



EVERYONE HAS A SKILL,
UNLOCK YOURS.

Find and book any independent professional



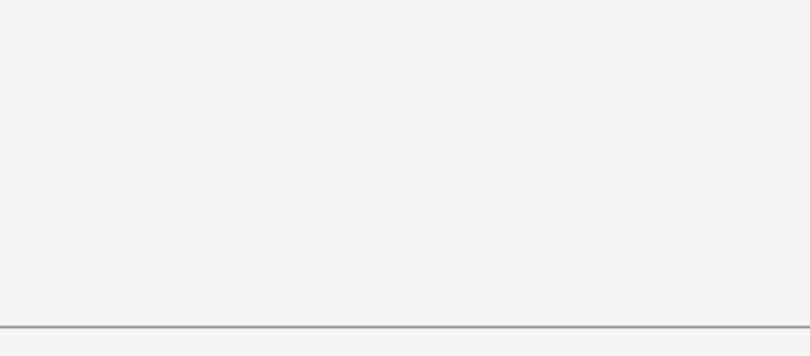
TUTORS



ACADEMIC
CONSULTANTS



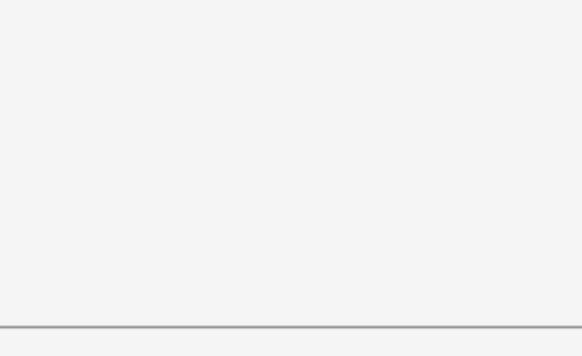
INDUSTRY
CONSULTANTS



SKILLED
WORKERS



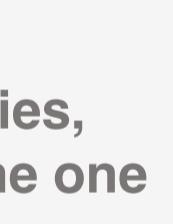
REAL ESTATE
AGENTS



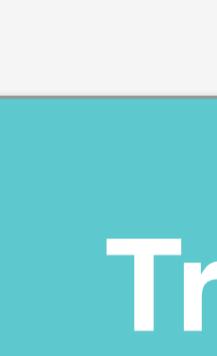
HEALTH &
BEAUTY
PROVIDERS

HOW IT WORKS

For Seekers



Create an account. It's easy.



Search Pros

Search for the service provider.



Review Profiles

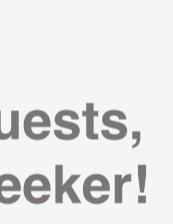
Check out your candidates.



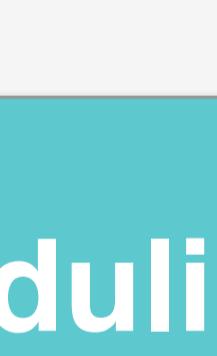
Request Booking

Check reviews, availabilities, linked in sites, and hire the one that works for you!

For Professionals



Create an account. It's easy.



Create Profile

List your skills and talents. Make it pop with photos and reviews.



Wait for Booking Requests

Sit tight and wait for seekers to find you.



Confirm Booking

Check booking time and requests, and confirm it to notify the seeker!

Trust, Real-Time Scheduling, Service Transparency, Certified Reviews, a Comprehensive Search Algorithm, No Quotes, No questionnaires.

We bridge the time, effort, risk, and money gap between an idea and its success. The gap between independent side trial and successful entrepreneur.

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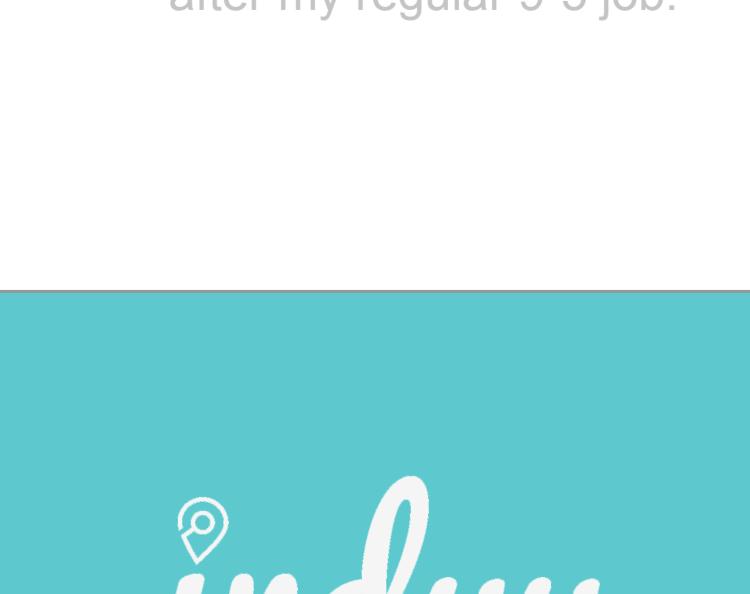
TESTIMONIALS



Tyler
Toronto, ON

“

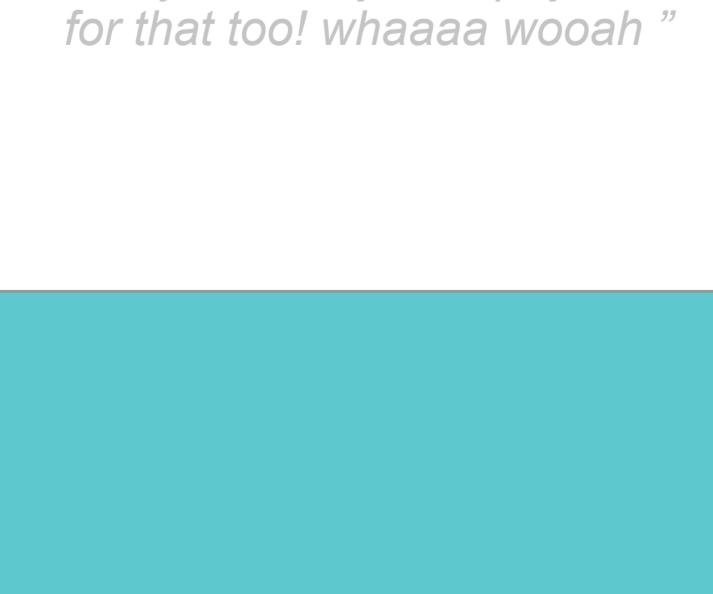
Found my MCAT tutor through here and he helped me pass my medical test!



