



# Jolly Jobs®





# Why Jolly Jobs<sup>®</sup>?

## FINANCIAL WELLBEING → LESS STRESS

College students sometimes need a little extra help to be able to do everything they want to do. Many students struggle with having the money to do these things, whether from unexpected necessities (such as someone stealing a bike) or just wanting to do paid activities with friends.

At the same time, many people enjoy helping others in the community, and many others need help with tasks they don't want to do or don't have time to.

By helping people around you, you become happier, make new connections and even make an extra buck! So Jolly Jobs is a reflection of this.




"Bring happiness and community together  
by connecting people that offer help and  
people that need help"

VALUE PROPOSITION

# Sanity Check

Our value proposition is unique to our app, as very few apps center around finding gigs or people that can help with tasks, and then when you add that to creating community and meeting people around your area it is a truly unique experience.



# Problem and Solution Overview

WHY ARE WE DOING THIS?

# Solution

We found **students** lack the ability and time to find part time jobs they are qualified for while balancing school and other responsibilities. They need more financial resources in order to feel like they are becoming independent which is essential to their wellbeing.

We are going to **create a marketplace where students can find jobs** geared towards them, and companies can hire energetic and passionate part-time help. Our marketplace will also allow people on campus and the surrounding areas to post small one time jobs that they are willing to pay to solve.

In Progress

SOON™



# Market Research

WHAT IS OUR COMPETITION?

# Meet our competition



Upwork  
REMOTE FREELANCE WORK



TaskRabbit  
COMPLETE TASKS FOR MONEY



Steady  
HELPS REACH INCOME GOALS



Instawork  
FLEXIBLE WORK, PREDICTABLE RATE

# Upwork

Upwork is a global freelancing platform where businesses and independent professionals connect and collaborate remotely.

It acts as a marketplace that allows clients to post jobs and freelancers to find work that matches their skills and expertise.

## Talent skilled in Full Stack Development

Based on your job post

See More Like This



Tim F.

Versatile designer, dev...



\$70.00/hr

\$50K+ earned

83% Job Success



Anshita N.

WordPress, Shopify, P...



\$45.00/hr

\$70K+ earned

100% Job Success

TOP RATED



\$125.00/hr

100% Job S

## Talent skilled in Front-End Development

Based on your job post

See More Like This



Ayan H.

Expert Web Designer: ...



\$50.00/hr

98% Job Success

TOP RATED PLUS



Elena S.

system administrator



\$25.00/hr

100% Job Success

\$10K+ earned



\$12.50/hr

92% Job S



Fei N.

St. Louis, MO – 11:11 pm local time



Rehire

Invite



99% Job Success



Top Rated Plus

### View profile

Ecommerce Website Development

Web Design

All work

### Hired

You or your team hired Fei for the job *Stanford Deep Data Research Center: Web Developer* on Mar 1, 2023

### Award-winning Web Designer | Senior Web Developer | Conversion Expert

\$100.00/hr

Upwork Top Rated Plus UI/UX Designer & Developer, Featured & Expert-Vetted by Upwork  
700k+ Earnings!

Thank you for taking a look at my profile.

Your website is a powerful tool, far greater than just listing info, products, and pictures.

more

# Main features

## JOB POSTING & BIDDING

Clients can post jobs, and freelancers can bid on them by submitting proposals. Freelancers can also be invited by clients to bid on jobs.

## MATCHING & SEARCH

Matching algorithm that helps clients find suitable freelancers and vice versa. Users can search for jobs or freelancers using various filters like skills, hourly rates, and feedback scores.

## COMMUNICATION & COLLABORATION

The platform provides **messaging tools** for communication between clients and freelancers. It also offers video call functionalities for better collaboration.

## PROJECT MANAGEMENT

Clients can manage projects, track progress, and communicate with freelancers through the platform. Milestones and deadlines can be set to ensure project completion.

## REVIEWS & RATINGS

After the completion of a project, both clients and freelancers can leave reviews and ratings based on their experience.

## UPWORK PRO & ENTERPRISE

Upwork offers premium services like Upwork Pro and Enterprise for businesses looking for additional features and support. These services include dedicated account management and access to pre-vetted talent.



# TaskRabbit

TaskRabbit matches freelancers with local demand, allowing people to find help with tasks including personal assistance, furniture assembly, moving, delivery, and handyman work.

