

E-LABOUR CHOWK

...

Ab mazdoor paas hi hai!

For all your labour needs

Reach us at - contact@elc.com

Phone number: +91 7740043482



TEAM

2



DEVANSHI GOEL

CO-FOUNDER / CEO / CPO

DRIVING THE COMPANY'S
VISION AND PRODUCT
DEVELOPMENT STRATEGY

EQUITY: 30%



PALAK YADAV

CO-FOUNDER / CFO / COO

OVERSEEING FINANCIAL
STRATEGY AND OPERATIONAL
EFFICIENCY

EQUITY: 30%



RACHIT BHANDARI

CO-FOUNDER CIO / CMO / CTO

SPEARHEADING INNOVATION,
TECHNOLOGY AND
MARKETING STRATEGIES

EQUITY: 30%



WHAT IS THE PROBLEM?

3

Labourer Exploitation and Insecurity:

Unstructured labour markets expose workers to unfair wages, lack of security, and exploitative practices.

Inconsistent Quality of Work

Customers often face delays, subpar results, or increased costs due to unskilled labourers.

Customer Inconvenience:

Customers struggle to find reliable labourers at fair, transparent rates due to the unregulated nature of the sector.





WHERE DO WE COME IN?



Organizing the Daily Wage Market

E-Labour Chowk is dedicated to organize the unstructured daily wage sector.

Reliable, Transparent Labour

Our platform connects customers and contractors with reliable, vetted labor at fixed, transparent rates, ensuring quality of work.

Fair Wages and Security

It connects labourers directly to customers, ensuring fair payments as well as life security, thus reducing exploitation.



WHO ARE OUR TARGET CUSTOMERS?


5




NOTE: Phase 1 of our business encompasses approximately five years of operations.
We plan to launch Phase 2 once our B2B (Contractors) domain is fully established and operational.



IS THE PROBLEM REAL?



I had a conversation with Ghanshyam, a labourer in Chandigarh and asked him how consistently he's able to secure work on a daily basis and how challenging it is for him to find employment opportunities. Does he have any sort of security? Is he exploited by the contractor?



I spoke to my friend Lovenish, an architect by profession, whose house was under renovation. I asked him if he encountered significant price variations when contacting different contractors for the same job. Was the service provided by them satisfactory? If not, did he have a way to get it fixed?



WHAT JOURNEY DOES OUR CUSTOMER TAKE?

7

NEED

I need reliable labor to complete my projects efficiently. It's challenging to find skilled workers at fair and transparent rates in this unorganized sector

BUY

I explored different options to address this need. Initially, I relied on personal contacts and local networks, but then I discovered E-Labour Chowk.

CONSUME

Using the E-Labour Chowk app, I simply post the job requirements, and they provide skilled, vetted labor at fixed and competitive rates

MANAGE

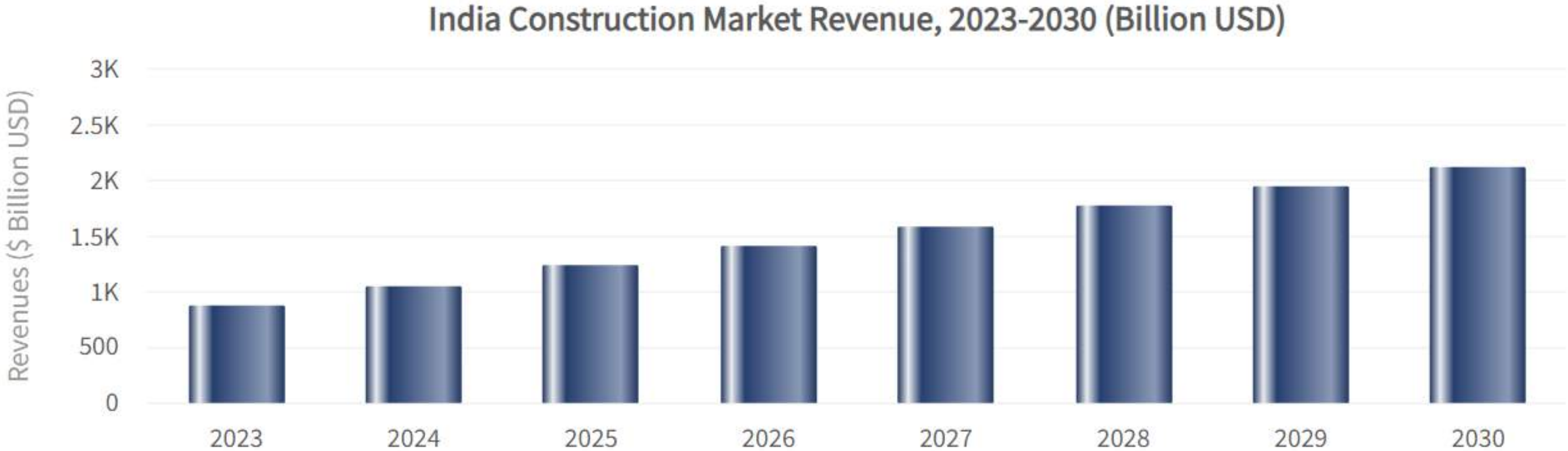
The laborers from E-Labour Chowk are professional and punctual. They complete tasks efficiently and to a high standard, allowing me to manage projects without worry

GROW

I'm so satisfied with the service that I continue using it for my projects, and I've recommended it to other contractors who need reliable labor solutions.



MARKET SIZE



Source : Next Move Strategy Consulting

| Parameters | Details |
|--------------------------|---------------------|
| Market Size in 2023 | USD 884.72 Billion |
| Revenue forecast in 2030 | USD 2134.43 Billion |
| Growth Rate | CAGR 12.62% |

Source:



COMPETITIVE ANALYSIS

9

High

Providing trained labourers at fixed price



Low

Finding a good vetted labourer

High



Low

E-labour Chowk



BUSINESS AND REVENUE MODELS

10

Commission Based

- We take 10% Commission on each transaction.
- This fee is charged from the contractor on each labour appointed.

