



**batmaid**<sup>+</sup>

# Business Model in Switzerland



- 1<sup>st</sup> platform to book **pre-selected** maids online in less than 60 seconds.
- Batmaid is not the employer.
- Commissions taken on **every** worked hour.

# A vertical platform

- 5 departments, 35 people internally to manage 1,300 maids:
  - HR
  - Customer & maid support
  - Admin & trust service
  - Marketing
  - Platform development
- Major differences VS Anibis or Home Service 24

# Tech is the solution: a platform built from scratch

For clients:

- Booking takes 60 seconds
- Possibility to edit upcoming cleanings/rate or change cleaners

For the maids:

- Accept and view upcoming jobs
- Manage availabilities / holidays

For us:

- Scale our business at low fixed costs / low friction with Ops Team
- Manage customers, local traction and recruitment (data-driven development)
- Automation of all administrative tasks (declaration, payroll, payslip, paperwork...)

# Real estate as a future

Interest for a digitized service:

- Integration to the landlord's app or tablets for easy on-demand booking
- Integration for easier end-of-tenancy cleanings logistics
- Opening the door for autonomous service apartments
- Dematerialized: competitive prices

Interest for a vertical cleaning service:

- Added value for users (trust, customer support, no paperwork)
- Regular maintenance through quality cleaning
- Going beyond existing solutions like All Things



Thank you!

