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Homie: Home Services Company

Kean Loong (Josh) TEO

Singapore Management University, klteo.2020@mi.smu.edu.sg

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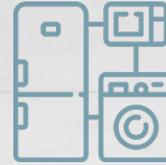
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HOMIE

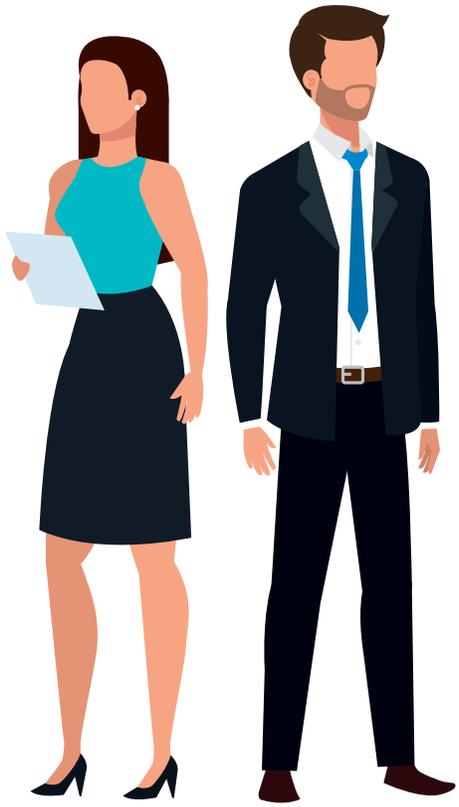
Home Services Company



Interview Stats



10
Supply



18
Channel

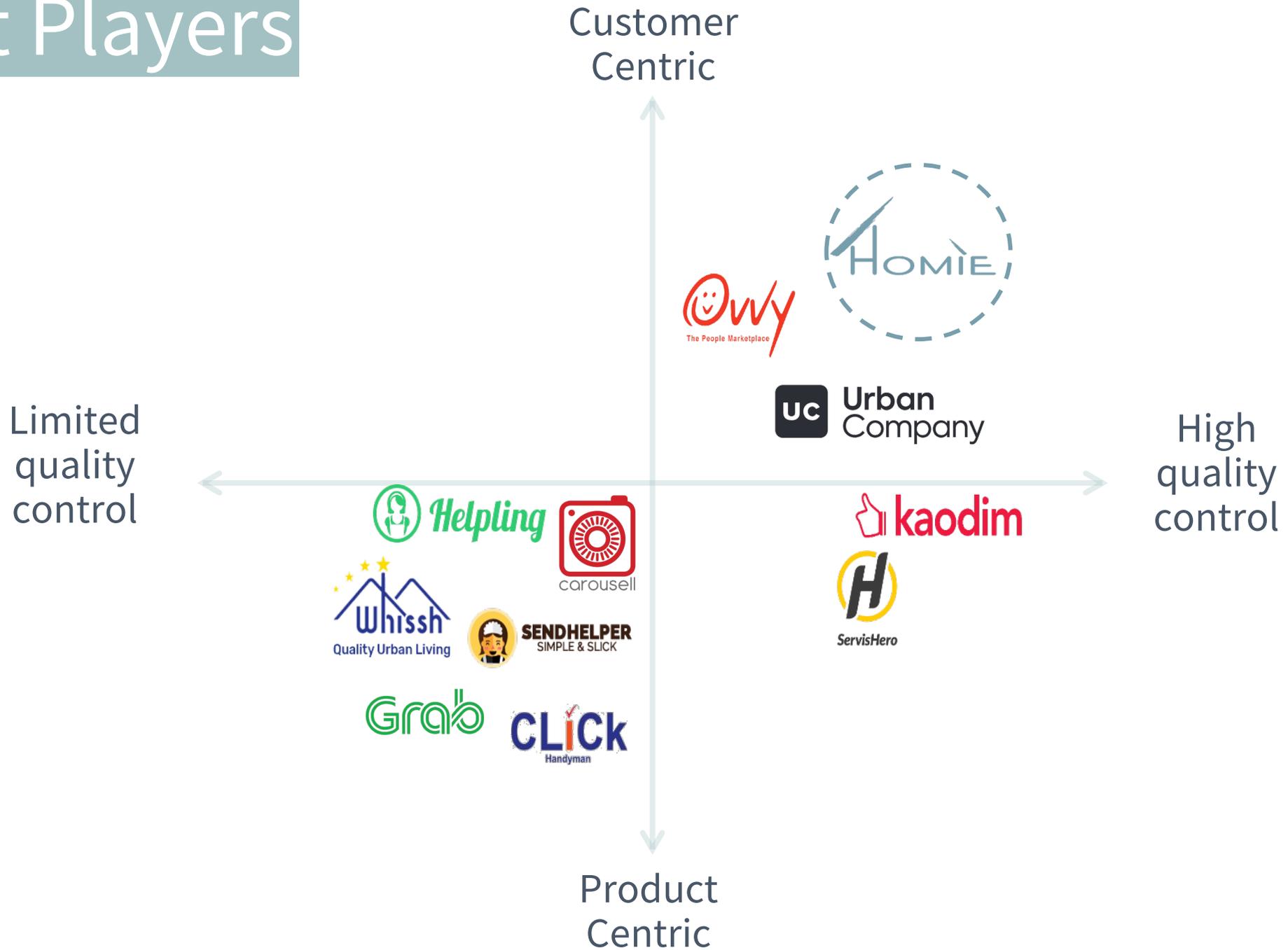


81
Demand

Users Painpoint



Market Players



Value Proposition

Time-strapped residents who need reliable home services



