

Enjo

All the expertise of a world in a
quality service

BY GROUP 5





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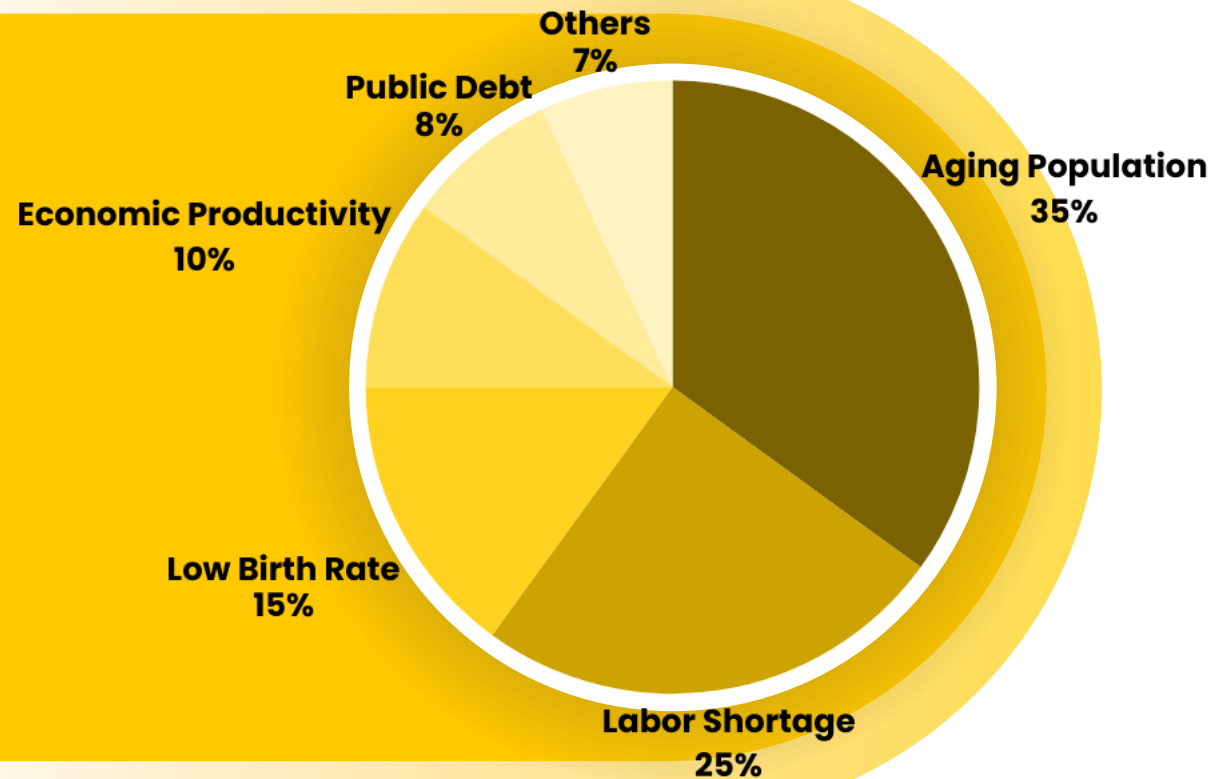
Introduction

What's the problem ?

In many cities, individuals regularly encounter difficulties in quickly finding a professional available to perform simple tasks at home. These may include odd jobs, cleaning, gardening, childcare or even domestic repairs.

Existing solutions are often fragmented. Users must consult several websites, compare different offers and wait for a response from service providers. This process can be lengthy and lacking in transparency, particularly about prices and the availability of professionals. In addition, some users may lack confidence in unknown service providers, which is a further barrier to the use of home services.

JAPAN CURRENT NATIONAL CHALLENGES



● Aging Population

29.3% of population aged 65+

● Labor Shortage

51% of companies report worker shortages

● Low Birth Rate

Fertility rate ~1.26

● Economic Productivity

~1% average GDP growth

● Public Debt

~260% of GDP

● Others

This includes Immigration policy, Rural Depopulation, etc.

MARKET OPPORTUNITIES

Japan represents a particularly attractive market for this type of service.

Firstly, the country has a very high smartphone adoption rate, which facilitates the use of mobile applications to access everyday services.

Secondly, rapid urbanisation and the fast pace of life in large cities are creating growing demand for convenient and fast services. Many people prefer to outsource certain tasks to save time.

Finally, the ageing of the Japanese population is also an important factor. Older people may need occasional assistance with certain domestic tasks, which represents an opportunity for platforms that facilitate access to local services.

These various factors show that there is significant potential for a platform such as Enjo in the Japanese market.

