JACKALOPE

TEAM

Jon Warman - *CTO and Engineer*
> Facebook, *Ad and Product Engineer 4 years*
> Brown University, *Computer Science*

Evan Hammer - *CEO and Engineer*
> Autonomy, *Sales Engineer 6+ years*
> Brown University, *Computer Science and Music*

Leigh Salem - *COO and Designer*
> Studio TACK, *Co-Founder and Designer*
> NYU Stern, *MBA*
> Columbia University, *M.Arch*
> Dartmouth College, *History and Economics*

PRODUCTS AND SERVICES

Jackalope is an Saas product that help small companies quickly outsource tasks. We translate employers' individual requirements into reusable recipes that guide customers with proven instructions, smart pricing, and vetted workers. Jackalope's technology allows users to benefit from a community of pooled knowledge, making a typically daunting and frustrating process consolidated and streamlined.

MARKET

In 2011, $1 Billion was spent on online outsourcing. However, according to the American Staffing Association, $93 Billion was spent on temporary hiring primarily through temp agencies. We see a long-term trend in hiring behavior, shifting from temp agencies to task/project specific virtual outsourcing. While we are non-dependent and agnostic to this macro shift, the 7x per year growth by services such as TaskRabbit reflect a burgeoning market.

PROBLEM

Outsourcing is scary, frustrating, and broken. There are so many providers in the market that it is daunting to choose the right one, there is no guidance on task description or pricing, and lastly, vetting the employees can take longer than the task itself. Simply, the process to outsource even the easiest task is inefficient and requires an incredible amount of preparation to receive high quality work in return.

STRATEGY

Jackalope will target small businesses in the tech industry as early adopters. Focusing initially on the market research vertical, we will optimize our product and test in accelerators and start-up incubators. By analyzing the market by distinct verticals, we can streamline key outsourced tasks and workflows, building a loyal and active community for expansion into adjacent verticals in the outsourcing market.

CUSTOMERS

Jackalope's core users are small to medium sized businesses. While early adopters are startups in the tech space, we will target larger enterprises as we develop our partnerships and offerings. We will be able to segment market based on vertical, where we can adjust fee structure and pricing based on level of complexity of task.

REVENUE

Jackalope charges our clients a per task fee ranging from 8-10% of task price. In addition, many marketplaces offer additional revenue share and referral options due to the demand for entering the SMB segment. Jackalope's track record of improving engagement and task completion rates will allow for continued and beneficial marketplace partnerships and increasing fees with lower overhead. For revenue and cost model, please contact us.

COMPETITION

While there are no direct competitors to Jackalope, there are tangential services such as virtual concierge and assistants. Although they offer similar pricing models, they handle their own labor supply and cannot connect with the breadth of services that Jackalope provides. Jackalope is focused solely on the employer side, allowing for dedicated tools for task structuring, pricing and vetting.

COMPETITIVE ADVANTAGE

Due to our simple interface and access to an aggregated market, Jackalope will hold strong brand awareness to defend against new entries to market. Jackalope encourages strong shared communities, benefiting from network effects and high switching costs. The task-oriented outsourcing space is young and we hold a first mover advantage when it comes to aggregation of services, limited partnerships, and collection of outsourcing data.