



POLITECNICO MILANO 1863

Data Management For The Web
Group 06

iCare



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December 2021

Problem

Long-Distance care-giving, studying full-time and care-giving and/or caring for someone 24 hours a day/7 days a week will take a toll on anyone. With a loved one who needs personal care and who can't be left alone, you must be vigilant and "on duty" day and night. With constant care and companionship responsibilities, you may have very little time to yourself. If you are caring for someone who needs to be transferred from bed to wheelchair or out of a chair when sitting, you may be at risk for injuring your back. For those caring for a family member living with dementia, you may be also be dealing with challenging behavior, wandering risks, or actions that might be harmful or dangerous such as leaving cooking burners on. If you don't have time to do the shopping, banking, and taking care of your own medical needs, you are at risk for stress-related illness.

Our Mission

It is easy for family and friends, as well as professionals, to suggest finding someone to help you with care responsibilities of your old parents or newborn or even yourself in case of an accident or health problem. Having someone else take on some of your housekeeping or personal care tasks might sound appealing to you too. But what does it mean to have someone in your house "to help" you? Where do you begin to find someone? Can you afford it? How do you respond to your loved one who proclaims that they don't want "a stranger" in the house?

iCare's mission is to assist students in Italy and their immediate families find caregivers (e.g. part-time or full-time babysitters, professional nurses, ...) who treat patients at home or their children with professionalism, ethics and dedication, developing services that are ever closer to the personal and loving care that the users themselves would provide if they were home. Our team will ensure that our clients can study free of care, take business trips or vacations or go to work knowing that their elderly relatives, kids are in good hands.

Our services

Our clients are divided in two main groups:

First, students and their immediate family who choose to outsource their care-giving roles at home when they travel or who want their kids or parents to have company when they are at school or not around for any reason. iCare offers different services, all in the user home environment, including: daily visits, 24-hour care for days or weeks, administration of medications by qualified staff, emergency treatment in case of illness (arranged through doctors). Moreover, the babysitters can take care of the child at their usual or holiday home, help the child with homework, prepare meals, accompany you on the way home to school, and extra-curricular activities.

Second, the service providers such as caregivers, nurses, babysitters, personal assistants and students looking for a part-time job are the other category of clients that leverage this app. These users can create a profile on the app by adding their skills, education, certificates and receive job advertisements based on their capabilities.

Target market

At the beginning, iCare mobile application will be targeting the college students all around Italy. Based on the market segmentation survey done, about 30% of our community are getting help from caregivers and also about 35% of them cannot find a suitable person that suits their requirements. It was interesting that about 70% of the students had someone in their house that needs a caregiver and finding someone was a problem for them. Another interesting result that we have in our survey was about the people who preferred to find their caregivers online but they did n't know any specific application so they have to search in Facebook (Meta) or inevitably they start searching by asking from people.

Our competitive advantage

Currently, there are some products on the market for finding a caregiver for elderly people and a babysitter for a kid. Users often try many types of advertising platforms and undergo a long period of assessing different candidates. We explored the different options available, namely, *Sitly*, *Medwings*, *privatassistenza*. However, there is a lack of comfortable mobile applications in the market. It was clear that there is no review and feedback system available in *Medwings* and *Privateassistenza*. On the other hand, *Sitly* is only offering babysitters and if someone needs any other type of caregiver they should seek out other platforms. In the following figure, we show in a visual manner the differences between them.

Values

Continuity of care, family support, improvement of patients' quality of life: these are our goals, which we are committed to pursuing every day. In other word, we provide a review and **feedback** system that iCare users can decide which caregiver is better for them and it will be easier for them to trust the person that they let in their houses. We believe caregivers, their relatives/friends who need assistance and their extended families should be the decision-makers in care. Moreover, We are committed to increasing the range of **option** available to families to suit their particular situations. Plus, **quality** and providing the best of what's available, through timely, prompt service, well-trained staff and up-to-date information is our main concern. iCare strives to be a knowledge organization, developing or incorporating new service models and creating partnerships between research and service which will result in **innovation**. We form **collaboration** with other organizations and agencies to further our mutual aims. We only offer the service providers that have gone through validation and authentication of their skills and abilities, therefore the **reliability** will not be a concern anymore.

Forecast and goals

Here, we have fiscal projections showing how the application might grow over a four year period. As you can see, the potential net revenue is a major selling point after a two years, even with only 500 clients, but it can certainly grow exponentially past this in the following years. iCare matches consumers looking for nurses, babysitters, assistants with people selling those services and our largest source of revenue is a non-refundable cut of the service fee which is 7% of each contract based on the listing. Plus, the job search services are monetized through service providers as well. they are also charged a fee of no more than 2.5% for every completed booking or they can buy premium packages that are monthly, weekly, or daily to be the first ones that receive the job alerts based on their skill.

KEY METRICS				
Year	Active Clients	Hours of service	Gross revenue	Net revenue
2022	10	2500	€25,000	€17,500
2023	20	6000	€600,000	€66,000
2024	100-120	1M	€10,000,000	€700,000
2025	500	5M	€50,000,000	€3,500,000