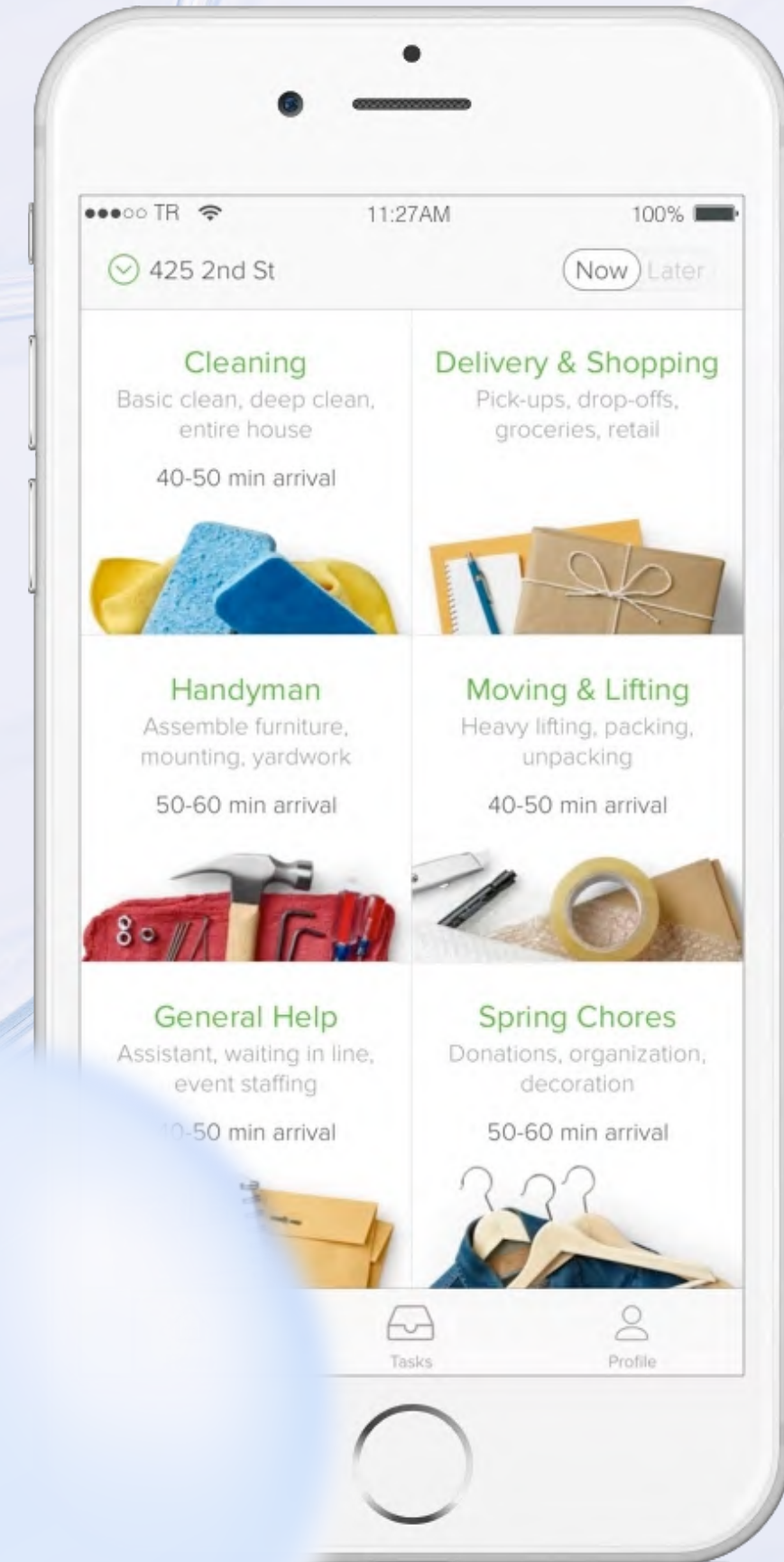
An IKEA subsidiary owns it and thus provides various services in partnership with it.

It has a **25\$ registration fee for taskers**

Screening is not very strong, very broad definition of "community"

