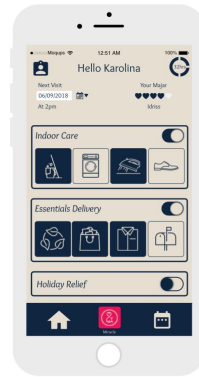


Mary & Jarvis is the premium All-You-Can-Ask home service for modern and urban citizens wishing to ease their life through the regular visits of their personal home assistant - www.maryandjarvis.com

VALUE PROPOSITION

Problem to be Solved

People in urban cities from young singles entering their professional career to families, especially women, are stuck in a care crisis with time pressure being their major burden. With >30 hours dedicated per week to household activities, people may find a wide array of solutions but it is difficult to find a quality, reliable and convenient home service efficiently managing their chores & errands. No solution on the market combines Human Touch with Machine Intelligence to provide an accessible and hassle free alternative.



Solution

Mary and Jarvis offers the regular visit of the same vetted personal home assistant (aka Majar) at the client's home, executing the pre-ordered to-do chores and errands. In 3 clicks, we pamper your home, handle your short distance deliveries and take care of your home while away. On top, a handy home conciergerie called Miracle is available for your spot demand to support you settling your home life and enjoying it. We've got your chores, you've got your time.

MARKET

- The market for household cleaning services alone in Germany is estimated of roughly 13.9B€. > 80% of the need is served from the black market.
- Home services are heterogeneous (janitor, gardening, cleaning, washing, delivery services...) and fragmented in a multitudes of small companies (61% are independent) with some new digital platform players emerging for the past years.
- The demand situation and future growth are seen as positive (51%) and companies keep a waiting list of interested people.
- Keys of success is deemed based on quality and flexibility.
- Word to Mouth is the first mean of advertising.
- Low synergies between players due to the big unmet demand.
- The ambition in 5 years is to get a turnover of 9 M€.

SITUATION & TRACTION



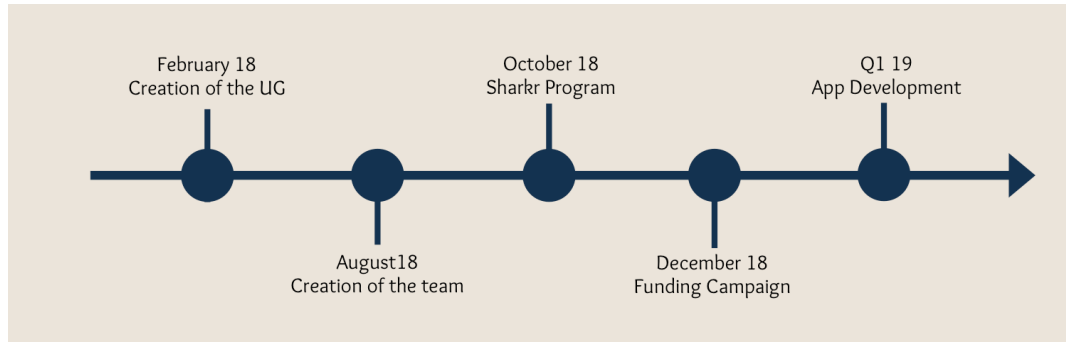
1. 2 years : >90 clients served
2. Growth: >60% Year-Over-Year
3. Monthly Customers Av Spend: Activities / Miracle = 130€
4. Monthly client growth: >10% without major communication
5. Starting Early-Stage Accelerator <https://sharkr.co>

BUSINESS MODEL

Three packages for recurring home activities working on a monthly pay per hour basis. The service is mixed with a spot-demand conciergerie home service working on a commission basis with the providers and flat rate on coordination.

All of the offers and service experiences are enhanced through the App with upselling options to clients thanks to premium partnerships and later on taking full advantage of data learning and community investment. All we do is directed to be a meaningful and responsible brand.

KEY MILESTONES



FOUNDER & TEAM

Ronan HARDY - Founder - CEO - Full Time

After his master in Business Development at Grenoble Ecole de Management, he held various junior buyer positions and analyst at Wilo, groupe SEB, and Air Liquide as strategic purchasing specialist in Frankfurt. After observation of his own needs and a strong desire to build a trustworthy brand with social and environmental values, he founded M&J in 09.16 as freelance. After continuous iterations to craft a profitable model, the UG emerged in 02.18.

Antoine HARDY - COS - Full Time

After completing his BA in business Administration at Lindenwood University (MO USA), Antoine compiled experience in sales and client management: 4 years as store manager at Hollister and Uber’s customer service. He joined M&J in 08.18 to develop the business and strengthen the corporate culture.

PARTNERS

- **IT Development Agency:** Dr. Sandeep Sandanandan (client) (TUM) & Andreas Leicher, co-founders of Kotaicode UG <http://kotaico.de/>.
- **Finance and Business Model Advisors:** Andreas Färber - Invest Bank Citi; Cornelia Honigfort - Brand Manager.

FUNDING CAMPAIGN

MIX Crowdfunding / Outside Investors



- App Development Frontend: Improve our service for a better member experience and increase sales.
- App Development Backend: Improve our company’s process through automation to reduce bottlenecks.
- Hire key staff members full time to speed up our development.

The 3 REASONS TO INVEST

<p>1</p> <p>A LATENT MARKET</p> <p>a company answering a wealthy niche on a growing market with a high Customer Lifetime Value especially due to high switching cost (mostly emotional and in research time).</p>	<p>2</p> <p>THE BUSINESS MODEL</p> <p>Multiple revenue streams resulting in ongoing cash flow and a strong combined margin. The customers investment (data stored: home budget, home assets) and the diversified portfolio create a powerful service with continuous value proposition.</p>	<p>3</p> <p>A UNIQUE POSITIONING</p> <p>An hybrid service that can translate easily into any expat urban hubs. The established trustworthy reputation combined with strong values in social fairness insure the interest of clients and potential hire.</p>
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