

THE CHALLENGE FOR CUSTOMERS

Finding babysitters and housekeepers can be difficult

There is more demand than supply for caregivers and housekeepers, especially in busy areas and tourist destinations.

- Professionals, families, people with disabilities or elderly struggles to find flexible, reliable and sometimes last minute services to help
- Finding reliable providers whose skills match their requirements (languages, experience etc.)
- Expensive agency services
- Finding available providers during peak tourist seasons and in busy cities





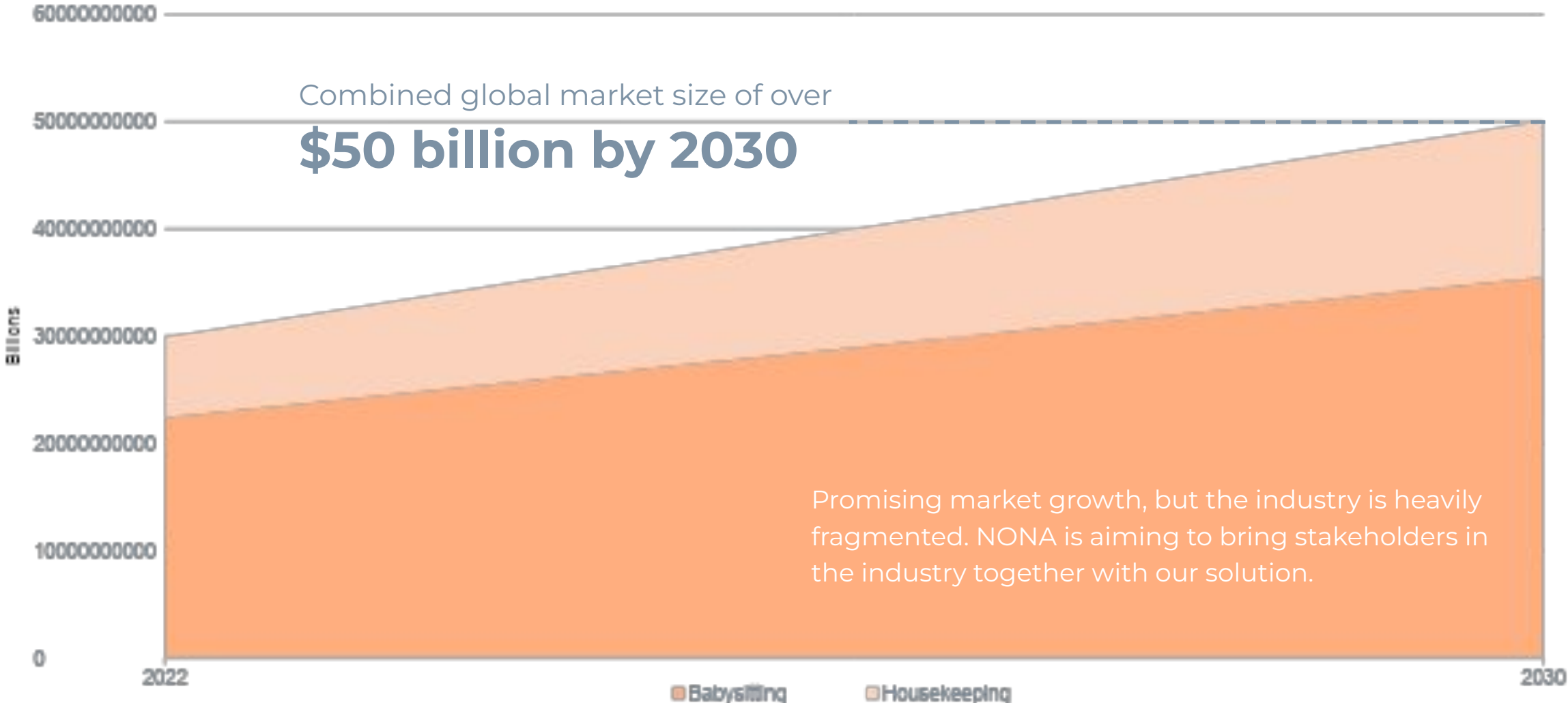
THE CHALLENGE FOR SERVICE PROVIDERS

Service providers have no security in finding jobs

Babysitters and housekeepers who work independently struggle with the following:

- Direct access to multiple job offers and option to apply
- Ability to create their own planning
- Grow their reputation and be highlighted for their professionalism
- Struggle to find consistent work and clients
- Unable to demonstrate skills and qualifications for clients

Steadily growing market for both services



Introducing
nona

We offer the convenience to choose your own babysitter & housekeeper, where and when you need it the most.

