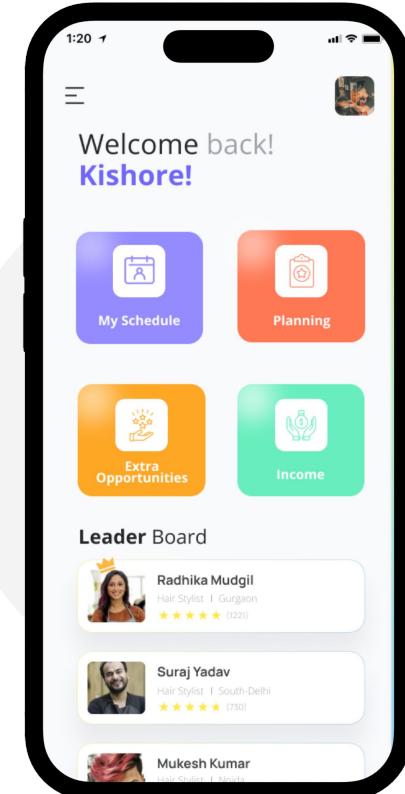




Bliss

B l i s s | A d a p t i v e A I S c h e d u l i n g f

A n A I s y s t e m t h a t r e w a r d s r e l i a b i l i t y ,
o p p o r t u n i t i e s f o r e v e r y g i g w



Problem Statement

The gig economy relies mostly on private drivers, which is unreliable. Workers are assigned jobs they can't always fulfill due to predictability of traffic, last-minute directions, cancellations and p

How the Problem Builds Up



Undifferentiated Scheduling Working Hard Real-Time Response Weak Reallocation
All workers treated the same can't set their own hours to adapt to real-life situations are ignoring reliability and experience sick leave or emergency situations via s



Top workers overloaded Heavy schedules and small disruptions snowball service gaps and ones underutilized last-minute drops into multi-booking failures customers

The Resulting Impact

Customers

Frequent cancellations and service quality

Workers

Unfair opportunities and unstable work

Platforms

High costs of scheduling and declining trust

Cancellations happen not because of workers, but because of



Rajesh | 22 | Male
The Flexible Earner

Electrician working part-time. Needs

Wants flexibility to pick jobs. Seeks quick earnings during high demand.

Pain Points

Misses job alerts due to overbooked assignments. Feels limited by lack of short-term availability.

Work Behavior

Accepts adhoc and nearby jobs. Works extra during surge hours.

Tech Behavior

Actively refreshes the job feed. Prefers instant booking and one-tap acceptance.

Triggers

"I just need quick jobs when I'm available."



Priya | 29 | Female
The Reliable Professional

Sienna Doerl hHainC RS stylist. Needs

Wants predictable bookings. Seeks demand to plan her day around family.

Pain Points

Overlaps with multiple assignments. Short-term availability gaps.

Work Behavior

Prefers scheduled bookings. Values repeat customers and steady work.

Tech Behavior

Checks new openings every morning. Set reminders for upcoming appointments.

Triggers

"I've seen and confirmed jobs that fit into my day."

Consumer Psych (Primary Research)

"Confirm jobs immediately" - "nikalta hai" Predictability builds trust.

"Free hoon toh turao" Flexibility drives satisfaction.

Erik Gjønnes keeps working and stable income and family. Fairness keeps workers engaged.

Earnings push consumers to disrupt their schedule.

Booking Fairness

Over 90% of adhoc ones to track customer loyalty. 70% of bookings come from steady work slots.

Low Control

Steady work slots last-minute drivers work.

Booking fairness and low control over my day. Come walks of life, but I control my day when and where I want to.

