



# HirelyStreet

## HirelyStreet

# A Unified Marketplace.

Connecting customers with trusted professionals — online and offline  
— across every category of service.

# The Problem: A Fragmented Market

No single platform lets users discover, book, pay, and communicate with professionals across both online and offline services.

Fragmentation causes frustration.

**Existing Platforms Fall Short**

Only apps related to one sector – Online or Home Services.

**Professionals Struggle**

WhatsApp Referrals, Discovery Problems, Price Fluctuations.

**Customers Are Frustrated**

Need different apps for different services. Hard to find trustworthy professionals. No unified booking experience.

# The Solution: One App for Everything

HirelyStreet is a unified marketplace for both online and offline services — solving fragmentation with a single, seamless experience.

- **Search & Compare**

Discover professionals across all service categories

- **Chat & Consult**

Communicate directly before booking

- **Book & Pay**

Secure, seamless in-app transactions

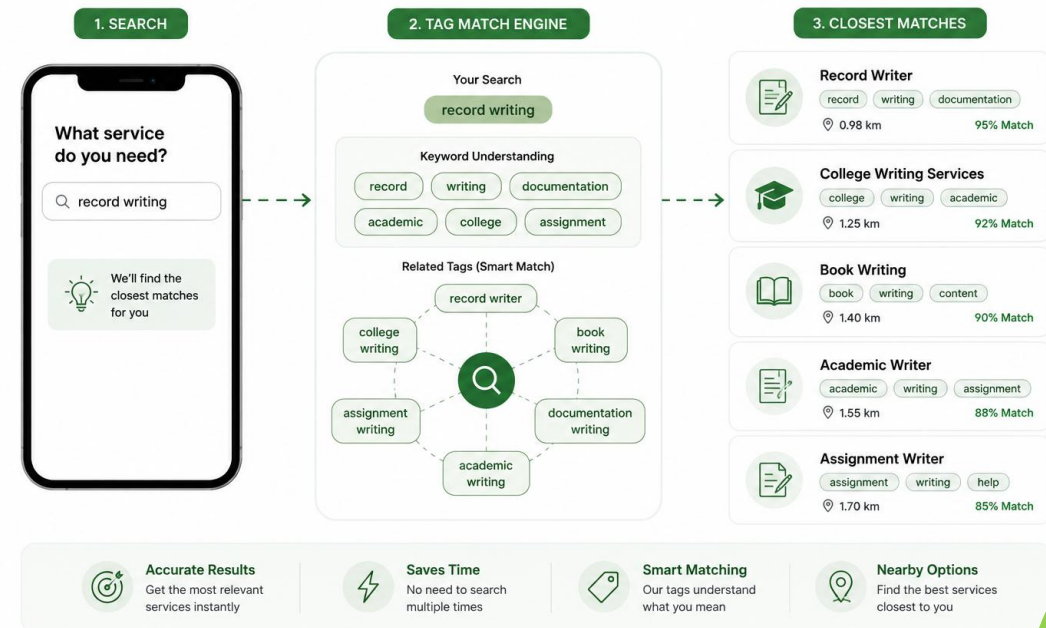
- **Review & Repeat**

Build trust through verified ratings

This model is much more scalable as it has a tag system. AI will be used to match tags and find the right keyword.

## Tag System – Smart, Fast & Accurate

Search any keyword. Get the closest matching services.



# Why Now? The Timing Is Perfect



## UPI & Digital Payments

India's UPI ecosystem has normalized cashless transactions, making in-app payments frictionless for every user segment.



## Smartphone Penetration

Over 700M smartphone users in India — the largest addressable base for a mobile-first service marketplace.



## Remote Work & Gig Economy

Post-pandemic shift has permanently expanded freelance and gig work, creating millions of professionals seeking platforms.



## AI Amplifying Freelance Work

AI tools are lowering barriers to freelance work, expanding the creator economy and increasing demand for discovery platforms.

