



Vidyavardhini's College of Engineering & Technology

Department of Computer Engineering

Academic Year : 2025-26

Comprehensive Entrepreneurial Development Project Report

**Business Venture: Mr. Handy – A Platform for Vetted &
Reliable Handyman Services**



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I. Introduction

1.1 Project Background and Genesis

This comprehensive report is the final deliverable for the Entrepreneurship Development subject, detailing the complete journey of transforming a common societal frustration into the structured business model of Mr. Handy. The project's core mandate was to identify a tangible market inefficiency and develop a technology-enabled, executable business plan that offers a practical and scalable solution. The impetus for this venture was not born from abstract market analysis, but from direct, recurring personal experience. Each member of the founding team, as residents of the rapidly urbanizing Vasai-Virar corridor, has faced the arduous task of finding skilled and reliable tradespeople for basic home maintenance.

The genesis of Mr. Handy lies in this shared frustration: the endless phone calls to disconnected numbers, the reliance on questionable references from local shops, the uncertainty of skill level, and the overarching concern for safety and security when allowing a stranger into one's home. It became evident that this was not an individual problem but a systemic failure within the local services ecosystem. We recognized that while the demand for such services is constant and growing, the supply side is overwhelmingly fragmented, informal, and inaccessible. This project, therefore, represents a methodical approach to solving a problem that we, and millions like us, face every day.

1.2 The Problem Statement and Mr. Handy's Thesis

The core problem identified is a significant market failure in the local services sector, characterized by extreme information asymmetry between consumers and service providers. This failure manifests in several critical pain points for the urban and suburban consumer:

- **Discoverability and Accessibility:** There is no central, reliable database for finding available service professionals. The process is archaic, relying on word-of-mouth or outdated listings, making it exceptionally difficult to find help, especially during an emergency.
- **Trust and Safety Deficit:** The informal nature of the sector means there are no background checks, no verification of identity, and no accountability mechanisms. This creates a legitimate apprehension for consumers, particularly for families and vulnerable individuals, about home security.
- **Inconsistent Quality and Professionalism:** Without a formal system for vetting skills or conduct, the quality of work is a gamble. There is no guarantee of technical proficiency, adherence to safety standards, or professional customer service.
- **Opaque and Arbitrary Pricing:** Pricing is often determined on the spot, with no



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standardized rates or transparent quotes. This leaves consumers vulnerable to overcharging and creates a contentious, unprofessional transaction environment.

Mr. Handy's central thesis is that technology can serve as the ultimate organizer for this chaotic marketplace. By creating a curated, two-sided digital platform, we can systematically address each of these pain points and deliver immense, simultaneous value to both consumers and service professionals. Our platform's foundation is built on a non-negotiable commitment to rigorous verification and quality control, which in turn becomes our primary brand differentiator and the bedrock of consumer trust. The strategic decision to charge a modest **₹100 monthly subscription** from our handyman partners is designed to be a low barrier to entry, ensuring scalability while cultivating a committed network of professionals who see our platform as a genuine partner in their business growth.



II. Business Plan Core: Strategy and Market Analysis

2.1 Product, Service, and Value Proposition

2.1.1 Service Definition

Mr. Handy is a mobile-first and web-based platform that provides on-demand and scheduled booking for a curated list of essential handyman services. At launch, our focus will be on the three most frequently required trades:

- **Electrical Work:** Covering everything from minor repairs like fixing a switchboard to installations of fans, light fixtures, and circuit breakers.
- **Plumbing Services:** Addressing common issues such as leaking faucets, clogged drains, toilet repairs, and installation of new pipes and fixtures.
- **Carpentry:** Including furniture assembly, door and lock repairs, minor custom woodwork, and fixture installations.

Crucially, the service is more than a simple directory or lead-generation tool. It is an end-to-end service delivery platform that manages the entire customer lifecycle: seamless booking, secure communication with the assigned professional, transparent pricing, integrated digital payments, and a robust feedback and rating system. This holistic approach ensures a standardized, professional experience from start to finish.

2.1.2 The Core Value Proposition

The company delivers a distinct, multi-faceted value proposition tailored to its two interdependent customer segments:

For End-Users (Homeowners, Renters, and Small Businesses):

The ultimate value delivered to our users is Peace of Mind. This abstract concept is made tangible through three concrete pillars:

1. **Reliability and Accountability:** We eliminate the uncertainty of no-shows and shoddy work. Users get access to a vetted professional at a scheduled time, with a digital trail that ensures accountability.
2. **Safety and Security:** This is our foremost promise. The assurance that every handyman entering a user's home has passed a multi-stage background and identity check is the core of



our brand trust.

3. **Convenience and Simplicity:** We replace a stressful, time-consuming process with a few taps on a smartphone. The entire process, from booking to payment, is managed effortlessly through a single, intuitive application.

For Service Partners (Handymen):

The value we offer our partners is Business Empowerment and Financial Stability. We aim to be a growth engine for their individual enterprises:

1. **Steady and Verified Lead Generation:** We provide a consistent stream of genuine, local job requests, significantly reducing their income volatility and the time spent searching for work.
2. **Formalization and Professional Branding:** A professional profile with customer ratings, digital payment acceptance, and official branding helps them build their personal brand and command greater respect and trust from clients.
3. **Low-Cost, High-Value Partnership:** The **₹100 monthly subscription** is a minimal, predictable investment for significant business growth potential. It is a stark contrast to the high, unpredictable commission fees of other platforms or the ineffective costs of traditional advertising.

2.2 Target Market Segmentation and Validation

2.2.1 Target Segment Profile

Our business model is a two-sided marketplace, and for a successful launch, we have precisely defined both customer segments within our initial operational geography of the Vasai-Virar region. This region is a prime market, characterized by a burgeoning population of over 2 million people, a high density of residential complexes, and a growing class of working professionals.

Customer (User) Segment:

Our user base is segmented into three tiers based on their primary needs:

- **Primary Target:** Working professionals and double-income households, typically aged 28-50. This demographic is characterized by a high opportunity cost of time; they prioritize convenience, reliability, and quality over minimal cost-cutting. They are digitally savvy and comfortable with on-demand service applications.
- **Secondary Target:** Senior citizens and single-parent households. For this segment, the primary driver is safety and trust. The assurance of a thoroughly vetted professional is a non-negotiable requirement that makes them a loyal customer base.
- **Tertiary Target:** Small businesses, local offices, and rental property managers. These B2B customers require regular, reliable maintenance services and value the efficiency of a single platform for multiple needs.



Service Partner (Provider) Segment:

Our supply side consists of independent, skilled tradespeople who are currently part of the informal economy.