Users choose from ID verified service providers and hire their preferred babysitter or housekeeper with a cashless and secure payment method.

Free-to-use for everyone, and a money-back guarantee for employers.

Key Features



Secure Platform

In line with international standards for security and privacy for all users



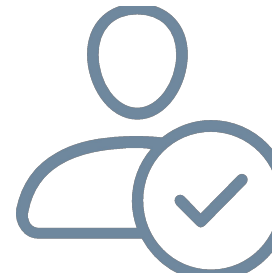
Zero Fees

Free to sign up and use. We will generate revenue from commissions of bookings



Data Analytics

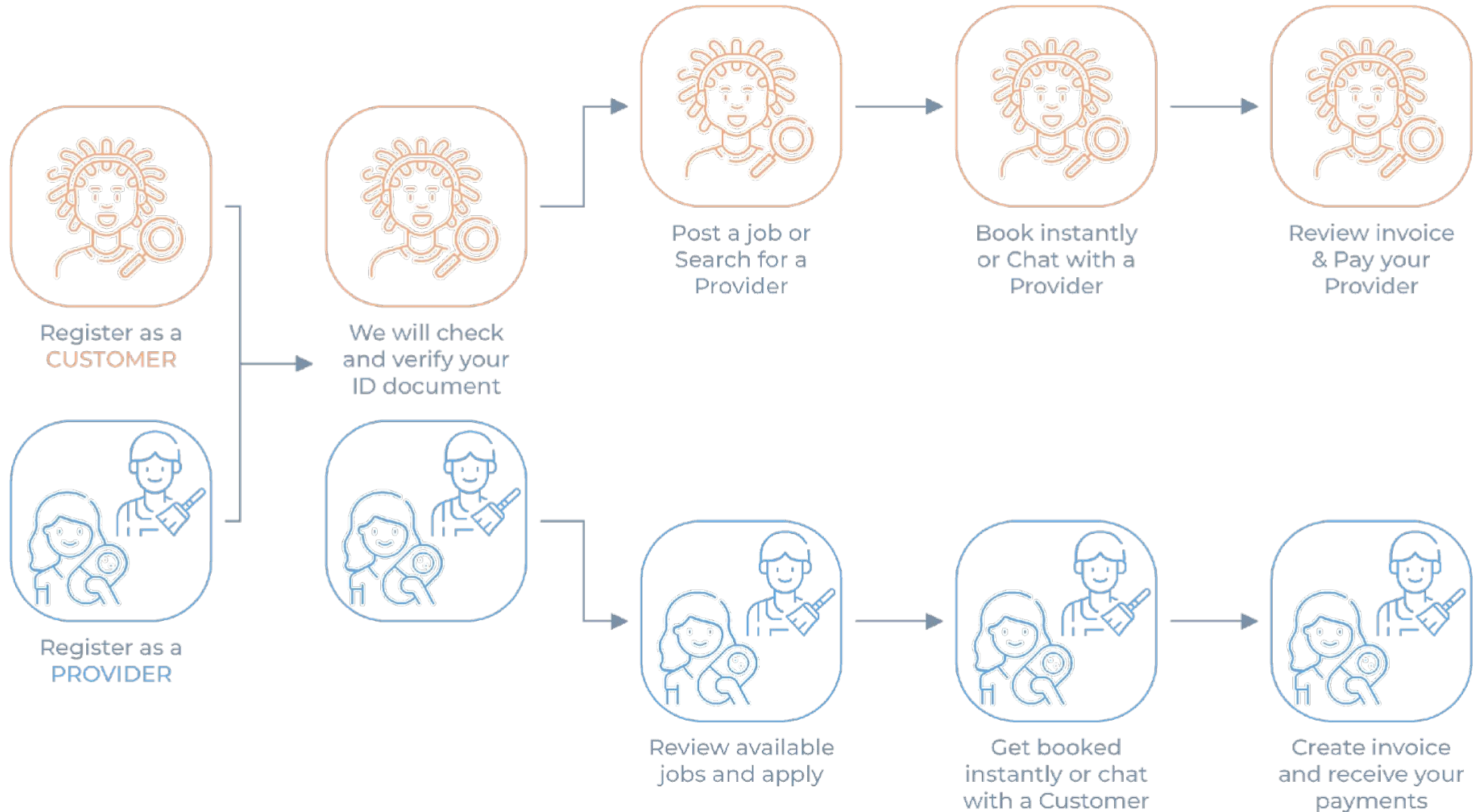
Professional and consistent service providers will be identified easily with a Nona badge



