



My Personal Assistant

If you don't have a personal assistant, YOU are the personal assistant



Dan Hopkins, Shawn Kenner,
Itai Leshniak, Xin Zheng, Sushant Mainaly





Miranda Priestly



Tony Stark



Kourtney Kardashian



Kamala Harris

They all have a personal assistant that:

- Makes restaurants reservations
- Book flights
- Party planning
- Scheduling house cleaning
- Scheduling meetings
- White Glove services



Client: I need to find a babysitter for Saturday night.




Agent: OK. Using Nextdoor and Urbansitter I found 3 babysitters that show as available, are highly reviewed, and **meet your personal preferences**. I've sent those options to you. If one looks good, **let me know and I'll book it**.

Client: Option 2 looks perfect, please book it.

Agent: Done. His name is Ricardo and I've set up a quick 15 min meeting **on your calendar** for you two to meet.




Mockups



New Help

3
Ongoing Assists
12 Completed Assists

5
Assistants have helped you in 2022

Assistants


35 Hours
Saved this year

Travel 12 Hours
Home 10 Hours
Others 13 Hours

New Help

Call Me


Start New

What's up Today Report Center

Fr	Sa	Su	Tu 23	Tu	We
20	21	22		24	25
Th	Fri	Sa	Su	Mo	
26	27	28	29	30	

10:20 - 11:00 AM
Discuss travel plan on chat
Assistant **Michael** View

16:30 - 17:00 PM




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Assistants


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What's up Today Report Center

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20	21	22		24	25	26	27	28	29	30

10:20 - 11:00 AM
Discuss travel plan on chat
Assistant **Michael** View

16:30 - 17:00 PM
Drop off Coco to dog care
Location: **Dogs will play Dog Boarding** View

12:00 - 13:40 AM
Travel to London View

Ongoing Project In Process
Help find Nanny

Assistant **Michael** Time Spent 1 Hours


Help find nanny near me. Please help with scheduling a meeting with me.

Feb 6, 2023 Due Date **5 Hours** Time Allocated

Try Unlimited for a week
Upgrade Your Plan


Upgrade to get dedicated personal assistant

Hours Unlimited **Tasks Unlimited**




Brian Cox
Assisting with Nanny Search


Brian Cox 2 mins
Hi, my name is brian and I will be helping you find a nanny. It should not take more than 5 hours.

5 mins **You** 
Hi Brian. Thanks.

Brian Cox 1 Hour
When do you need a nanny for and how long? Is this something that you need on a recurrign basis?

2 Hours **You** 
I need one for every Friday from 10AM to 3PM. Will need it till end of January. Start date can be anything from this week if possible.

