

# ChoreClap



**Pitch Deck**



# Problem

- Hundreds of thousands of skilled/unskilled workers are unable to get a job due to an improper CV/reach.
- Around 33% of the formally trained youth was unemployed, according to a 2017-18 official survey. Age group ranging from 18-23 were the largest group among this demographic.



# Solution

- ✦ We collect basic details like education and work experience about the service provider into our website, and our service links them with the closest consumer who's willingness to pay satisfies the service provider's will.
- ✦ This includes their top projects, the experience and proficiency they have in their skills. Our aim to minimise the exploitation that happens both ways, consumer to producer and vice versa.



# Target Audience

- ✦ Any consumer/service provider
- ✦ Age 16+
- ✦ Any circumstances



# Cost savings

- ✦ Currently local households/small scale industries face difficulties in hiring skilled/unskilled labour as their willingness to pay is overshadowed by the service provider's demands. Whereas big firms easily exploit the labourers and overhear their demands even after many bills have been passed for their protection.



# Easy To use

Our service works instantly  
and requires minimal input.





# Company Overview



# BUSINESS MODEL

## Optimised

*Our Machine Learning models are fine-tuned to learn from local affairs collecting the data from the internet.*

## Accessible

*We believe in making this service as accessible as possible.*

## Affordable

*Relying on AI and ML, sorting out customers needs/priorities while keeping the service provider's demands in check lowers down the marginal costs.*



- ✦ We need just 500 monthly users to cover our investments and make a profit
- ✦ No competitor does what we do at this level of detail while catering to the fastest growing demographic in Tech



# ChoreClap

## ChoreClap

*Our service is automated, relying on AI to boost efficiency. No waiting lines, or hidden costs.*

*Demands and services are matched in seconds.*



# GROWTH STRATEGY

## How we plan to diversify in the future

- *Move to not only covering local/ small scale chores, but also recruit full-fledged workforces to handle large scale industries.*
- *Increase coverage by supporting services like freelancer, Fiverr, etc.*
- *Provide companies with the resources to hire on our platform by quickly analyzing their needs, aim, future plans and demands.*





# Financial Model

## OUR COSTS INCLUDES:

- *Servers - Extremely minimal*
- *Marketing - A major cost, we expect marketing costs to reach the 10,000USD mark by the end of Year 1*
- *Employees - We need to hire at least one more developer, a proof reader and a marketer. Including the founder and the cofounder, this results in the costs reaching upwards of 25,000USD in our first year.*



## REVENUE:

- *We plan to offer each service at 1USD per customer. As most of our customer base is from small Indian villages/towns.*
- *Accounting for our costs, we need only 500-800 average monthly users in a year to break even and become profitable.*
- *Our server usage is largely flat due to our use of the OpenAI API, instead of a self-trained model. As our users increase however, our server costs scale only linearly with each user at a slow rate.*



# Action Plan



# Summary

- At ChoreClap, we want to make the job hunt fast, accessible, and affordable. In this age of the gig-economy, such a service is more crucial than ever.
- Other options are overpriced, inefficient, and unreliable. Our goal is to fix that.
- Our business proposal has potential to pivot into multiple fields and industries.



Thank You