

# Everyone needs services

Pick any client persona and you can be sure that they need and use multiple services. A barber or hairdresser, car mechanic or tire fitter, plumber or AC repairman.

Even the most handyman capable persona uses services.

[Who shaves the barber?](#)

And the market shows this clearly:

- 60-80% of a country's economy is services, depending on development level
- Looking from a personal perspective, half of each of our personal budgets is used on services.
- **Half of those are blue collar services coupled with beauty industry and wellness services**



# If everyone needs this, why is there so much friction

Years ago, to order a cab we'd have to call a call center, they would have to, one by one, ask for a cab over a radio station and then if we had issues meeting the cab driver, we'd have no either no fallback or we'd have to call the call center again.

Same with deliveries and food. We'd have to know the menu, we'd have to call, get through to the kitchen, order and then hope they have a delivery guy ready.

And then, Uber, Lyft, Yandex **and in Serbia, CarGo**  
Or, Deliveroo, Wolt, Glovo, UberEats **and in Serbia Donesi aka Mister D**

**Why not** build the same for industry verticals like:

- Beauty industry
- Blue collar service providers
- Wellness industry
- Pet care industry

And many more



## What others are doing (right)

And many are taking on this task, but with lackluster results.

We're not the first to recognize the need, from Sredime locally to Fresha globally, or to venture outside of beauty industry, Taskrabbit for handyman. Or nothing... For car mechanics, tire fitters and similar services.

These platforms recognized the need and are bringing tools to the **both sides**.

**The end users** have a more optimized way to find what they need.

They can rely on a more suited way of approaching their need than just a simple Google search. Most importantly, these apps respond to the shifting demands and expectations of the consumers

**The service providers** get digitized, enable easier tracking, easier payment processing.

They also are able to access new clients that wouldn't be able to find them otherwise

They are responding to the shifting demands and expectations of the consumers

# What others are doing (wrong)

We've identified three key points others are doing wrong:

- Service niches are great if that niche is large, like food delivery or taxi. Urban professional use these far more on than other services. Yet these lower frequency services can match the cost, like a car mechanic work or a full beauty treatment.  
**This reduces the frequency of platform use by each individual user?**
- They often don't enable easy online payment options (or charge a lot), don't provide active support for both parties (FOR END USER NA SERVICE PROVIDER), don't provide advanced loyalty options or tokenizations  
**This stems from reduced frequency of platform use by individuals - NIJE DECIDNO**
- Majority of data gathered isn't used or isn't used by the platforms and they **do not leverage their position for marketing**
- People don't rely on their apps too much, like they do on Uber or Glovo for other needs because they use them occasionally and have an app for every use.  
This is akin to what happened when **Netflix effect**. When there's a monumental provider of a (streaming) service, piracy is down, trust is up. When there's a dozen, people try to not use any or use only when they need them.  
**This is why there's reduced frequency of use of these platforms by individuals**

# The missed opportunity

Out of the whole global service industry, which is worth billions, only a fraction has been brought to the 21st century, corresponding with the expectations successful apps like Glovo, Wolt, Uber or Lyft have built up in our minds.

Other services aren't ignored, but they are just as omnipresent. This leads to us looking at each service as its own separate thing, a barber, a tire fitter, a plumber, a dentist. **Because of this we attribute the friction derived from finding, calling, scheduling, re-scheduling, paying and leaving a review as separate.**

If we were to bundle up all the experiences we as clients use, we'd notice that they actually a very big source of needless friction in our lives.

**Newer generations that didn't normalize the friction are far more likely to use services over app that don't require direct interaction - a clear demographic trend that a market needs to respond.**

Most importantly, these services, bundled up, make up for over 55% of individuals budget expenditure on services - which is untapped



**UNTAPPED**



# Oddo as a solution

***Oddo is a two-sided marketplace app that is meant to have all the services under one roof, allowing you to have a all in one place to find everything you might need as a endpoint client.***

Oddo:

- Provides an all in one place, under one roof, behind one click - solution for the majority of the end user service needs.
- Enables easy onboarding of service providers to a platform built to follow the consumer trends and demands as well easy one point of payment for consumer.
- Facilitates online payments, cross selling, marketing, loyalty options, tokenization, dynamic pricing, client protection, support and many other advanced features.
- Performs the crucial task for the majority of the left behind service verticals, which, on their own wouldn't warrant a standalone app, but together are formidable.
- Innovates in accordance to the needs of both sides. We've been working tirelessly with service providers as well as end user testers to find solutions that best suite not just one side but their interactions.



## Company / Feature

**ODDO**

Sredime

Fresha

TaskRabbit

Scheduling System



Management System



Full profile - service provider



Full profile - client



Multilingual app with localization



Payment System



Client whitelisting



Dynamic pricing



Multi-service industry coverage



Oddo  
vs  
Other  
solutions

Feature  
comparison





# Innovations that Oddo brings

Conducive to this success is:

- Set of new features like dynamic pricing and scheduling requirement segmentation
- Unifying all the needs, enabling that one time payment system authorization works for a multitude of situations, driving the digitalization of these services too
- Ability to leverage the coverage of services that even if a competitor in one vertical is offering a better feature, we're able to stay relevant due to people using us in other situations, until we adapt and catch up or adapt to stay ahead.
- Cross sell potential. Simply put, someone will come to our app to get their dog washed and will stay for a nail salon visit and many more things.

# Subscription packages and feature cadence

We've devised a subscription plan that's mainly focused on onboarding users and driving them deeper in the sales funnel, unlocking more features for them and increasing revenue for both them and us in the process.

## **Free sub-** used for onboarding and testing

Can set up a company profile, has scheduling features and a single user profile support. It's not visible in user searches on Oddo, unless we have no other paying clients that fit the search parameters

## **Core sub** - 25 €/month

Comes with:

- Company management profile panel
- 1 "location"
- 3 worker/employee "seats" and employee shift and work order interface
- Visible on Oddo app
- Able to pay for general/targeted advertisement on the app as well as discount promotion
- Able to have dynamic pricing, favourite client list, online payment
- Able to have loyalty functions, like points, coupons, recommendations etc

## **Enterprise sub** - 80 €/month

Comes with **all Core sub** perks and has:

- 3 "locations" included
- 15 employee seats
- Academy option (to provide education/consulting to other service providers on the platform)

Core and Enterprise subscriptions can all be expanded with "location" and "seats" additions.  
Seats cost 4€/month each and locations 7€/month each



# Roadmap

## Development pipeline

- MVP, ready and launched comprises:
  - Web Platform (**subscription revenue stream opened**)
  - Full profile creation
  - Team and location management, tracking and organizing
  - Scheduling by the end user and customer support via email
- Full product, in production, 8 months until live
  - Android and iPhone
  - Online payments (**fee revenue stream opened**)
  - Auxiliary partnerships (**services revenue stream opened, especially procurement**)
  - Dynamic pricing, whitelists etc (**features revenue stream opened**)

## Market pipeline

- Beauty industry, hairdressers, skincare, selfcare, wellness, etc
- Handyman, plumber, electrician, painter, AC repairman etc.
- Mechanics, tire fitters, glass repairman etc.
- On platform marketing option launch (**marketing revenue stream opened**)