Introducing **Enjo**

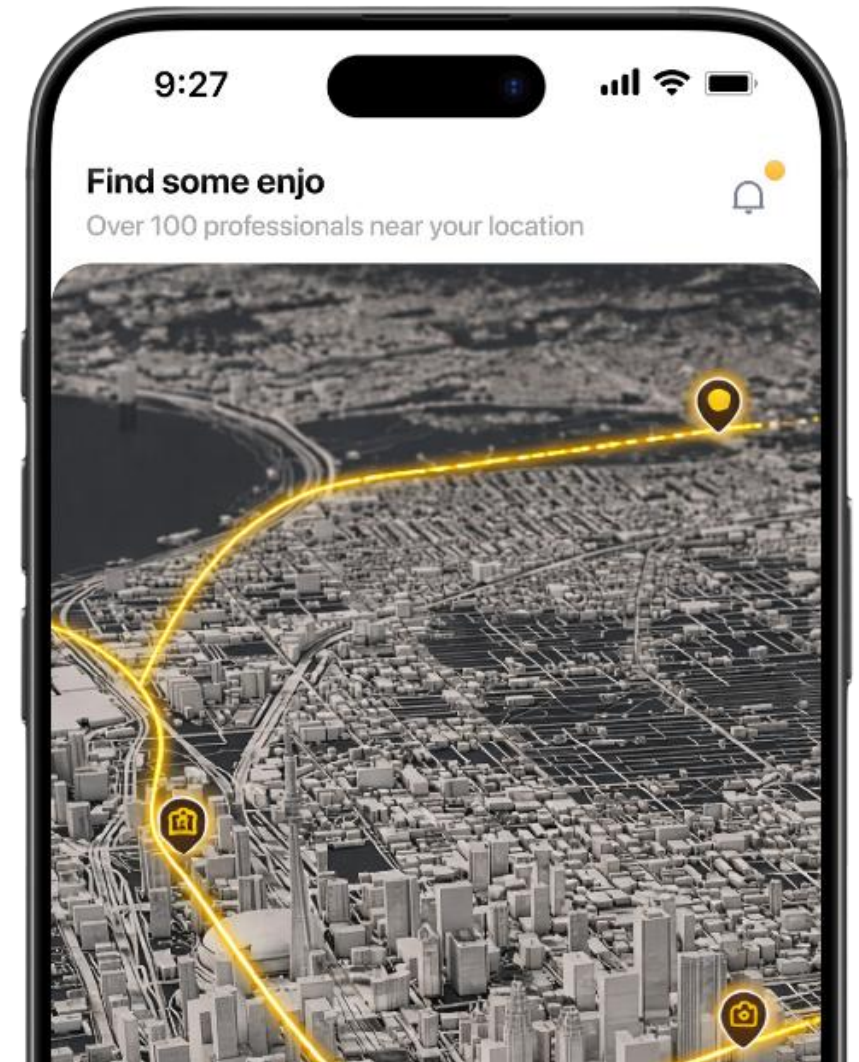
How ENJO work ?

Customers should be able to:

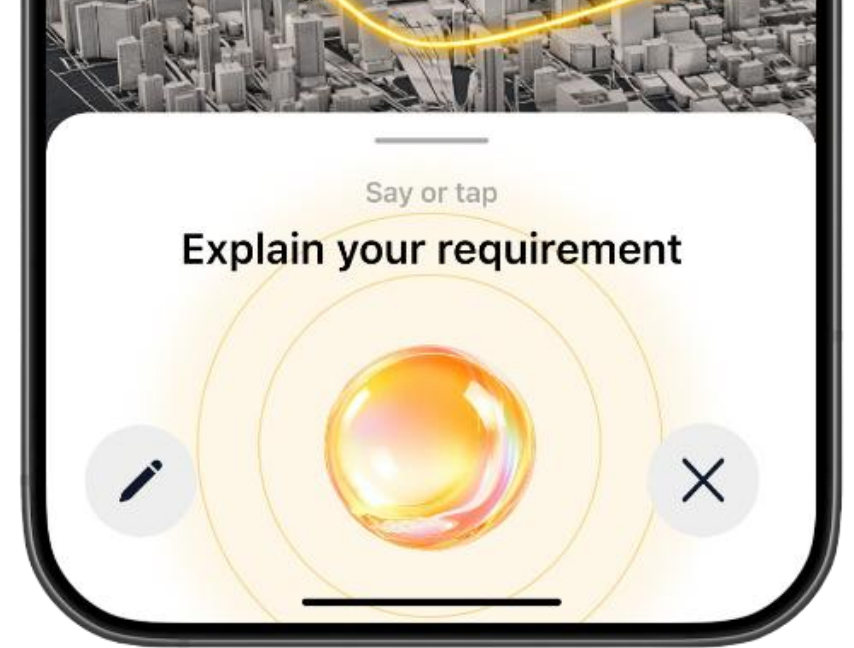
- Take photos of the area requiring work.
- Measure surfaces or spaces using smartphone tools.
- Describe the task in simple language.
- Select a service category.
- Receive an automatically calculated quote.

