

**COMPANY NAME**

**PROCARE**

**TEAM CONTACT DETAILS:**

- 1) SHIVAMM WARAMBHEY – 8074116402 – SHIVAMMWARAMBHEY.S2020@VITSTUDENT.AC.IN
- 2) KAMALESH KOPPURAVURI – 8179533661 -KOPPURAVURI.KAMALESH2021@VITSTUDENT.AC.IN
- 3) SOURAV SAMADDAR – 9121940086 – SOURAVSAMADDAR2714@GMAIL.COM

**PRO CARE**



# About Us

## 1. Shivamm Warambhey: CEO & Co-Founder (33.3% equity)

### Main Responsibilities:

- o Overall business strategy and partnerships.
- o Fundraising and investor relations.

### Justification:

- Shivamm Warambhey has a strong background in business development, strategy, and forming strategic partnerships.
- Leadership Skills: Demonstrated ability to lead teams and manage key business decisions.

## 2. Kamalesh Koppuravuri: CTO & Co-Founder (33.3% equity)

### Main Responsibilities:

- o Leading the development and maintenance of the ProCare technical department.
- o Ensuring the technical infrastructure is robust and scalable.



# About Us

## Justification:

- Technical Expertise: Kamalesh Koppuravuri has extensive experience in software development and technology management.
- Innovative Thinker: Known for staying ahead of tech trends and integrating cutting-edge solutions into projects.
- System Architecture: Skilled in designing and overseeing complex technical infrastructures.

## 3. Sourav Samaddar: COO & Co-Founder (33.3% equity)

- Title: Chief Operating Officer (COO)

## Main Responsibilities:

- o Overseeing daily operations and ensuring efficient service delivery.
- o Managing resources and optimizing processes.

## Justification

- Operational Excellence: Sourav Samaddar has a strong background in managing daily operations and improving operational efficiency.
- Customer-Focused: Dedicated to enhancing the customer experience and ensuring high satisfaction levels.
- Process Optimization: Skilled at identifying and implementing process improvements to optimize operations.



### 3) The Issue or Pain Point That Your Product/Solution Addresses

#### Why Customers Need ProCare



##### **Difficulty in Finding Reliable Professionals:**

Customers often struggle to find trustworthy and skilled electricians, plumbers, and other maintenance professionals. The current process involves relying on word-of-mouth recommendations or sifting through numerous online listings without assurance of quality.



##### **Time-Consuming Process:**

Arranging for maintenance services can be a time-consuming task, involving multiple phone calls, scheduling conflicts, and uncertainty about availability.



##### **Lack of Standardization:**

There is a lack of standard pricing and service quality across the market, leading to inconsistent customer experiences and potential overcharging.

# How ProCare is a Better Solution

## Verified Professionals



ProCare ensures that all listed service providers undergo thorough background checks and verification, offering customers peace of mind and reliability.

## Convenient Booking Process



With ProCare, customers can easily book services through a user-friendly app with just a few clicks, eliminating the hassle of phone calls and scheduling conflicts.

## Standardized Pricing and Quality Assurance



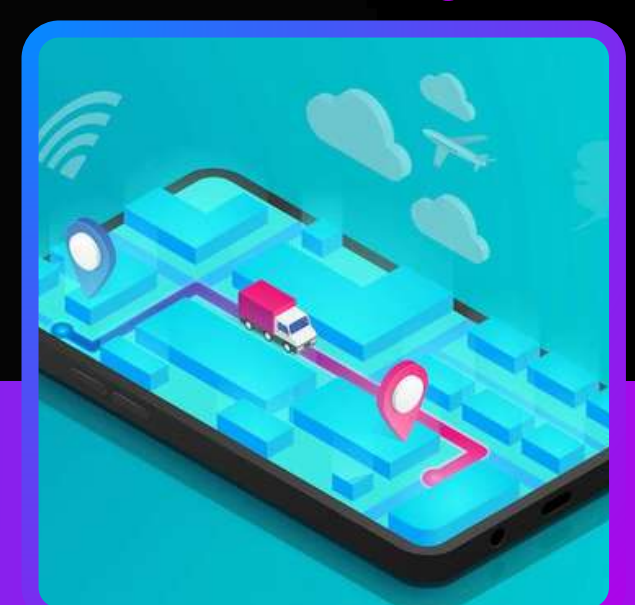
ProCare provides transparent pricing and ensures consistent service quality across all providers, leading to better customer experience and trust.