# A Massive, Underserved Market

## INDIAN MARKET (2025)

Hyperlocal Industry

₹5.10–5.2L Cr

10–11%  
CAGR

Online Industry

₹4.1–4300 Cr

18–22%  
CAGR

## GLOBAL MARKET(2025)

Hyperlocal Industry

₹32L Cr

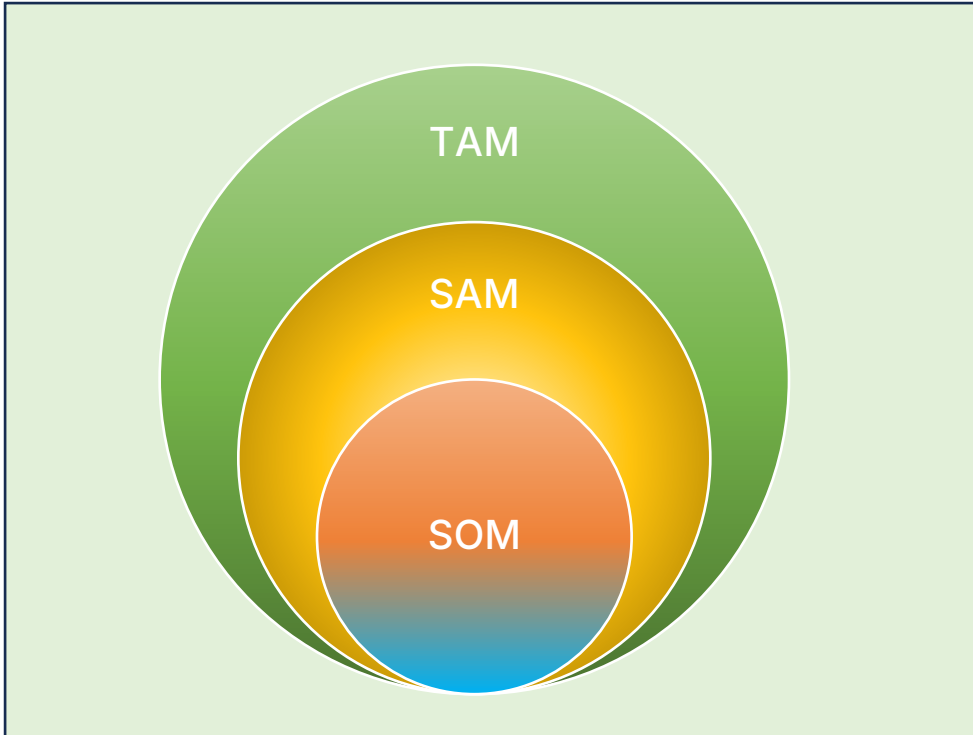
9.2%  
CAGR

Online Industry

₹55,680 Cr

18.6%  
CAGR

# Market Sizing: TAM → SAM → SOM



We intend to increase GMV by expanding to different tier cities

## Projected FY30 SAM

= ₹8,500–8,800 Cr  
 (online home services @ 18–22% CAGR) + ₹35,300–47,100 Cr  
 (freelance GMV @ 25.1% CAGR)  
 ≈ ₹44,000–56,000 Cr (FY30)

## • TAM

(₹5.25 – 5.36 lakh Crore)

TAM = India home services + India freelance services (GMV, FY25)  
 = ₹5,10,000–5,21,000 Cr + (₹2,306 Cr platform revenue ÷ 15% take rate)  
 = ₹5,10,000 Cr + ₹15,376 Cr  
 ≈ ₹5.25–5.36 lakh Cr

## • SAM

(₹19,500–19,700 Crore)

SAM = digitally addressable GMV (online-only share of TAM)  
 = Online home services + Online freelance GMV  
 = ₹4,100–4,300 Cr + ₹15,376 Cr  
 ≈ ₹19,500–19,700 Cr (FY25)

## • SOM

(₹250 Crore)

SOM = ₹250 Cr annual GMV by Year 5  
 = 0.45–0.57% of FY30 SAM  
 Revenue = ₹250 Cr × (15–20% commission + 1.5% platform fee) = ₹41–54 Cr/year  
 Volume = ₹250 Cr ÷ ₹1,500 avg ticket = 16.7 lakh bookings/year  
 ≈ 1.4 lakh bookings/month

# Competitive Landscape

As shown – Our biggest competitor is **Urban Company** beating others with Home Services alone.

