

# EarnUp: Revolutionizing the Job Marketplace

Exploring a Lucrative Investment in EarnUp

## Investment Opportunity: EarnUp

### Introduction

**Subject: EarnUp – A Production-Ready Skill-Based Job Marketplace (Investment Discussion)**

Dear Dhillon,

My name is Haftom Gidey, Founder & CEO of DevEthix Solutions and EarnUp. I'm reaching out to introduce EarnUp, a fully built, production-ready skill-based job marketplace that connects employers with verified skilled workers in real time. EarnUp aligns itself with globally successful platforms such as TaskRabbit, Thumbtack, and Urban Company, tailored specifically for emerging markets where trust, payments, and accessibility are the primary challenges.

Unlike early-stage startups, EarnUp is not merely an idea or a prototype. The platform has been fully designed, developed, and tested, encompassing:

- Web application
- iOS & Android mobile apps
- Admin and operations dashboard
- Scalable backend infrastructure
- Integrated payments, escrow, verification, and dispute resolution

At this stage, our primary focus is on market launch, growth, and scaling, rather than product development.

### The Problem

In markets like Ethiopia:

- Employers face difficulties finding reliable, nearby skilled workers.
- Workers often depend on informal channels such as social media groups and word of mouth.
- There is a lack of structured trust layers, payment protection, and accountability.

These are the same issues that platforms like TaskRabbit and Thumbtack have successfully addressed in the US, yet they remain largely unresolved in East Africa.

## The Solution: EarnUp

EarnUp offers a localized, market-appropriate solution by integrating proven global models with regional nuances:

- **Map-based, real-time discovery** of nearby skilled workers (similar to TaskRabbit)
- **Verified worker profiles** with ratings and job history (Thumbtack model)
- **Escrow-protected payments** released only after job completion
- **Instant chat and real-time notifications**
- **Multi-platform access** (Web, Android, iOS – future SMS/USSD ready)

While Western platforms assume bank cards and a high level of trust, EarnUp is designed around mobile money, identity verification, and dispute resolution from the outset.

## Market Opportunity

- **Ethiopia:** 120M+ population
- **Rapid smartphone and mobile money adoption**
- **High unemployment** leading to a strong supply of workers
- **Growing middle class** driving demand for reliable local services

Platforms like Urban Company have scaled to multi-billion-dollar valuations by dominating local services city by city. EarnUp intends to follow a similar expansion strategy, starting with Ethiopia and extending across East Africa.

## Business Model

EarnUp employs revenue mechanics proven by global leaders:

- **Commission on completed jobs** (TaskRabbit / Urban Company model)
- **Worker subscription tiers** (Thumbtack-style)
- **Featured listings and promotions**
- **Advertising and service partnerships**
- **Payment processing margins**

This approach generates recurring revenue, strong unit economics, and defensible network effects.

## Investment Discussion

We are opening discussions with strategic partners and investors to support:

- **Market launch and early user acquisition**
- **Operational scaling**

- **Geographic expansion**

Investment structure and terms will be discussed after product demonstration and alignment.

## Why EarnUp Can Win

- **Proven category** with successful exits and billion-dollar outcomes
- **Product already built**, significantly reducing execution risk
- **Localized trust and payment infrastructure** competitors lack
- **Multi-platform reach**, unlike mobile-only competitors
- **First-mover advantage** in an underserved market

## Next Steps

I would welcome the opportunity to:

- Walk you through a live demo of EarnUp
- Share detailed product and growth documentation
- Discuss how EarnUp aligns with your investment focus

Thank you for your time and consideration.

Kind regards,

**Haftom Gidey**

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