- **Profile:** Skilled electricians, plumbers, and carpenters with proven experience who are seeking to increase their client base, professionalize their operations, and stabilize their monthly income.
- **Market Size:** We estimate that over 10,000 such professionals operate within the Vasai-Virar-Nallasopara corridor, primarily relying on informal networks and word-of-mouth for business.

2.2.2 Market Research and Customer Validation

Before committing to the business model, we conducted a crucial phase of market research and validation to de-risk our core assumptions. This involved a mix of quantitative digital surveys and qualitative, in-person interviews within several large residential societies in Vasai and Virar.

- **Demand Validation:** A digital survey of 250 households revealed that 85% found it "difficult" or "very difficult" to find a reliable handyman in an emergency. Over 90% stated they would prefer using an app with verified professionals, even if it included a small convenience fee.
- **Partner Sentiment Analysis:** Interviews with 30 local handymen confirmed their primary challenge is non-paying customers and inconsistent work. All respondents expressed high interest in a platform that provides verified leads for a low monthly fee like ₹100.

This validation confirmed a strong product-market fit on both sides of the marketplace, justifying the business model.

2.3 Competitor Analysis and Positioning Strategy

2.3.1 Competitor Landscape Overview

The market for home services is competitive, but highly fragmented. We categorize our competitors into three main types:

- **Direct Aspirational Competitors:** National, venture-backed players like **Urban Company**. They have established the benchmark for a professional, app-based user experience. However, their business model relies on a high commission structure (20-30% of the job value), which translates to higher prices for consumers and lower take-home pay for partners. Their presence is also limited in suburban areas like Vasai-Virar.
- **Indirect Competitors:** Online listing and classified services such as **JustDial** or **Sulekha**. These platforms act as digital phonebooks, providing contact information but offering zero verification, quality assurance, transaction management, or accountability. They solve the



discoverability problem at a superficial level but do not address the core issues of trust and reliability.

- **Traditional Competitors:** The hyper-fragmented **unorganized sector**. This is the incumbent solution, relying on word-of-mouth referrals, references from local hardware stores, or numbers scribbled on society notice boards. While often the cheapest option, it carries the highest risk in terms of safety, quality, and reliability.

2.3.2 Competitive Edge & Positioning

Mr. Handy is strategically positioned to capture the vast, underserved middle ground between the expensive, high-end platforms and the unreliable, unorganized sector.

1. **Trust Mediation:** Our 4-Stage Vetting Process provides the safety and quality assurance that JustDial and the unorganized sector fundamentally lack. We are not just a listing service; we are a trust service.
2. **Price Accessibility & Partner Centricity:** Our low-overhead, subscription-based model (₹100/month) is a game-changer. It allows our service partners to offer more competitive rates than those on high-commission platforms like Urban Company. This makes professional, vetted services accessible to a much wider audience while being significantly more attractive to the handymen themselves, fostering loyalty and ensuring a high-quality supply side.

2.3.3 Competitor Positioning Matrix

| Factor | Aspirational Brands (Urban Co.) | Listing Services (JustDial) | Mr. Handy |
|---------------|---------------------------------|-----------------------------|---------------------------------|
| Trust/Vetting | High (10/10) | None (1/10) | Very High (9/10 - Vetted) |
| Price | Very High | Variable / Opaque | Accessible / Transparent |
| Convenience | High | Low (Call & Hope) | High (On-Demand Booking) |
| Partner Cost | High (20-30% Commission) | High (Premium Listing Fees) | Very Low (₹100/mo Subscription) |



III. Execution Plan: Operations, Marketing, and Financials

3.1 Service Partner Onboarding and Vetting Process

3.1.1 Hyperlocal Partner Acquisition

The quality of our service is a direct reflection of the quality of our partners. Therefore, our initial focus will be on a grassroots, high-touch acquisition strategy within the Vasai-Virar region. Methods will include:

- **Channel Partnerships:** Collaborating with local hardware stores, electrical supply shops, and plumbing material distributors to get referrals of trusted, skilled professionals.
- **Direct Outreach:** Establishing a physical presence at key congregation points and trade association meetings to engage with potential partners directly.
- **Digital Targeting:** Running vernacular ad campaigns on social media platforms targeted at users with job titles like "Electrician," "Plumber," or "Carpenter" within our specific geographic pins.
- **Referral Program:** Launching a powerful referral program that incentivizes our existing partners to bring other skilled professionals onto the platform.

3.1.2 The 4-Stage Vetting & Onboarding Process (Our Operational Edge)

This rigorous, multi-layered process is our core brand promise and the primary barrier to entry for low-quality competition. It is non-negotiable for every applicant.

1. **Stage 1: Documentation & KYC Verification:** The process begins with the collection and digital verification of essential documents, including a government-issued photo ID (Aadhaar Card), proof of address, and a mandatory police verification certificate to screen for criminal



records.

2. **Stage 2: Technical Skill Assessment:** Applicants undergo a practical, in-person skill test conducted by a senior, trusted tradesman from our network. This test evaluates their technical proficiency, problem-solving ability, and knowledge of safety protocols relevant to their specific domain.
3. **Stage 3: Soft Skills & Platform Training:** A mandatory orientation session is conducted to train partners on customer etiquette, professional conduct, transparent pricing, and the effective use of the Mr. Handy partner app for accepting jobs, communicating with customers, and managing digital payments.
4. **Stage 4: Profile Activation & Kit Provision:** Upon successful completion of all stages, the partner's profile is activated on the platform. They are provided with a Mr. Handy welcome kit, which includes a branded T-shirt and a laminated ID card to ensure professional identification and build customer trust at the doorstep.

3.2 Service Delivery and Customer Experience Management

3.2.1 The Service Delivery Framework

The customer journey is meticulously designed to be seamless, transparent, and reassuring from the first tap to the final rating.

1. **Service Request:** The customer opens the app, selects the required service (e.g., "Plumbing"), provides details of the issue with optional photos, and chooses a preferred time slot.
2. **Intelligent Matchmaking:** The job request is intelligently broadcast to all available, appropriately skilled, and highly-rated partners within a specific geographic radius of the customer's location.
3. **Partner Acceptance:** The first partner to accept the job is assigned. The customer immediately receives a notification with the partner's name, photo, rating, and estimated time of arrival.
4. **Service Execution:** The partner arrives at the scheduled time, professionally identified by their Mr. Handy ID and T-shirt. They diagnose the problem, provide a transparent cost estimate (if not standardized), and perform the job upon customer approval.
5. **Digital Payment & Feedback:** Once the job is marked as complete on the partner app, the customer receives a digital invoice and can pay securely via the platform using various payment methods (UPI, cards, etc.). Immediately after payment, the customer is prompted to rate the service and provide feedback, closing the loop and feeding crucial data back into our quality control system.

