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# AT-YOUR-SERVICE MOBILE APP

PROVIDING QUALITY SERVICE AND OPPORTUNITIES TO FILIPINOS



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## OUR IDEA

**AT-YOUR-SERVICE MOBILE APP IS A PLATFORM FOR TESDA CERTIFIED SKILLS WORKERS WHERE CUSTOMERS WITHIN METRO MANILA CAN HIRE THEIR SERVICES AT A REASONABLE PRICE.**



### Job Opportunities

TESDA graduates have limited job opportunities



### Connection

TESDA graduates do not have tools to connect to possible customers/employers



### Time & Effort

Customers are busy and do not have the skill to do household maintenance



### Security

Safety and security are major concerns in hiring workers

# The Problem



### Quality Service

Services are provided  
by TESDA certified  
Skilled Workers



### Vetted Skilled Workers

Ensures safety and  
security of customers



### Competitive Rates

Professional services  
at reasonable rates

# Solution

At-Your-Service Mobile App  
connects the TESDA certified  
skilled workers to customers  
by just a few clicks.

# Business Model



## Customer Segments

- TESDA Skilled Workers
- Customers



## Key Activities

- Marketing and customer acquisition
- Product development
- Hiring of workers
- Customer Support



## Revenue Streams

- Commission for every successful transaction
- Quarterly membership
- In-app advertisement

# VALUE PROPOSITION

- **TESDA CERTIFIED SKILLED WORKERS**
  - ✓ Source of Income
  - ✓ Flexible work schedule
  - ✓ Can work part-time
- **CUSTOMER**
  - ✓ Quality service from TESDA certified skilled workers
  - ✓ Save time and effort
  - ✓ By appointment or on-demand service

# Market Opportunity

**267K**

Average number of TESDA  
graduates annually from 2014-  
2016

**40.4M**

Middle class Filipinos

**25.6%**

In NCR

Equivalent to  
10.34 M

## Sources:

<http://www.tesda.gov.ph/Uploads/File/planning2017/TVETStats>

<https://pidswebs.pids.gov.ph/CDN/PUBLICATIONS>

<https://psa.gov.ph/content/philippines-figures-0>



# Competition

## Gawin.ph

- Founded in Malaysia
- Customers request service through web app or mobile app
- Customer service sends quotation or assigns a vendor

## MyKuya.com

- Established in 2017 by Shabab Shabibi
- Customers request service through the web ap or mobile app
- The company matches the request to their partner agencies or individuals
- Once matched, the customer and service provider communicate through chat





