

## Introduction to Woostaa (Approx. 1,000 words)

- Overview of Woostaa:
- History and evolution: How Woostaa started, the problem it aims to solve, and how the company came up with its vision of simplifying blue-collar hiring.
- Woostaa's mission statement and business model.
- Founders:
  - Abdul Waris: Detailed background of Abdul Waris, his journey, experience, and what led him to start Woostaa. His role as CEO, how he handles tech and strategic planning, and his vision for the company.
  - Aryan Raj: Detailed background of Aryan Raj, his education, work experience, and expertise in finance. His contributions as CFO, and how he oversees the financial operations of Woostaa.

## Woostaa Services (Approx. 2,000 words)

- Deep Cleaning:
  - Description of what's included in the deep cleaning service, types of properties served, and a detailed breakdown of pricing.
  - Unique selling points, customer testimonials, and feedback.
- Pest Control:
  - Types of pest control offered (e.g., cockroach, rodent, mosquito, termite treatment).
  - Detailed process of the service from consultation to execution.

- Site visit requirements and customer satisfaction.
- Maid Services:
  - Service details: What's included in hourly maid services, the flexibility of the offering, and how customers can book a maid on an hourly basis.
  - Different types of tasks maids perform (cleaning, laundry, dishwashing, etc.).
  - Pricing structure and why it stands out from competitors.
- Driver Services:
  - Who can benefit from Woostaa's driver services: people needing drivers for personal use, businesses needing reliable transport, etc.
  - Hourly rates and service breakdown.
  - How drivers are vetted and trained, customer safety protocols, and testimonials.
- Cooking Services:
  - Types of cuisines available, flexibility in meal preferences, and the process of booking a cook for the day, week, or month.
  - Focus on hygiene and food quality, with an emphasis on fresh, local ingredients.
  - Pricing and the unique value Woostaa offers in the kitchen services sector.
- Car Washing:
  - Types of car washing offered: exterior-only vs. interior and exterior cleaning.
  - Tools, techniques, and products used for cleaning.
  - Customer feedback and how Woostaa ensures quality with each service.

## Operational Strategies (Approx. 1,500 words)

- Tech and Infrastructure:
  - Abdul Waris's role in building the tech stack for Woostaa. The current app and website prototype, user experience, and how it integrates with the platform.
  - Technology behind worker verification, payments, and scheduling.
  - The role of tech in the back-end management of Woostaa.
- Service Quality Assurance:
  - How Woostaa ensures the quality of services offered (training programs, vetting processes).
  - Worker evaluation criteria, customer satisfaction surveys, and improvement strategies.
- Customer Booking Process:
  - Detailed breakdown of how customers book services through WhatsApp, and how the platform is designed to handle bookings efficiently.
  - The role of customer support, FAQs, and how the system ensures smooth communication between customers and service providers.
- Pricing Strategy:
  - Why Woostaa chose a commission-based model.
  - Subscription pricing vs. hourly pricing: The rationale behind each pricing model and how it benefits both customers and Woostaa.
  - How pricing compares to competitors like UrbanClap and other platforms.

## Marketing & Growth Strategies (Approx. 1,500 words)

- Branding and Positioning:
  - Woostaa's brand story and positioning in the market.
  - How Woostaa differentiates itself from competitors in terms of pricing, flexibility, and service transparency.
- Target Markets:
  - Initial focus on Bangalore, particularly Yelahanka and select societies.
  - Strategies for expansion to other cities (Hyderabad, Pune, Mumbai, Delhi, Noida).
  - Market research insights: Why these locations were chosen and what the expansion strategy looks like.
- Marketing Channels:
  - Offline marketing strategies: The role of pamphlets, word of mouth, and community engagement.
  - Online marketing strategies: Social media, Google Ads, and partnerships with influencers or local businesses.
  - The future potential for digital marketing, including SEO, app stores, and customer referral programs.
- Customer Acquisition:
  - Strategies for acquiring customers in each service category.
  - How Woostaa builds and nurtures customer relationships, including loyalty programs or offers.

