A blue smartphone is shown vertically, displaying a list of five questions on its screen. The screen has a white background with black text. The phone's top and bottom bezels are black, and a small green tab is visible on the right side of the phone's frame.

**How can we find labor  
force in rural areas?**

**How do we get employees  
excited about their job?**

**How can we commit to  
education & growth?**

**How can we have complete  
data transparency?**

**How can we make CSU an  
inclusive place to work?**

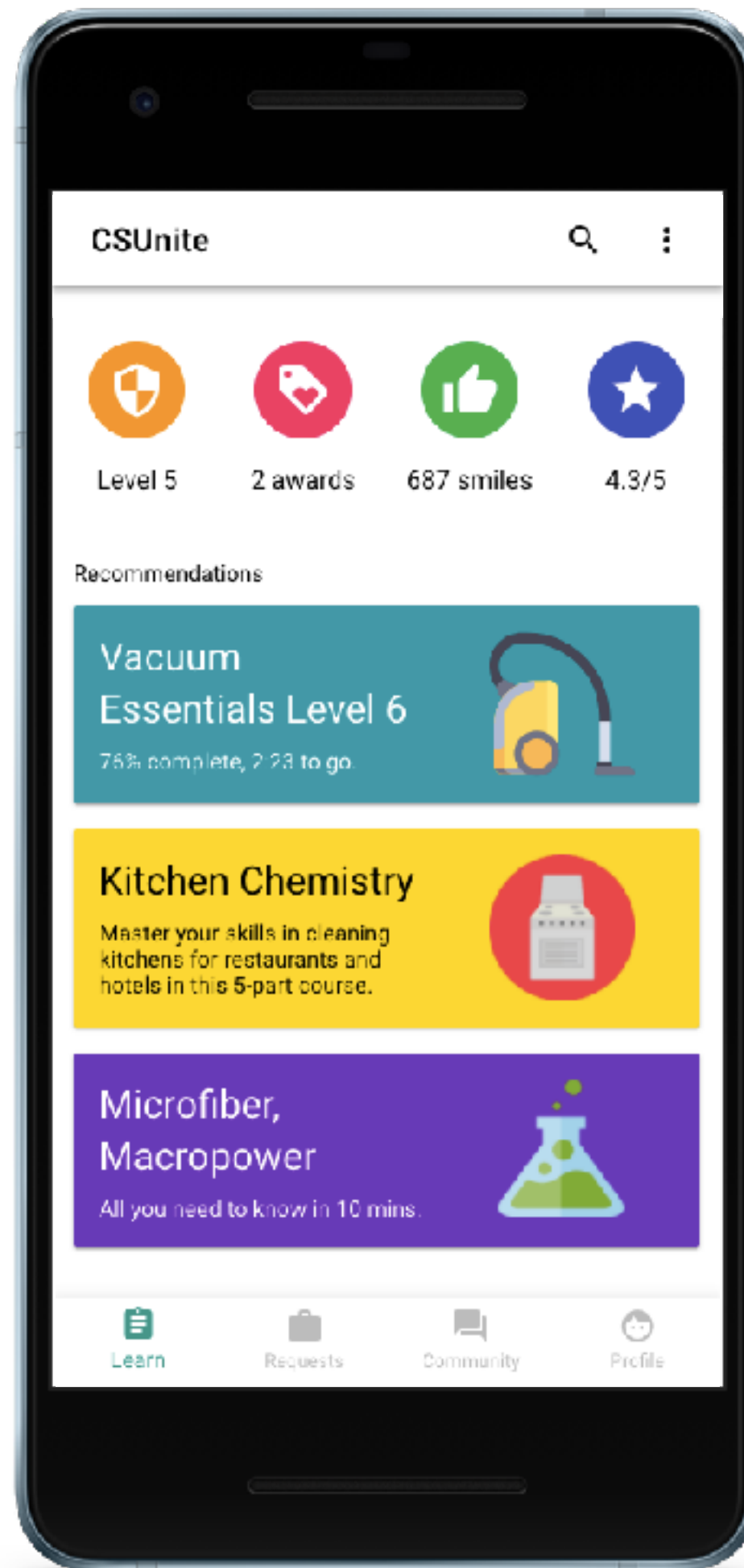
PWA



Sass

P O I

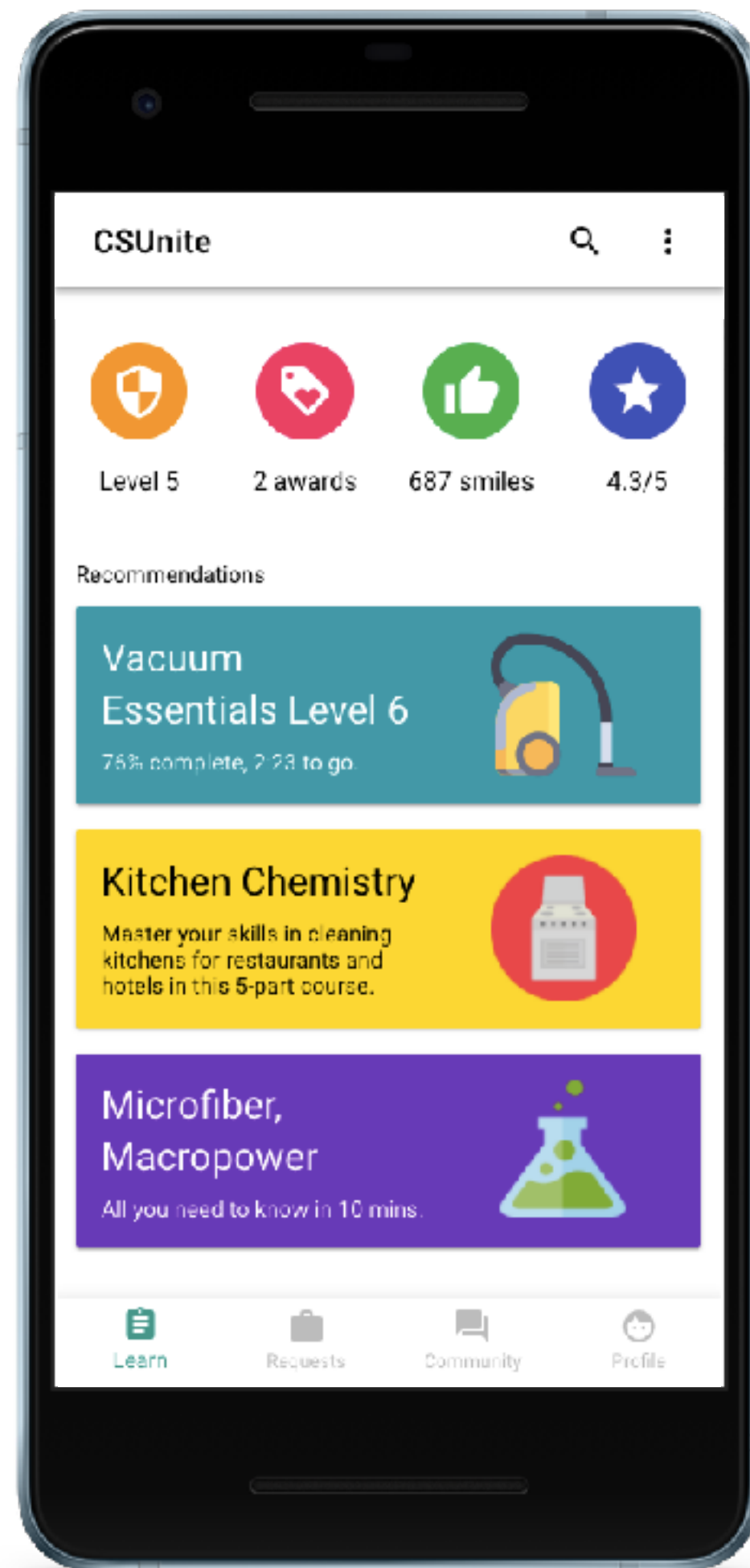
BABEL



Apple iPhone

Android

Web



[bit.ly/csu-utwente](https://bit.ly/csu-utwente)