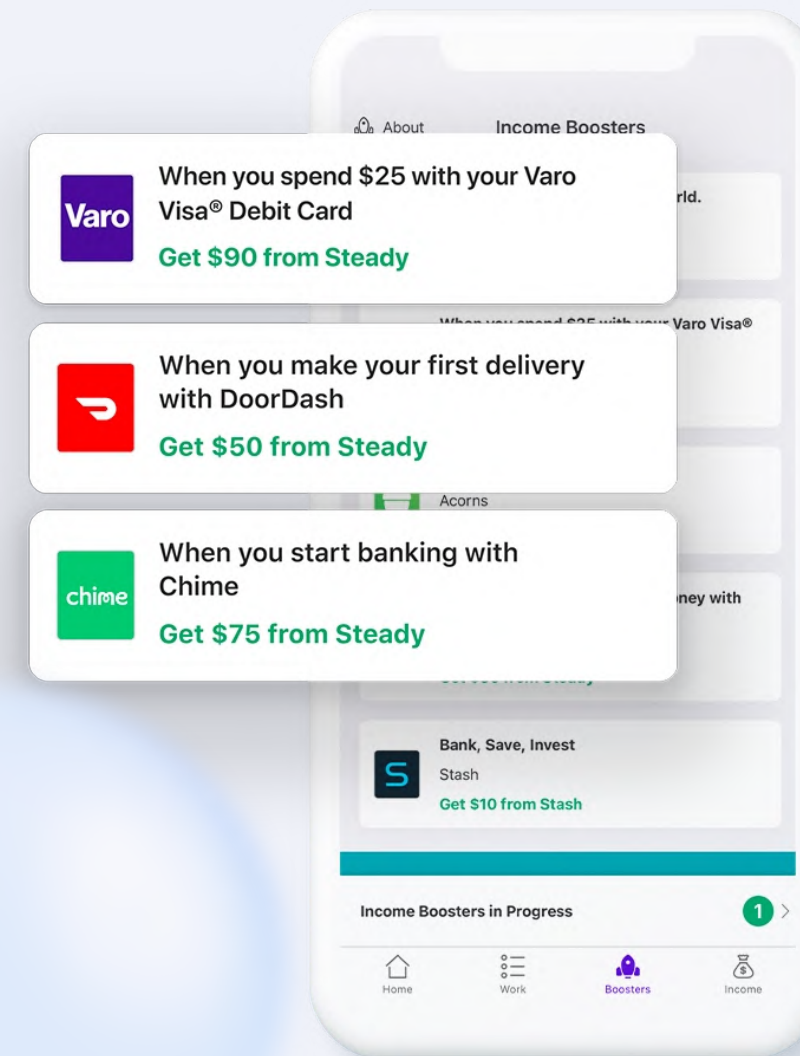
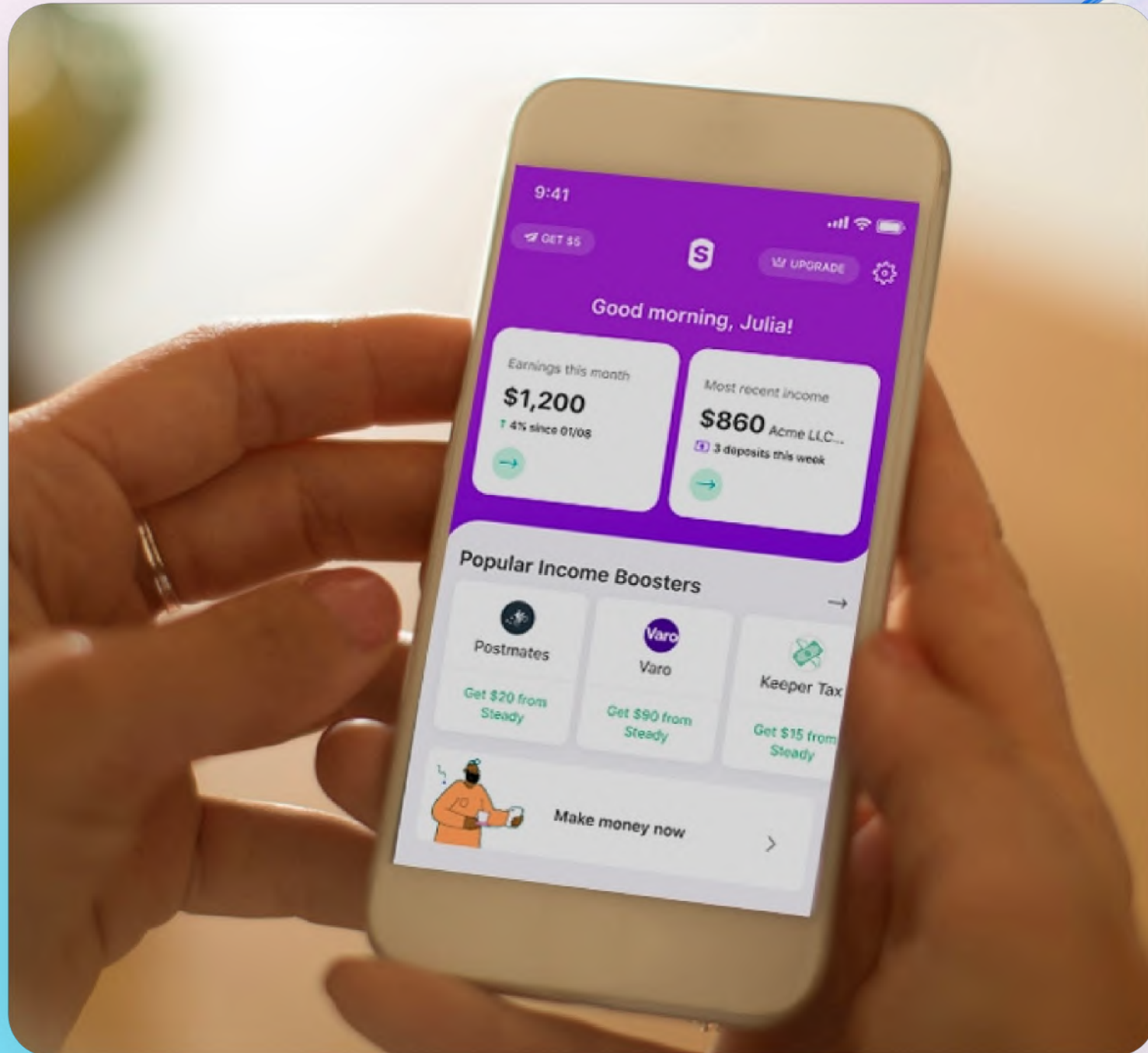
Ensures taskers are compliant