Simplicity

+



Reliability

+

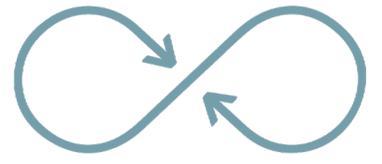


Transparency

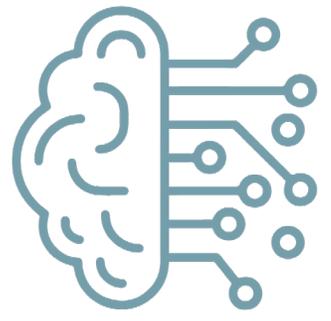
Differentiator



User Control



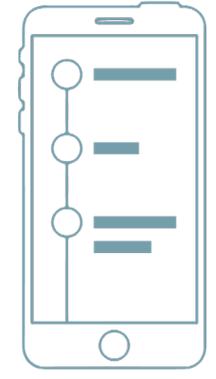
Quality Assured



Dynamic pricing



Handyman Curation



Smart Scheduling



Consolidated Jobs list

Simplicity

Reliability

Transparency

Market Attractiveness

Total Available Market (TAM)

– Residential household units in Singapore

Serviceable Available Market (SAM)

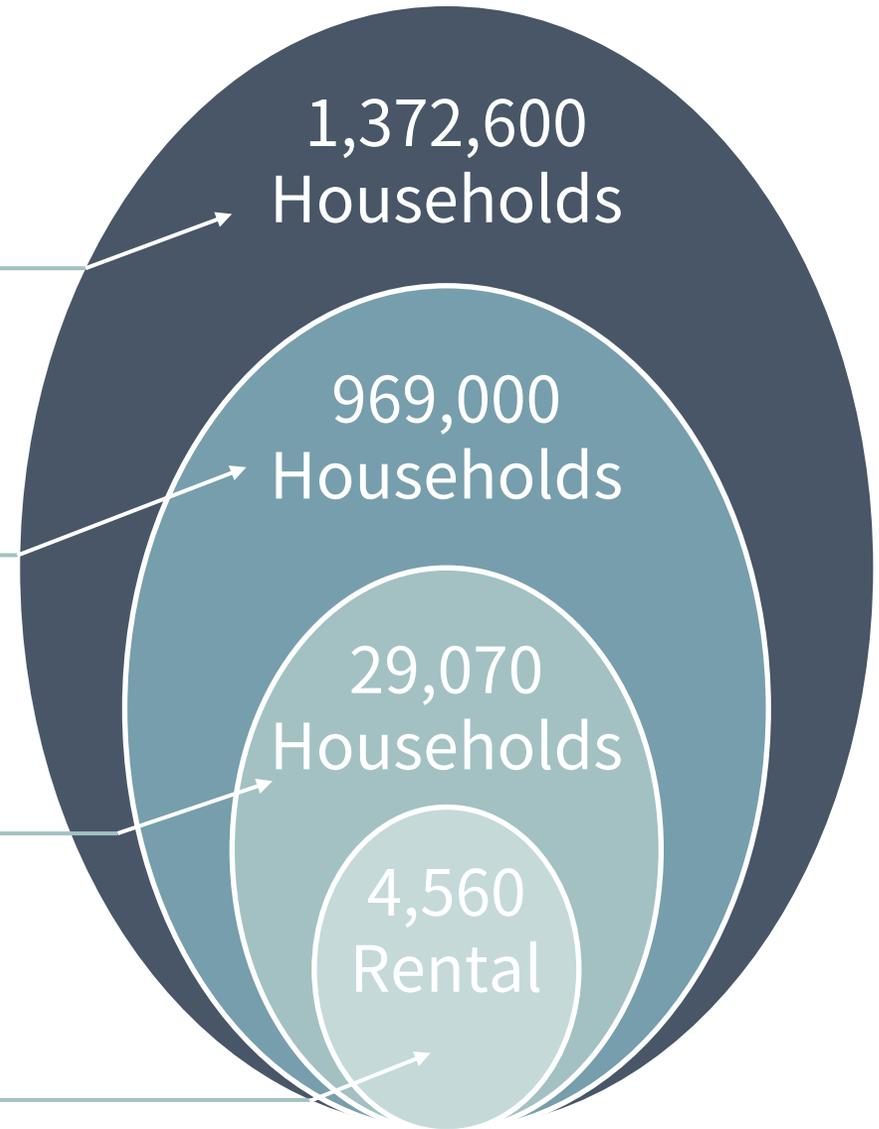
– Middle to high income residential unit
4Rm, 5Rm, EC, DBSS, Condo