JTBD Analysis

Scenario	JTBD Statement	Emotional Needs	Functional Needs
Weekly Planning	When I start my weekly work schedule, I want to set my work week to my preferred days, & break times to maintain a healthy balance between work and personal time.	I feel controlled, predictability, and a sense of balance.	Availability calendar scheduling, edit options
Daily Sched View	When I begin my day, I want to see my complete tasks, check for confirmed and pending bookings, routes, manage travel time, and avoid overlaps.	I feel overwhelmed by complexity and duplicates.	Deadlines dashboard, optimized routing
Earning Opportuni	When I have spare hours or I am not working, I want to view available nearby local jobs instantly. I also need a quick way to report lost income and maximize my daily earnings.	I feel anxious about job availability and reliability.	Job feed, daily earnings notifications, one-tap acceptance
Conflict Management	When I am unable to fulfill a booking due to a conflict, I want an easy way to reschedule or find a pool, fair replacement, and cancellations and penalties.	I feel stressed about rejections and penalties.	Revised schedule, no-show replacement, fair penalty replacement, and cancellations and penalties.

Key Insights

Weekly Plan	Daily Sched	Extra Job	Job Conflict
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 workers.

#Solution: Bliss Smart Scheduler - The Reliable AI-powered Scheduling Assistant

Bliss Smart is a cloud-based AI-powered scheduling assistant for gig workers. It provides reliable fulfillment, reduces cancellations, and improves consumer experience. It's smart, flexible, and offers control to the gig economy.

