Market Research Analysis & Study

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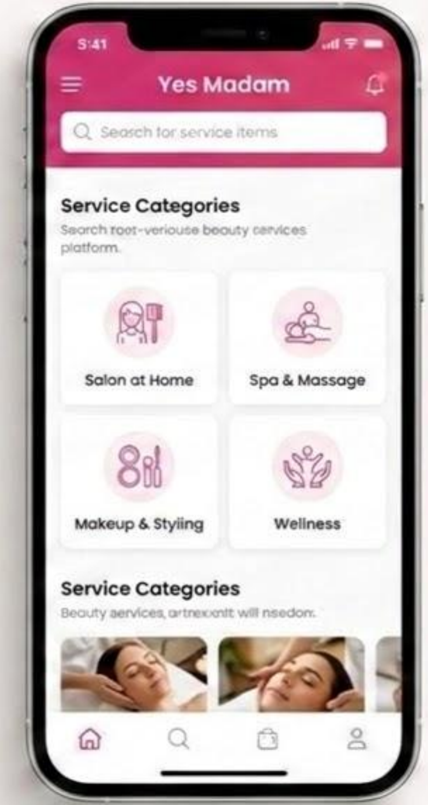

Scope of **Report**

1. Setting the **Context**
2. Exploratory Secondary **Research**
3. Discussion Guide **Preparation**
4. Primary **Research**
5. Quantitative **Survey**
6. Confirmatory **Analysis**
7. Future **Opportunities**
8. GTM **Strategy**

01

Setting the Context

Setting Context

Case Study Background

- I participated in the YESMADAM CASE STUDY at MASTERS' UNION, Gurgaon.
- Worked on solving a real-world scaling challenge faced by YesMadam.

Problem Statement

- 2.4L bookings per month
- 7,000 active professionals currently
- 8,000 additional partners required across 50+ cities
- 35% inactive partners creating a supply gap
- Demand is growing faster than supply
- Supply constraints are limiting growth and scalability

Key Challenge: Scaling workforce without compromising quality, retention, and operational efficiency

Click Here for the YES MADAM Case Study Ppt

Approach & Key Insights

Our 3-Pool Solution

1. **Govt ITI MoU (Supply Creation)**
   - Certified but unemployed graduates
   → **~1,200 partners** per year
2. **CBO / NGO Network (Supply Aggregation)**
   - SEWA, Lobournet, SHGs
   → **~5,120 partners**
3. **AI & Data Engine (Supply Optimization)**
   - Churn recovery, AI targeting, referrals
   → **~1,640 partners**

~7,960 partners → Achieving **~8,000 target**

Key Jury Interaction	Dalai Roopdhar Nonda **(CBO, YESMADAM)** Rajat Garh **(CTO, YES MADAM)**
Critical Questions	**Critical Question Asked by the Judge** Can professionals relocate given financial and social constraints? **AI Expectation** How can AI strengthen scaling and operations?
Business Objective	Build a **scalable, AI-enabled** and **relocation-sensitive model** to expand from **7,000 → 15,000 professionals** while maintaining **quality and retention**

This presentation delivers a **research-backed response** to these challenges

Research Study

Home Services Beauty-Tech Industry

An industry that barely existed a decade ago, with a GMV of 180 million dollars in FY18, has exceeded all expectations, reaching 2.1 billion dollars in FY24 and projected to hit 12 billion dollars by FY30.

Despite its explosive growth, a critical supply-side bottleneck threatens scale. Platforms require 8,000 to 15,000 additional certified professionals annually, but relocation barriers, unsafe housing, and family resistance create a 40 to 60 percent activation gap.

With India's gig workforce projected to reach 23.5 million by 2030, supported by government housing schemes like PMAY-U 2.0 and AI-led operations, the industry is moving toward scalable and dignified employment. However, this will only happen for platforms that solve migration, trust, and retention challenges.

Business Objective

1. Can trained professionals relocate across cities given high upfront costs such as rent, deposit, travel, and kits along with social constraints
2. How can relocation be scaled without heavy subsidies using segmentation and housing partnerships like PMAY-U, Sakhi Niwas, and dormitory models
3. Evaluate whether current automation such as churn alerts, lookalike targeting, and in-app nudges is sufficient or if advanced AI like computer vision, machine learning, and reinforcement learning systems is required
4. Build a migration to retention playbook to scale from 7,000 to 15,000 professionals, targeting 82 percent retention with an investment of 2.2 crore rupees

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Super Humans

Get top notch services by

Trained Service Professionals

Research **Objective**

YesMadam study objectives — Solving the **relocation deadlock** and **AI maturity gap** to scale from 7,000 to 15,000 professionals.

01 Understanding the Relocation Barrier

A. Analyze upfront relocation cost versus earning potential
B. Identify key segments such as married, unmarried, widows, and local workers
C. Decode family permission barriers including safety, language, and social concerns

02 Evaluating Housing Partnership Solutions

A. Assess Sakhi Niwas and government hostel models
B. Evaluate PMAY-U dormitory options and affordability
C. Compare private housing providers versus premium PG options
D. Explore unused capacity in hostels and institutional housing

03 Financial De-Risking Models

A. Zero-interest relocation advance model
B. Kit cost subsidy to remove upfront burden
C. Income floor guarantee for early-stage partners
D. Use government welfare funds to support housing

04 AI Maturity Gap

A. Audit current system and differentiate automation from true AI
B. Introduce six-pillar AI system including computer vision, predictive churn, reinforcement learning, voice AI, forecasting, and quality coaching
C. Demonstrate AI-led quality control and partner feedback loop

05 Family and Social De-Risking

A. Group migration model for trust building; B. Family assurance calls before relocation
C. Weekly travel support to maintain family connection; D. Return-ticket guarantee to reduce fear; E. Buddy system for support in new cities
F. Couple hiring model for family migration

06 Migration to Retention Playbook

A. Define KPIs like retention, utilisation, and conversion rates
B. Build a phased 18-month roadmap
C. Outline investment and expected returns
D. Validate segmentation-first approach for scaling

Stakeholders I met — Respondents Profile

Age Group | 18–45 years | | **Gender** | Female and Male (85:15)