Serviceable Obtainable Market (SOM)

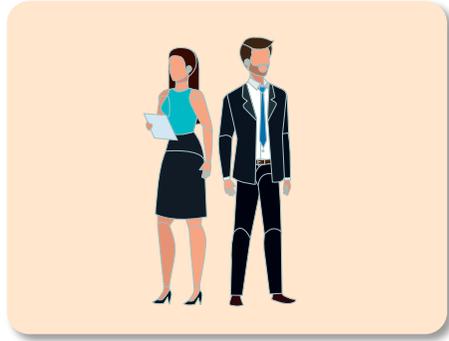
– 3% of SAM
Entry point for Home Services

Beachhead – Rental Market

– 3% of total transaction in SGP (152,000 units)
Test-bed via rental market with property agent.



Business Model



Property Agent



HDB Flat



Condominium



Landed Property



Property Managing companies



Condominium

B2B2C



Homeowners



HDB Flat



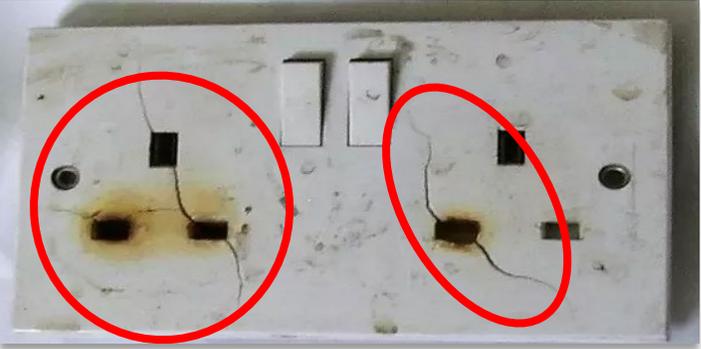
Condominium



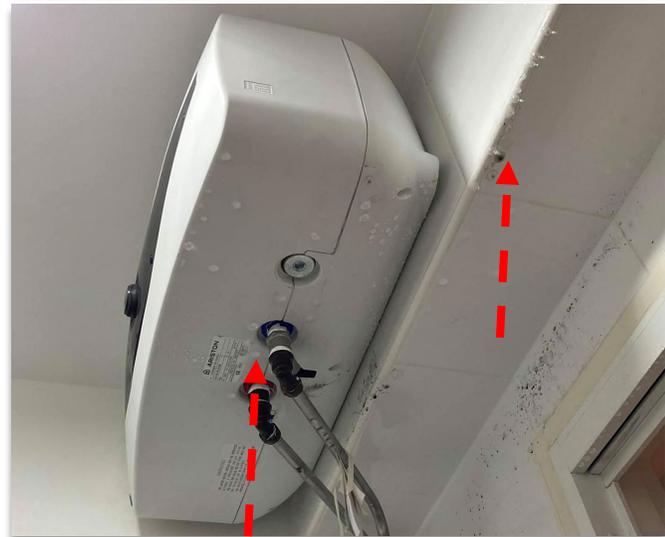
Landed Property

B2C

Transactions



Jobs Type	Completed	Ongoing	Pending	Enquired
Toilet Mixer Tap	1			
Kitchen Tap	1			1
Chair repair	1			
Kitchen Cabinetry				1
Air Conditioner	2		1	2
Window	1			
TV Repair	1			
End-of-Tenancy	1			
Home Cleaning				1
Ceiling Molding	1			
Curtain installation	2			
Lighting installation	2			
WC cover change	2		1	
Painting	2			
Total		26		



Technology test



Homie Service Request

Homie is a home services startup, connecting curated handyman to serve your needs.

