

Choresforce

December 3rd, 2009
Social Venture Fair

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micro-employment :

employment that binds underemployed or unemployed people,
and paying individuals or households,
for a particular task,
lasting a short period of time

Choresforce

provides a platform that harnesses web and basic mobile technology to instantly connect job seekers and employers for micro-employment.

Market

Job seekers

"Job openings are scarce, so the unemployed are starting their days at busy intersections and home improvement stores where, if they're lucky, someone will drive up and offer work that could last a few hours or several weeks."

USA Today, Nov 30, 2009

Market sized to be at least 110,000 in Pittsburgh

Employers

"I am looking for 3-5 hours of cleaning help and willing to pay \$11-\$13/hour. Chores I need help getting through are vacuuming, moping, dusting, bathrooms, kitchen, cabinet wipeouts. I am only interested in hiring someone who is willing to be reliable, and trustworthy."

Craigslist Pittsburgh, Nov 30, 2009

Market sized to be at least 35,000 in Pittsburgh

System

Job seekers

Employers

Register + background check



Post on website



SMS to apt job seekers



Reply SMS, if interested



Share contact and profile info



Service performed, & financial transactions occur outside the system

Rate each other



System

Job seekers

Employers

Register + **background check**



Post on website



SMS to apt job seekers



Reply SMS, if interested



Fast and Easy

Share contact and profile info



Service performed, & financial transactions occur outside the system

Rate each other



Free

Low-cost

Financials

Customers charged a minimal fee (50¢) for posting and a variable percentage (15% in most cases) on the amount paid out to the job seeker.

Estimated break even is within 18 months of launch.

Team is assembled.

NOW

Are you going to be a part of it?

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