Subscription Based

- Fee: ₹0-₹150 per month.
- Ensures quicker responses from verified laborers.

Featured Listing for Labourers

- Free tier for basic access (view and apply to jobs).
- Paid tier for additional benefits like:
 1. Featured laborer listing (more visibility).
 2. Priority job notifications.
 3. Access to premium customers.

Advertisements/Partnerships

- Partnerships with companies
- Targeted ads for businesses



OUR GO-TO MARKET STRATEGY

11

Phase I: B2B2C (Business (ELC) to Business (Contractor) to Consumer) :

Contractors and Builders: Businesses needing quick and reliable labour for construction projects and other services.

Service Providers: Companies looking for labourers for various tasks such as maintenance, cleaning, and more.

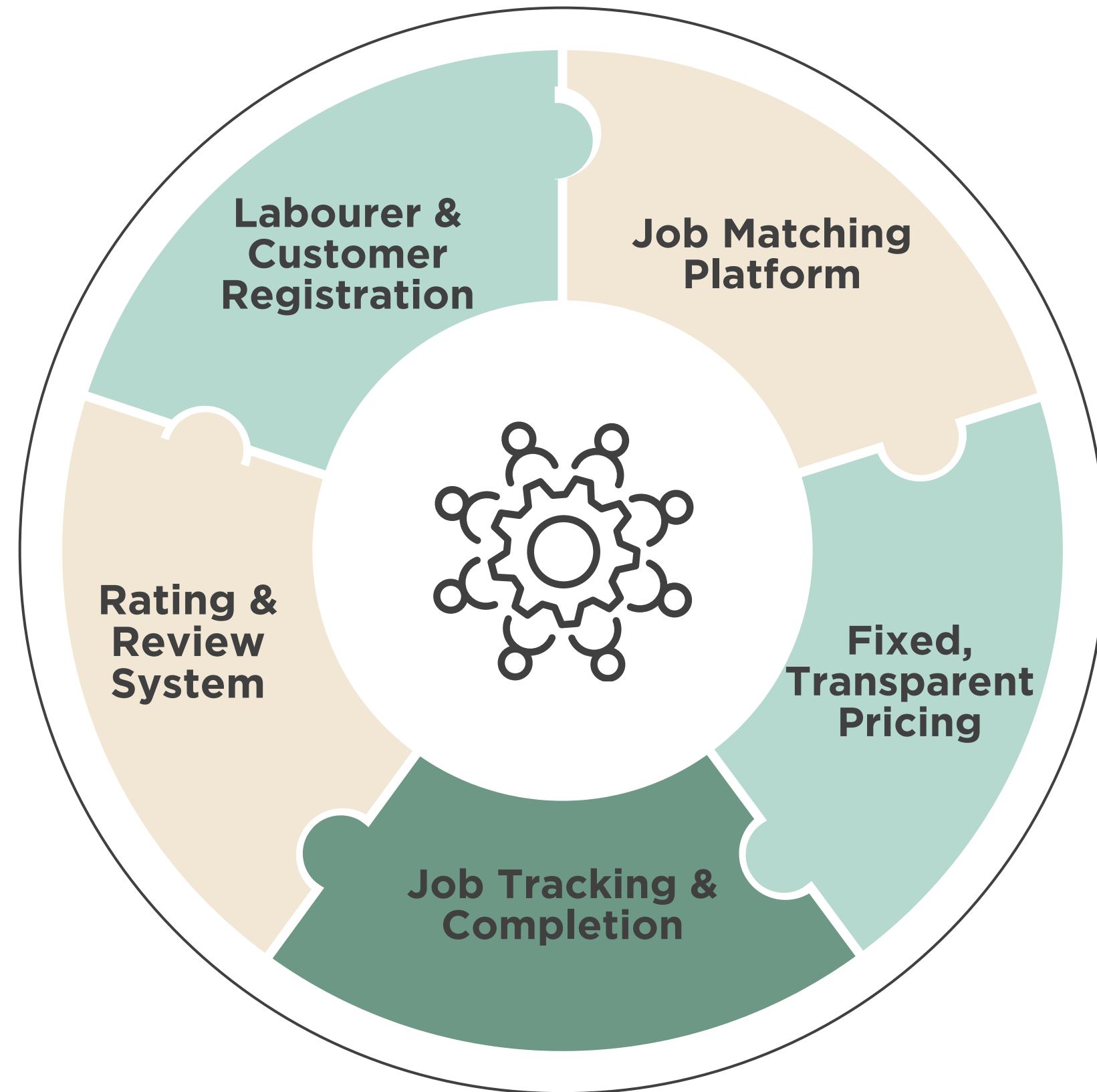
Phase 2 : D2C (Direct to Consumer) :

Homeowners: Individuals requiring labour services for home renovations, repairs, or other tasks.



MINIMAL VIABLE PRODUCT.

