

# **eDayLabor: A Plan to Create and Develop Online Day Labor With Same Day Pay**

## **Business Plan**

### **Executive Summary**

#### *Business Concept*

The company is called eDayLabor.com and the Unique Selling Point (USP) is that we are going to offer online work that people can carry out and get paid the same day. This is how the business will hold a competitive advantage. It's just like day labor in the brick-and-mortar world, but one can do it online. We have had an extremely positive response to market research on this. We are looking for investors, VC's, or people who would like to buy preferred private stock in the company. This service really doesn't exist anywhere, and there's a huge market for it.

We have a clear business objective which is to develop Online Day Labor services. These services have been developed over the past two years with a core focus on addressing the key customer problem of obtaining online work that pays the same day and associated opportunities.

#### *Competitors*

We have a number of competitors within the Online Day Labor market. We consider our key competitors to be: Upwork and other freelancer sites. Our understanding of these competitors has been used to refine our strategy and value proposition. We believe that we can compete effectively with Upwork and other freelancer sites by paying daily every day. Other sites do not and cannot.

#### *Key Strategies*

Over the next six months, our focus will be to perform market research to determine demand for online day labor that pays the same day. This task will be undertaken in the context of our broader strategy to develop over 1000 profitable relationships with employers and provider clients. These strategies are a tactical implementation of our overall business goal as outlined above.

### *Milestones*

Measurement of the successful implementation of our strategies will be governed by measurable development milestones. The milestones that will be achieved over the next two years are:  
Launch website and acquire employer clients and provider clients.

### *Financial Requirements*

The capital needed to start the business is 100,000 dollars. The capital will mainly be used for paying the CFO and a marketing officer and paying other salaries. The capital will also be used for routine business costs and for investing heavily in advertising and marketing. We are also going to pursue a patent with the initial funding. An infusion of funds at this point would be badly needed.

### *Current Business Position*

The legal form of operation of eDayLabor is Limited liability Corporation, LLC. The principal owners and the key personnel are the Board of Directors including James Quirk, Rev., President/CEO, Houston McClung, Vice-President of Research and Development, Dawne Michelle Quirk, Vice-President, Elizabeth Quirk, MA, Secretary, Treasurer and temporary CFO. We are planning to hire a CFO and a Head of Marketing/Advertising/PR.

### *Major Achievements*

In terms of recent successes, the value of the company was raised over 100 times in a single week.

Feb. 27th, 2017 - Initial review of Project Requirements documents by stakeholders.

March 6th, 2017 - Final review of Project Requirements documents by stakeholders.

March 13th, 2017 - Ready for coding to begin. WordPress Prototype complete for Proof of Concept.

May 15th, 2017 - Ready for first beta launch to initial customer base.

June 5th, 2017 - Ready for full production launch.

## **Business Description**

eDayLabor.com will provide a variety of available jobs that can be done online and paid the same day. eDayLabor.com has a clear business objective to develop Online Day Labor services. These services have been developed over two years with a core focus on addressing the key customer problem of obtaining online work that pays the same day and associated opportunities. We plan to approach Facebook and possibly PayPal for efficient same-day payment solutions.

As a key component of our growth strategy, we consider it critical to identify and outline our business objectives, and align these objectives with clear and measurable development milestones. Our growth path is clearly oriented around the addition of new services, the development of these new services and the subsequent marketing of these. It is understood that costs will be associated with product development and marketing and these have been allowed for in our budget.

## **The Customer**

[eDayLabor.com](http://eDayLabor.com) has been created with a clear focus on the needs of our customers. Through a structured customer discovery process, we have validated the key customer problem as providing a way to do work online and get paid for it the same day. This is a critical issue for our selected target market of online workers and employers.

## **The Value Proposition**

[eDayLabor.com](http://eDayLabor.com) is uniquely positioned to deliver value to online workers and employers. In order to deliver on this value proposition, we have virtually no competition in the market of providing online work that pays the same day. This capability has taken considerable time and resources to develop and forms the cornerstone of our competitive advantage.

