

User Group Profiles

Demographics

- **Age Range:** Primarily 18–45 years old; includes students, side-hustlers, freelancers, and part-time workers.
- **Income Level:** Low to middle income (\$20K–\$60K annually), often seeking supplemental income.
- **Location:** Urban and suburban residents, particularly in areas with high cost of living or limited traditional employment options.

Pain Points

- **Lack of Trust & Safety:** Concerns about scams, unsafe work environments, or non-payment for services rendered.
- **Job Inconsistency:** Difficulty finding steady, reliable local gigs; often reliant on word-of-mouth or fragmented platforms.
- **Poor Communication & Coordination:** Frustration with unclear job expectations, flaky clients, or last-minute cancellations.

Daily Habits

- **Frequent Phone Use:** High mobile engagement; check phones regularly for messages, social media, and app notifications.
- **Flexible Schedules:** Work irregular hours; often check for gigs in the morning, after work, or between classes/responsibilities.
- **Platform-Hopping:** Regularly use multiple apps (e.g., Craigslist, TaskRabbit, Facebook Marketplace) to find local gigs or clients.

Market/User Alignment

Key Data & Assumptions

- As of 2024, about **78.4 million** people in the U.S. are freelancers/gig workers. [NorthOne](#)
- The U.S. “Couriers & Local Delivery Services” industry alone is ~\$173.1–178.3 billion in size in 2024-25. [IBISWorld](#)
- Assume some geographic and adoption constraints (smartphone penetration, urban/suburban density, trust/security concern level).

Market Level Estimates

- **TAM (Total Addressable Market):** Everyone in the U.S. who does or could do local, in-person gig work, if there were zero barriers (geography, awareness, etc.)
- **SAM (Serviceable Available Market):** The subset of the TAM that's reachable given constraints like smartphone access, willingness to adopt a new secure platform, regulatory/local network constraints.
- **SOM (Serviceable Obtainable Market):** What we reasonably could capture in the first few years (1-3 years), given competition, marketing, geographic rollout.

Estimates

TAM

~ \$150-200 billion annual gig work spend & ~ 30-40 million workers [PEW](#)

Based on the large size of delivery/local services (~\$170B+), plus other home services, errands, etc. If ~40-50% of all gig workers (78.4M) are doing some local/in-person work, that gives ~30-40M people. Those might generate aggregate spend in that range.

SAM

~ \$60-80 billion & ~ 12-20 million workers

Among the TAM, those in urban / suburban areas, smartphone users, concerned about security and trusting platforms — able to be reached by marketing and operations. Maybe ~30-50% of TAM.

SOM

~ \$6-12 billion & ~ 1-3 million workers

Realistically what a new entrant may capture in 2-3 years: limited geography (e.g. major metro areas), ramping up traction, capturing a few percent of SAM.

Comparison/Competition

Thumbtack

- Marketplace of professionals across many categories (home repair, wellness, events etc.)
- Filtering by location, rating, job type etc.
- Wide range of services; useful when needing specialized or professional work.
- Flexible quoting lets pros bid and tailor services.
- Lead pricing can be opaque and costly.
- Customer service / dispute handling is weak according to many reviews.
- Many pros say they're charged for leads even when the customer doesn't respond, or the lead doesn't match the specification.
- Customers sometimes report hiring someone who isn't as skilled or professional as expected.
- Mixed overall satisfaction: good when everything works, but frustration over cost vs return.

TaskRabbit

- Users post tasks; Taskers pick up tasks (home maintenance, moving, furniture assembly, errands etc.)
- Scheduling + fixed or estimated pricing upfront
- Ratings & reviews; status / trust indicators
- Strong reputation for quality and reliability.
- Flexibility in scheduling / choosing taskers.
- Trust features like background checks etc. aid customer peace of mind.
- Cost tends to be higher (premium pricing) compared to lower-cost job bidders / informal gigs.
- In some areas, availability of high-rated Taskers is limited.
- Some complaints about hidden or extra fees or final price being higher than estimated.
- Users report satisfaction with clean, reliable work, especially for tasks like assembling furniture or small repairs.
- Complaints are often about punctuality or unexpected costs. Taskers often say some tasks are underpaid or effort ends up higher than expect

Gaps & Opportunities Our App Could Fill

1. **Clear Pricing & Fees**
Hidden fees, opaque billing, charges even when no work is done are recurring complaints. If our app offers upfront cost estimates, clear fee structure, refunds policies, and no surprises, that could win trust.
2. **Better Support & Dispute Resolution**
Many reviews criticize poor customer service and difficulty resolving issues. A gap to fill is having responsive, humans in support, fast dispute resolution, maybe even mediation between customers and gig workers.
3. **Coverage / Availability in Underserved Areas**
Many apps have strong presences in big metro areas but weaker in smaller towns / suburban / rural areas. If our app targets smaller local geographies or offers better matching in less saturated markets, that's a gap.

