

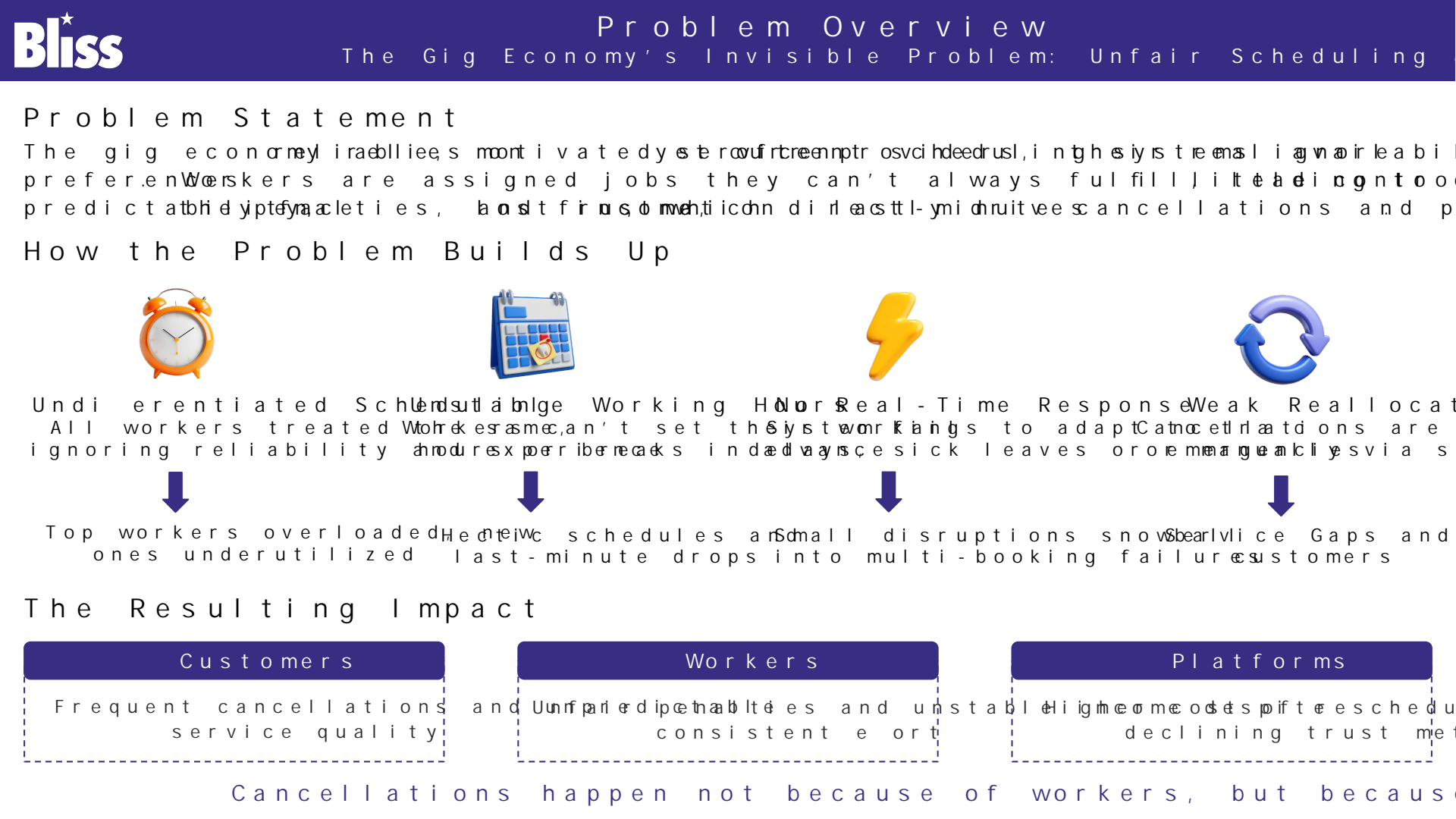


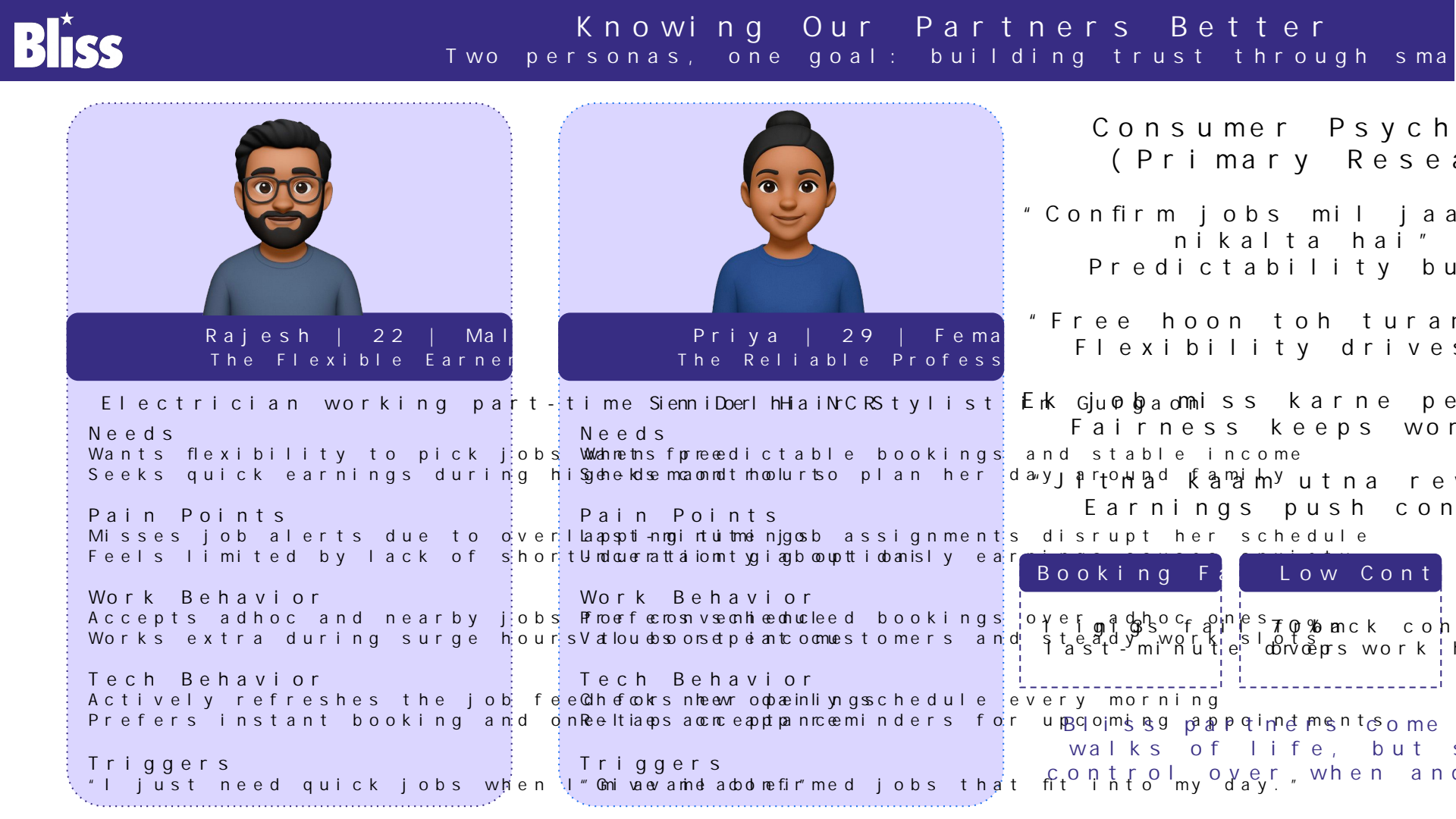
Bliss

Bliss | Adaptive AI Scheduling f

An AI system that rewards reliability,
opportunities for every gig w







JTBD Analysis

Scenario	JTBD Statement	Emotional Needs	Functional Needs
Weekly Planning	When I want to set my work schedule, I want to know my preferred days, & breaks to maintain a healthy balance between work and personal time.	Control, predictability, and advance scheduling	Availability calendar, edit options
Daily Schedule View	When I begin my workday, I want to see my complete schedule of confirmed and pending bookings, routes, manage travel time, and avoid overlaps.	Clarity, preparedness	Days dashboard, rem optimized routing