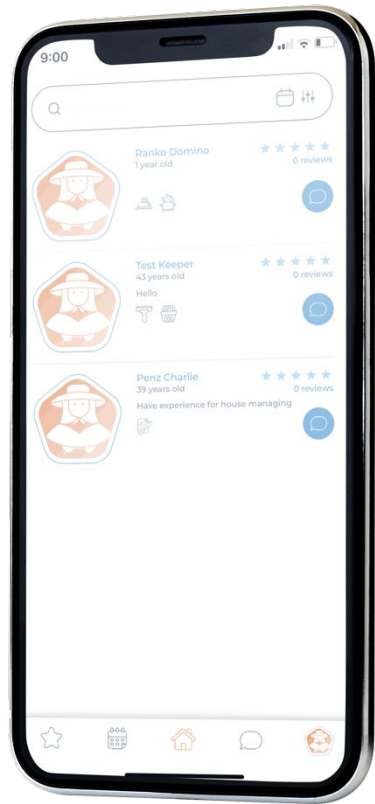
ID Verification

Our team will evaluate reviews and accounts to ensure reliability

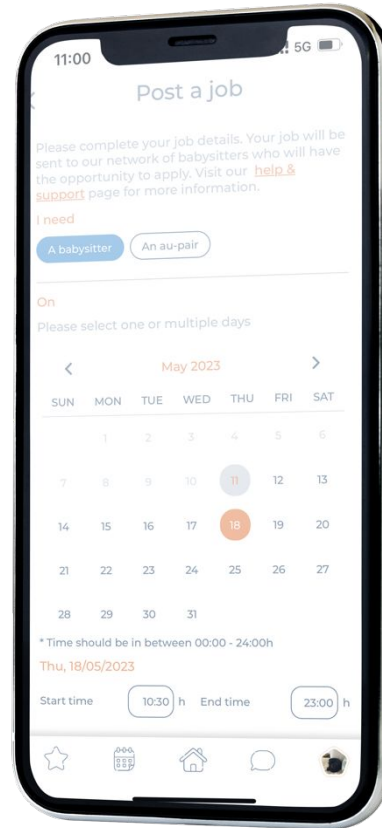
How it Works



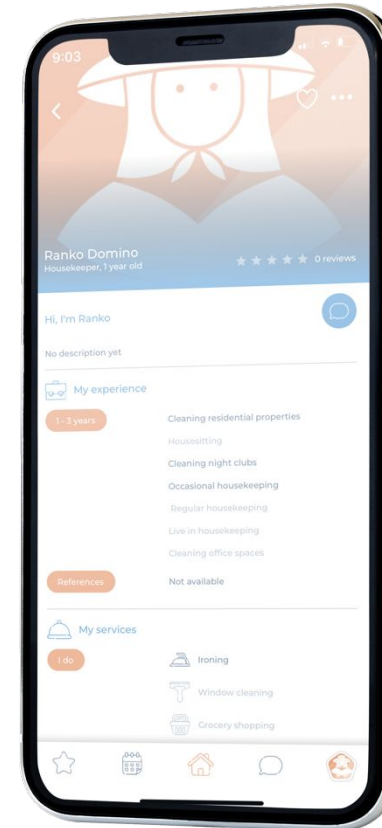
User Journey



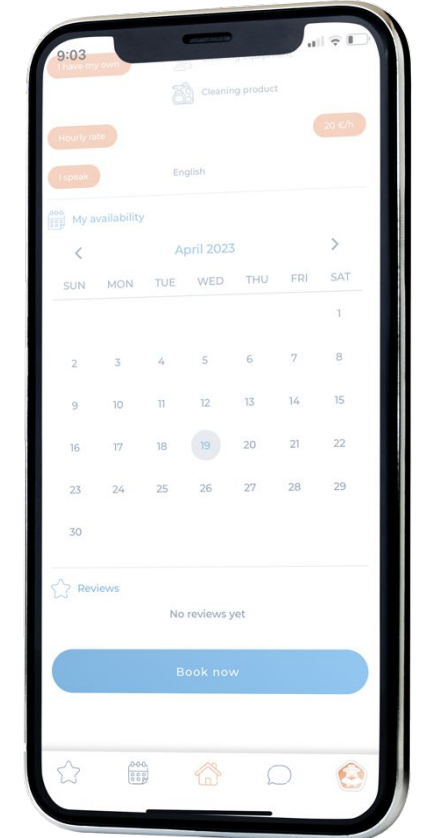
