



Built for the People Who Build America

Professional Social Networking & Marketplace · Skilled Trades Industry

MEDIA KIT

COMPANY OVERVIEW

What is Tradecraft?

Tradecraft is a professional social networking and marketplace platform built exclusively for the skilled trades industry. Designed for tradespeople, contractors, businesses, and the homeowners they serve, Tradecraft brings together the entire trades ecosystem in a single, purpose-built platform — combining professional networking, content sharing, job discovery, and marketplace tools in one place.

Our Story

Tradecraft was founded on a simple observation: a massive, skilled, mobile-first professional community was spread across a patchwork of apps, desktop sites, and disconnected platforms — none of it built with the trades in mind. The founders set out to build something familiar in feel but purpose-built in function — a single platform for every professional in the trades ecosystem.

Why Now

The skilled trades represent one of the largest and most economically vital workforces in America. As the industry goes increasingly mobile-first and demand for skilled labor continues to outpace supply, the case for a dedicated, purpose-built professional platform has never been stronger. Tradecraft is built for this moment.

THE PLATFORM

Built for Everyone in the Trades Ecosystem

Tradecraft serves four distinct audiences within the trades — each with their own purpose-built tools, features, and experience. Available on iOS, Android, and web.

■ Tradesperson Build your reputation, feature your best work, and get discovered by contractors hiring in your area.	■ Contractor Post jobs, build your crew, feature your business and work, and access market intelligence for your trade and local area.
■ Business Reach the trades community with geo-targeted ads. Promote products and track ROI.	■ Homeowner Find verified local tradespeople, browse portfolios, and connect with contractors your network trusts.

What's on the Platform

■ Professional profiles & portfolios	■ Geo-targeted job discovery
■ Trade-specific content feed	■ Contractor hiring tools
■ Business advertising & brand presence	■ Direct messaging & networking
■ Marketplace listings	■ Homeowner connection tools

FOUNDERS

Nathan Edwards

Co-Founder & CEO

Nathan Edwards is the Co-Founder and CEO of Tradecraft, a professional social networking and marketplace platform for the skilled trades industry. Nathan leads product strategy, go-to-market, and operations, and collaborates closely with the engineering team on UX and product development.

Oscar Gross

Co-Founder & CTO

Oscar Gross is the Co-Founder and CTO of Tradecraft, a professional social networking and marketplace platform for the skilled trades industry. Oscar leads all engineering and product development across the platform's mobile and web applications, collaborating closely with leadership on product strategy and UX.

FAST FACTS

FOUNDED

HEADQUARTERED

PLATFORM

INDUSTRY

2026

Alpharetta, GA

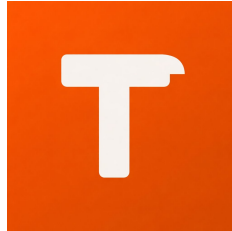
iOS · Android · Web

Skilled Trades

BRAND ASSETS

Logo

The Tradecraft app icon features a bold white T-mark on a burnt orange background. The wordmark is set in Inter Black 900. Approved assets are available upon request from press@tradecraft.works.



Brand Colors

Burnt Orange
#E8521A

Near Black
#1A1A1A

Off White
#F5F4F1

Typography

Primary wordmark: Inter Black 900. UI & body typeface: DM Sans. Both available via Google Fonts.

PRESS CONTACT

For media inquiries, interview requests, or brand asset access, please contact the Tradecraft press team:

Email press@tradecraft.works

Website tradecraft.works

Headquarters Alpharetta, Georgia

Every profession has a platform. The trades didn't. So we built it.