3.2.2 Operational Risk Mitigation

Managing risk proactively is critical for building and maintaining customer trust in a high-touch



service industry.

- **Liability Risk:** This is mitigated through clear terms of service that outline the scope of work and responsibilities, defining the platform as a facilitator. We will also explore partnerships with insurance companies to offer optional, affordable group liability insurance for our partners.
- **Service Quality Variance:** This risk is managed by our robust, front-end vetting process and a continuous, back-end performance monitoring system based on customer ratings and feedback. Partners who consistently fall below a certain rating threshold (e.g., 4.2 stars) will be subject to retraining or deactivation.
- **Customer Safety Risk:** This is our highest priority. The risk is minimized through mandatory police verification for all partners and an in-app SOS feature for both customers and partners to use in case of an emergency during a service call.

3.3 Financial Plan and Break-Even Analysis

3.3.1 Pricing Strategy and Revenue Streams

Our financial model is designed for rapid scalability and low friction, creating value for both sides of the marketplace without relying on high commissions.

- **Primary Revenue Stream: Partner Subscription:** A flat, recurring fee of ₹100 per month from each active service partner. This provides a predictable and stable revenue base.
- **Secondary Revenue Stream: Convenience Fee:** A nominal, flat convenience fee (e.g., ₹49) charged to the customer per transaction. This fee is justified by the value we provide in terms of safety, reliability, and the convenience of the platform.

3.3.2 Startup Budget Allocation

Initial seed capital will be strategically allocated with a primary focus on achieving critical mass and perfecting the technology.

- **Platform Development & Maintenance (40%):** Building, maintaining, and continuously improving a robust and scalable app and website for both users and partners.
- **Marketing & User Acquisition (35%):** Hyperlocal digital marketing campaigns (social media, Google ads) and offline community activations to build brand awareness and acquire the first set of users and partners in the launch market.
- **Operations & Onboarding (20%):** Costs associated with the physical vetting of partners, training sessions, and providing them with their welcome kits (ID cards, T-shirts).
- **Contingency & Legal (5%):** A reserve for unforeseen operational expenses and ensuring all legal and compliance frameworks are robustly established.

3.3.3 Financial Literacy and Break-Even Analysis



The Break-Even Analysis is the cornerstone of our financial plan, validating the model's fundamental sustainability. It determines the number of active partners and completed jobs required per month to cover all operational costs.

Hypothetical Monthly Break-Even Calculation:

- **Assumed Monthly Fixed Costs** (Salaries, Tech Infrastructure, Marketing): **₹2,00,000**
- **Revenue Sources per Partner per Month:**
 - Subscription Revenue: ₹100
 - Convenience Fee Revenue: Assuming an average of 15 jobs/month per partner, this is $15 \text{ jobs} * ₹49/\text{job} = ₹735$
- **Total Monthly Revenue per Active Partner:** $₹100 + ₹735 = ₹835$
- **Break-Even Point (in Partners):**
 - Total Fixed Costs / Revenue per Partner
 - $₹2,00,000 / ₹835$
 - **~240 Active Partners**

Conclusion: The business model reaches its break-even point and becomes profitable once we have onboarded and retained approximately 240 active service partners. This is a highly achievable target for a dense urban area like Vasai-Virar, demonstrating the inherent viability and scalability of our low-overhead model.

IV. Strategic and Legal Framework

4.1 Business Idea Generation: The Mind Map Analysis

The Mind Map exercise was a foundational strategic tool used to deconstruct our initial idea, explore its various facets, and ensure that our final business model was comprehensive, coherent, and resilient. It allowed us to visualize the interconnectedness of opportunity, operations, risks, and execution.

- **Central Idea:** Mr. Handy: Organizing the Unorganized Local Services Sector.
 - **Branch 1: Opportunity Validation**
 - *Sub-Branch A:* Target Market: Time-poor, digitally-savvy urban households in Vasai-Virar.
 - *Sub-Branch B:* Market Failure: Severe trust deficit, poor discoverability, inconsistent quality, opaque pricing.
 - *Sub-Branch C:* The Niche: A technology-first platform offering vetted professionals at an accessible price point.
 - **Branch 2: Service & Trust (The Core Product)**
 - *Sub-Branch A:* Core Offerings: Electrical, Plumbing, Carpentry (high-frequency needs).



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- *Sub-Branch B*: The Trust Pillar: The non-negotiable 4-Stage Vetting Process.
- *Sub-Branch C*: Brand Image: To be built around reliability, safety, and professionalism.
- **Branch 3: Execution Plan (Go-To-Market)**
 - *Sub-Branch A*: Supply Sourcing: Hyperlocal, grassroots partner onboarding.
 - *Sub-Branch B*: Demand Generation: Targeted digital marketing and local community partnerships.
 - *Sub-Branch C*: Financial Model: Lean, dual revenue stream (Subscription + Convenience Fee) with a low breakeven point.
- **Branch 4: Risks & Compliance**
 - *Sub-Branch A*: Legal Risks: Partner classification (contractor vs. employee), liability for damages.
 - *Sub-Branch B*: Operational Risks: Service quality variance, partner no-shows, customer disputes.
 - *Sub-Branch C*: Mitigation Strategy: Robust T&Cs, partner insurance, two-way rating system, dedicated legal counsel.

4.2 Business Model Canvas (BMC)

The Business Model Canvas provides a holistic, single-page strategic overview of how all components of the Mr. Handy business interact to create, deliver, and capture value.

| Component | Mr. Handy Business Detail |
|-----------------------|--|
| Key Partners | 1. Skilled Handymen (Electricians, Plumbers, etc.) 2. Local Hardware & Supply Stores (for referrals) 3. Police Department (for background verification) 4. Payment Gateway Providers |
| Key Activities | 1. Rigorous Partner Vetting & Onboarding 2. Technology Platform Management & Development 3. Hyperlocal Marketing & Brand Building 4. Customer Support & Dispute Resolution |
| Key Resources | 1. Proprietary Technology Platform (User & Partner Apps) 2. Curated Network of Vetted |



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| | |
|-------------------------------|--|
| | Handymen (Critical Asset) 3. Brand Reputation & Trust 4. Operational & Vetting Team |
| Value Proposition | For Users: Safe, reliable, and convenient access to vetted home services on demand. For Partners: Consistent lead generation, professional branding, and stable income for a low monthly fee of ₹100. |
| Customer Relationships | 1. Automated & Self-Service (through the app) 2. Proactive Customer Support (for escalations) 3. Two-way Rating & Feedback System 4. Building a community of trusted local professionals. |
| Channels | 1. Mobile Apps (iOS & Android) & Website 2. Targeted Social Media Ads (Facebook, Instagram) 3. Local SEO & Google My Business 4. Word-of-Mouth & Local Community Partnerships |
| Customer Segments | 1. Demand-Side: Urban/Suburban Households (Vasai-Virar), Small Offices & Businesses. 2. Supply-Side: Independent, Skilled Tradespeople seeking more business. |
| Cost Structure | High Fixed Costs: Technology Development, Salaries (Ops, Marketing). Moderate Variable Costs: Partner Onboarding Kits, Payment Gateway Fees, Performance Marketing Spend. |
| Revenue Streams | 1. Primary: Monthly Subscription Fee (₹100) from Service Partners. 2. Secondary: Per-Transaction Convenience Fee from Users. |



4.3 Legal Compliance, Liability, and Mitigation Strategy

This section addresses the mandatory legal and compliance framework essential for operating a service marketplace in India, focusing on proactive risk management rather than reactive problem-solving.

