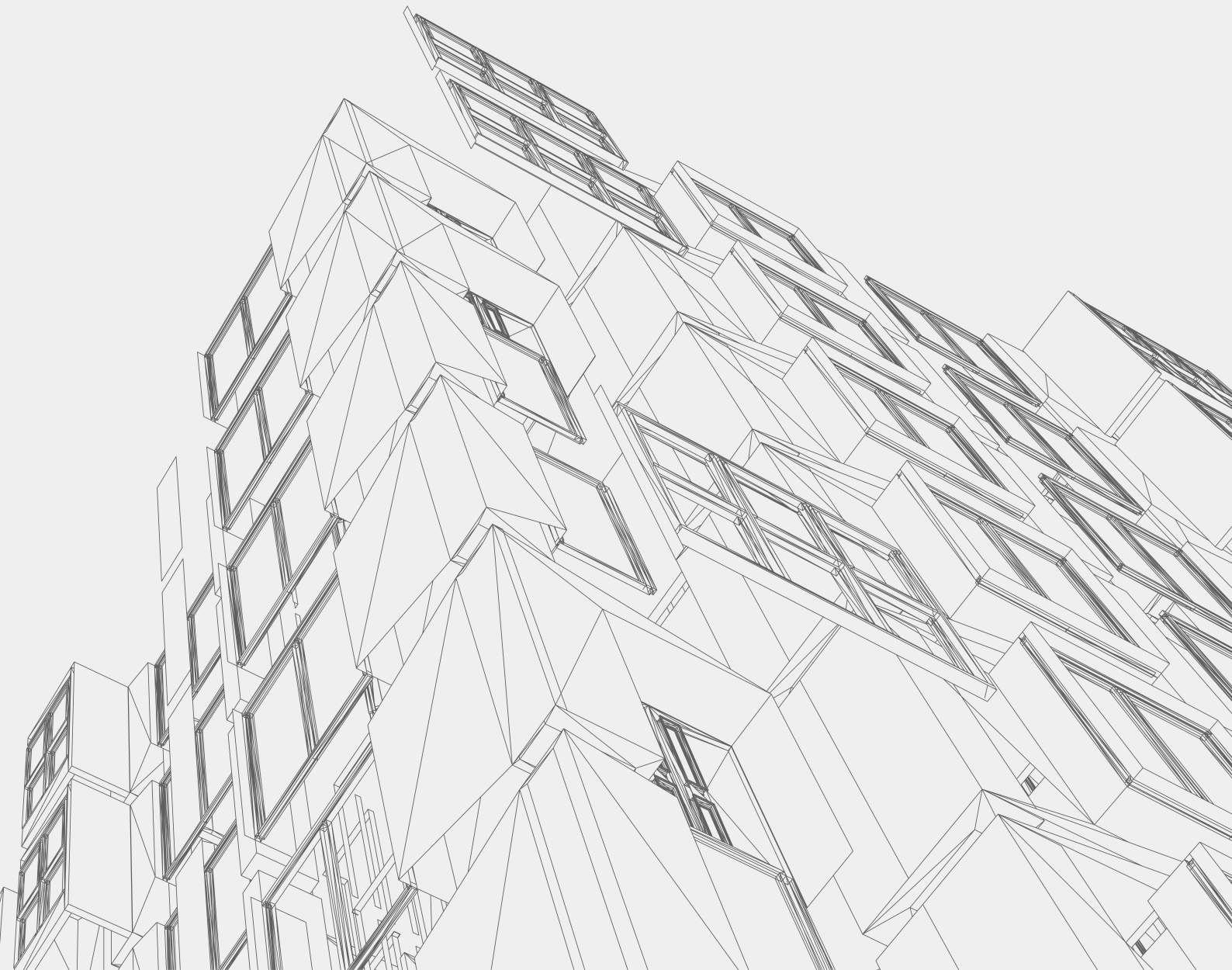




Manabase

MEDIA KIT

Isabela Rubi





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News Release

FOR IMMEDIATE RELEASE

March 30, 2026

FOR MORE INFORMATION:

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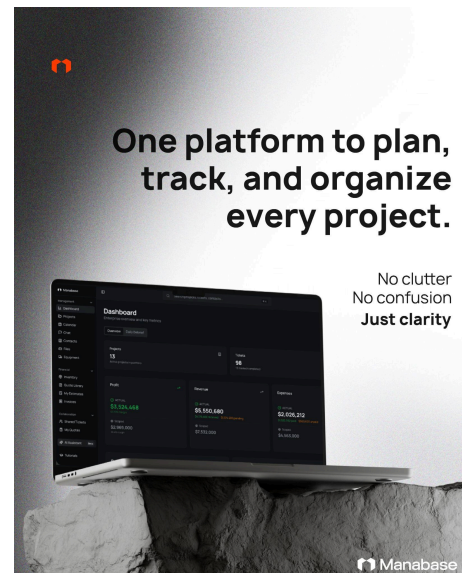
Manabase Announces March 30 Launch

MIAMI - Raised in a construction family in Puerto Rico, Ricardo and Jose Rubi grew up managing job sites and witnessing firsthand the challenges of keeping multiple projects organized. They created Manabase, set the launch on March 30. Manabase, a construction-focused project management platform built specifically for general contractors, subcontractors, architects, and construction adjacent teams. The company has already released a waitlist signup, offering founding members up to 50% discount for life and a complimentary demo call.

Manabase was created from first hand experience managing multiple projects while facing the high cost and complexity of traditional project management or project management software. After struggling to find affordable, straightforward systems built specifically for the realities of a job site, these brothers developed their own solution. It serves small to mid-sized construction businesses, independent contractors, and growing project teams looking for a more organized and cost-effective way to manage multiple jobs and improve communication.

The platform is designed to eliminate challenges by centralizing all project operations to one structured system. Features include clean scheduling, clear task tracking, organized documentation, financial oversight, change order management, daily logs, and a simplified dashboard overview that provides visibility across active projects.

Manabase was built to meet the needs of small construction businesses in need of a project management platform that focuses on what truly matters. For more information please call us at (787) 426-3106 or visit our website at manabase.co



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Backgrounder

FOR IMMEDIATE RELEASE

May 1, 2026

FOR MORE INFORMATION:

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Company Overview

Manabase is a construction-focused project management platform designed to help contractors and construction teams organize and manage projects more efficiently. The platform centralizes core project functions, including scheduling, task tracking, documentation, financial oversight and communication, into a single system.

Headquartered in Miami, Florida, Manabase was founded by Ricardo Rubí and José Rubí, who were raised in a construction family in Puerto Rico. The company was created to address inefficiencies and difficulties commonly experienced in managing multiple construction projects.

Industry Context

Construction projects often require coordination among contractors, subcontractors, architects and suppliers. Many teams rely on a combination of spreadsheets, messaging platforms and manual documentation to manage workflows.

This fragmented approach can lead to disorganized information, communication gaps, delays in project timelines and limited visibility into costs and progress. Existing software solutions may be complex, outdated, costly or not tailored to the needs of small and mid-sized construction businesses.

Services Overview

Manabase provides a centralized platform that supports construction teams throughout the trajectory of a project. The system allows users to manage multiple projects from a single dashboard while maintaining visibility into tasks, timelines and resources.

Core platform capabilities include:

- Project dashboards with real-time updates
- Task management and team coordination
- Scheduling and Gantt timeline tools
- Daily logs and field reporting
- Document and drawing management
- Financial tracking and budget monitoring
- Change order management



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- Inventory and material tracking
- Team communication tools, including chat and project email inbox
- AI-assisted tools for workflow support

The platform is offered through tiered plans designed for different team sizes, ranging from a free plan for subcontractors to advanced plans with expanded features and capacity.