Use the filter search if needed to look for service providers



Post a job which will be visible to all service providers



Review their experience, services and feedback



Book the applicant instantly or start to chat

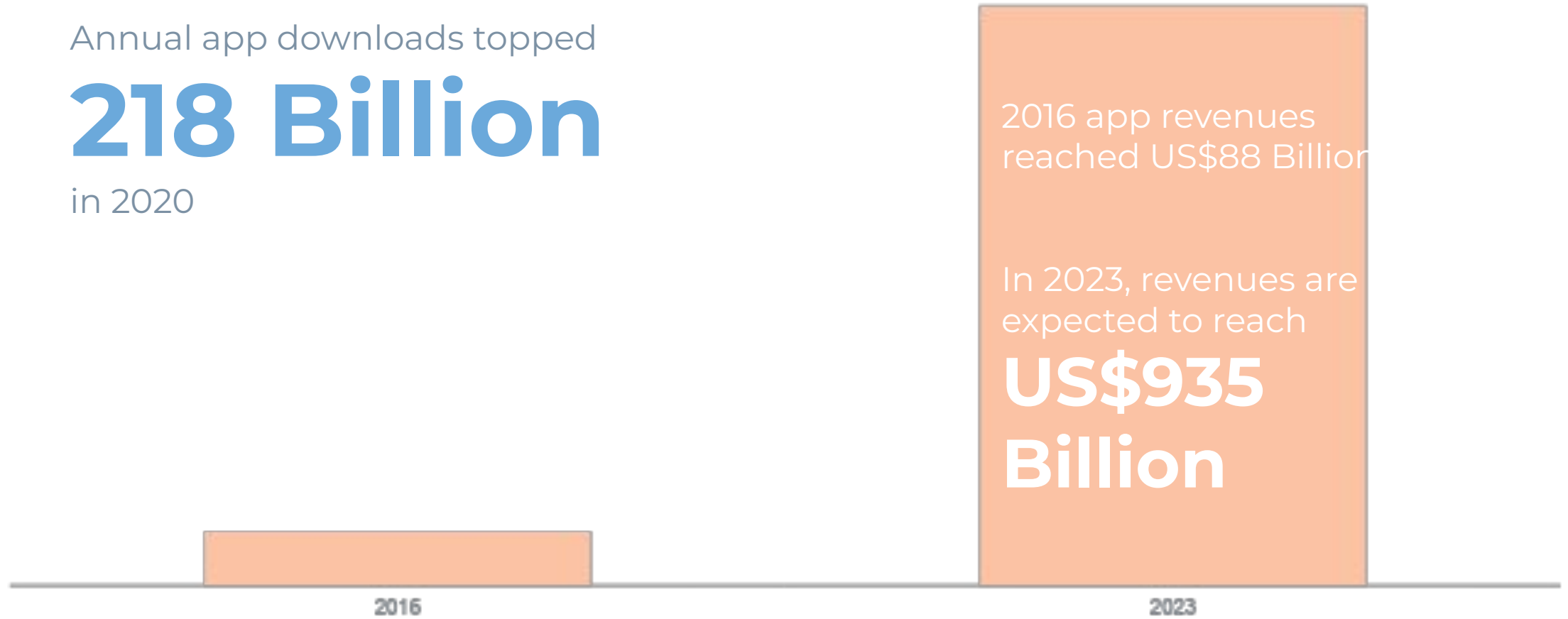
Why an App?

