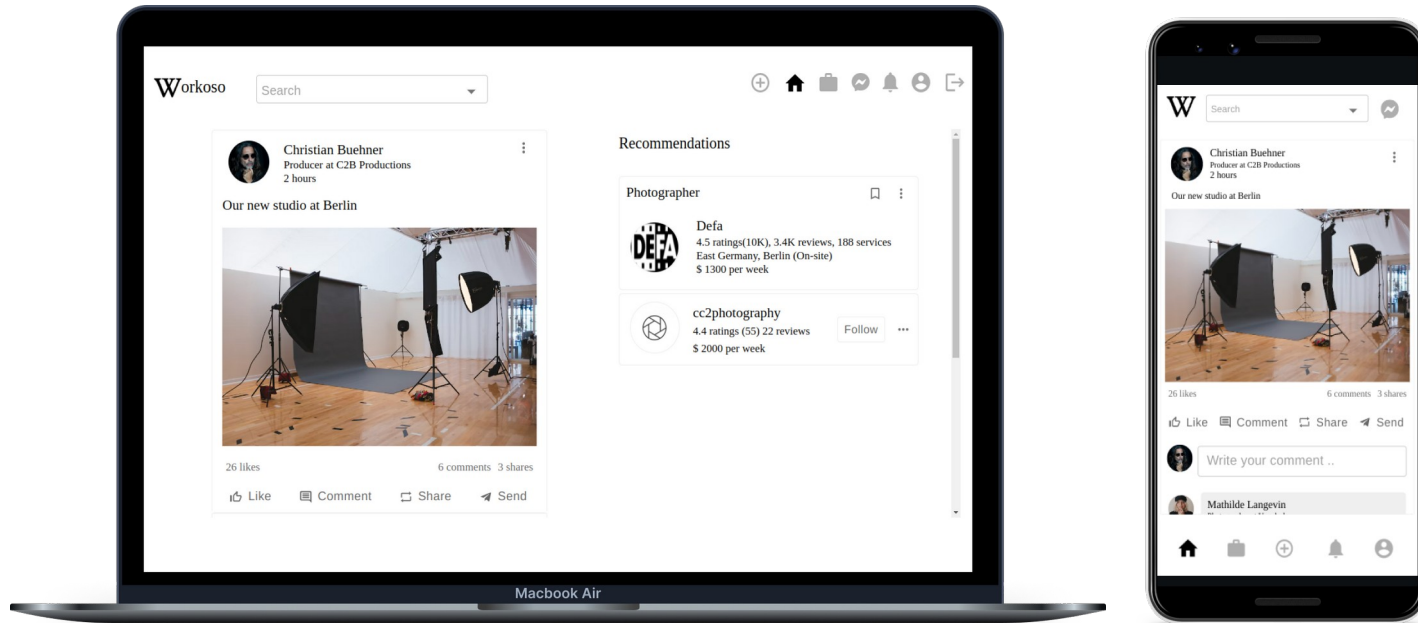# Workoso App

Improving speed of recruitment, team building, investments and work flexibility by making work reviews more authentic with blockchain and service oriented architecture based economy

Work apps in 2022

- Lack of authentic work reviews
  - Difficulty in recruitment.
    - Recommendations (LinkedIn):
      - Only helpful for people who belongs to leadership roles.
    - Work Reviews (Fiverr):
      - Only helpful for people doing well defined work, not for leadership roles.
  - Difficulty in team formation.
    - A good team requires combination of leaders (thinkers) and workers (doers), finding both with higher credibility on same platform isn't really easy.
  - Difficulty in investments/loans for new ventures.

- Lack of work flexibility
  - Prevent people doing experiments and starting out their own venture which ultimately reduce the speed of innovation.

Solutions

- Lack of authentic work reviews
  - Difficulty in recruitment, team formation and investments/loans.
    - We can improve recommendations and work reviews authenticity by publishing it on blockchain.

