Business Proposal

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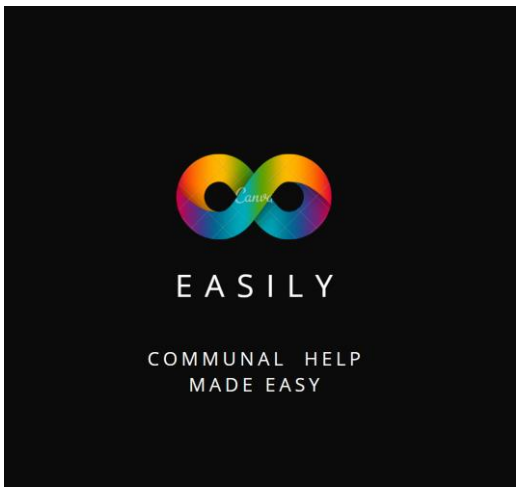

Product Name: Easily

Product Nature: Uber-like care service

Technology: GPS, service-on-demand app

Executive Summary:

The care industry is a rapidly growing market, and there is a high demand for quality care services. Our business proposal is to establish an e-commerce platform that provides on-demand care services to elderly and disabled individuals in their homes. We will offer a range of services, including personal care, home help, and companionship. Our platform will be user-friendly, efficient, and will offer seamless booking and payment systems. Our care services will be tailored to meet the specific needs of our clients, and we will provide a high level of customer service to ensure transparent rating, free comment and competitive bidding.

Market Analysis:

The care industry is one of the fastest-growing markets globally, with a projected growth rate of 7.5% over the next five years. This growth is driven by an aging population, an increase in chronic illnesses in post –Covid era, and a preference for home-based care services. In addition, there is a growing demand for specialized care services for people with disabilities.

Our target market will be elderly and disabled individuals who require assistance with daily living activities. We will focus on providing on-demand and customized quality care services that enable our clients to live independently in their homes for as long as possible. Our services will be available to individuals who are privately funded and those who receive government funding through different channels.

Service Offerings:

Our e-commerce platform will offer a range of services to meet the needs of our clients. These services will include personal care, home help, and various forms of companionship. Our personal care services will include assistance with bathing, dressing, grooming, and toileting. Our home help services will include light housekeeping, meal preparation, laundry services, gardening and even more. Our companionship services will include socialization, recreational activities, and transportation.

We will provide our services through localization and mobilization of various local talents, such as freelance carers, part-time mums or housewives, community workers and self-employed technicians who will be available to deliver high-quality in-person services. We will ensure a transparent rating and price bidding system to transform the care industry into a convenient task-based Uber model.

Marketing and Sales:

Our marketing strategy will be focused on building a strong brand reputation for easy and convenient care services delivered through our e-commerce platform. We will leverage social media, search engine optimization, and content marketing to raise awareness of our services. We will also partner with hospitals, nursing homes, community centres and social media to generate referrals.

We will also combine pop cultures into the promotional campaign of the app, using plots from recent hit movies such as *The Whales* or *Everything Everywhere All at Once* to create the advertising concept of community mutual help and relieving family burdens to gain popularity among younger audience. More offline campaigns can be launched in major senior neighbourhoods in western cities to attract senior users.

Our platform will offer competitive pricing for our services and provide flexible payment options to make our services accessible to a wide range of clients. We will also offer a referral program to incentivize our clients to refer their friends and family to our services with an introductory discount or cashback.

Technology and Operations:

Our e-commerce platform will be designed to provide a user-friendly, efficient, and seamless booking and payment system. Clients will be able to book and pay for services through our website or mobile app, which will also provide real-time updates on the status of their booking. Post-service comments are essential and impact the rating of the carers as well as the buyers to create a transparent market feedback. Higher bidding price can be expected for care providers of higher quality. Different other tasks can be put forward other than the conventional care services.

We will use data analytics to optimize our operations and improve the quality of our services. We will also leverage technology to enable remote monitoring of our care workers and provide real-time feedback to ensure that our clients receive the highest quality of care.

Financial Projections:

We anticipate that our e-commerce platform will generate revenues in the first three years of operations, with an initial net profit margin of 20%. The profit model will be similar to Uber, perhaps with extra potential for advertising income or profit from extended service (wealth or property management for seniors etc.). We anticipate that our revenues will grow by 15% annually over the next five years, with a corresponding increase in net profit margin eventually to 40%. We will reinvest a portion of our profits into technology and marketing to maintain a competitive advantage in the market.

Conclusion:

Our e-commerce platform will provide quality care services to elderly and disabled individuals in their homes. We will differentiate ourselves from competitors by delivering exceptional customer service and leveraging technology to provide a seamless and efficient booking and payment system. With a growing demand for home-based care services and increasing penetration of smart phone usage among senior population, we anticipate significant interest from the market in our products.

