



Summary

Some preliminary research has found that there are currently other competitors providing services similar to ours. We have found four companies with closely related use cases and have examined some strengths and weaknesses that each one possesses. We guarantee that Hire will take the best from these applications, while providing something fresh, and outperform our other competitors.

Acceptance Report

Overview

Hire is a community driven job search platform. Through the application, users can hire others in their area to do random jobs for them.

Market Analysis

Our initial survey of the marketplace uncovered several potential competitors in the same market area as Hire.

Airtasker

Airtasker is a platform that allows users to post odd jobs and connect with people around them. Airtasker works like a job board, allowing job owners to post and users to "pitch" to job owners and negotiate with them.

- + Allows users to "pitch" their services and skills for a job, and allows haggling.
- + Support for "location agnostic jobs", such as web development or social media contracting.
- Takes 10% of each job. 10% is far too much, and market research has shown that taking a significant chunk of income reduces user retention. Hire strives to take 5% or less.
- Poor performance and user interface. The interface for the web client is riddled with bugs, and the android application crashes constantly. Using automated unit testing, Hire will minimize bugs and improve user experience.

TaskRabbit

TaskRabbit is another task accomplishing application that allows workers to come and help with your task. Unlike many other options, TaskRabbit forces workers to apply in order to perform tasks which can take up to 2 weeks.

- + Insurance up to \$1,000,000 of damage.
- + Extremely popular. Venture backed.



- Not anyone can post jobs or be a contractor. You need to apply which usually takes weeks. At Hire, there is no need for this process.
- Does not have defined "distances" for contractors. Users must message them and see if they can come to their neighbourhood to complete a task. Hire allows contracts to post their radius, and users can see if they are within range.

Thumbtack

Thumbtack is a way to find professionals who can perform a service for you. They split these services up into 9 categories and allow you to look for a service through their app.

- + Handles the marketing for the professionals and promote potential jobs out to all professionals in the particular region.
- + Allows you to read the job request and send a quote.
- Stale interface lists all available services and requires a user to scroll through hundreds of possible services within each category.
- The sending of quotes is tedious and requires a lot of effort from the workers to tailor their services to the request. Hire will replace this with a simple yes or no answer instead of requiring a quote for each project.

The Hire Team

Our team is excited to make your product a reality. With a diverse skill set from user experience design to full stack development to marketing we can't wait to make Hire the killer platform it's meant to be.



Ben Hawker
Designer



Jake Cooper
Front-end Developer



Andrei Taylor
Back-end Developer



Jonah Boretsky
Marketing

We look forward to working with you!