

The ServisHero proposition

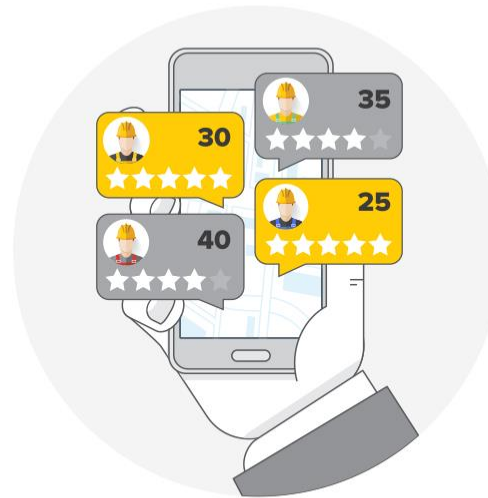


How It Works



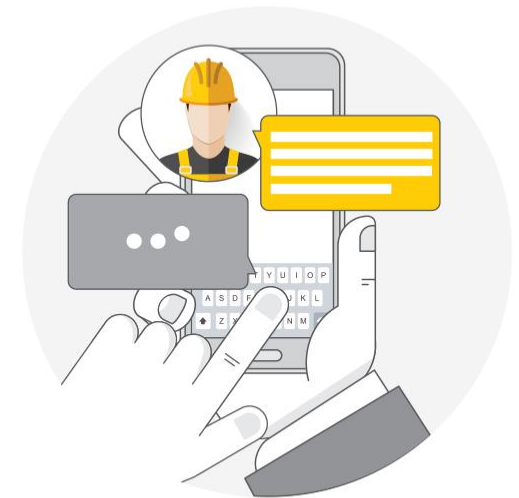
1. Get Introduced

Answer a few questions about your needs and get matched to the right local professionals in your area to help



2. Compare

See the profiles, details, reviews, contact info and ratings of each provider. No more surprises!



3. Hire

Make your decision and when you're ready, contact the right professional to help you complete your job

History

Timeline

2015/16



Logo and Idea
March 2015



First Hero Training
November 2015



New Branding
December 2015



1 Year Anniversary Party
June 2016



Seed Funding
April 2015



1000 Heroes Signed Up
October 2015



Alliance Bank SME Innovation Challenge Top 20
December 2015



Wake Me Up Ramadan
June 2016



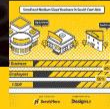
First Hero Signs Up
May 2015



#1 App Store
September 2015



First Radio Ad
January 2016



Small Business Sentiment Data + Research Paper
May 2016



Malaysia Launch
June 2015



Singapore Launch
July 2015



Series A Funding
March 2016



Bloomberg TV
March 2016



First Request
June 2015



Video Release
June 2015



Thailand Launch
March 2016



Techcrunch Feature
March 2016

Impact...

4000+

**Service providers signed
up to ServisHero**

 **ServisHero** + **BIG DATA**

Impact...

500+

New real jobs created in the economy

 **ServisHero** + **BIG DATA**



Impact...

RM8M+
Impact on the SEA economy
each month and growing
30% month over month

 **ServisHero** + **BIG DATA**

Impact...

Hero Successes



Expanded into multiple countries



Employed 8 more staff



Grown their business revenue 5x



Earned enough to travel overseas for the first time

 **ServisHero** + **BIG DATA**

Bid data...

Days of the week

Most popular categories per day

M

T

W

T

F

S

S



Cleaning



Tutoring



Beauty



Laundry



Car Wash



Weddings



Yoga

 **ServisHero** + **BIG DATA**

A platform for using Social Media and Big Data in distribution?

A **mechanism** that allows the end-customer **search for intermediaries** and buy insurance products relevant to them.

Could use Social Media **customer advocacy** to facilitate a platform for a two-way discussion with intermediaries.

Big Data analytics could be used to develop predictive models on buying behaviour, and propensity modelling could be used to identify prospects.

Integrating **Social Media** and **Big Data analytics** via a **distribution platform**.

Concluding remarks

Social Media is important to consumers but under-utilised by businesses, and if utilised is most times poorly executed...

You can do this yourselves but if you do, make sure you **execute well**

Data is incredibly useful for insurance and will be exponentially more valuable as **data volume increases and becomes richer**

You can control your own data but it will only get you so far as you may have **difficulty scaling as an independent agent**

Insurance companies provide **scale for data insight**, and a “platform” could provide a mechanism for **greater engagement and social management**

This is the **inevitable trend** in other industries

Look out for the right platform business to partner with, as the **opportunity cost of not joining will grow...**

Thank you

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