Competitor Analysis:

There are several similar competitors on the market at the moment. They are:

Care.com: Care.com is an online platform that connects families with caregivers. They offer a range of services, including child care, senior care, pet care, and housekeeping.

Honor: Honor is a technology-enabled home care company that provides non-medical in-home care services to seniors. They focus on providing personalized care services through a team of trained and qualified caregivers.

HomeHero: HomeHero is an online platform that connects seniors with qualified caregivers. They offer a range of services, including personal care, meal preparation, medication reminders, and transportation.

Hometeam: Hometeam is a technology-enabled home care company that provides in-home care services to seniors. They use a team-based approach to deliver personalized care services.

Envoy: Envoy is an online platform that provides on-demand senior care services. They offer a range of services, including transportation, meal delivery, and medication management.

These are old-fashioned care service providers that mostly operate on a traditional website-based booking system without tapping in the latest GPS location and real-time feedback on-demand service. The genre of service they provide is also narrow, highly oriented towards traditional sectors of child care and senior care. More unconventional needs such as gardening help, bathroom help, mental help or even technological help (helping seniors learn how to use Tiktok for example!) can be ignored. These needs open up a huge market gap and call for a better service provider.

Potential risk in model transfer from Uber:

Uber is a technology-enabled transportation network company that connects riders with drivers through its mobile application. Uber operates on a two-sided marketplace business model, where it serves as an intermediary between two groups of customers - riders and drivers.

The key elements of Uber's business model are:

Riders: The riders are the customers who use Uber's mobile application to request rides. Riders can view the estimated time of arrival, the driver's name, rating, and vehicle details before confirming the ride. Riders pay for their rides through the mobile application using a credit card or other payment methods.

Drivers: The drivers are independent contractors who provide transportation services to riders using their own vehicles. Drivers go through a background check and verification process before they are approved to drive for Uber. Drivers receive ride requests through the Uber mobile application and are compensated for their services through a percentage of the fare paid by the rider.

Mobile Application: The Uber mobile application is the platform that connects riders with drivers. The application uses GPS technology to match riders with the nearest available driver. The mobile application also provides riders with real-time information about the estimated arrival time, the driver's name and rating, and the fare for the ride. Drivers also use the mobile application to receive ride requests, navigate to the rider's location, and track their earnings.

Surge Pricing: Surge pricing is an algorithm-based pricing model that Uber uses during periods of high demand. When demand for rides is high, Uber raises the price of rides to incentivize more drivers to become available, increasing the supply of drivers on the platform. Surge pricing helps to balance supply and demand and ensure that riders can always get a ride, even during periods of high demand.

Data Analytics: Uber uses data analytics to optimize its operations and improve the quality of its services. The company collects data on rider behavior, driver behavior, traffic patterns, and other factors that affect the quality of the service. This data is used to optimize driver routes, reduce wait times, and improve the overall user experience.

Overall, Uber's business model can also be applied to the service industry to provide a more convenient, efficient, and timely service to its customers. Surge pricing mechanism can also incite carer motivation when there are particularly difficult tasks or during a particularly late hour service.

However, while the same business model that Uber uses for transportation can be applied to on-demand care services, to actually create a safe platform that connects individuals in need of care services with qualified and vetted caregivers faces certain challenges:

1. Licensing and Certification: Caregivers may need to be licensed or certified depending on the type of care they provide. The platform would need to verify that caregivers have the necessary licenses and certifications before allowing them to offer their own kind of services on the platform.

2. Liability and Insurance: Caregivers providing care services would need to have liability insurance to protect both the caregiver and the individual receiving care. The platform would also need to have insurance coverage to protect against any liability that may arise from the use of the platform.

3. Safety and Background Checks: The platform would need to conduct thorough background checks on caregivers to ensure they have a clean criminal record and no history of abuse or neglect. Caregivers should also be required to undergo training on how to provide safe and effective care services.

4. Privacy and Data Security: The platform would need to ensure the privacy and security of user data, including personal information, payment information, and health information.

Some of these challenges were already met with and answered by Uber. For example:

1. Professional Requirements: Uber has specific driver requirements that must be met before someone can drive on the platform. These requirements include age, driving experience, and a valid driver's license. This kind of professional checking will also be applied to caregivers on our platform.

2. Customer Service: Uber emphasizes the importance of customer service and provides training on how to interact with riders in a professional and friendly manner. Drivers are taught how to handle difficult situations and how to resolve conflicts with riders. Similarly, there will be appropriate

training provided for all registered caregivers or service providers on our platform.

3. Safety and Security: Uber provides training on safety and security measures to help keep both drivers and riders safe. Drivers are taught how to recognize and avoid potentially dangerous situations and how to handle emergency situations. For our case, we will install an emergency button in our app where easy connection to our call centre, hospital and nearby police station can be made readily accessible for our users. All safety and security issues are treated with prime care.

