Vision: On-Demand solution for all home services

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The Founding team

Alok Inamdar

- MBA from IIM Calcutta
- 5+yrs experience in Nestle, AskmeBazaar & Dassault Systemes
- Experience of working with on ground teams

Satyendra Singh

- MBA from S.P.Jain
- 7+yrs experience in Heinz, Nestle & Huawei
- Strong marketing experience and brand building

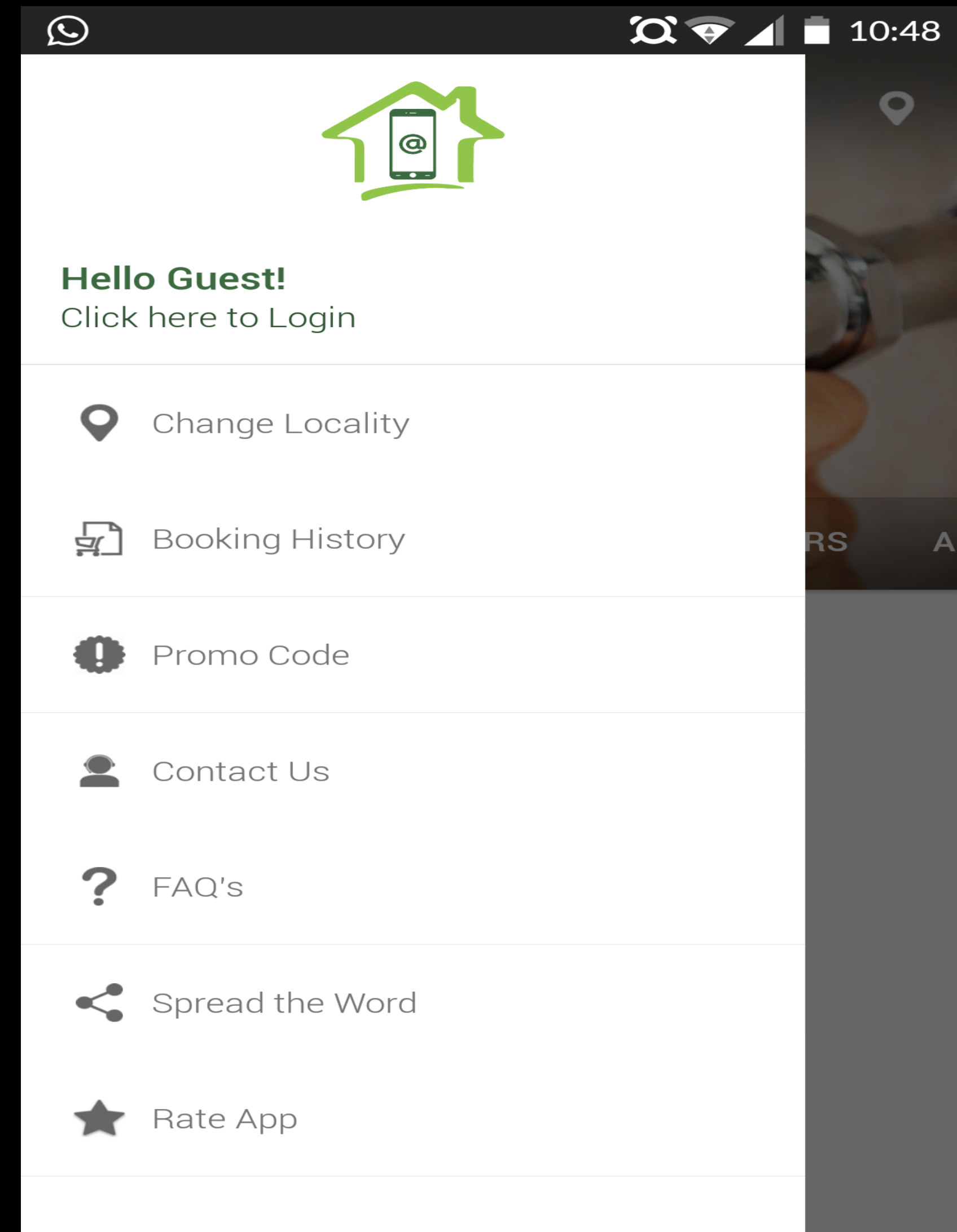# Home Repairs & Maintenance are a true hassle!