There is no existing app offering these two services in our targeted locations. Nona will disrupt and reinvent a service that more than thousands of people use on a daily basis.

Annual app downloads topped

218 Billion

in 2020



2016 app revenues reached US\$88 Billion



















In 2023, revenues are expected to reach

US\$935 Billion

Competitive Advantage EU & International

	nona	urbansitter	TaskRabbit	Care.com
Hyper - localised in exclusive locations	✓	✗	✗	✗
Housekeeping and Babysitting	✓	Babysitting only	Generalised	✓
On - demand background checks	✓	✗	✗	✗

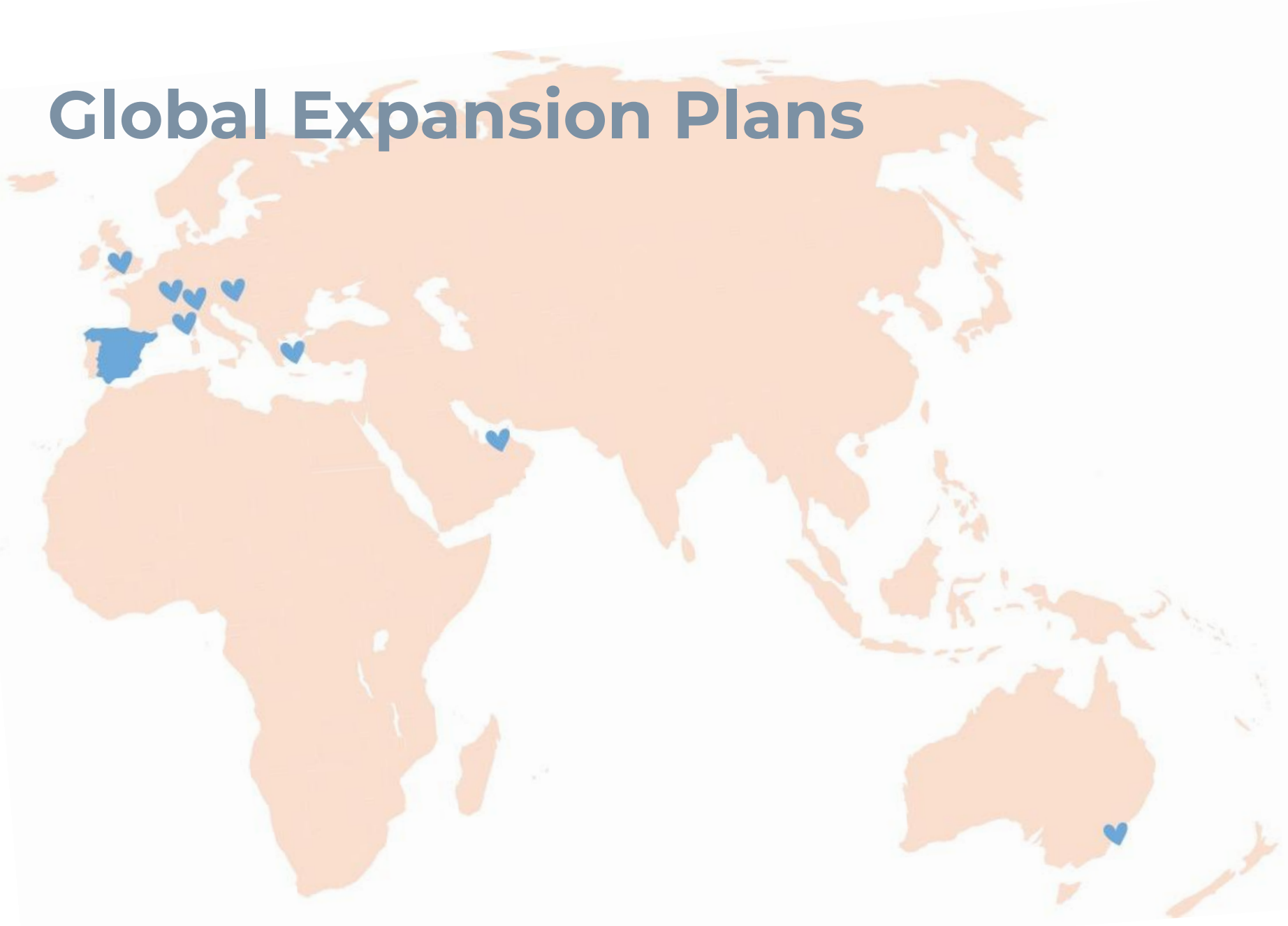
Competitive Advantage BH & Dubai - Part I