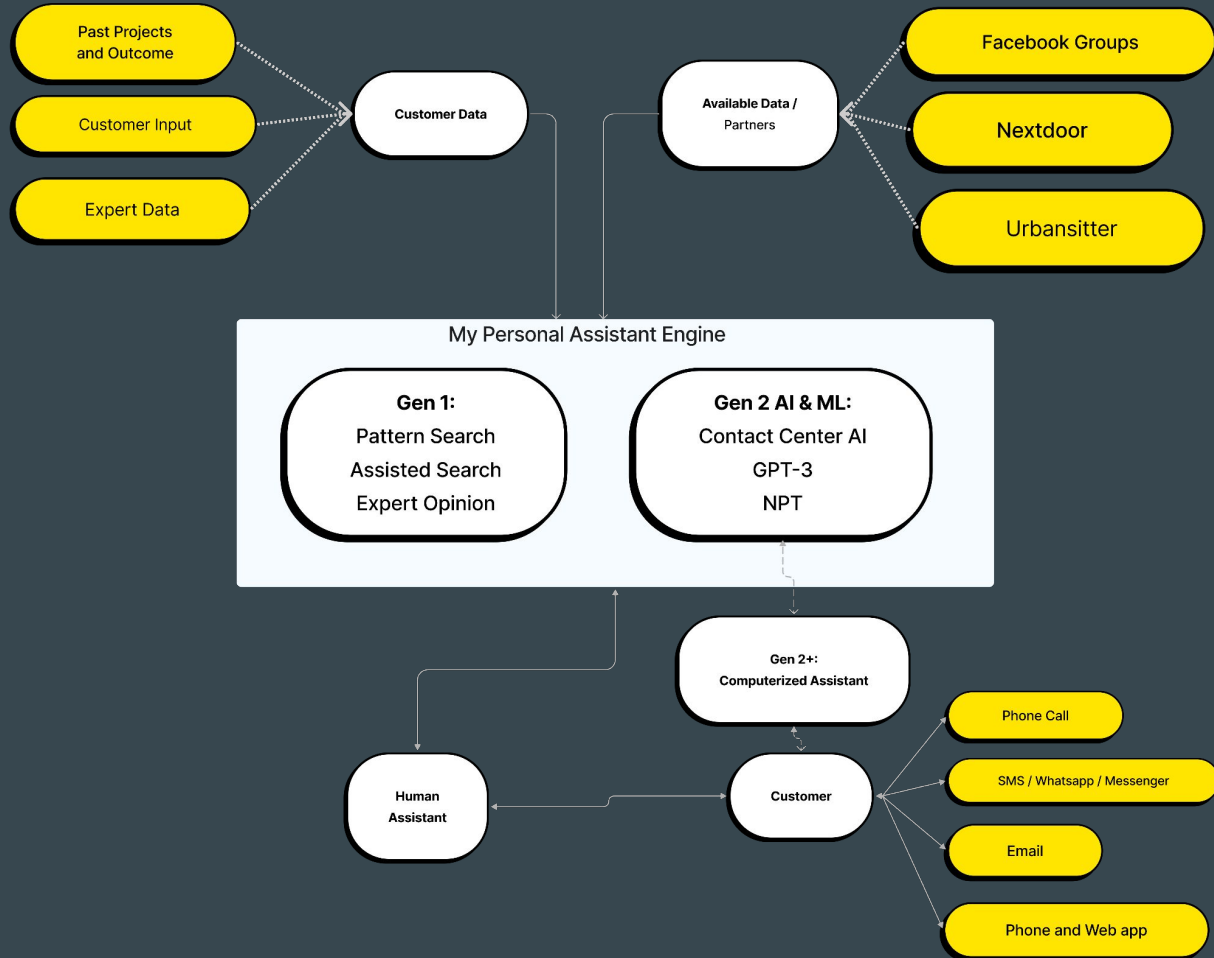
Brian Cox 3 Hours
Is it okay for me to access your calendar so that I can schedule some nany interviews for you.