In addition to the online training resources, Uber also provides in-person support centers where drivers can receive additional training and support. These support centers provide a range of services, including vehicle inspections, driver training sessions, and customer support. For an online caring platform, we will also offer the suitable mental and daily care training for our potential users.

Potential Market:

The online care service can be successful in many markets around the world, but there are a few key factors that make some markets more conducive to success than others. Here are some factors to consider:

Aging population: Markets with a growing aging population tend to have a higher demand for care services. For example, in countries such as Japan, South Korea, and Italy, the aging population is increasing rapidly, which has created a high demand for home care services.

High population density: Markets with high population density can be ideal for online care services because there is a higher concentration of people who may need care services. Urban areas such as New York City, London, and Hong Kong could be good markets for online care services.

Strong healthcare infrastructure: Markets with a strong healthcare infrastructure tend to have a higher demand for care services. For example, countries such as Canada, the United States, and the United Kingdom have well-established healthcare systems, which could create demand for online care services that can provide additional support to those who need it.

High smartphone and internet penetration: Online care services require the use of technology, so markets with high smartphone and internet penetration could be ideal. Countries such as South Korea, Sweden, and Norway have high smartphone and internet penetration rates and could be good markets for online care services.

Supportive regulatory environment: Markets with supportive regulatory environments for online care services could help facilitate growth and success. For example, countries such as the United States, Canada, and the United Kingdom have regulatory frameworks in place for online healthcare services, which could make it easier for online care services to enter the market.

To sum up, the primary market locations will be urban areas in developed countries like Japan, South Korea, North America and West Europe. However, potential opportunities in emerging markets like China and India can be explored as well.

Potential Profitability Model:

Assumptions:

The target audience for the service is mostly retirees.

The service is an on-demand care service similar to Uber.

The service will operate in Europe, US, Japan, and Korea.

The service will charge a fee for each booking, and the fee will vary based on the location and type of service.

The service will take a percentage of the fee as a commission.

Market Inputs:

Market size:

- Europe: According to Eurostat, the number of people aged 65 and over in the European Union was 99.2 million in 2021.
- US: According to the US Census Bureau, the number of people aged 65 and over in the United States was 56.4 million in 2020.
- Japan: According to the Ministry of Internal Affairs and Communications, the number of people aged 65 and over in Japan was 37.2 million in 2020.

- Korea: According to the Korea National Statistical Office, the number of people aged 65 and over in South Korea was 7.7 million in 2020.

Average fee per booking: Assuming an average fee of $50 per booking, which is in line with similar on-demand services, and assuming 50% of bookings are for one hour or less, with the remainder being longer bookings, the average fee per hour would be $37.50.

Commission percentage: Assuming a commission of 20% on each booking.

Model Projections:

Assuming the service reaches a successful penetration rate from 5% to 20% of the senior population, depending on the different market factors, on the basis of 1 hour of care booking per week per person. Assuming the service takes a 20% commission on each booking, the service's revenue per hour would be $7.5. The service's potential annual revenue in each market would be as follows:

Europe:

- 5% penetration rate: 4.96 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $1.93 billion
- 10% penetration rate: 9.92 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $3.87 billion
- 15% penetration rate: 14.88 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $5.8 billion
- 20% penetration rate: 19.84 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $7.74 billion

US:

- 5% penetration rate: 2.82 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $1.11 billion
- 10% penetration rate: 5.64 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $2.21 billion
- 15% penetration rate: 8.46 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $3.31 billion
- 20% penetration rate: 11.28 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $4.41 billion

Japan:

- 5% penetration rate: 1.86 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $0.725 billion
- 10% penetration rate: 3.72 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $1.45 billion
- 15% penetration rate: 5.58 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $2.18 billion
- 20% penetration rate: 7.44 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $2.9 billion

South Korea:

- 5% penetration rate: 0.38 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $0.15 billion
- 10% penetration rate: 0.77 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $0.3 billion
- 15% penetration rate: 1.16 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $0.452 billion
- 20% penetration rate: 1.55 million seniors x 1 hour per week x $37.50 per hour x 20% commission x 52 weeks = $0.6 billion

Assuming a total operating cost of 60% of revenue, including care provider fees, marketing, and administrative costs, the service's potential annual profit (at the optimal penetration rate of 20%) in each market would be as follows:

Europe: $3.1 billion

US: $1.76 billion

Japan: $1.16 billion

Korea: $0.24 billion

These are just rough estimates based on assumptions, and actual results may vary based on a variety of factors. Also additional income can come from advertisement and other potential consulting services.

Team member:

Main proposer:

Dr. Rongkun Liu (York linguistics PhD, expertise: online marketing)

Potential team members include:

Science advisor:

Dr. Simon Niu (Oxford chemistry PhD, currently working in a biochem lab)

Financial advisor:

Dr. Tony Ying (Edinburgh maths PhD, currently working in data modelling for an international oil company)

IT advisor:

Dr. Pierre Tessier (Lancaster computer science PhD, currently working in a university)

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