

Online Marketplace for Household Services

Pitch Deck



HOMEVICE

Feel at home with our service!





The Issue



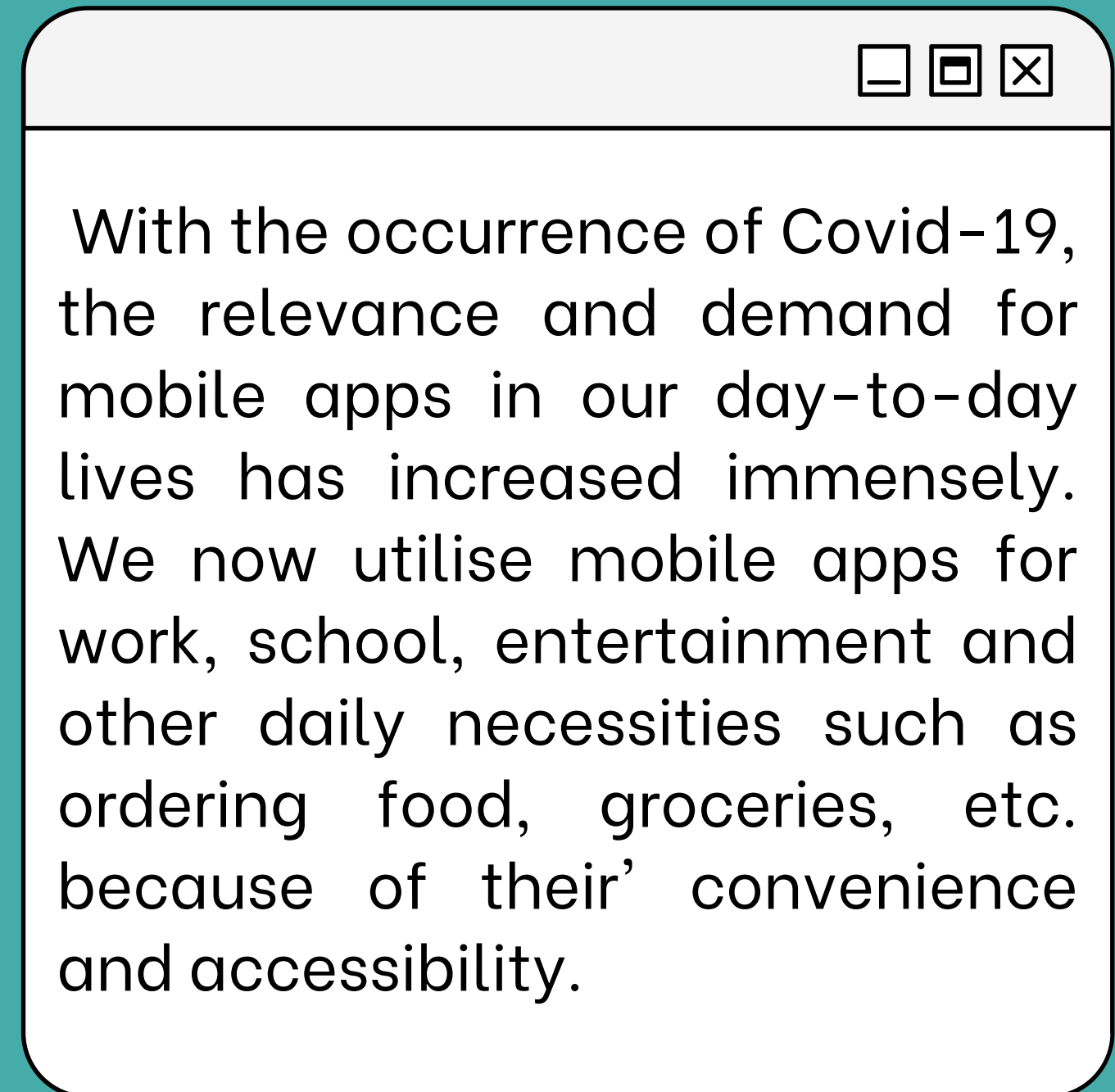