Goran
Georgia, Georgia

“

This was a perfect way for me to find a side job consulting to find a side job after my regular 9-5 job.



Bo
Silicon Valley, SF

“

I wanted to tutor kids and now I can find them easily and they also pay me for that too! waaaaa wooh

Advance Search:

Start date:	End date:	Duration:	Price Range:	<input type="range"/>	
			Low	High	

I don't get what this dates Are :S

Dates

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Galfoyle

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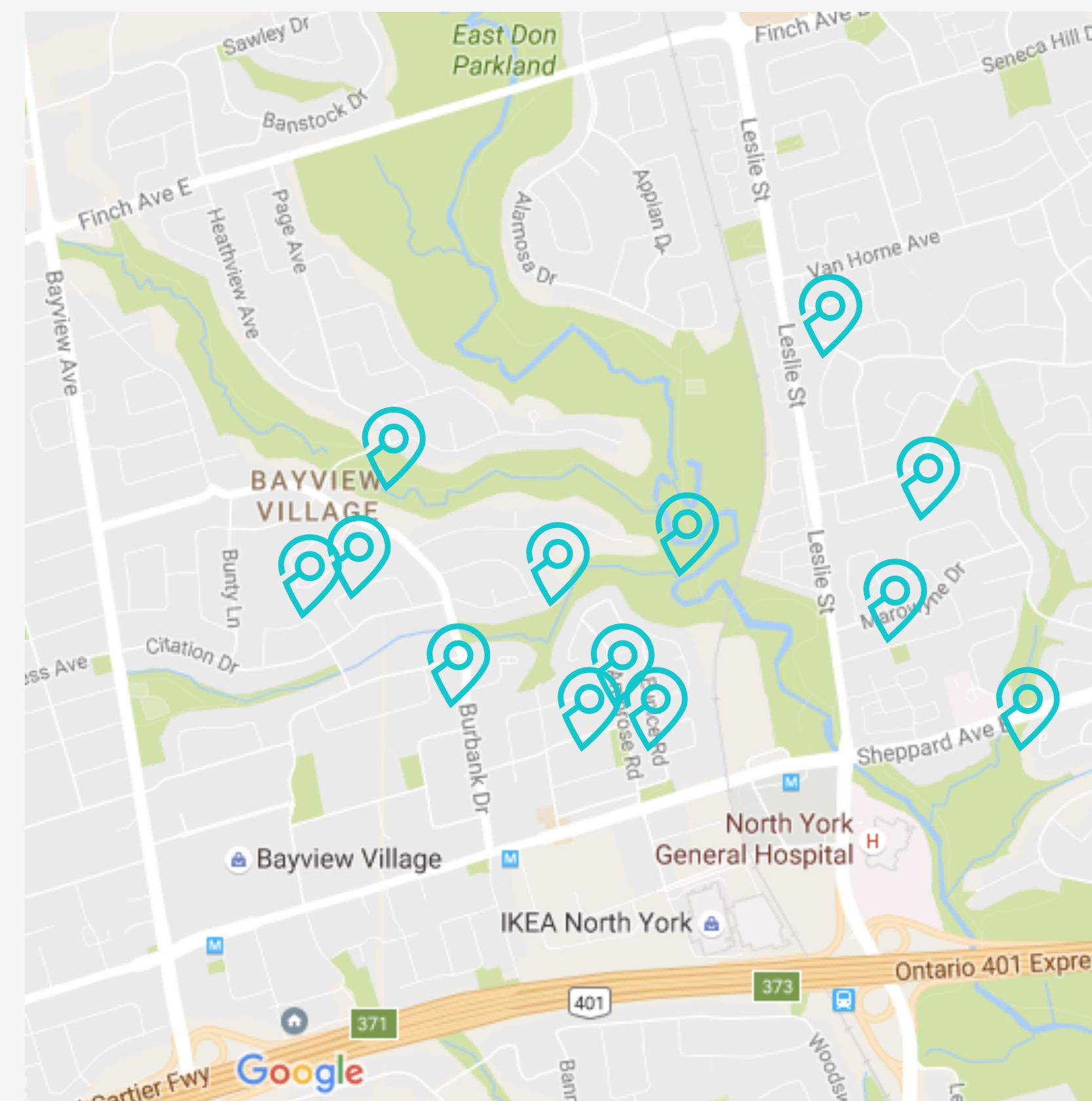