Unique Value Proposition (UVP)

Our app is the first secure, trust-first platform built specifically for local gig work, connecting nearby clients and workers with verified profiles, clear pricing, and real-time availability. We prioritize safety, transparency, and fairness—giving gig workers peace of mind and customers reliable, local help without the usual platform friction. Whether it's a last-minute task or regular side work, our app makes local gigs feel professional and safe.

Key Differentiators

- **Verified Community & Safety First:** Every user—worker or client—is identity-verified and rated, with real-time support and anti-scam protections baked in.
- **Fair Pay, No Surprise Fees:** Clear, upfront pricing with no hidden platform fees or pay-to-bid lead systems—gig workers earn more and clients know what they're paying.
- **Local Matching Engine:** Intelligent, location-based matching connects users within a few miles, reducing cancellations, delays, and increasing repeat jobs

Generative AI Use

Tools used:

For AI tool use, I used ChatGPT with the following prompts.

Prompts used:

1. "You are a market researcher. Analyze the demographics, pain points, and daily habits of potential users for a new local gig app. Present the findings in 3 concise bullet points per category (demographics, pain points, habits).
2. Act as a business analyst. Estimate the total addressable market (TAM), serviceable available market (SAM), and serviceable obtainable market (SOM) for a local gig app. Use recent statistics where possible. Present the numbers in a short paragraph followed by a 3-row table (TAM, SAM, SOM).
3. You are a competitive intelligence expert. Compare 2–3 apps similar to a local gig app. Create a table with columns for Features, Strengths, Weaknesses, and Customer Reviews. Highlight any gaps that your app could fill.
4. Pretend you are a startup pitch coach. Write a clear and persuasive unique value proposition (UVP) for a local gig app in 2–3 sentences. Then, list 3 bullet points showing how it differentiates from competitors.

Fact-Checking:

To fact check ChatGPT, I followed every link it provided and confirmed the data with their own citations. Additionally I did research to see if the estimates it provided were within acceptable levels. I also researched apps that it mentioned to see if they actually existed. For information that was less objective, I did research on my own to see if it was reasonable. I have additionally corrected pieces of information I felt were inaccurate through my own research. (Mostly confirmed through PEW research center)

3 Credible Sources:

<https://www.northone.com/blog/start-a-business/gig-economy-statistics> BLS (bureau)

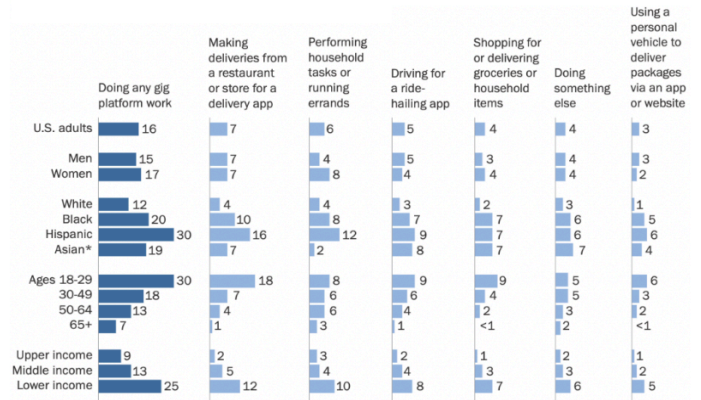
<https://www.ibisworld.com/united-states/market-size/couriers-local-delivery-services/1950>

<https://www.pewresearch.org/internet/2021/12/08/the-state-of-gig-work-in-2021/>

Relevance: This graph clearly shows scaled demographic distributions of people who do gig platform work. It also describes the type of gig platform work, and helps to accurately get a read on the user profiles. Source is the PEW Research Center at

16% of Americans have ever earned money via an online gig platform; adults under 30, Hispanic adults and those with lower incomes especially likely to do these jobs

% of U.S. adults who say they have *ever* earned money by ...



*Asian adults were interviewed in English only.

Note: Gig platform work refers to earning money by using a mobile app or website to find jobs that directly connect workers with people who want to hire them, or by using a personal vehicle to deliver packages to others. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Family income tiers are based on adjusted 2020 earnings. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Aug. 23-29, 2021.

"The State of Gig Work in 2021"

PEW RESEARCH CENTER

<https://www.pewresearch.org/internet/2021/12/08/the-state-of-gig-work-in-2021/>