15% commission on tasks



# Steady

is a third-party app designed to connect workers to flex-work opportunities...



# Steady



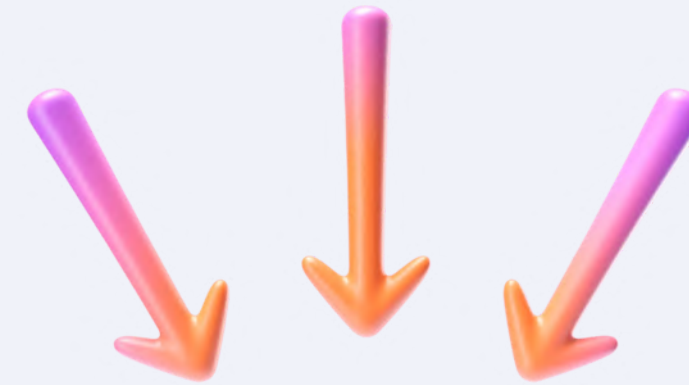
**Image and Community:**

- community of 4 million+
- "quasi-union" appeals to individuals who need to supplement their income
- credible partnership with organizations

We value our partners

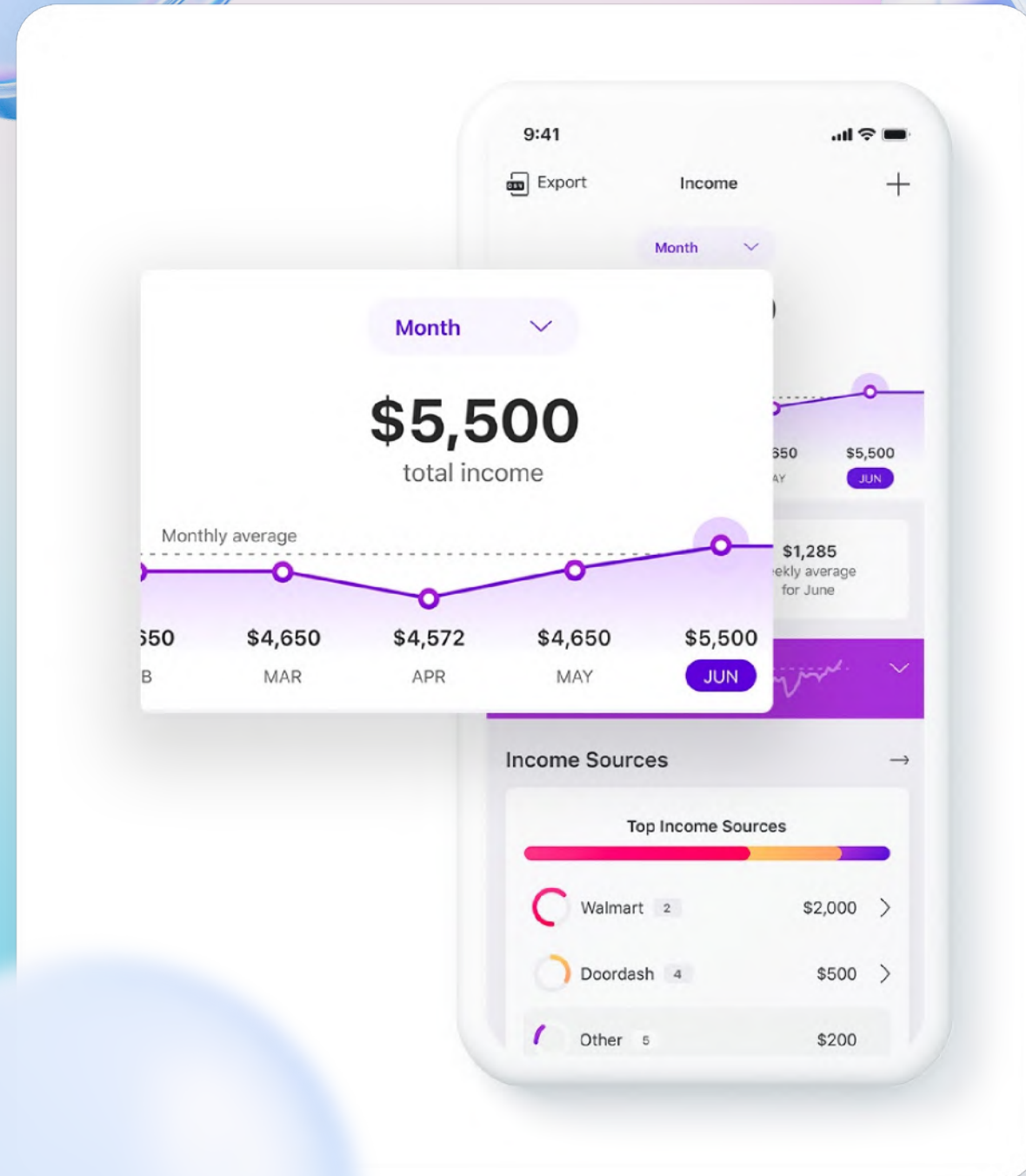


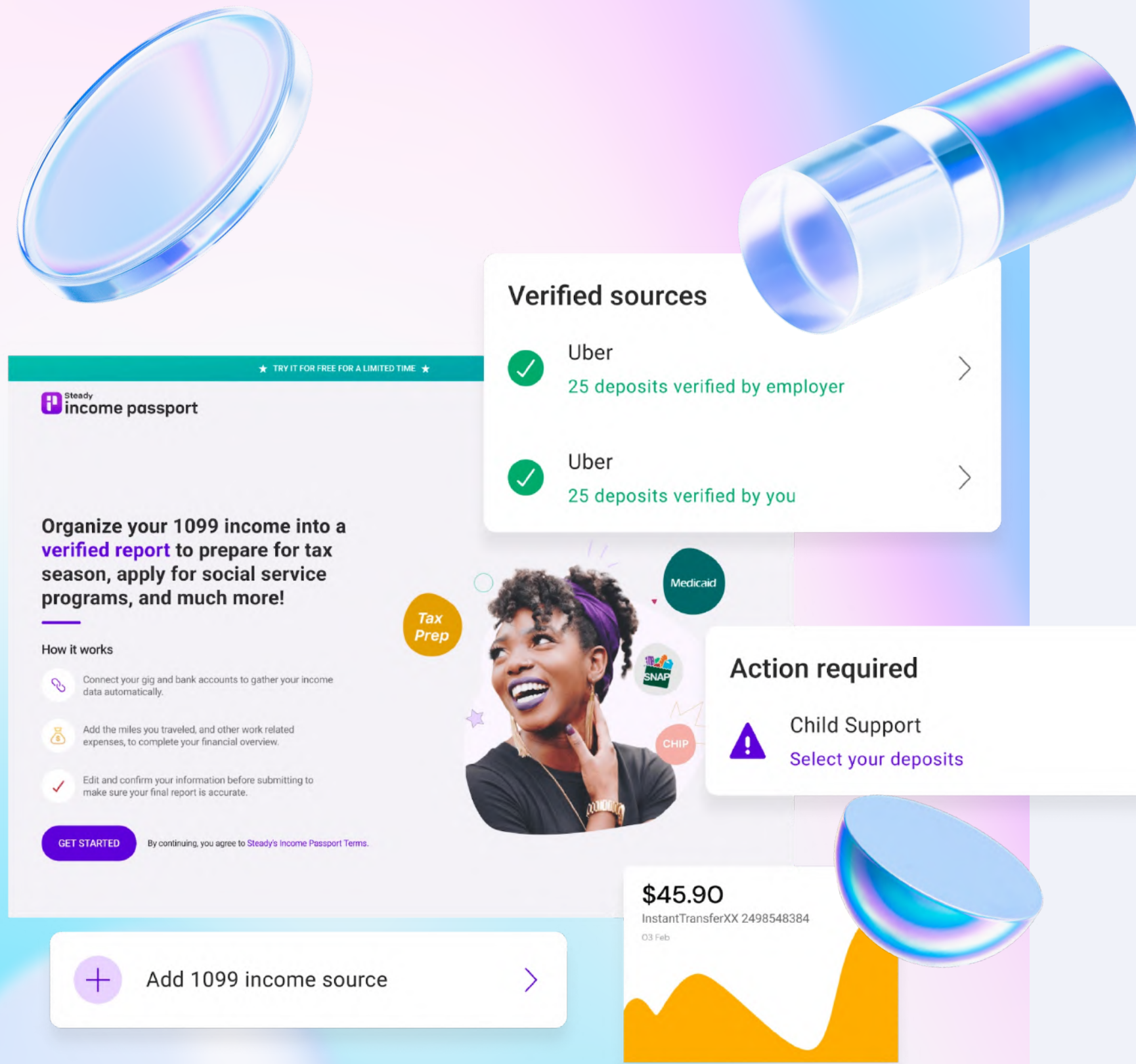
# Steady



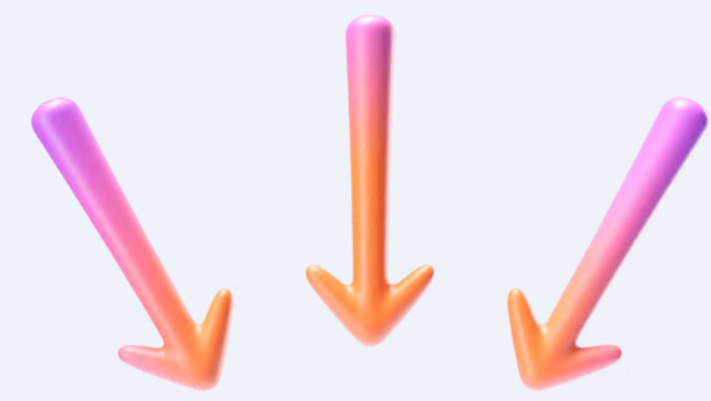
## Data-Driven Real-Time Insights:

- Collects and analyzes real-time data on recipients
- Offers a "fuller financial picture" of users
- Average member has increased their income by \$5,500 since sign-up





