

TO DO

TO-DO PITCH / DECK

platform that merges worlds

PROBLEM

FINDING a reliable craftsman with transparent portfolio and known terms and conditions is an important concern for clients.

MARKET IMPERFECTION AND SEASONALITY leads to craftsmen lose job opportunities and eventually must close their business, retrain or leave abroad to work.

NO EASY WAY EXISTS for the Country to collect taxes from craftsmen due to the high percentage of them working in the "shadow" economy

SOLUTION

An online App which facilitates clients finding craftsmen and vice versa

ESCAPE THE STRESS
Know the price, get discount, arrange time, find reliable craftsmen based on real ratings and comments

MAKE MONEY
when working

COLLECT TAXES
all the completed transactions would be noted on this application-based platform

MARKET VALIDATION

grouper.mk

215,000
TOTAL ONLINE SHOPPERS

pazar3.mk

6,000+
TOTAL CRAFTSMEN ADS

MARKET SIZE

24 BILLION
5-year craftsman services turnover in North Macedonia (declared and undeclared)*
Total available market

6 MILLION
total transactions related to craftsmen services in 5 years
Serviceable available market

526 THOUSAND
transactions related to craftsmen services with TO-DO in 5 years
Market share

THE NEED

This been is pretty big. I want it fixed but my friends are coming for the weekend and so...

I can't do anything. I can't find a single plumber that would not charge me a fortune. It's a given a plumber???

My car broke down and I need a tow service and a mechanic ASAP.

*Data from GROUPER.MK and PAZAR3.MK

The Strategy for formalizing the informal Economy in Republic of Macedonia 2018 - 2022 and the officially recorded transactions for 2019 by the State Statistical Office

PRO-PRODUCT

ISSUES

SOLUTIONS

create YOUR TICKET

BOOK YOUR CRAFTSMAN

Main selling point - one place from quoting till post-sales services

ToDo App is changing the way of searching, contacting, meeting, paying, buying, conducting work, delivery and post-sales services between the clients and craftsmen

At the heart of our business are the vibrant communities of contributors that contribute the content on our platform. These contributors provide rich, firsthand information about local businesses in the form of reviews, ratings and photos.

Main selling feature - Peer feedback

Send

BUSINESS MODEL

We take a 5% commission on each transaction

526 THOUSAND
Number of units sold
Share of market

200 MKD
Average fee
4000 MKD is average craftsmen daily income

105 MILLION
In revenue
2022-2026

MARKET ADOPTION

Describe your go-to-market strategy. Use short bullet points.

Craftsmen and clients

PARTNERSHIPS for user/craftsmen onboarding

MARKETING for acquiring clients

Freemium Software

Craftsmen training guide

Free download

"escrow" service

comments feedback

vettted craftsmen list

client's discount

Reklama5

zlatna kniga

Grouper.

Offline transaction

Online transaction

COMPE-TITION

Affordable

Expensive

COMPETITIVE ADVANTAGE

Price
Free access to the market but we charge only 5% per onsite transaction.

Discount
Clients receive 10% discount on all services offered

Searching is out
Welcome ticketing and offering

Safety and fairness
All transactions are backed with "escrow" service

Know your craftsmen
Free access to vettted craftsmen list

Ease of use
Few clicks away from getting the client's problem solved

OUR TEAM

Mile
Insert job title
Mile is B. Sc. in economics.
12 years of business experience
one of the founders of fresh food processing factory
CFO and deputy Director in Parking public enterprise
The last 4 years spent in the largest retailer in Macedonia

Eleonora
Insert job title
Eleonora has an MBA.
15 years of business experience
mostly in the largest retailer in Macedonia where she worked on various high level positions
Voluntarily worked within a foreign start-up company as a Scrum master