4 Hours **You** 

Type a message

Send

Architecture



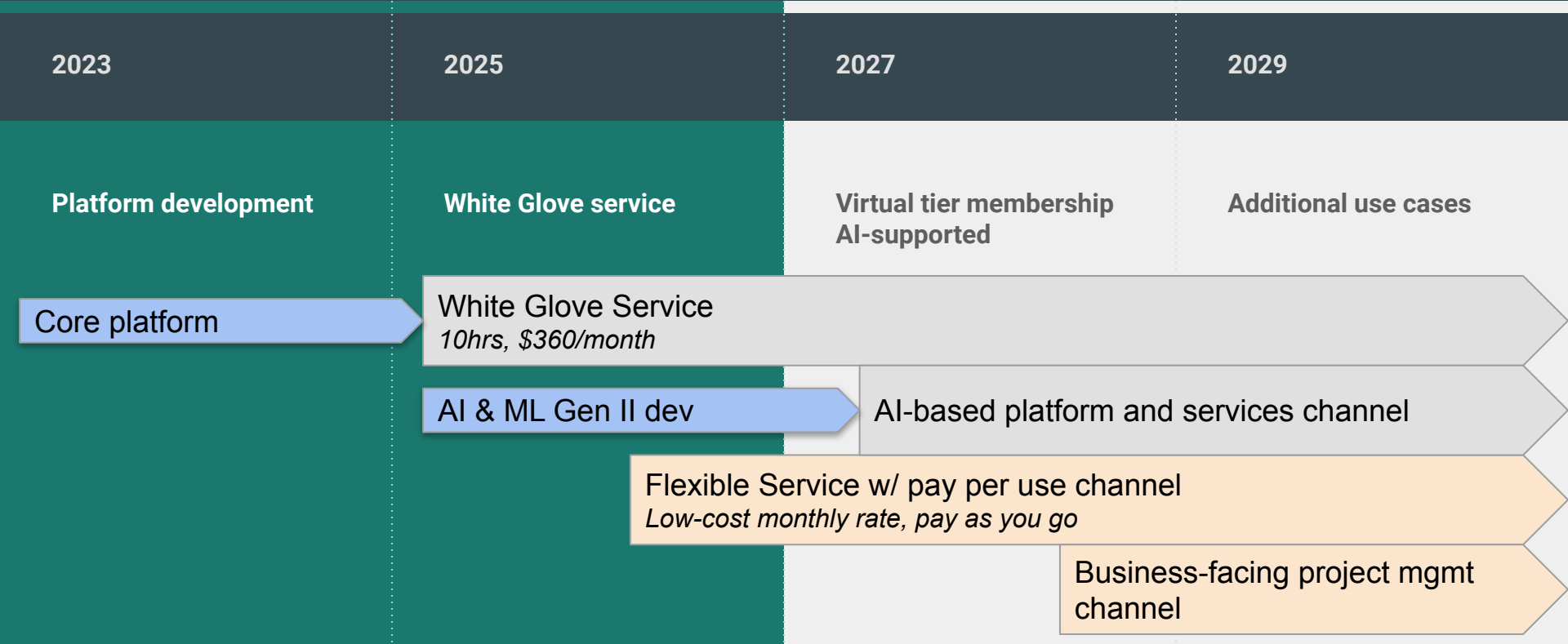
Roadmap

Today vs Future

10x GOALS

Roadmap to expand market 10x (or more)

Our platform is designed with **AI** and **ML**, with each interaction improving our AI model. By replacing or augmenting our service with AI, we can substantially reduce costs to expand to broader market by introducing AI-heavy distribution channels.



TAM

7.8M households
need this product

*Census data says 6% of the
US makes \$250k/yr*

Overall market is
\$46B

7.8M x \$5900/yr

We will capture
\$500M within 10
years

Pricing

		
Silver ☆☆☆☆	Gold ☆☆☆☆	Platinum ☆☆☆☆
\$360	\$690	\$990
10 hours a month	20 hours a month	30 hours a month
	Rollover of unused hours	Rollover of unused hours

Marketing



Example Instagram ad



Influencers



Partnership channels:

- Influencers

Advertising channels:

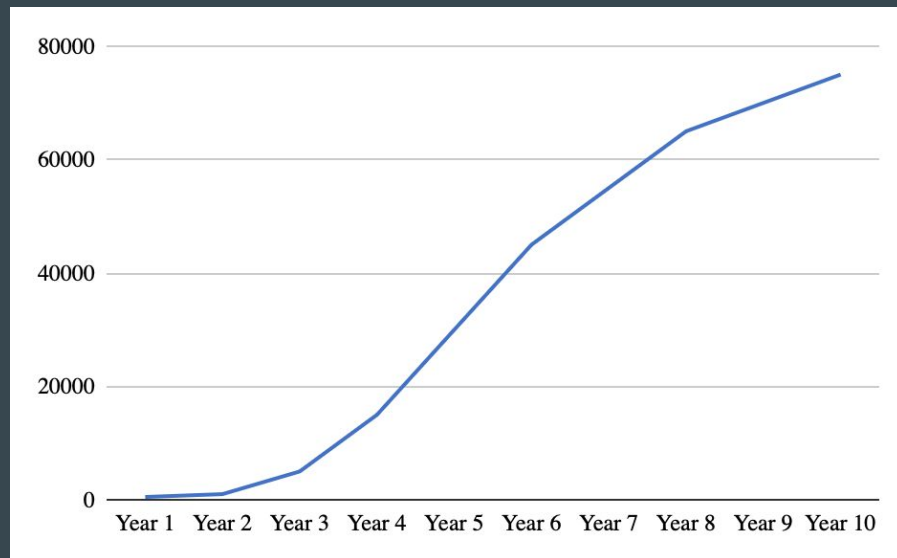
- Urbansitter
- Next Door
- Facebook

Future partnership channels:

- Urbansitter
- Postmates
- Next Door

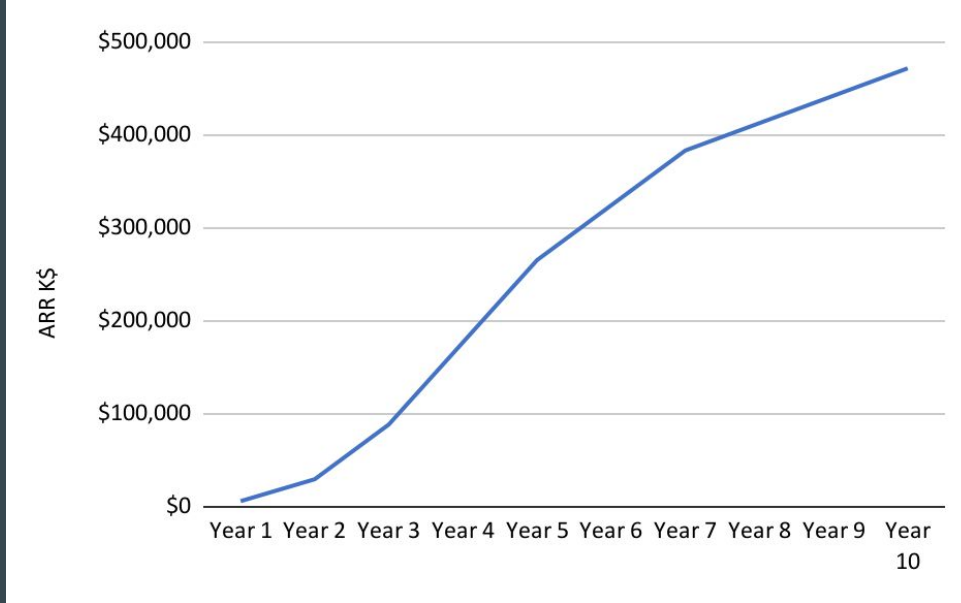
Adoption

- 1000 customers by end of year 1 as platform is completed
- As we mature the AI service it will take over the majority of the subscribers



Number of users

ARR Growth







ARR over time in thousands

Highlights:

- **\$1MM** in ARR in **year 1**
- **Default alive** in **year 3**
- **\$500M** in ARR by **year 10**

Competitive Landscape

Business	Funding Type	Funds raised	Revenue	Age of company
	Private, bootstrap?	?		7 yrs ?
	Public (NYSE: FVRR)	\$111M	\$100M	12 yrs
	VC	\$40M	\$125M	10 yrs
	Public (UBER)	\$750M	\$730M	10 yrs

Traction

“I frequently assign my parents to tasks that I just don’t have time for. Recently I hired a nanny and needed to figure out how to set up a payroll. I asked my dad to find a few businesses that offer this kind of service. He compiled user reviews and highlighted assembled a ranking recommendation. This is EXACTLY the kind of service that would help me, without over-burdening my family!”

“I have a mile-long list of phone calls to make in order to schedule things like appliance repairs. I wish I had someone because I’m just too busy working 40+ hours per week and trying to take a class.”

The Team

Shawn Kenner



Itai Leshniak



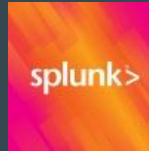
Dan Hopkins



Sushant Mainaly

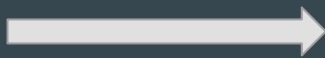


Xin Zheng



Seed round milestones

- Acquire **1,000 customers**
- Validate that the manual white glove approach creates happy customers
- Validate that we can hire talented assistants
- Technical feasibility for an AI approach



Thank you!