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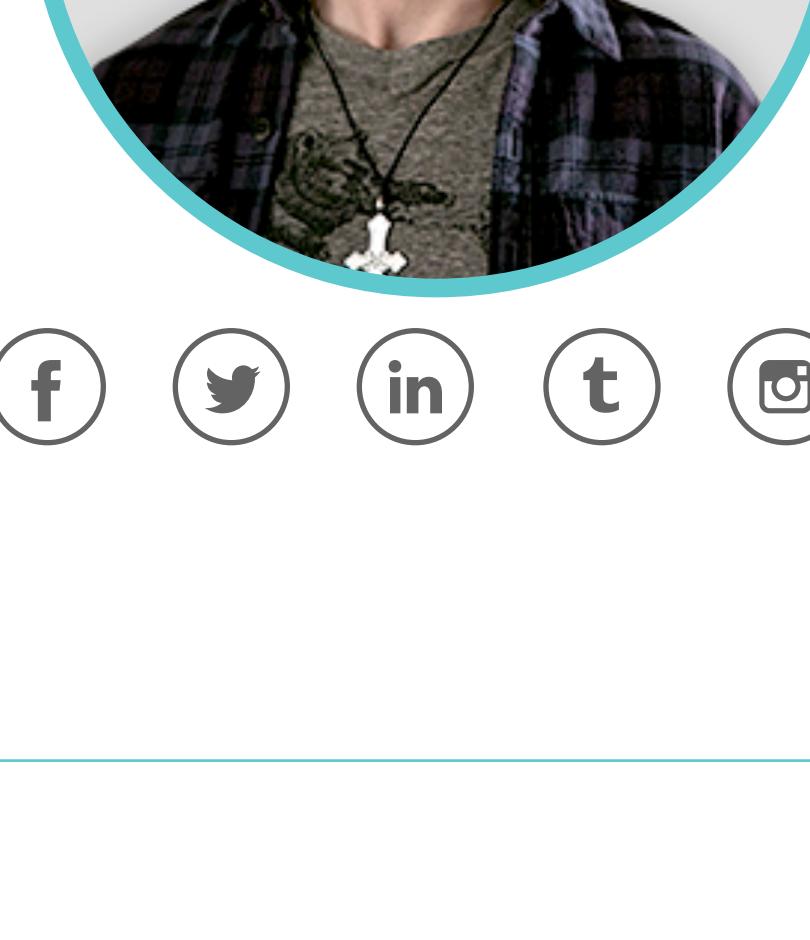
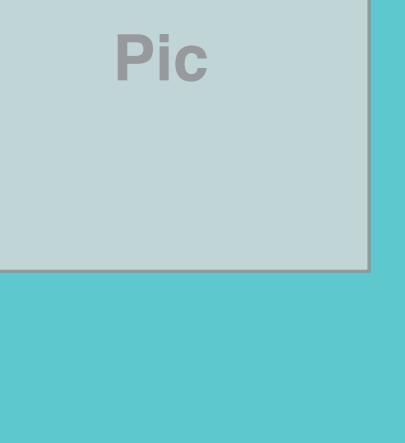
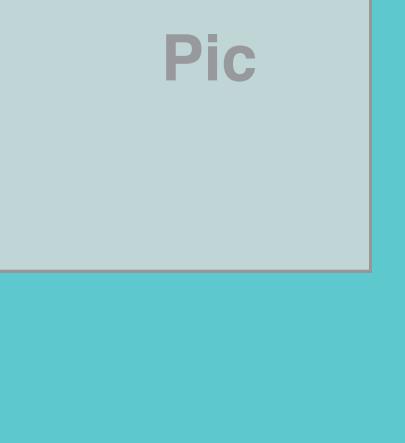
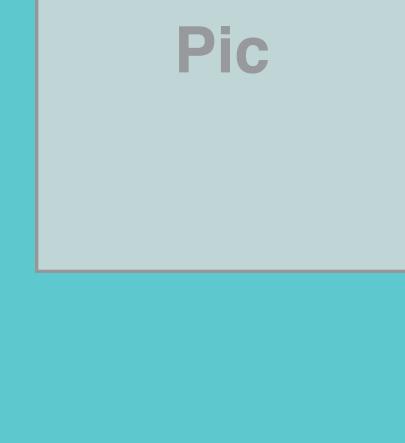
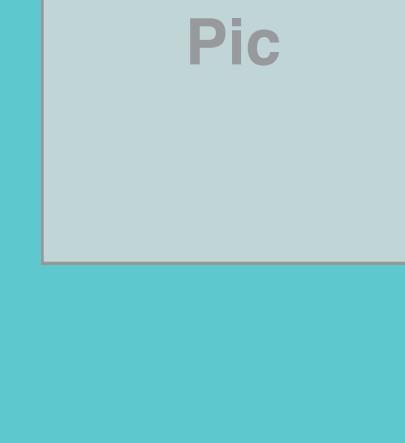
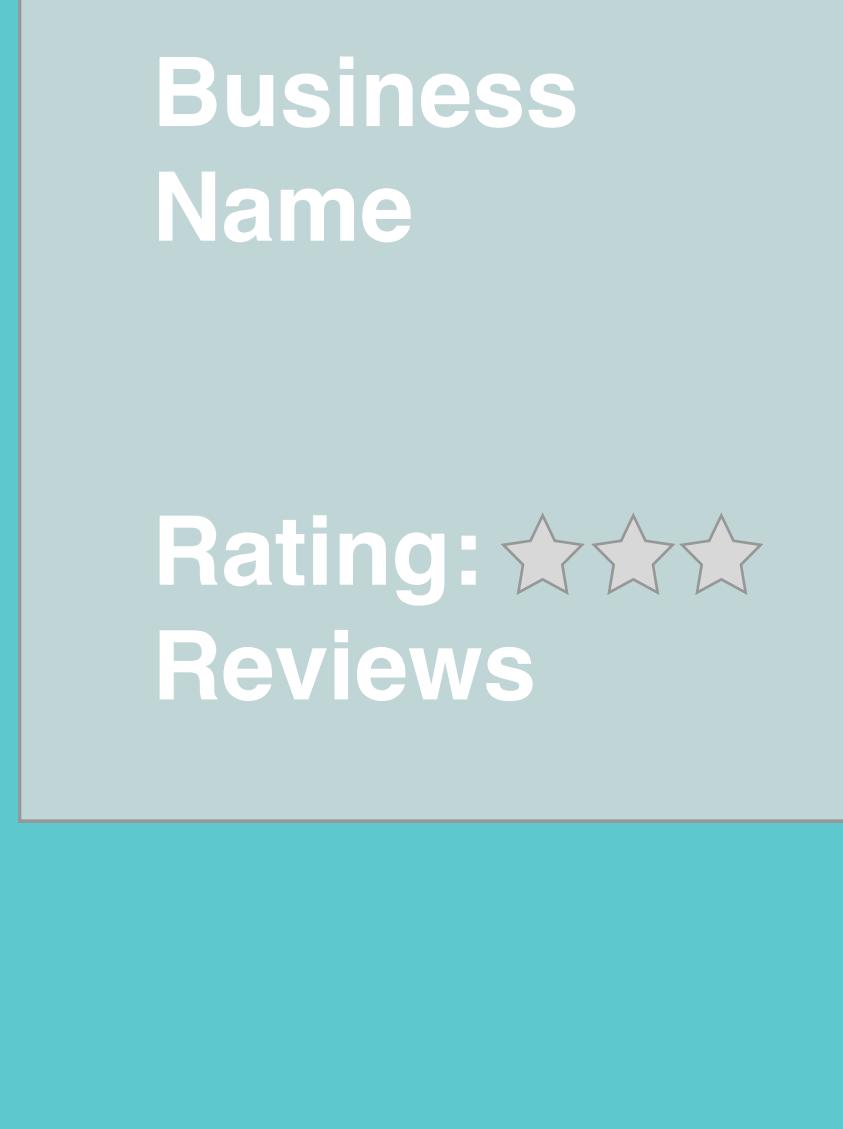


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(5) Reviews 1.5 km





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✓ Provides online consulting

Placeholder text for service description.



