



SkillLink

We Fix, You Relax

“Professional home services including electricians, plumbers, and repair specialists at your doorstep.”

Contact Details:

City: Baddi

Email: skill_link@outlook.com

Mobile: [6202859249, 7764924355, 9693342101]

URL: [[SkillLink](#)]

Our Team

1. Shamb

- **Role:** Team Leader,
Shamb has a proven track record in leadership roles, with strong decision-making skills and a visionary approach. His ability to inspire and guide the team makes him the ideal leader.
- **Responsibilities:** Strategic direction, overall management, decision making
- **Qualifications:** BE CSE Student, 3rd Year
- **Equity:** Co-founder, 33.3%

2. Aditya Prakash

- **Role:** Technical Lead,
Aditya Prakash has extensive experience in technical fields, with a deep understanding of the latest technologies. His expertise ensures that our services are of the highest quality.
- **Responsibilities:** Overseeing technical operations, managing service quality, troubleshooting
- **Qualifications:** BE CSE Student, 3rd Year
- **Equity:** Co-founder, 33.3%

3. Satyam Kumar

- **Role:** Operations Manager,
Satyam Kumar excels in operational management, with a knack for efficient logistics and customer relations. His organizational skills ensure smooth day-to-day operations.
- **Responsibilities:** Coordinating daily operations, customer relations, logistics
- **Qualifications:** BE CSE Student, 3rd Year
- **Equity:** Co-founder, 33.3%

The Problem We Solve

1. **Inconsistent Quality of Services:**

- **Current Situation:** Customers often face difficulties in finding home service providers, leading to unpredictable quality.
- **Our Solution:** We provide certified and trained professionals, ensuring high-quality and consistent services every time.

2. **Lack of Trust and Security:**

- **Current Situation:** Hiring unknown service providers raises safety concerns, with little assurance of their background or reliability.
- **Our Solution:** All our service providers undergo thorough background checks, offering peace of mind and trustworthiness to our customers.

3. **Inconvenient and Time-Consuming Process:**

- **Current Situation:** Finding and scheduling home services can be cumbersome, often requiring multiple calls and long wait times.
- **Our Solution:** Our easy-to-use platform allows customers to book and manage appointments with workers who are available now.

4. **High Costs and Hidden Charges:**

- **Current Situation:** Customers often face high fees or unexpected additional charges from service providers, leading to frustration and dissatisfaction.
- **Our Solution:** We offer transparent pricing with no hidden charges, ensuring fair and predictable costs for our services.

5. **Lack of Accountability:**

- **Current Situation:** When issues arise, it's difficult to hold independent service providers accountable, resulting in unresolved problems.
- **Our Solution:** We provide a reliable service with clear accountability and guarantees, ensuring customer satisfaction and problem resolution.

Uniqueness of Our Product/Service:

- 1. Certified and Skilled Professionals:**
We ensure that all our service providers are certified and highly skilled, guaranteeing top-notch quality and reliability for every job.
- 2. Thorough Background Checks:**
Our professionals undergo rigorous background checks, providing customers with peace of mind and a sense of security when inviting them into their homes.
- 3. User-Friendly Booking Platform:**
Our intuitive platform makes it easy for customers to book, manage, and track their appointments with just a few clicks, offering unmatched convenience.
- 4. Transparent Pricing:**
We offer clear, upfront pricing with no hidden charges, ensuring customers know exactly what to expect and trust in the value they receive.
- 5. Comprehensive Service Coverage:**
From electrical work to plumbing and home repairs, our extensive range of services means customers can find solutions for all their home needs in one place.
- 6. Reliable Customer Support:**
Our dedicated customer support team is always ready to assist with any inquiries or issues, ensuring a smooth and satisfying experience for our customers.
- 7. Guarantees and Accountability:**
We stand by the quality of our services, offering guarantees and taking full accountability to resolve any issues that may arise.

How We Make Money?

1. Service Fees:

- **Who Pays:** Customers.
- **How Much:** Variable rates based on the type and complexity of the service required (e.g., Rs. 500 for basic plumbing, Rs. 1000 for electrical repairs).
- **To Whom:** Direct payments to Skill Link through our platform at the time of booking.

2. Commission from Service Providers:

- **Who Pays:** Partnered service professionals.
- **How Much:** A percentage of the service fee (e.g., 10-15%) for each completed job.
- **To Whom:** Deducted from payments made to service providers after job completion.

3. Value-Added Services:

- **Who Pays:** Customers looking for premium or additional services (e.g., emergency services).
- **How Much:** Additional charges based on the specific service (e.g., Rs. 500 extra for emergency services).
- **To Whom:** Direct payments to Skill Link during the booking process.

Market Opportunity

India Market:

- **Target Customers:** Urban, semi-urban households who are shifted, and rural areas where finding available workers is difficult
- **Number of Households:** 5 lakh
- **Annual Spending on Home Services:** Rs. 5,000 per household
- **Market Potential:** Rs. 250 Crore

(5 lakh households x Rs. 5,000 per year)

Positioned for Success

Product Development:

- **Service Platform:** Our home services platform is being developed and will soon be ready to launch.
- **Services Offered:** We will provide electrical, plumbing, and home repair services.
- **Technology:** Our user-friendly app and website are designed for easy booking and management.

