

Market Research Report

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User Group Profiles

Demographics

- Age Range: 18–65 years old; core users 25–45. Includes gig workers, busy professionals, students, and differently-abled workers.
- Income Level: \$25K–\$65K annually, often using gig work to supplement income or to find affordable local help.
- Location: Primarily urban and suburban residents, but with strong opportunity in smaller communities underserved by large platforms.

Pain Points

- Safety & Trust: Concerns about unsafe job sites, lack of client/worker verification, scams, or non-payment. (HRW 2025)
- Unpredictable Pay: Lack of transparent pricing and surprise fees; financial insecurity from not knowing pay until after work.
- Limited Local Discovery: Existing apps often remote-focused (Fiverr) or too narrow (rideshare/delivery only), leaving gaps in diverse, local gigs.

Daily Habits

- High Mobile Usage: Constant smartphone engagement; check for notifications, messages, and job alerts throughout the day.
- Flexible Schedules: Gig workers browse for short jobs in mornings, evenings, and weekends; requesters post tasks during busy work hours.
- Platform-Hopping: Use multiple apps (TaskRabbit, Thumbtack, Craigslist, Facebook groups) to piece together opportunities.

Market/User Alignment

Key Data & Assumptions

- U.S. Home Services Market: \$90.63B in 2024, projected to \$181.64B by 2034 (CAGR ~7.2%). (ExpertMarketResearch)
- ~7–8 million U.S. workers engaged in app-based gig work; participation continues to rise. (Pew Research, Axios)
- Safety and transparency are recurring user demands, creating differentiation opportunities.

Comparison / Competition

TaskRabbit

- Focused on same-day, local household tasks (assembly, moving, errands).
- Ratings, reviews, and scheduling system build trust.
- Weaknesses: high fees, inconsistent dispute resolution, and limited Tasker availability in some regions.

Thumbtack

- Broader service marketplace (home repair, tutoring, wellness, contractors).
- Flexible quoting system; strong for longer projects.
- Weaknesses: opaque pricing, pros pay for low-quality leads, inconsistent professionalism, weak customer support.

Fiverr

- Global freelance platform for remote services (design, tech, creative).
- Transparent pricing and mature dispute system.
- Weaknesses: poor local job discovery, not designed for in-person or safety-sensitive gigs.

Gaps & Opportunities Our App Could Fill

1. Safety-First Verification – ID and background checks, emergency tools, and accountability features.
2. Transparent Payments – Escrow, upfront pricing, and no hidden fees.
3. Local-Centric Discovery – Matching engine prioritizes nearby, flexible gigs (beyond big cities).

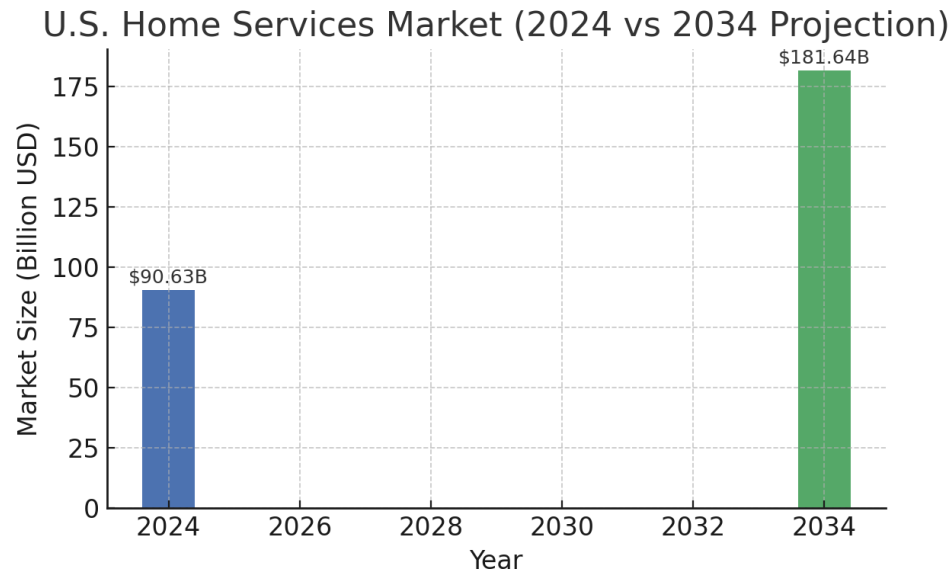
Unique Value Proposition (UVP)

Our app is the first safety-first, trust-centered gig platform built for local work. We connect nearby workers and clients with verified profiles, transparent pay, and accessible features, ensuring peace of mind for workers and reliable results for clients.

Key Differentiators

- Verified Community & Safety Tools
- Fair Pay With Escrow and No Hidden Fees
- Smart Local Matching for Nearby Availability

Visualization



Source: ExpertMarketResearch, 2024

ExpertMarketResearch, 2024 — U.S. Home Services Market (2024 actual vs. 2034 projection)

Generative AI Use

Tools Used

- ChatGPT with web search integration

Prompts Used

1. “You are a market researcher. Analyze the demographics, pain points, and daily habits of gig workers and task requesters for a local gig app. Present the findings in 3 concise bullet points under each category: demographics, pain points, and habits.”
2. “Act as a business analyst. Estimate the U.S. market size for home services and gig work, including total addressable market (TAM), serviceable available market (SAM), and serviceable obtainable market (SOM). Use the most recent statistics where possible. Present the data in a short paragraph followed by a 3-row table (TAM, SAM, SOM).”
3. “You are a competitive intelligence expert. Compare TaskRabbit, Thumbtack, and Fiverr as competitors to a local gig app. Create a table with columns for Features, Strengths, Weaknesses, and Customer Reviews. Identify key gaps in their offerings that your app could fill.”
4. “Pretend you are a startup pitch coach. Write a persuasive unique value proposition (UVP) for a safer, local gig platform in 2–3 sentences. Then, list 3 bullet points that clearly show how it differentiates from existing competitors.”

Fact-Checking Process

- Verified market size with ExpertMarketResearch (2024).
- Cross-checked gig worker participation with Pew Research Center and Axios/Public First.
- Confirmed competitor features and complaints via official product pages + Trustpilot/G2 reviews.
- Validated safety and pay insecurity concerns through Human Rights Watch (2025).

Sources Consulted

- Human Rights Watch – *The Gig Trap* (2025)
- ExpertMarketResearch – *U.S. Home Services Market Report 2024*
- Pew Research Center – *The State of Gig Work in 2021*
- Axios – App-based worker distribution (2024)
- TaskRabbit, Thumbtack, Fiverr official sites and reviews