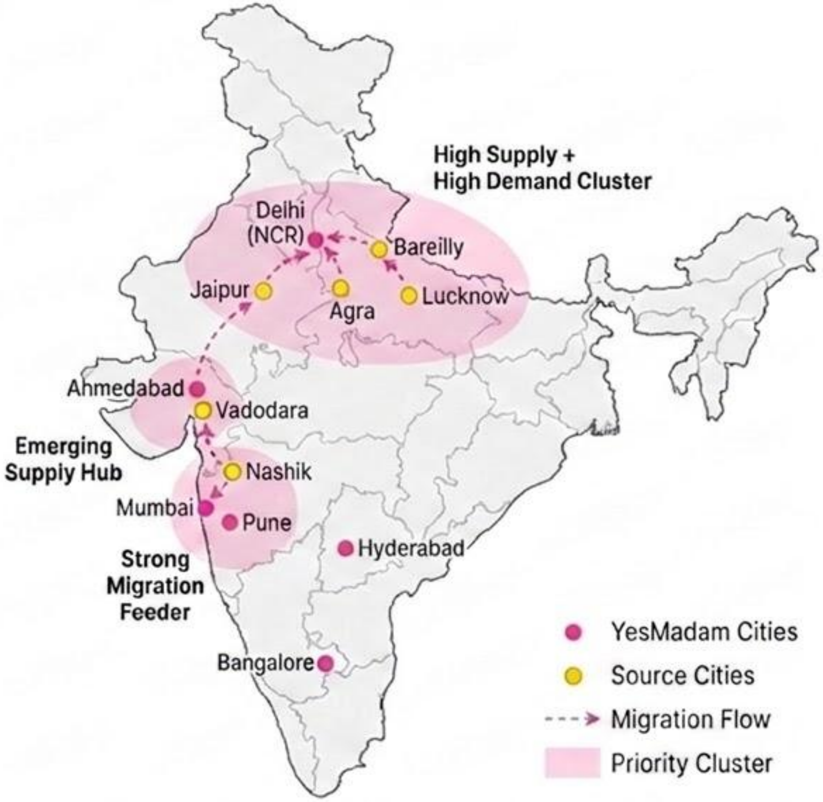
Sample Criteria

Active YesMadam Partners (Metro Cities):
- Must have completed at least **20 bookings** in the last 90 days
- Stratified by migration status, marital status, and service performance (**4.5+** vs **<4.0**)
- Mix of earnings levels: **₹10,000–15,000** vs **₹20,000+** per month

ITI Beauty-Trade Graduates:
- Final-year or recent graduates **(2024–2025 batch)**
- From Tier-2 cities considering metro employment
- Evaluating relocation willingness, family barriers, housing and financial expectations

Housing Providers & Government Officials:
- **Sakhi Niwas**, YWCA, PG operators, hostel managers
- **PMAY-U ARHC** officers, Women's Commission, ITI coordinators
- Assessing capacity, pricing models, partnerships, regulatory feasibility

Platform Experts & Former Partners:
- Former **Urban Company** partners / drop-offs
- **SEWA**, DAY-NULM ecosystem, NGO leaders
- Understanding churn drivers, relocation patterns, AI adoption



Methodology & Sample Plan

Methodology

Exploratory Secondary Research

- Government ITI enrollment & placement data
- MoWCD Sakhi Niwas census, PMAY-U ARHC reports
- NITI Aayog gig workforce projections, e-Shram data
- Platform benchmarks (Urban Company, retention studies)

In-depth Interviews (105 total)

- Conducted across 12 cities (Metro + Tier-2)
- Covered Delhi NCR, Mumbai, Pune, Bangalore, Hyderabad, Ahmedabad + Jaipur, Lucknow, Agra, Vadodara, Nashik, Bareilly
- Insights on relocation barriers, housing costs, family resistance, retention challenges
- **Methods:** phone, video calls, in-person visits (ITI, Sakhi Niwas, YWCA)

Survey Data Collection

- 26-question structured survey
- **Focus:** earnings, housing, migration decisions, family permissions, platform pain points

Sample Plan

Four Stakeholder Groups: • Active YesMadam Partners (40 IDIs) • ITI Beauty Graduates (30 IDIs) • Housing & Govt Stakeholders (23 IDIs) • Platform Experts & Former Partners (12 IDIs)

Center	YesMadam Partners	ITI Graduates	Housing/Govt	Experts	Total
Delhi NCR	10	5	5	2	22
Mumbai	7	4	4	2	17
Pune	5	3	3	2	13
Bangalore	5	3	3	2	13
Hyderabad	4	3	3	1	11
Ahmedabad	4	3	3	2	12
Tier-2 Cities	5	9	2	1	17
Total	**40**	**30**	**23**	**12**	**105 IDIs**

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02

Exploratory Secondary Research

Beauty-Tech Industry Landscape

$1.2 Billion
India's at-home beauty services market (FY'24)

₹28,543 Cr
Total beauty salon market GMV 280% increase from FY'18

₹850
Industry AOV
YesMadam at ₹920 (premium positioning)

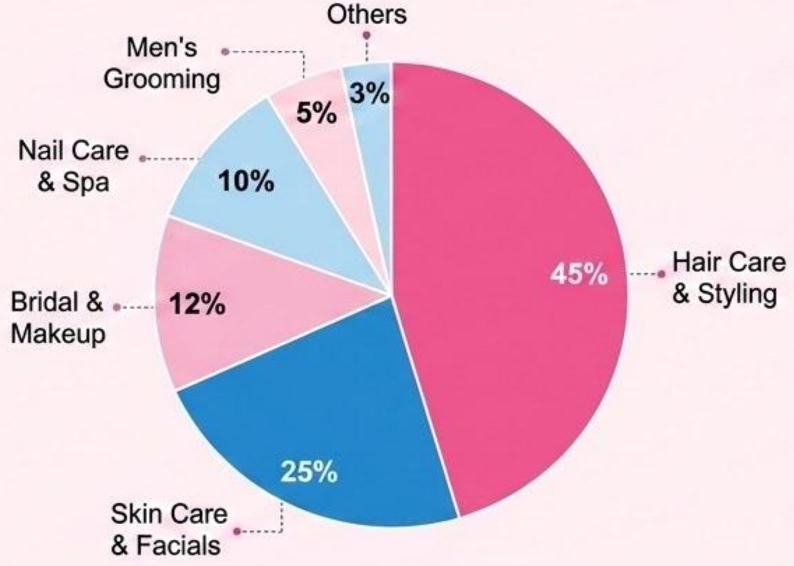
~24%
Projected CAGR for on-demand beauty services (2025–2030)

~35%
Metro working women using at-home beauty services (NielsenIQ 2024)

15 Crore
Services fulfilled in FY'24 across platforms

432 Million
Women in India's workforce driving demand

84%
Expected smartphone penetration in metros by 2026



- At-home beauty is ~10% of $11.6B salon market, fastest growing segment
- E-commerce beauty grew 39% vs 3% offline retail growth
- 240 million Indians actively engage in grooming routines
- Home services solve sately, convenience, and time constraints
- Premium platforms capture 18–45 working women segment