1

Fiverr / Upwork

Online only, no local services

2

Urban Company

Home services only, no freelancing

3

JustDial / IndiaMART

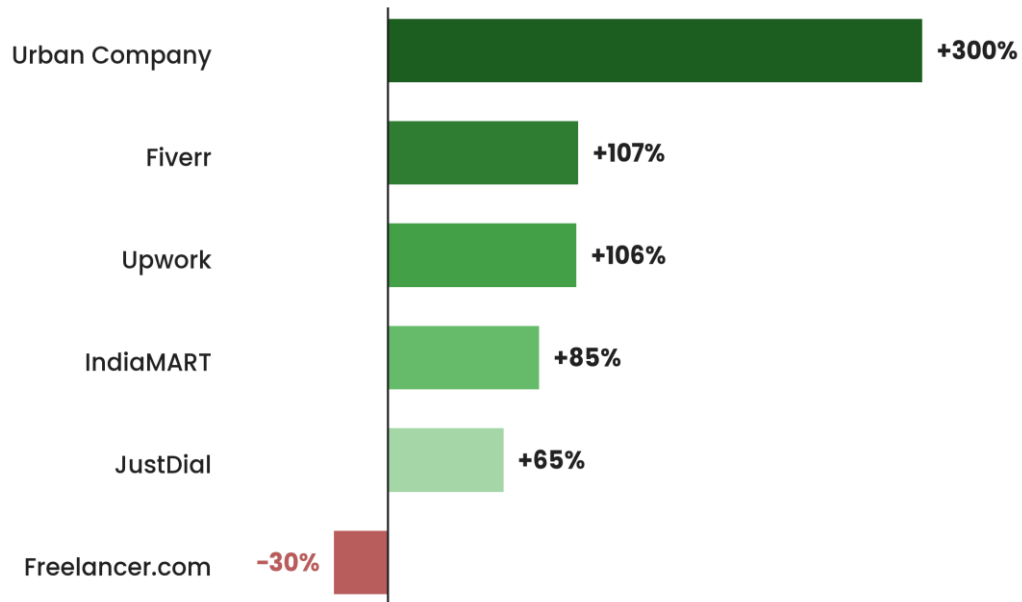
Directory only, no booking or payment

| Company       | Market Capital (2025) | Type                    |
|---------------|-----------------------|-------------------------|
| Fiverr        | \$0.74 Billion        | Online (Global)         |
| Upwork        | \$2.79 Billion        | Online (Global)         |
| Urban Company | \$3.1 Billion         | Home Services (India)   |
| JustDial      | \$687 Million         | Local Services (India)  |
| IndiaMART     | \$1.48 Billion        | Suppliers ,etc. (India) |

Urban Company wins in 8 metros with a trained, full-time workforce. That model can't scale to India's 90%+ informal service economy — Our open marketplace is built for exactly that segment.

# Competitor Revenue Growth Validates the Opportunity

Service marketplaces grew up to 4x in four years



Revenue growth, 2020–2024 (FY21–FY25 for Indian companies) · Company filings and annual reports

## The Market Is Accelerating

Urban Company grew revenue **4x in four years**. Fiverr and Upwork each doubled in the same period. The only declining player, Freelancer.com (–29.8% 20–24), failed to innovate beyond a basic listing model.

These growth multiples confirm strong demand for service marketplaces. HirelyStreet's **unified online + offline model** positions us to capture share across all segments simultaneously.