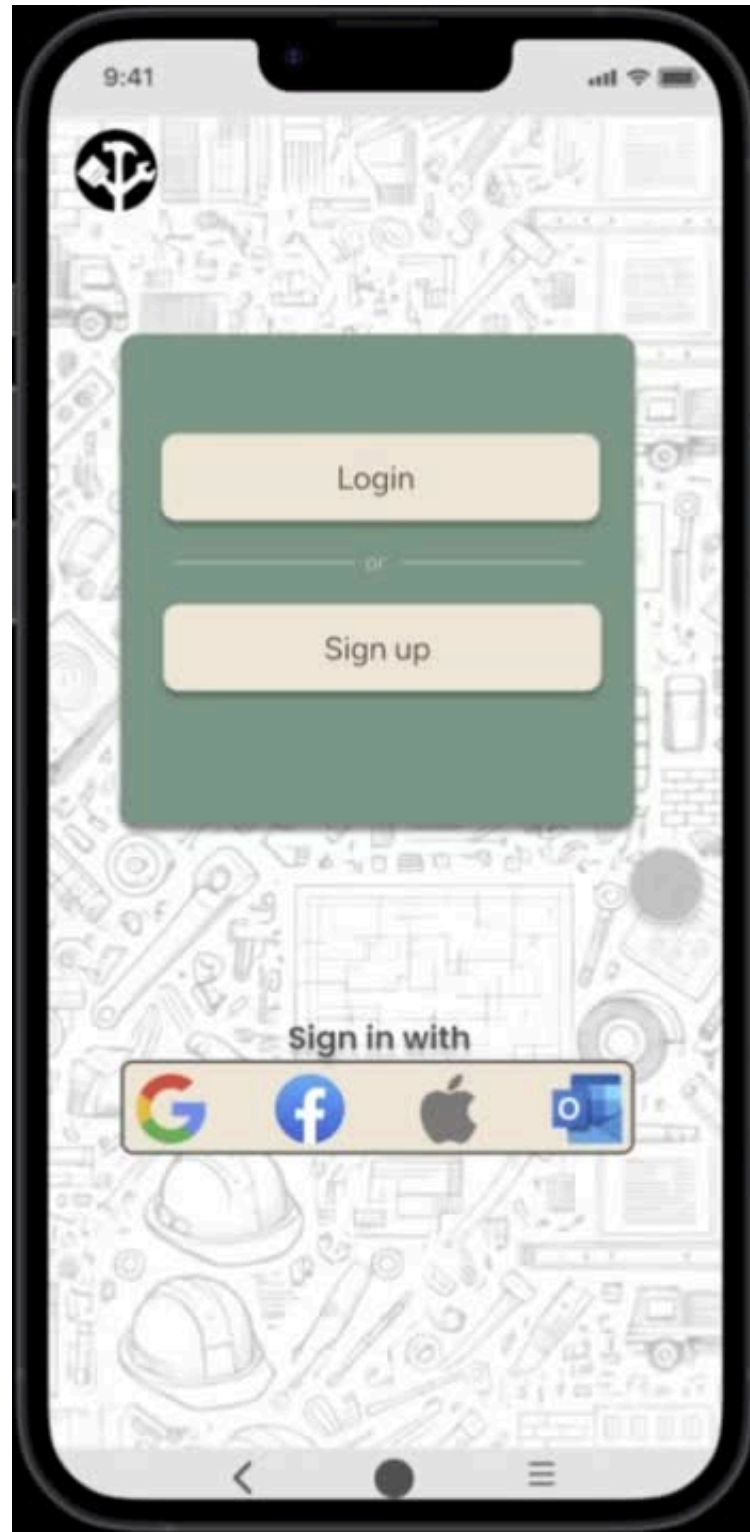
WEBSITE LINK



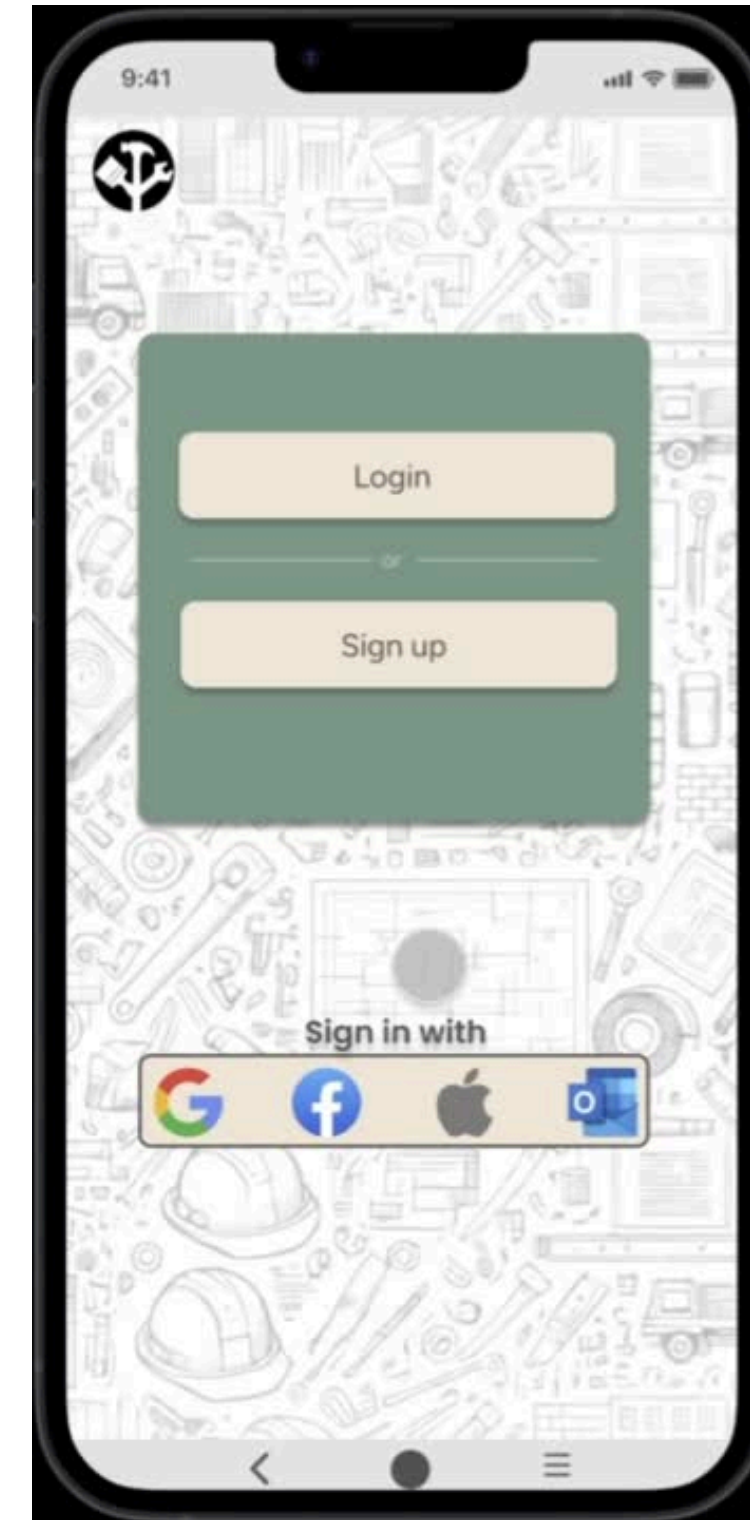


PROTOTYPE

13



Customer Interface



Labourer Interface



HOW WILL WE MARKET OUR PRODUCT?