Source: Industry reports, NielsenIQ, Statista, internal estimates

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Home Services Beauty-Tech Growth

Existing Players

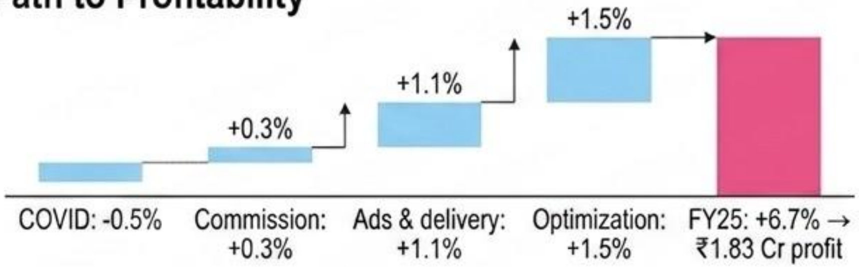
YesMadam | Urban Company | MakeO | GetLook | Dazzl | BeautyGlad

Market share – YesMadam 37% | Urban Company **42%** | Others **21%**

Key Growth Metrics (2022 vs 2023)

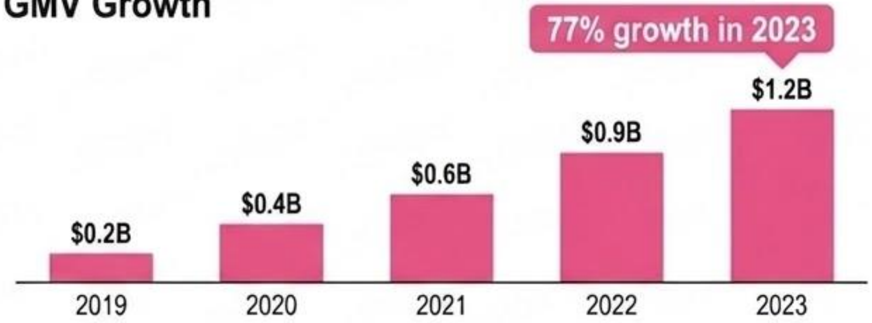
Short insight: Users increased frequency and spending, driven by Gen Z and millennials.

Path to Profitability



Short insight: Profitability driven by higher AOV, utilization, and premium services.

GMV Growth



Short insight: Strong post-COVID growth momentum.

User Growth Potential

Short insight: Large growth opportunity due to low penetration compared to other sectors.

42,000+ beauty professionals migrate annually, but 78% return due to housing barriers. Affordable housing solutions like Sakhi Niwas can unlock supply and enable scale from 37% to 60%+ market share.

Source – Tracxn, Redseer, NielsenIQ, industry reports.

At-Home Beauty Services is India's fastest growing Industry Segment

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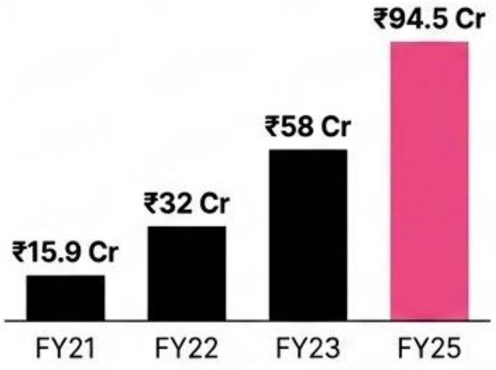
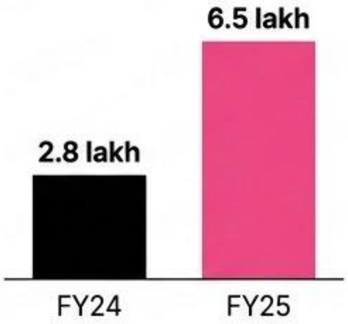
6x rise in Annual Revenue in 4 years



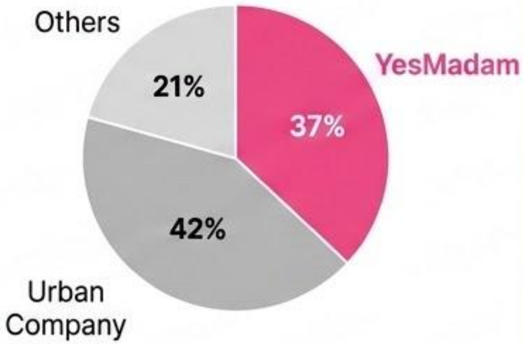
India's at-home beauty services revenue growth (₹ Cr)

Rapid rise in Service Bookings



132% YoY growth, demand accelerating rapidly, YesMadam capturing mass-premium segment.

YesMadam & Urban Company dominate, competition rising



- **CAGR:** 104% (1-year), 61% (3-year), 48% (5-year)
- **Net Profit FY25:** ₹1.83 Cr (turned profitable)
- **Employees:** 193 (41% YoY growth)
- **Ranked #1** among 150 competitors
- **App:** 5M+ downloads, 4.5 rating, 121K+ reviews

YesMadam achieved 37% market share with minimal funding (~$181K), outperforming heavily funded competitors through strong execution and capital efficiency.

Why At-Home Beauty Services Scale in India?

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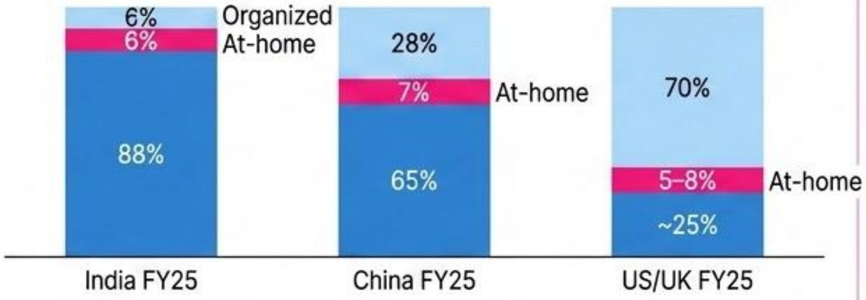
01 Massive Unmet Demand – Poor Traditional Salon Infrastructure

India leapfrogging traditional salons



WHY SECTION

Salon density gap

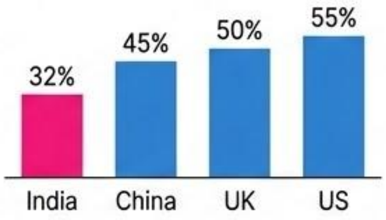
India has 1 salon per 33,000 working women vs China/US 1 per 5,000–6,500

