

Introduction (company & product / service)

TaskShare is a Finnish startup developing a sharing economy platform, where adults can get help for their weekly chores and tasks in a mobile application marketplace from trustworthy local youngsters. Our team consists of 7 team members and shareholders including business architects, young rising stars, and experienced tech development professionals who have collaborated in mobile development projects with Finnish companies like Posti, Airpay Digital and Neste. Our team also has great established mentors from University of Vaasa and West Coast Startup.

Silver Innovation (the problem & the solution) (Jos platformilla mahdollista, alotetaan tällä)

In our society many adults have too busy lifestyle with a desperate need of more time for doing truly valuable things in life. Also, we have an increasing number of adults with physical disabilities but willingness to live at home for longer than before, which creates a severe need of help with chores and tasks to make it possible. Our unique mobile application marketplace enables adults or their caretakers to find trustworthy doers for making their lives easier and so much more flexible.

Customer segmentation (market validation & market size)

We have validated the market with different user research and interviews with the support of our networks. We have also conducted a government supported pilot test via website platform of 50 local users in Vaasa. We are heading for over 10-million-euro market in Finland with the following key customer segments:

- mature adults with busy lifestyle
- people with physical disabilities, who own a house or an apartment and are in age of 35-75

Our revenue target is to reach 2-million-euro revenue in less than 5 years in Finland and have a strong userbase also in other Nordic countries.

Geographical area of operations (current & future)

Currently, we have started our operating with a local focus in Vaasa in Finland and are now expanding to major cities Tampere and Capital Area of Finland. After successful product-to-market fit, we will expand to the rest of the Finland and to the other Nordic countries.

Earning's logic

Consumers pay service fees for using services on the TaskShare platform.

Financing needs

We are seeking for a seed investment of 100k euros in return of 20% ownership of the company. We appreciate especially investors and funds that have experience on relevant fields e.g., sharing economy platforms, expanding to Nordics, specialized in marketing etc. The money will be used primarily in boosting growth through market tests and customer acquisition with the methods that are found out most effective through testing.

The next step / goal

Our next steps are to find the final product-to-market fit with the mobile version, to gain seed investment to boost our customer acquisition process, and to find 1-2 external board members. We also seek to make 1-4 of the team members full-time employees of the company.