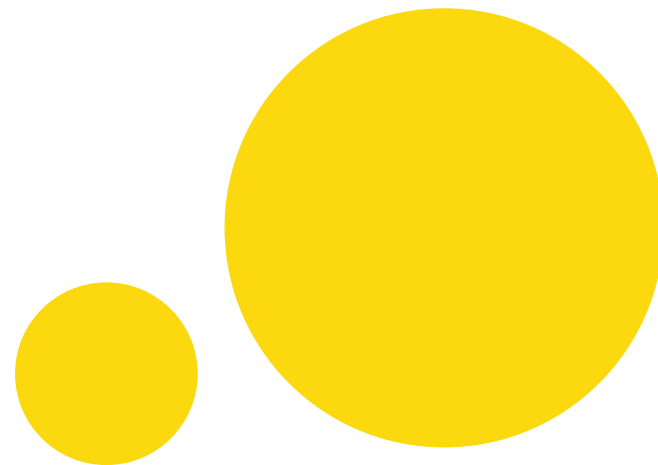


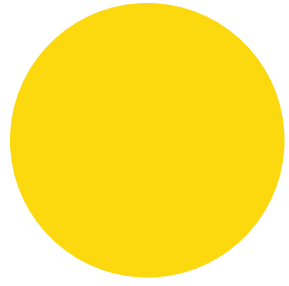
PITCH DECK  
FOR  
**SuperHerooo**

NO SKILL. NO PROBLEM

NANDAKISHORE KAVALI

[www.inhelp.in](http://www.inhelp.in)





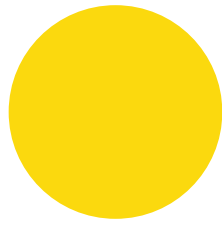
# Our Story

## Company Overview

**SuperHerooo** is a subsidiary initiative of **LSSN Ventures Pvt. Ltd**, a Hyderabad-based technology venture focused on building innovative consumer experiences. The company operates from **Business Square**, 4th Floor, Hitech City Road, Whitefields, HITEC City, Hyderabad, Telangana 500081.

**SuperHerooo** is an on-demand gig platform organizing India's informal workforce through short-duration, no-skill jobs. It connects households and businesses with verified helpers for high-frequency tasks using fixed pricing and digital payments.





**Help unskilled workers  
earn money with dignity**



**Organize India's informal  
labor into a trusted, digital  
workforce**

# OUR MISSION and Vision

## Mission Statement

To empower India's informal workers by providing fair, flexible, and dignified earning opportunities through accessible short-term work.

## Vision Statement

To uplift millions from economic uncertainty by transforming informal labor into a trusted, inclusive, and digitally enabled workforce.

# The Problem

Traditional job platforms don't work for unskilled workers

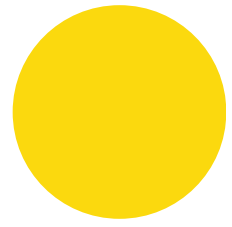


THE

# Problem



- In India, there is no organized sector for non-skilled workers, leaving millions without reliable access to work.
- Unemployment and underemployment result in inconsistent income, forcing people to live day-to-day with financial insecurity.
- no ratings, work history, or visibility to better opportunities
- A massive workforce remains invisible, unorganized, and undervalued



# The Solution

LazyGang makes it easy to find dignified jobs



**Post  
Tasks**

Get matched  
to helpers fast!



**Earn  
with Ease**

Secure payments  
for your work



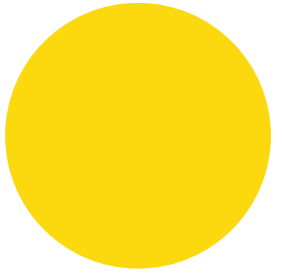
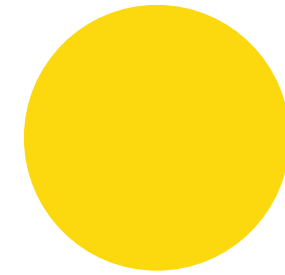
**Trust  
& Safety**

Reliable support  
and ratings

THE

# Solution

- SuperHerooo turns uncertainty into opportunity.
- One app where everyday tasks become instant income
- Verified workers, fair pricing, and dignified work
- No skills required—only willingness to work
- Digital payments, transparency, and repeat opportunities
- A platform that brings trust, structure, and dignity to informal labor



## **COMMITMENT** to Quality

- **Verified Workers:** KYC, basic background checks, and profile validation before onboarding
- **Standardized Pricing:** Clear, upfront pricing with no hidden charges or negotiation
- **Ratings & Feedback:** Two-way reviews to ensure accountability and continuous improvement
- **Fair Work Practices:** Transparent payouts and respect for worker dignity
- **Support & Resolution:** In-app support for quick issue resolution and trust assurance

# Market Opportunity

- 450M+ informal workers in India with irregular or no income
- Growing acceptance of gig works and app-based services