Working women constraints

90 min avg commute; 45–60 min salon wait; ~35% already using at-home services

02 Large Migrant Professional Pool + Low Delivery Cost

Low partner commission structure



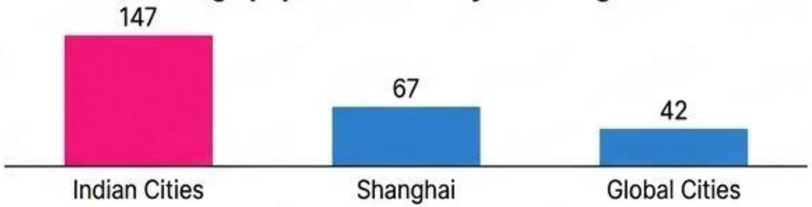
62,000
ITI Beauty Graduates/Year

68%
Female Graduates

89%
From Tier-2/3 Cities

70%
Migrate to Metros

High population density advantage



"42,000+ certified beauty professionals graduate annually from Tier-2/3 cities seeking urban employment. But **migration** barriers—housing (₹8–12K/month), safety, isolation—force 78% to return home within 18 months. Solving relocation through **Sakhi Niwas hostels (₹3,500/month)** unlocks stable supply, enabling scale from 37% to 60%+ market share."

Source: Expert Market Research, Economic Survey 2024, DGET Report, NielsenIQ, Model Minds Primary Research (105 IDIs), Ken Research, IBEF, CLSA

Different Business Models

Parameters	Platform Marketplace	Franchise Salon Chains	Clinical / Vertical Hybrid
Fulfillment Speed	**Fastest** (10–60 min)	**Slower** (2–4 hr, no at-home)	**Days–weeks**
Inventory Management	**Fully controlled partners**	**Franchise dependent**	Mix owned + clinics
Capex	**Near-zero** (asset-light)	**High**	**Moderate**
Opex	**Moderate**	**Low/High split**	**High**
Delivery Cost per order	**Low**	N/A	**High**
Scalability & Expansion	**Fastest**	**Outlet-based**	**Slow**
Customer Penetration	**High** (metros)	**Tier-2 focus**	**Niche**
SKU Range	**Large**	**Medium**	**Narrow**
Pricing & discounts	**Competitive**	**Medium-high**	**Premium**
Return & Refund	**Standardized**	**Inconsistent**	**Limited**
Profitability per order	**Low positive**	**High** (franchisor)	**Negative**
Logistics Complexity	**High**	**Low**	**Moderate**

Beauty-tech in India is clearly shifting from fragmented offline salons to scalable, tech-emerging premium hybrids, long-term wnners will be those wo solve supply constraints.

Platform-led models dominate, but long-term success depends on solving supply-side constraints.

Other things that are being tried

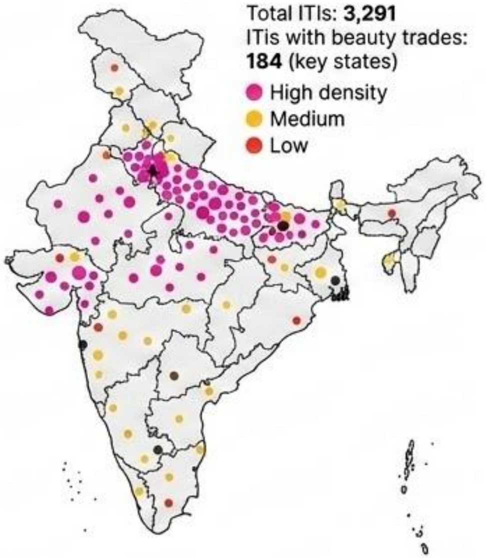
- **Subscription Models:** Low adoption, high churn
- **BNPL Partnerships:** Useful for high-ticket services
- **Strategic Partnerships:** Insurance + fintech integrations
- **Migration Infrastructure (YesMadam):** Unlocks supply

Source: Urban Company DRHP, Tracxn YesMadam Report, Inc42 Platform Economics, Redseer Beauty-Tech Analysis

India’s Beauty Training Ecosystem – 3,291 ITIs & 184 Beauty & Trades: The Talent Pool Reality

Understanding India’s beauty workforce pipeline

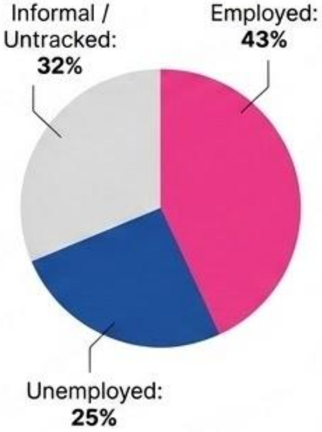
ITI Distribution Across India



ITI Output vs Placement Reality

Total Graduates: **3,680**

Post-Certification Employment Status



Sources
MSDE Annual Report 2023–24
DGT Govt Tracer Study
Delhi ITI Prospectus 2025
NCVT Curriculum

2,429 CERTIFIED BEAUTY PROFESSIONALS GRADUATE EVERY YEAR WITH ZERO EMPLOYER WAITING FOR THEM

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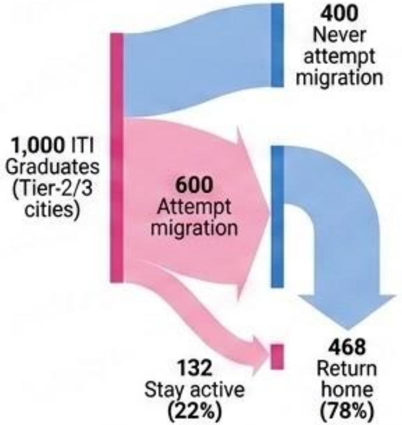
Only 22% of ITI Graduates Successfully Migrate to Metro Jobs — 78% Return Home Within 18 Months

Decoding India's beauty workforce migration crisis

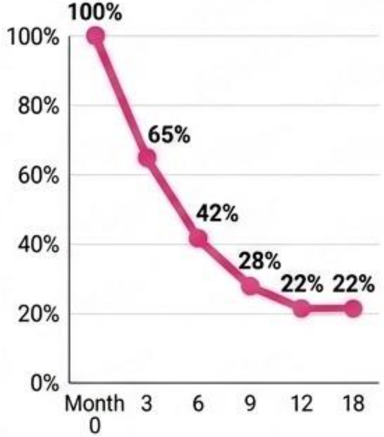
Migration Funnel of ITI Graduates



Top Migration Corridors (Origin → Destination)

