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Table of Contents

Project Name.....	1
Introduction.....	1
Mission.....	2
Vision.....	2
Problem Context	2
Business Analysis	2
Business Model Type.....	2
Business Model Canvas	3
• Customer Segments	3
• Value Propositions	3
• Channels.....	4
• Customer Relationships	4
• Revenue Streams.....	4
• Key Resources	4
• Key Activities	4
• Key Partners.....	5
• Cost Structure.....	5
PESTEL Analysis	5
• Political	5
• Economics.....	5
• Social.....	6
• Technological.....	6
• Environmental.....	6
• Legal	6
Competition Analysis.....	7

1. Direct Competitors (Digital Platforms)	7
• Sheba.xyz (Bangladesh).....	7
• HandyMama (Bangladesh)	7
• International Company.....	7
2. Indirect Competitors (Informal Market)	7
• Traditional house helpers (“kajer bua”).....	7
• DIY & Peer Support.....	7
Why LagbeNaki? Despite Competitors	7
SWOT (Strength, Weakness, External Opportunities and Threats) Analysis	8
Strengths	8
Weaknesses	8
Opportunities.....	8
Threats.....	9
Market & Feasibility Exploration	9
Market Feasibility:	9
• Primary users:	9
• Secondary users:	9
• Adoption drivers:	9
Technical feasibility:.....	9
• MVP:.....	9
• Integrations:	9
• Security:	9
Financial feasibility:.....	9
• Monetization:	9
• Funding:	9
KPI (Key Performance Indicator)	10

1. Sales Growth.....	10
2. Purchase Funnel.....	10
3. Product Performance.....	10
4. Sales Targets	10
5. Marketing ROI (Return on Investment).....	10
6. Goal Completion Rate.....	10
7. Average Lead Score.....	11
Growth Strategy Analysis	11
Organic Growth Strategy	11
Types of Growth Strategy	11
1. Market Penetration.....	11
2. Product Development.....	12
3. Market Development	12
4. Diversification.....	12
New Customers Acquisition Strategy	13
1. Crafting a Compelling Value Proposition.....	13
2. Understanding the Target Market	13
3. Utilizing Digital Marketing Channels.....	13
4. Implementing Lead Generation Tactics.....	13
5. Personalization and Customer Engagement.....	13
6. A/B Testing and Optimization	13
7. Tracking and Analyzing Performance	13
Retention Strategy for Growth.....	14
1. Customer Loyalty Programs	14
2. Exceptional Customer Service	14
Project Management Plan	15
Methodology	15

Work Breakdown Structure (WBS).....	15
1.0 Planning & Setup	15
2.0 System Design	16
3.0 Development	16
4.0 Testing.....	16
5.0 Launch.....	16
6.0 Maintenance & Feedback	17
Gantt Chart & Resource Allocation	17
Table	17
Chart.....	18
Implementation (Demo Code)	19
Risk Analysis and Mitigation plan.....	22
Cash Flow & Funding.....	23
Calculation	23
Use of Funds	24
Conclusion	24
Appendix.....	24

Project Name



Introduction

Managing a household today is not as easy as it used to be. If you are married and managing a family, a student accommodating studies and hostel life, or sharing accommodation with friends, or just living on your own, daily tasks and chores can easily become overwhelming. The home tasks like grocery shopping, cooking, cleaning, laundry, dishwashing, or moving to a new location often pile up and cause stress. The home task with modern-day personal schedules, work commitments and the emerging issue of work-life balance, day-to-day personal chores and tasks can become quite daunting in the pressure cooker of daily life.

This increasingly common operational issue has generated an increase in demand for "LagbeNaki?", a reliable and smart house help platform designed to keep daily living easier, organized and stress-free. Traditional house-help often depends on word-of-mouth can be unreliable and not give you many choices. This Platform is different for organized; dependable house helps clean service.

With **LagbeNaki?** users have the choice of a range of service options for household needs. Whether it is a one-time cleaning service, weekly cooking, moving assistance, or regular house help and maintenance projects, the platform follows the users needs and gives them complete flexibility and control over all actions. Additionally, users can subscribe to and schedule their house help requirements daily.

Mission

Our mission is to make household management easier. We provide reliable, clear, and on-demand house help services that fit the various lifestyles of today's individuals and families. We want to create a platform that offers convenience to customers while respecting, valuing, and empowering house help providers. This builds a sustainable system of trust and mutual benefit.

Vision

Our goal is to be the most trusted digital support platform for homes. We want to change how people manage their households by making help easy to access, flexible, and rewarding. We imagine a future where every household experiences a stress-free lifestyle. In the future, every service provider will have dignity, opportunities, and growth through fair and open engagement.

Problem Context

- **Inconsistency and Unreliability:** Helpers may not arrive on time or may fail to perform as agreed.
- **Inflexibility:** Customers cannot easily request specific tasks or schedule them at their convenience.
- **Trust dependency:** Often managed through word-of-mouth without proper accountability or feedback.
- **Cash dependency:** Payments lack transparency and can lead to disputes.

