

# HandyHand

## The On-Demand Infrastructure for Home Services

Revolutionizing how Singapore's 1.55M households access recycling and home services

Singapore · Early-Stage Pitch Deck



## THE PROBLEM

# Traditional Home Services Are Broken

Over **1.5 million households** in Singapore rely on fragmented, analog systems for recycling and home services – systems that haven't meaningfully evolved in decades.

### Flyers & Door-Knocking

Recycling companies still rely on printed flyers and manual door-to-door distribution – costly, wasteful, and largely ignored.

### Low Engagement

Traditional outreach yields single-digit response rates. Demand signals are invisible, making planning nearly impossible.

### Inefficient Routing

Without real-time demand data, trucks run underutilized routes – inflating costs and carbon footprint simultaneously.

### High Operational Cost

No digital infrastructure means every acquisition and scheduling decision is manual – overhead that eats directly into margins.

# A Massive, Undigitized Opportunity

Singapore's residential market is large, dense, and highly concentrated — the ideal environment for a marketplace platform to achieve rapid network density with minimal geographic spread.

1.1M

HDB Flats

Public housing, high density

375K

Condos & Apts

Premium urban residential

73K

Landed Homes

High-value households

6.1M

Population

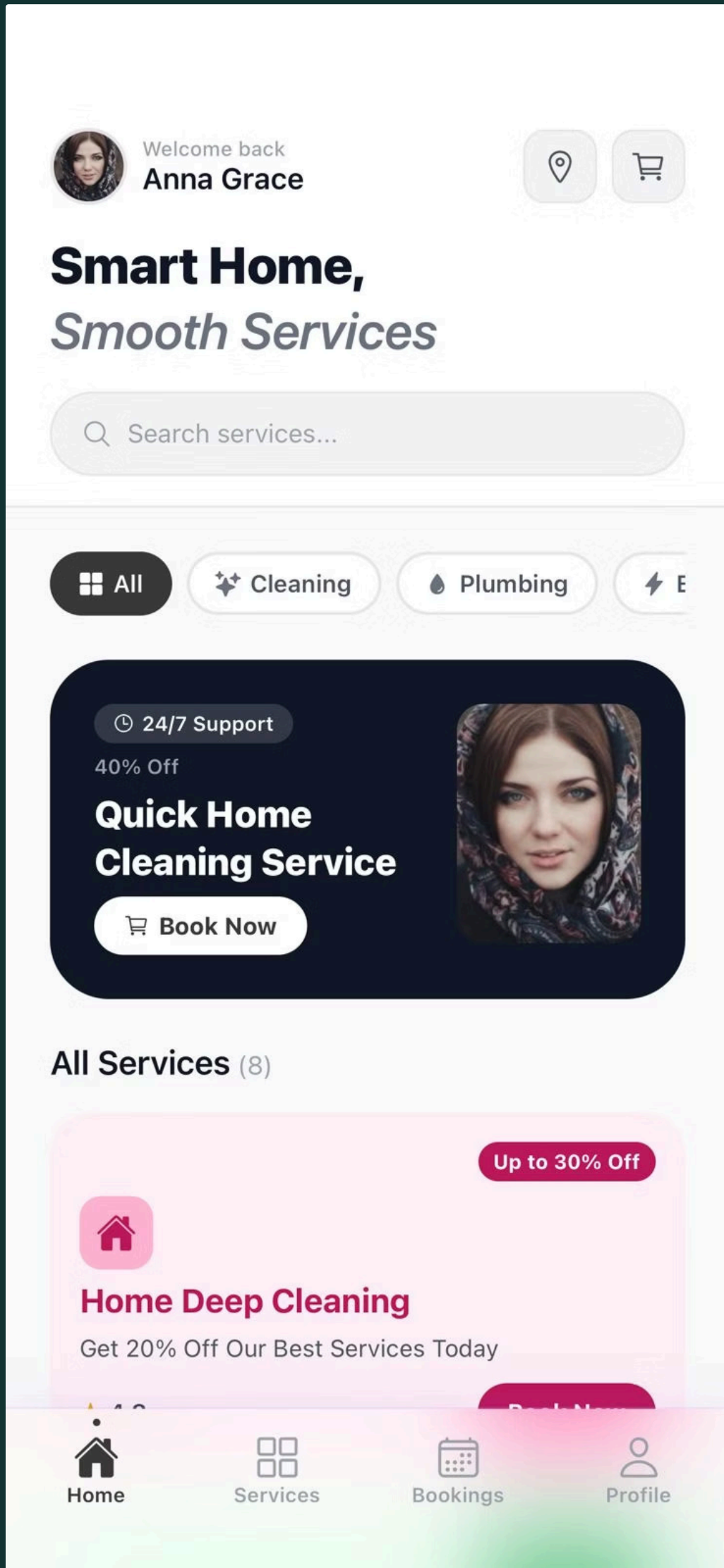
Tech-savvy, mobile-first



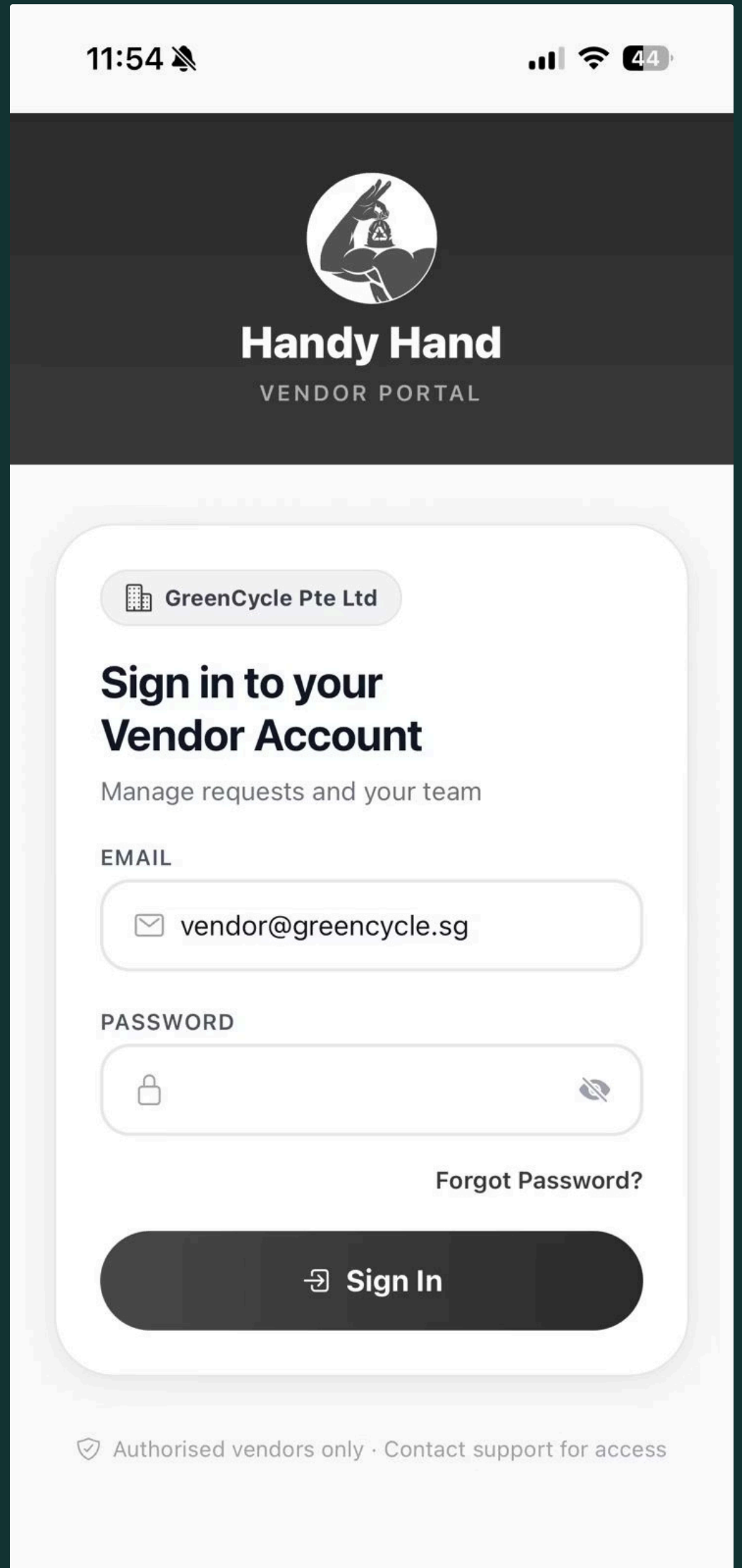
- ✔ No dominant digital platform exists today for recycling or on-demand home services in Singapore.