## Real-Time Updates and Tracking



Customers receive real-time updates on the status of their service requests, along with the ability to track the professional's arrival, ensuring transparency and convenience.

## Comprehensive Service Range



ProCare covers a wide range of utilities including electricians, plumbers, carpenters, and more, making it a one-stop solution for all maintenance needs.

# Product/Technology overview



## Untapped Market Potential

ProCare is entering a relatively untapped market in India, presenting a significant opportunity for growth and market penetration. The utility maintenance service sector lacks organized players, giving ProCare a first-mover advantage. By establishing itself early, ProCare can capture market share and build strong customer loyalty.



## Comprehensive Service Range

ProCare offers a wide range of utility maintenance services on a single platform. This all-in-one approach makes it a convenient solution for customers who no longer need to juggle multiple service providers. The services include – electricians, plumbers, pest control, carpenters.



## Standardized Pricing

The app offers clear and standardized pricing for all services, ensuring transparency and eliminating the risk of overcharging. Customers know exactly what they will pay upfront, which builds trust and satisfaction.



## Verified Professionals

Every service provider on the ProCare app undergoes a rigorous vetting and background check process. This ensures that customers receive reliable and high-quality service from trusted professionals, differentiating ProCare from competitors who may lack stringent verification standards.

# Business Model

## 1. Service Commission:

**Description:** ProCare charges a commission on each service booking made through the app.

### Details:

Service providers pay a percentage of the service fee to ProCare for every job completed. For example, if a customer books a plumbing service for ₹1000, and the commission rate is 15%, ProCare earns ₹150 from this transaction.

- Customers pay directly for the services they book through the app. Payments are made through secure channels, including credit/debit cards, net banking, and digital wallets. The total service cost is displayed upfront, ensuring transparency.

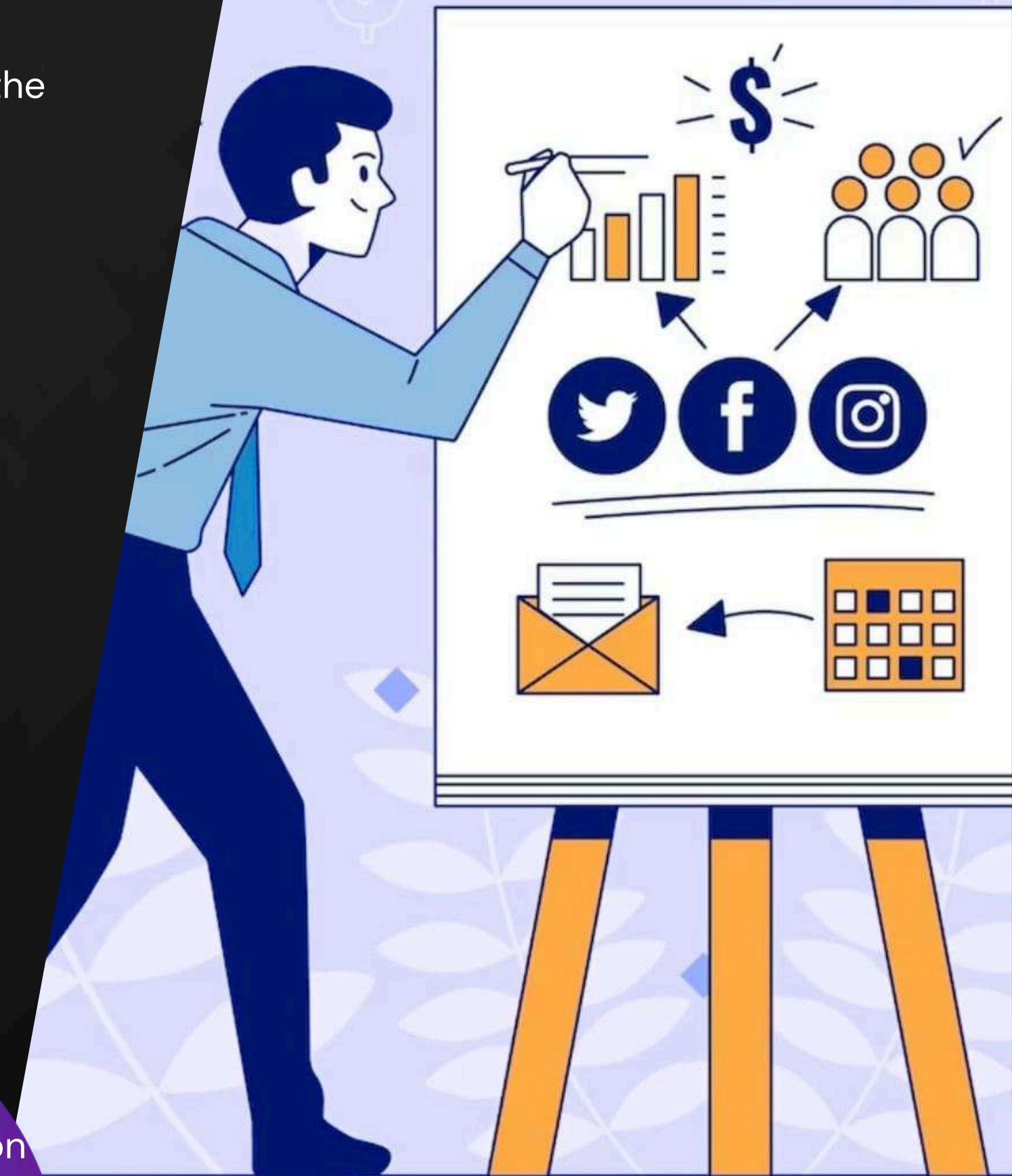
## 2. Subscription Plans:

**Description:** ProCare offers subscription plans for customers who prefer premium services.

### Details:

Customers can subscribe to ProCare Premium for an annual or monthly fee. Premium members receive benefits such as priority booking, discounted rates, and exclusive access to top-rated service providers. For instance, an annual subscription might cost ₹2000, providing customers with enhanced service options and savings on regular bookings.

# Business Model Canvas Example



# Size of the Market Opportunity

Initial Focus: Bangalore

Why Focus on Bangalore:

## 1. Startup Ecosystem:

o Innovation Hub: Bangalore is often referred to as the Silicon Valley of India, boasting a vibrant startup ecosystem. It attracts a large number of entrepreneurs and investors, providing a supportive environment for new businesses (BCC Research).

o Government Initiatives: The Karnataka government supports startups through various initiatives, grants, and incubation centers, making it easier for startups to launch and scale their operations (Technavio).

## 2. High Demand for Home Services:

o Tech-Savvy Population: With a large population of tech-savvy residents, there is a high demand for online and app-based services, including home maintenance and repairs (BCC Research).

o Busy Lifestyles: Many residents lead busy lives and prefer convenient, reliable home services that can be booked online or through an app, which aligns well with ProCare's service offering.

## Market Overview:

**Target Audience: Urban households in Bangalore.**

**Number of Urban Households: Approximately 2.5 million urban households (BCC Research). Annual Spending on Utility Services: On average, each household spends around 5000 per year on utility services such as plumbing, electrical work, and carpentry (BCC Research).**

**Market Potential: 2.5 million households × ₹5000 per household per year = ₹12.5billion per year Revenue Potential: If ProCare captures 1% of this market initially, the revenue potential is:**