Earning Opportunities	When I have spare hours or I am on vacation, I want to view available nearby jobs and maximize my daily earnings.	Maximization, flexibility	Real-time job feed, alerts, one-tap acceptance
Conflict Management	When I am unable to fulfill a booking, I want an easy way to reschedule or find a replacement to avoid cancellations and penalties.	Reduction of stress, trust	Acceptance, reassignment, fair penalty

Key Insights

Weekly Planning	Daily Schedule View	Extra Jobs	Job Conflicts
Enables proactive scheduling & reduces dropouts	Improves preparedness and job reliability	Boosts flexibility & engagement	Prevents cancellations, builds trust

Bliss brings clarity, flexibility, and control to gig work


#Solution: Bliss Smart Scheduler - The Real Workforce

Bliss Smart Scheduler is an AI-powered scheduling assistant for the right workers, available on demand, reliable, and predictable, providing a reliable fulfillment model for businesses and a better consumer experience. It's smart, it's fast, it's flexible, and it's in control.


Bliss - Value Proposition

"An intelligent, merit-based scheduling system that builds trust, while helping platforms reduce drop-outs and improve worker experience."


Key Features




Smart Scheduling




Adhoc Job Feed




Tier & Rewards System



Weekly Dashboard



Real-Time Reassignment



Performance Insights & Nudges

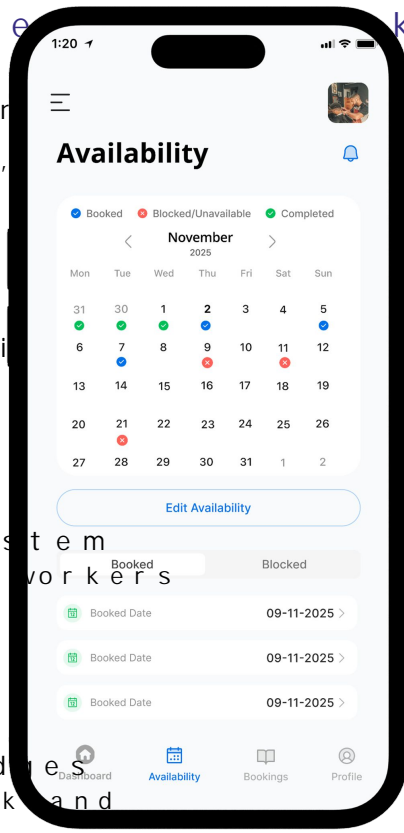
Matches jobs using AI and worker performance and record