14

Product

A platform connecting labourers with customers for quick, reliable job matches and making the lives of the labourers better, and customers' simpler.

Pricing

Fixed pricing across different cities, adjusted based on tier (e.g., Tier 1, Tier 2), offering transparency and fairness.

Place

We are online! Our app is simple to use, reaching the customers just a tap away while connecting with the labourers through on-ground campaigns.

Promotion

Marketing through channels like TV and Newspaper ads, social media, local outreach, and partnerships with NGOs and worker communities.



REVENUE PROJECTIONS

15

| | | | | | |
|----------------------------------|--------------|--------------|--------------|--------------|--------------|
| Average Price | ₹ 761 | ₹ 765 | ₹ 768 | ₹ 768 | ₹ 772 |
| Bottom Up Projections | | | | | |
| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Number of Customers | 20 | 50 | 110 | 210 | 350 |
| Units per Customer | 2700 | 3000 | 3400 | 4000 | 5000 |
| Total Units Sold | 54,000 | 150,000 | 374,000 | 840,000 | 1,750,000 |
| Revenues | ₹ 41,094,000 | ₹ 114,750,00 | ₹ 287,232,00 | ₹ 645,120,00 | ₹ 1,351,000, |
| | | | | | |
| Top Down Projections | | | | | |
| Market Size (in Number of Units) | 7,290,000 | 8,550,000 | 10,200,000 | 18,000,000 | 26,250,000 |
| Market Share (%) | 1% | 2% | 4% | 5% | 7% |
| Total Units Sold | 72,900 | 171,000 | 408,000 | 900,000 | 1,837,500 |
| Revenues | ₹ 55,476,900 | ₹ 130,815,00 | ₹ 313,344,00 | ₹ 691,200,00 | ₹ 1,418,550, |
| | | | | | |
| Check: | Good | Good | Good | Good | Good |



