# **Business Plan: On-Demand Service Booking Platform**

Product Name: NOVERO (NOVA + VERO \*(Vero = True in Latin) & (NoVero = Group in Italian)

TAG: The Future of Reliable Services.

**Business Focusing:** The following SKILLED people

1. Acting Drivers, (RED)
2. Babysitting, (GREEN)
3. Care Taker, (BLUE)
4. Personal Trainer, (ORANGE)
5. Pet Grooming, (YELLOW)
6. Security Services, (ROYAL BLUE)
7. Tutor Services, (Optional)
8. Maid Services. (Optional)

Business Model is Subscription Manner

Hour Wise

Day Wise  
 Contractual

Two types of subscription flow are there

Direct Post gets the Service

Contract-Based (Like a Bidding)

## **1. Executive Summary**

Our business idea revolves around an on-demand service booking platform where users can hire skilled professionals for various services. The platform will offer services such as Acting Drivers, Babysitting, Old Age Sitting, Personal Styling, Pet Grooming, Security Services, Tutor Services, and Maid Services. Users can book services for an hour, a day, or a month at a fixed cost, with some categories supporting a bidding model for flexible pricing.

## **2. Business Model**

### **2.1 Service Categories**

* **Acting Driver** – Temporary driver services for personal or business needs.
* **Babysitting** – Trusted babysitters for parents needing child care.
* **Old Age Sitting** – Companionship and assistance for elderly individuals.
* **Personal Stylist** – Fashion and styling services tailored for individuals.
* **Pet Grooming** – Pet care and grooming at home.
* **Security Services** – Temporary or long-term security personnel.
* **Tutor Services** – Private tutors for students and professionals.
* **Maid Service Booking** – Domestic help for households.

### **2.2 Booking Models**

* **Fixed Cost Model:** Users pay a predefined amount for services.
* **Bidding Model:** Service providers and seekers negotiate pricing based on demand.

### **2.3 Monetization Strategy**

* Service Commission: A percentage-based commission on every booking.
* Subscription Plans: Premium membership for professionals for better visibility.
* Ads & Promotions: Featured listings for service providers.
* Transaction Fees: Charges for high-volume transactions.

## **3. Target Market**

The platform targets:

* Busy professionals seeking reliable services.
* Households in need of domestic help.
* Pet owners looking for grooming services.
* Parents requiring babysitting support.
* Students and professionals seeking tutoring.
* Individuals looking for personal styling guidance.

## **4. Key Features**

* **User & Provider Profiles**: Verified service providers with reviews and ratings.
* **Real-time Booking**: Instantly hire professionals.
* **Multi-Payment Options**: Digital payments, wallets, and cash-on-delivery.
* **Geo-location Integration**: Matches users with nearby service providers.
* **Bidding System**: Negotiable pricing within a set timeframe.
* **Subscription Model**: Membership benefits for premium users.
* **Review & Rating System**: Ensuring quality control and trust.

## **5. Technology Stack**

* **Frontend:** React Native / Flutter for mobile applications.
* **Backend:** Node.js with Express / Django with Python.
* **Database:** PostgreSQL / MongoDB for structured and unstructured data.
* **Payment Gateway:** Stripe, Razorpay, PayPal integration.
* **Cloud Hosting:** AWS, Google Cloud, or Azure.

## **6. Marketing Strategy**

* **Social Media Campaigns**: Engaging users via Facebook, Instagram, and LinkedIn.
* **Referral Programs**: Discounts for users who refer others.
* **SEO & Content Marketing**: Targeted blogs and search engine optimization.
* **Influencer Partnerships**: Collaborations with industry professionals.
* **Email & SMS Marketing**: Regular updates and offers to registered users.

## **7. Operational Plan**

* **Phase 1: Platform Development** (3-6 months)
* **Phase 2: Beta Testing & Feedback Collection** (1-2 months)
* **Phase 3: Market Launch in Select Cities**
* **Phase 4: Expansion & Scaling**

## **8. Financial Projections**

### **8.1 Revenue Streams**

* Commission (10-20% per booking)
* Subscription Fees (Premium users)
* Ad Revenue (Promoted Listings)
* Bidding Fees (Service auctioning fee)

### **8.2 Expected Revenue**

* Year 1: $250,000
* Year 2: $750,000
* Year 3: $1.5M+

## **9. Workflow Diagram**

1. **User Posts Request**: User specifies service type, price range, duration, and headcount.
2. **Providers Place Bids**: Service providers submit their bids within the given bid duration.
3. **Bid Selection**: The seeker selects the most suitable bid.
4. **Contract Creation**: A mutual contract is generated based on agreed terms.
5. **Service Execution**: Provider delivers the service as per contract.
6. **Payment Handling**: Seeker deposits payment to platform escrow before service starts.
7. **Completion & Review**: Once service is completed, seeker approves payment release to provider.
8. **Provider Payment**: Funds are transferred to the provider's account.
9. **User Feedback**: Both parties leave ratings and reviews to ensure quality control.

## **10. Conclusion**

The proposed business model capitalizes on the increasing demand for on-demand skilled services. By integrating a mix of fixed pricing and bidding, we ensure flexibility for both users and service providers. With strategic marketing and strong technological infrastructure, this platform can become a leading name in the service booking industry.

I've structured a block-level workflow diagram based on your process. Here’s the designed flow:

1. **User Posts Request**
   * Inputs: Service type, price range, duration, headcount
   * Status: Open for bids
2. **Providers Place Bids**
   * Service providers submit bids
   * Time constraint: Within bid duration
3. **Bid Selection**
   * Seeker reviews and selects a bid
   * Confirmation triggers contract creation
4. **Contract Creation**
   * Mutual agreement generated
   * Terms locked for both parties
5. **Service Execution**
   * Provider delivers service as per contract
6. **Payment Handling**
   * Seeker deposits payment in escrow before service starts
7. **Completion & Review**
   * Seeker approves service completion
   * Payment release initiated
8. **Provider Payment**
   * Funds transferred to provider’s account
9. **User Feedback**
   * Both parties rate and review

I'll create a visual workflow diagram for you now.