Bliss - Value Proposition

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

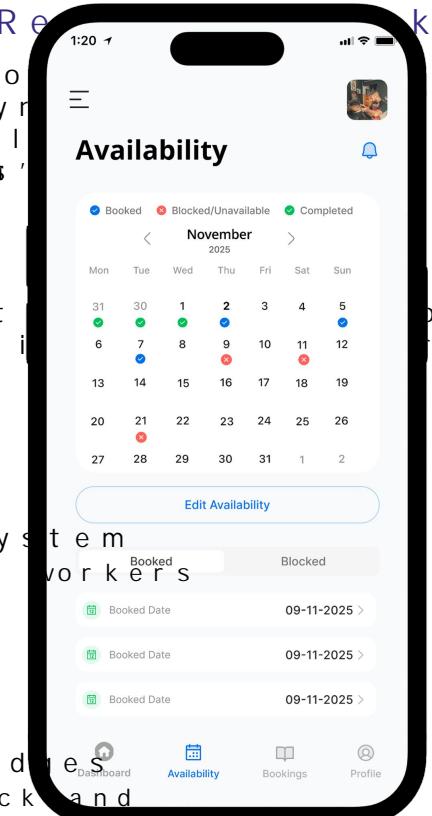
Key Features



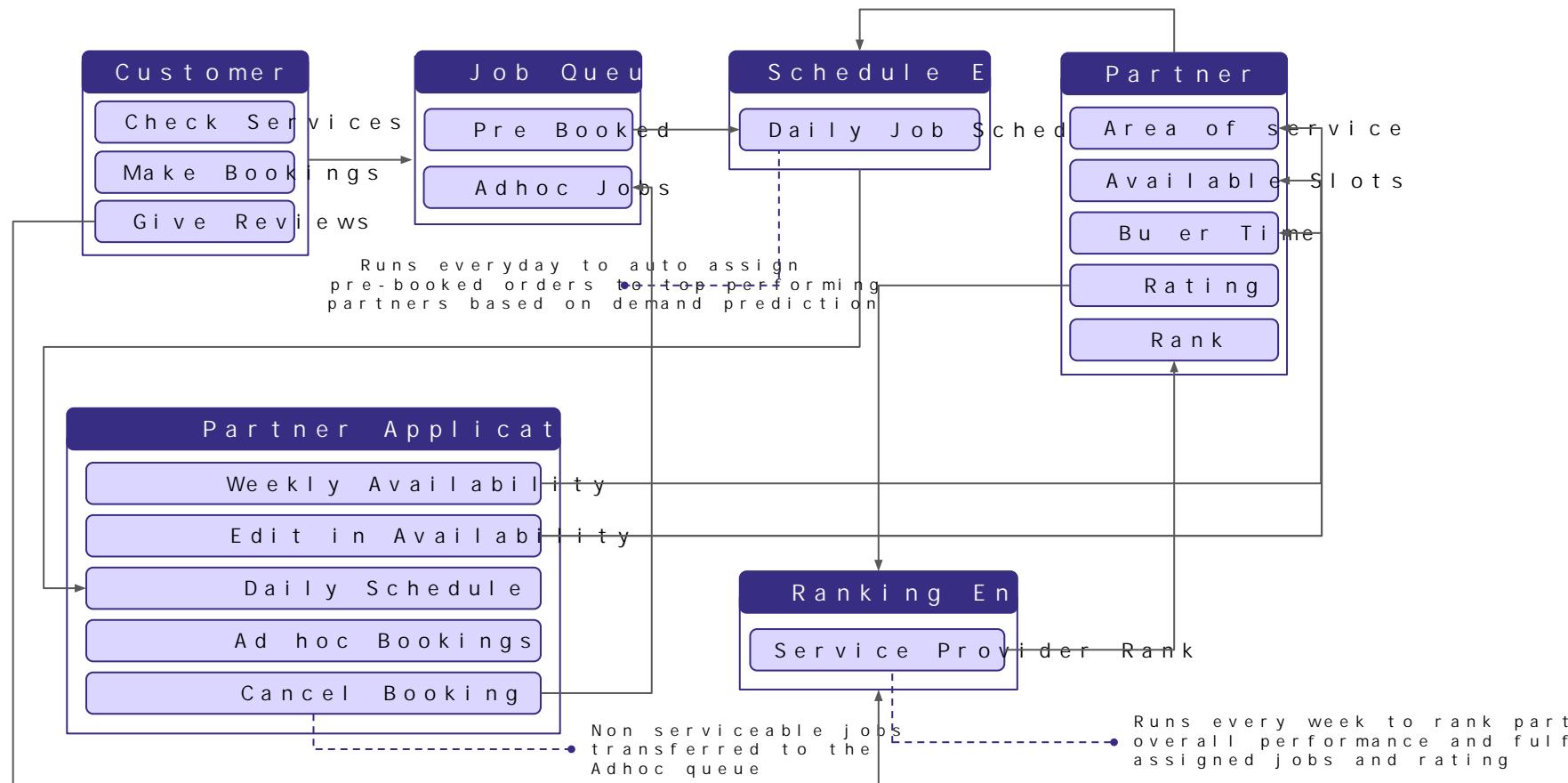
Smart Scheduling Adhoc Job Feed Tier & Rewards System
Matches jobs using AI to find available workers. Provides consistent workers and record or recently cancelled workers.



Weekly Dashboard Real-Time Reallocation Insights & Nudges
Providers can plan shifts, assign tasks, and take breaks, and plan income in a adhoc pool.

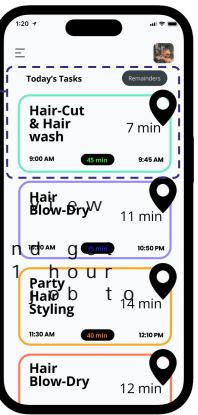


Bliss makes gig work predictable and reliable, helping workers and providers succeed.

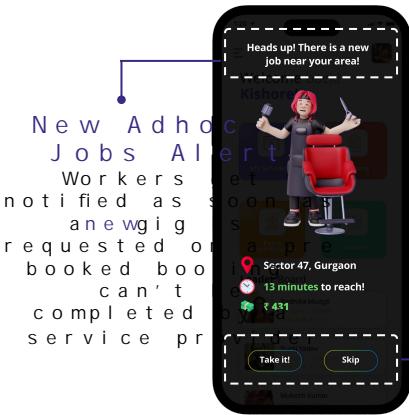
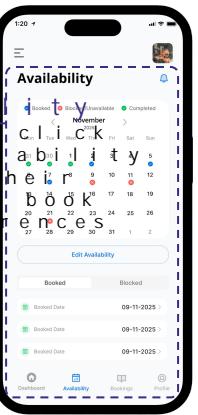




Schedule
Workers can their daily schedules a reminder before each confirm attendance



