

# Investment Thesis

## Zletto

### Key Details

Startup Name:	Zletto
Legal Name:	Zletto
Industry:	Home Services
Thesis Category:	CONSUMER
Stage:	EARLY_TRACTION
Location:	Mumbai, Maharashtra, India
Founded:	Not specified

### Executive Summary

- Zletto is an on-demand home services platform that connects households with verified technicians such as electricians, plumbers, and carpenters.
- The platform promises service delivery within 20 minutes by leveraging a hyperlocal dispatch system.
- Zletto employs a multi-skilled workforce model to increase job coverage and efficiency.
- The company also offers a combination of on-demand and subscription-based services, aiming to provide reliable and predictable home maintenance solutions.

# Founders & Team

## Founder 1: Sandesh Jadhav

**Role:** CFO/CTO

**Domain Expertise:** Technology and Operations

## Founder 2: Tarun Jagtap

**Role:** CFO

**Domain Expertise:** Financial Management

### Team Analysis:

- The founding team of Zletto combines technical expertise with practical field experience, allowing for a deep understanding of both the technological and operational aspects of the business.
- Sandesh Jadhav, as CTO, brings technology-driven solutions, while Tarun Jagtap provides financial oversight.
- Their combined experience ensures a focus on quality service delivery and operational efficiency.

# Product & Business Model

## Product Description:

- Zletto offers an on-demand platform that connects users with verified home service technicians such as electricians, plumbers, and carpenters.
- The platform promises service delivery within 20 minutes by utilizing a hyperlocal dispatch system.
- Zletto also employs a multi-skilled workforce model, allowing technicians to handle multiple service types, increasing job coverage and margins.
- Users can book services instantly via the website, and the platform supports both one-time services and subscription-based maintenance contracts.

## Unique Value Proposition:

- Zletto's unique value proposition lies in its rapid service delivery and multi-skilled technician model, ensuring quick and efficient solutions to home maintenance issues.
- The combination of on-demand and subscription models provides flexibility and predictability for customers.

## Technology Moat:

- Zletto's use of a hyperlocal dispatch system and a multi-skilled workforce model provides a technological advantage in service delivery speed and operational efficiency.

## Business Model:

- Zletto operates a multi-faceted business model with revenue streams from per-job commissions, subscription-based maintenance contracts, and enterprise services.
- This diversified approach reduces risk and enhances long-term profitability.
- The company earns a percentage commission on each on-demand job, while also securing recurring revenue through regular maintenance subscriptions from residential societies and buildings.

## Revenue Model:

- Zletto generates revenue through per-job commissions, subscription fees, and enterprise service contracts.

## Financial Details

<b>Funding Raised</b>	Not disclosed
<b>Funding Ask</b>	Not disclosed
<b>Monthly Recurring Revenue (MRR)</b>	Not disclosed
<b>Annual Recurring Revenue (ARR)</b>	Not disclosed

### Customer Base:

- Zletto targets residential customers, societies, and small commercial buildings requiring quick and reliable home maintenance services.

# Market Analysis

<b>Total Addressable Market (TAM)</b>	\$6000.00B
<b>Serviceable Addressable Market (SAM)</b>	\$1400.00B
<b>Serviceable Obtainable Market (SOM)</b>	\$100.00B
<b>Market Growth Rate</b>	Not disclosed

## Market Opportunity:

- The Indian home services market is valued at approximately USD 60 billion, with significant opportunities for growth in on-demand and subscription-based service models.
- Zletto aims to capture a portion of this market by focusing on speed, reliability, and service quality.
- The transition from on-demand to subscription-based services allows for predictable revenue streams and increased customer retention, positioning Zletto uniquely in the competitive landscape.

## Competitive Landscape

- Zletto faces competition from established players like Urban Company, which offers a wider range of services but with slower response times.
- Local technicians and word-of-mouth services pose indirect competition due to their lack of standardization and reliability.
- Zletto differentiates itself through its hyperlocal approach and rapid service delivery, providing a unique value proposition in the home services market.

# Competitor Analysis

## 1. Urban Company

**Founded:** 2014

**Headquarters:** Gurugram, India

**Funding:** \$445.00M

**Valuation:** \$2.50B

**Revenue:** \$137.00M

**Business Model:** Commission-based from service providers and subscription-based from customers

**Target Market:** Urban households, small businesses

**Traction:** Operates in 30+ cities in India, 5 million+ customers

**Similarities:** On-demand home services platform with a focus on reliability and quick service

## 2. NoBroker Home Services

**Founded:** 2014

**Headquarters:** Bengaluru, India

**Funding:** \$216.00M

**Valuation:** \$1.00B

**Revenue:** Not disclosed

**Business Model:** Service fees from property transactions and home services

**Target Market:** Residential property owners and tenants

**Traction:** Over 10 million registered users, strong presence in major Indian cities

**Similarities:** Provides a wide range of home services with a focus on customer convenience

## 3. Housejoy

**Founded:** 2015

**Headquarters:** Bengaluru, India

**Funding:** \$30.00M

**Valuation:** Not disclosed

**Revenue:** Not disclosed

**Business Model:** Service fees and subscription packages for frequent services

**Target Market:** Urban households

**Traction:** Operates in 20+ cities, over 1 million app downloads

**Similarities:** Offers a combination of on-demand and subscription-based home services

## 4. Bro4u

**Founded:** 2015

**Headquarters:** Bengaluru, India

**Funding:** \$3.00M

**Valuation:** Not disclosed

**Revenue:** Not disclosed

**Business Model:** Commission-based from service providers

**Target Market:** Residential customers

**Traction:** Presence in multiple cities in India, thousands of verified service providers

**Similarities:** Hyperlocal service delivery with verified technicians

## 5. Sulekha

**Founded:** 2007

**Headquarters:** Chennai, India

**Funding:** \$28.00M

**Valuation:** Not disclosed

**Revenue:** Not disclosed

**Business Model:** Pay-per-lead and subscription fees from service providers

**Target Market:** Local businesses and service providers

**Traction:** Over 20 million users, strong SEO presence, and wide service category listings

**Similarities:** Connects users with local service providers for home services

### Market Overview:

- The Indian home services market is rapidly growing, driven by increasing urbanization and digital penetration.
- Key players offer a mix of on-demand and subscription-based services, focusing on urban households and small businesses.
- The market is competitive with both established players and new entrants vying for market share.