Business Analysis

Business Model Type

LagbeNaki? is a **hybrid of two** platforms; primarily **B2C** (households, students, busy professionals, families, flat mates) with a secondary **B2B** path where businesses like restaurants, corporate offices and housing societies contract services for their residents. The model earns through **commission per booking, subscriptions, premium services, and institutional contracts** which are delivered through the website.

Business Model Canvas

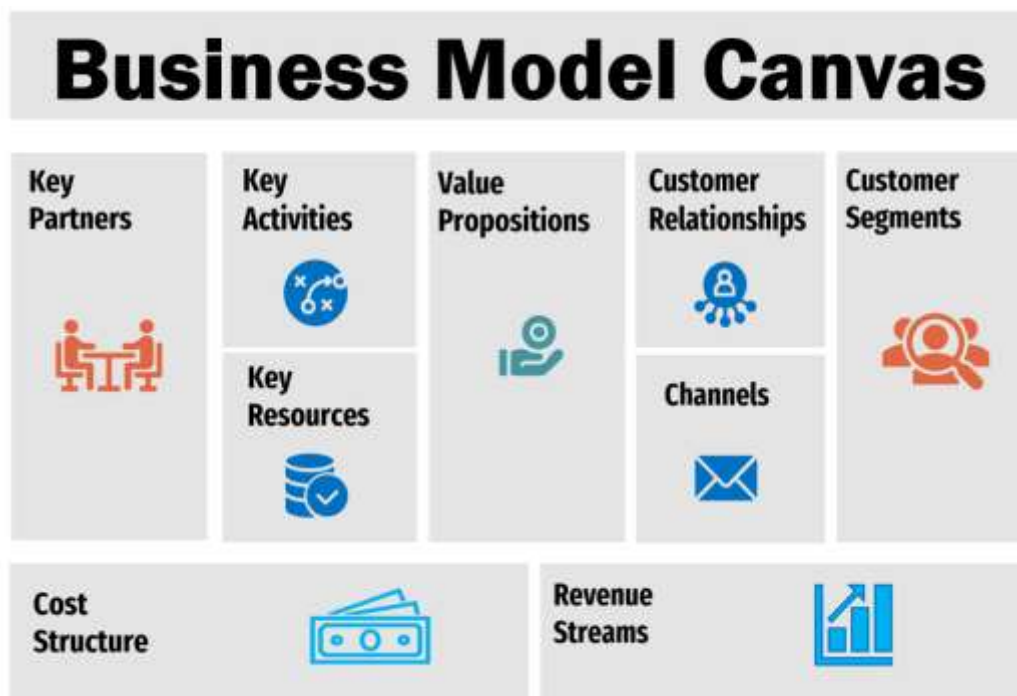


Figure 1

- **Customer Segments**

- Busy professionals.
- Students (hostel/apartment residents)
- Families in urban areas (nuclear households, parents with kids)
- Shared apartments/flat mates
- Businesses

- **Value Propositions**

- On-demand & scheduled household help (cleaning, cooking, laundry, moving places, errands).
- Flexibility: users choose what tasks, when, and how often.
- Secure online payments - no cash hassle.
- Rewards/loyalty points with each booking, redeemable for discounts.
- Verified, reviewed, and rated helpers → trust and transparency.
- Fair wages and dignity for service providers.

- **Channels**

- Website.
- Social media (promotion, feedback, engagement).
- Referral system (sharing among students/families).

- **Customer Relationships**

- Self-service via website (book, pay, review).
- Loyalty & rewards program.
- Customer support (Email + WhatsApp).
- Transparent review/feedback loop.

- **Revenue Streams**

- Commission per booking.
- Subscription plans (daily/monthly).
- Premium services (deep cleaning, disinfection).
- B2C services with customers via subscriptions, bookings, and premiums.
- B2B contracts with restaurants, corporate offices and housing societies.

- **Key Resources**

- Digital platform (website).
- Verified pool of service providers.
- Payment & reward infrastructure.
- Customer & provider data/analytics.
- Brand reputation.

- **Key Activities**

- Platform development & maintenance.
- Finding agencies.
- Agencies onboarding, verification, and monitoring.
- Gathering knowledge about marketing & target audience.
- Promotion & marketing.
- Quality assurance (ratings, reviews, dispute resolution).
- Customer support.

- **Key Partners**

- House help providers (agencies).
- Payment gateways (bKash, Nagad, cards).
- Cloud & tech infrastructure partners.
- Marketing partners (universities, local businesses, social media).
- Insurance/coverage partners (worker safety, liability).

- **Cost Structure**

- Platform development & updates.
- Marketing, promotions, and customer acquisition.
- Agency onboarding & compliance.
- Customer support operations.
- Payment gateway transaction fees.

PESTEL Analysis

PESTEL shows the **external forces** around the business to explain **why now** and **what could change**.

- **Political**

- Government initiatives for digital services, cashless payments, and startup grants can support adoption.
- Municipals focus on hygiene and housing quality opens pilot opportunities with dorms/universities.
- Regulatory changes in labor classification, contractor rules, or election-cycle disruptions.

- **Economics**

- Target users (students/young families) are highly price sensitive.
- Inflation for providers and higher cleaning material costs.
- Payment gateway fees affect margins.
- Offer tiered services (basic vs. premium), dynamic pricing, loyalty discounts.

