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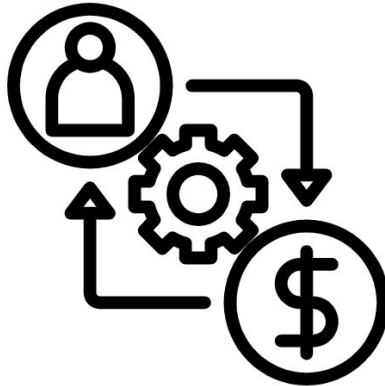
Problem/Opportunity

Businesses Problem: Needs shifts covered

- What are they doing now to solve or compensate for this problem?
 - Shortening hours of operations
 - Over working current employees
 - Operating at smaller capacity
 - Forcing owners or managers to pick up shifts beneath them
 - Switching to operations requiring less employees (ex. Take out)

Individuals Problem: Needs a way to make income or additional income that fits their schedule.

- What are they doing to now solve or compensate for this problem?
 - Getting additional part time job
 - Skipping meals
 - Not paying bills
 - Door dashing, Ubering, etc
 - Selling their personal items



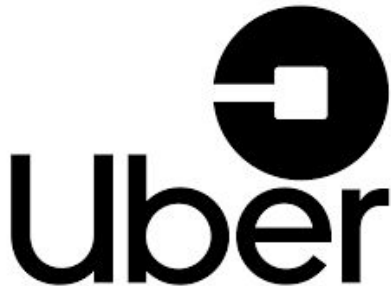
Ideation



We have all witnessed the employment struggles - especially post pandemic.

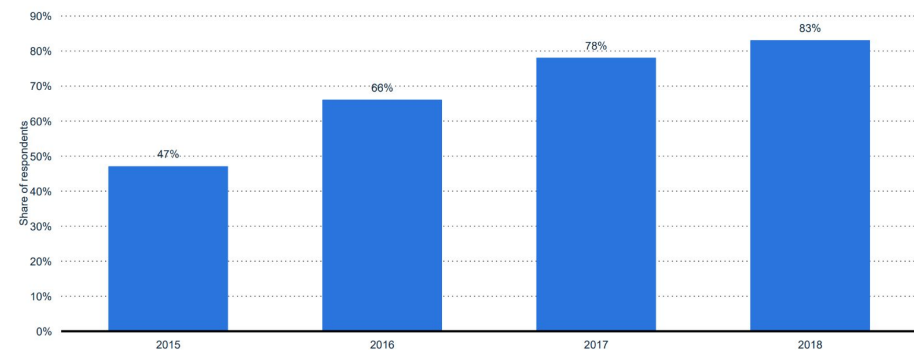
Can existing business models be successful into new markets?

- Uber, AirBnB, Turo, Way
 - Dual sided business models that have become very successful in recent times. All revolving around the concept of using what you have to make a living or additional income.
 - Widely accepted platforms that connect individuals instead of the typical corporations (uber over a taxi company, airbnb over the hotel industry)
- Temp agencies success in the corporate world → Can we bring this to smaller businesses?
 - Scaling down the concept of a temp agency that has been previously reserved for the corporate world to a tool that small business can use to fill holes in their schedule and combat staff shortcomings.



Share of people in the United States familiar with sharing economy services from 2015 to 2018

Familiarity with sharing economy services in the U.S. 2015-2018



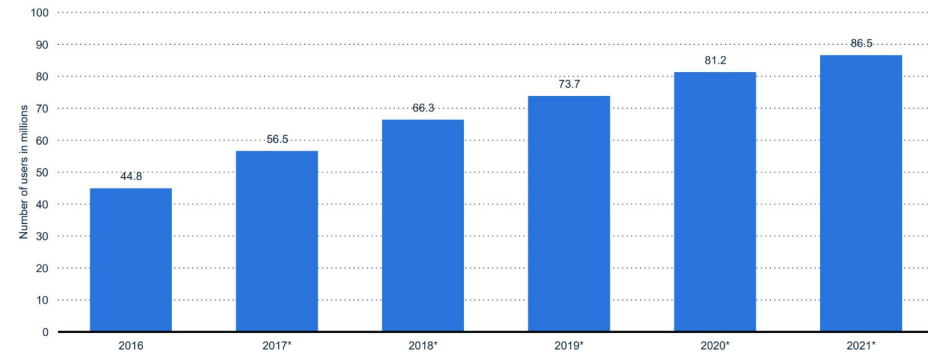
Note(s): United States; 2015 to 2018; 18 years and older; 1,005 respondents
Further information regarding this statistic can be found on [page 32](#).
Source(s): Ipsos; Allianz Global Assistance; ID 875245

Sharing economy **statista**

These graphs visualize the incline in recognition and use of the sharing economy have seen in use in the past 7 years.

Number of sharing economy users in the United States from 2016 to 2021 (in millions)