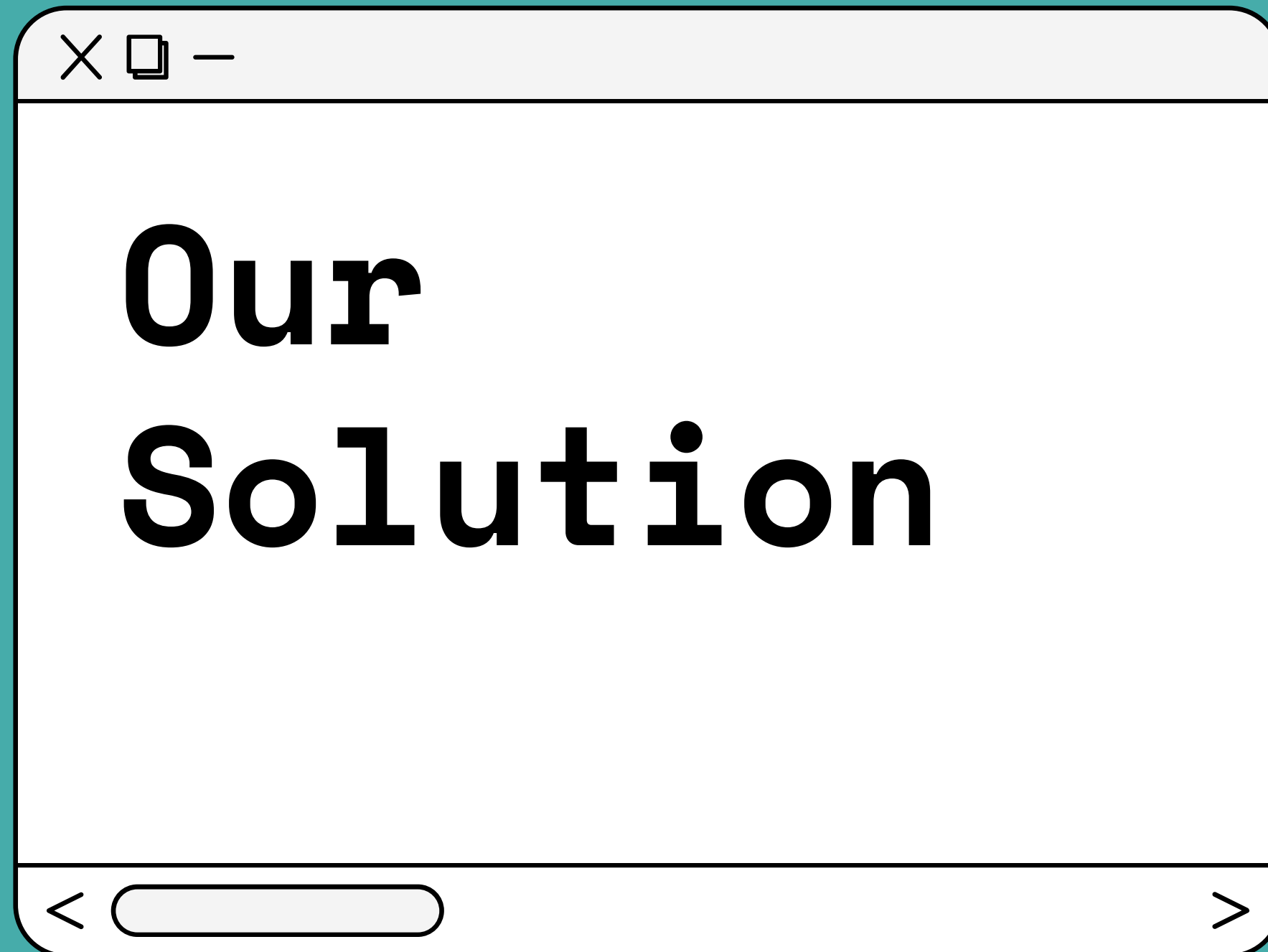
- There's no service-related app in Indonesia that provides household services.