- **Social**

- Strong cultural acceptance of “**kajer bua**” but safety and trust are top concerns.
- Digital literacy is rising.
- Invest in ID verification, transparent reviews, and fairness mechanisms.

- **Technological**

- Some areas have weak connectivity.
- Heavy dependence on payments, mapping which needs robust fallback and monitoring.
- Security and scalability are vital during peak demand.
- Strong backend monitoring.

- **Environmental**

- Monsoon, flooding, or extreme heat disrupts helper mobility.
- Seasonal public health events (dengue, flu) increase demand for deep cleaning/disinfection.
- Eco-friendly supplies/waste handling could differentiate the brand. Seasonal service playbooks and green branding opportunities.

- **Legal**

- Data protection laws for clear consent, privacy policy, and user control over data.
- Employment laws helpers vs. employees (insurance, safety coverage).
- Tax/VAT compliance on commissions and service fees.
- Draft proper vendor agreements, enable compliant payouts, provide insurance options, and maintain audit trails.

Competition Analysis

It identifies who our business is **up against** and how **LagbeNaki?** is positioned **differently**.

1. Direct Competitors (Digital Platforms)

- **Sheba.xyz (Bangladesh)**

Established in 2016 this platform offers a wide range of on-demand services, including appliance repair, home/office shifting, cleaning, and beauty services. Use interconnected mobile apps for customers, businesses, and service experts.

- **HandyMama (Bangladesh)**

A leading professional cleaning and handymen services (cleaning, handymen, packers & movers) provider of Bangladesh. Since launching in 2015, it has created jobs for over 3,000 service professionals, who have served over 200,000 households and 6,000 businesses.

- **International Company**

It offers various household services with verified providers. High quality, established processes, scalability proof.

2. Indirect Competitors (Informal Market)

- **Traditional house helpers (“kajer bua”)**

They are hired via neighbors, word-of-mouth, or brokers. Low-cost and culturally established. No transparency, no rating/review system, inconsistent quality, no safety assurances however occupy the most practiced approach in people’s minds.

- **DIY & Peer Support**

Many households/students prefer to handle chores themselves or share among roommates because of the cost or simply out of habit.

Why LagbeNaki? Despite Competitors

- Clearer **value**, and **reliability**.
- Usage of **ecofriendly** cleaning products certainly.

- Pricing is **task-level with small minimums**, no need to buy heavy packages; and it makes the **student/mess** and **family** use cases with ready bundles.
- Trust is stronger via **ID-verified providers, damage cover**.
- A **price estimator**.
- Local wallets (**bKash/Nagad/Cards**).
- Rebooking favourite helper options.

SWOT (Strength, Weakness, External Opportunities and Threats) Analysis

It links **internal** (Strengths/Weaknesses) with **external** (Opportunities/Threats) therefore acting as a **bridge**.

Strengths

- Freedom to choose by flexible and task specific services.
- Guarantee of verified helpers, ratings/reviews, secure cashless payments.
- Convenience through rebook-favorite option, scheduling options, monthly subscriptions.
- Focus on general people.
- Clear policies, and dignity for providers.

Weaknesses

- Dependency on provider reliability (**no show/inconsistent service**).
- Price sensitivity among students.
- Heavy operational load and complexity.
- Funding for marketing, tech upgrades, and provider management.

Opportunities

- Rising digital adoption and wallet usage.
- Partnership restaurant, housing societies, and corporate offices.
- Adding services through category expansion.
- Green branding to attract conscious users.

Threats

- First movers' advantage of existing competitors.
- Inflation squeeze margin while users remain price sensitive.
- Regulatory/Tax risks increase compliance cost.
- Provider attrition if earnings/conditions fall.

Market & Feasibility Exploration

Market Feasibility:

- **Primary users:** Urban students, professionals, and general people.
- **Secondary users:** Shared apartments, and housing societies.
- **Adoption drivers:** Increasing smartphone penetration, digital wallets, dual-income households, and preference for reliable services.

Technical feasibility:

- **MVP:** Booking flow (tasks, schedules, payments, reviews) and provider portal (profile ratings).
- **Integrations:** Payments (wallets/cards), maps, ID verification, and Email/WhatsApp reminders.
- **Security:** Encryption, verified providers.

Financial feasibility:

- **Monetization:** Commission per booking, subscriptions, premium services, and institutional contracts.
- **Funding:** To cover platform development, marketing, recruitment, and quality control.

KPI (Key Performance Indicator)

1. Sales Growth

- **Monthly Active Users:** Number of unique customers who used the website on a particular month.
- **Subscription Renewal Rate:** Measure the plans that renew.

2. Purchase Funnel

- **Funnel Steps:** Visit → Register → First Booking.
- **Booking Completion Rate:** Bookings that finish successfully.

3. Product Performance

- **Average Rating:** Evaluates how happy customers are.
- **Dispute Rate:** Calculate issues per 100 bookings.

4. Sales Targets

- **Customer Lifetime Value:** Tracks total profit expected from one customer over their time using our website.
- **Gross Margin per Service:** Based on the profit per job before fixed costs.