Manabase's Difference

Manabase is designed specifically for construction workflows rather than adapting general project management tools to the industry. The platform emphasizes simplicity, centralized organization and real-time visibility across projects.

Unlike established systems, Manabase focuses to drive accessibility for small and mid-sized construction businesses. Its structure allows both field and office teams to operate within the same system, improving communication and reducing reliance on multiple tools.

Target Users

Manabase is designed for professionals across the construction industry, including:

- General contractors
- Subcontractors
- Construction managers
- Architects and design professionals
- Construction-adjacent teams

Launch Information

Manabase is scheduled to launch May 1, 2026. Early access is available through a waitlist program.

Founding members who join during the early access phase receive up to a 50% lifetime discount and a complimentary demo consultation.

Outlook

As construction firms continue adopting digital tools to improve efficiency and project outcomes, platforms such as Manabase aim to simplify technology adoption within the industry. The company plans to continue developing features based on user feedback and evolving industry needs.

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Fact Sheet

FOR IMMEDIATE RELEASE

May 1, 2026

FOR MORE INFORMATION

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WHAT

- Manabase is a construction project management platform for contractors and construction teams.
- Centralizes tasks, schedules, documents, financials, and communication into one system.
- Provides a single dashboard to manage multiple projects.
- Key tools: dashboards, task tracking, scheduling, daily logs, document storage, financial & inventory tracking, AI assistant.

WHO

- Founded by Ricardo Rubí & José Rubí.
- Built from firsthand construction industry experience.
- Designed for: General contractors, Subcontractors, Construction managers, Architects & design teams

WHERE

- Headquartered in Miami, Florida.
- Used across U.S. construction projects.
- Connects field and office teams in real time.

WHEN





- Launch Date: May 1, 2026
- Early access currently available through a waitlist program.
- Founding members receive:
 - Up to 50% lifetime discount
 - Complimentary demo consultation

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What does Manabase offer?

All-in-one construction project management.

Problem faced by project managers

-  Disorganized files
-  Missed deadlines
-  Poor communication
-  No cost visibility



Projects become harder to manage, that's why we built **Manabase**

CORE FEATURES

Project & Ticket Management

- Projects + tickets hierarchy
- Gantt scheduling + daily logs
- AI insights on progress

Scoping & Inventory

- RFQs + bid comparison
- Materials tracking
- Revenue & expense planning

Revenue & Expenses

- Projected vs actual tracking
- AI receipts + invoicing
- Payment tracking

Team Collaboration

- Contractor portal
- File sharing + punch lists
- Real-time updates

PROGRESS & FIELD

Progress Tracking

- Gantt timelines with dependencies
- Completion tracking with photos
- Project-level overview








Field Collaboration

- Daily logs with photos
- Punch list tracking
- Direct uploads from job site

COMPARE ALL FEATURES

Feature	Starter	Growth	Professional
Price	\$199/mo	\$399/mo	\$699/mo
Projects / Tickets	3 / 10	5 / 25	Unlimited
Team Members	3	5	Unlimited
Storage	5GB	10GB	Unlimited
AI Assistant	X	50/mo	Unlimited
Sub Collaboration	X	✓	✓
Project Email Inbox	X	✓	✓
Request for Quotes (RFQ)	X	X	✓
Priority Support	X	X	✓

TOOLS

-  Email Inbox
-  Contacts
-  File Storage
-  Estimates
-  Equipment
-  Dashboard
-  Calendar





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Feature Story

FOR IMMEDIATE RELEASE

May 1, 2026

FOR MORE INFORMATION

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From chaos to control: How Manabase is reshaping construction management

Before the first crew arrives and before the foundation is set, many construction managers begin their day the same way: searching.

They scroll through text messages for updates. They check multiple apps for photos. They open spreadsheets to confirm budgets. Information exists, but it is scattered across multiple platforms. By the time the workday begins, uncertainty already shapes the job. In construction, disorganization is not just inconvenient, but it can be costly.