4.3.1 Core Legal Risk: Service Partner Classification

The classification of our handymen as **independent contractors** versus **employees** is the most critical legal distinction for our platform.

- **The Issue:** An incorrect classification could expose the company to significant legal and financial liabilities, including obligations for provident fund contributions, minimum wage, and other benefits stipulated under Indian labor laws.
- **Our Stance and Mitigation:** Mr. Handy is structured to operate explicitly as a technology platform that connects independent service providers with end customers. Our partner agreement will clearly articulate this relationship, emphasizing that partners have full discretion over their work hours, the right to accept or reject jobs, and the ability to work for other platforms or clients. This autonomy is the cornerstone of the independent contractor status, which we will rigorously maintain in both our legal documents and operational practices.

4.3.2 Liability for Service and Damages

The most significant operational risk is the potential for liability arising from accidental damages to a customer's property or substandard work performed by a partner.

- **The Issue:** In the event of an accident or dispute, the customer may attempt to hold the platform legally and financially responsible.
- **Mitigation Strategy:**
 1. **Clear Terms of Service:** Our user agreement will explicitly state that Mr. Handy is a technology facilitator and that the service contract is strictly between the customer and the independent service partner.
 2. **Mandatory Partner Insurance:** We will explore partnerships with insurance companies to offer a group personal accident and liability insurance plan for our partners. This can be offered as a value-added service, with the premium potentially bundled into a slightly higher subscription tier in the future.
 3. **Standard Operating Procedures (SOPs):** Training partners on safety protocols and best practices during onboarding helps minimize the occurrence of such incidents.
 4. **Dispute Resolution Mechanism:** A clear, responsive, and fair dispute resolution process will be established to mediate issues between customers and partners, aiming for



amicable solutions before they escalate legally.

4.3.3 Data Privacy and Due Diligence

- **Compliance:** We will ensure strict adherence to the Digital Personal Data Protection Act (DPDP Act), implementing robust security measures to protect the sensitive personal information of both our customers and partners.
- **Due Diligence:** Our 4-Stage Vetting Process, particularly the mandatory police verification, serves as our primary due diligence measure to ensure the safety and security of our users and mitigate any potential reputational or legal risk associated with partner conduct.

V. Conclusion and Entrepreneurial Learning Outcome

5.1 Project Conclusion: Integrated Discipline

The conceptualization and strategic development of the Mr. Handy business plan has been a profound exercise in integrated discipline. It has conclusively demonstrated that a successful entrepreneurial venture is not merely the product of a clever idea, but the result of a rigorous and methodical integration of deep market insight, meticulous operational planning, prudent financial modeling, and proactive risk management. This project has fundamentally transformed our approach from theoretical problem identification to practical, structured solution-building.

The most critical learning outcome was the validation of our central thesis: in a low-trust,



unorganized industry, **trust itself is the most valuable product**. Every strategic decision, from the design of the 4-Stage Vetting Process to the partner-centric subscription model, was architected to build, maintain, and scale this trust. This focus has enabled the development of a business model that is not only commercially viable and scalable but also socially impactful, aiming to formalize a segment of the informal economy and empower skilled individuals.

5.2 The Enduring Skill Set

This entrepreneurial journey has cultivated a resilient, versatile, and highly practical skill set that is applicable to any future business venture across any sector. The key competencies developed by the team include:

- **Strategic Planning and Modeling:** The mastery of strategic tools like the Business Model Canvas and Mind Mapping to deconstruct complex, multi-sided market problems into clear, executable, and interconnected plans.
- **Financial Acumen and Viability Analysis:** A deep, practical understanding of unit economics, revenue modeling, and the critical importance of Break-Even Analysis as the non-negotiable metric for determining a business model's operational sustainability and scaling strategy.
- **Operational Design and Competitive Moat Creation:** The ability to design and implement multi-step, rigorous operational processes (like the 4-Stage Vetting) that not only ensure quality but also serve as a significant and defensible competitive advantage.
- **Data-Driven Market Validation:** The practical application of primary market research, including surveys and direct interviews, to test core assumptions, validate hypotheses, and fundamentally de-risk a business concept before the deployment of significant capital.

These competencies form a universal and enduring framework for identifying market opportunities, architecting innovative solutions, and building resilient, customer-centric businesses from the ground up.

VI. Appendix

A. Key Points for a Presentation (Pitch Deck Summary)

| Section No. | Title | Key Takeaways / Content Included |
|-------------|-------------------------|----------------------------------|
| 01 | The Problem: The "Urban | Define the chaos of the |



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|-----------|---|---|
| | Service Gap" | unorganized sector in Vasai-Virar. Highlight key pain points: No Trust, No Reliability, No Standards. |
| 02 | The Solution: Mr. Handy | Introduce Mr. Handy as a technology platform for VETTED, reliable professionals. Emphasize the dual value proposition for users and partners. |
| 03 | Our Competitive Edge: The "Trust Engine" | Detail the 4-Stage Vetting Process as our core differentiator and competitive moat. Explain why this builds a superior service experience. |
| 04 | Business Model: Lean & Scalable | Explain the simple and powerful dual revenue model: ₹100 Partner Subscription + User Convenience Fee. Contrast this with the high-commission model of competitors. |
| 05 | Go-To-Market & The Ask | Outline the hyperlocal launch strategy for Vasai-Virar. State the "Ask" for seed funding, focused on tech development and achieving a critical mass of 300+ partners in the first 6 months. |