Inquiry

Initial phone/video consultation (free)

Reviews

positive reviews()

Placeholder text for positive review content.

User name, date

Verified ✓

Placeholder text for second positive review content.

User name, date

Verified ✓

negative reviews()

Placeholder text for negative review content.

User name, date

Verified ✓

Placeholder text for second negative review content.

User name, date

Verified ✓

Pick a service > Pick a time > Checkout

Service name 1

Price:

BOOK

Service name 2

Price:

BOOK

Service name 3

Price:

BOOK

Service name 4

Price:

BOOK

Service name 5

Price:

BOOK

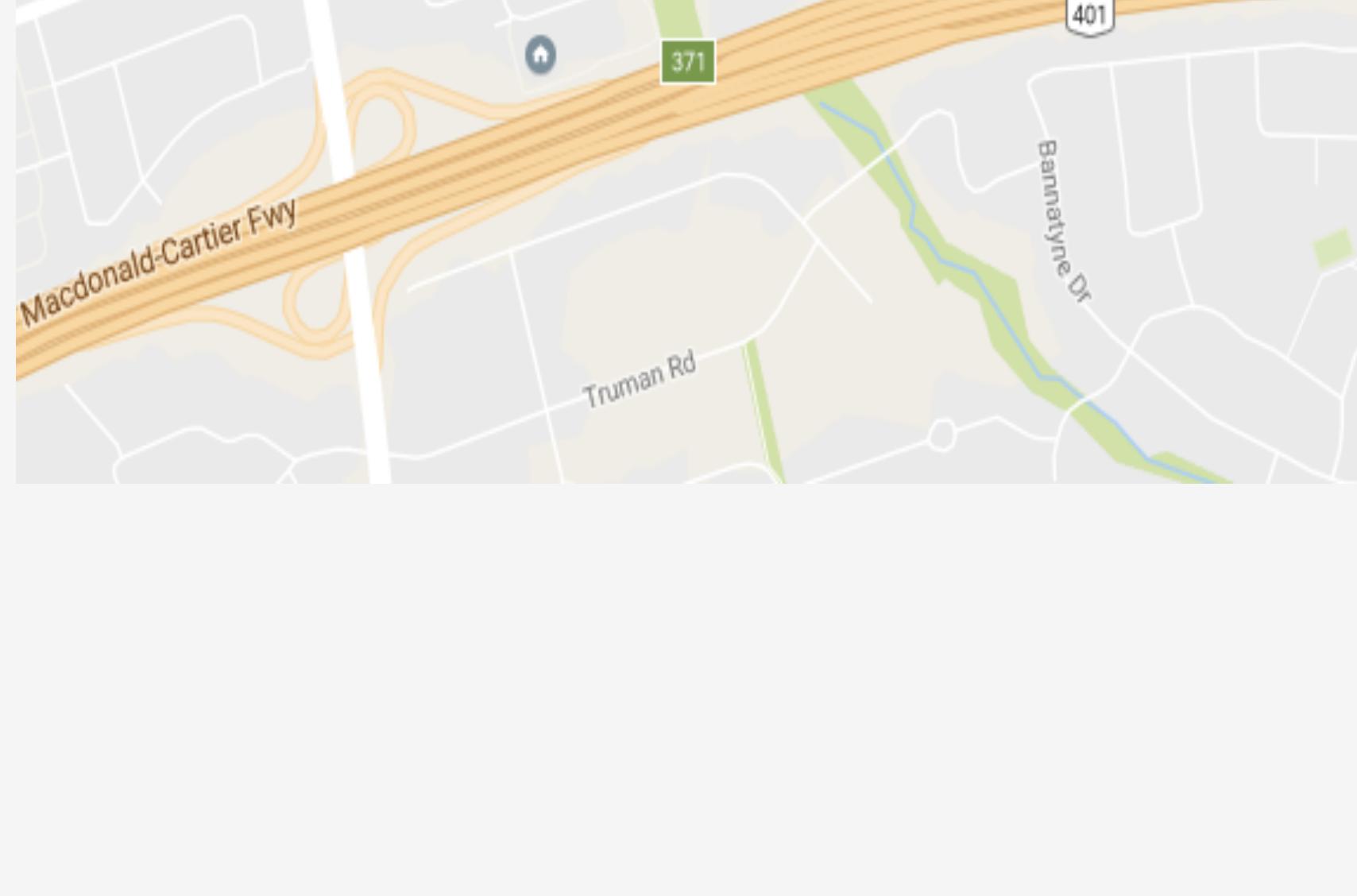
Service name 6

Price:

BOOK

View Availability

	MON, AUG 30	TUE, AUG 30	WED, AUG 30	THU, AUG 30	FRI, AUG 30
	2:00 PM	11:00 AM			
	3:00 PM				
	4:00 PM				



Hours

MON

8:00AM - 8:00PM

TUE

8:00AM - 8:00PM

WED

8:00AM - 8:00PM

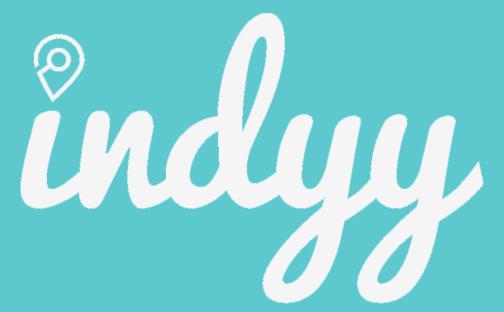
THU

8:00AM - 8:00PM

FRI

8:00AM - 8:00PM

SAT



Booking Request Form:

Name:

Address:

Phone Number:

Date:

Time:

Special Requests:

**REQUEST
BOOKING**

Executive Summary

Mission Statement

“To connect and empower the independent service marketplace”

Slogan

“It’s your time, go indyy”

One Line Pitch

indyy is a peer-to-peer service marketplace where independent providers can leverage their existing skills to connect with customers without worrying about advertising, scheduling, or payments

Company Summary

Add an overview to help investors evaluate your startup. You might like to include your business model, structure and products/services.