Origin → Destination	Volume/ Year	Success Rate	Barrier Cost
Jaipur → Delhi NCR	380	18%	₹40K
Lucknow → Mambal	290	15%	₹50K
Patna → Bangalore	220	20%	₹20K
Bhopal → Pune	180	25%	₹33K
Indore → Delhi NCR	170	19%	₹38K
Kanpur → Mumbai	160	16%	₹48K
Vadodara → Ahmedabad	140	32%	₹28K
Kota → Delhi NCR	130	17%	₹42K
Agra → Delhi NCR	120	20%	₹39K
Ranchi → Kolkata	110	24%	₹32K

Retention Curve of Migrant Workforce



Jaipur–Delhi corridor = 380 graduates/year but only 18% success rate

Sources:
- DGT Govt Tracer Study
- NITI Aayog Migration Report 2024
- Asia Foundation + Sattva (2022)

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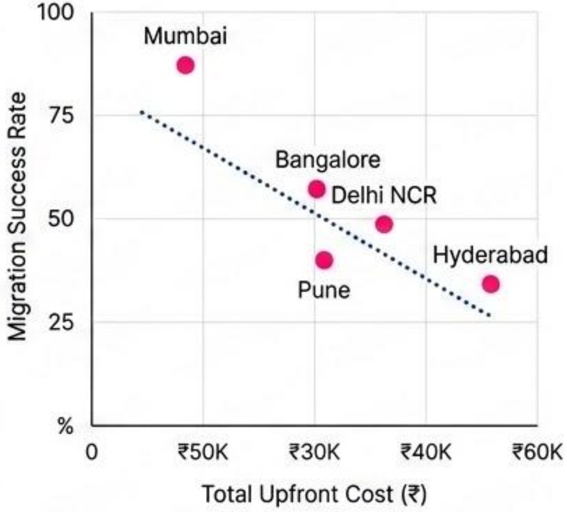
₹31,000–58,000 Upfront Costs vs ₹15,000–20,000 Monthly Earning = Impossible Migration Math

Breaking down the relocation deadlock city by city

Upfront Cost Breakdown by City

Upfront Barrier vs Monthly Income

Cost vs Migration Success Rate



Partners need 2–4 months of FUTURE EARNINGS upfront — a wall most can't climb

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Data Sources: MagicBricks PG Pricing (Q1 2026) | Zolo, Stanza Living Benchmarks | Internal Research Analysis

₹3,000–4,000/Month Government Hostels Exist — But Beauty Platforms Have Never Partnered

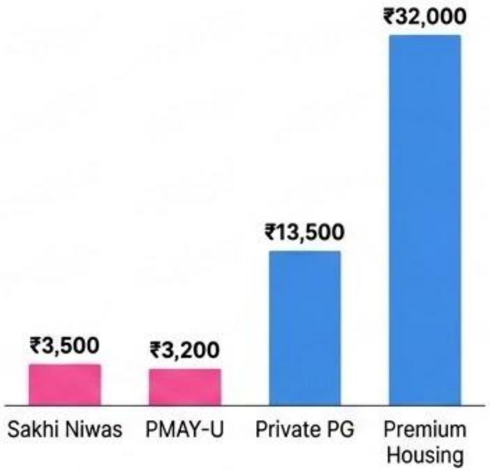
Mapping underutilized women's housing infrastructure across India

Government Housing Infrastructure

Scheme	Operator	Beds	Cities	Cost/Month	Occupancy
Sakhi Niwas (Mission Shakti)	MoWCD	500	10	₹3K–4K	68%
PMAY-U ARHC Dorms	State Govt	2,000	15	₹3K–3.6K	54%
YWCA Hostels	YWCA India	800	12	₹4K–6K	72%
Convent Hostels	Religious Orgs	600	8	₹2.5K–5K	65%
ITI Dorms	ITIs	1,200	20	₹1.5K–3K	41%
TOTAL	—	**5,100**	—	—	**60% avg**

Where Infrastructure Exists vs Demand

Government vs Private Housing Cost



5,100 subsidized beds at 60% occupancy = 2,040 beds immediately available for platform partnerships

Data Sources: MoWCD Mission Shakti | PMAY-U 2.0 Guidelines | YWCA Directory | Internal Mapping

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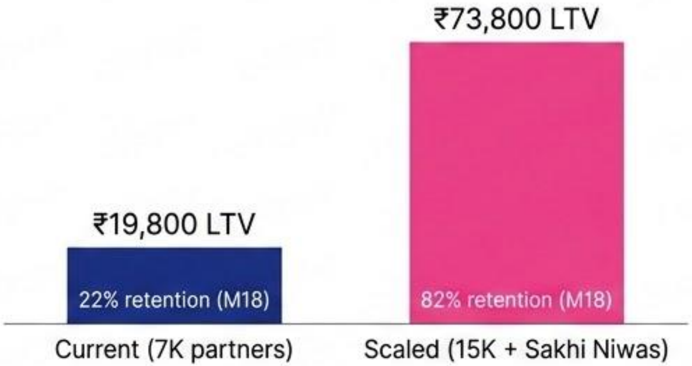
Scale Efficiencies leading to improved Unit Economics

Partner LTV increases 273%



- 78% churn without migration support
- 82% retention with Sakhi Niwas
- ₹2.2 Cr investment → break-even in 11 months

Contribution margin turns positive

- Utilization improves 60% → 85%
- Bookings per partner: 4.2 → 8.5/day
- Lower churn → saves ₹98L annually

Scaling to 15K partners turns contribution margin positive by spreading fixed costs across 5.4x more bookings

₹2.2 Cr migration investment → 7.85x ROI via retention (₹19.8K → ₹73.8K LTV)

YesMadam spends ₹14.7K per partner vs Urban Company ₹2.4L → 94% more capital-efficient

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The Profit Equation

Contribution Margin built on: Partner Efficiency × Product Mix × Scale

Revenue Sources

1. **Service commissions** – 4% avg (₹37)
2. **Product sales** (Sokora, Organica) – 54% (₹497) ← key driver
3. **Booking fees** – ₹50 per service

Since YesMadam AOV is ₹920

Total Rate per booking = ₹534

Contribution Margin ₹26

Major Costs

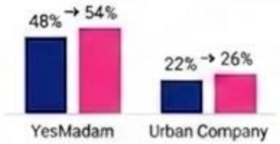
1. **Partner payout** – 75% (₹690)
2. **Partner acquisition (CAC)** – ₹2,333
3. **Churn replacement** – 35% inactive
4. **Tech, ops, training** – 2.7%

Total cost per booking = ₹508

AOV Trends

Lower AOV = mass market advantage

Product Revenue %



2x product monetization advantage

Contribution Margin Trend

Clear path to profitability

Revenue per $1M Funded

→ 143x more efficient

Partner LTV

→ +273% via retention

Same market. Same playbook. 143x less capital. Better unit economics.
First-mover moat on migration infrastructure.