5. Marketing ROI (Return on Investment)

- **Cost per First Booking (CAC):** It is the average money spent on marketing to get one person to make their first paid booking. Lower value indicates more efficiency.
- **CAC Payback (months):** Usually how many months it takes for profit from that customer's bookings to **earn back** the CAC. Shorter payback period refers to easier scaling.
- **Referral cost per new user:** Average incentive cost for each referred user. It should be very low, ideally much lower than paid-ad CAC.

6. Goal Completion Rate

- **App download and user retention rate:** Monitors user acquisition and engagement with the mobile platform.

- **Website and App uptime:** Indicates technical reliability of the digital platform.
- **Rebook Click Rate:** Displays how many customers intend to book.
- **Subscription Sign-ups/Renewals:** Tracks progress toward subscription sales targets for consistent revenue streams.
- **Review Submitted Rate:** Shows customer engagement and builds trust for new visitors.

7. Average Lead Score

- **Score (1–10):** For each new sign-up based on: source (referral > ad), inside service zone, site activity (used price estimator), and phone/email verified.

Growth Strategy Analysis

Organic Growth Strategy

LagbeNaki? will grow mainly following an **organic** strategy through three steps. **Firstly**, increase bookings in current areas. **Secondly**, add simple, useful product features and add-ons. **Thirdly**, expand to new areas one city at a time. This path is chosen because it keeps Customer Acquisition Cost (**CAC**) and burn rate low and steadily builds trust through positive reviews and repeat bookings. Later, if faster rollout is needed, inorganic options will be used in a limited way, mostly light partnerships or Joint Ventures (**JVs**) with reliable local cleaning agencies to handle demand spikes or launch a new area quickly. Full Mergers and Acquisitions (**M&A**) are not planned in the first 18–24 months; at most, a small **acqui-hire** may be used if it clearly saves time.

Types of Growth Strategy

1. Market Penetration

- Using referral credits and quick reviewing systems after every job.
- Building community pages (“Cleaning in Motijheel”) that feature local photos.
- Using same logo on all banners and posters for instant brand reminder.

2. Product Development

- Introducing new service categories such as running errands and babysitting.
- Offering add-ons during checkout like bringing necessary supplies, scheduling something within two hours, or adding on fridge or oven cleaning.
- Including pet-friendly cleaning options for pet owners.
- Enabling recommendation system by suggesting related services on the homepage based on a user's past bookings, such as suggesting additional services if someone regularly books basic cleans.

3. Market Development

- Building SEO pages tailored for each area with queries, costing of the place, and scheduled work windows for the area.
- Customizing content and pricing to suit the location (native tongue, legal tender, busy or idle periods).
- Creating partner pages for institutes of higher education, dormitories, and hostels with a simple scheduling form just one click away.

4. Diversification

- Developing lifestyle product line focuses on non-toxic, natural home fragrance solutions.
- Adding an eco-supplies storefront linked from the order confirmation page.
- Expanding to sustainable everyday products such as bamboo cutlery, reusable wraps, and storage containers.
- Creating branded eco-friendly packaging (bags, boxes, wraps) that households and businesses can use, entering the sustainable packaging market.
- Launch detergents, fabric softeners, and stain removers made from plant-based, non-toxic ingredients.

New Customers Acquisition Strategy

1. Crafting a Compelling Value Proposition

- ID-verified badge, damage cover, secure payment on the homepage.
- Simple 3-step booking (**Category** → **Time** → **Pay**)
- Rebook **favorite helper** for easy repeat use.

2. Understanding the Target Market

- Neighborhood “near me” pages that speak to local needs.
- University/housing and hostel/landlord program bundles.

3. Utilizing Digital Marketing Channels

- Instagram/TikTok reels (**messy room to glow-up** type before after transition).
- Search Engine Optimization (SEOs).
- **bKash/Nagad** cashback.

4. Implementing Lead Generation Tactics

- Cashback offers to trigger first sign-ups/bookings.
- Advertisement using links/QR to the website.

5. Personalization and Customer Engagement

- Suggest nearby helpers based on location.
- Display reviews of most rated and frequently booked helpers.

6. A/B Testing and Optimization

- First-booking offer (discounts vs free supplies), referral amounts.

7. Tracking and Analyzing Performance

- Track weekly flow of **visit** → **register** → **first booking** → **repeat**.

Retention Strategy for Growth

1. Customer Loyalty Programs

- Subscriptions plans (weekly/bi-weekly/monthly) with discounts.
- Rewards after the 3rd/5th booking.
- Rebooking favorite helper using order history and reviews with one click.
- Combo offers to encourage regular use.
- Special offers include festive, move-in/move-out.
- Coupons for repeat needs.
- Cashback to the user's wallet for the next booking.

2. Exceptional Customer Service

- Fast customer through website chat, WhatsApp, Emails.
- Trust & safety using ID-verified badges, damage-cover info, using NID as proof.
- Price estimators, notifications, on-time tracking.
- Show real ratings/completed jobs.
- Saved preferences such as home notes, pet info, and supplies choice saved for the next visit.