Overview

indyy is a social, visually engaging, data rich, discovery tool for independent services. We are not classifieds, we do not deal with enterprise service providers, we are a marketplace for independents; a rapidly growing market segment that is yet to be properly enabled in the service industry. Independents don't usually have a good venue to connect with customers and grow, and customers haven't found a place to verify independent businesses. *indyy* will be the top marketplace to find independent providers, or reciprocally, become an independent provider. The services offered will be organized, searchable, and well presented for service seekers. For service providers it will be left open ended as to the menu of services they wish to offer and their pricing, but within the constraints of our model.

Business Model

indyy is a an online platform, available through desktop and mobile versions to both service seekers and service providers. The business model works around an open and free market. Providers can charge what they wish and adjust rates according to their competition. Likewise seekers can look for rates that best suit them until they find a match. In building a marketplace for users on both ends, *indyy* will charge a small commission on bookings. Similar existing models lack a few key elements. Whether it be trust, safety, credibility with reviews, or incentive with fee for service rates. Existing platforms for service exchange such as craigslist and kijiji aren't properly sorted for time, location, price, and most of all, lack a degree of social credibility because of the anonymous nature of the poster. Review systems that exist such as yelp lack credibility because reviews can be anonymous and lack certification through proof of purchase. Finally, social networks for connecting service providers that have all the former in place rely on social engagement and active usership, the critical error here being that users act as any rational party in the economy would; lacking incentives they don't participate. By letting providers set a fee for their services we enable time strapped providers to make their own schedules and rates. We also enable service wanting seekers to pay for the level of quality they require. The match of supply and demand is allowed to occur

Executive Summary

organically as many functioning marketplaces left without controls. Unlike existing software platforms that try to implement their own schedules and a quote and reply system that creates information asymmetry and unhappy users. No questions, No quotes, and User Empowerment, that's what *indy* is all about.

Management Team

Who are the members of your management team and how will their experience aid in your success?

Goran Vlacic

Role: Co-founder & CEO

Functions: Sales, Operations, Finance, Product Design

Experience: Engineer 10 years experience (Nanotechnology)(Electrical & Computer), Project Manager, Designer, MBA Rotman, Strategic Consultant on Emerging Technology Engagements

Tyler Cossetto

Role: Co-founder

Functions: Operations, Finance, Product Design, Business Development

Experience: Machine Learning, Data Science, VenturePrize Business Competition, NeuroArm, Medical Doctor

Erin Kim

Role: CTO

Functions: Web Design and Development

Experience: Bitmaker, e-commerce experience, Rakuten

Customer Problem

What customer problem does your product and/or service solve?

We solve problems for two sides of our interactions. Independent professionals presenting and selling their services, and service seekers looking to find professional services at a good price.

For Professionals

Independent professionals need a forum to list and manage their business service online. Currently, the most popular options for listing your potential business or service online are building a website, creating a facebook page, and posting a classified ad. Building a website is cumbersome and expensive for e-commerce, especially for somebody just starting out. Furthermore, it's difficult to drive traffic to it because it is standalone, the provider usually doesn't want to sink more money into a marketing budget. Facebook pages are simple but also don't provide any booking services and payment scheduling. *indy* provides a venue for marketing, booking, evaluation, and payment all in one. We bridge the time, effort, risk, and money gap between an idea and its success. The gap between independent side trial and successful entrepreneur. We decrease the investment for would be entrepreneurs to nearly nothing, until they start

Executive Summary

seeing the proof and sales that justify making that investment. This allows providers a risk free trial at independence. Not having to leave an institution providing a dependable annual salary, but seeing what kind of revenue they could bring in part or full time without having to give an outrageous cut to their organizations. *indy* vastly mitigates risk for would be entrepreneurs.

For Customers

Customers need a simple, trustworthy, informative venue to search for services. None of our competitors in the service industry do this right and this is what drew us toward the problem when we were customers. When looking for goods online there are several places you can go that offer data rich certified reviews, statistical and anecdotal - marketplaces where you see what you're getting into before you make a purchase. No quotes, no wait times, no emails, just a powerful data and visual rich marketplace where you can find what you're looking for in your area or across the world. This needs to be in place before a customer can make the decision to bridge the psychological chasm between going to somebody nearby and face to face, and picking the best value service online. Customer trust is what we want to build because having that at the most competitive price and quality online is far more powerful than the trust you pay a huge premium for with brick and mortar established small businesses a block away from you.

Target Market

Define the important geographic, demographic, and/or psychographic characteristics of the market within which your customer segments exist.

From Millennials looking for a passion project to hedge their self-actualization woes, to Gen X'ers tired of working under corporate political hierarchy, all the way to boomers who are entering retirement but want to stay active and engaged with work but at their own pace. *indy* is a great marketplace to launch from for any provider, and a powerful tool to search for services on for any customer. No quotes, no questions, just a very well organized market.

Since we don't segment based on traditional demographics, we will break this down further in customer segments.

Customer Segments

Outline your targeted customer segments. These are the specific subsets of your target market that you will focus on to gain traction.

Experts Online - academics, specialized providers, industry gurus, high end developers, and countless others. As an economy grows, becomes more productive, and more efficient, so too do its individual's skill become more specialized. Professionals know exactly how powerful a consultation from a more experienced and knowledgeable individual could be, yet as skills become more specialized the amount of access to this help goes down. *indy* will offer an online connection platform for people willing to provide their services for their own rates. LinkedIn and Skype APIs will be leveraged until vertical integration can be put in place. Rates and times will be tracked. This is a

Executive Summary

worldwide customer segment, and has existing competition in place. It also allows us to build trust and reviews by starting with verified professionals with easily uploadable LinkedIn profiles, CVs, personal websites, and experience.

Local Independents - Even with limited competition in the small local business booking market there is still the untapped potential of local independents. Most services still need to be in person and within a short drive for convenience. The majority of *indy*'s clients will eventually come from this market. Albeit introduced later, once there is a user base, reviews, and a populated application for locals to build trust from, this will be a major part of our customer base. When trying to solve the chicken and egg problem of critical mass, narrowing a market on location based services can confine your users. This is why so many companies have struggled with growth, sales, and marketing in this segment, and why we plan to tackle it after the online base is leveraged for growth.

