

VERIFIX - Business Model Canvas

Hyperlocal Verified Service Marketplace with Work Completion Proofs & Escrow Payments

Designed By: Manasvi Badke(0827CS231145)
Naman Malviya(0827CS231164)
Pahal Punjabi(0827CS231173)

Date: 08-12-2025
Version: v2.0

KEY PARTNERS

- Verification Partners**
- KYC/Aadhaar/PAN Verification APIs
 - Skill Testing Platforms (video-based practical tests)
 - Police Verification Services
 - Background Check Agencies
- Payment & Insurance**
- Payment Gateways with Escrow (Razorpay Routes)
 - Work Insurance Providers
 - Damage Liability Partners
- Service Provider Networks**
- Electrician & Plumber Trade Unions
 - Tutor & Coaching Networks
 - Local Service Associations (RWAs)
- Operations Support**
- On-Ground Supervisors (gig-based)
 - Cloud Infrastructure (AWS/GCP)
 - WhatsApp Business API

KEY ACTIVITIES

- Core Trust Activities**
- Skill Verification:** Video tests for electricians, plumbers, tutors
 - KYC & Background Checks:** Aadhaar, address, police verification
 - Work Completion Proofs:** Photo/video documentation mandatory
- Transaction Management**
- Escrow Payment:** Hold funds until customer approves work
 - Proof Verification:** Review photos/videos before payment release
 - Dispute Resolution:** On-site supervisor inspection
- Quality & Accountability**
- Verified-only reviews (fake review prevention)
 - Provider performance monitoring
 - Accountability enforcement

KEY RESOURCES

- Trust Infrastructure**
- KYC Verification:** Aadhaar/PAN API integration
 - Skill Testing:** Video-based practical tests
 - Work Proof System:** Photo/video upload & review
 - Escrow Engine:** Hold, verify, release automation
- Technology Stack**
- Web/Mobile Apps (MERN)
 - Image/Video storage & verification
 - Real-time notification system
 - Admin dashboard (dispute, quality control)
- Human Resources**
- Developer team (platform maintenance)
 - Support team (customer & provider)
 - Quality team (proof verification)
 - Field supervisors (dispute resolution)

VALUE PROPOSITIONS

- Problem: Trust Crisis in Hyperlocal Services**
- For Customers:**
- Fake reviews:** Can't trust online ratings for plumbers/electricians
 - No accountability:** Providers disappear after poor work
 - Payment fraud:** Advance payments with no work guarantee
 - Unverified skills:** Can't confirm electrician/tutor credentials
- For Service Providers:**
- Hard to prove genuine skills and credibility
 - Unfair competition from fake reviews
 - High platform commissions (25-30%+)
- Solution: Verified Marketplace**
- Triple Verification** Identity+Skills+Work history
 - Escrow Payments** Hold→Proof→Release
 - Work Proofs** Photo/video mandatory
 - Accountability** No-show=refund+ban
 - Fair Terms** 15-18% commission, weekly payouts

CUSTOMER RELATIONSHIPS

- Customer Support**
- Households:** Simple app, 24/7 WhatsApp support
 - Businesses:** Dedicated manager, SLA
 - Elderly:** Voice support, family approval
- Provider Support**
- Skill test training resources
 - Work proof submission guidance
 - Weekly payout transparency
 - Fair dispute resolution
- Trust Building**
- Real-time work status updates
 - Completion proof notifications
 - Instant refund on no-shows
- Impact**
- Satisfied customers → repeat bookings | Quality stability | Dispute reduction

CUSTOMER SEGMENTS

- Primary Users (Demand)**
- Urban Households (60%)** Electricians, plumbers, tutors, ₹800-2,500/booking
 - Small Businesses** Regular maintenance, ₹3K-10K/visit
 - Working Professionals** Instant trusted services, premium pricing
 - Elderly Users** Background-verified, voice support
- Service Providers (Supply)**
- Skilled Workers:** Electricians, plumbers, tutors, cleaners. Need: Fair platform, steady work, verified badge
- Importance**
- Vol: Households (60%) | Profit: Businesses+Professionals (55%) | Stability: B2B (predictable)

CHANNELS

- Customer Acquisition**
- Hyperlocal Digital:** Facebook/Instagram ads by pincode
 - Search:** Google ads "electrician near me"
 - Community:** RWA WhatsApp groups
 - Word-of-Mouth:** Referral program (₹100 credit)
- Provider Acquisition**
- Trade Associations:** Electrician unions, plumber guilds
 - Field Outreach:** Local market visits, skill test drives
 - Provider Referrals:** ₹200 bonus for new provider
- Reach (Pilot)**
- 500-1K households, 100-150 verified providers (Year 1)
- CAC**
- Customer: ₹200-400 | Provider: ₹300-500

COST STRUCTURE

- Fixed Costs (Annual, Year 1)**
- Tech: ₹95K | HR: ₹20L | Ops: ₹2L | Total: ₹22-25L/year
- Variable Costs (Per Booking)**
- Verification: ₹3-5 | Payment: 2%+₹3 | Storage: ₹1-2 | Support: ₹2-3 | Disputes: ₹200-300 (5% rate) | CAC: ₹200-400 | Avg: ₹60-120/booking
- Most Expensive**
- Customer acquisition (70%) | Dev salaries (50%) | Verification infrastructure (20%)
- Break-Even**
- 2,000 bookings/mo × ₹1,200 = ₹24L GMV × 18% = ₹4.32L revenue/month | Target: Month 10-12 Year 1

REVENUE STREAMS

- Primary Revenue**
- Booking Commission (15-20%)** Electrician ₹1K→₹150-200 | Plumber ₹1.5K→₹225-300 | Tutor ₹800→₹120-160
 - Verification Fee** ₹299 one-time: KYC+test+badge
 - Premium Plans** ₹499/mo: Priority listing+analytics
- Secondary Revenue**
- B2B Subscriptions** ₹999-2,499/mo: Bundled maintenance
 - Work Insurance** ₹50-100/booking: Damage liability
 - Lead Generation** ₹30-50/lead: Commercial projects
- Projections**
- Year 1 (1 City):** Commissions ₹18L | Verification ₹0.9L | Premium ₹1.2L | B2B ₹3.4L | Total: ₹24L
- Year 3 (10 Cities):** Commissions ₹2.7cr | Subscriptions ₹36L | Total: ₹3.46cr