## Financial Projections and Sustainability (Approx. 1,500 words)

- Revenue Model:
  - Explanation of how Woostaa generates revenue through service commissions and subscription-based pricing models.
  - Monthly earnings breakdown for a typical customer booking multiple services.
- Cost Structure:
  - Overview of Woostaa's major costs: labor, platform development, marketing, and expansion.
  - Long-term financial sustainability strategy.
- Profitability:
  - How Woostaa aims to achieve profitability through strategic pricing, customer retention, and market expansion.
  - Projected growth and key performance indicators (KPIs).

## Challenges and Future Vision (Approx. 1,500 words)

- Challenges Faced:
  - Operational challenges, especially during the early stages (e.g., building trust, managing quality control, etc.).
  - Technological challenges: Developing a seamless user experience on the platform and handling customer complaints.
- Long-Term Vision:

- Woostaa's vision for the future: Expanding beyond blue-collar services, exploring new categories like companionship services, carpooling, and more.
- Innovation strategies: How Woostaa plans to stay ahead of competitors in the market and adapt to changing customer needs.
- Community Impact:
  - How Woostaa contributes to the local economy by providing job opportunities and building trust in blue-collar services.
  - Future social responsibility initiatives or partnerships.

#### Conclusion (Approx. 500 words)

- Summing up Woostaa's Impact:

A recap of how Woostaa is positioned as a unique platform for blue-collar job services and how it is helping streamline the process of hiring reliable workers.

#### Woostaa Service Pricing

##### 1. Maid Services

- Hourly Basis: ₹150 – ₹200 per hour
- Monthly/Subscription Plan: Custom pricing after site visit
- Note: For hourly bookings, no site visit required.

## 2. Cook Services

- Hourly Basis: ₹200 – ₹250 per hour
- Monthly/Subscription Plan: Custom pricing after site visit
- Note: For hourly bookings, no site visit required.

## 3. Driver Services

- Hourly Basis: ₹150 per hour
- Monthly/Subscription Plan: Custom pricing after site visit

## 4. Car Washing Services

- Exterior Only: ₹150 per car
- Interior + Exterior: ₹250 per car
- Subscription Plans: Available after site visit

## 5. Deep Cleaning Services

- Pricing: Based on site visit and scope of work
- Booking: Site visit mandatory before confirmation

## 6. Pest Control Services

- Pricing: Based on site visit and type of pest treatment
- Booking: Site visit mandatory before confirmation

## How to Book a Woostaa Service

### Step 1: Contact Us

- WhatsApp Booking: Message us on +91-6362-414118
- Share your name, location, and the service you need.

### Step 2: Choose Your Service Type

- Hourly Basis:
- Instant booking available for: Maid, Cook, Driver, Car Washer
- No site visit required.



- Monthly/Subscription Plan:
- Book a free site visit for customized pricing.
- Applicable for: Maid, Cook, Driver, Deep Cleaning, Pest Control, Car Washing

### Step 3: Get Confirmation

- Our team will confirm availability and pricing.
- You'll receive worker details and estimated charges.
- Pay only after service confirmation.

### Step 4: Sit Back & Relax

- Service will be delivered at your doorstep
- You can choose to pay per session or opt for a monthly plan

Founders & Core Team – Woostaa

Abdul Waris – Founder & CEO

Abdul leads the vision and strategic planning at Woostaa. With a strong background in tech and marketing, he is driving the platform's development, growth, and expansion. He oversees the product roadmap, brand positioning, and overall company direction.

#### Aryan Raj – Co-Founder & CFO

Aryan handles the financial operations and business structuring of Woostaa. He ensures sustainable growth, manages investor relations, and drives data-backed decisions to strengthen Woostaa's economic foundation.



#### Core Team

- Tech & Product Team:

A focused group of 5–6 core developers and designers building the Woostaa app and platform infrastructure.

- Operations & Growth Team:

A dynamic team managing service fulfillment, customer onboarding, and intern coordination across Yelahanka and other early launch areas.

- Interns & Field Support:

5–10 interns and field executives assist in development, service demos, customer support, and marketing efforts on-ground.

### 3. Booking Process – Woostaa

#### How to Book

- Simply WhatsApp us at +91-6362-414118
- Share:
- Your name
- Location/address
- Type of service needed
- Preferred date & time
- We'll confirm worker availability and send you details.