B. Mr. Handy Hypothetical Break-Even Analysis (Monthly Snapshot)



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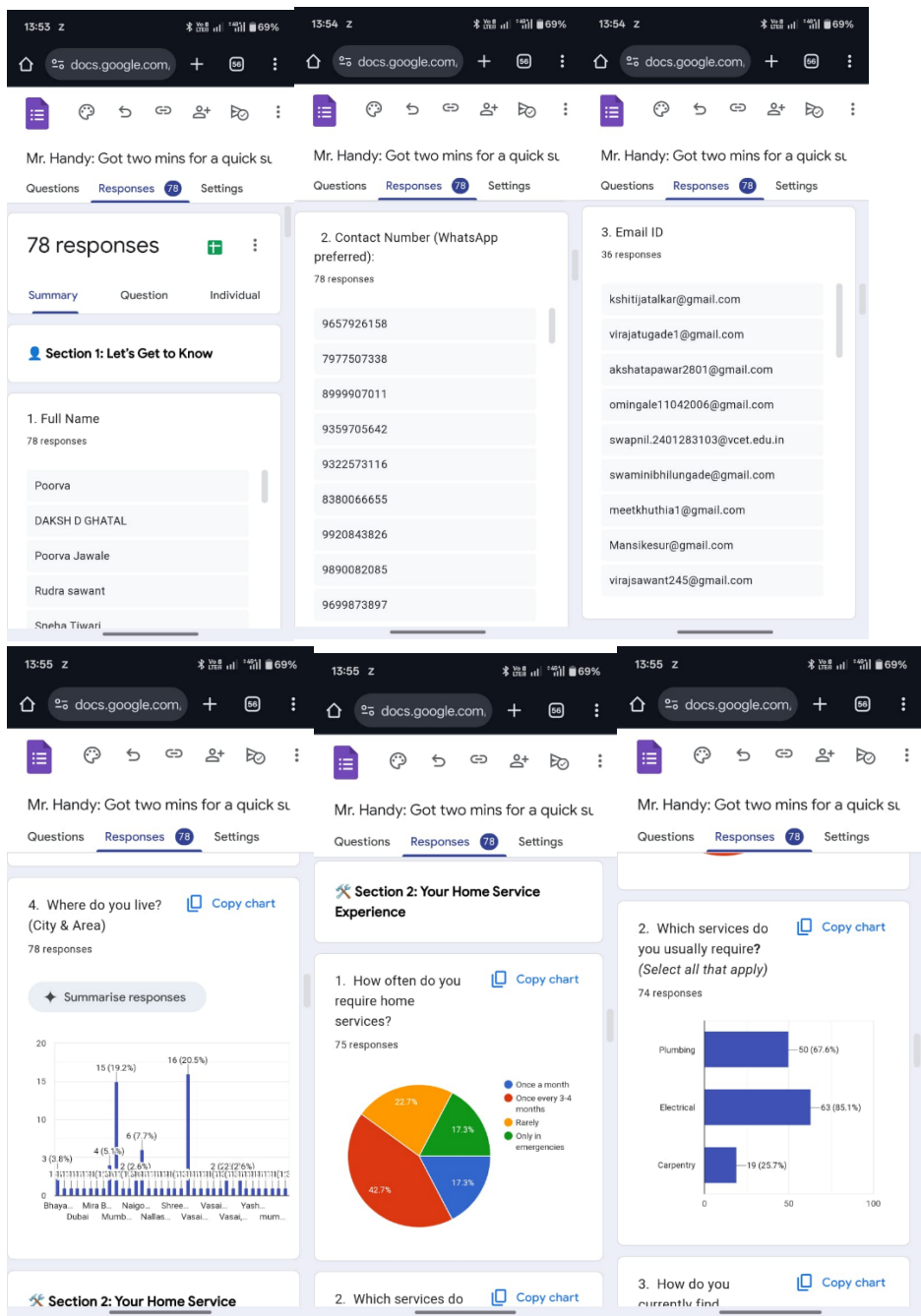
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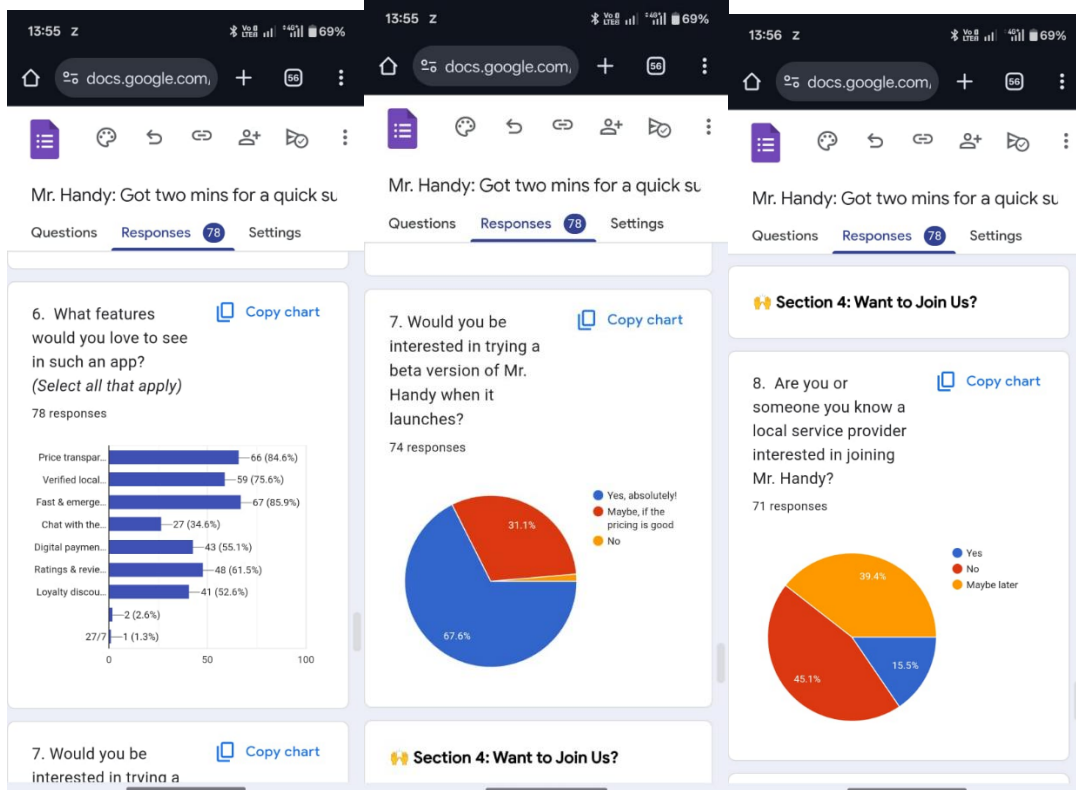
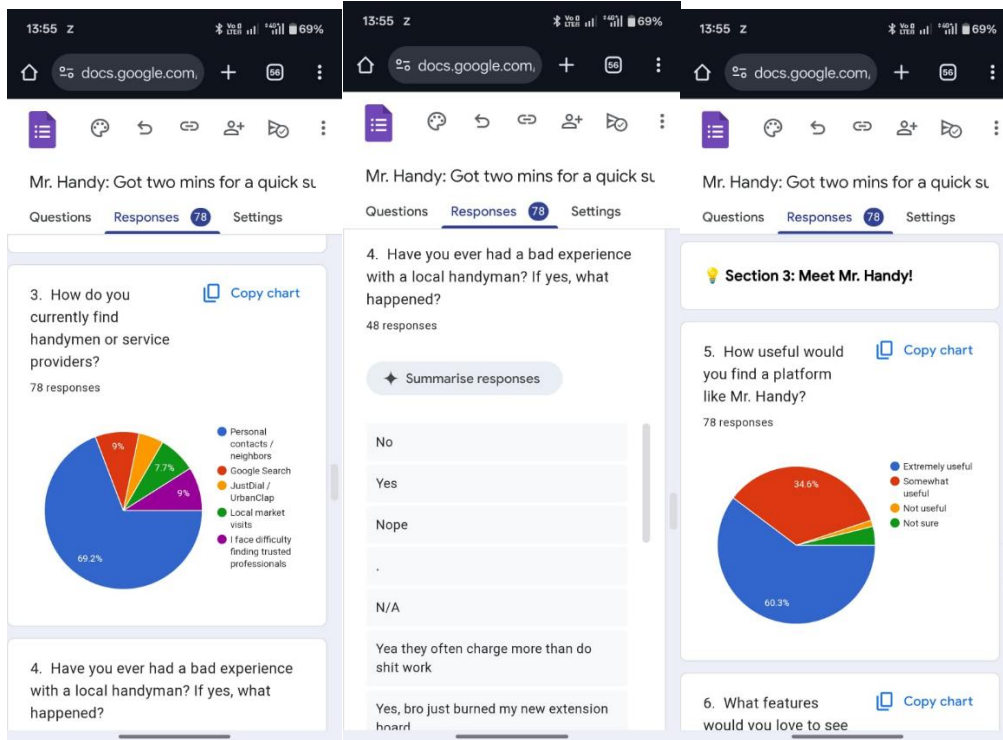
| Metric | Value |
|---|---|
| Revenue Streams per Partner | |
| Monthly Subscription Fee | ₹100 |
| Convenience Fees (15 jobs @ ₹49) | ₹735 |
| Total Contribution per Partner (Monthly) | ₹835 |
| Estimated Monthly Fixed Costs (FC) | |
| Technology & Platform Maintenance | ₹60,000 |
| Salaries (Operations & Marketing) | ₹90,000 |
| Marketing & Advertising Budget | ₹50,000 |
| Total Monthly Fixed Costs | ₹2,00,000 |
| Break-Even Point (Number of Partners) | ~240 Active Partners |
| Break-Even Point (Number of Jobs/Month) | ~3,600 Jobs (240 partners * 15 jobs) |