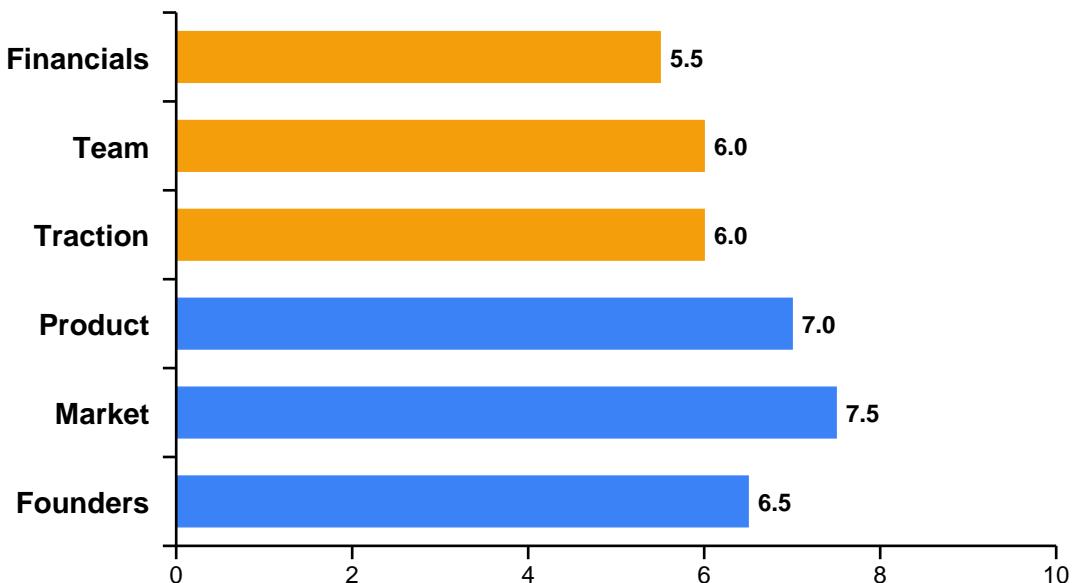
### Competitive Advantages:

- Zletto differentiates itself with a hyperlocal dispatch system promising 20-minute service delivery and a multi-skilled workforce model to ensure higher job coverage and efficiency.
- Its mix of on-demand and subscription services aims to provide predictable solutions for customers.

### Market Threats:

- Challenges include high customer acquisition costs, maintaining service quality and reliability, and competition from both organized players and unorganized local technicians.
- Regulatory changes and economic slowdowns could also impact market dynamics.

# AI Investment Analysis



**Overall Score: 6.6/10**

## Founders (6.5/10):

*Strengths:* Technical expertise, Operational experience, Vision for rapid service delivery

*Weaknesses:* Limited public track record, Unclear past exits, Lack of detailed industry experience

## Market (7.5/10):

*Strengths:* Large TAM, Growth in on-demand services, Consumer demand for reliability

*Weaknesses:* High competition, Market saturation risk, Regulatory challenges

## Product (7.0/10):

*Strengths:* Rapid service delivery, Unique workforce model, Technology-driven

*Weaknesses:* Scalability challenges, Differentiation from competitors, User experience clarity

## Traction (6.0/10):

*Strengths:* Validated demand, Working product, Initial customer engagement

*Weaknesses:* Limited revenue information, Unclear customer retention, Growth rate data unavailable

## Team (6.0/10):

*Strengths:* Relevant technical and operational skills, Core team strengths, Team's execution capability

*Weaknesses:* Limited public profiles, Lack of advisors, Team size and expansion strategy

## Financials (5.5/10):

*Strengths:* Potential for diversified revenue streams, Focus on cost efficiency

*Weaknesses:* Lack of funding details, Unclear financial metrics, Burn rate and runway unknown

# Investment Analysis

## Investment Highlights:

- ✓ Rapid service delivery with a hyperlocal dispatch system.
- ✓ Multi-skilled workforce model increases operational efficiency.
- ✓ Combination of on-demand and subscription models for predictable revenue.
- ✓ Targeting a large and growing home services market in India.
- ✓ Experienced founders with a strong understanding of technology and operations.

## Risk Factors:

- Scalability challenges in maintaining service quality with rapid growth.
- Competitive pressure from established players like Urban Company.
- Dependence on a reliable supply of skilled technicians.
- Economic pressures affecting consumer spending on discretionary services.
- Operational challenges in expanding to new regions.

## Key Opportunities:

- Large and growing market potential
- Expansion into subscription models
- Leveraging technology for efficiency
- Building strong brand recognition
- Partnership opportunities with residential societies

## Key Risks to Monitor:

- Scalability and service quality
- Competitive pressures from established players
- Operational and regional expansion challenges
- Economic impacts on consumer spending
- Dependence on skilled technician availability