



**JOJOLLY**

The **staff** is served

# The team-members



**Matteo Del Balzo Ruiti**

**Alessandra Vismara**



**Chiara Andreozzi**

**Emanuele Colace**



**Cristian Gerardi**

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## Executive summary

### What is JoJolly?

JoJolly is a platform for gig economy in the HORECA sector, coming from an idea of Mattia Ferretti de Luca. Its aim in a nutshell is to solve last-minute emergencies in this field.

In the first year the service will be launched in Milan, an area that the founder is very familiar with, after it will expand in the North-of-Italy and starting from January 2021 in the rest of the country.

This service distinguishes from the competitors, both mobile-apps and temporary employment agencies because it avoids complex and expensive bureaucratic procedures, being based on the withholding tax and it doesn't use the "candidature method", because the worker simply fills out a weekly timetable.

### Pain & Solution

In the catering sector there's a recurring problem: the difficulty to find extra-workers in case of working spikes and to replace them in case of injuries or diseases.

JoJolly offers a solution to this issue providing caterers with:

1. Qualified workers, classified in a raking by a system of filters;
2. Last-minute workers.

The system manages to find a quick and legal solution to satisfy the caterers' needs, avoiding any bureaucracy, providing insurance cover for employees and grating the certainty of working provision, thanks to "Jollies". On the other hand, it increases the workers' contractual power, since they can decide when to work and are paid within 24 hours.

### Target Market

The platform has two interfaces: one for business-users and the other for worker-users.

The target is thus composed by these two categories. Worker-users are all people that would like to get extra-money from occasional working provisions in the catering field, while business-users are restaurants, bars, caterings and hotels that would usually need occasional workers.

Business-users' nearest market is composed by:

1. 2.847 activities in Milan;
2. 25.216 activities in the North of Italy (22.368 excluding Milan);
3. 29.281 activities in the Centre-South.

All this given JoJolly's potential business-users are 54.498 all around Italy.

On the other hand, worker-users' nearest market is made of 1.074.049, people:

1. 59.061 in Milan

1. 314.117 in the North of Italy (excluding Milan)
2. 700.870 in the Centre-South.

### Revenue Model

JoJolly creates value charging the caterer with a 10 % fee for every worked hour. Taking into consideration the cost for the insurance cover and PayPal transaction, the total cost for a minimal provision (4-hours) is equal to 51,66 € and JoJolly's retained fee is equal to 4,56€.

A secondary source of income is given by the up-selling of workers' training courses offered by JoJolly's partners: a percentage of 15 % will be retained on every booked course.

### Goals

Thanks to online (Google, Youtube, Facebook and Instagram) and offline marketing (flyer distribution, fairs & events, door-to-door, video making and radio) JoJolly could be able to reach:

- In **2019**, 333 business-users and 1.665 worker-users in Milan.
- Starting from January **2020** JoJolly will expand in the North of Italy, globally reaching 1.517 business-users and 7.584 worker-users;
- In **2021** the platform will reach south-italian market too. The total amount of users by the end of this third-year period is composed by 3.678 business-users and 18.393 worker-users.

|                    | Year 2019         | Year 2020        | Year 2021         |
|--------------------|-------------------|------------------|-------------------|
| <b>Profit/Loss</b> | <b>-48.263,61</b> | <b>10.666,55</b> | <b>192.414,12</b> |
| <b>Cash Flow</b>   | <b>-71.236,31</b> | <b>14.773,15</b> | <b>195.320,72</b> |

According to the estimations made the cash flows and the EBIT of the three years are represented in the table attached.

Keeping into account the total planned number of users, the breakeven point will be reached in June 2020.

### Conclusions

The analysis of the numbers found on the basis of prudential assumptions, proves that JoJolly is a profitable and sustainable start-up, that even in the worst scenario will allow to get positive cash flows and profits in the third year.

A minimum viable product has already been tested by a sample of 20 restaurants and bars that have expressed their positive feedback. A network of approximately 30 caterers and 300 workers interested in using the app already exists and a survey on 361 people shows that 95 % of the people that would like to work in the catering industry, would also like to use the app.