	nona	 Urban Company	 justlife	service market	 MATIC
Location	BH + Dubai	Dubai	Dubai	BH + Dubai	BH + Dubai
Mobile APP					
Housekeeping and Babysitting		Housekeeping only	Housekeeping only	Generalised	Housekeeping only
Global presence - Key locations		Big Cities only			
ID verification					

Competitive Advantage BH & Dubai - Part II

	nona	justclean⁺	HOMEX	Justmaid	Peekaboo nannies
Location	BH + Dubai	BH + Dubai	Bahrain	Dubai	Dubai
Mobile APP	✓	✓	✓	✗	✗
Housekeeping and Babysitting	✓	Housekeeping only	Housekeeping only	Generalised	Housekeeping only
Global presence - Key locations	✓	Big Cities only	✗	✗	Singapore only
ID verification	✓	✓	✗	✗	✓

Global Expansion Plans



First launch in the GCC :

Bahrain _ 2024

Dubai UAE _ 2024

Spain major cities and touristic locations :

Valencia, SP _ 2024

Ibiza & Mallorca _ 2024

Barcelona & Madrid _ 2024

Major luxury tourist locations :

Courchevel FR, Meribel FR,
Gstaad CH, Verbier CH,
(Key ski resorts)

Saint Tropez FR _ 2025

Monaco FR _ 2025

Mykonos GR _ 2026

Metropolises :

Geneva CH, _ 2026

Amsterdam NL _ 2026

Sydney, AU _ 2026

London, UK _ 2026

User / Service Provider Acquisition

LAUNCH

GROWTH

MATURITY

Word of mouth & Viral, Social media & Influencers marketing, ASO + SEO, Email marketing

Social Media

- Focus on Instagram
- Viral videos
- Sponsor adds
- FB & Insta ads
- Intro video share

Prep, ASO, UX

- UX/CRO Audit
- Keyword implementation
- Website SEO
- ASO campaign

Distribution partners

- Affiliate networks
- Mutual linking sites
- Collaboration & partnerships
- In-app advertising

Traditional marketing

- Public advertisement in key locations
- Prints / flyers
- Billboards, newspapers & other