# Steady



## UNFAIR ADVANTAGE:

- Experience in distributing public benefits like unemployment, Medicaid, and SNAP
- Appeals to part-time workers and contractors who struggle to qualify for public programs



# InstaWork

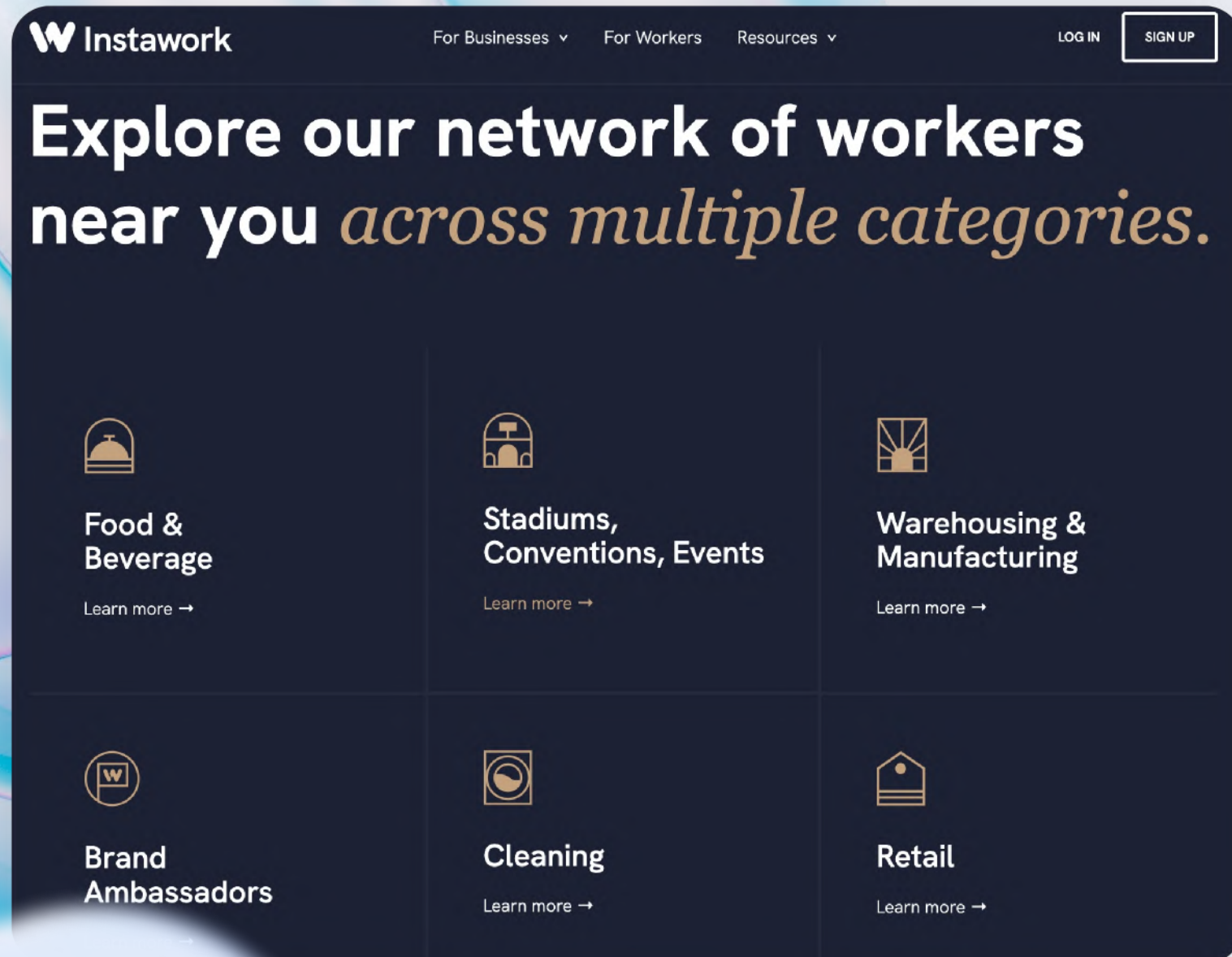
Instawork is a platform that intelligently matches businesses with a vetted pool of 5 million **short-term, seasonal, and temp-to-hire workers.**