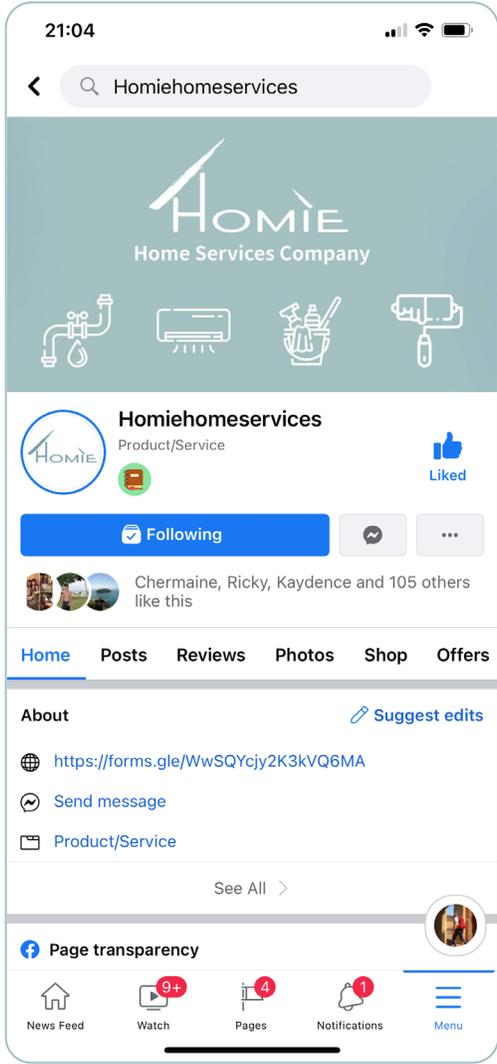
How to use?
Submit all details as stated in this form below. Homie will attend to your request at the shortest time possible.

Name *
Short-answer text

Mobile No. *
Short-answer text



Google form Service request



21:04

Homie Home Services Company

Homiehomeservices Product/Service

Following

Chermaine, Ricky, Kaydence and 105 others like this

Home Posts Reviews Photos Shop Offers

About [Suggest edits](#)

<https://forms.gle/WwSQYcjy2K3kVQ6MA>

Send message

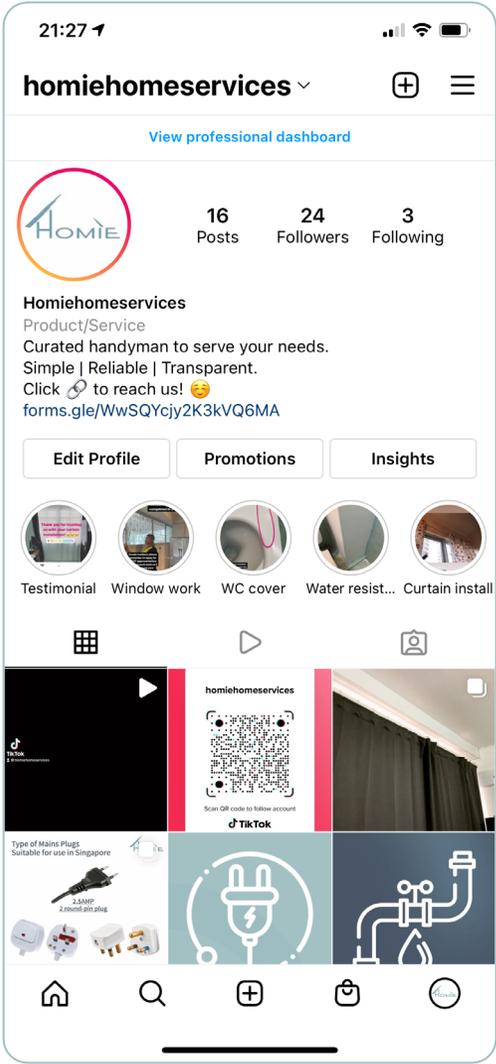
Product/Service

See All >

Page transparency

News Feed Watch Pages Notifications Menu

Facebook Page



21:27

homiehomeservices

View professional dashboard

16 Posts 24 Followers 3 Following

homiehomeservices Product/Service

Curated handyman to serve your needs. Simple | Reliable | Transparent. Click to reach us! forms.gle/WwSQYcjy2K3kVQ6MA