Conclusion: The business model achieves profitability after onboarding a critical mass of 240 committed service partners. This is a tangible and achievable goal for the launch market, validating the fundamental viability and high scalability potential of the Mr. Handy business model.



1. MARKET SURVEY (GOOGLE SURVEY):







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The image displays three screenshots of a Google Docs interface, each showing a survey titled "Mr. Handy: Got two mins for a quick su". The survey is divided into sections: "Section 5: Final Thoughts" and "Section 6: What other services would you suggest us adding to our app including the core Electrician, Plumbing and Carpentry".

Section 5: Final Thoughts

9. If yes, please share their name & contact or your own: 8 responses

| Response |
|--------------|
| N/A |
| I don't have |
| Na |
| No |
| Abc |
| - |

10. Any suggestions, feedback, or features you'd love to see in Mr. Handy? 21 responses

| Response |
|--------------|
| No |
| - |
| N/A |
| Noo all good |
| Nothing |
| Na |

Section 6: What other services would you suggest us adding to our app including the core Electrician, Plumbing and Carpentry

10 responses

| Response |
|---|
| Nothing |
| Na |
| Cook |
| Add services like appliance repair, pest control, painting, deep cleaning |
| Cleaning Services |
| Tv Cable (if possible), vehicle problem |

2. WEBSITE:

<https://mr-handy-website.vercel.app/>

The image shows the login page of the "Mr. Handy" website. The page has a dark background with a colorful, abstract circular graphic in the center. The login form is a light gray box with the following elements:

- Navigation links: "About Us", "Contact Us", "Join Us".
- Language selector: "English".
- User profile: "K kartik halkunde".
- Buttons: "Sign In", "Sign Up".
- Text: "Welcome back".
- Input fields: Email address "kartikhalkunde26@gmail.com" and a password field with a toggle icon.
- Button: "Sign In".
- Text: "By signing in, you agree to our Terms of Service".



Mr. Handy

About Us Contact Us Join Us

English K kartik halkunde

JOIN US
while opportunities are available!
Professional Image

Join Us

First name * Last name *

Phone number * Email ID (optional)

