

A photograph of four people of diverse backgrounds standing in front of a wooden lattice wall. From left to right: a man with glasses and a beard in a blue checkered shirt, a woman in a striped dress, a woman with curly hair in a white shirt, and a man in a tan shirt. All four are looking down at their smartphones. The image has a semi-transparent dark overlay.

# OUR VISION

# Our Vision

QUADLETS is an Auction Marketplace for Services that allows freelancers to bid on consumer work request within 24 hours or less.





# THE CHALLENGE

# The Challenge

**The U.S. is increasingly becoming a Gig Economy and Millennials are spearheading the workforce.**

- Freelancers account for an estimated 34% of the U.S. workforce and are expected to increase to 43% by the year 2020. [\(Forbes, 2016\)](#)
- In 2015, Millennials became the largest demographic age group in the workforce. [\(Small Business Trends, 2016\)](#)
- 63% percent of freelancers say marketing is the most important expense to grow their business. [\(Small Business Trends, 2016\)](#)



A top-down view of a group of people's hands and arms gathered around a laptop. The image is dimly lit, with a dark background. The text "THE SOLUTION" is overlaid in the center in a bold, white, sans-serif font. The hands are pointing at the laptop screen and keyboard. The people are wearing various clothing items, including a grey sweater, a white fuzzy sleeve, blue jeans, and a green textured sleeve. The laptop is a silver MacBook with a black keyboard. The overall mood is collaborative and focused.

# THE SOLUTION

# The Solution

Create an Auction Marketplace App for services that allows consumers to post work request within their local market. Upon submitting a request, freelancers will submit bids within 24 hours or less.



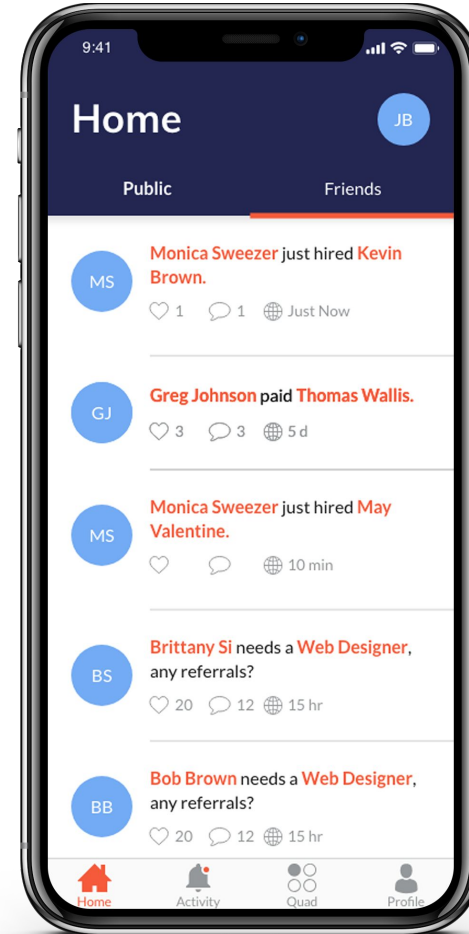
# DEMO

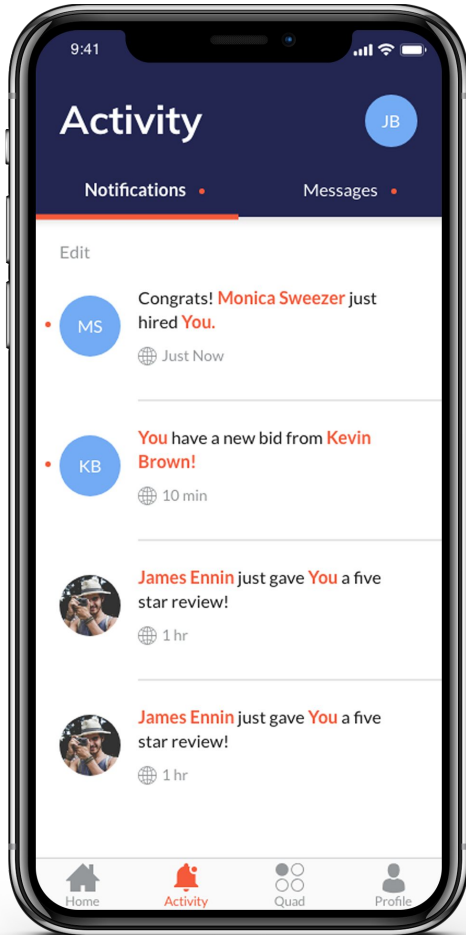




# Home Quad

- View work request being submitted in real-time from the public and your personal connections.