Project Management Plan

Methodology

We will use a combination of **Lean** and **Six Sigma** to build and improve our website fast, and to ensure operations are error-free and reliable.

Lean: Encourages learning and offers flexibility. Cost-effective and customer oriented. Perfect for testing pricing and UX changes using **MVP**.

- Website UX/booking flow (Category → Time → Pay).
- Rebook, subscriptions, reviews and ratings.
- SEO pages and A/B tests on offers.

Six Sigma: Reduces errors such as payment issues. This results in improving and ensuring steady customer flow and engagement. It enables a standardization process so we can scale to new areas.

- Scheduling & routing; on-time arrival control.
- Payments & payouts reliability.
- Dispute **SOPs** (Standard operating procedure) and support **SLAs** (Service Level Agreement).

Work Breakdown Structure (WBS)

1.0 Planning & Setup (Weeks 1–3)

- 1.1 Stakeholder interviews (households, helpers, agencies, wallets)
- 1.2 Market research
- 1.3 Scope, timeline, budget
- 1.4 MVP goals & success metrics
- 1.5 Trust & safety policy (ratings, damage cover)
- 1.6 Helpdesk SOPs

2.0 System Design (Weeks 3–5)

- 2.1 UX/UI for responsive website
- 2.2 Database & data models
- 2.3 Order-flow design (payments, trust & safety, notifications)
- 2.4 Third-party integrations plan (bKash/Nagad/cards, WhatsApp/email)
- 2.5 QA plan & end-to-end flow diagram
- 2.6 Pre-launch marketing prep (wallet cashback)

3.0 Development (Weeks 4.5–8.5)

- 3.1 Booking flow (Category → Time → Pay)
- 3.2 Vendor portal (slots, areas, pricing)
- 3.3 Admin panel
- 3.4 Payments & payouts; receipts/invoices
- 3.5 Subscriptions, reviews & re-clean features
- 3.6 Analytics (visit → register → book → repeat) & KPI dashboard

4.0 Testing (Weeks 7.5–10)

- 4.1 Functional testing
- 4.2 Usability testing
- 4.3 Security & load testing
- 4.4 Pilot tests with selected households & helpers
- 4.5 Debugging & improvements

5.0 Launch (Weeks 10–12)

- 5.1 Pilot polish & code freeze
- 5.2 Soft launch in Dhaka zones
- 5.3 KPI monitoring
- 5.4 Marketing campaigns
- 5.5 Helpdesk SOPs, FAQs, incident playbooks

6.0 Maintenance & Feedback (Ongoing)

- 6.1 Monitor website performance & payments
- 6.2 Collect user/provider feedback
- 6.3 Monthly releases
- 6.4 Add new categories

Gantt Chart & Resource Allocation

Table

Serial No	Activity	Dependency	Duration (weeks)	Resources
Task 1	Planning & requirements	None	3	3
Task 2	UX/UI for responsive website	Task 1	1.5	2
Task 3	Data model & system architecture	Task 1	1	2
Task 4	Flow design: payments, trust & safety, notifications	Task 2, Task 3	1	3
Task 5	Booking flow	Task 2, Task 3	2	4
Task 6	Vendor portal & admin panel	Task 3	3	3
Task 7	Payments & payouts integration	Task 4	2	3
Task 8	Subscriptions + reviews + dispute/re-clean	Task 5, Task 6	1.5	2
Task 9	Analytics & KPI dashboard	Task 6	1	2
Task 10	Helpdesk SOPs, FAQs, incident playbooks	Task 1	1	1
Task 11	Functional & usability testing	Task 5, Task 7, Task 8	1.5	3
Task 12	Security & load testing	Task 6, Task 7	1	2

Task 13	Pilot + bug fixes & polish	Task 11, Task 12	1	4
Task 14	Soft launch & KPI monitoring	Task 13	1	2
Task 15	Marketing push	Task 1	3	2
Task 16	Trust & safety policy	Task 1	1	1