The system must:

- Analyze measurements and task information.
- Generate an estimated price.
- Send the request to qualified professionals in the area.



How ENJO work ?



STEP

DEMONSTRATION



MODEL AND BUSINESS PLAN

Enjo's business model is mainly based on a commission charged on each transaction made through the platform.

Enjo could develop other revenue streams in the future.

Enjo could also offer premium services, such as post-service guarantees or insurance for certain services.

8% and 10% of the service price.

RIISING TILE OF OUR BUSINESS

First Year Estimation

¥9.6M

Second Year Estimation

¥38.4M

Third year estimation

¥ 115M

For

60k Users

AND

12k Transactions



MARKET IMPLENTATION AND STRATEGY

Our Target

The initial target market is **Japan**.

Reasons for selecting Japan as the pilot market include:

- High smartphone penetration.
- Large urban populations requiring on-demand services.
- Growing demand for convenience-based digital platforms.
- Aging population creating demand for short-term assistance services.

Future expansion may include other international markets depending on the pilot results.

MARKET IMPLEMENTATION AND STRATEGIES

Fast Hiring

University Ambassadors

Business Partnerships

Social Media Marketing

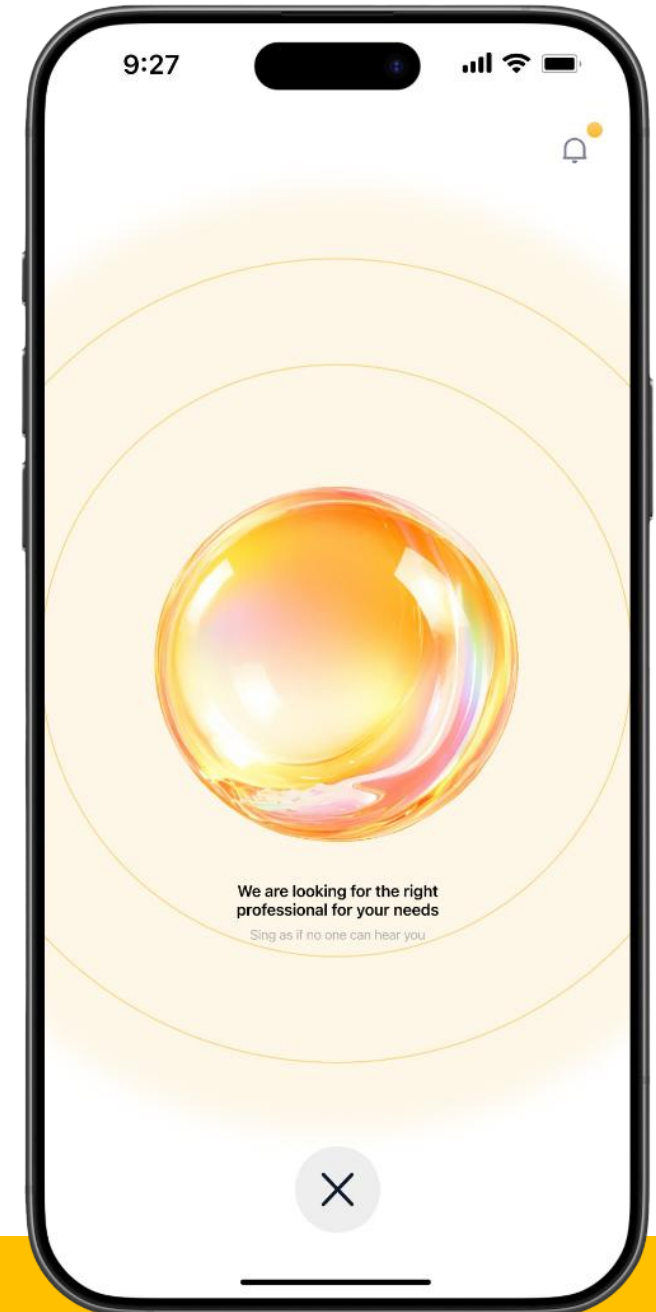
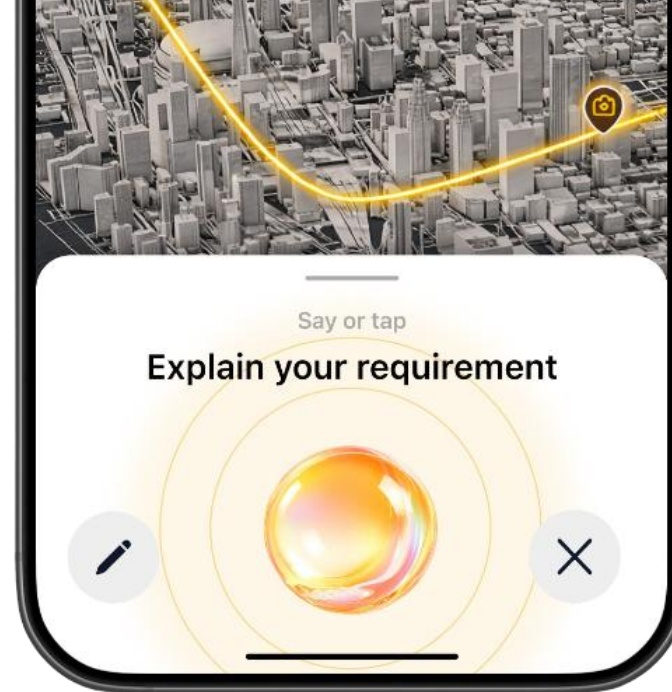
Referral Program

