Proposed Project	
Proposed Project	Handyman Helper
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Background	People often struggle with ability to find work, or good quality work that they want done since the industry continues to widen the gap of communication. Contractors continue to struggle through the unreliable and lack of transparent advertising that many mediums offer to bridge the gap of communication between these groups. Existing platforms often prioritize ad revenue and algorithms over providing the best service/product that one pays for and believes they are receiving. This forms an absence of trust, leaving skilled renovators, contractors, artists and alike competing for visibility rather than work quality. Handyman Helper was conceived as a practical solution to bridge this divide. It provides a digital marketplace where local professionals can connect directly with clients seeking reliable, fair priced services. The project builds upon modern marketplace frameworks while incorporating unique verification and transparency tools designed specifically for contracting jobs. This initiative aims to empower independent workers, small businesses and clients, while simplifying the process for individuals to obtain the best value for their dollar.
Business Need/ Opportunity	The demand for verified, skilled help in civilian services has never been higher. However, most current online platforms fail to: • **Allow contractors to post for free** — many listings cancel or ban your advertising to force a payment plan for their own advertising with sub-optimal results • **Ensure fairness and transparency** — contractors often face high advertising costs, while clients struggle to compare service quality and pricing with other possibilities other than the major providers • **Bidding Option** — Most contracts on the larger scale, such as government contracts offer a bidding option to find the best price for the work they want done; why shouldn't this be the case for smaller ones as well? Handyman Helper creates an environment built on credibility, accountability, and simplicity. By integrating verified profiles, documented credentials, and a transparent bidding system, the platform provides a fair marketplace for skilled workers to find consistent clients—and for clients to confidently choose who enters their homes. This project directly meets market demand for trustworthy, efficient, and affordable home service solutions while contributing to local economic growth.
Options	**Option 1 — Proceed with Project Development** • Develop the Handyman Helper platform as a dedicated digital marketplace. • Integrate verification, posting and a transparent bidding auction system. • Launch through a database to prove functionality and desirability • Web-based application **Option 2 — Do Nothing** • Maintain the status quo, leaving both clients, tradespeople and artists reliant on fragmented or unreliable platforms. • Lose potential early-mover advantage in an emerging niche of verified-trade service marketplaces.

Cost-Benefit Analysis

Criteria	Option 1 — Proceed with design	Option 2 — Do nothing with design
Financial Cost	• Domain/Server • Marketing investment (Investors)	• No loss, no gain.
Revenue Potential	• High potential through advertising • "Bump-up" my add • Sponsors	—
Community Impact	• Strengthens communities • Increases personal autonomy • Allows easier access to market • True free market • Support small businesses & people in need of work done for a proper price	• No current system alleviates this issue in any way shape or form. • Communities are worse off with these market challenges
Trust & Growth	• Build a reputation as a fair and transparent platform for anyone to come use for free	• Allowing larger companies to leave the smaller companies, and self employed to scavenge amongst one another with no proven better quality of work
Risk	Medium—High • Marketing • Design Awareness • Development	High • Loss of time • Peoples lives not improving • Lower academic grades
Completion Time Frame	March 25, 2026	—

Benefit Estimate (Option 1):
- Increased local engagement and trust within the community
- Streamlined workflows for contractors and clients.
- Scalable revenue from verified professionals and clients' job postings, in turn creating an advertisement market.
- Establishment of a recognized marketplace brand built on credibility and fairness through placing everyone in a fair playing field.

Recommendation

Proceed with **Option 1 — Project Development**.
Handyman Helper has strong market alignment, a clear value proposition, and achievable early-stage completion and scalability. By offering secure these services our clients would receive the highest-quality user experience, filling the critical gap in how homeowners and contractors connect.
Initial rollout can focus on usability, testing with verified professionals, followed by incremental expansion into broader markets. The combination of trust-focused infrastructure, community-driven growth, and a fair bidding model positions the Handyman Helper brand for long-term success.