**12.5 billion × 1% = ₹125million per year**



# Size of the Market Opportunity

## Expansion to Other Major Cities:

**Target Cities:** Mumbai, Delhi, Hyderabad, Chennai.

## Estimated Market Size in Each City:

### Mumbai

**Number of Urban Households:** Approximately 3 million.

**Annual Spending on Utility Services:** ₹5000 per household.

**Market Potential:** 3 million households × ₹5000 = ₹15billion per year

**Revenue Potential:** Capturing 1% of the market translates to ₹150 million per year.

### Delhi

**Number of Urban Households:** Approximately 3 million.

**Annual Spending on Utility Services:** 5000 per household.

**Market Potential:** 3 million households × ₹5000 = ₹15billion per year

**Revenue Potential:** Capturing 1% of the market translates to ₹150 million per year.

### Hyderabad

**Number of Urban Households:** Approximately 2 million.

**Annual Spending on Utility Services:** ₹5000 per household.

**Market Potential:** 2 million households × ₹5000 = ₹10billion per year

**Revenue Potential:** Capturing 1% of the market translates to ₹100 million per year.

### Chennai

**Number of Urban Households:** Approximately 1.5 million.

**Annual Spending on Utility Services:** 5000 per household.

**Market Potential:** 1.5 million households × ₹5000 = 7.5billion per year

**Revenue Potential:** Capturing 1% of the market translates to ₹75 million per year.

# Size of the Market Opportunity

## Total Potential Across Major Cities:

Combined Market Size:

- **Bangalore:** 12.5 billion per year  
**Mumbai, Delhi, Hyderabad, Chennai:** ₹15 billion + 15 billion + 10 billion + 7.5 billion = 47.5 billion per year

**Combined Market Potential:** ₹12.5 billion + ₹47.5 billion = ₹60 billion per year

Combined Revenue Potential:

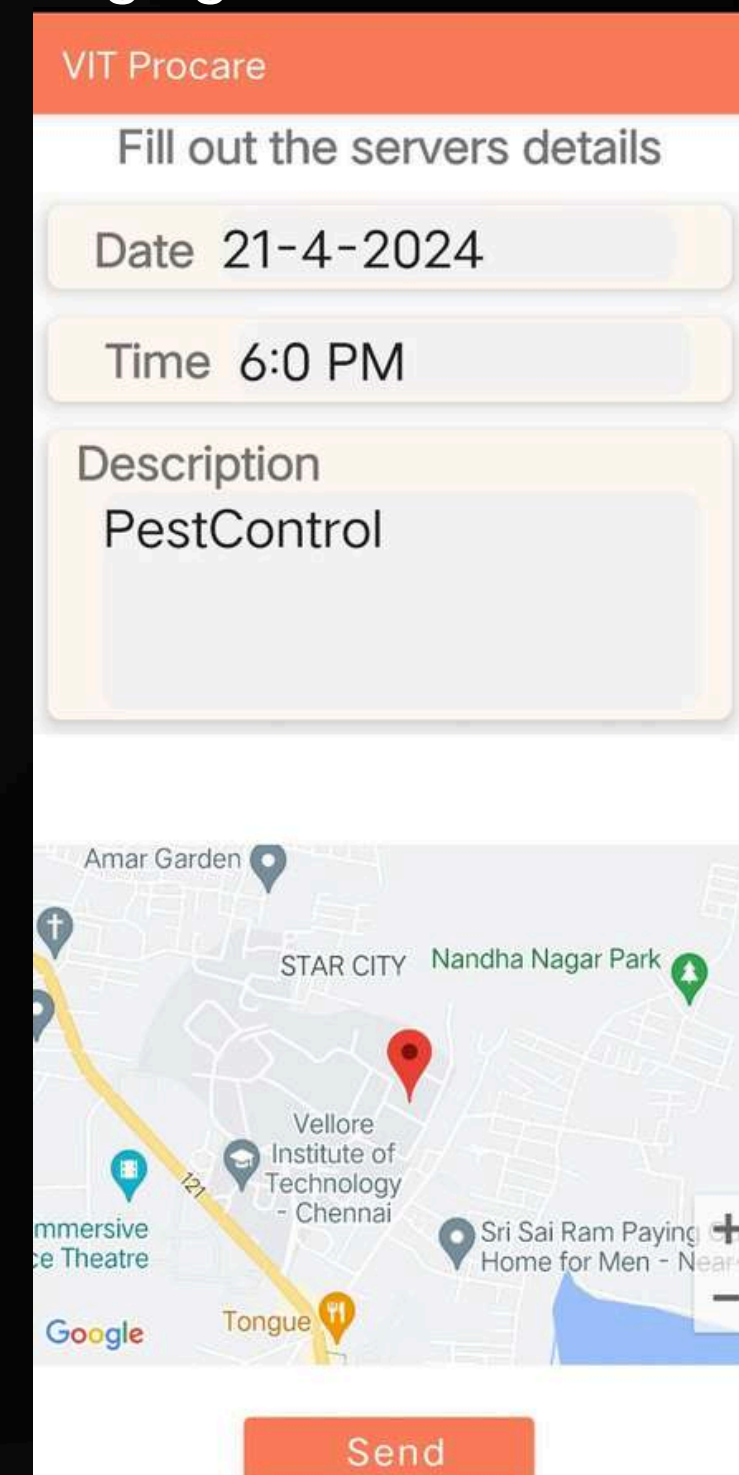
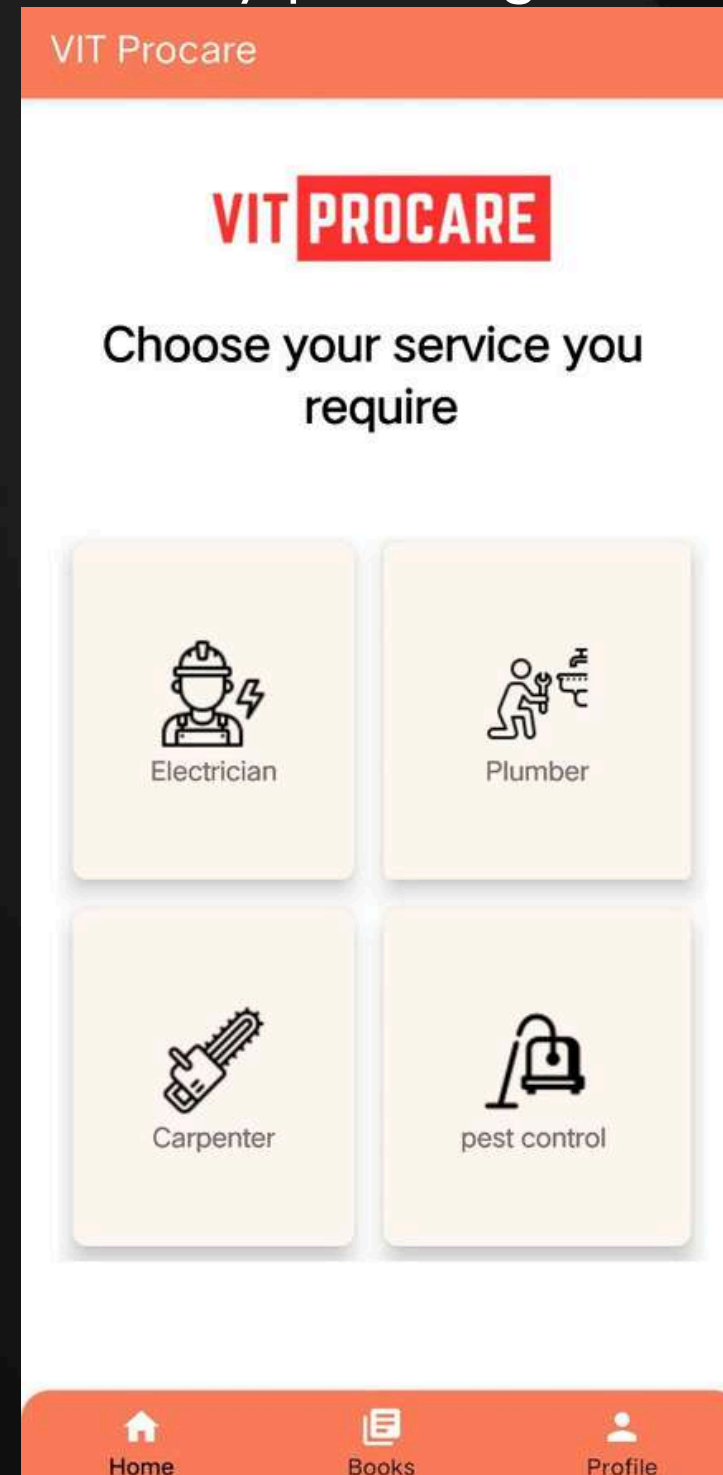
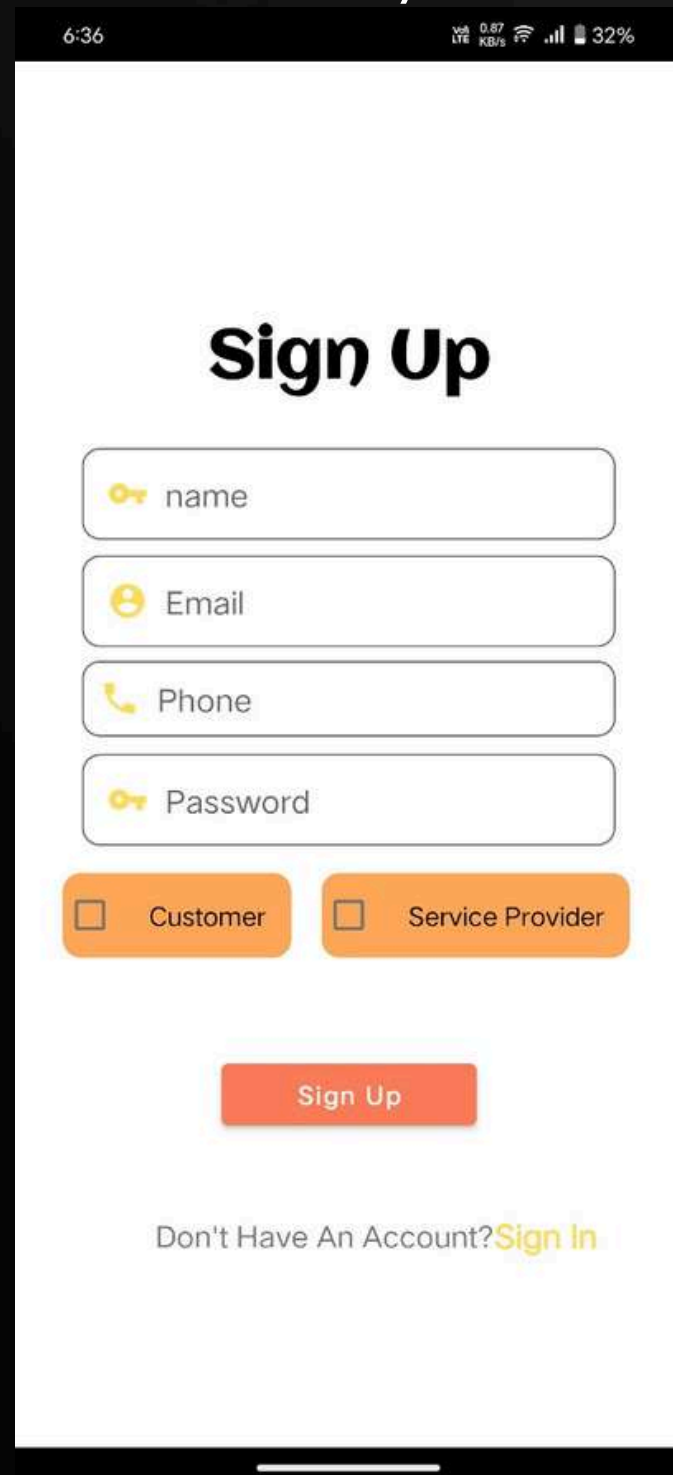
**If ProCare captures 1% of the total market in these cities:** 1% of ₹60 billion = ₹600 million per year