93% of clients want their workers back and have a no-show-rate of less than 2%

Have thousands of huge clients including Google, Stanford, Ritz-Carlton

Their flexible model attracts the most qualified workers who are incentivized to be on time and work hard, where traditional temp staffing suffers from low quality and high unreliability.

Vetting process includes background check and relevant interviews for skilled positions



# How does Jolly Jobs® compare?

App	No Initial Fee	Designed for colleges	Gig-centered	Partners/Facilitators
Steady	✓	✗	✗	✓
InstaWork	✓	✗	✗	✓
TaskRabbit	✗	✗	✓	✓
UpWork	✓	✗	✗	✗
Jolly Jobs®	✓	✓	✓	✗

# Values in Design

## **Direct Stakeholders:**

- Students, individual job posters, companies looking for part time help

## **Indirect Stakeholders:**

- College campuses, parents and financial providers of students, career offices

# Ethics & Jolly Jobs®

## ETHICAL IMPLICATION 1

Creating this platform would allow students to pursue jobs and make money with ease. This in turn would shift their attention away from academics or social interactions towards short-term temporary jobs. As college students their attention shouldn't be directed at making extra cash, however we've identified this as an component of their wellness that needs to be addressed. Financial instability hurts their academic performance and how they show up in social settings.

## ETHICAL IMPLICATION 2

Companies would hire less fulltime employees to fill frontline worker needs. This would hurting the ability of unskilled workers living close to college campuses to find steady jobs. If there is more supply of workers by adding college students to the labor market then this subsector of the population could be negatively impacted

# Tasks



## SIMPLE TASK

The user **desires financial independence that's accessible** as a college student. The user **searches and selects** a job to complete.

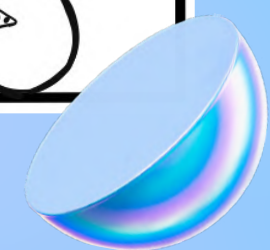
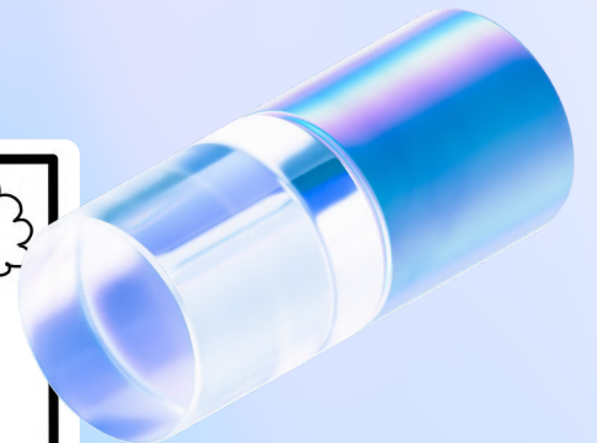
## MODERATE TASK

A user needs a **low-skill job** to be done **efficiently and locally**. The user **posts about the job** to complete.