That reality drove the development of Manabase, a construction-focused project management platform designed to centralize operations and give contractors greater control over their work. The platform is set to launch May 1, 2026 and is currently accepting users through a waitlist. Manabase aims to address a long-standing issue in the industry, the lack of real-time visibility across projects.

“Most contractors don’t know if a job is profitable until it’s already finished,” said Ricardo Rubí, co-founder of Manabase. “By then, there’s nothing you can do to fix it.”

The platform brings together project tracking, budgeting, scheduling and documentation into one system. Instead of switching between emails, spreadsheets and messaging apps, users can manage their entire workflow in a single place. Especially, it eases communication with contractors as they can be invited to collaborate with construction managers.

Projects are organized into a hierarchy where each project, job, is broken into tickles, smaller units, allowing teams to track individual tasks, materials and progress. Gantt charts provide scheduling visibility, while daily logs and photo tracking document activity on-site.

— More —

Beyond organization, the platform focuses on financial clarity, a feature that is often missing from traditional tools. Users can compare projected and actual costs in real time, making it easier to identify risks in advance. Materials are tied directly to tasks, helping teams detect shortages across multiple projects. Requests for quotes can be submitted, compared, and awarded using the platform, expediting procurement.

“Everything is connected,” said Ricardo Rubí, co-founder of Manabase. “You’re not jumping between systems anymore, and that’s where a lot of mistakes happen.”

The idea for Manabase is rooted from the founders’ experience growing up around construction. They saw how projects were managed in the field and recognized the gap between the complexity of construction and the simplicity of the tools used to manage it.

“Construction is very detail-oriented, but the systems people use don’t always reflect that,” Ricardo Rubí said. “We wanted to build something that actually matches how work happens on-site.”

The platform has already undergone preliminary testing with a local construction company in Puerto Rico, where early feedback highlighted both its functionality and necessity. Even during a period when use of the platform was temporarily paused, contractors expressed frustration at not having access to the system.

“They needed it,” Ricardo Rubí said. “That’s when we realized it wasn’t just helpful, it was something they were starting to rely on.”

While designed with project managers in mind, Manabase also supports contractors and subcontractors by simplifying communication and coordination across teams. By centralizing updates, documentation and workflows, the platform reduces the need for back-and-forth messaging and minimizes the risk of miscommunication.

The company has also gathered feedback from multiple construction professionals who have previewed the platform. The founders expressed that the responses have consistently emphasized both its design and its practicality.

“People talk about how clean and modern it looks, but more importantly, they say it has everything they actually need,” Ricardo Rubí said. “Tracking is easier. Communication is clearer. It reflects how construction really works.”

— More —

Manabase positions itself as a solution that is both comprehensive and accessible, offering a system that can scale without adding complexity.

The platform's launch also reflects a broader shift in the construction industry, where digital tools are becoming increasingly necessary to manage growing project demands and tighter profit margins.

Still, adoption of new technology in construction has historically been slow. Cost, complexity and resistance to change have all been barriers. To address that, Manabase is offering early users incentives through its waitlist, including up to a 50% lifetime discount and access to demo calls. The goal, according to its founders, is to make the transition as seamless as possible. "Control should happen from the start, not at the end," Ricardo Rubí said.

For many in the industry, that shift could redefine how projects are managed. Instead of reacting to problems after they occur, contractors may be able to anticipate and prevent them. On a jobsite, that difference is tangible. Tasks are clearer. Budgets are visible. Materials are accounted for. Teams spend less time searching for information and more time executing the work.

And in an industry where every decision affects time, cost and outcome, that level of clarity can make all the difference.