- It is difficult to find household helpers in Indonesia nowadays.



- Some services are only available in certain places, such as pet grooming, car wash, etc, which takes much of the customer's time to go to and they might be busy.



So we decided to make HOMEVICE, 

What is HOMEVICE?



✕ □ – HOMEVICE



HOMEVICE

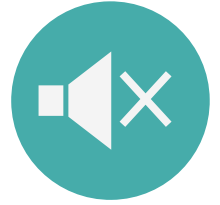


✕ □ – Executive Summary

HOMEVICE is a mobile application that serves as an online marketplace for household-related services. The application allows individuals and businesses to promote their services online and give customers, who are in need of household-related services, quick and easy access to trusted and experienced workers near their location.



Our features



Laundry



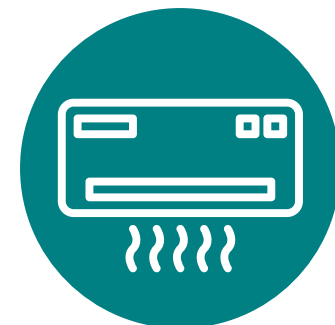
Cleaning



Pet Grooming



Electronics
Repair



AC Service



Car Wash



Moving



Plumbing

Figma Prototype: <https://www.figma.com/proto/YkqKam1Pi9krb3fGqgoGe0/Homevice?node-id=29%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=29%3A2>



Our revenue stream consists of platform fees for every transaction (5% from the service price) as well as in-app advertisements

Fixed Cost

- Application maintenance
- Salaries
- App store enrollment fee

Variable Cost

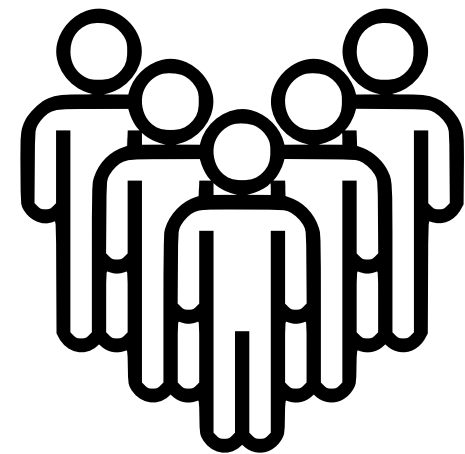
- Application research and development
- Marketing and advertising
- Legal fees and taxes

We aim to attract customers with middle to upper household income in Jabodetabek, who are seeking services to manage their household because they or their family are currently busy with their careers.

According to Badan Pusat Statistik (BPS) Indonesia,

Market Size 

As of 2021,



In DKI Jakarta, **4,737,415** out of **8,266,356** citizens who are 15 years old and above, **are workers.**



60,46% of a household's monthly per capita expenditure is spent on **non-food commodities.** 55% of that is spent on housing and household facilities, while **25%** of that is spent on **goods and services.**



Channels

- Social Media Marketing
- Influencers
- Online/Google Advertisements

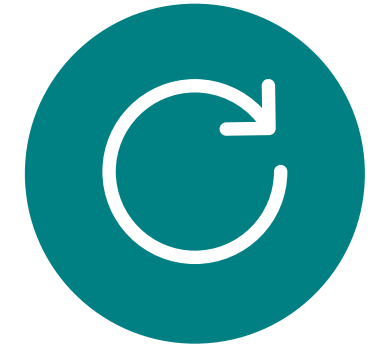
Key Partners

- Software developers
- App Store/Playstore
- Google Maps
- Freelancers (self-employed service providers)
- Vendors (service companies)
- E-money Partners (for in-app purchases and transactions)
- Advertising companies
- Influencers (for advertisements)

We will gain a competitive advantage by making our application available for both Android and iOS through the Google Play Store and Apple App Store since only 6% of Indonesian published apps are available on both stores.

Our Team

Meet the HOMEVICE founders!



1

Shabrina Amira
as Chief
Executive Officer
(CEO)

2

**Kyla Kanyaka
Purbosatrio** as
Chief Operating
Officer (COO)

3

Nelson as Chief
Technology
Officer (CTO)

4

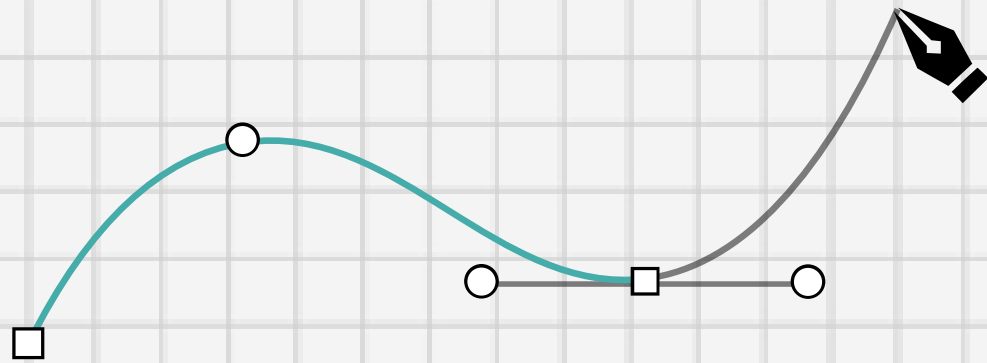
**Immanuel
Jonathan** as Chief
Financial Officer
(CFO)

5

Danica Bertha as
Chief Marketing
Officer (CMO)