## Conclusion:

ProCare addresses a substantial market opportunity by providing reliable and efficient utility maintenance services in India. Starting in Bangalore provides a solid foundation due to its strong startup ecosystem, high demand for home services, and access to a skilled workforce. By gradually expanding to other major cities like Mumbai, Delhi, Hyderabad, and Chennai, ProCare can capture significant revenue. With an estimated market size of ₹60 billion per year across these cities, capturing just 1% of this market translates to a revenue potential of ₹600 million per year.

# Current Traction

Developed the ProCare prototype App. As if of now, we don't have any customers or investors as the bussiness is yet to be launched. We are currently planning the next stages and arranging investors.





# Competitive Landscape

## Current Competitors

### Urban Company

- Overview: Leading platform for home services with a wide range of offerings.
- Strengths: Strong brand recognition, large network of verified professionals, and user-friendly app interface.
- Challenges: Higher service charges compared to smaller players.

### Housejoy

- Overview: Provides home services such as cleaning, plumbing, electrical repairs, and beauty services.
- Strengths: Comprehensive service offerings and a strong customer base.
- Challenges: Reported customer service issues affecting user trust.

### Sulekha

- Overview: Online platform connecting users with local service professionals.
- Strengths: Extensive database of service providers and long-standing market presence.
- Challenges: Overwhelming platform due to a high number of listings, making it hard for users to choose.

### QuikrServices

- Overview: Offers a wide range of home services and maintenance solutions.
- Strengths: Competitive pricing and broad service range.
- Challenges: Inconsistent service quality due to varied service providers.



# Competitive Landscape

## Why ProCare is Better

### Verified Professionals

**Trust and Reliability:** ProCare ensures all service providers undergo rigorous background checks and verifications, guaranteeing high-quality and reliable services. This builds strong customer trust, a crucial differentiator from competitors.

### User-Friendly Interface

**Ease of Use:** ProCare's app is designed to be intuitive and user-friendly, allowing customers to book services with just a few clicks. This simplicity enhances user satisfaction and encourages repeat usage.

### Real-Time Updates and Tracking

**Transparency:** ProCare provides real-time updates and tracking of service providers, offering transparency and convenience to customers. This feature sets ProCare apart from competitors who may lack such technological integrations.

### Standardized Pricing

**Fair Pricing:** ProCare offers clear and standardized pricing for all services, eliminating the guesswork and potential overcharging that can occur with other providers. This transparency in pricing enhances customer trust and loyalty.



# Competitive Landscape

## Plan to Beat Competitors:

### Focus on Customer Experience

- **Exceptional Service:** Prioritize customer satisfaction through high-quality service, reliable professionals, and excellent customer support. Ensuring a seamless and pleasant user experience will foster customer loyalty and positive word-of-mouth referrals.

### Leverage Technology

- **Advanced Features:** Integrate advanced technological features such as real-time tracking, automated scheduling, and secure payment options. Enhancing the convenience and reliability of services will set ProCare apart from competitors.

### Aggressive Marketing

- **Brand Awareness:** Invest in targeted marketing campaigns to raise brand awareness and attract new users. Collaborations with local influencers and digital marketing strategies will help reach a broader audience.

### Strategic Expansion

- **Phased Growth:** Start in Bangalore and gradually expand to other major cities like Mumbai, Delhi, Hyderabad, and Chennai. This phased approach allows for building a strong foundation before scaling operations.

# FINANCIALS CURRENT AND PROJECTIONS

## Summary of Financials for 3 Years

### First Year:

- Focus: Launch and establish presence in Bangalore
- Total Revenue: INR 25 million
- Average Revenue per Transaction: INR 600
- Total Transactions: Approximately 41,667
- CAPEX: INR 5 million (app development and initial setup costs)
- OPEX: INR 18 million
  - Salaries: INR 6 million
  - Marketing: INR 4 million
  - Technology and Maintenance: INR 3 million
  - Customer Support: INR 2 million
  - Miscellaneous Expenses: INR 3 million
- Net Loss: INR 2 million

### Second Year:

- Focus: Expand services within Bangalore, prepare for expansion to other major cities
- Total Revenue: INR 75 million
- Average Revenue per Transaction: INR 600
- Total Transactions: Approximately 125,000
- CAPEX: INR 2 million (expansion and technology upgrades)
- OPEX: INR 40 million
  - Salaries: INR 12 million
  - Marketing: INR 10 million
  - Technology and Maintenance: INR 8 million
  - Customer Support: INR 5 million
  - Miscellaneous Expenses: INR 5 million
- Net Profit: INR 33 million