# Introducing the HandyHand Platform

HandyHand is a **two-sided marketplace** connecting households with verified service providers – starting with recycling and expanding across the full spectrum of home services.



Customer App



Vendor Portal



## On-Demand Booking

Households request services in seconds. No calls, no flyers, no friction.



## No Area Restriction

Any provider can serve any area – maximizing coverage and minimizing idle time.



## Smart Job Matching

Providers see optimized job boards – they choose pickups that fit their route and capacity.

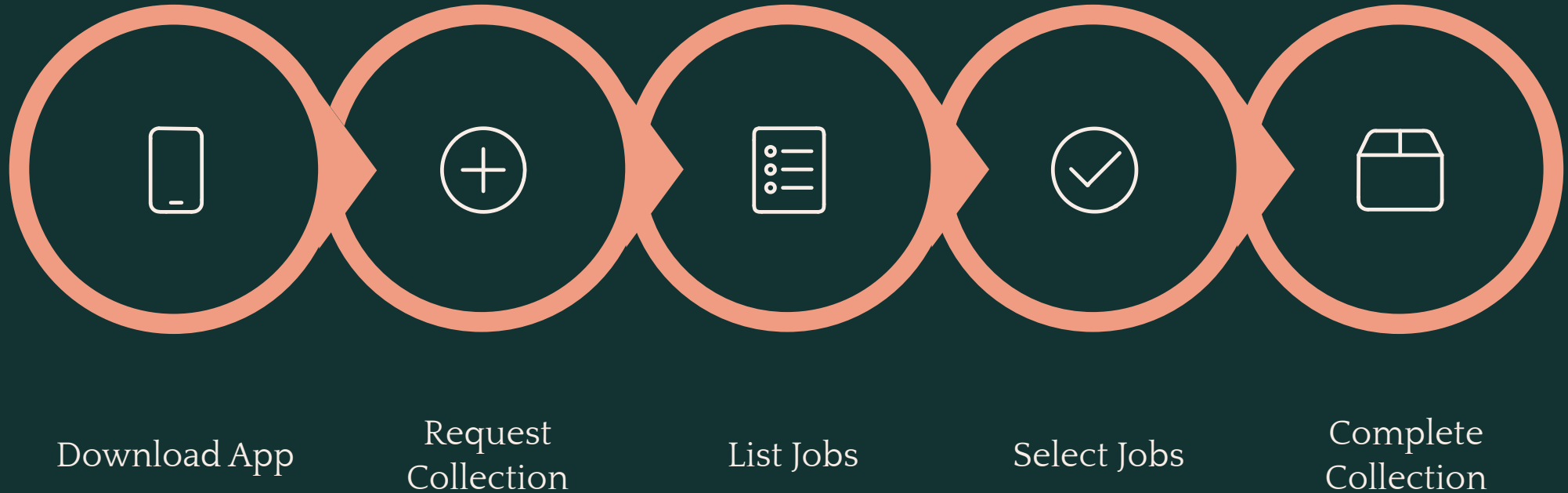


## Real-Time Demand

Live demand visibility enables smarter scheduling, routing, and resource deployment.

# Simple, Scalable Workflow

HandyHand's six-step process is designed to be frictionless for both customers and service providers – from first tap to completed collection.



Each completed job generates **structured demand data** – a proprietary asset that fuels smarter matching, predictive scheduling, and future service expansion across all home service verticals.