Financial Projections



LAYERS

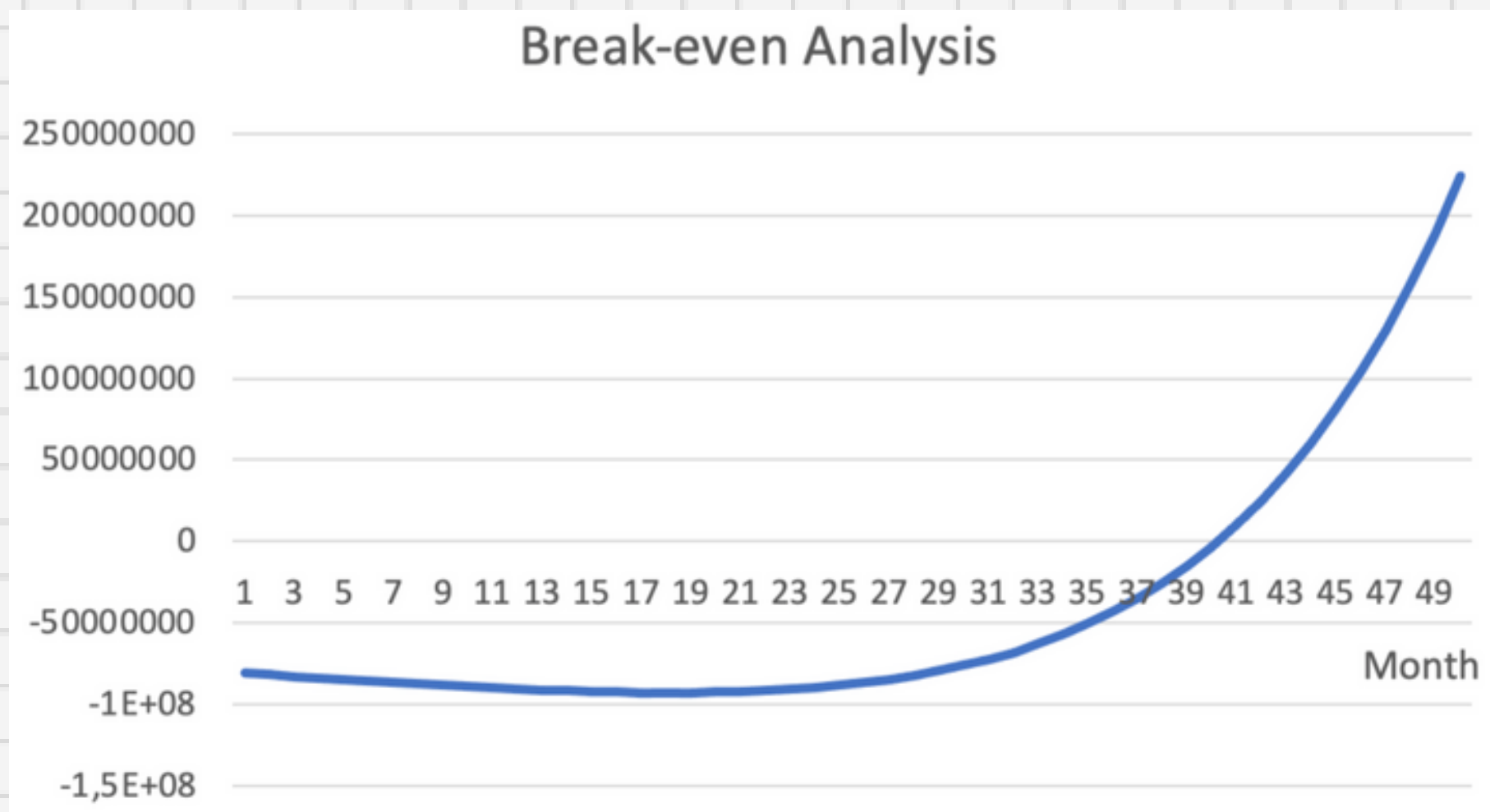
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- LAYER 1 COPY
- T** TEXT
- LAYER 1
- SMART OBJECT
- BACKGROUND

fx

Revenue (in Rupiahs)				
	Year 1	Year 2	Year 3	Year 4
Sales	94.358.152	296.136.302	929.402.574	2.916.863.412
Expenses				
Salary	938.846.281	1.190.684.092	1.510.075.330	1.915.140.646
Maintenance	180.000.000	180.000.000	180.000.000	180.000.000
Taxes	9.435.815	29.613.630	92.940.257	291.686.341
Marketing	36.000.000	36.000.000	36.000.000	36.000.000
Total	1.164.282.096	1.436.297.722	1.819.015.587	2.759.739.688
Net Profit	-1.069.923.944	-1.140.161.420	- 889.613.013	494.036.425





1. Planning

2. Conceptualizing
(UI/UX Design)

3. Development

4. Publishing &
Maintenance



Currently, we have reached the conceptualizing stage. Milestones we have accomplished so far:

- Business Plan (including Financial Projections, VPD, and BMC)
- Market Research
- Figma Prototype & Design
- Pitch Deck Presentation



Thank You

We aspire to bring new value to people's lives through our application.
Let us collaborate to achieve this mission together!