Service categories will include home care, home improvement and repair, health and beauty, automotive, and pets among others. This model has worked well for competitors, but nobody has tackled the independent market well. People who yet don't know how to start a business, buy commercial real estate, set up a website, a payment system, their own brand and so forth, or are just too time strapped to do so. They know and often do make more money on independent jobs instead of paying a large cut to their organization, so they just take what comes through word of mouth and rely on the safety that somebody else's brand can bring them. From barbers who don't want to pay for a chair and can cut hair out of their home or their customer's, to accountants who can help their friends' friends out with their taxes, to home cleaners looking to break free of their parent company, to personal trainers wanting their own clients; the list goes on. These independents often don't know how much business is out there for them because they're too scared to try. Too risk averse, too time strapped, and too scared to let go of the corporate safety net. With *indy* they don't have to. It's a click away to verify their reputation and credibility online and they're off with their own bookings, their own schedule, their own rates, no exorbitant commissions, no bosses, and full pay.

Students - There is usually a skill mismatch, especially early on in a career. Students, recent graduates, young professionals. Many have skills to offer but can't find the right work, don't have the right connections, and are sending resumes into black holes. They have debt they're trying to pay off and higher paying skills than most side jobs or "just for now" jobs offer. They don't want to add to their debt or take big risks in starting a business, but if given the right platform they could find a proper match in those needing services they can offer.

Retirees - Many highly skilled and specialized earners go into retirement after a long career only to feel idle and bored within a couple short years, yet don't want to return to the same place and definitely not work full time. They would love to interact, help others, still feel highly capable as they are, and why not get compensated as a show of all this.

Business Model

What strategy will you employ to build, deliver, and retain company value (e.g., profits)?

Commission. Simple but effective. 5% or below.

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In taking a small commission *indy* hopes to facilitate transactions that would not have otherwise found matches. Our platform will be comprehensive enough for scheduling and transacting services that there will not be much incentive for users to engage in market interaction without it. Repeat client attrition is bound to happen, and we believe this only strengthens our platform. *indy* is meant as a marketplace to help entrepreneurial ventures take off and allow providers to acquire new unique clients. If our providers find themselves busy enough through our scheduling, booking, and transaction software, then we have satisfied customers who can move on to setting up their own business given their independent success. If given their *indy* success, providers are willing to make the investment into their own proprietary offer of services, then they will see *indy* as a highly successful launchpad towards entrepreneurship. The budding entrepreneurs will have a good relationship with us and recommend to like minded independents as a good starting place.

The world economy is trending towards providing skills as temporarily needed and through the peer to peer economy. We see *indy* as an enabler of this economy of the future.

Some of the best our team has received has to build the business model around the customers, ready to pivot for revenues. In a brief written plan the best we can do is sell our product and our vision, standalone. We are avoiding market statistics, visual aids, or room for references at the seed level. Our backgrounds are extremely analytically heavy, and we have a lot of experience in selling stories with statistics. It doesn't necessarily mean it will work. We want to build something a lot of people will find incredibly useful. We want to facilitate entrepreneurship, freedom of work and pay, and individual empowerment. Temporally provided independent services are a massively growing market within the peer to peer economy and within the even bigger, ever more connected and globalized economy. And with income inequality on the rise in most nations in the world, enabling individuals who want to work hard will be critical. People will drive Ubers, deliver Amazon Flex, rent out their airbnb, sell their crafts on Etsy, and get take out from UberEats. All small commissions to pay for an independent marketplace. We intend to build *indy* to leverage people's existing skills.

Competitive Advantage

What is your company's competitive or unfair advantage? This can include patents, first mover advantage, unique expertise, or proprietary processes/technology.

Trust, Real-Time Scheduling, Service Transparency, Certified Reviews, a Comprehensive Search Algorithm, No Quotes, No questionnaires. Unlike the others *indy* is fast, safe, transparent, and most importantly, for you! You are your brand.

We are not the first mover in the service space, but first mover in the independent model. We aim to capitalize on the second-mover advantage by overcoming the limitations of the questionnaire and quote system, and black-box algorithm used by Thumbtack, Open Care, and other major competitors.

Executive Summary

LinkedIn professional profiles will be pulled. Verified purchase reviews will be implemented. And overall *indy* will properly incentivize the individual while maintaining trust and credibility. Instead of gamifying the review system with badges and top reviewer awards, or suggesting who we think are the best providers for you to email with, we open the online marketplace. You can explore any fields you want. You can see everybody in one spot, or filter all your results as need be. You can spend a couple minutes on the site to look at some of the metrics and make the choice yourself based on your needs. You give your availabilities and see theirs. The market rate adjusts itself through everyone having access to information, instead of paying excessively for high end quotes because of information asymmetry. The user is given all the factors they need to make a good decision. They can avoid the paradox of choice by applying their own constraints, yet still make a highly informed decision with market statistics if they so wish.

User design. Competitors aren't doing it right. The biggest competitors are too invested in their business model and existing revenue streams to pivot in our direction. We have enough design and development experience between us that we know a good product when we see one. And we haven't seen a competitor with one. We plan to incorporate better search tactics, get rid of decision trees and overlap skills better, few things are as mutually independent as our competitors would think. Statistics for seekers, and not just sorting reviews, we want to see a review profile: is it bimodal, is the provider great but flakey? Of course location, distance, schedule, and cost, but you determine your flexibility by comparing all quickly and easily, rather than answer a yes or no question. Worse yet having the default setting in a back end algorithm decide your time to cost ratio. You can determine your tradeoffs much more accurately yourself.

As a final advantage and possible pivot, we are based in Canada, a market where our biggest competitors have yet to move. This allows us to test the quality of our product with local service providers and independents. If our platform and vision is to be contorted by investors to push out revenue at a smaller scale and in a smaller niche, we have already done the market research for Canadian small business service providers and could easily pivot to offer business solutions to them before our competitors get there. This may not be our grand independent vision, but we see the opportunity in being a niche and geographically focussed company in a massive market with a proven business model that generates a positive ROI for our investors.