Addition of services

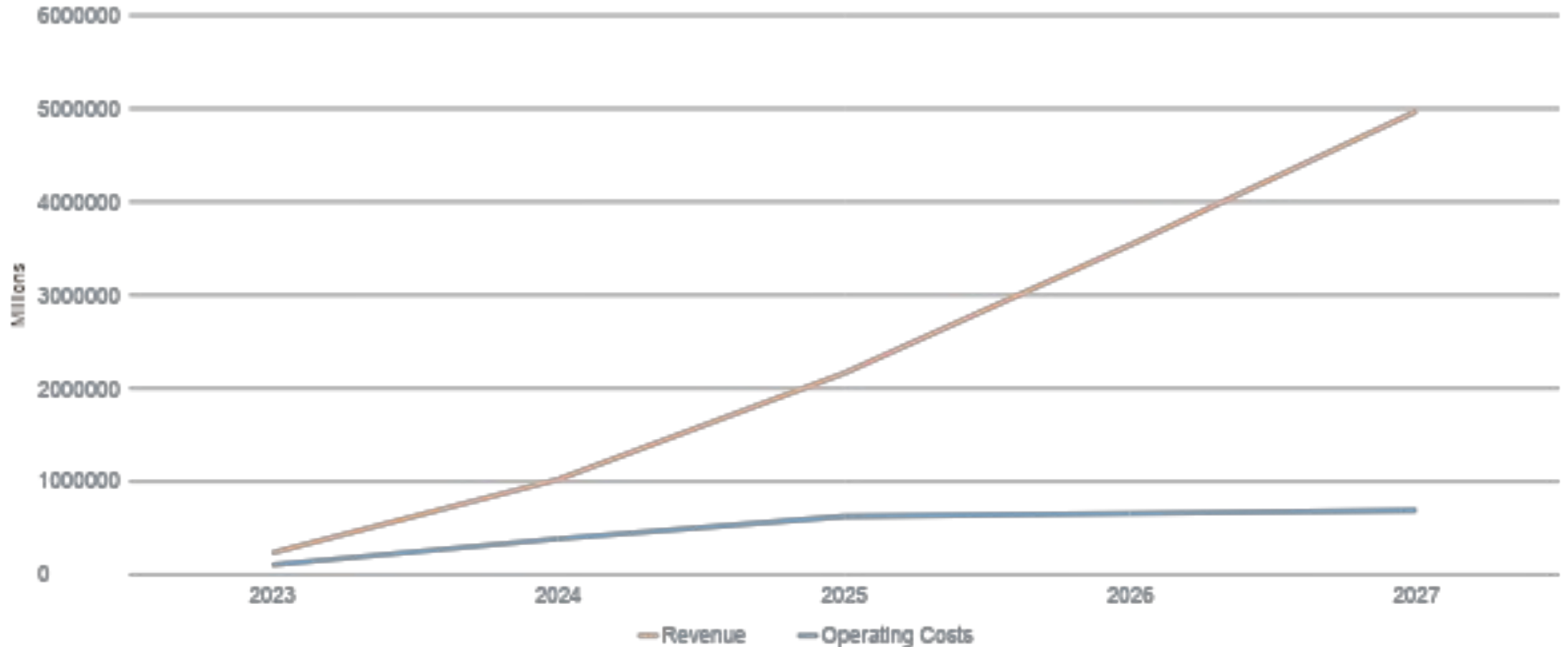
- Adding extra services like pet sitting will bring broader range of users and providers