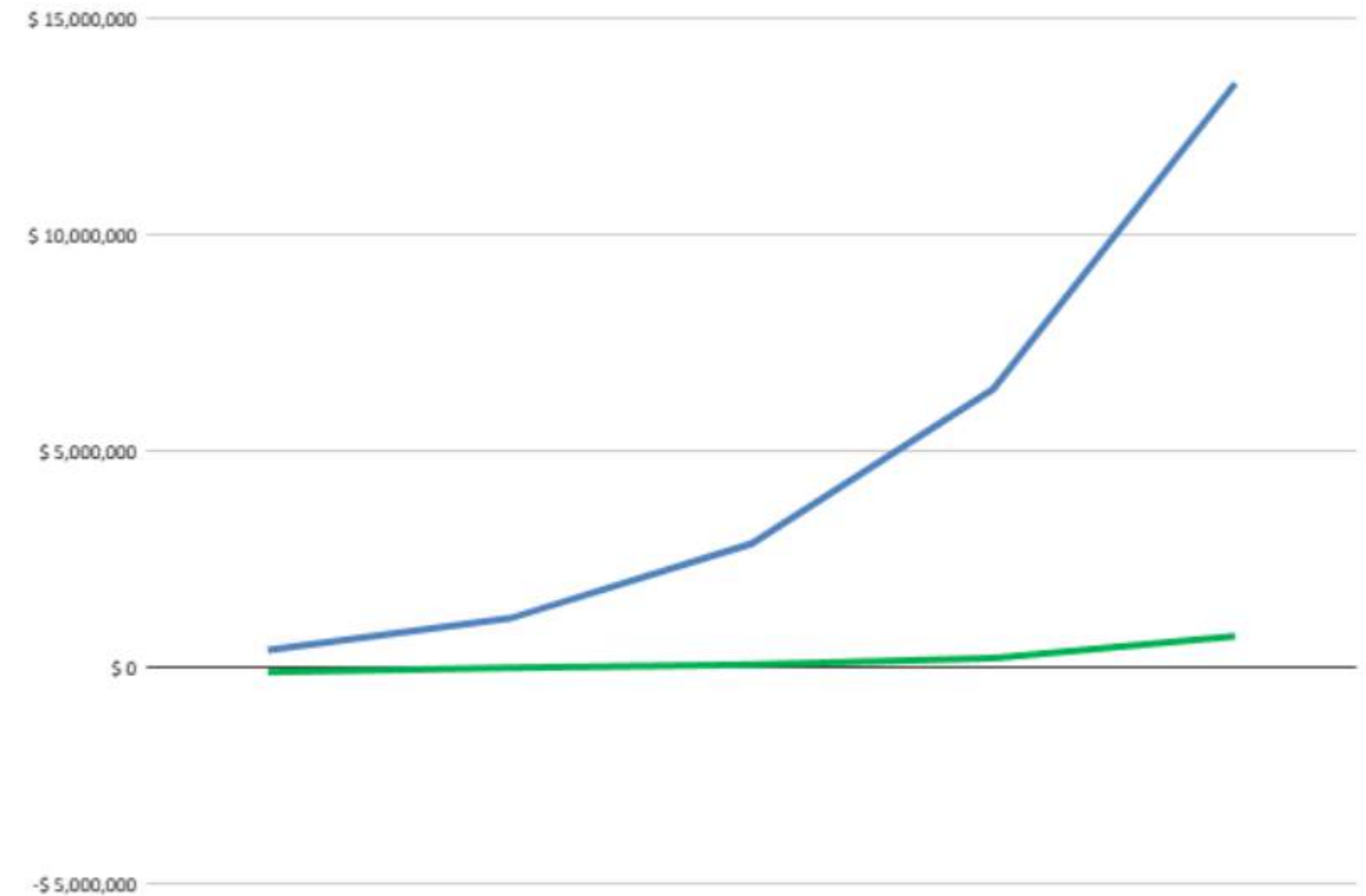
P&L STATEMENT

16

P&L Statement

| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | % of sales |
|---|--------------|---------------|---------------|---------------|-----------------|------------|
| Total Units Sold | 54,000 | 150,000 | 374,000 | 840,000 | 1,750,000 | |
| Average Unit Price | ₹ 761 | ₹ 765 | ₹ 768 | ₹ 768 | ₹ 772 | |
| Revenues | ₹ 41,094,000 | ₹ 114,750,000 | ₹ 287,232,000 | ₹ 645,120,000 | ₹ 1,351,000,000 | |
| Cost of Goods Sold (per Unit) | ₹ 692 | ₹ 692 | ₹ 694 | ₹ 694 | ₹ 697 | |
| Gross Profit | ₹ 3,726,000 | ₹ 10,950,000 | ₹ 27,676,000 | ₹ 62,160,000 | ₹ 131,250,000 | 10% |
| Operating Expenses: | | | | | | |
| Research and Development | ₹ 1,000,000 | ₹ 1,000,000 | ₹ 3,000,000 | ₹ 6,000,000 | ₹ 7,000,000 | 1% |
| Selling, General & Administrative Expense | ₹ 7,000,000 | ₹ 9,000,000 | ₹ 14,000,000 | ₹ 18,000,000 | ₹ 26,000,000 | 2% |
| Non-Recurring Operating Expenses | ₹ 5,000,000 | ₹ 0 | ₹ 0 | ₹ 7,500,000 | ₹ 0 | 0% |
| Other | ₹ 50,000 | ₹ 50,000 | ₹ 100,000 | ₹ 150,000 | ₹ 150,000 | 0% |
| EBITDA | -₹ 9,324,000 | ₹ 900,000 | ₹ 10,576,000 | ₹ 30,510,000 | ₹ 98,100,000 | 7% |
| Depreciation and Amortization | ₹ 0 | ₹ 0 | ₹ 0 | ₹ 0 | ₹ 0 | 0% |
| Operating Profit (EBIT) | -₹ 9,324,000 | ₹ 900,000 | ₹ 10,576,000 | ₹ 30,510,000 | ₹ 98,100,000 | |
| Interest Expense | ₹ 0 | ₹ 0 | ₹ 0 | ₹ 0 | ₹ 0 | 0% |
| Interest Income | ₹ 0 | ₹ 0 | ₹ 0 | ₹ 0 | ₹ 0 | 0% |
| Net Profit (EBT) | -₹ 9,324,000 | ₹ 900,000 | ₹ 10,576,000 | ₹ 30,510,000 | ₹ 98,100,000 | |
| Income Tax | ₹ 0 | ₹ 225,000 | ₹ 2,644,000 | ₹ 7,627,500 | ₹ 24,525,000 | |
| Net Income | -₹ 9,324,000 | ₹ 675,000 | ₹ 7,932,000 | ₹ 22,882,500 | ₹ 73,575,000 | 5% |