1. Where do I find a Service Professional??

2. How do I know if he would do a good job??

3. What should I pay him, what is this job truly

worth??

Our solution - CallAtHome

- MOBILE FIRST- Very simple to use

- UBER OF HOME SERVICES– just book & service professional arrives

- UPFRONT PRICING– complete price transparency

- TRUSTED PROFESSIONALS– all background verified

Benefits of CallAtHome

User Benefits

1. Convenience – User selects when he wants the service

2. Transparent – Upfront visibility of pricing

3. Trust– Vetted background verified professionals

Unique technology

1. Complete transaction automated – highly scalable

2. Instantaneous user confirmation – higher satisfaction

3. ERP Solution – ease to do business for vendors

Service Professional Benefits

1. Actual Customers – no leads

2. Location based – most optimum solution

3. Removal of middlemen from the system – more earning potential

Competition Landscape

How are we different?

Them	CallAtHome
■ No pricing transparency to user	✓ Upfront pricing to user
■ Leads provided to vendors – pay for leads	✓ Confirmed Booking to vendors – pay only when you make money
■ Aggregator of vendors/contractors – no strong control on the final service professional	✓ End to end control of transaction – complete visibility of the final service professional

Our Key differentiator – The service professional

Onboarding Process

- Background Verification

- Training – soft skills & technology
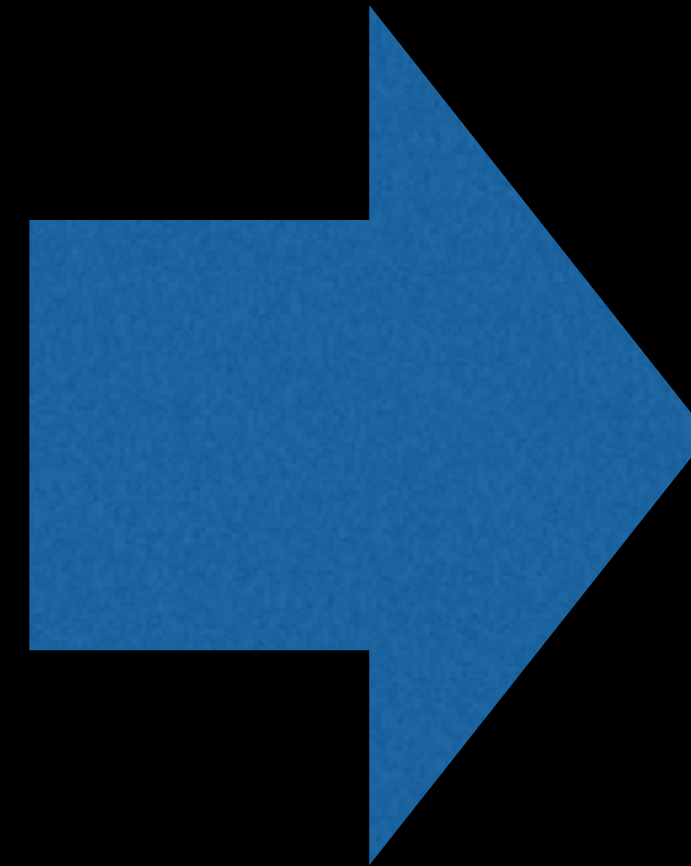
- Joining Kit – T-shirt & documents

Building Loyalty

- Personal Benefits – life insurance & PF accounts

- Emotional Benefits – Free English training classes

- Professional Benefits – unlimited earning potential

CallAtHome Execution

Our platform is built on a strongly scalable technology

- Identification of service professionals – hire & test

- Training – standard defined protocol

- Registration – defining the area of work for professional

- Marketing – acquire customers to start using the service

Replicate the same process for every service

Replicate the same process for every city

Thank You!