Edit Profile Promotions Insights

Testimonial Window work WC cover Water resist... Curtain install

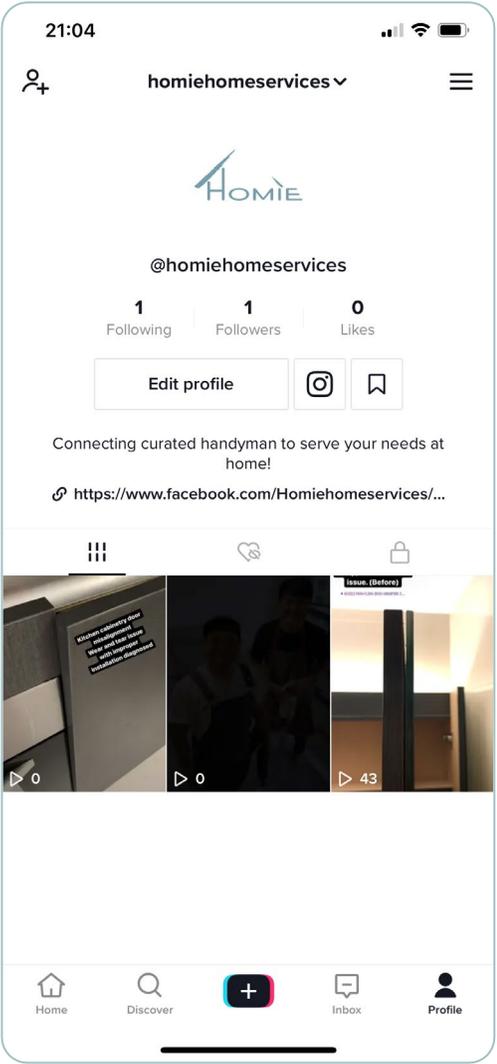
QR code to follow account

Type of Mains Plugs Suitable for use in Singapore

2.5AMP Limited-amp-plug

News Feed Search Add Post Shop Activity

Instagram page



21:04

homiehomeservices

@homiehomeservices

1 Following 1 Followers 0 Likes

Edit profile

Connecting curated handyman to serve your needs at home!

[https://www.facebook.com/Homiehomeservices/...](https://www.facebook.com/Homiehomeservices/)

Home Discover Add Post Inbox Profile

Tik Tok page

Content for Social media

22:29

HOMIEHOMESERVICES Posts

homiehomeservices

Type of Mains Plugs Suitable for use in Singapore



2.5AMP
2 round-pin plug



13AMP
3 pin fused plug



15AMP
3 round-pin plug

Source: <https://www.consumerproductsafety.gov.sg>

View Insights Promote

5 likes

homiehomeservices Type of Mains Plugs Suitable for use in Singapore

According to Singapore Power, Singapore's standard electricity supply is 230 volts AC with a frequency of 50 hertz (230V/50Hz). The power plugs and sockets are mainly of type G, similar to that of Brunei, Hong Kong, Malaysia, and the UK. Different countries may use a different main plug from that of Singapore. To prevent



2.5AMP
2 round-pin plug



13AMP to 2.5AMP
adaptor

Generally used for electronics appliances such as TV, DVD and audio sets. These appliances do not rely on the 'Earth' wire for protection from a short circuit and therefore only 2 pins are needed - one for the 'Live' wire and the other for the 'Neutral' wire.

Source: <https://www.consumerproductsafety.gov.sg>



13AMP
3 pin fused plug



3 Pin wall socket



3 Pin adaptor

Used for electrical appliances such as refrigerators, washing machines and microwave ovens. These appliances have a metal body which must be grounded (Earth wiring) so that in the event of a short circuit, there is no risk of electrocution to the user.