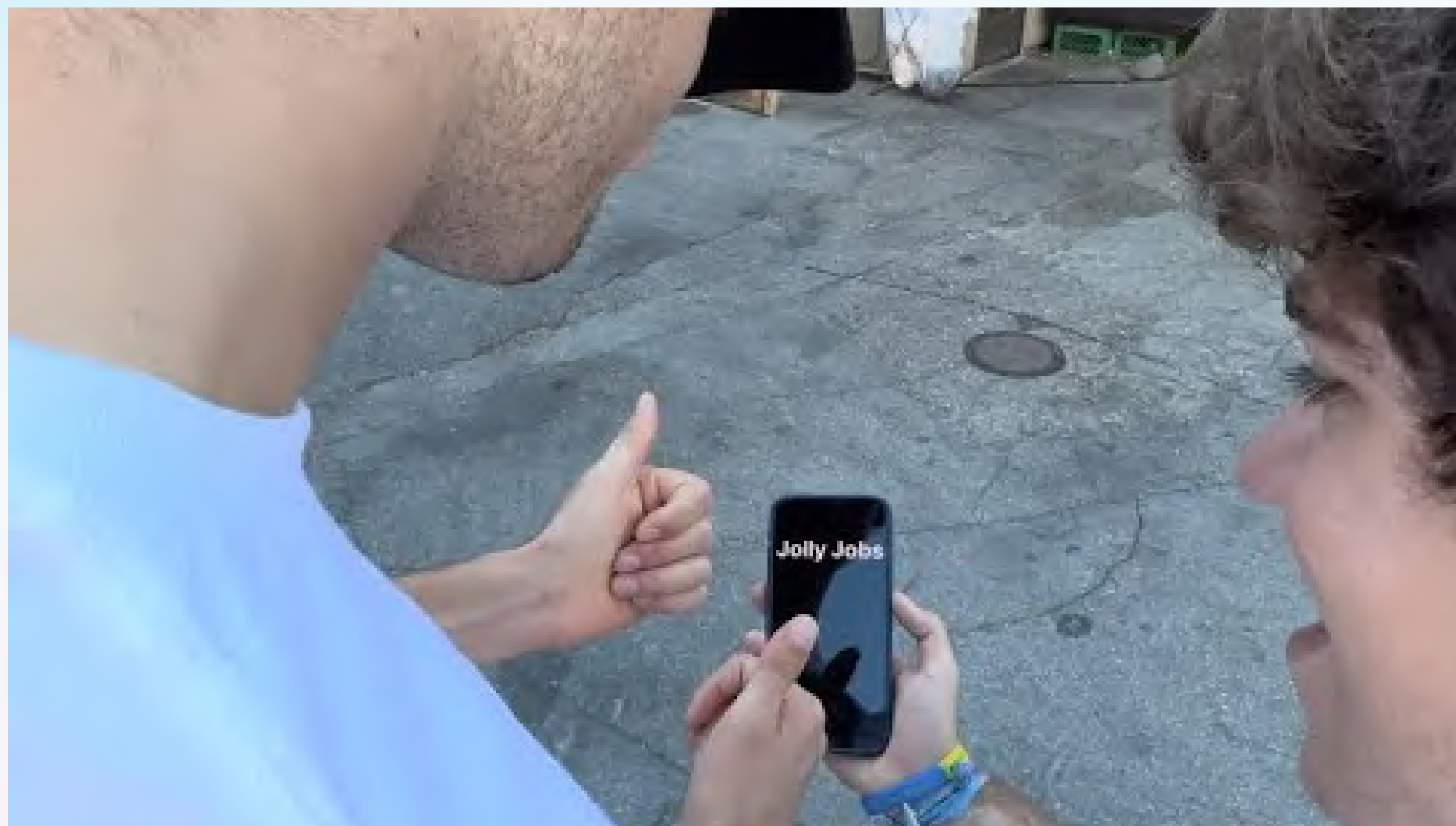
## COMPLEX TASK

A college student has completed the job, and **needs to be compensated**. **Payment details must be entered, secured and utilised** to complete the transaction.

# Storyboard



CONCEPT VIDEO



Credits: Tomás Cortés, Lucy Zimmerman, Eduardo Moreno and Marcos Gutierrez

Thank you

# Pitch

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