## Market Size

**TAM:** ₹3.5–4.5 lakh crore India-wide market for hourly, non-skilled work that is completely unorganized today.

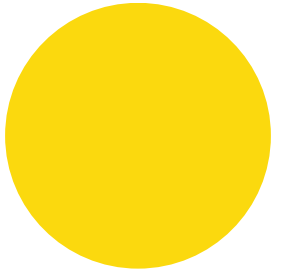
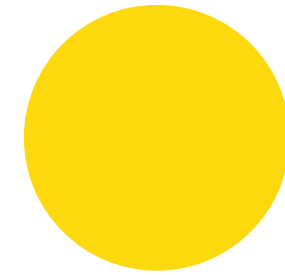
**SAM:** ₹60,000–80,000 crore urban, smartphone-enabled households and businesses actively spending on short-term help

**SOM:** ₹70–120 crore annual revenue achievable in 3–5 years by capturing a small share of 5 major Indian cities.

- High-frequency, repeat-use jobs
- Low customer acquisition cost through local density
- Strong unit economics via commission-based model

## What We Cover

Household & apartment helpers  
Errands, shifting, loading/unloading  
Shop & SME helpers  
Event & short-term helpers  
On-demand hourly labor (1–3 hours)



## Market Size (Annual GMV)

**TAM**

400+ million informal workers in India  
~120 million relevant for short-duration tasks  
Avg task value: ₹400–₹600  
Avg tasks per month: 8–12  
TAM = ₹3.5 – 4.5 Lakh Crore / Year  
(\$42 – \$54 Billion)

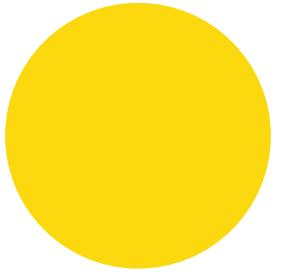
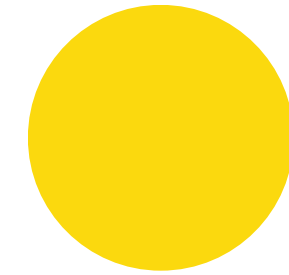
## Why This Market Is Real

Work already happens daily (offline & cash-based)  
Completely unorganized  
No pricing standards, no trust layer, no quick pay

# SAM

## What SAM Covers

Tier-1 & Tier-2 cities  
Urban households & gated communities  
Small shops, offices & SMEs  
Smartphone + UPI enabled users



## Market Scope

Urban households: ~110 million  
% needing help monthly: 30–35%  
Avg spend/month: ₹500–₹800

## SAM Calculation (Annual)

110M households × 30% × ₹650 × 12 months  
≈ ₹25,700 crore

Add SMEs + commercial short tasks:

Total SAM = ₹60,000 – 80,000 crore / year  
(\$7 – \$10 Billion)

## Why This SAM Is Attractive

Dense, repeat demand (daily/weekly tasks)  
Faster adoption than rural markets  
Lower CAC via hyperlocal launch  
High frequency vs one-time services

## Initial Focus Cities (Target User Base)

Hyderabad (launch city), Bangalore (launch city), Chennai, Pune, Delhi NCR

Total reachable users: ~10 million

Active users (5–8%): 5–8 lakh users

Avg tasks/user/month: 2

### Transaction Economics

Avg task value: ₹400–₹600

Avg platform commission: ₹40–₹60 / task

# SOM

### SOM Calculation (Annual Platform Revenue)

6 lakh users × 2 tasks × 12 months × ₹50 commission

≈ ₹72 crore / year

SOM Range: ₹70–120 crore annual revenue

Underlying GMV: ₹600–1,200 crore

### Why SOM Is Achievable

Hyperlocal, apartment-first rollout

High repeat usage (weekly tasks)

Low CAC via offline + referrals

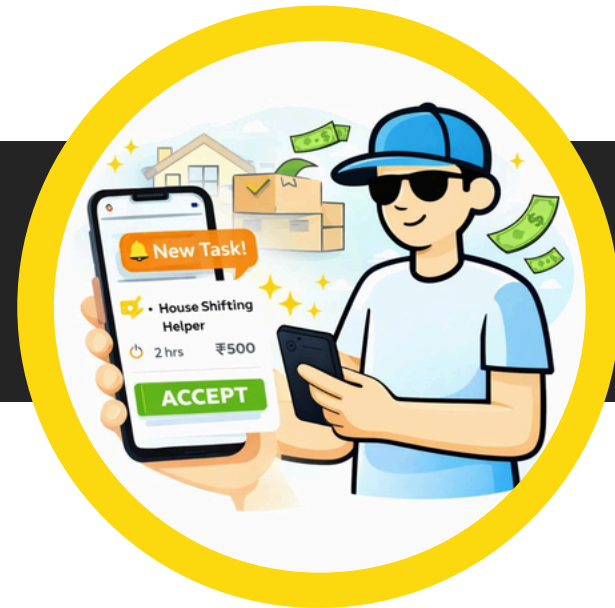
Supply-first onboarding strategy

# How SuperHerooo Works



## Post a Task

Users post a small, hourly-based job with location, time, and requirements.



## Hero Accepts

Nearby verified helpers receive the request and accept the work instantly.



## Work Gets Done

The helper completes the task as scheduled, with real-time updates.



## Secure Payment

Payment is processed directly to the helper's bank account after job completion.

# Contact **US**



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