Chart

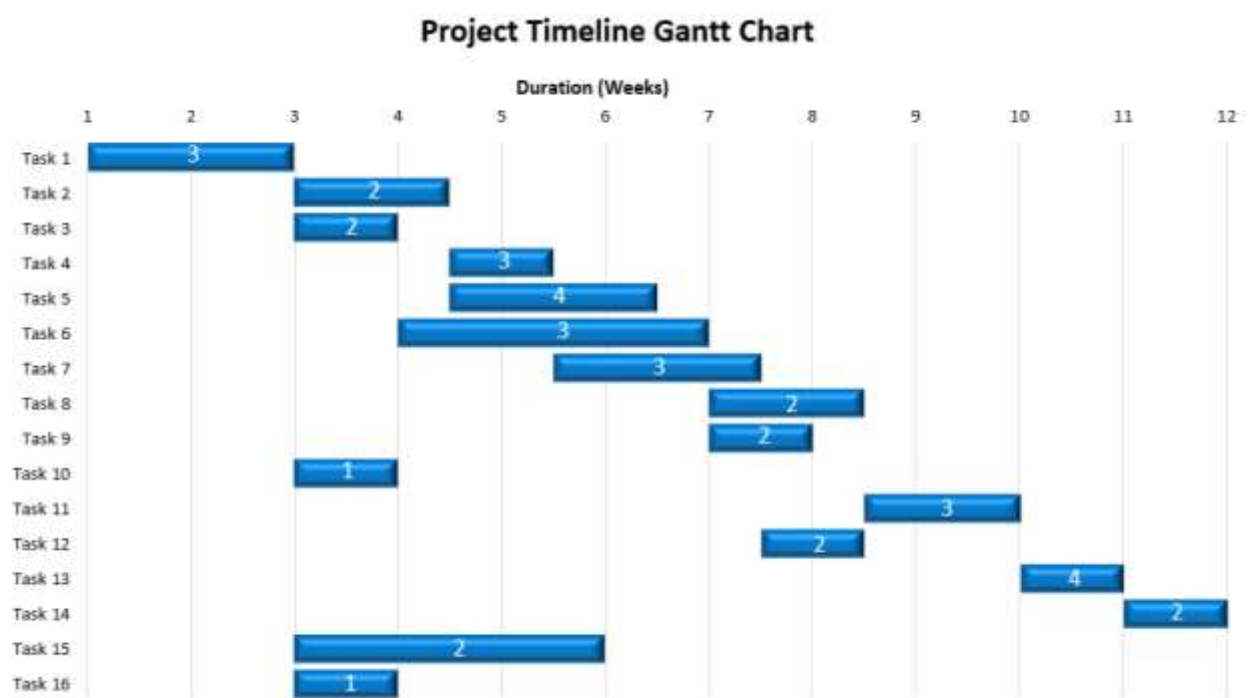


Figure 2

Critical Path:

Task 1 → Task 3 → Task 6 → Task 8 → Task 11 → Task 13 → Task 14

Implementation (Demo Code)

