



HomiFi Company

# HOMIFI



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# TEAM CONTRIBUTION

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## ISSUES FACED BY CUSTOMERS

1. Limited Access to Diverse Services: Customers often struggle to find a variety of services in one place, leading to time-consuming searches across multiple platforms.
2. Lack of Trust and Verification: Many customers are hesitant to hire independent service providers due to concerns about trustworthiness and reliability.
3. Inconsistent Quality and Pricing: Customers face challenges in finding service providers who offer consistent quality and transparent pricing.
4. Difficulty in Scheduling: Coordinating schedules with service providers can be cumbersome and inconvenient.
5. Unavailability of services
6. High pricing of existing services



# OUR SOLUTIONS



## Comprehensive Service Offering

- Wide Range of Services: Homifi provides a platform where customers can find a vast array of services, from household chores to specialized tasks like driving and cooking, all in one place. This eliminates the need for customers to search multiple platforms.



## Brand Messaging Guidelines

Providing Part Time Jobs for passionate students and professionals



## Agile Marketing Approach

Help startups adapt quickly to changes in the market. This means keeping an eye on what's happening, analyzing data, and being willing to try new things to keep their marketing strategy fresh and effective.



## Consistent Quality and Transparent Pricing

- Standardized Quality Metrics: Homifi can implement quality control measures and standards to ensure consistent service delivery.



# BUSINESS MODEL



## Revenue Streams

1. Service Fees:
  - Customers: 10% of total service cost.
  - Employees: 15% commission on job fees.
2. Subscriptions:
  - Customers: ₹500/month or ₹5,000/year.
  - Employees: ₹1,000/month or ₹10,000/year.
3. Advertising:
  - Local Businesses: ₹10,000/month for ad placements.

## Payment Flow:

- Customers pay service fees to Homifi.
- Employees receive payments minus commissions.
- Employees pay subscription fees to Homifi.

# REVENUE MODEL

	Basic Plan	Standard Plan	Premium Plan
<b>Pricing</b>	₹500/month	₹1,000/month	₹2,000/month
<b>Features</b>	- Limited features	- More features	- Full features
	- Basic support	- Standard support	- Priority support
	- No customization	- Some customization	- Full customization
<b>Usage Limits</b>	- Limited usage	- Increased usage	- Unlimited usage
	- Limited storage	- More storage	- Unlimited storage
<b>Additional Services</b>	No additional services included	Optional add-ons available for purchase	Premium support and consulting included

# SIZE OF MARKET

Understanding the market size is crucial for us. In India, there are approximately 10 million households requiring home services. We target both urban and semi-urban areas where the need for services like furniture repair, electrical work, plumbing, computer services, and beautician services is high.

We estimate that each household will require an average of 2 services per year, spending approximately ₹2,000 per service.



## FINANCIALS CURRENT AND PROJECTIONS

### Yearly Summary (3-Year Plan):

- Year Revenue Expenses Profit
- Year 1 ₹20 million ₹18 million ₹2 million
- Year 2 ₹50 million ₹40 million ₹10 million
- Year 3 ₹100 million ₹75 million ₹25 million

### Break-up of Costs:

- CAPEX (Capital Expenditures):
- Initial platform development: ₹5 million
- Server and infrastructure setup: ₹2 million
- Equipment and office setup: ₹1 million

- OPEX (Operational Expenditures):
- Salaries: ₹8 million/year
- Marketing: ₹5 million/year
- Operational Costs: ₹3 million/year (includes server maintenance, utilities, etc.)
- Customer Support: ₹2 million/year
  
- Unit Economics:
- Average Revenue per Transaction: ₹2,000
- Cost to Service per Transaction:
- Platform fees: ₹200
- Employee commission: ₹300
- Marketing and customer acquisition: ₹100
- Total Cost per Transaction: ₹600
- Net Revenue per Transaction: ₹2,000 - ₹600 = ₹1,400





# COMPETITIVE LANDSCAPE

Aspect	Homifi	Urban Company
Business Model	Connects independent service providers with customers.	Employs service providers and offers them a salary.
Revenue Model	Charges a brokerage fee.	N/A
Worker Type	Part-time workers with flexible schedules.	Full-time employees.
Service Quality	Variable, depends on individual service providers.	Consistent, due to standardized training.
Customer Experience	Personalized service from independent providers.	Reliable service from trained employees.
Cost Structure	Lower operational costs.	Higher operational costs due to full-time workforce.
Scalability	Easier to scale with more part-time workers.	More complex and expensive to scale.
Market Penetration	Challenges in building brand trust and ensuring quality.	Established brand with customer trust.
Flexibility	High flexibility for service providers.	Limited flexibility for service providers.

# ACCOMPLISH MENTS DATE



**2021**

In our first year, we successfully launched a new product/service, received positive feedback from early users, and formed partnerships with key industry players.