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Exec Bio

FOR IMMEDIATE RELEASE

May 1, 2026

FOR MORE INFORMATION

Isabela Rubi Velez

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Executive Bio Ricardo Rubi



Ricardo Rubi is co-founder of Manabase, a construction-focused project management platform designed to streamline operations for general contractors, subcontractors and construction-adjacent teams. With a background rooted in field experience and administrative operations, Ricardo leads the company's vision to modernize how construction projects are managed.

Born and raised in Guaynabo, Puerto Rico, Rubi was introduced to the construction industry at an early age. Coming from a family deeply involved in construction, he spent much of his childhood on job sites, visiting his grandfather's projects ranging from residential builds to hotels and quarries. By age 13, Rubi began working in an office setting, where he gained early exposure to the administrative side of construction, including documentation, coordination and project organization.

As technology rapidly evolved, Rubi became increasingly aware of the gap between modern digital tools and the systems used within the construction industry. At 20, he moved to Miami, where he worked for an Amazon Delivery Service Partner (DSP), gaining experience in operations, logistics and scalable systems. Upon returning to Puerto Rico at 27, he reentered the construction space and observed that many processes remained fragmented, with teams relying on outdated software or disorganized manual systems.

– MORE –

Ricardo Rubí later worked as a project manager at Mora Housing, where he handled government construction bids and managed Section 8 properties. In this role, he experienced firsthand the inefficiencies of juggling subcontractors, documentation and compliance requirements without a centralized system. These challenges reinforced his understanding of how disorganization and lack of visibility could impact both timelines and financial outcomes.

Recognizing a clear gap in the market, Rubí co-founded Manabase to address the industry's need for a more intuitive and accessible solution. Existing tools, he found, were either too expensive or not designed with the realities of construction workflows in mind. Manabase was built to simplify project management by centralizing operations, improving organization and providing clearer financial oversight for construction teams.

Rubí's leadership is grounded in practical experience and a commitment to solving real-world problems. He continues to focus on building technology that aligns with how construction teams actually operate, with the goal of helping businesses run more efficient, organized and accountable projects.

###

To: mthibault@industrydive.com

From: isabela@manabase.co

Subject: Exclusive: Construction startup built on jobsite experience sets May 1 launch

Hi Matt,

On many construction sites, managing a project still means jumping between spreadsheets, texts and emails, a fragmented system that hasn't evolved at the same pace as the projects themselves.

I'm reaching out because of your recent coverage of construction technology, particularly your reporting on contech investment and how firms are integrating new tools across projects. As the industry continues to innovate, a new platform entering the market is approaching the problem from a different angle: simplicity and jobsite-first design.

I'd like to offer you an exclusive, feature-style story on Manabase, a construction-focused project management platform launching May 1. The company was founded by brothers Ricardo and Jose Rubi, who grew up working in their family's construction business and built the platform based on firsthand experience managing projects.

Rather than positioning itself as a complex, enterprise-driven solution, Manabase is designed specifically for small and mid-sized construction teams, focusing on core workflows such as scheduling, task tracking, documentation and project visibility within a single system.

The story highlights a broader shift within construction tech: while investment and innovation continue to expand, there is growing demand for tools that reflect how work is actually managed on the ground. Manabase's launch reflects that shift, prioritizing accessibility, structure and usability for teams that have historically relied on disconnected systems.

I would be happy to hold this story exclusively for you and follow up with any additional information you may need. If you are interested in this opportunity, please contact me at isabela@manabase.co or call me at (787) 426-3106. Additionally, here is Manabase's website: <https://manabase.co/waitlist>. For reference here is the social media: <https://www.instagram.com/manabase.co/> .

Thank you for your time and consideration.

Best,

Isabela Rubi Velez

Communications and Marketing Lead

(787) 426-3106

isabela@manabase.co

Dear Jose Enrique,

Thank you for always being there for me and for the constant support you give in both the big and small moments. I am truly grateful for the way you take care of me, make me laugh, and help me get through my difficult days.