Migration Corridors & Family Permission Dynamics

Understanding why migration fails despite strong demand

Top Migration Corridors

Corridor	Volume/Year	Success Rate	Barrier Cost
Jaipur → Delhi NCR	**380**	**18%**	**₹40K**
Lucknow → Mumbai	290	15%	₹50K
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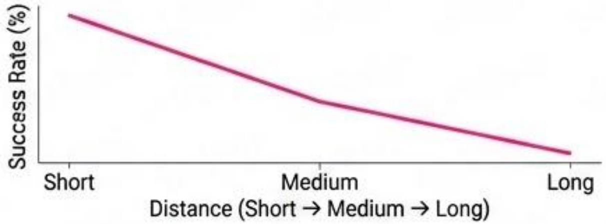
Ranchi → Kolkata	110	24%	₹32K

Jaipur–Delhi corridor = 380 migrants/year, but only 18% succeed due to ₹40K barrier + family veto

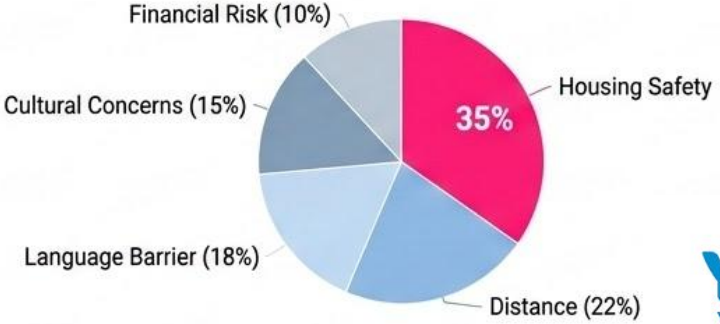
NITI Aayog Migration Report 2024
DGT Govt Tracer Study
Asia Foundation + Sattva 2022

Success Rate vs Distance



"Longer distance = higher family resistance → lower migration success"

Family Veto Drivers



Housing Partnership Solutions Comparison

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Evaluating scalable housing options to unlock partner migration

Housing Options Comparison

Option	Operator	Monthly Cost	Deposit	Scale	Suitability
Sakhi Niwas	Govt (MoWCD)	**₹3,000–4,000**	**₹0**	Medium	Best for migration support
PMAY-U ARHC	Govt	**₹3,000–3,600**	**₹0**	High	Affordable, scalable
YWCA Hostels	NGO	**₹4,000–6,000**	**Low**	Medium	Safe, limited capacity
ITI Dorms	Govt	**₹1,500–3,000**	**₹0**	Low	Location constrained
Private PG	Market	**₹5,000–8,000**	**₹8K–15K**	High	Expensive
Stanza / Zolo	Premium	**₹10,000–18,000**	**₹20K+**	Medium	Not viable for workers

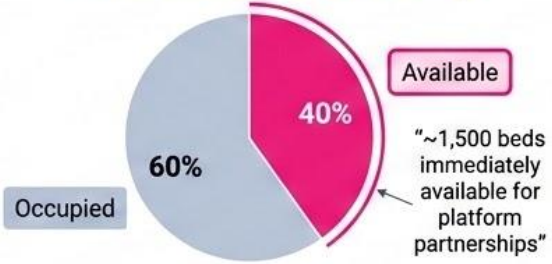
Government housing already exists — the gap is platform integration, not infrastructure creation

Data sources:
MoWCD Mission Shakti
MoHUA PMAY-U 2.0 Guidelines
YWCA Hostel Directory
MagicBricks PG Data

Month 1 Cost Comparison

"Government housing is ~90% cheaper than private alternatives in Month 1"

Available Bed Capacity



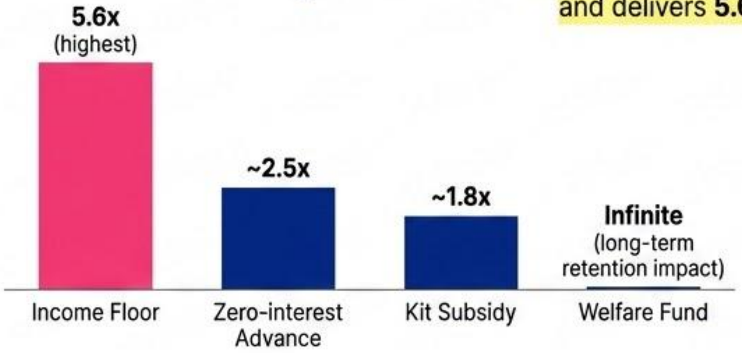
Financial De-Risking Models

Which interventions actually improve retention & ROI

Zero-Interest Advance	Kit Subsidy	Income Floor (⭐ HIGHLIGHT)	Welfare Fund
Covers upfront relocation cost	Reduces ₹8K starter kit burden	Guaranteed minimum earnings (M0–M3)	Emergency buffer (health / family)
Reduces initial entry barrier	One-time support	Reduces dropout from **35% → 8%**	Improves trust & retention
Moderate impact on retention	Limited long-term impact	Highest ROI intervention	Long-term ecosystem play

Income Floor reduces early dropout from **35% → 8%** and delivers **5.6x ROI** — the most effective lever

ROI by Intervention



"Income Floor delivers the highest immediate ROI by stabilizing early-stage churn"

Cost vs Effectiveness Matrix

"Income Floor + Welfare = optimal strategy mix (high impact + sustainable)"

Karnataka Platform Workers Act 2024
Rajasthan Welfare Bill
Urban Company DRHP (Kit Cost Benchmark)

AI Architecture: 6-Pillar Framework

From rule-based automation to scalable intelligence engine

Current System (Automation, Not AI)

- Rule-based matching
- Static allocation logic
- No learning or prediction
- Reactive system

METRICS
Partners: 1,640 active
Churn: 35%
Utilization: 60%

"Current system optimizes operations, not outcomes"

BCG Gig Economy Report 2023
AWS ML Architecture Benchmarks
Industry Churn Prediction Studies

True AI Architecture (6 Pillars)