Market Readiness:

- **Target Customers Identified:** Urban, semi-urban, and rural households where finding skilled workers is challenging
- **Initial Market Research:** Indicates strong demand for reliable home services in our target regions

Revenue Projections:

- **Early Revenue Estimates:** Projecting Rs. 500,000 in revenue within the first quarter post-launch
- **Growth Potential:** High customer retention and satisfaction rates anticipated based on initial market feedback

Our Competitive Edge:

1. Comprehensive Service Coverage:

- **Urban and Semi-Urban Focus:** Like Urban Company, we provide top-notch services in urban and semi-urban areas.
- **Rural Expansion:** Unlike Urban Company, we extend our services to rural areas, addressing a significant gap in the market.

2. Tailored Services for Diverse Needs:

- **Rural Adaptation:** Customizing our services to meet the specific needs of rural households where finding skilled workers is often difficult.
- **Localized Professionals:** Partnering with local service providers in rural areas to ensure timely and reliable service delivery.

3. Strong Community Engagement:

- **Local Trust:** Building strong relationships with local communities by engaging in outreach and awareness programs.
- **Customer Support:** Providing robust customer support tailored to the needs of rural and semi-urban customers.

Our Plan to Win:

- **Market Penetration:**

Aggressively target rural and semi-urban markets through localized marketing and partnerships with local service providers.

- **Customer Trust:**

Establish a reputation for reliability, affordability, and quality through exceptional service delivery and transparent pricing.

- **Continuous Improvement:**

Regularly update our platform and services based on customer feedback and market trends to stay ahead of competitors.

Three-Year Financial Projections

		Year 1 (Rs.)	Year 2 (Rs.)	Year 3 (Rs.)
Revenue		5 lakh	10 lakh	20 lakh
CAPEX	Platform Development	1.5 lakh	0.7 lakh	1 lakh
	Equipment Purchase	0.5 lakh	0.5 lakh	0.5 lakh
OPEX	Salaries	1.2 lakh	2.4 lakh	3 lakh
	Marketing	0.8 lakh	1.6 lakh	2.4 lakh
	Operational costs	0.5 lakh	1 lakh	1.5 lakh
	Customer Support	0.3 lakh	0.5 lakh	1 lakh
Net Profit		0.1 lakh	3.3 lakh	10.6 lakh

Unit Economics:

If a worker charges Rs. 500 then will deduct 10-15% from it and pay 450 rupees to the worker. We will generate 10% profit from each service provided.

Funding Requirements and Future Plans

Funding Needs:

- **Amount to Raise:** Rs. 10 lakh.
- **Planned Usage:**
 - **Platform Development and Enhancement:** Rs. 3 lakh.
 - **Marketing and Customer Acquisition:** Rs. 4 lakh.
 - **Operational Costs:** Rs. 2 lakh.
 - **Reserve Fund for Contingencies:** Rs. 1 lakh.

Duration and Achievements:

- **Duration:** This investment will last for 18 months.
- **Goals:**
 - **Customer Acquisition:** Reach 20,000 customers.
 - **Revenue Generation:** Achieve Rs. 30 lakh in revenues.
 - **Market Expansion:** Establish presence in 10 additional cities and rural areas.

Follow-On Capital:

- **Future Funding Needs:**
 - **Series A Round:** Post this investment, we will raise a Series A round of Rs. 50 lakh.
 - **Usage of Series A Funds:** Further market expansion, advanced technology integration, and scaling operations.

Proposed Valuation:

- **Valuation for this Round:** Seeking a valuation of Rs. 100 lakh.

Current Equity Structure, Fundraising History and Investors

Total Equity to be Distributed: 100%

- 33.3% Shamb
- 33.3% Aditya Prakash
- 33.3% Satyam Kumar

We are at beginning stage, we are yet to invest money in our company.

Fundraising:

We are trying to raise funds and we will approach investors soon.

Potential Exit Options:

1. Acquisition by Larger Companies:

- **Industry Consolidation:** Larger home services companies like Urban Company or international players may acquire us to expand their market reach, especially into rural and semi-urban areas.
- **Strategic Partnerships:** Potential acquisition by companies looking to diversify their service offerings or enter the home services market.

2. Initial Public Offering (IPO):

- **Market Readiness:** With consistent growth and strong financial performance, we aim to go public within 5-7 years.
- **Industry Examples:** Successful IPOs in the home services and tech-enabled service sectors.

3. Secondary Market Sale:

- **Equity Sale:** Investors can sell their shares to other private equity firms or strategic investors interested in entering the market or expanding their portfolio.

4. Management Buyout:

- **Founders and Management:** The management team may buy back shares from investors as the company becomes more profitable.

Comparable Industry Exits:

1. Urban Company:

- **Recent Funding and Valuation:** Urban Company has raised multiple rounds of funding and is valued at over \$2 billion, making it a potential acquirer.
- **Exit Examples:** Some early investors have exited through secondary sales during later funding rounds.

2. Housejoy:

- **Strategic Acquisitions:** Housejoy has acquired smaller home service providers to expand its market reach, presenting a possible exit path.

3. JustDial:

- **IPO Success:** JustDial, a local search service in India, successfully went public, demonstrating the viability of an IPO for tech-enabled service companies.

Thank You

— We appreciate your interest in SkillLink. We are excited about the opportunity to collaborate and grow together. —

Feel free to ask any questions or reach out to us for more information.

Contact us :
skill_link@outlook.com