# High-Volume Entry Point

## Phase 1 Economics

**\$0.30** per collection – paid by customer

**\$0** cost to service providers

Lower CAC vs. traditional flyer distribution, with built-in frequency from recycling habits.

250K Users

Target active base

\$75K/mo

Monthly revenue

The **\$0.30 micro-transaction** model eliminates price resistance, drives high adoption, and creates a recurring revenue stream anchored to habitual household behavior. Recycling is done monthly – meaning engagement is built-in.

- At 250K active users completing just 1 collection/month, revenue reaches **\$75,000/month (\$900K ARR)** before any upsell or lead generation layer is activated.

# Lead Generation Engine – The Core Value

Recycling is the **low-friction entry point** that builds household trust and demand data. Once inside the home services funnel, HandyHand monetizes through multiple high-margin revenue streams.



## Recycling

Recurring household collection



## Part Time Cleaning

Regular home cleaning bookings



## Henna Service

Decorative hand artistry service



## Disposal

Fast waste removal service



## Aircon Service

Scheduled maintenance and repairs



## Bin Service

Reliable bin collection support



## Laundry Service

Weekly wash and fold



## Movers Service

Heavy lifting and relocation

## Monetization Levers

- Lead referral fees from service providers
- Vendor subscription plans
- Priority listing placements

## Platform Tools

- Route optimization SaaS for providers
- Demand analytics dashboard
- CRM and customer retention tools

# Why HandyHand Wins

## First-Mover Advantage

No structured platform combining recycling with home services exists in Singapore. HandyHand defines and owns this category before any competitor can establish a foothold.

## Proprietary Demand Data

Every transaction enriches a unique dataset of household demand patterns – a defensible moat that improves matching accuracy and enables predictive upselling over time.

## Dual-Sided Network Effects

More households attract more providers; more providers improve service quality and coverage – creating a self-reinforcing flywheel that compounds with scale.

## Low-Cost Entry via Recycling

The \$0.30 entry point dramatically lowers acquisition barriers, making HandyHand the default first-choice app before any home service need arises.

# Customer Acquisition Strategy



HandyHand's GTM is designed for **low-cost, high-density adoption** by meeting users where recycling habits already exist – then graduating them into the broader platform.

01

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## QR Code Integration

Partner QR codes printed on existing recycling company materials – zero incremental print cost.

02

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## Flyer Piggyback Strategy

HandyHand onboarding materials ride alongside partner distributions during the transition phase.

03

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## Community Activations

Booth events at HDB void decks, RC bazaars, and community centers to drive organic word-of-mouth.

04

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## Government Partnerships

Align with NEA sustainability programs and town council initiatives for institutional distribution.

TRACTION

# Current Progress

HandyHand is moving fast. Core infrastructure is in place and early market validation is underway – positioning the company to scale immediately upon funding.

## App Built

Full multi-role system live: Customer, Worker, Partner, and Admin modules – all functional and demo-ready.



## Partner Discussions

Active conversations with multiple Singapore-based recycling companies exploring integration and pilot programs.



## Expanding Categories

Service taxonomy beyond recycling already scoped – cleaning, aircon, moving, and laundry verticals mapped and ready for onboarding.

✔ The product is built. We are not raising to build – we are raising to grow.



VISION

# From Recycling App → Singapore's Super Platform

1

## Short Term

Capture recycling demand. Build household base. Establish brand recognition and data assets across Singapore.