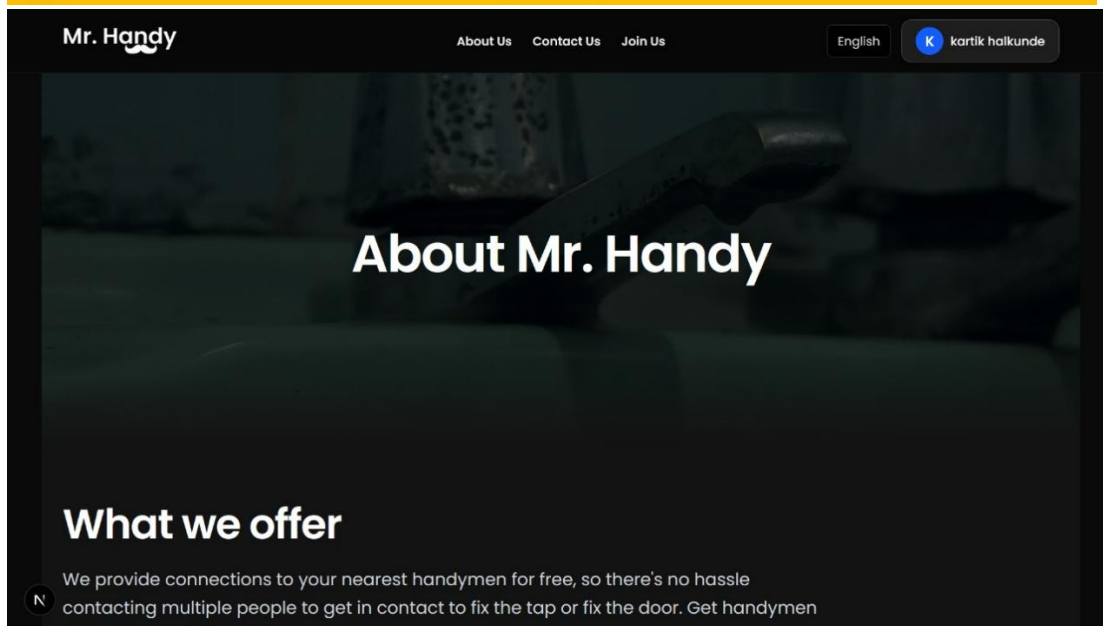
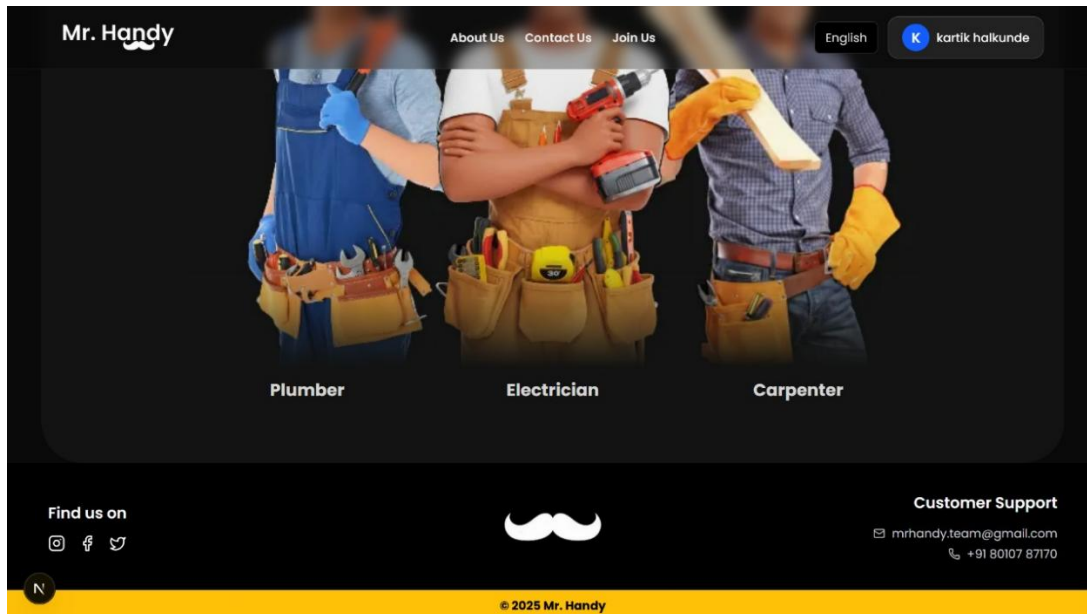
Age * Select Service Type *

Years of experience * Area * (e.g., Bandra West)

City * (e.g., Mumbai)