Financial Projection





CAC AND LTV

17

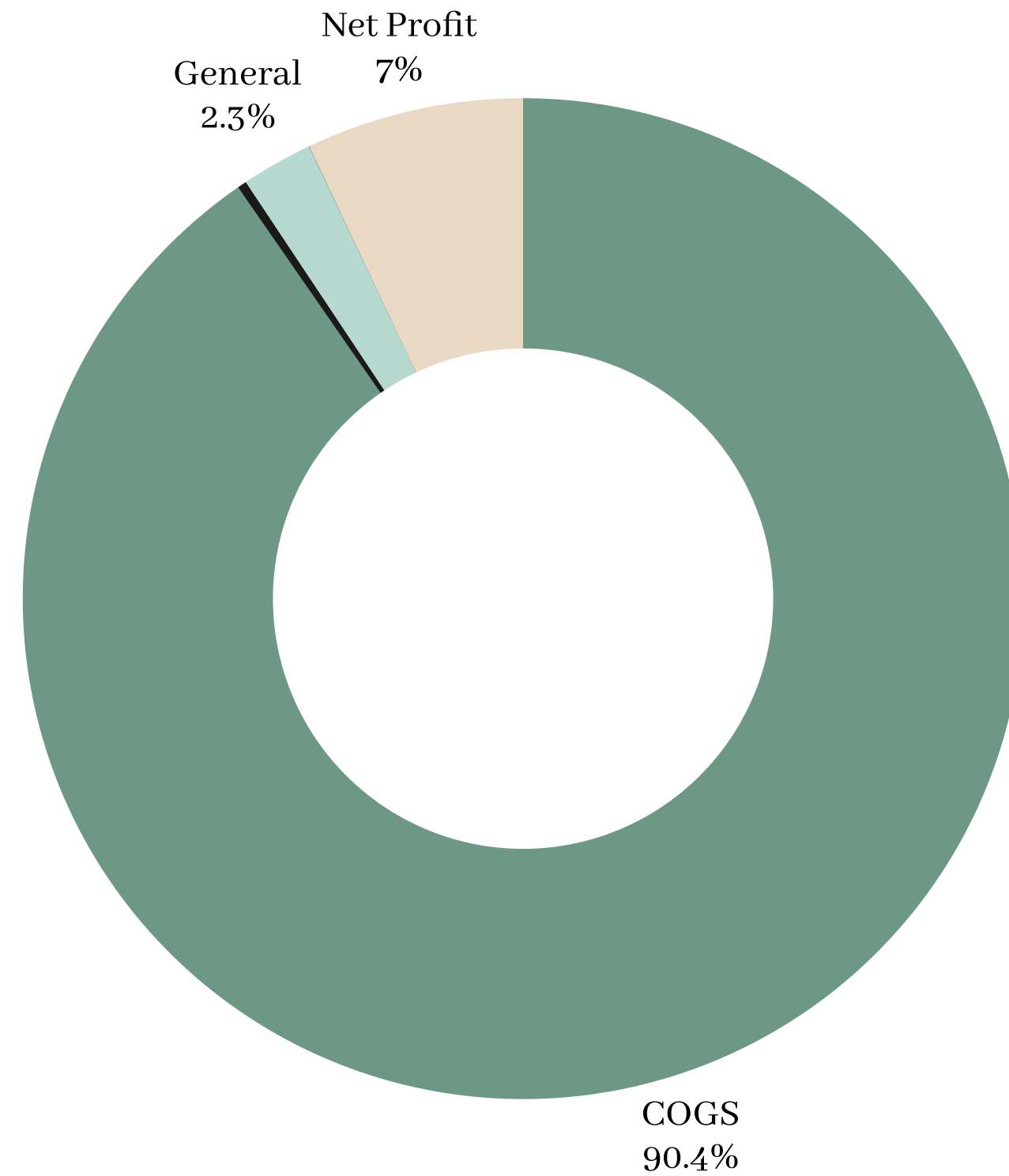
| Marketing Spend (SG&A) | Total Customers | Total Units Sold | Total Revenue | Gross Profit | Gross Margin % | ARPU | CAC (per unit) | LTV | CAC:LTV Ratio |
|------------------------|-----------------|------------------|-------------------|-----------------|----------------|---------------|----------------|-----------|---------------|
| Rs. 52,900,000 | 740 | 3,168,000 | Rs. 2,439,196,000 | Rs. 235,762,000 | 9.66% | Rs. 3,296,210 | Rs. 16.69 | Rs. 74.41 | 1:4.45 |



PROJECTED UNIT ECONOMICS

(BY THE END OF YEAR 5)

18





VALUATION & FUNDING NEEDS

19

Discounted Cash Flow Model

First Five Years

Discount Rate: 17%

| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|------------------|--------------|-----------|--------------|--------------|--------------|
| EBITDA: | -₹ 9,324,000 | ₹ 900,000 | ₹ 10,576,000 | ₹ 30,510,000 | ₹ 98,100,000 |
| Discount Factor: | 0.855 | 0.731 | 0.624 | 0.534 | 0.456 |
| Present Value: | -₹ 7,969,200 | ₹ 657,462 | ₹ 6,603,344 | ₹ 16,281,660 | ₹ 44,744,500 |

After Year 5 (Going Concern Principle)

Discount Rate: 17%

Growth Rate: 3%

Value in Perpetuity = $\frac{\text{Year 5 EBITDA}}{(\text{Discount Rate} - \text{Growth Rate})}$

5 Year Present Value: ₹ 60,317,741.45

Value in Perpetuity: ₹ 700,714,285.71

Total Present
Value of the
Company: ₹ 761,032,027

What Funding Needs Do We Have?

As we are EBITDA negative in our first year, we would like to cover our operational and administrative expenses. We would also like to buy a property to gather our team at a single workplace for better communication and workflow



CURRENT STATUS

20

| Aspect | Status | Details |
|---------------------|-------------------------|---|
| Product Readiness | Ready | Final product and software development completed. |
| Prototype Testing | Complete | Prototypes tested successfully for functionality. |
| Customer Validation | Achieved | Positive feedback from target customers, needs addressed. |
| Market Readiness | Ready for Launch | All preparations made to enter the market. |
| Operational Setup | Established | Infrastructure, teams, and processes are in place. |
| Marketing Strategy | Defined | Launch strategy and channels identified. |
| Funding Status | Ask for initial funding | Initial funding stage |