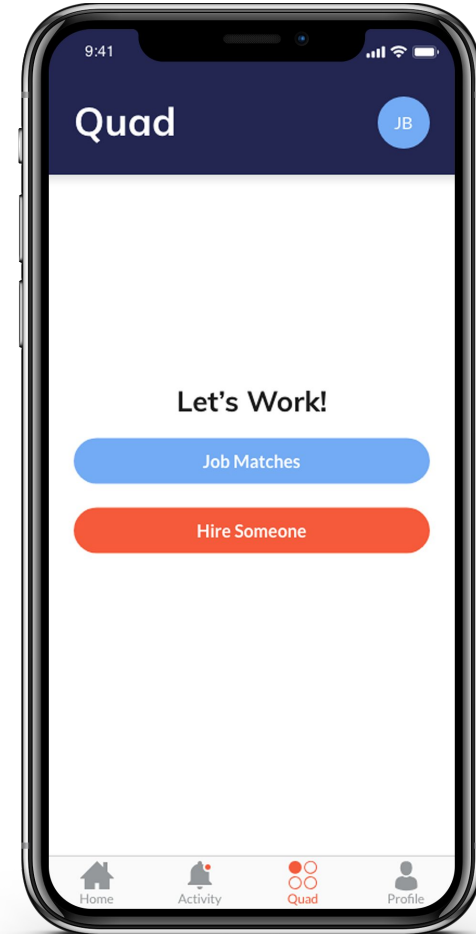
# Messages + Notifications Quad

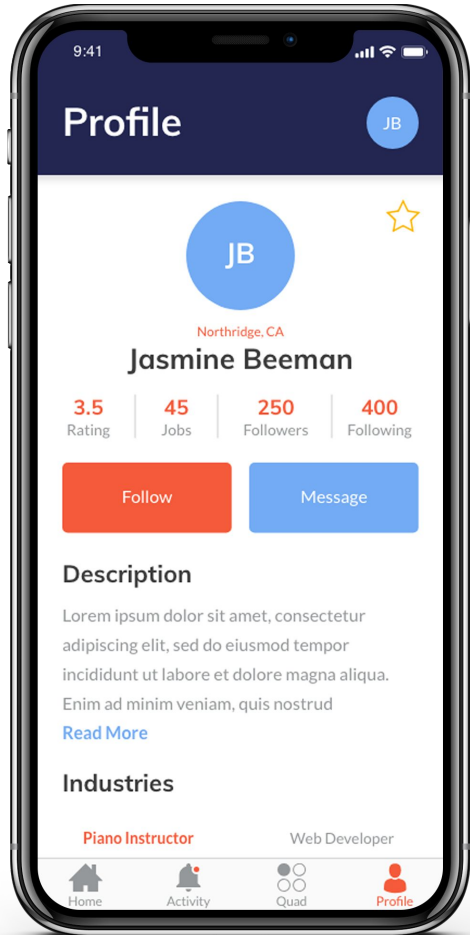
- Send and receive messaging
- View account activities



# Work Quad

- Activate work and hire features.
- Leverage the local market + personal network for services being offered or sought.
- Referral system included to allow members to introduce new opportunities to friends.





# Profile Quad

- Includes basic information such as; name, service categories, ratings + reviews, media and more.
- Follow and refer a friend for work request.
- Direct Messaging





# BUSINESS MODEL



# Business Model

- **Transactional**

**QUADLETS** allows users to freely send and receive transactions in platform. QUADLETS charges a 4% processing fee from all buyers purchases and 16% of all sellers earnings.



- **Subscription**

Each users registers with a free account that provides basic features. If members want additional range, filter options and lower transactional percentages, they'll have the option to subscribe to a “Pro” subscription for \$10/month.



A photograph of three business professionals—two women and one man—collaborating around a laptop. The woman on the left is standing and holding a pen, looking at the laptop. The woman in the center is sitting and looking at the laptop. The man on the right is leaning over the laptop, pointing at the screen with a pen. The image is overlaid with a dark, semi-transparent filter.