#### Cancellation & Rescheduling

- You can cancel or reschedule up to 2 hours before the scheduled service without any charge.
- For monthly plans, rescheduling is allowed within the same week based on worker availability.
- To make changes, just WhatsApp us with your booking ID or message.



## Advance Booking Time

- Hourly services: Minimum 2–4 hours' advance notice recommended.
- Monthly/subscription services: Book a site visit 1–2 days in advance for smooth onboarding.



## Same-Day Booking

- Yes, same-day bookings are accepted based on availability.
- Early booking increases chances of confirming your preferred time slot.

## 1. Maid Services

- What's Included: Sweeping, mopping, dishwashing, laundry, dusting, basic home cleaning
- Booking Types:
- Hourly: ₹150–₹200/hr (no site visit needed)

- Monthly/Subscription: Custom pricing after free site visit
- Extra Notes: Can be hired for specific tasks like only dishwashing or sweeping.



## 2. Cook Services

- What's Included: Cooking 1–3 meals, chopping, kitchen cleaning after cooking
- Booking Types:
- Hourly: ₹200–₹250/hr
- Monthly/Subscription: Pricing based on family size & meal requirements
- Extra Notes: You can request veg or non-veg cook, or specify cuisine preferences.



## 3. Driver Services

- What's Included: Chauffeur service for personal car, school drop, errands, trips

- Booking Types:
- Hourly: ₹150/hr
- Monthly: Based on hours/day and distance (after site visit)
- Extra Notes: Drivers carry valid license and are identity-verified.



#### 4. Car Washing Services

- What's Included:
- Exterior Wash Only: ₹150
- Interior + Exterior: ₹250
- Subscription Model: Available after inspection (e.g., 15 washes/month)
- Extra Notes: Eco-friendly methods used. No water wastage.



#### 5. Deep Cleaning

- What's Included: Kitchen degreasing, bathroom sanitization, floor scrubbing, sofa & mattress cleaning
- Pricing: Based on size of house and tasks (after free site visit)
- Extra Notes: One-time or scheduled quarterly cleaning available.



## 6. Pest Control

- What's Included: Cockroach, termite, rodent, mosquito treatments
- Pricing: Depends on infestation level and area (after inspection)
- Extra Notes: Uses safe, non-toxic chemicals; 30-day guarantee in most plans.

## About Woostaa

### Company Mission

At Woostaa, our mission is to simplify everyday life by connecting people with reliable, skilled workers for household and daily needs — all at fair and transparent rates. We aim to build a trusted platform where hiring help is as easy as sending a message.



## What Makes Woostaa Different (Our USP)

- **Hourly & Subscription Flexibility:** Unlike traditional apps with only packaged services, Woostaa gives you freedom to hire by the hour or by the month, depending on your need.
- **Blue-Collar Focus:** While other platforms cater to premium, one-time services, we focus on daily support — maids, cooks, drivers, car washers — with affordable, everyday pricing.
- **Real People, Real Support:** Book through WhatsApp, talk to a human, and get real-time updates. No app needed (for now).
- **Transparent Pricing:** Clear hourly rates. No hidden fees.
- **Custom Plans via Site Visits:** For long-term needs, we do free site visits and offer personalized subscription options based on your space and lifestyle.

## Worker Info & Trust – Woostaa

### 1. Worker Vetting & Background Checks

- All Woostaa workers go through a thorough verification process, which includes:
- Government ID check (Aadhaar, PAN, etc.)
- Address verification



- Police background checks for select services (like drivers and long-term staff)



## 2. Skill Verification & Training

- Before onboarding, workers are tested for basic skills relevant to their category (e.g., cleaning techniques, cooking hygiene, driving rules).
- Our team also conducts demo tasks or trial shifts to ensure quality.
- New workers receive onboarding training on behavior, punctuality, and professionalism.



## 3. Can I Request the Same Worker Again?

- Yes! If you're happy with a worker, just mention their name or worker ID during your next booking.
- We'll do our best to assign the same person for future sessions, subject to availability.
- For subscription customers, same-worker continuity is prioritized.

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