FUND - RAISING PLAN

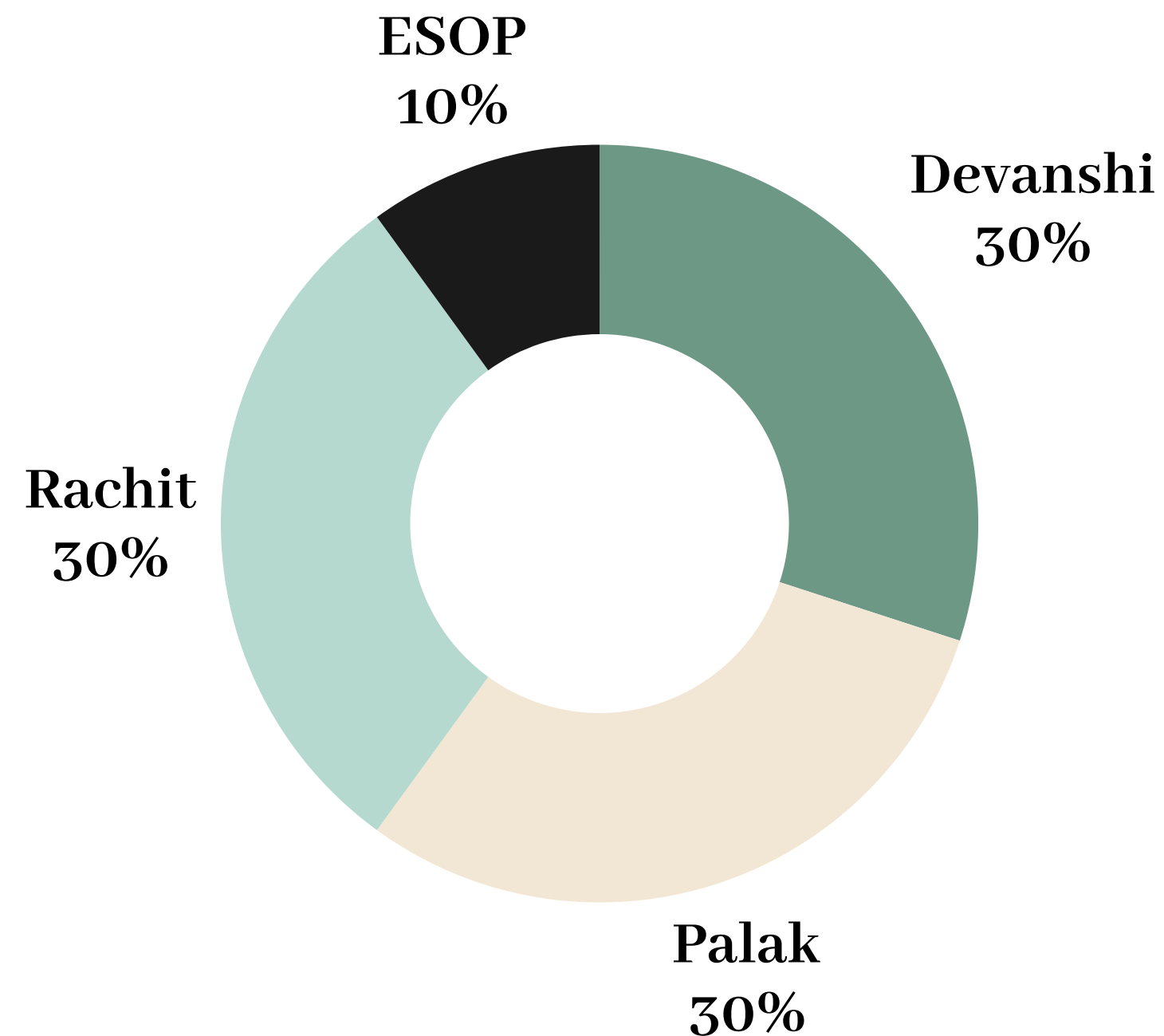
21

Fundraising History

We are bootstrap till now

**Our ask is Rs. 1 crore
for 1.5% stake of our
company**

Current Equity Structure





EXIT OPTION FOR INVESTORS

22

When to expect an exit :

Around 7-10 years

Aquisition by big companies :

Major real estate companies like DLF Group, Godrej Properties could benefit from an integrated labour hiring platform for their projects and enhance their service portfolio,

IPO (Initial Public Offering) :

A long-term goal is to list on stock exchanges, offering early investors the opportunity to liquidate their holdings at a higher valuation. With the digitization of India's labor market growing, E-Labour Chowk could position itself as a market leader, making it attractive for public markets.