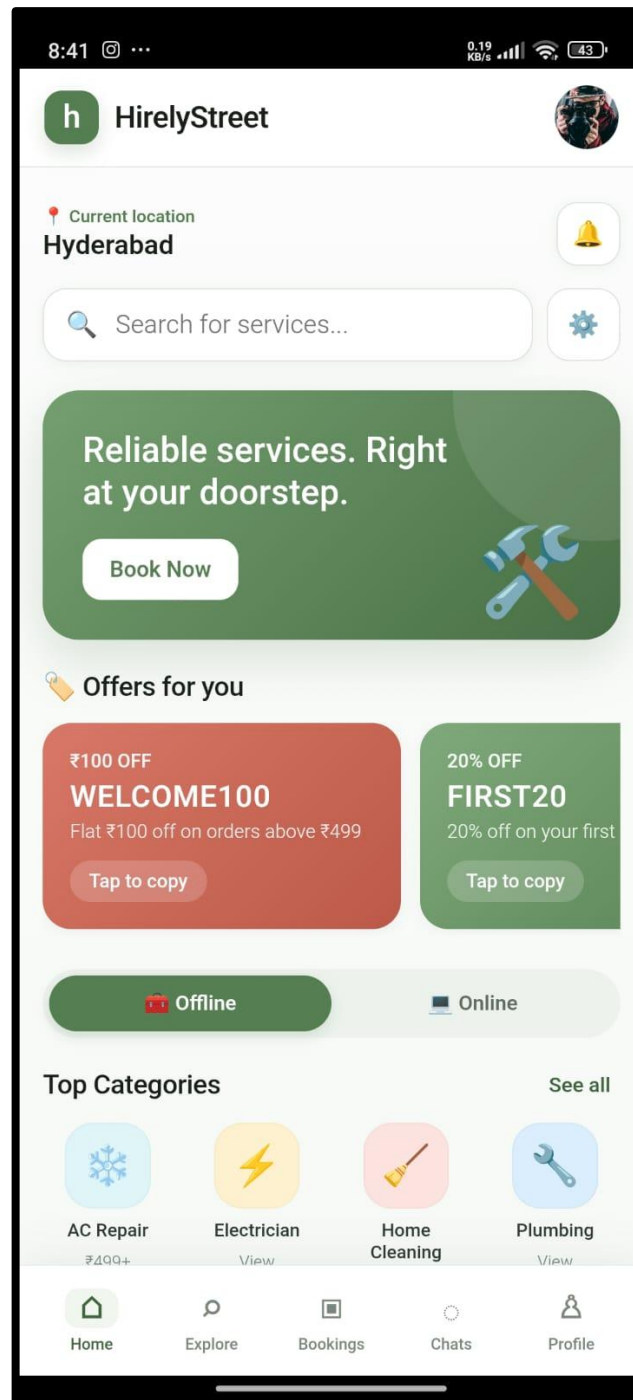
# Traction and Progress

## Business Foundation

- Domain secured
- Brand identity established
- Professional business email established
- LinkedIn company page launched

## Market Validation

- Customer and provider pain points identified
- TAM, SAM, and SOM analysis completed
- 100 Customers and 50 Service Providers on waitlist



## Prototype Design

- Customer, Service Provider and Admin Perspectives.
- UI Screens Designed.
- Mobile application prototype completed.
- Booking workflow mapped



# Business Model: Multiple Revenue Streams

HirelyStreet generates revenue from day one through diversified, scalable streams.

| Revenue Stream          | How It Works                                      | Pricing                |
|-------------------------|---------------------------------------------------|------------------------|
| Commission on Bookings  | Charged on every completed service or project     | 15–20% per transaction |
| Premium (Freelancers)   | Enhanced visibility, analytics, priority listings | ₹299–₹499/month        |
| Premium (Businesses)    | Advanced hiring tools, unlimited job postings     | ₹999–₹2,999/month      |
| Featured Listings & Ads | Top-of-search promotion for services and jobs     | ₹499–₹4,999/campaign   |
| Verification Services   | Optional background checks for professionals      | ₹199–₹499/verification |

# Meet The Team



Managing documents  
& Strategy

## CEO

R AKASH

Undergraduate  
(B.Sc. Comp Sci & ML)

 Loyola Academy

 Hyderabad

- 
- Product Vision
  - Business Strategy
  - Partnerships
  - Growth & Funding

Managing tasks

## COO

GARVITESH  
DADHICH

Masters  
(Commerce)

 MDS University

 Rajasthan

- 
- Operations
  - Provider Acquisition
  - Marketplace Management
  - Process Optimization

Managing website

## CPO

AAYUSH  
THAKUR

Undergraduate  
(B.E)

 Chandigarh University

 Punjab

- 
- Product Design
  - User Experience
  - Customer Journey
  - Feature Roadmap

Managing prototype

## CTO

S ADDITHYA

Undergraduate  
(B.Tech CSE)

 KL University

 Hyderabad

- 
- Platform Architecture
  - Software Development
  - Infrastructure
  - Security & Scalability



# What We're Seeking

Raising 40 Lakhs – 1 Cr ( Pre-Seed Funding)

To achieve the following milestones over the next 12–18 months:

## Product Development

- Complete MVP and AI-powered matching engine
- Build provider CRM and loyalty infrastructure
- Launch payment and booking management systems

## Market Expansion

- Launch in Hyderabad and 2 additional cities
- Onboard 5,000+ verified service providers
- Acquire 50,000+ users

## Team Growth

- Expand engineering, operations, and customer success teams
- Strengthen marketplace operations and onboarding

## Growth & Validation

- Establish category leadership in local services
- Validate repeat booking and retention model
- Reach sustainable marketplace unit economics

## What Investors Get

- Access to India's ₹5+ lakh crore services market
- Opportunity to back a scalable asset-light marketplace
- Exposure to a platform combining local services, AI discovery, and provider business tools



# HirelyStreet

# Contact Us:

Connecting customers with freelancers, specialists, local professionals, and service businesses through a trusted digital marketplace.

## Contact Information:

Email: [hirelystreet@gmail.com](mailto:hirelystreet@gmail.com)

Info: <https://hirelystreet.com/>

Prototype: [www.hirelystreet.com](http://www.hirelystreet.com)

App prototype: [hirely.apk](#)

Hyderabad, Telangana, India