### Third Year:

- Focus: Expand services to Mumbai, Delhi, Hyderabad, and Chennai
- Total Revenue: INR 150 million
- Average Revenue per Transaction: INR 600
- Total Transactions: Approximately 250,000
- CAPEX: INR 3 million (further expansion and R&D efforts)
- OPEX: INR 70 million
  - Salaries: INR 20 million
  - Marketing: INR 15 million
  - Technology and Maintenance: INR 15 million
  - Customer Support: INR 10 million
  - Miscellaneous Expenses: INR 10 million
- Net Profit: INR 77 million

# Break-up of Costs and Financial Projections

## CAPEX (Capital Expenditure):

- First Year: INR 5 million (app development and initial setup costs)
- Second Year: INR 2 million (expansion and technology upgrades)
- Third Year: INR 3 million (further expansion and R&D)

## OPEX (Operational Expenditure)



### 1st Year

- First Year: INR 18 million
- Salaries: INR 6 million
  - Marketing: INR 4 million
  - Technology and Maintenance: INR 3 million
  - Customer Support: INR 2 million
  - Miscellaneous Expenses: INR 3 million



### 2nd Year

- Second Year: INR 40 million
- Salaries: INR 12 million
  - Marketing: INR 10 million
  - Technology and Maintenance: INR 8 million
  - Customer Support: INR 5 million
  - Miscellaneous Expenses: INR 5 million



### 3rd Year

- Third Year: INR 70 million
- Salaries: INR 20 million
  - Marketing: INR 15 million
  - Technology and Maintenance: INR 15 million
  - Customer Support: INR 10 million
  - Miscellaneous Expenses: INR 10 million



### Unit Economics

- Average Revenue per Transaction: INR 600
- Cost to Service Each Transaction:
  - First Year: INR 432 (Total OPEX / Number of Transactions)
  - Second Year: INR 320
  - Third Year: INR 280



# Funding Needs, Use of Funds & Proposed Valuation

## Funding Needs:

**Amount: INR 50 million (seed funding)**

**Duration: Next 18 months**

## Use of Funds

### **1. App and Technological Enhancement: INR 10 million**

- Improve user interface
- Enhance backend infrastructure
- Integrate advanced features (real-time tracking, automated scheduling)

### **2. Marketing and Customer Acquisition: INR 15 million**

- Targeted marketing campaigns
- Digital advertising
- Partnerships with local influencers
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### **3. Operational Costs: INR 15 million**

- Salaries for key hires in technology, marketing, and customer support

### **4. Service Provider Recruitment, Verification, and Training: INR 5 million**

### **5. Contingency and Additional Investments: INR 5 million**



# Current Equity Structure

- **Current Division:** Equally divided among the three co-founders
- **Percentage Equity per Co-Founder:** 33.3%
- Purpose: Ensures balanced decision-making and shared responsibility among the founders.
- We are yet to fix the equity for investors and shareholders and the current equity is subjected to change.

Shareholder	Percentage Equity
Shivamm Warambhey [CEO]	33.3%
Kamalesh Koppuravuri [CTO]	33.3%
Sourav Samaddar [COO]	33.3%

# Exit Options

## 1. Strategic Acquisitions:

- Potential Acquirers: Larger companies in home services, technology, or e-commerce sectors

### Industry Examples:

- UrbanClap (now Urban Company) raised \$75 million from Tiger Global in 2019
- Housejoy acquired MyWash in 2016

## 2. Buybacks:

- Approach: ProCare repurchases shares from investors at a premium

### Benefits:

- Maintains control and ownership within the core team
- Provides a lucrative exit for investors

## 3. Initial Public Offering (IPO):

- Potential: As ProCare grows and establishes market presence

### Benefits:

- Provides liquidity to investors
- Raises substantial capital for further expansion



## **CONCLUSION**

- **Flexibility and Opportunities: Multiple exit options including strategic acquisitions, buybacks, and IPOs**
- **Significant Returns: Potential for substantial returns on investment**
- **Successful Industry Examples: Highlight the potential for lucrative outcomes for ProCare's investors as the company continues to grow and expand**

THANK YOU