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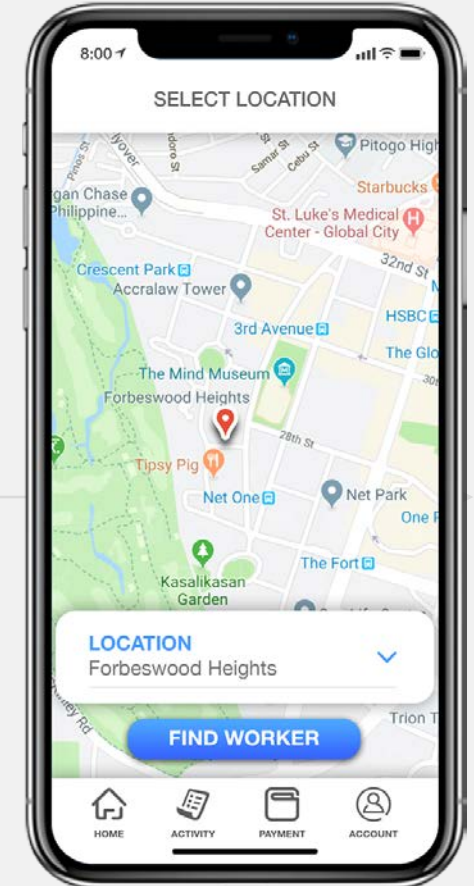
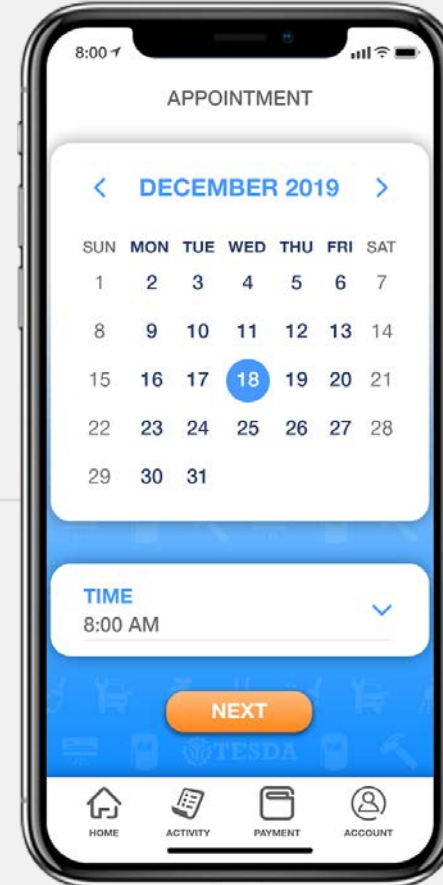
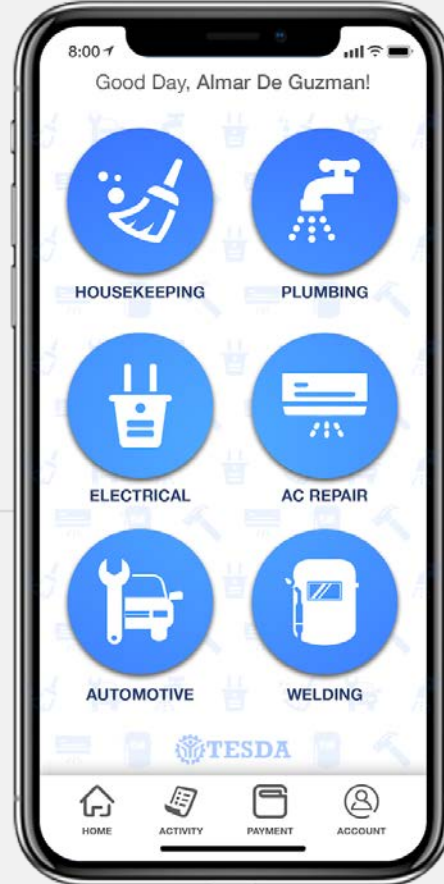
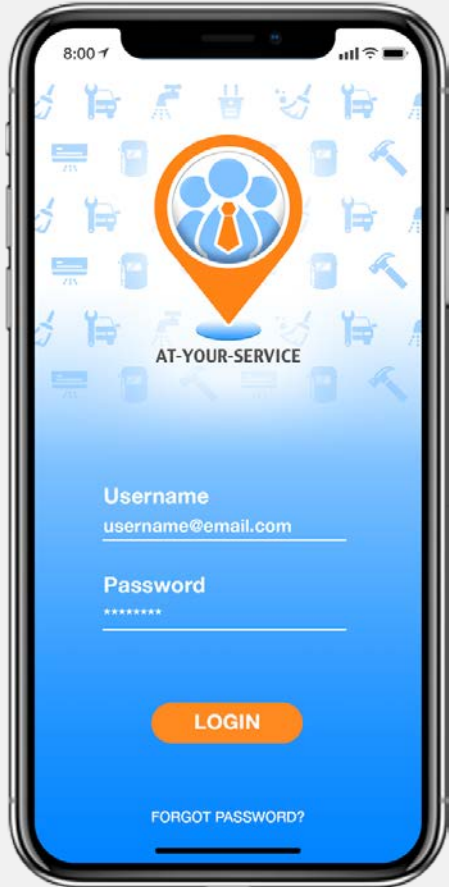
**DEMO**



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## Team



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Operations Manager

B.S. Information Systems  
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Currently heads the Administration Unit of Mobile Device Integration Systems, Inc.- a company that provides GPS products and services as well as systems integration services.



Neale Dagdag

Sales and Marketing Manager

B.S. Information Technology  
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Presently based in Vancouver, Canada and works at a company owned and managed by his aunt.



Almar De Guzman

Systems Developer

B.S. Information Technology  
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Freelance systems programmer



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# THANK YOU

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