Number of sharing economy users in the U.S. 2016-2021



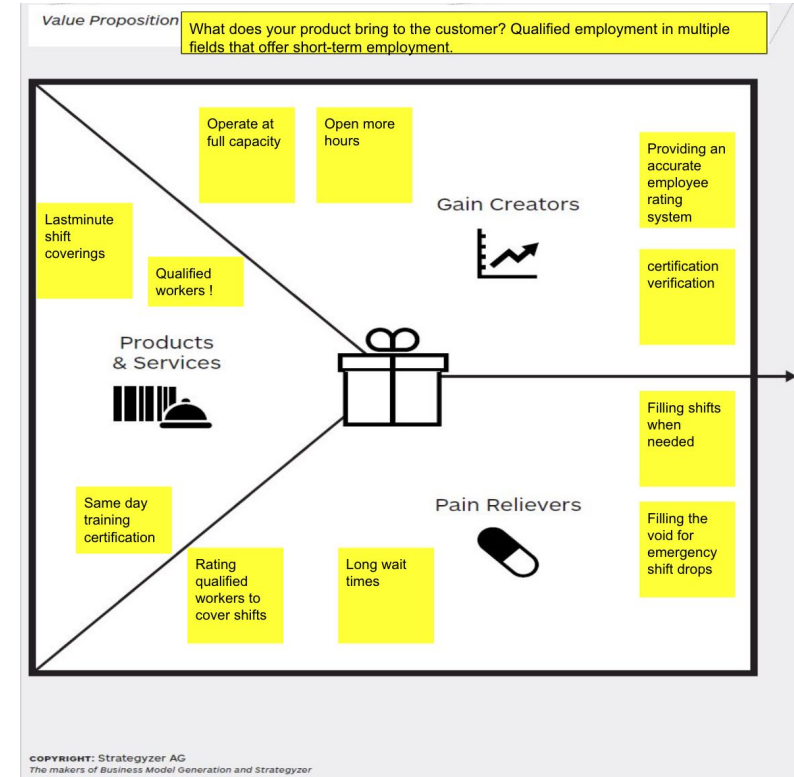
Note(s): United States; 2016; 18 years and older; persons who have used their account for a community-based online service that coordinates peer-to-peer paid access to property, goods, and services (e.g. Airbnb, Uber) at least once during the calendar year; excludes crowdsourcing, group buying, incorporated professional services and online marketplaces
Further information regarding this statistic can be found on [page 34](#).
Source(s): eMarketer; ID 298858

Sharing economy **statista**

Strength of Value Proposition/MVP

QuickShift is a simple and easy to use online platform that enables businesses to hire their hourly workforce by shifts. Our business gives technology to companies that they can utilize to fill the gaps in their workforce/schedule immediately. QuickShift gives businesses the power to view certifications, reviews and ratings, and verify identity of qualified workers.

QuickShift an online platform that provides (individuals) workers with control of their schedule, flexibility, 1099 status, and over all additional stream of income.



Understanding the Customer - Dual Sided Business Model (two customers)

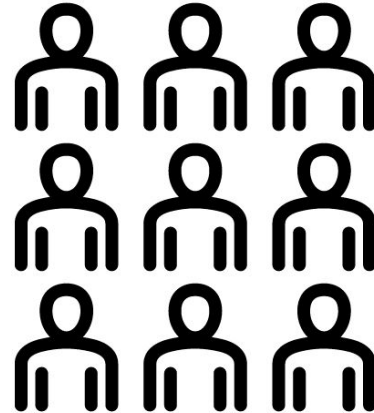
Small Businesses (ex. Restaurants, Hotels, other Hospitality Services)

- What they want:
 - Shifts Covered
 - Ability to operate at full capacity
 - Ability to adequately staff during hours of operation
 - Reliable, competent, verified, employees
- What they have to offer:
 - Wages (\$)



Individual (ex. MSU Students)

- What they want:
 - Wages (\$)
 - Control of their schedules
- What they have to offer:
 - Available Time
 - Competent and reliable workers
 - Certifications



**WE ARE A
COMPANY
SPECIALIZING IN
CONNECTING
QUALIFIED
EMPLOYEES TO
THE BUSINESSES
WHO NEED THEM
MOST**

Why Join Us?

EXTRA INCOME

Whether its in addition to your existing salary, or the new way you want to obtain income we are here to get you wages on your terms.

CONTROL YOUR SCHEDULE

Work when you are free. Employment that fits your lifestyles and shifts you choose. Work on your own time so you can prioritize the things that mean the most to you.

DUAL RATING AND REVIEWS SYSTEM

Verified reviews on employees and businesses. Know the work environment you are stepping into.

GET PAID FASTER

Avoid bi-weekly paychecks. With a three day pay out period you can put your money where it matters faster.

NO LONG TERM COMMITMENT

No feeling tied down, bored, or stuck at a job, enjoy employment that changes with you.

Do you have a small business?

Here at QuickShift we connect qualified, verified, and reliable workers with businesses looking to get shifts covered. This helps business owners solve problems such as holes in their schedule, shortened hours of operation, overworking their current staff, and emergency absences.

01 We Verify

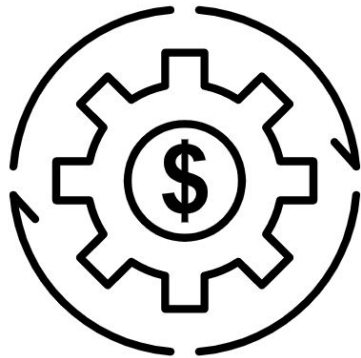
02 We Connect

03 We Secure

Clarity of Revenue Model

Still debating between two revenue model options:

1. Charging a premium wage from the businesses per hour (they pay us \$16.00 per hour and we pay the worker \$14.00 per hour)
2. Charging the business a flat rate to post each shift (ex. \$10.00 to post their shift on our site regardless of length or if it gets filled.)



Future Strategy

- To move forward and answer questions we have, we need to talk to our customer. Surveys and research would be key if we were to actually launch this.
- Verify assumptions we made in class.
- Building trust with both sides will be key to our success.
- Networking with other startups in The Burgess Institute who have similar goals/problems.



Reflection

Translating out of the classroom:

- Start with local businesses including restaurants, bars, hotels, etc.
- Target students who are interested in earning extra money conveniently
- Take advantage of programs that Burgess has to offer for student startups