## **Test Marketing**

Test marketing will be taking place in March and April under the direction of the CEO.

## **How Will We Profit?**

As would be expected in any investment scenario.

## **Market Strategies**

Market to the lower to middle to lower middle through upper class segments. People of almost all economic backgrounds might be likely to use such a service.

## **Defining the Market**

Anyone who would like to earn extra money or make a living by doing online jobs and getting paid for it the same day.

## **Projecting Market Share**

Market share within the niche of same day pay for online work will be 100%, since we are unique in the market.

## **Positioning The Business**

“eDayLabor - same day work, same day pay.” The physical office is going to open here in Massachusetts, followed by the opening of two more offices in Florida and Indiana respectively, on second round of funding.

## **Pricing**

We are going to be charging the service provider 9% plus any wire transfer fees.

## **Distribution**

This service is distributed through an online website.

## **Promotion Plan**

Searching the Internet for ways to achieve online and real world advertising at low-cost. Traditional and Internet methods, TV, radio, Internet ads. Because of the nature of our service, much of our advertising will be word-of-mouth within a given period of time. Outreach is going to include a huge word-of-mouth campaign, traditional TV and radio ads, Internet including social media and probably contests and prizes and such, and premiums for employers and service providers to use this site and for investors.

## **Sales Potential**

\$1 million in transactions first year. Steady growth thereafter.

## **Competitive Analysis**

We have no competition within the same day pay for online work niche. Within the context of the market of freelance work sites as a whole, our competition is mainly sites like freelancer and upwork.

## **Design and Development Plan**

Lead developer has a working prototype by May 15. We launch on June 5 with the full site. We go beta on May 15.

- *Product development.* We are a service oriented business rather than a product oriented business but as far as having a functional Internet portal for our business to take place, we will have this by May of this year.
- *Market development.* We're looking for 1000 beta testers for a beta launch on May 15. This will establish initial market development, in addition to word-of-mouth and other efforts of advertising undertaken by us.
- *Organizational development.* We have a full board of directors and several advisory contracts in place. As funding comes in, we will be looking to hire a CFO, as well as a PR/marketing strategist.

## **Goals For Product Development**

The product is our website portal which matches employers with service providers. This is our market positioning and our hook.

## **Procedures**

Our workplace is incredibly friendly with all kinds of next level benefits. The business concept is that we are day labor online. We provide daily jobs online that can be done from home that pay at the end of every day. Daily work for daily pay. That is the business concept. We need to have enough employers available during beta testing. Another coder is anticipated to do some work for Houston.

## **Scheduling and Costs**

The first round of funding is crucial for our development.

## **Assessing Risks**

The main way we can fail is by not letting enough people know about the service. Undercapitalization for marketing, or a number of other factors, bad marketing and/or advertising being the biggest potential problems. Also we could fail because of failure in the same day payment system. Finally, we could fail if not enough employers sign up to look for providers. This is why during beta we need to offer big incentives to employers including free postings and other benefits.

## **Operations & Management**

A bunch of subsets in segments of markets will be identified as will be a test run by comparative analysis. Advertisements will be a key part of outreach operations. Operations and management will take place directed by the Board of Directors, in particular the CEO and Vice President of the organization. Under the leadership of the CEO and Vice President of the organization, the board will be guided to make decisions that are beneficial to the company, and undertake work tasks that result in positive outcomes. In turn, the CEO and vice president or directly informed and advised by the remainder of the Board, thus creating a harmonious environment of operations.

Our aim is to do good and to match employers with providers in a way that contributes to the greater good of all concerned. Supply meets demand with same day pay payment being the key distinguishing factor. All the freelance sites function in terms of being matching services, but we are offering the same day pay which sets us apart. These are generally very short-term jobs that can be done in a day as a provider gets paid that same day. This is the core idea.

## **Capital Expenses Table**

Capital expenses table: 60% salaries, 30% advertising and marketing, 10% various business costs. Most of the salary there will be going to the CFO. An equity share table is available upon request.