- Lack of work flexibility
  - We can improve it with the help of service oriented architecture (SOA) based economy.
    - Every work should be done by a service.
      - Everyone should be able to create service
      - Each service must hold flexibility to add or remove members
        - 4 members max (Pareto distribution or Price's Law limit)
      - Multiple services can merge themselves and form a company
        - To serve a particular market need or faster execution of tasks
        - To improve their reach or marketing.
  - Flexibility in work will give people more experimentation time
    - Speed up the innovation

Product

- Search, Post and Apply for Jobs.

- Create your own services and add up to 4 members or get yourself enrolled into other people's services.

- Create your own company or get yourself enrolled into other people's company as share holder, decision maker or investor. Hire multiple services for company in order to do the work more efficiently.

- Do the Job, get feedback ratings / reviews (publish it on Blockchain) in order to get work more easily by improving service's / company's work score.

- Do the networking by sharing your thoughts in posts and comments.

Website : https://workoso.in
Follow us on Instagram : @workoso.in
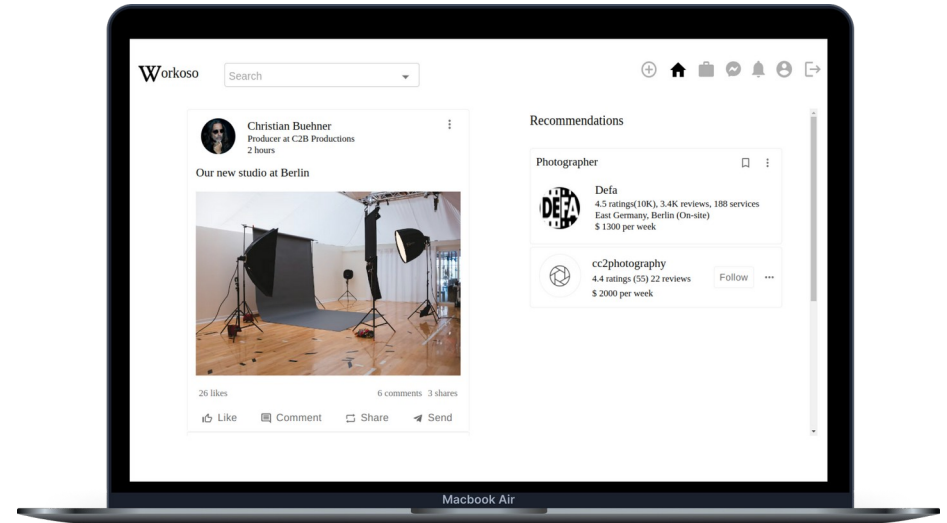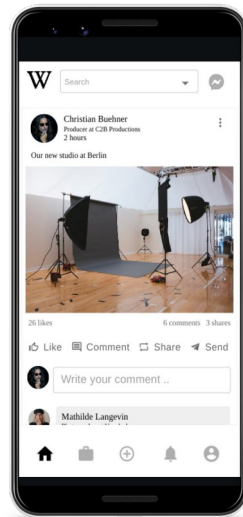
Total Addressable Market (TAM)

Top Down Analysis

Current Market (TAM)

300 Million Total Users

150 Million Authentic Users

50 Million Paid Users

(33% of Authentic Users)

$ 48 Billion USD

LinkedIn
- 300 Million Monthly Active users
- 150 Million Authentic Profiles
- 50 Million Paid Users

In 2016, Microsoft bought LinkedIn at $ 26 Billion USD which represents 50% of total online recruitment business

Business Plan

10% commission per Job Transaction

Pricing, Paid User distribution & Revenue Predictions.

India/Asia Income distribution
3LPA + : 10LPA + = 15 : 1

Taking 10% commission per job transaction,

US/Europe distribution
$ 50K USD+ : $ 100K USD+ = 3 : 1

For 100 full time freelancers,

Potential Revenue = 90*0.3 + 6*3 + 3*4 +1*8 = 65 L

Ratio between full time vs part time = 1 : 10

So, we need 1000 part time freelancers to produce such revenue.