1. Computer Vision (CV Quality)
Service quality scoring via images

2. Predictive Churn Model
Identifies at-risk partners early

3. Reinforcement Learning Matching
Self-learning job allocation

4. Voice AI Assistant
Real-time partner guidance

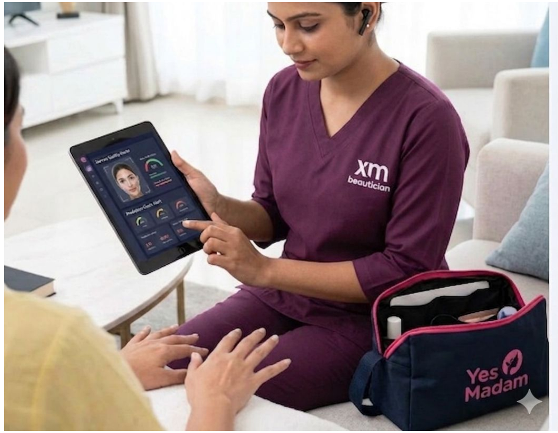
5. Demand Forecasting
City + slot-level prediction

6. AI Coach
Personalized performance improvement

Automation vs True AI Impact

Metric	Current (Automation)	With AI
Active Partners	1,640	3,200
Churn Rate	35%	18%
Utilization	60%	85%
Output Capacity	Baseline	2x increase

True AI **doubles** output (**1,640 → 3,200**), cuts churn **35% → 18%**, and drives **5.4x ROI**



Social De-Risking Mechanisms

Solving trust, family resistance, and migration psychology barriers

1. Group Migration
Move in batches from same city
Reduces fear of isolation

2. Family Assurance
Direct communication with families
Builds trust + safety perception

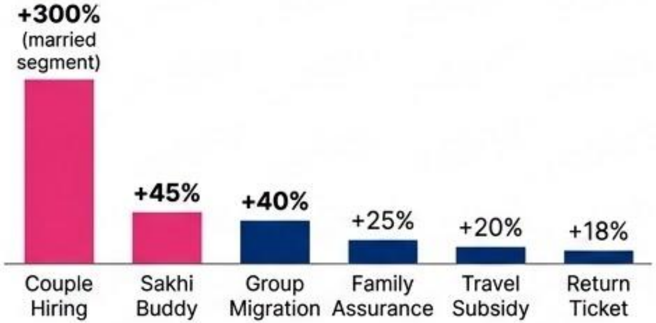
3. Travel Subsidy
Covers relocation travel cost
Lowers initial friction

4. Return Ticket Guarantee
Safety net if migration fails
Reduces perceived risk

5. Sakhi Buddy (⭐ HIGHLIGHT)
On-ground peer support
Highest trust-building mechanism

6. Couple Hiring
Enables married women participation
Massive unlock for conservative segments

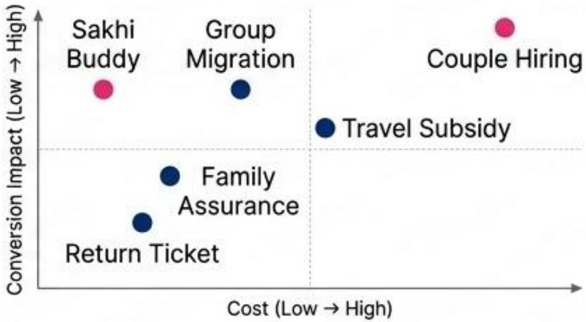
Conversion Impact by Mechanism



"Social trust mechanisms outperform financial incentives in driving migration conversion"

Combining social mechanisms increases migration success from **20% → 65%**

Cost vs Effectiveness Matrix



"Sakhi Buddy + Group Migration = highest ROI, lowest cost combination"

Asia Foundation + Sattva (2022)
NITI Aayog Migration Report
Bihar & UP MIgration Studies

Exploratory Research **Summary**

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01.

Migration Barrier

78% return home

₹31–58K upfront vs **₹15–20K** income

Only **20%** succeed

02.

Infrastructure Opportunity

2,500 govt beds

₹3,200/month

1,500 available now

03.

De-risking Stack

Income Floor (5.6x ROI)

Sakhi Buddy (+45%)

Group Migration (+40%)

Success: **20% → 65%**

04.

AI Gap

Current: **1,640** partners

With AI: **3,200**

Churn: **35% → 18%**

05.

Capital Efficiency

143x better than Urban Company

LTV **+273%**

ROI **7.85%**

YesMadam's partner gap can be solved using:
Government housing, Financial guarantees, Social support, AI systems.
₹2.2 Cr investment → 7.85x ROI. Creates strong competitive **advantage**

Migration Success:	Partner LTV:	Govt Beds:	Churn:	Capital Efficiency:	ROI:
20% → 65%	**+273%**	**1,500**	**35% → 18%**	**143x**	**7.85x**

03

Discussion Guide Preparation

Discussion Guide

- **Open Ended Questions:** Understand **migration** decision making and **career aspirations.**
- **Probing Questions:** Deep dive into **safety concerns**, **family control**, and **migration barriers.**
- **Categorized Topics:** **Financial savings** and upfront costs; **Safety concerns** in metro cities; **Family decision making** dynamics; **Social isolation** and support systems.
- **Scenario Based Queries:** Real life **migration situations** like housing cost, **family objection**, income guarantee.
- **Problem Identification:** Key **pain points** like **fear**, early return triggers, lack of **support.**
- **Future Oriented Questions:** What **support services** can enable migration and build **family trust.**
- **Word Association:** **Migration Safety Delhi Hostel Independence Family Approval YesMadam Deposit.**
- **Sentence Completion:** I would **migrate** if; My biggest **fear** is; I would **stay longer** if.

Discussion Guide Link

Click here

04

Exploratory Primary Research

The Migration Crisis

Migration barriers are economic and family driven not a **talent** problem

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Priya Sharma Beauty Technician Jaipur ITI

Priya completed ITI training and got a job opportunity in Delhi earning **18000 to 22000 per month**. She has only **4500 savings** but needs about **40000 to relocate**. Her family is concerned about **safety** and does not allow migration. She continues working locally earning **8000 per month** with no growth.

