

DFW EARTHWORK MARKET TAM (2026–2030)

JFX, Inc. — Texas' First Bitcoin-Backed Earthwork Company

Executive Summary

DFW is one of America's fastest-growing metro areas, adding 178,000+ residents in 2023–24 and maintaining the country's highest relocation volume.

Earthwork represents approximately 30–35% of total construction spend. Based on figures cited in JFX investor documentation, DFW represents a current \$15–21B earthwork TAM, projected to reach \$18–25B by 2030.

Bitcoin Treasury Strategy

JFX deploys \$2M into long-term Bitcoin reserves, forming a resilient treasury backbone that enables superior liquidity, financial sovereignty, and counter-cyclical expansion ability versus debt-heavy competitors

DFW Construction Market Baseline

Total construction spending: \$50–60B annually.

Earthwork share at 30–35% yields a TAM baseline of \$16.5–19.25B.

Projected TAM (2026–2030)

Growth drivers include population influx, industrial expansion, IJJA infrastructure funding, and data center development.

Earthwork TAM expected to increase to \$19.5–22.75B by 2030.

Johnny AI Advantage

Johnny AI, JFX's patent-pending AI-driven estimation engine, delivers $\pm 3\%$ accuracy, dramatically outperforming traditional 10–20% variance benchmarks.

It automates takeoff, applies dynamic calibration, and enables 10× bid throughput, yielding higher win rates and strong margin control.

Combined Competitive Flywheel

Johnny AI + Bitcoin Treasury position JFX with structural advantages: faster bidding, tighter accuracy, better pricing, more aggressive mobilization, and long-term treasury stability.

Market Share Potential

Conservative: 0.3–0.5% → \$50–100M annual revenue.

Moderate: ~1.0% → \$180–220M annual revenue.

Aggressive: 2–3% + SaaS → \$350–600M annual revenue + \$10–15M ARR from Johnny AI commercialization.

Conclusion

DFW will exceed \$20B/year in earthwork demand by 2030.

JFX is engineered to capture disproportionate market share through a Bitcoin-backed treasury, patent-pending AI technology, flexible fleet strategy, and a clean balance sheet.