2

## Mid Term

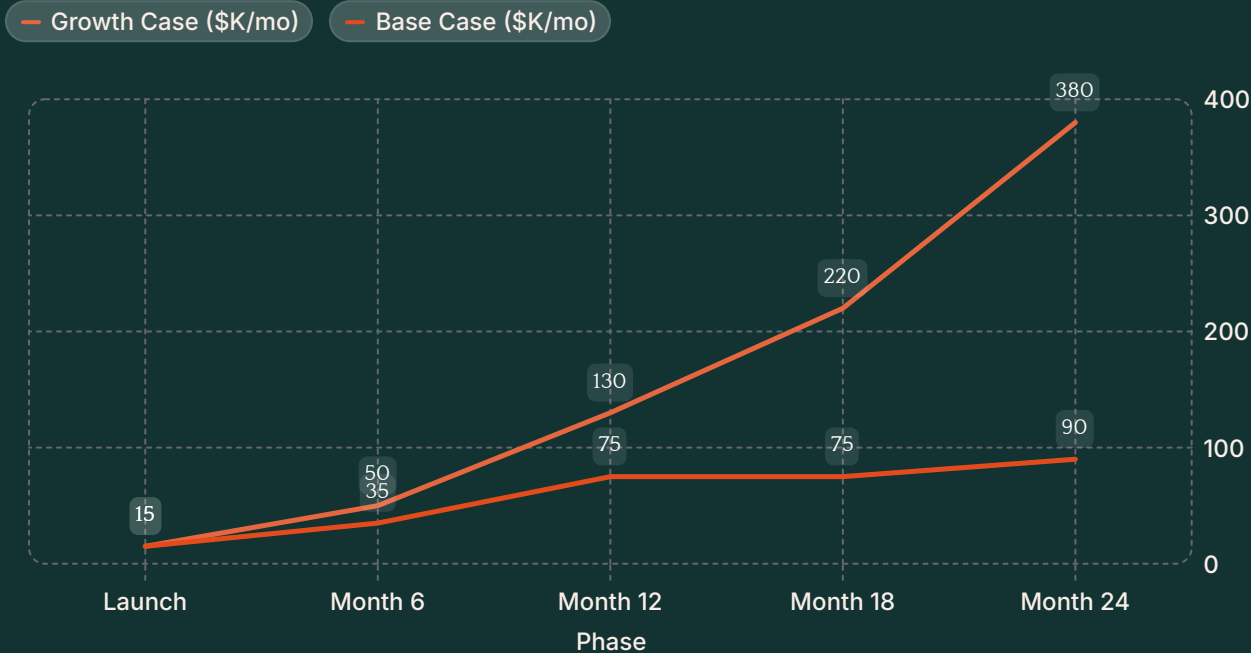
Expand into cleaning, aircon, moving, and laundry. Activate lead generation and vendor subscription revenue streams.

3

## Long Term

Become Singapore's "**Grab for Home Services**" – the default platform for every household service need, with regional expansion potential.

# Revenue Potential



## Base Case

**250K active users** at \$0.30/collection = **\$75K/month**  
– recycling revenue only, no upsell.

## Growth Case

Multi-service expansion drives **higher ARPU** via lead fees, subscriptions, and priority listings – projecting **\$380K+/month** by Month 24.

## Long Term

Platform-driven **recurring revenue** with compounding network effects as provider density increases.

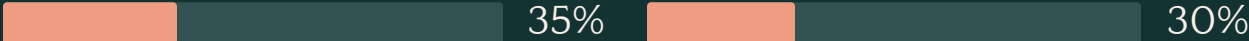
# Investment Opportunity

## \$150K–\$200K

Seed Round · Currently Raising

Product is built. Team is in market. This capital accelerates growth, not construction.

### Use of Funds



### Product Development

Feature enhancements, scalability, and new service category integrations



### Partnerships

Recycling company onboarding and government channel development

### Marketing & Acquisition

Paid social, QR activations, community events, and referral programs



### Operations Scaling

Team expansion, support infrastructure, and compliance

WHY NOW

# Perfect Timing to Move

## Digital Adoption Surge

Post-pandemic Singapore has seen accelerated smartphone-first behavior across all demographics – including older HDB residents who previously resisted app adoption.

## Sustainability Mandate

Government-backed Green Plan 2030 is actively pushing household recycling compliance – creating a ready-made demand base that HandyHand can capture digitally.

## Category Vacuum

No dominant player has connected recycling to home services. The window for a first-mover to define category standards and lock in network effects is open – but not indefinitely.



# Join Us in Building the Future of Home Services

*"Let's redefine how households access services — one pickup at a time."*

HandyHand is more than a recycling app. It's the foundational infrastructure for how Singapore's 1.55 million households will discover, book, and pay for every home service they need.

 Based In

Singapore · Expanding regionally

**The product is ready. The market is waiting. The time is now.**