# MARKETING / SALES EFFORT

# Marketing / Sales Effort

- **Mass Marketing**

- iPhone/Android App Store Distribution
- Social Media Ads (Region Specific)
- App Specific Website Development
- Blogger Outreach
- Competitions/Conference/Trade-Show Participation

- **Direct Marketing**

- Pop-Up Strategies For Feedback
- Email Marketing
- Offline Outreach (College and Trade School Campuses)





# MARKET SIZE

# Los Angeles

- **3,884,307** Population. ([U.S. Census Bureau 2013](#))
- **Ranked #1** as the Best City for Freelancers. ([NerdWallet 2014](#))
- A full **17.9%** of household in L.A. reported self-employment income in 2012. ([U.S. Census Bureau 2012](#))





# College Students

- There are more than **238k students** in California's UC college school system.  
[\(University of California, 2016\)](#)
- There are more than **470k students** in California's CSU college school system.  
[\(California State University, 2016\)](#)
- In 2015, Millennials became the largest demographic age group in the workforce.  
[\(Small Business Trends, 2016\)](#)



A blurred background image of a business meeting. In the foreground, a wooden chessboard with black and white pieces is visible. To the right, there is a white disposable coffee cup with a lid. In the background, two people are seated at a table, one holding a tablet. The overall scene is dimly lit and out of focus, emphasizing the text overlay.

# COMPETITION / DIFFERENTIATION

## COMPETITION

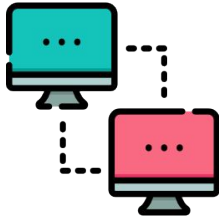
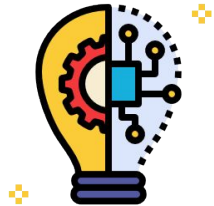
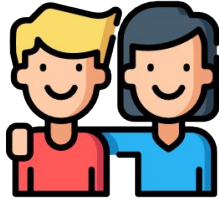
craigslist



**fiverr<sup>®</sup>**

upwork





# DIFFERENTIATION

- Millennial Driven
- Buyer's Market (Consumer Focused)
- Targets Local Markets & Personal Networks
- Auction Centric



# THE TEAM



# Team



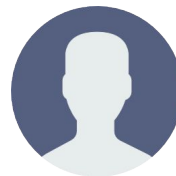
**Julian Thomas**

CEO



**David Dahan**

CTO



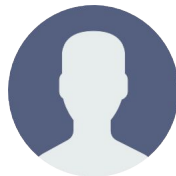
**Dana Brown**

COO



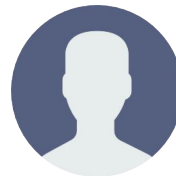
**Carolina Aldana**

Marketer



**Constance Knight**

CMO



**Jasmine Beeman**

UI/UX Designer



A dark, artistic photograph of a desk. In the top left, a camera lens is partially visible. Below it, a gold-colored bracelet with a circular design lies on the surface. A black Sharpie pen is positioned horizontally across the lower right. In the background, a calendar page is visible with the text "THIS WEEK" and "WEEK OF" printed on it. The word "TIMELINE" is overlaid in large, white, bold capital letters in the center of the image.

# TIMELINE

- Product Dev (1.1)

- Product Release (9/27)
- TechDay LA

- Product Dev (1.2)
- Goal Milestone (10K Users)
- Seed Funding





# LET'S WORK!

Join the #1 Auction App for Services!

# Additional Information





A photograph of three people sitting at a wooden table in a cafe. A woman in the center is wearing sunglasses and smiling while looking at a laptop. A man on the left is looking at the laptop with his hand to his chin. A man on the right is also looking at the laptop and has his hands on the keyboard. The table has a laptop, a coffee cup, a book, and some other items. The background is a blurred cafe interior with other people and plants.

# USER PRIMARY RESEARCH

# User Primary Research

We conducted a product-market research survey in the 1st Quarter of 2018. Here is some of the information collected from 183 responses in regards to service consumption.

- 90% will use an app that allowed freelancers to compete for their business in order for them to see deal options in real-time.
- 64% are likely to ask a friend or family members for service referrals. 73% are likely to Google their service options.
- 40% said it's important for providers to be local. Majority said they're willing to hire providers up to an average of a 25 mile radius.
- 80% are likely to refer someone they've received great service from to their friends.



# User Primary Research

We conducted a product-market research survey in the 1st Q of 2018. Here is some of the information collected from 183 responses in regards to employment and work.

- 83% are interested in making money from their skills on the “side” from their main job.
- 65% say marketing is a concern in starting a business.
- 85% say they will use an app that sends them business and allows them to bid on potential work.



# Contact

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