1) Executive Summary

Business concept: A verified digital marketplace in Sri Lanka for high-skilled technical labor (electricians, solar technicians, industrial mechanics) that differentiates on trust and procurement-grade execution: AI-driven quality scores, background/credential checks, and automated service agreements (scope, SLAs, documentation, audit trails).

What the provided research does (and doesn't) prove: The supplied "search results" do not provide Sri Lanka-specific evidence on TAM/SAM/SOM, demand volume, or pricing. They do, however, indirectly support a key thesis: in technical work-especially where safety, compliance, and equipment uptime matter-buyers value risk reduction, documented work, and accountable technicians. Competitor analysis (category-based, not Sri Lanka-name-specific) indicates a strong gap between (a) high-volume but low-trust channels (classifieds/social) and (b) high-trust but inflexible/expensive providers (facility management firms, EPCs).

Core strategic wedge: Start where willingness-to-pay for verification is highest and buyer behavior already expects documentation:

- Commercial/Industrial maintenance & compliance-sensitive work
- Solar O&M / troubleshooting (post-installation service quality gap)

Avoid beginning as a broad consumer "hire an electrician" app competing head-on with Facebook/Ikman-style liquidity.

Business model direction:

- B2B: subscription/retainer + per-job fee, SLA tiers, multi-site coverage
- B2C/SME: take-rate per job + add-ons (warranty, priority response, compliance pack)

Key success factors:

1) Build a verified supply bench (screening, skills taxonomy, training partners)

2) Deliver a repeatable job workflow (scoping templates ? quote ? agreement ? QA ? payment)

3) Prove measurable reliability (first-time-fix, callback rate, on-time arrival, documentation completeness)

4) Win initial liquidity via anchor B2B accounts and EPC/contractor partnerships

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2) SWOT Analysis

Strengths

- Clear differentiation vs classifieds/directories: Verification + background checks + standardized agreements + auditable job records.
- Procurement-grade value proposition: Particularly compelling for factories, hotels, hospitals, facility managers, and EPCs who care about liability, access control, and uptime.
- Outcome-based scoring moat: Moving beyond star ratings into measurable performance (callbacks, rework, SLA adherence) can become defensible over time.
- Cross-category expansion potential: Start with solar/electrical/industrial maintenance, expand into adjacent high-skill trades once trust stack and workflows are proven.

Weaknesses

- Market proof gap: Current data doesn't quantify Sri Lanka demand, price points, or adoption readiness.
- Chicken-and-egg liquidity challenge: Marketplaces need both steady demand and technician supply; early-stage matching can be inconsistent.

- Operational complexity: Background checks, credential verification, dispute handling, QA processes, and on-site realities require strong ops-not just software.
- Technician resistance risk: Scoring, compliance, and monitoring may deter supply unless earnings and job flow are clearly better than informal channels.
- AI-score credibility risk: If the scoring model is perceived as opaque or unfair, it can create mistrust among technicians and buyers.

Opportunities

- B2B risk-reduction spend: Organizations pay premiums for vetted access to sites, safety compliance, and documented work.
- Solar O&M gap: Post-install maintenance and troubleshooting are often underserved compared to installation; standardized service + verified techs is a strong wedge.
- Industrial mechanics niche: Less served by consumer apps; higher willingness to pay; fewer qualified providers ? verification matters.
- Partnership flywheels:
  - Training/certification bodies (NVQ/vocational institutes) for credential validation and upskilling
  - Solar EPCs and electrical contractors for surge staffing and subcontractor standardization
  - Insurers/warranty providers for "verified work" warranty products
- Standardized agreements reduce disputes: Scope templates and checklists can reduce rework and payment friction, improving unit economics.

Threats

- Incumbent channel dominance: Facebook groups/classifieds have massive volume and near-zero switching costs.
- Disintermediation: Customers and technicians may bypass the platform after first job unless contracts, warranties, or payment protection create stickiness.

- Regulatory/licensing uncertainty: If enforcement is weak, "verification" may be undervalued in some segments; if enforcement tightens, compliance requirements increase ops burden.
- Established B2B contractors/FM firms: They can bundle SLAs and accountability; may respond by improving vetting or launching internal apps.
- Trust events: Any high-profile incident (fraud, safety issue) could damage brand; requires robust screening and incident response.

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3) Market Entry Strategy

A. Choose a focused beachhead (avoid "everything for everyone")

Recommended starting segment: Commercial/Industrial + Solar O&M (B2B-first).

Rationale: highest willingness to pay for verification, documentation, and SLAs; clearer repeat business; less vulnerable to classifieds.