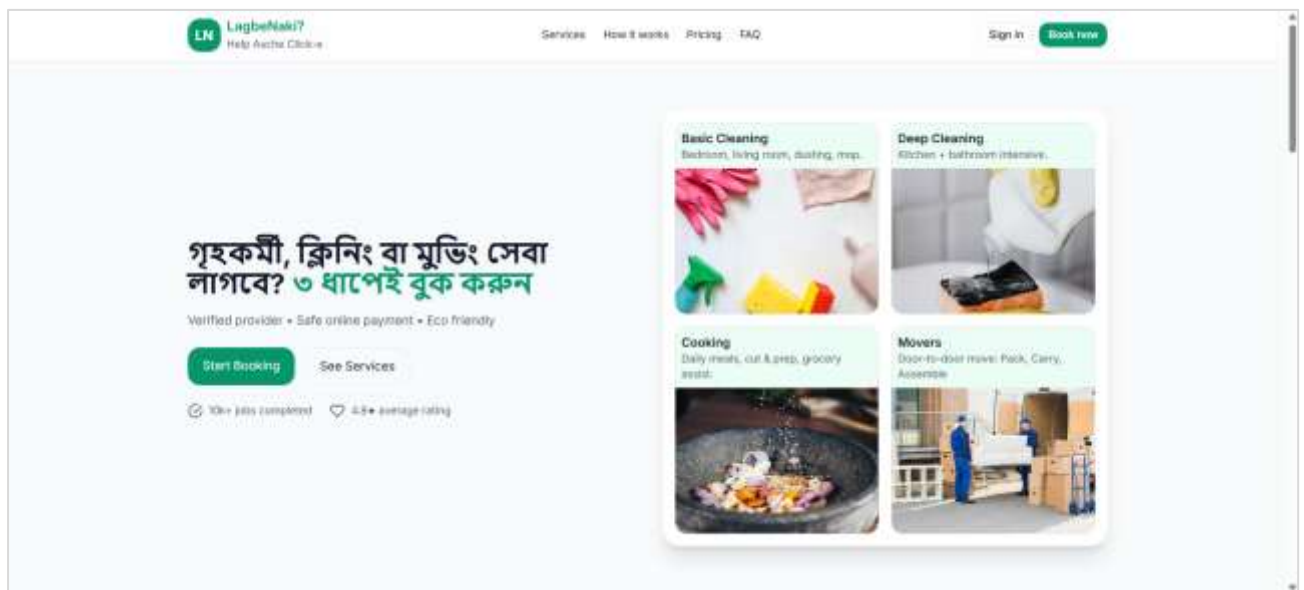


Figure 3

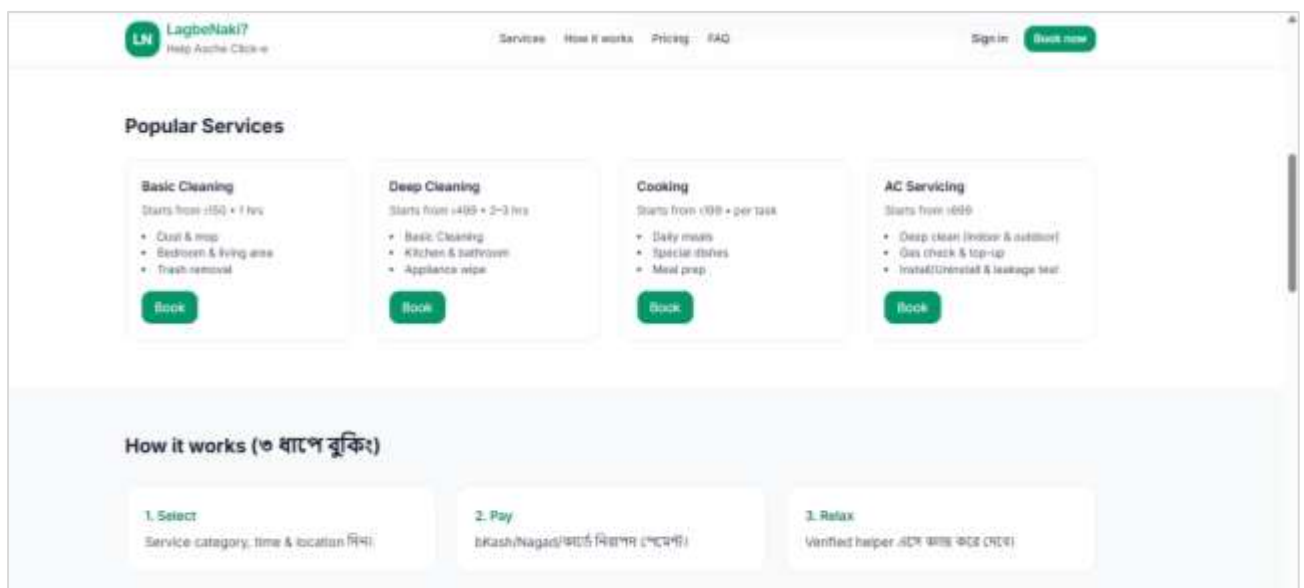


Figure 4

LagbeNaki?
Help Aache Click-a

Services | How it works | Pricing | FAQ

Sign in | **Book now**

Book a Service

Full name
Your name

Phone
0000000000

Service
Basic Cleaning

Preferred date
mm/dd/yyyy

City/Area
e.g., Channonville

Address
House, Road, Block

Notes (optional)
Extra notes: rooms, stairs, items...

Confirm booking

Service only — connect to payment & backend later.

Figure 5

LagbeNaki?
Help Aache Click-a

Services | How it works | Pricing | FAQ

Sign in | **Book now**

Book a Service

Full name
Your name

Phone
0000000000

Service
Basic Cleaning

Preferred date
mm/dd/yyyy

Address
House, Road, Block

Notes (optional)
Extra notes: rooms, stairs, items...

Confirm booking

Service only — connect to payment & backend later.

