JACKALOPE

Jackalope
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PRODUCT AND SERVICES

Jackalope offers businesses a platform for outsourcing by aggregating market sites ranging from TaskRabbit, oDesk, and Mechanical Turk to local temp agencies. Jackalope works in three ways, as a layer in your existing PMP software, an independent web portal, and as a mobile service through email and iOS application. Businesses send Jackalope tasks and our technology works with the correct marketplace to quickly complete the request.

THE PROBLEM

In order to remain competitive, managers must outsource work ranging from web development to logo design. However, businesses face a number of barriers when deciding whether to outsource. There is no clear pricing index, the market is fragmented, and the user is faced with endless web sites, user credentials, and new interfaces. Simply, the process to outsource even the simplest task is inefficient and disrupts daily workflow.

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 Odesk reflect a burgeoning 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 product type, offering pricing models for smaller companies and independent entrepreneurs through our web portal and focus on subscription enrollment through our PMP distribution.

REVENUE

Jackalope charges a percentage fee per task and offers a subscription service by outsourcing type. In addition to these primary revenue streams, 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 exclusive PMP and marketplace partnerships.

STRATEGY

Jackalope will first integrate into existing project management software such as Asana, Trello, and Basecamp. The strategy allows us to focus on our early adopters, small businesses in the tech community already outsourcing on a monthly basis. By connecting with existing workflows, we'll demonstrate increased engagement, productivity, and task completion rates. Following, we will build an independent portal to concentrate the market.

COMPETITION

While there are no direct competitors to Jackalope, there are tangential services such as virtual concierge and assistants, which include Flow and Ask Sunday. Although they offer per task and subscription models for limited services, Jackalope views them as potential partners for concierge specific outsourcing. Jackalope will be highly differentiated by both scope of offering and integration into existing PMP software.

COMPETITIVE ADVANTAGE

Jackalope's extensive experience in product engineering allows us to integrate APIs quickly and develop new tech all in house. The task-oriented outsourcing space is young and we hold a first mover advantage when it comes to aggregation of services and limited partnerships. Due to our strong customer service and integrated workflow, Jackalope will hold momentum in brand awareness and high switching costs to defend against new entries to market.

TEAM

Jackalope is led by three productivity enthusiasts with 10+ years of design and engineering experience. Our team thrives in fast-paced, critical environments, focused on execution.

Jon Warman - *Co-Founder and Engineer*
    Facebook, *Ad and Product Engineer 4+ years*
    Brown University, *Computer Science*

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

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