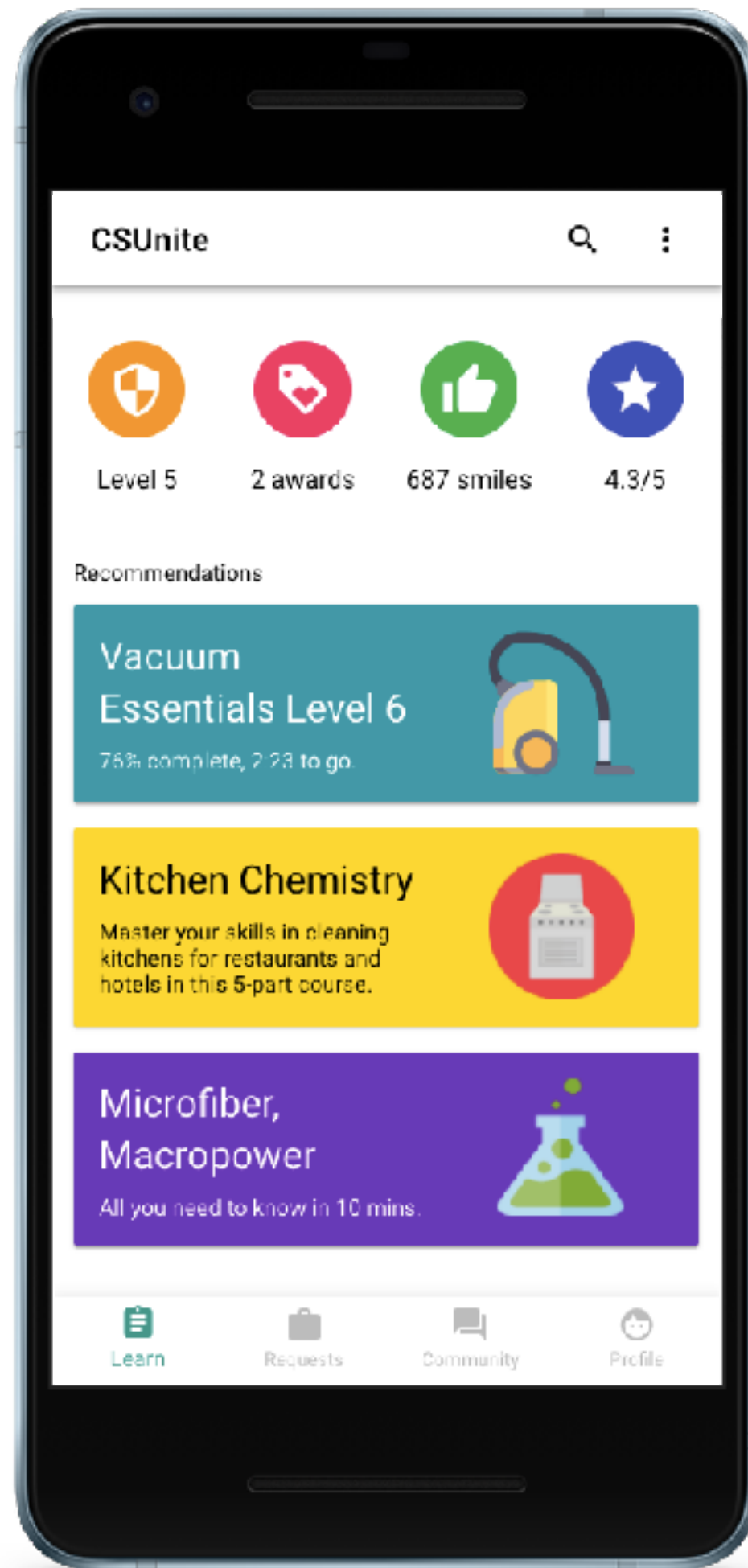




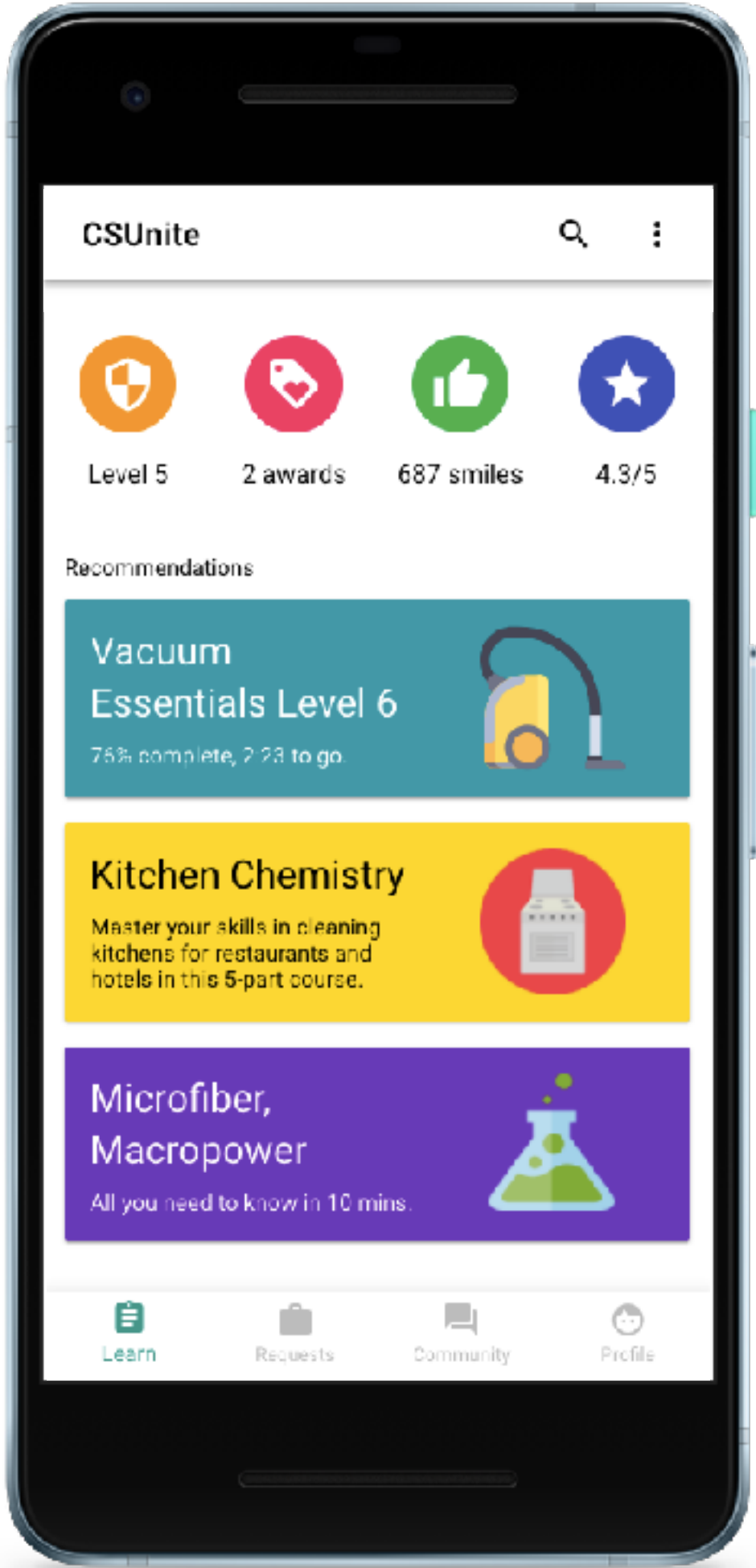
**TISER<sup>®</sup>**



Available in April 2018  
in Twente (soft launch)



Available today  
nationwide







## Key partners

- **CSU**
- Texaco (and other industry partners)
- Job boards
- Cleaning material providers
- Legal Partners
- Investors



## Key activities

- Collaboration with CSU and its industry partners
- Listing Algorithms
- Processing Requests
- Managing Payments
- Inventory management
- Tutorial Procurement



## Value proposition

e-Training

Community

Data Driven Decision

Gamification

Hyperlocal

Accessibility

Part-time jobs



## Customer relationships

- Social Media
- Website
- Mobile Application
- Live Chat and e-mail
- Feedback & Review
- Referral Programs



## Channels

- Social Media and traditional channels
- Website
- Mobile Application
- Pickup Points
- Delivery Vehicles

## Customer segments



CSU

Individuals



## Cost structure

- Cost of Operation
- Cost of Physical Resources
- Employee Salaries
- Employee Training Cost
- Legal Expenses
- Procurement Cost
- Technology cost- development, design, and maintenance



## Revenue streams

- Cleaning as a Service - revenues sharing