Figure 6

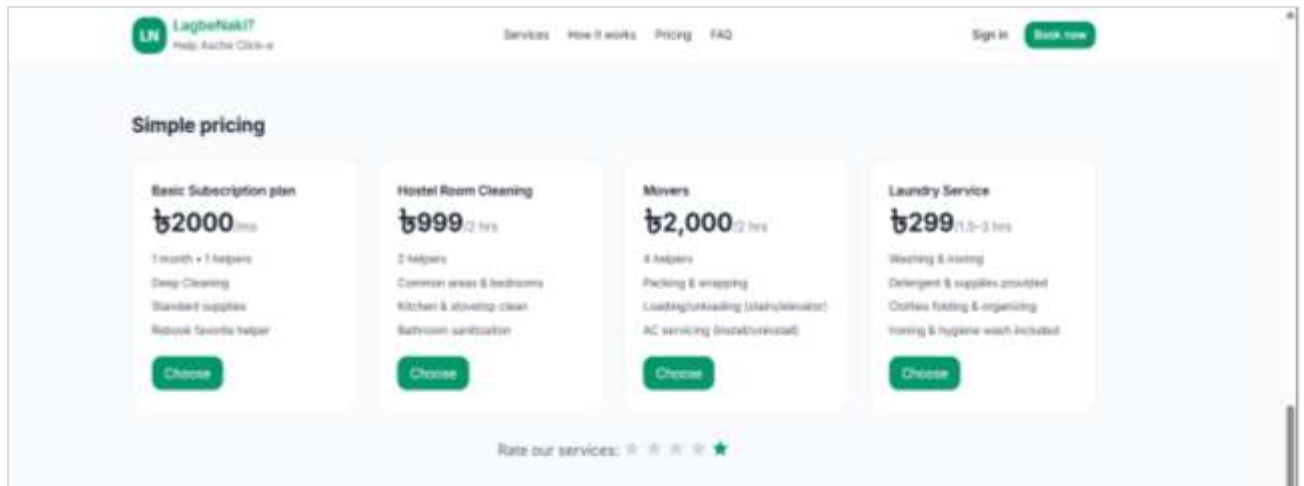


Figure 7

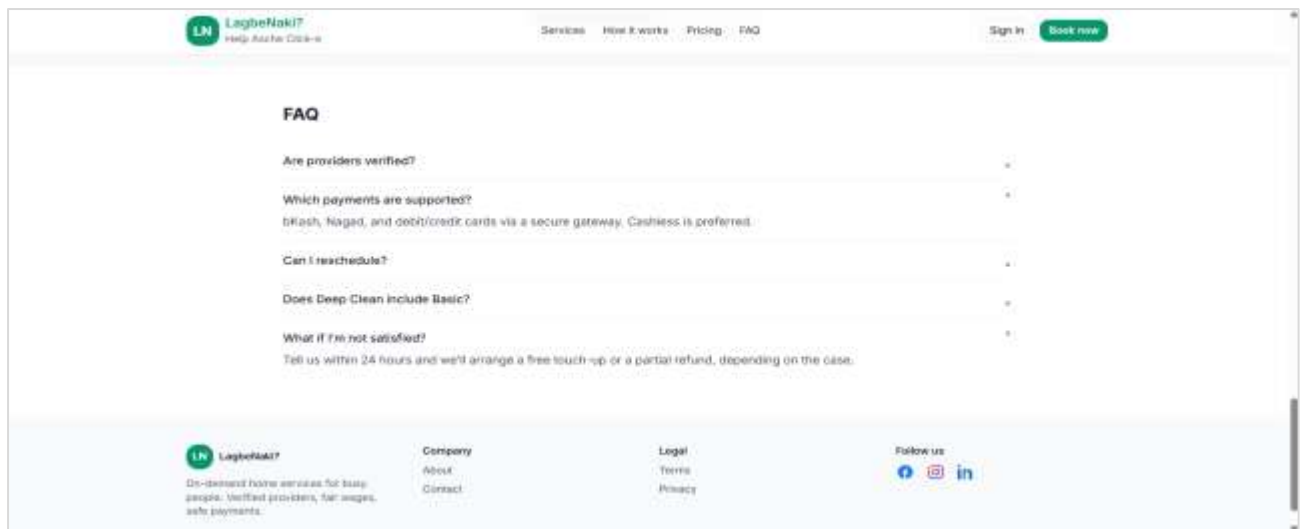


Figure 8

Risk Analysis and Mitigation plan

No.	Risk Description	Probability	Impact	Mitigation Plan
1	Requirement changes	High	Serious	Freeze MVP scope, use change-request form, add buffer time.
2	Third-party payment gateway fails	Low	Catastrophic	Keep a backup gateway, enable retry, monitor success rate daily.
3	Database cannot handle load	Moderate	Catastrophic	Load tests, autoscaling, rollback plan and backups.
4	Website downtime at peak hours	Moderate	Serious	Uptime alerts, status page, rapid rollback.
5	Data breach	Low	Catastrophic	HTTPS, strong auth & access control, encrypted data, regular security scans, backups.
6	Safety incident at customer home	Very Low	Catastrophic	NID & background checks, two-way ratings, damage cover plans.
7	Provider no-shows or late arrivals	High	Serious	Double confirmation, penalties & incentives, auto-reassign.
8	Service quality issues	Moderate	Serious	Training, checklists, photo proof.
9	Fraudulent bookings	Low	Serious	OTP/phone/email verify, payment holds, fraud rules.
10	Supply shortage	High	Serious	Continuous recruitment, partner agencies, slot limits.

11	Negative viral review hurting brand	Moderate	Serious	1-hour response policy, goodwill credits, fix root cause, highlight five-star reviews.
12	Tools do not integrate well	Moderate	Serious	Use standard APIs, small integration, define fallback.
13	Cannot recruit skilled staff on time	Moderate	Serious	Start hiring early, agency pool, referral bonus.
14	Key staff unavailable (ill/leave)	Moderate	Serious	Crosstrain, documentation, named backup owner per module.
15	Budget cuts	Low	Catastrophic	Priority must be MVP, tight reviews, seeking partner credits.
16	Compatibility with older devices/browsers	Low	Insignificant	Define minimum support, test low-end devices,

Cash Flow & Funding

Calculation

Website-led household-services business with steady ~19–20% yearly growth.

(Ref: <https://www.marketresearchfuture.com/reports/online-on-demand-home-services-market-25191>)

- **Projection of 3-Year Gross Profit:**
 - **Year 1:** ₹9,00,000
 - **Year 2:** ₹10,80,000
 - **Year 3:** ₹12,96,000
- **NPV (15% discount) ≈ ₹24,51,385**
- **Startup Fund: ₹35,00,000**

- **Timing:** Month 6
- **Deal: 15% equity** for initial investors

Use of Funds

- Product & engineering **(30%)**
- Providers & quality **(20%)**
- Marketing & growth **(25%)**
- Working capital **(15%)**
- Legal operation **(10%)**

Conclusion

LagbeNaki? is a simple website for ordering domestic help. The plan grows in three stages: win more bookings, add useful features, and then expand the city of the city. Lean is used for faster ships and learning, while Six Sigma keeps the quality and safety of the service stable. KPIs, repeated use, rankings, and unit focus on finances so that the decision remains data driven. A small seed round in month 6 helps go from MVP to wide launch. Risk and control are listed with practical corrections. Overall, the roadmap is realistically low waste and designed to serve trust and relieve the busy life of the modern generation.

Appendix

- Check out our website **LagbeNaki?** on - <https://lagbenaki.netlify.app/>