Source: <https://www.consumerproductsafety.gov.sg>



15AMP
3 round-pin plug



3 Round pin wall socket

Used generally for air-conditioners

Source: <https://www.consumerproductsafety.gov.sg>

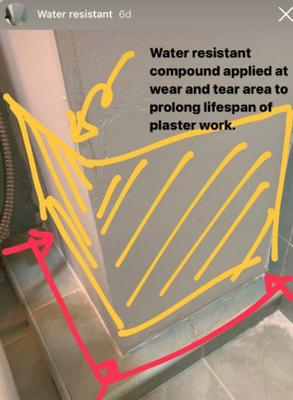
Water resistant Gd



Toilet plaster work wear and tear due to constant moisture. Sealant was observed to be missing around the edges. (Before)

YISHUN STREET 61

Water resistant Gd



Water resistant compound applied at wear and tear area to prolong lifespan of plaster work.

Water sealant applied around all edge to make water proof.

After sealant and water resistant compound applied, 2 coats of water resistant, Anti-fungus & odourless paint was painted to give a proper protection for our homeowners. (After)

YISHUN STREET 61



Instagram

jaywhy11



Thank you for trusting us with your curtain installation! 🥰🥰🥰

TAI KENG GARDEN

11 likes

jaywhy11 @homiehomeservices Thank U for installing these Dual layer curtains within such a short notice and clean manner!!! Thankful that installation (includes drilling) was clean n no fuss!!! Finally, I can enjoy non sun glaring afternoons in room!!! #homeimprovement #homeservice #highlyrecommended #excellentservice #singapore Contact @homiehomeservices

1 day ago

Educating post

Process post

Testimonial post

Marketing Campaign

Short term 2 weeks / mini campaign

- “tell us” items/ fixtures that wear and tear most at home (snap a picture and tag us) #tellushomie to get 30% off
- Like, tagged 3 friends and repost with hashtag #Homiegotmehandy @homiehomeservices

4 person to win below professional tool sets



3 X Emitop 8 Pcs ratchet screwdriver set
(80 likes from re-post)



1 X Bosch 46 pcs Screwdriver Bit & Nutsetter Set
(180 likes from re-post)

Creating viral post and raving fans

Long term 3 – 6 months duration

- Write a review, post on HOMIE Facebook or Instagram and get \$20 off
- 50% off for low income family or person with disability.
- Learn and get hands-on training. Promoting handy skills & Know-hows