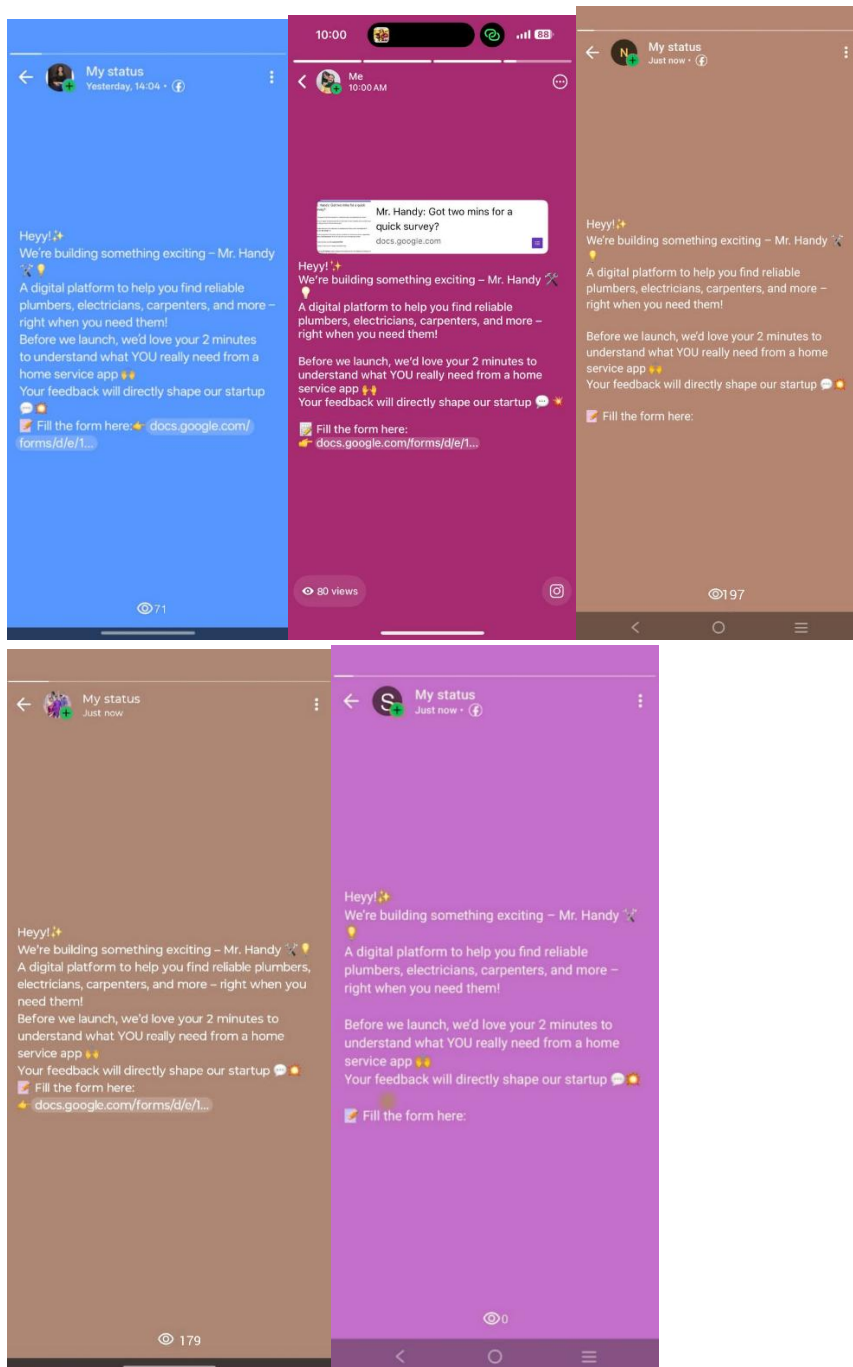
SUBMIT RESET





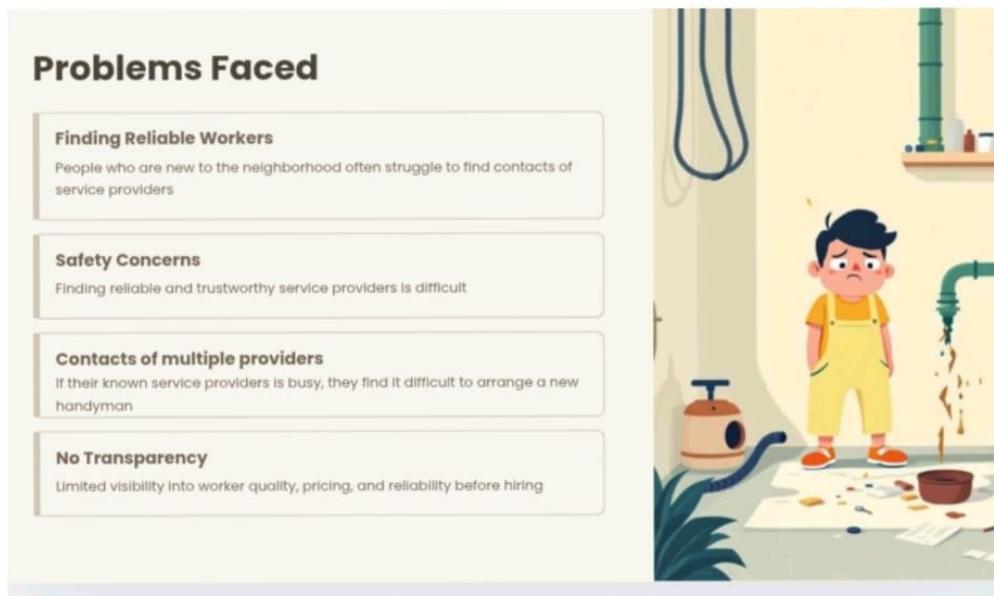
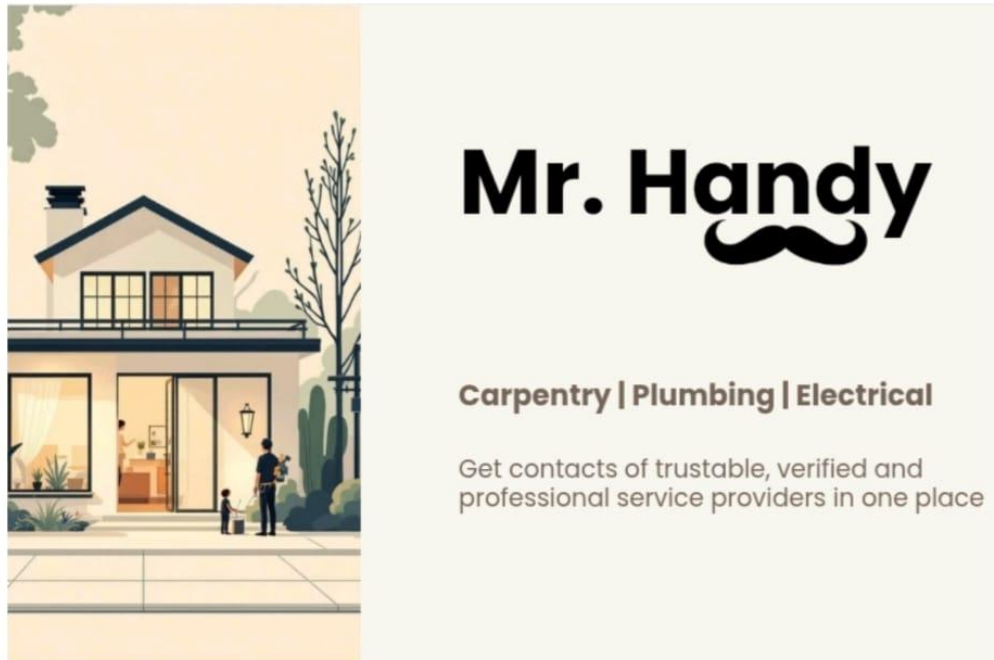



3. SOCIAL MEDIA BRANDING





4. PITCH DECK





Our Solution

Verified Professionals

Background-checked and skilled workers for all your home maintenance needs

One-Click Booking

Seamless app and website experience for instant service scheduling

Transparent Process

Clear pricing, ratings, and reviews ensure informed decision-making

Experience the future of home services with **Mr. Handy** – where quality meets convenience.

Services We Offer



Carpentry

Furniture repairs, custom fittings, door installations, and woodwork solutions for your home



Plumbing

Leak repairs, pipe installations, bathroom fittings, and emergency plumbing services



Electrical

Wiring, appliance installation, switchboard repairs, and electrical safety inspections





Our Vision & Mission

Vision

- To be India's most trusted and accessible home services platform

Mission

- Deliver affordable and transparent home services
- Save customers time with one-click booking convenience
- Build a network of verified, skilled professionals

Market Opportunity

₹80K

Crore Market

India's home services market projected value by 2025

70%

Online Preference

Urban customers preferring digital booking platforms

₹5K

Annual Spend

Average household investment in home repairs and maintenance

Rising smartphone penetration and internet connectivity create unprecedented growth potential in India's home services sector.





Business & Revenue Model

Subscription Revenue

₹99 monthly subscription per verified service provider on our platform

Scalable Growth

Revenue increases proportionally as our network of providers expands

Future Streams

Premium listings, provider training programs, and value-added services

Network Effect

Predictable recurring income drives sustainable platform expansion

Why Choose Mr. Handy?

Verified Safety

Background-checked professionals

Full Transparency

Clear pricing and processes

Easy Booking

One-click convenience

Complete Platform

All home services in one app

Quality Control

Ratings and reviews system



3-Year Growth Roadmap

1 — Year 1

Platform launch and initial market penetration

- Acquire first 500 service providers
- Build customer base in metro cities
- Establish quality control processes

2 — Year 2

Steady growth and operational efficiency

- Achieve break-even point
- Expand to tier-2 cities
- Launch premium services

3 — Year 3

Profitability and market leadership

- Strong profit margins
- Pan-India presence
- New service categories



Thank You

"House maintenance is just one click away"

Ready to Transform

India's home services industry with verified professionals and seamless technology

Join Our Journey

Partner with us to build the future of home maintenance services