Initial use cases to productize (templates + pricing):

1) Solar O&M / troubleshooting: inverter faults, monitoring alerts, string testing, preventive cleaning schedules, warranty claim documentation

2) Electrical compliance & upgrades: DB board audits, earthing tests, load balancing, preventive maintenance checklists

3) Industrial electromechanical maintenance: motor diagnostics, scheduled maintenance, breakdown response (where feasible)

B. Define the "Trust Stack" as the product (not a feature)

Deliver a visible, procurement-friendly standard:

- Identity & background checks: NIC verification, police report/clearance where appropriate, address verification
- Credential verification: NVQ/training records, vendor certifications (where applicable), experience validation
- Job documentation: before/after photos, test readings, parts used, checklists
- Standard agreements: scope-of-work, exclusions, SLA, warranty terms, safety compliance acknowledgement
- Dispute handling: clear escalation, rework policy, refund/credit logic (especially for B2B SLAs)

C. Build supply like a staffing business first (quality over quantity)

Phase 1 supply goal: small "elite bench" (e.g., 30-100 technicians) with high verification and training, not thousands of unvetted listings.

Actions:

- Recruit from top vocational channels + referrals from EPCs/contractors
- Offer faster pay, higher-value jobs, and reputation portability to offset verification friction
- Create tiering (e.g., Verified / Verified+ / Site-Access Ready) to reflect depth of checks and documentation reliability

D. Go-to-market motions (how you actually acquire demand)

1) Anchor accounts (B2B):

Target facilities with recurring needs: hotels, retail chains, factories, warehouses, property managers, telecom/industrial sites (where relevant).

- Sell a maintenance retainer (priority response + periodic inspections + discounted call-outs)
- Provide audit-ready reporting as the differentiator (what FM firms do, but lighter and more flexible)

2) Partnerships (EPCs/contractors):

Offer surge staffing + standardized subcontracting.

- Value: speed, reduced subcontractor risk, standardized agreements, performance telemetry

- Commercial model: per-job fee or volume-based pricing

3) Narrow geography to ensure SLA performance:

Start Colombo + nearby industrial corridors (or one city cluster) to keep dispatch reliability high, then expand.

E. Pricing & unit economics (simple, testable structure)

- B2B:
  - Monthly retainer (SLA tiered: response times, number of call-outs, preventive visits)
  - Per-job fee + parts margin (or pass-through)
  - Optional compliance pack (documentation bundle)
- B2C/SME:
  - Take-rate per job + convenience fee for priority service
  - Warranty add-on (only for Verified+ jobs with full documentation)

F. Product roadmap (MVP ? defensible platform)

MVP (0-3 months):

- Technician onboarding + verification workflow
- Job posting/dispatch + standardized scope templates
- Digital agreement + payment capture
- Basic performance metrics (on-time, completion, callback within X days)

V1 (3-9 months):

- AI-assisted scoring (explainable metrics, not opaque "black box")
- QA audits (random checks, photo validation, checklist completion scoring)
- B2B dashboard (multi-site, reporting, technician roster, SLA tracking)

V2 (9-18 months):

- Predictive maintenance scheduling (solar monitoring integrations where possible)
- Training/credential pathways with partners
- Insurance/warranty products tied to verified work

G. Risk controls (non-negotiables early)

- Anti-bypass mechanisms: warranties, SLA reporting, and payment protection only if booked through platform
- Safety & liability: clear exclusions; safety checklists; incident response process
- Score governance: transparent scoring inputs; appeals process; human review; avoid "mystery AI"

H. Validation plan (because current market data is weak)

Before scaling, validate with structured tests:

- 20-30 B2B customer interviews (procurement/facilities) about verification value, SLA needs, price tolerance
- Pilot with 3-5 anchor accounts for 60-90 days
- Track: repeat rate, response time adherence, callback rate, gross margin per job, technician retention, dispute frequency

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4) Final Verdict (Go/No-Go Recommendation)

Recommendation: GO - with constraints (phased launch, B2B-first, validation-gated scaling).

Why "Go":

- The competitive gap is real and consistent: high-volume channels lack trust/process; high-trust providers are costly/inflexible.
- Your differentiation (verification + standardized agreements + measurable quality) is most valued in commercial/industrial and solar O&M, where risk and documentation matter.
- If executed operationally, this can become a defensible network built on performance data and compliance workflows-not just listings.

Constraints / "must be true" conditions to proceed:

1) You can recruit and retain an initial bench of verified technicians who see higher earnings + faster pay as worth the compliance.
2) You can secure anchor B2B demand that produces repeat jobs (otherwise CAC and liquidity will kill unit economics).
3) You operationalize trust (checks, documentation, QA, dispute handling) with real rigor-this is not a pure software play.

If you cannot secure B2B anchors within ~90 days of pilots, treat it as a NO-GO for scaling (you may still pivot to a B2B subcontracting tool for EPCs/contractors rather than a broad marketplace).

If you confirm your intended launch scope (Colombo-only vs multi-city) and which segment you want

first (industrial/facilities vs solar O&M vs affluent residential), I can turn this into a concrete 90-day rollout plan with KPI targets, staffing needs, and a pilot offer structure.