Products & Services

Describe the product or service that you will sell and how it solves the customer problem, listing the main value proposition for each product/service.

The majority of this has been covered in sections above, and abbreviated here.

For independent professionals

There has been a massive trend towards peer-to-peer service commerce in the past decade with startups like AirBnB, Uber, and Doordash making it easy to pocket some side cash. *indy* lets independent professionals leverage their existing skills in *any*

Executive Summary

industry which suits their passion. We take care of marketing, booking, and payments to make this transition as easy as possible.

For customers

On the user end is a service search for seekers. Metrics to help make a decision. No questionnaires to consume time, no quotes that lack transparency and lag in reply through emails. An open market where users can explore trustworthy, credible independent professionals, and take a more direct road to support each other in the peer to peer economy.

Sales & Marketing Strategy

What is your customer acquisition and retention strategy? Detail how you will promote, sell and create customer loyalty for your products and services.

We are a product-centric company and a marketplace. We believe that the right kind of customer growth comes organically from product quality after the acquisition seeds have been planted. Our customers are driven by either the need for a service or by the financial gains of selling their own service(s). The focus as with most technology companies hindering on a critical mass of users will be on marketing rather than sales strategy. The various steps of which are outlined below.

Acquisition

- Begin with our Online Services customer segment to gain traction through LinkedIn without any reviews early on
- Target Service Seeker side customers, who are in need of expertise and services, and can send would be providers a link to cash in on their advice
- Universities and colleges for current students and graduates looking for work
- Government resource for unemployed
- Promotion by business owner / independent professional
- SNS marketing, through FB, Twitter, Instagram, Reddit etc.
- There are many strategies we could go with for this, but we acknowledge this as a weak point of any critical mass tech startup (be it small or large), we have sought advice from our Waterloo community of founders who have successfully dealt with this issue, and we also hope to match with the proper investment and advisory team with experience in this strategy

Retention

- Customer messages that deliver to email and remind the providers of their schedule and appointments
- Provider financial incentives should be driving retention, site traffic, and transactions, marketing and branding will gently remind them and put *indyy* in the forefront of their consciousness without getting annoying. It's a call to action for themselves and profits for them, not somebody else.
- Multi ended reviews. The user at each end of the transaction wants to maintain credibility for showing up on time, being polite, and professional. Reviews for Reviews.
- Training videos for providers on how to build and grow your business using *indyy*

Executive Summary

Partnerships

- *Square* allows customers to make payments using a device attached to any phone or iPad, they currently don't have any booking applications which would be useful to integrate the whole process. If an independent provider has a need or preference for in person transactions rather than online (or even just as an option) they can complete the transaction using Square and the payment will be registered on *indy* like any other.

Competitors

Describe the competitive landscape and your competitors' strengths and weaknesses. If direct competitors don't exist, describe the existing alternatives.

ThumbTack (US)

Description

Strengths

- First mover advantage
- Well organized for task completion, highly detailed
- Massively comprehensive with complex search refinements
- \$1million liability coverage
- Workshops and courses to improve skills of entrepreneurs and small business

Weaknesses

- Not social. Quote based. Black Box Market. Too many questions asked
- Users need to login and create a project and can only view businesses that offer a quote. All of the other businesses remain hidden. This makes it impossible for providers to drive traffic to Thumbtack to advertise their business. If they want to advertise their business online they need to make an independent website.
- With *indy* all business profiles on the website are visible. Users can register custom URLs to direct customers to their profile. For example Mike owns a painting company, he uses his domain www.indy.com/mikespainting (sample; not functional) to share with his business with his contacts. When they go on his page they can see his services, reviews and book his services directly. This makes it easier to take care of all his scheduling and payments in one place; their *indy* profile can double as their company's website.
- No real-time booking. Quotes are assigned then the user has to filter through options and pick the provider at a later date and make a booking. Quotes require a two step process which is more cumbersome than just finding a service and making the booking in one go. *indy* allows you to book in one visit. Real time on both sides. No waiting.
- Limited to 5 quotes. There is a trade off between finding the best quote and being bombarded by emails. Thumbtack has thus limited the number of quotes to 5. *indy* does away with quotes, which means no inbox full of emails, and you can still find the cheapest provider for the job by seeing all options available right away.
- Pay-per-quote revenue model. Pros can see customer requests for free but must pay using credits to send a quote to the customer. Since anyone can make a fake account as we did to find a quote, this means businesses are paying up

Executive Summary

front with no guaranteed return on investment. *indy*'s revenue model only takes a commission on the booking, which is paid to the business. This means that businesses are always getting a return on investment. No customers, no fee.

- Not in the Canadian Market

Staroservice (US)

Description

- French Thumbtack

Strengths

- Specific geographical location and language market with proper user design

Weaknesses

- Direct copycat of Thumbtack but in French market; legal and takeover worries
- Same limitations as Thumbtack with smaller customer base and market space

TaskRabbit (USA)

Description

- Online marketplace that matches freelance labor with local demand, allowing consumers to find immediate help with everyday tasks, including cleaning, moving, delivery and handyman work.

Strengths

- Large user based
- Recognized brand in large US market

Weaknesses

- Bordering in on the massively competitive Virtual Assistant marketplace
- Focusses on one time tasks that "anybody" can do. Although there is a huge market for this kind of open ended service, it does not lend itself well to leveraging an individual's skill set.
- Services pay less for providers and lack expertise and trust for customers.

AskforTask (Canada)

Description

Strengths

- Canadian Market, thumbtack model in Canada
- First mover advantage
- Appropriate for simple jobs

Weaknesses

- Not social. Same limitations as Thumbtack.
- No real-time booking. Same limitations as Thumbtack.
- Focused on simple tasks. This leaves a significant segment of the market open. There are many small businesses and independent professionals that don't want to do odd jobs for customers. They want something that is sustainable and caters to their professional skills. *indy* is a better alternative for professionals that want to offer their services.