Geographic expansion

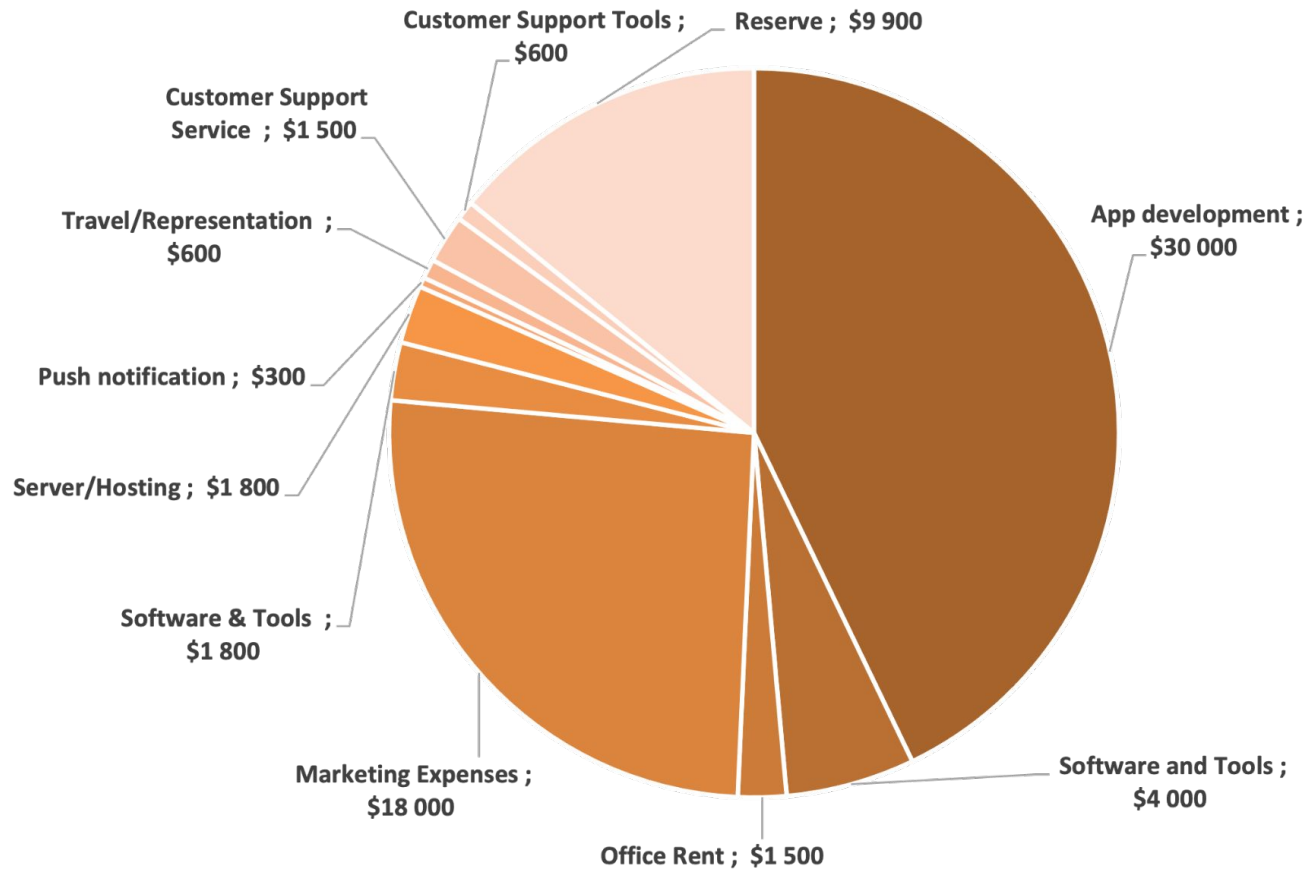
- Major tourist locations
- Ski resorts
- Metropolises
- Cities & Towns in need of these two services

Financial Projections

We expect the business to be **highly scalable** and gain popularity in Bahrain, Dubai and during peak tourist seasons in EU



Investment Funds



We are seeking **\$70,000** in seed funding to fully launch the prototype and fund 6 months of operations.

Our Team & Advisors



Wana Cherfaoui

Co-Founder & Director
M.A Media & Communication,
Uni of Westminster, London UK
Based in Bahrain and Spain



Sara Marenic

Co- Founder & Product owner
M.A of architecture and urban planning,
Uni of Zagreb, CRO
Freelance architect, Based in Sydney, AU



Guillaume Vincent

Dentsu canada
Senior Analytics Manager
Based in Canada and Switzerland

Customer Case Study:

Busy Professionals

Spanish professionals work
an average of

39.5 hours a week

Over

60.8% of women in Spain
work full-time

These show that there's likely to be a
problem which NONA can solve with
more accessible services



Customer Case Study:

Elderly individuals

The proportion of elderly people is set to increase to over 30.2% by 2050.

Elderly may need the support of caregivers and housekeepers. Therefore, there will likely to be more demand for housekeeping services.



nona

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