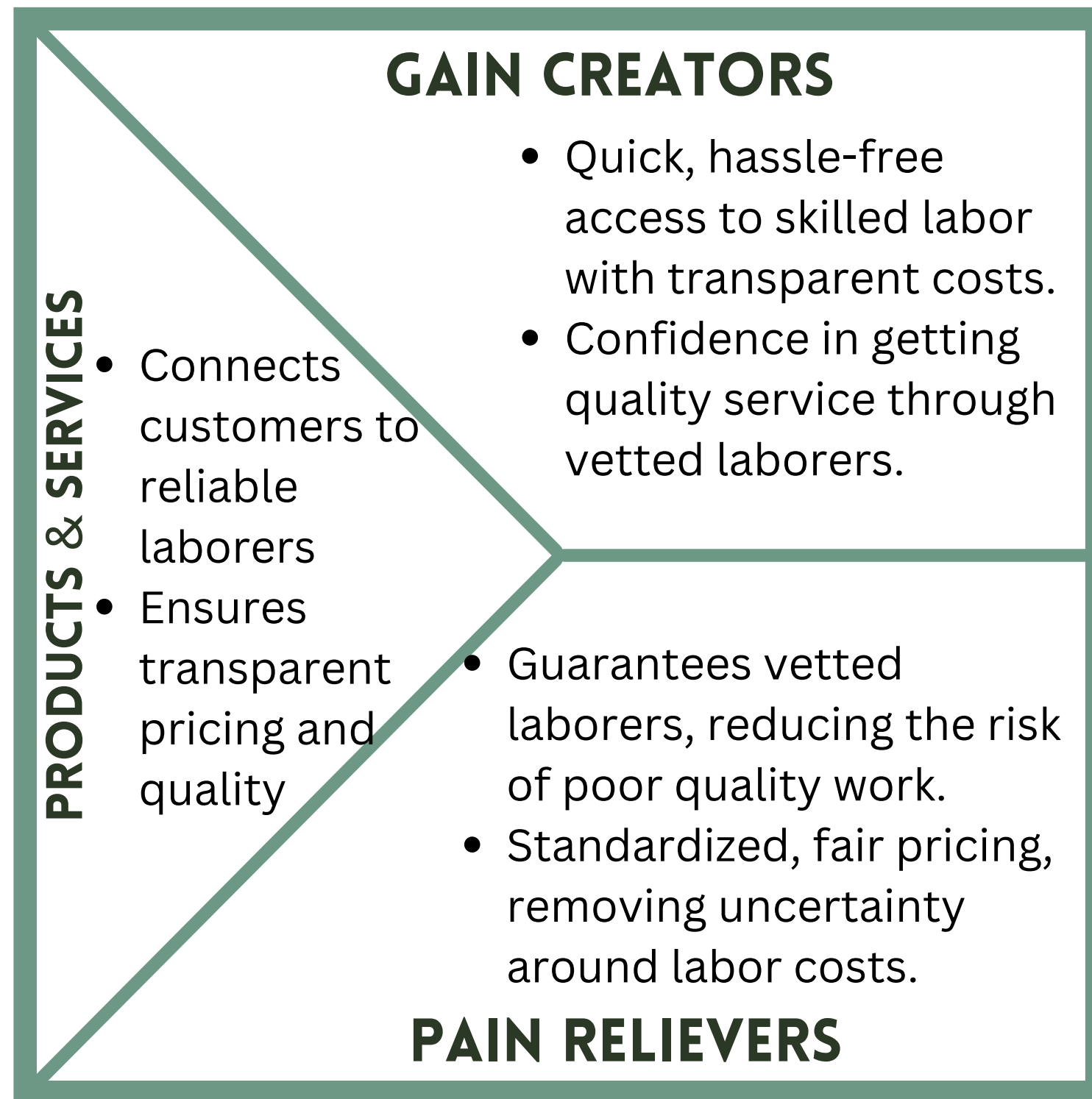


BACKUP SLIDES



VALUE PROPOSITION CANVAS

24



Value proposition



Customer segments



BUSINESS MODEL CANVAS

25

| KEY PARTNERS | KEY ACTIVITIES | VALUE PROPOSITIONS | CUSTOMER RELATIONSHIP | CUSTOMER SEGMENTS |
|--|---|---|--|--|
| 1. Labour unions 2. NGOs and government bodies focused on labor welfare. 3. Local contractors. 4. Payment service providers. 5. A local smartphone company. 6. Local tools and hardware stores 7. Insurance company. | 1. Make the labourer technologically literate. 2. Maintain the platform (app updates, bug fixes). 3. Grow and manage the laborer and employer base. 4. Marketing and community outreach. 5. Ensure payment gateways are secure. | 1. A platform for laborers to find work easily. 2. Simplification of the process of finding and hiring labour. 3. Non-fluctuating prices ensure transparency. | 1. Support through in-app chat, help centers, and phone. 2. Personalized notifications for job opportunities. 3. Feedback systems for both employers and laborers. | 1. Daily wage laborers looking for work. 2. Contractors, small business owners, and households needing labor services. 3. NGOs, government bodies, or organizations involved in labor welfare. |
| | KEY RESOURCES | | CHANNELS | |
| | 1. The app's development and maintenance team (technical). 2. A solid database of both laborers and potential employers. 3. A marketing team for outreach. 4. Partnerships with community organizations and labor unions. | | 1. Partnerships with labor unions. 2. Local advertisements 3. Word of mouth and referrals. 4. Social Media Marketing | |
| COST STRUCTURE | | | REVENUE STREAM | |
| 1. App development and maintenance. 2. Marketing and customer acquisition cost. 3. Employee wages (for technical, customer support teams). 4. Legal and compliance costs. 5. Providing insurance to labourers. 6. Expenditure on workshops for skill development and tech literacy. | | | 1. Commission-based fee from laborers and employers per successful job. 2. Subscription models for employers and contractors. 3. Ads from local businesses targeting the app’s user base. 4. Commission on promoting products of a particular brand, and a cut on usage of the products in the job. | |



OUR PLANS FOR AN EXTENDED TEAM

26

UI/UX Designer (Chief Design Officer)

- Design intuitive and user-friendly interfaces for the app.
 - Conduct user research and usability testing to refine the user experience.
 - Create wireframes, prototypes, and design specifications.
-
- Month 1-2: Initial Research & Concept Design
 - Month 3-4: Wireframes & Prototyping
 - Month 5-6: Usability Testing & Refinement
 - Month 7-8: Design Handoff & Launch Preparation

Hire by Month-4

Legal Advisor

- Ensure legal compliance and regulatory adherence
 - Draft and review contracts, terms, and privacy policies
 - Manage legal disputes and provide guidance on intellectual property
-
- Month 1-2: Legal Compliance & Regulatory Adherence
 - Month 3-4: Contract Drafting & Policy Development
 - Month 5-6: Legal Framework
 - Month 7 onwards: Ongoing Legal Guidance & Dispute Management

Hire by Month -1



ELEVATOR PITCH

27

For Contractors and Homeowners who struggle to find reliable labours at fair, transparent rates due to the unregulated nature of this sector, we have the E-Labour Chowk in the on-demand Labour market that simplifies the process of finding vetted, dependable labours at fixed & transparent rates, unlike the traditional method of finding labours, our product connects labours directly to customers and contractors, ensuring quality and reliability.



OUR INITIAL PLAN FOR SERVICE/PRODUCT

28

- 1 **Platform Development** : Create an MVP with features for customers and laborers
- 2 **Labourer Onboarding** : Partner with local labour sources, verify identities, and offer training sessions.
- 3 **Service Offering** : Ensuring good quality and reliability is a key factor that determines success and growth.
- 4 **Customer Support** : Provide easy access to support for booking assistance and dispute resolution.
- 5 **Build Trust** : Implement a rating system and transparent pricing for accountability.



HOW WILL WE MARKET OUR PRODUCT?

29

- 1** Product : A platform connecting labourers with customers for quick, reliable job matches and making the lives of the labourers better, and customers' simpler.
- 2** Pricing : Fixed pricing across different cities, adjusted based on tier (e.g., Tier 1, Tier 2), offering transparency and fairness.
- 3** Place : We are online! Our app is simple to use, reaching the customers just a tap away while connecting with the labourers through on-ground campaigns.
- 4** Promotion : Marketing through channels like TV and Newspaper ads, social media, local outreach, and partnerships with NGOs and worker communities.
- 5** Packaging : The app is intuitive, visually appealing, and easy to navigate, with multi-language support for a smooth experience.
- 6** Positioning : E-Labour Chowk is a reliable, efficient platform with standardized pricing and easy access to labourers across cities.
- 7** People : We're here to support both laborers and employers, ensuring smooth, trustworthy interactions and making lives simpler and better.



PROTOTYPE

Figma link (Present)

Figma Link

Website Prototype