Team

- Founders
  - Yash Pratap
  - Rakesh Pandey
- Investors
  -

- What founders can do for the business till next phase
  - Seed Round to Series A
    - Marketing : Instagram, Playstore
    - Product Design : Design Thinking, UI/UX Design - Figma
    - Technology/Product Development : MERN Stack Web App (PWA/TWA), DevOps, ML, Blockchain
    - Designed Systems and Processes for recruitment, training and work flow design in Tech / Marketing.

Funding Plans

- Stage : Seed Round
    - Get 10,000+ followers on Instagram.
    - Build the Product
        - Job/People Search.
        - Post/Apply Jobs, Make transactions/reviews
        - Create service/company to do the work.
    - Get the 20,000+ downloads on Play Store
        - If there exists 1000 part time freelancers
            - 90% people from India/Asia
            - 10% from US/Europe
        - Total Potential Revenue = Rs. 65 Lac.*

We are looking for
Rs. X investment in
exchange of
Y% equity

Total Addressable Market

Bottom Up Analysis - Part I

Potential TAM

1.5 Billion Total Users*

3 Million sellers create 1 Billion USD valuation for Fiverr

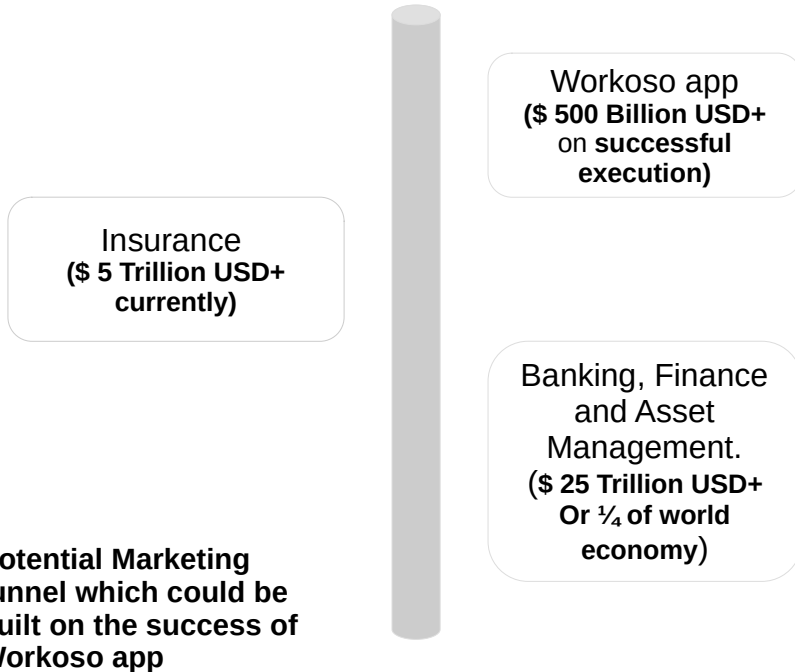1.5 Billion people might help create **$ 500 Billion USD***

- 3 Million sellers create 1 Billion USD valuation for Fiverr, 1.5 Billion people might create 500 Billion USD valuation

- Total number of adults work in formal sector = 1.5 Billion, whereas 3 Billion works in informal sector out of total 4.5 Billion population in working age group.

- Total number of people using digital banking = 2.5 Billion

Uber mentioned 4 Billion USD (Top down) global market in pitch deck and after successful execution of same concept with slight variation it got evolved into 11 subsidiary and 75 Billion USD Market Cap and got into 7 Trillion USD (Bottom up) Transportation Market

Total Addressable Market

Bottom Up Analysis – Part II

Workoso app
($ 500 Billion USD+ on **successful execution)**

Insurance
($ 5 Trillion USD+ currently)

Banking, Finance and Asset Management.
(**$ 25 Trillion USD+ Or ¼ of world economy**)

Potential Marketing funnel which could be built on the success of Workoso app

- **Work Reviews Authenticity** : It helps evaluating a person's working abilities and financial capabilities

- **Insurance** : Evaluation of Person's financial capabilities helps companies develop better Insurance Policies to protect people financially from various kinds of catastrophic incidents.

- **Finances, Banking and Asset Management** : Evaluation of Person's financial capabilities enable financial institutions to deploy financial resources faster with low risks in order to speed up the economic growth of entire state or country.