**MDADDA BUSINESS MODEL GENERATION**

1. **VALUE PROPOSITIONS**

***Employees:***

* Access to verified, safe employment opportunities.
* Stable income structure (Through the MDADDA app).
* Building a professional reputation through ratings (for both the employer and employees).
* Skills development and career advancement path.
* Fair treatment standards and worker protections through labor laws (legal team).

***Employers:***

* Access to pre-vetted, reliable house help.
* Simplified hiring process with background verification.
* Fair agreements and payment system.
* Dispute resolution support.

**2. CUSTOMER RELATION**

***Relationship Building Strategy:***

* Trust-based platform with verification on both sides.
* Responsive customer support and conflict resolution for both house help and employer.
* Educational content to set clear expectations.
* Community building among platform participants.
* Ongoing quality assurance and feedback loops.

***Customer Retention strategy:***

* Insurance services.
* Support services and conflict resolution protocols for relationship management.
* Feedbacks and ratings for both segments (employer and employee).

**3. CUSTOMER SEGMENTS**

***House helps segment:***

* Full-time house help seeking stable employment.
* Part-time house help (cleaning, cooking, washing, shopping).
* Specialized service providers (elderly care, childcare).
* Both experienced workers and newcomers to the field.

***Employer segment:***

* Urban middle and upper-middle class families.
* Expatriate families.
* Elderly individuals requiring assistance.
* Small business owners needing facility maintenance.

**4. CHANNELS**

***User Acquisition:***

* Social media outreach.
* Mobile application (SMS-based notification system for low-tech users).
* Website platform.
* Partnerships with labor centers and community outreach programs.

***Service Delivery:***

* Profile and search system.
* Digital matching system.
* In-app messaging and notifications.
* Mobile payment system integration.
* Help center and support channels.

**5. Revenue Streams**

***Primary revenue stream models*:**

* Commission per successful placement (% of first month's salary).
* Premium features for enhanced profiles and priority matching.
* Value-added services (skills training, advanced background checks).
* Advertisements of household related items.

***Pricing Strategy:***

* Affordable pricing, aligned with local market rates.
* Free basic access for house helps on basic features.
* Special rates for long-term commitments.
* Standardized pricing for employers based on service needs.

**6. Key Activities**

***Platform Development:***

* Building and maintaining mdadda platform (android, iPhone and website).
* Developing verification systems, legal connections and protocols.
* Creating and updating user interfaces for both sides.
* Implementing secure payment systems.

***Operations:***

* Quality control and standards enforcement.
* Dispute resolution and mediation.
* User education and onboarding.

***Growth:***

Community outreach and partnerships.

User feedback collection and ratings.

**7. Key Resources**

***Technical Resources:***

* Technology platform and infrastructure.
* Mobile application and web platform.
* Payment processing system.

***Human Resources:***

* Development team.
* Customer support specialists.
* Verification and quality assurance team.
* Community outreach team.

**8. Key Partners**

***Strategic Partnerships:***

* Government employment agencies.
* Identity verification service agencies.
* Payment service providers.
* Training organizations for skills development.
* Insurance providers for worker protections.

***Integration Partners:***

* Background check services.
* Digital payment providers.
* Digital identity verification systems.

**9. Cost Structure**

***Development Costs:***

* Platform development and maintenance.
* Server and infrastructure costs.
* App store fees and technical services.

***Operational Costs:***

* Verification and background check expenses.
* Customer support and operations.
* Marketing and user acquisition.
* Compliance and legal services.

***Scaling Costs:***

* Team growth and training.
* Geographic expansion expenses.
* New feature development.

**10. Social Impact Metrics**

***Measurable Impact:***

* Number of employment relationships created.
* Improvement in working conditions and wages.
* Increased financial stability for domestic workers.
* Higher satisfaction rates for both workers and employers.

***Sustainability Goals:***

* Creating fair market standards.
* Building financial inclusion for underserved populations.
* Formalizing an essential but often overlooked sector.

**13. Risks and Mitigations**

***Identified Risks:***

* Trust and safety concerns
* Regulatory changes in labor markets
* Technology adoption barriers

***risk reduction strategies:***

* Strong and reliable verification systems.
* Regulatory compliance monitoring this involves establishing systems and processes to ensure an organization adheres to relevant laws, regulations, and internal policies, including identifying and assessing risks, and taking corrective actions when necessary.
* Continuous innovation and improvement.
* User education and support programs will aim to empower user by teaching them how to effectively utilize resources and services, ultimately fostering self-sufficiency and information literacy.