or recently cancelled jobs

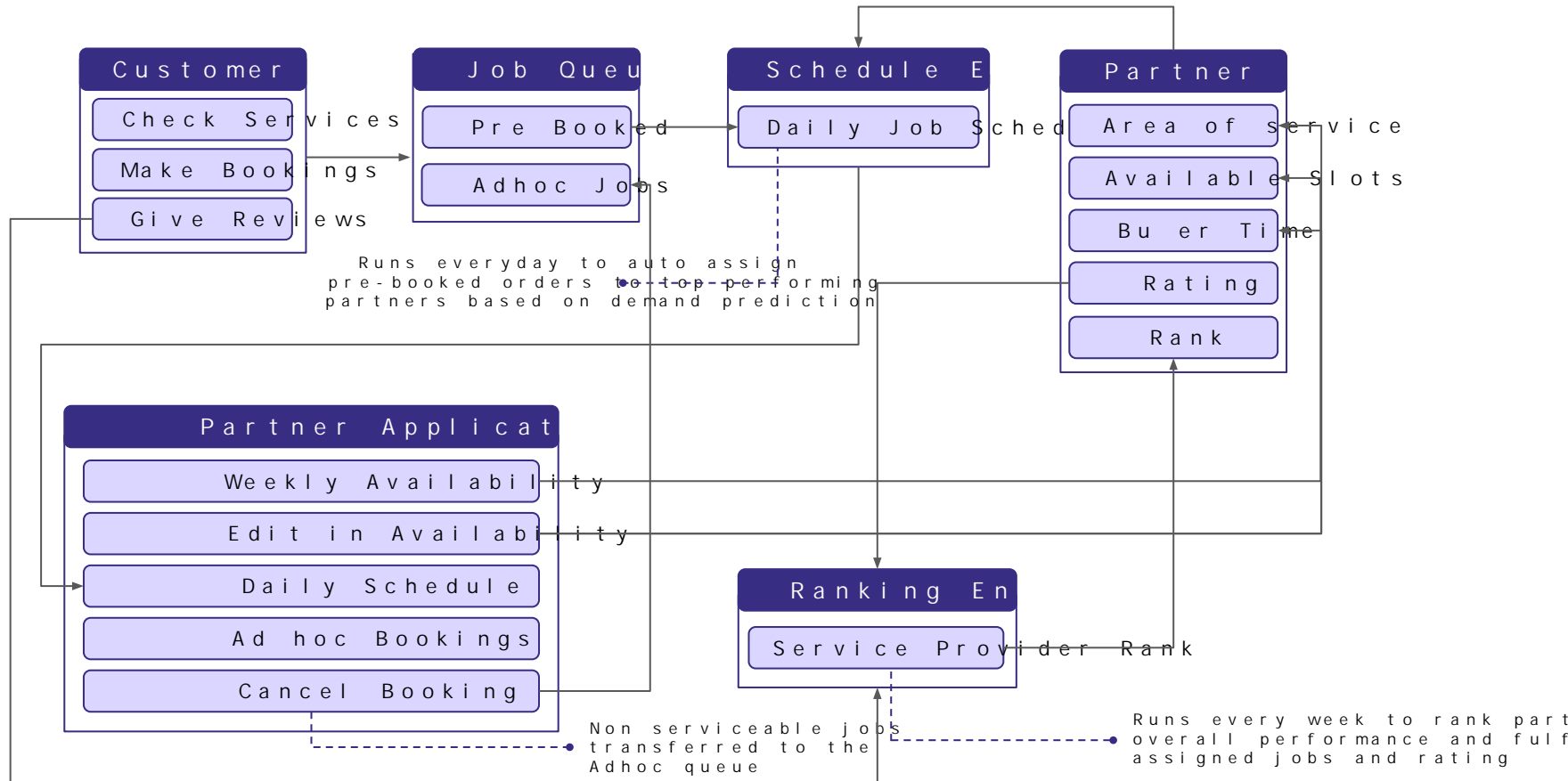
Provides a consistent worker pool

Providers can plan shifts, assign cancellations, and plan income

AI suggests work



Bliss makes gig work predictable and reliable, helping workers



Bliss

App Walkthrough — How Bliss Simplifies

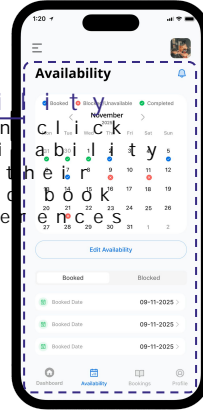
From scheduling to instant job alerts, Bliss gives service



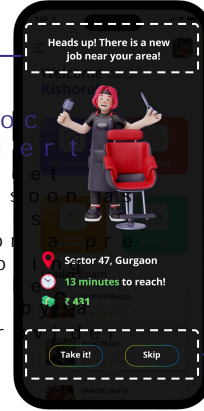
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Workers can
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schedules
a reminder
before each
confirm
attendance



