed ASP to % of GTV.

The Playbook: Scale & Defense



05. Partnerships vs. Build

Speed to market over total ownership. (e.g., Affirm Partnership)



06. Create Switching Costs

Embed finance to make churn painful. Be indispensable.



07. Leverage Data

Use **\$68.5B** transaction data for better underwriting.



08. Improve Unit Economics

Fintech drives LTV expansion while keeping CAC flat.

The Future: AI & Financial Intelligence



Predictive Cash Flow
(Predicts shortfalls)



Capital Advances
(Detects job surges)



Automated Benchmarking
(Compares against regional peers)

“The introduction of AI has now made it possible for our customers to reimagine the way their businesses operate.” — Ara Mahdessian, CEO