Kijiji and Craigslist

Description

- Online classified

Strengths

- Popular in Canada

Executive Summary

- Fast, simple, quick posts
- Massive working models for many years

Weaknesses

- No customer protection. Kijiji is based on trust that the provider and buyers will hold up their end of the bargain. There's no method of enforcing accountability and no systems in place for canceling payments or removing users. All accounts on *indy* are verified using social accounts/addresses/payment information. Liability coverage is given.
- No reviews. All *indy* reviews are verified upon purchase.
- No bookings. *indy* allows bookings
- No social aspect
- Very low on quantifiable data for best value and location. Old list system doesn't work well with a data demanding customer

Yelp

Description

- Web and mobile based tool to find and review local businesses

Strengths

- First mover advantage
- Massive database of reviews and businesses
- Strong community of reviewers and reward basis
- Large resources of staff and operating revenue
- Analytics provided to paying clients

Weaknesses

- Unverified reviews. All *indy* reviews are verified after paying for service.
- No bookings. *indy* is based on bookings which has a twofold advantage. It allows users to search which time slots are available not just hours of operations and enables only those who have booked through *indy* to write a review
- Poor branding. Poor UI. Poor reputation; considered unethical. Yelp was featured in a documentary "Billion Dollar Bully" They have been accused of extorting small businesses and altering reviews based on payments. *indy* is designed to empower independent professionals and small businesses. Our branding is to have a clean UI that showcases independents and gives them the tools that are required to succeed.

MyTime

Description

- Online web portal for booking appointments for a variety of services

Strengths

- Very clean UI
- First mover advantage
- Comprehensive list of services
- Offers booking using proprietary software

Weaknesses

- Not endorsed by businesses. MyTime gives the impression of affiliation with the businesses listed on the website but has a small disclaimer on every booking stating that they are not. The team is calling businesses one by one to make appointments, upon customer requests. They leave a 24hr window before you can make any booking, which allows them to make these manual calls, this

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completely negates their booking software, same-day and next-day bookings are the most popular ones at most businesses.

- If business are made aware of their model and aren't already angry, they might large commissions. This has resulted in small businesses referring to them as "Yelp 2.0" and customers showing up for appointments that weren't actually confirmed. *indy* only allows bookings to be made for my businesses that have listed their services.
- No verified reviews. Reviews are pulled from yelp. All reviews on *indy* are verified

Yellow Pages

Description

- Telephone directory of businesses that have been making a transition into web search

Strengths

- Well known in Canada
- Comprehensive business listings

Weaknesses

- Considered outdated and book based. *indy* is marketed as the tech savvy way of getting your business recognized
- Don't currently allow bookings. *indy* manages bookings and payments in one place
- Don't currently allow payments. *indy* manages bookings and payments in one place
- Not social.

Facebook

Description

- Social network that allows users to post a page of their business

Strengths

- Massive user base and resources.
- Easy for businesses to make a page.
- Social and offers reviews which are generally favourable because of friends/family.

Weaknesses

- Unverified reviews. For potential customers, reviews on a page are generally unreliable because anyone can write one. All *indy* reviews are verified
- No booking software.
- No payment software.
- No search criteria to find business pages. Potential customers don't use facebook to filter through businesses to find the right service. *indy* matches customers to businesses using search algorithms

MerchantCircle

Description

- Social network for local business owners. Services include online business listings, marketing tools, internet advertising, business

Strengths

- Founded in 2005 with large network of local businesses in California

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Weaknesses

- Restricted Geographic Market
- Poor reputation; making automated phone calls for bookings
- Focus on local businesses rather than independent service providers

Fiverr

Description

- Worldwide marketplace for digital services. Logo design, marketing services, whiteboards and more, starting from \$5

Strengths

- Well known brand with large user base
- Global scope which allows for low prices
- Reviews are verified and plentiful
- Covers bookings and payments in one place

Weaknesses

- Currently constrained to web application needs (design, infographics, small projects). Other areas of the market are still open. *indy* hopes to acquire these before fiverr if they ever choose to pivot

WorkMarket

Description

- Freelance management system for independent workforces

Strengths

- Sophisticated backend management for hiring staff

Weakness

- Focus on team staffing and hiring needs, which is not our space

Care.com

Description

- Successful online web portal that connects caregivers with customers using the layout and design
- IPO in 2014 with \$59m annual revenue

Strengths

- Similar model as *indy*
- Vertical integration with high traffic domain name

Weaknesses

- Niche market, *indy* will widen to include the services not offered by care.com

APPENDIX – Alternative Options

Mission Statement

Descending order of likes:

“To connect and empower the independent service marketplace”

“Providing a Gateway to Entrepreneurship”

“Services in the Peer to Peer Economy”

“To reimagine how independent professionals exchange services”

“To empower independent professionals and small business owners”

“Connecting independent supply with independent demand”

“To reimagine how professionals become independent business owners”

“To help young pros become independent business owners”

“To empower and enable independent service providers”

“To uncover the hidden talents in the community and bring them as independents into the marketplace”

Slogan

Descending order of likes:

“What’s your skill?”

“Leverage your skills”

“Use your skills”

“Unlocking skills”

“Invest in yourself”

“It’s your time, go indy”

“The road to independence”

“Your gateway to independence”

“Your gateway to entrepreneurship”

“Launch yourself, go indy”

“Start your own independent business”

“Anyone can start a business”

One Line Pitch

“Inddy is a peer-to-peer service marketplace where independent providers can leverage their existing skills to connect with customers without worrying about advertising, scheduling, or payments”

“Inddy is developing a peer-2-peer service marketplace where customers can discover and connect with professionals that are leveraging their existing skills on a social platform with built-in reviews, scheduling and payments”

“Inddy is a *social* marketplace where customers discover and connect with independent professionals to securely book and pay for services”

“Inddy is a social marketplace where anyone can list their service or business and securely manage bookings and payments”

“Inddy is a secure online marketplace where anyone can list a business or service and accept bookings and payments”

“Inddy is developing a website to help independent professionals advertise and manage payments of their startup business with a social marketplace that allows customers to search through, rate, and make bookings of new businesses”

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“indyy is developing an online web portal to help professionals overcome the barrier of developing their own business by creating a social marketplace that makes it easy for new businesses to build their brand and manage bookings and payments “

“indyy is developing an online web portal to help professionals overcome barriers in starting their own business by creating a social marketplace that makes it easy

customers to find, book and make secure payments to local entrepreneurs “

“indyy is developing an secure and social classifieds where users can rate, book and make payments to service providers”