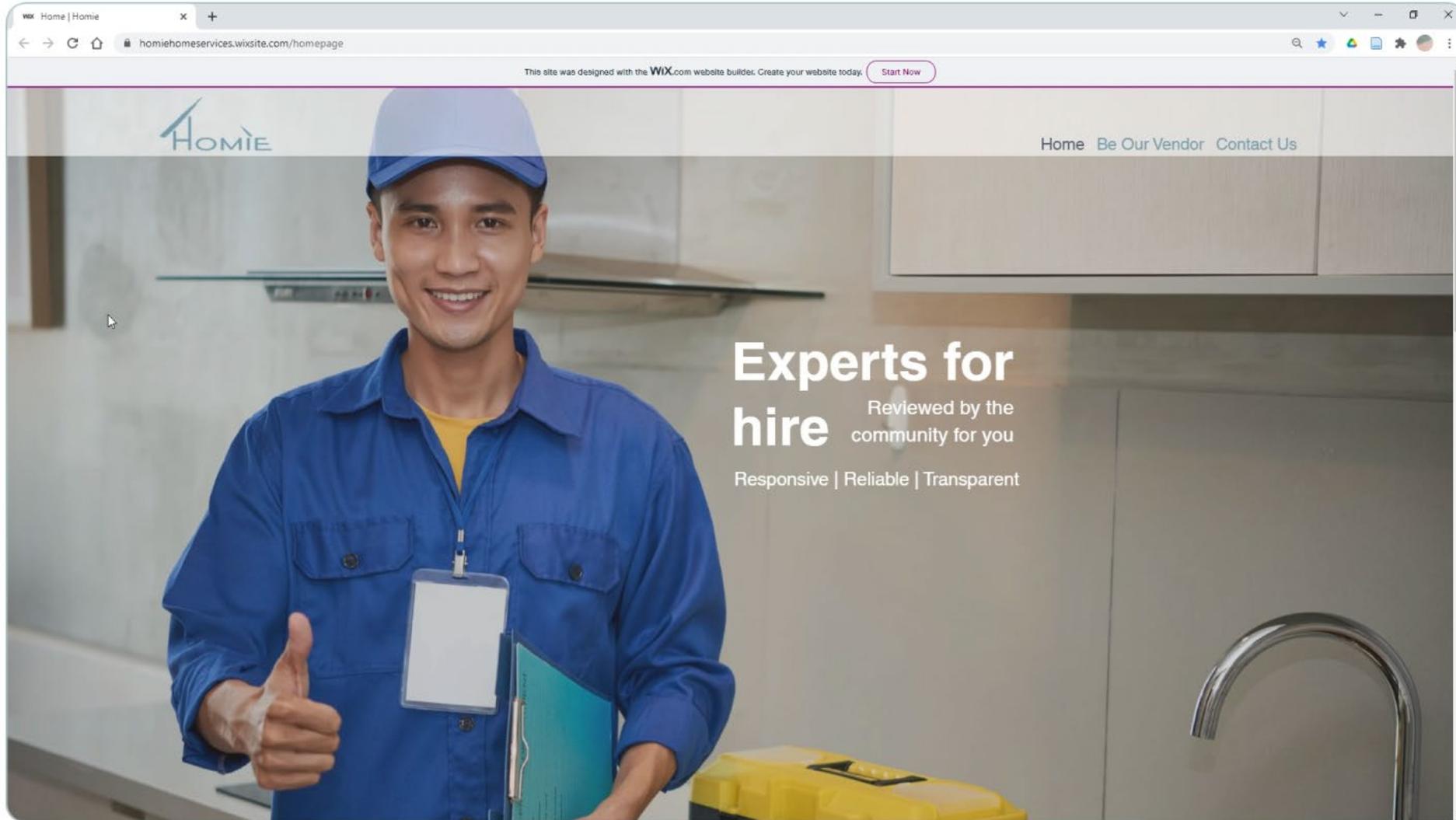


Source: Straitstimes.com

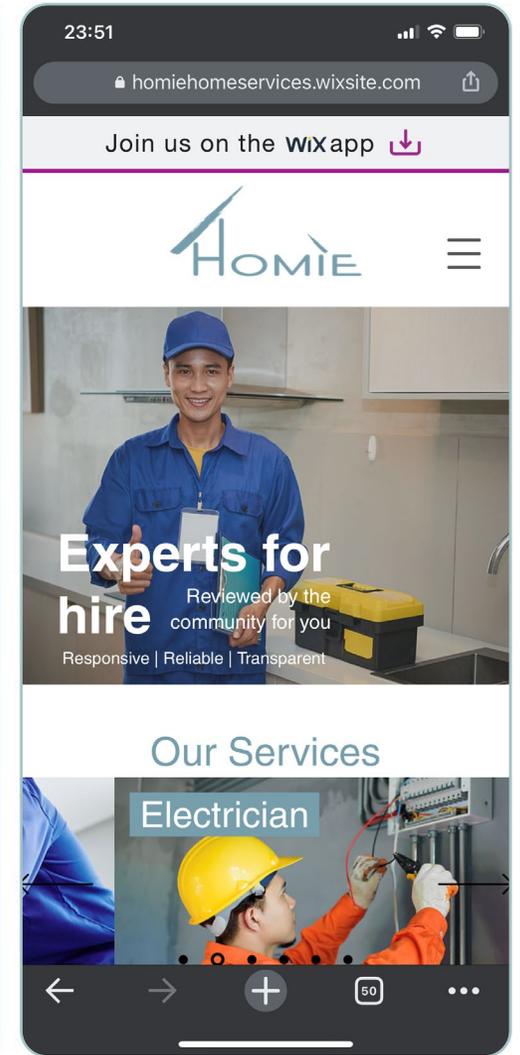


Giving back to the society, to train and acquire new generation of handyman and long term Homie promotion

Responsive Website



Desktop webpage



Mobile webpage

Team Homie

Josh Teo
Co-Founder

Experience:
Industrial & Product Design,
Maker & Crafter

Expertise:
Product Development,
Human Centered Design,
Design patent holder,
Design award recipient

Education:
BA (Hons) Design IPD
HKPU (First Class Honours),
MSc Innovation, SMU



Moses Lee
Co-Founder

Experience:
Technical Operations,
Maker & Crafter

Expertise:
Process Streamlining and
Troubleshooting,
Health & Safety Compliances,
Operations Costing,
Product Design

Education:
BA (Hons) 3D Design
New Practice Loughborough
University (First Class Honours)

HOMIE

Home Services Company



Thank You

@Homiehomeservices

