

VERIFIX - Business Model Canvas

Hyperlocal Verified Service Marketplace with Work Completion Proofs & Escrow Payments

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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

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)

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)

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