Availability
Workers can on the availability calendar and their preferences



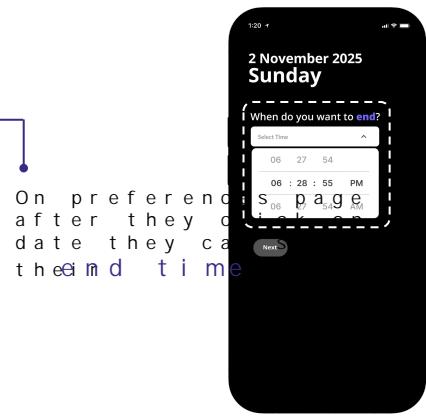
They can simply click to accept or decline the request

Leadership Board

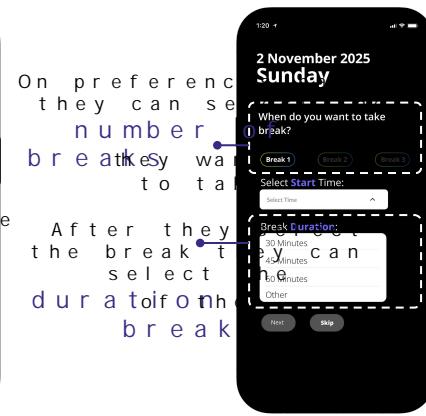
The skill based gig workers can see the leaders in their respective areas



Once they are done with their preferences after they click on date they can select the start time



On preference after they done with date they can select the end time



On preference after they done with date they can select the end time



In the previous page, they also have an option to add buffer time between bookings

S. No	Feature Name	Feature Description	Priority	Weeks	Market Size
1	Worker Reliability & Ranking System	Continuously evaluate workers using ratings, and on-time performance, to classify them as Type-1 (Reliable) or Type-2 (Improving). Updates weekly to allow upward mobility.	High	Weeks 1-2	8 Million Total gig workers in India (Improving), 000
2	Availability Management & Schedule Setup	Workers set weekly availability, working hours, & blackout days, and special holidays. Schedules the base dataset for scheduling automation.	High	Weeks 2-3	100 Potential SaaS worker/month
3	Scheduled Assignment System	Auto-assign next-day pre-booked jobs to jobworkers based on availability and location. Workers can Accept/Decline quickly.	High	Weeks 4-6	9,1600 Cr TAM (My) x 12
4	Adhoc Job Marketplace (Last-Minute Jobs)	Last-minute bookings or cancellations are originated from live marketplace with dynamic pricing. Workers get first access to earn more & reliability.	Medium	Weeks 6-8	2.8 Million Workers (35% of total) (Improving), 000 Cr SAM
5	Reliability Feedback Loop	Workers see their Reliability Score, receive tips to improve consistency. Penalties applied for no-shows.	Medium	Weeks 8-10	2.8M100 x 12 (Improving), 000 Cr SOM (5 % Market Share) (Improving), 000

Solution Metrics

Provider Cancellation Rate	$\frac{\# \text{ of Provider Cancellations}}{\text{Total Bookings}}$	Measures Net Shakeup by showing fullfillment
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% of Ad Hoc Bookings Picked	$\frac{\# \text{ of Adhoc Jobs Accepted}}{\# \text{ of Adhoc Jobs}}$	Shows accuracy of matching adhoc workers. One viable worker
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Provider Availability Accuracy	$\frac{\text{Actual Hours Worked}}{\text{Declared Available}}$	Tracks accuracy of worker availability
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Tier Mobility Rate	$\frac{\text{Promoted Workers}}{\text{Total Workers}}$	Measures fairness and upward movement
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Provider Review Score	$\frac{\text{Total Ratings}}{\text{Rated Jobs}}$	Shows worker satisfaction
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Risk and mitigations

Risk	Issues	Mitigation
Shakeup by sending workers stuck	Workers stuck	Shakeup program upgrade rule

Misuse of workers	Workers prefer surge & surge pride	Surge reliability
Ad-hoc workers	Wrong tier or wrong workers	Wrong tier and human matches & retrain

Business Model

1 Primary Model
B2B SaaS subscription

2 Add-on API and analytics upgrade

3 Future Expansion White-label and AI integration

Thank You !

Team Rocket



V o j a s w w i n A P



A m o l J a i n



S w a r a j P a r i m i

31st October , 2025