I especially appreciate how attentive you are to the little details and how much effort you put into supporting me, not just personally but professionally. Being able to work alongside you and support your Manabase and Aplo endeavors means a lot to me, and I'm thankful for the trust you place in me. It continues to motivate me as I grow in my career.

Thank you for not only being my brother, but for becoming my best friend. Living in Miami with you and sharing this chapter of life together is something I truly value.

I'm grateful for you in more ways than I can put into words, and I look forward to continuing to grow, laugh, and support each other.

With appreciation,
Isabela

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I'm grateful for you in more ways than I can put into words, and I look forward to continuing to grow, laugh, and support each other with appreciation,
Isabela

Isabela Rubi
500 Brickell Ave, APT 1608
Miami, FL 33131



Jose Enrique Rubi
500 Brickell Ave., APT 2600
Miami, FL 33131

Memorandum

For my final presentation project, I chose to work with Manabase, a construction-focused project management platform co-founded by Ricardo Rubí and José Rubí. I selected this client because of my direct involvement in the brand's development and communications strategy, as well as my familiarity with the founders' vision. Being closely connected to the platform allowed me to better understand both the product and its target audience, while also pushing me to translate that knowledge into a clear and persuasive presentation.

In terms of restrictions, the client emphasized keeping the messaging clear and easy to understand, reflecting the platform's core value of simplicity. Manabase is meant to be a straightforward solution for construction professionals, so it was important to avoid overly technical language or anything that felt disconnected from real job site needs. The client also preferred not to heavily focus on artificial intelligence in messaging, even though some features include it, since the priority is usability and practicality. Overall, all messaging needed to stay aligned with the brand's identity as modern, efficient and built from real industry experience.

The client was very collaborative throughout the process and provided helpful insights into the platform's development, target audience and key differentiators. This included real context about the construction industry, common challenges users face and the reasoning behind different features. Having that access made a big difference, since it allowed me to base my work on real information instead of assumptions.

Manabase already had a strong base of materials that supported this project. These included positioning, ICP's, PR and Marketing plan, informative document explaining how to use platform, and flagship assets, along with different marketing assets like ad copy and social media content. There was not much additional documentation or information needed from the founders, as I am an employee of the company and already had access to everything required to create the full media kit, including the executive bio with headshot, media pitch, feature story, business thank-you, fact sheet, backgrounder, news release and infographic fact sheet..

Because I actively work with Manabase on its marketing, advertising and public relations, this project allowed me to directly apply what I have been learning in class to real work. Throughout the semester, I worked on materials like the news release, backgrounder, fact sheet, executive bio, infographic and email pitch, while also contributing to actual brand deliverables. This helped me better understand how classroom concepts translate into real strategies and made the experience more practical and meaningful.

This project also helped me during my interview process. As part of a writing assessment, I had to edit a pitch email using AP style, write my own email pitch and develop a news release. Because I had already done all of this through this project, I felt much more prepared and

confident going into that assignment. It showed me how these skills directly apply to real opportunities.

Working with this client was both rewarding and challenging. Having direct access to the founders and materials made the process easier and more informed. At the same time, it required responsibility to make sure the messaging stayed accurate to the brand while also meeting the assignment requirements. Finding the balance between being creative and being strategic was an important part of the process.

Overall, my impression of the project is very positive. It allowed me to develop real PR materials, improve my writing and better understand how different pieces fit together in a campaign. It also reinforced the importance of writing with purpose and adapting content based on the audience. If I were to do this project again, I would continue focusing on strong, clear writing and real-world application. I would also spend more time refining each document even further, especially in terms of consistency across all materials

One of the main things I learned from this project was how to take different PR materials and turn them into one strong, clear pitch. Each piece serves a purpose, but bringing them together requires more strategic thinking. This helped me improve how I organize information, prioritize key messages and communicate value clearly.

Overall, this project not only supported my work with Manabase, but also prepared me for future opportunities. It strengthened my writing, my understanding of AP style and my ability to apply what I learn in real situations, which will be important for my career in public relations.