Foreign Worker Support

Pop-Up Registration Booths

AI Job Matching

Instant Shift Jobs

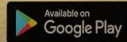
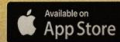


Some

ADS POSTERS

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

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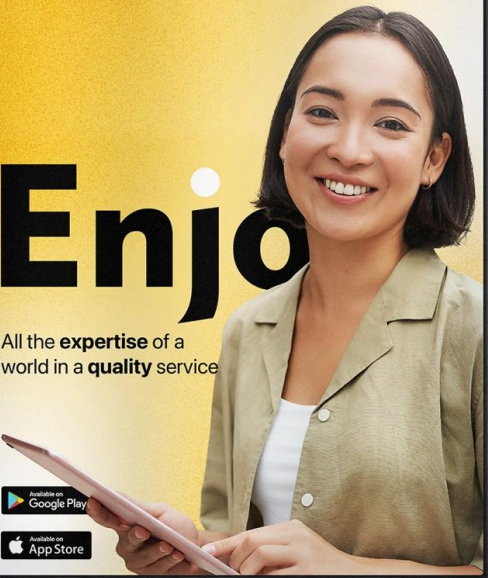
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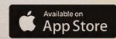
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WHAT ABOUT COST ? | Development cost

For a marketplace application like ENJO (similar to Uber or TaskRabbit), the development cost in the following range.

Component	Estimated Cost
UX/UI design	\$15,000 – \$30,000
Mobile app development (iOS + Android)	\$80,000 – \$150,000
Backend platform	\$60,000 – \$120,000
AI quote estimation system	\$25,000 – \$70,000
Payment system integration	\$10,000 – \$25,000
Testing & QA	\$15,000 – \$30,000
Cloud infrastructure setup	\$5,000 – \$15,000

Estimated total MVP cost

\$210,000 – \$440,000

Approximate equivalent in Japan:

¥30M – ¥65M

WHAT ABOUT COST ? | Ongoing cost

Cost Category	Monthly Estimate
Cloud hosting	\$2,000 – \$8,000
Customer support	\$3,000 – \$10,000
Maintenance & updates	\$10,000 – \$25,000
Marketing	\$10,000 – \$50,000 (The highest cost for deploy our product)

Total monthly operations:

\$25,000 – \$90,000

Approximate equivalent in Japan:

¥4,5M – ¥16M

WHAT ABOUT COST ? | Starting MVP strategy

For startups, it is **much safer for us to launch a very small MVP first**, like how Airbnb and Uber initially launched in **one city only**.

Our first MVP could include only:

- 5 service categories (gardening, cleaning, babysitting, handyman, tiling)
- manual quote validation (instead of full AI)
- one pilot city in Japan

This could reduce initial development cost to roughly:

\$120,000 – \$200,000



ROADMAP AND KEYSTEPS

Phase 1

Product Definition

Business requirements validation

Market research in Japan

Feature prioritization

Technical architecture planning

4-6 weeks

Phase 2

UX/UI Design

User journeys

Wireframes

Prototype design

Usability testing

4-6 weeks

Phase 3

Core Development

Customer mobile application

Professional mobile application

Backend infrastructure

Job matching system

12-20 weeks

Phase 4

Testing and QA

Security testing

Performance testing

Payment testing

User testing with pilot professionals

4-6 weeks

Phase 5

Pilot Launch in Japan

Launch in a limited city (example: Tokyo or Osaka)

Recruit professionals

Collect user feedback

Fix initial issues

4-8 weeks

MEET THE TEAM



Pierre Lewis
Aboutou Tina
Founder/CEO



Deshan Saranga
Co-Founder/COO



Marissa Abellana Ylaya
Marketing Manager



Rahman Md Sahiqur
UI/UX Designer



Jonathan Maquenhem
Backend/Mobile Engineer



Islam Md Saidul
Legal/Accounting