

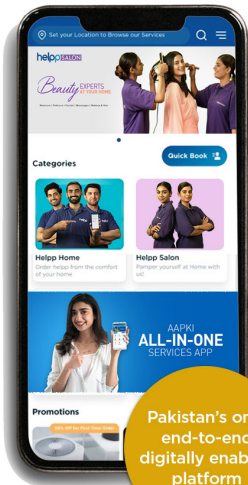
# helpp BRIEF INTRODUCTION

## WHAT IS HELPP?

An all-in-one platform that helps users connect with verified service professionals from beauticians and electricians to painters and plumbers etc.

We are a B2C and B2B marketplace

- Verified
- Fixed Price
- On-time



## BUSINESS MODEL

Gig based platform, digitizing service providers & daily wagers in return for a platform fee.

10 - 30 %  
PLATFORM FEE

## B2B SYNERGIES

Absence of an all-in-one service platform on a national level holds tremendous business opportunities

- Market competitive pricing
- Recurring revenues
- Multiple expansion opportunities
- Corporate reporting
- Tax compliant
- Product and service inclusive

## FINANCIALS

\$750,000  
Funds raised to date

4X (last 6 months)  
Growth

\$50,000  
November GMV

\$100,000  
Forecast (Mar '23)

## BUSINESS HIGHLIGHTS

- 25,000+  
ORDERS
- 8,500+  
CUSTOMERS
- 350+  
PARTNERS
- 8%  
CONTRIBUTION MARGIN (B2C)
- 15%  
CONTRIBUTION MARGIN (B2B)
- \$16  
AVERAGE ORDER VALUE (B2C)

## INVESTMENT ASK

APRIL 2023 - MARCH 2024

ASK \$1,000,000

- 63%  
GROWTH
- 30%  
OPERATIONS
- 7%  
TECHNOLOGY

## FORECASTED GROWTH

5X \$100,000 to \$500,000

- CONTRIBUTION MARGIN  
10%  
B2C
- 18%  
B2B

## INTRODUCING

### HELPP SHOP

A massive monetization opportunity

## PILOT NUMBERS

\$25,000  
GMV

15%+  
CONTRIBUTION MARGIN

## ACHIEVEMENTS

- B2B recurring contract signed with top 5 banks in Pakistan
- Finalists for Financial Inclusion of Women Challenge 2022 for Karandaaz Pakistan (Bill and Melinda Gates Foundation)
- Exclusive home service providers on Pakistan's leading super apps - Foodpanda (Delivery Hero - 8mn users) and HBL (3 million users)
- Fintech integration for payment mechanism with Telenor Easypaisa
- Digital dealerships signed with Akzo Nobel, Kaizen and Nippon