**2023**

We expanded into new markets, improved operational efficiency, and saw an increase in customer satisfaction.



**2025**

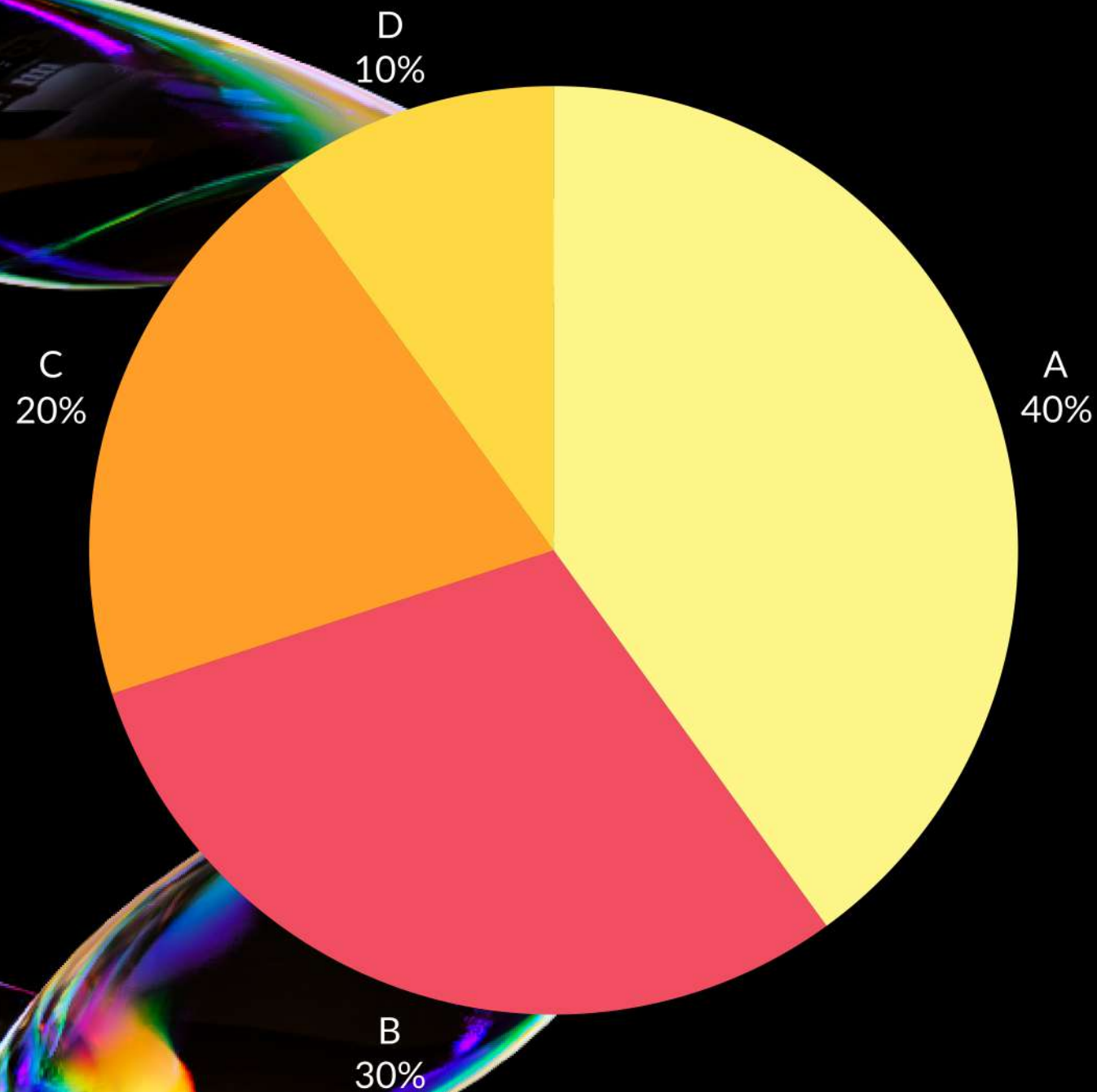
We secured funding for growth, refined our offerings based on customer feedback, and formed strategic partnerships.



**Present**

We achieved profitability, expanded our product line, and strengthened our brand reputation through positive customer feedback.

# USE OF FUNDS



Our plan for using funds generated from investors is straightforward. We'll allocate 40% towards further developing our products, ensuring they stay competitive and meet customer needs. 30% will go into marketing and sales efforts to attract new customers and drive revenue growth. 20% will be invested in infrastructure and operations to support our expanding business and improve efficiency. Finally, 10% will be set aside for strategic initiatives like market expansion and partnerships to fuel long-term growth.

A. 40% Product Development

B. 30% Marketing and Sales

C. 20% Infrastructure and Operations

D. 10 % Expansion and Growth Initiatives



**THANK YOU**