

WELEDI: A MASTERPIECE PROJECT CONCEPT

Introduction:

Weledi is an online platform that connects local professionals with customers.

Problem statement:

Say, for example, that you have a leaking faucet that you want fixed, there is a high chance you don't have a plumber's name ready to go. Most people usually rely on referrals from their co-workers, friends, or family, which is not always the best deal, and there is usually no room for comparison.

Target audience:

Weledi targets ordinary individuals who require professional services and really do not know much about the services they require. For instance, a videographer for a baby shower, a plumber to fix a leaking faucet, a caterer for a small event, landscaping services, etc.

Needs:

Most customers need the guarantee that who they are hiring online is a competent professional and not a scammer. They want to be able to read reviews and compare quotes before hiring a professional. They also want the process to be as smooth as possible, and have a mechanism for dispute resolution.

Solution:

Weledi is a web platform that allows customers to give a brief description of their projects and connect them with local professionals. It also allows them to compare services from a variety of professionals and choose the best fit for their project. Professionals register with Waledi and quote(bid) on matching projects.

Monetisation:

Waledi sells credits to professionals which they can then use to quote on projects. Thus, professionals only pay when they are connected to customers; there is no flat rate. Also, professionals can pay to have their services featured. For customers looking for local professionals, the service is free.