Availability
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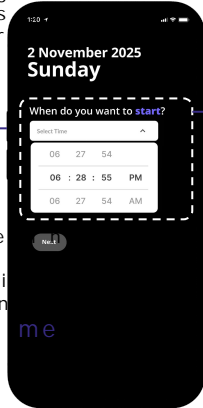
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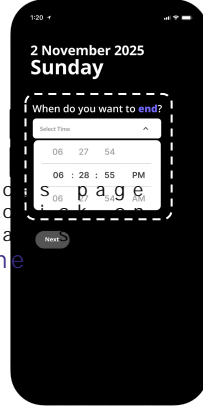
Leadership Board

The skill based gig workers
can see the leaders
their respective ar



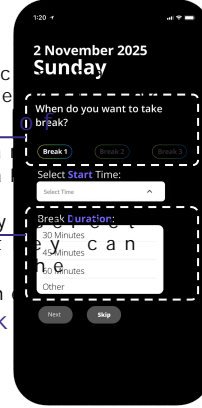
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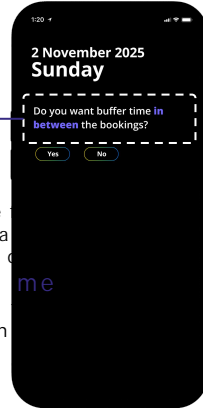


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S. No	Feature Name	Feature Description	Priority	Week	Market Size
1	Worker Reliability Ranking System	Continuously evaluate workers using ratings, cancellations, and on-time performance to classify them as Type-1 (Reliable) or Type-2 (Improving). Updates weekly to allow upward mobility. Average monthly income per worker	High	Weeks 1-2	8 Million Total gig workers in India 1,000
2	Availability Management & Schedule Setup	Workers set weekly availability, working hours & blackout days, and special days. Forms the base dataset for scheduling automation.	High	Weeks 2-3	100 Potential SaaS (per worker/month)
3	Scheduled Job Assignment System	Auto-assign next-day pre-booked jobs to workers based on availability and location. Workers can Accept/Decline. Declines move jobs to marketplace.	High	Weeks 4-6	9,600 Cr Type 1 TAM 8M x 100 x 12
4	Adhoc Job Marketplace (Last-Minute Jobs)	Last-minute bookings or cancellations are live marketplace with dynamic pricing. Workers get first access to earn more & improve reliability	Medium	Weeks 6-8	2.8 Million Organized Platform workers (35% of SAM) 3,360 Cr 2.8M x 100 x 12
5	Reliability & Feedback Loop	Workers see their Reliability Score, receive tips to improve, earn badges & better schedules for consistency. Penalties applied for avoidable no-shows.	Medium	Weeks 8-10	168 Cr SOM (5 % Market) 1.4M x 100 x 12

Solution Metrics

Provider Cancellation Rate	$\frac{\text{\# of Provider Cancellations}}{\text{Total Bookings Assigned}}$	Measures Net Satisfaction
% of Ad Hoc Bookings Picked	$\frac{\text{\# of Adhoc Jobs Accepted}}{\text{\# of Adhoc Jobs Offered}}$	Shows accuracy of matching adhoc jobs to available workers.
Provider Availability Accuracy	$\frac{\text{Active Hours}}{\text{Declared Available Hours}}$	Tracks accuracy of worker availability
Tier Mobility Rate	$\frac{\text{Promoted Workers}}{\text{Total Workers}}$	Measures fairness and upward movement
Provider Review Score	$\frac{\text{Total Ratings}}{\text{Rated Jobs}}$	Shows worker satisfaction

Risk and mitigations

Risk	Issues	Mitigation
Shortage of workers	New worker stuck	Show progress upgrade rule
Misuse of surge pricing	Workers pre-empted ad-hoc jobs	Cap surge & reliability
	Wrong tier matches	And human c & retrain

Business Model

- 1 Primary Model
B2B SaaS subscription
- 2 Add-on
API and analytics upgr
- 3 Future Expansion
White-label and AI ins

Thank You!

Team Rocket



Vojaswwin A P



Amol Jain



Swaraj Parimi

31st October, 2025