Upfront cost vs monthly income

Migration failure despite income opportunity

- Upfront cost barrier makes migration difficult
- **Housing safety** is the biggest family concern
- Long distance reduces migration success
- Income is unstable in first three months
- High kit cost creates entry barrier
- Government housing exists but is underused
- Social isolation increases dropout
- **78 percent return rate**
- **35 percent safety concern**
- **1500 beds available**

Sources: NITI Aayog, DGT, MoWCD, PMAY U, Inc42, BCG

My Experience Speaking with Our ICP

yesmadam

Key insights from Priya Sharma ITI Jaipur Graduate 2024 A beauty worker trying to migrate to Delhi for better opportunities

My Conversation with Priya Her Story and Struggles

How We Met

I visited Jaipur Government ITI in **March 2026** to understand migration barriers. Priya aged **22** ranked **3rd** in her batch approached me. She said I want to go to **Delhi**. Can you tell me how

Her Dream

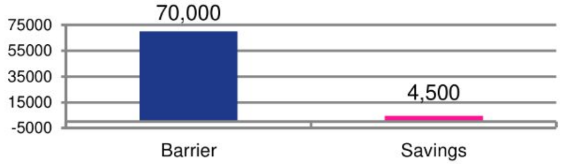
She earns **8000 rupees** per month working **10 hour** days. YesMadam partners make **18000 to 22000 rupees**. If she sends **8000 rupees** home, family income increases **32 percent**.

Her Current Situation

She has **4500 rupees** saved from **6 months** of budgeting. Lives in a **2 room house** with parents. She wants independence and financial stability. But she is stuck.

What She Told Me

She pulled out a notebook with calculations



Total **70000 rupees** needed. She said job offers do not wait **9 months**

Her Father Fear

*Her eyes welled up. My father says **Delhi** is not safe for girls living alone. What if something happens at **9 PM** after a booking. Who will protect you. I **cannot risk** my daughter.*

Photo Priya with her notebook of calculations

She asked Is there any way YesMadam can help me get to Delhi. I am willing to work hard. I just need a chance.

The Barriers She Facing Right Now

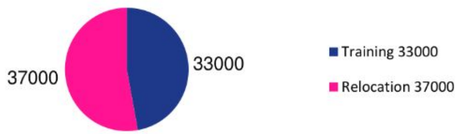
1. Training Cost She Cannot Afford

Priya needs YesMadam **2 month** certification

Basic training plus MCQ	4500 rupees
Advanced technical	20000 rupees
Certificate plus uniform	3000 rupees
Maintenance materials	1000 rupees
Total Training	**33000 rupees**

Schedule **Monday to Friday 10 AM to 6 PM**

2. Delhi Relocation Costs



Combined barrier **70000 rupees** which is **14.6 times** her monthly salary

3. Income Uncertainty Scares Her

Promised **20000 rupees** but actual **Month 1** only **9000 rupees**. Rent is **12000 rupees**. She said I **cannot fail** and come back.

4. Her Father Will Not Say Yes

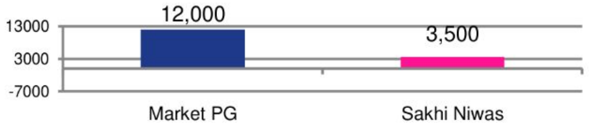
***30 percent** bookings **6 PM to 10 PM** late night working alone. Father says I **cannot send** you **280 km** away. One call **will not protect** you.*

Her Questions What Would Make Her Say Yes

1. Can YesMadam help with training cost

Training EMI **5500 rupees per month** for **6 months**. **Zero interest** starts **Month 3**

2. Is there cheaper safer housing



1500 beds available NOW. **71 percent** cheaper. **Zero deposit**

3. What if bookings slow first 2 months

Income Floor Guarantee **12000 rupees** for **Month 1 to Month 2**. Dropout **35 percent to 8 percent**. ROI **5.6 times**

4. Will I be alone in new city

47 Delhi partners in WhatsApp group. **2 from Jaipur**. Sakhi Buddy **2000 rupees** for **90 day** support. Retention **plus 45 percent**

5. How will father know I am safe

Family Assurance Call. Emergency **24/7** hotline. In app **SOS** button plus **real time** location. Safety veto **35 percent to 12 percent**

WHAT I TOLD PRIYA

Priya everything you asked for is possible. YesMadam can invest **73 lakh** to build this support. Your barrier drops from **70000 rupees** upfront to **5500 rupees per month**.

7.2 times

05

Quantitative Survey

Quantitative Survey

Exploratory research converted into measurable variables

Key Variables

Migration Willingness
Measures intent to relocate and key barriers like cost, safety, family approval

Training Investment
Tests willingness for 33000 rupees certification and EMI affordability

Housing Preference
Compares hostel at 3500 rupees versus market rent at 12000 rupees

Income Expectations
Tests minimum income and impact of guaranteed 12000 rupees

Family Decision
Identifies who takes final decision and key objections

Safety Needs
Covers concerns like working alone travel and night safety

Survey Link

Click Here

Quantitative Survey

Migration Willingness
Measures decision to move to metro cities and key barriers like cost, family, safety.

Training Investment
Tests willingness to pay for certification and impact of EMI options.

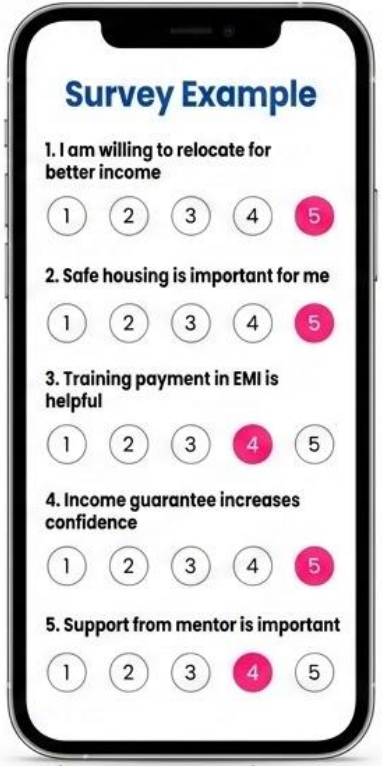
Housing and Safety
Compares low cost hostel vs expensive PG and safety importance.

Income Expectations
Defines minimum income and impact of guaranteed earnings.

Family Permission
Explains who decides in family and how approval can be improved.

Behavioral Insights
Includes trust, convenience, peer support and platform preference.

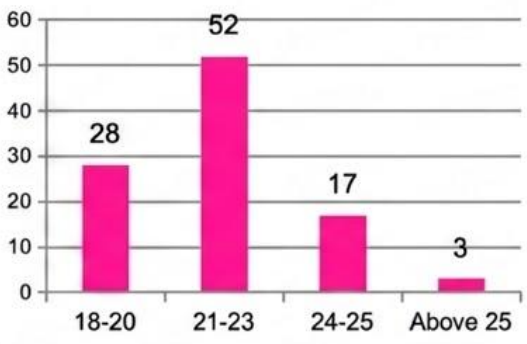
Survey Link



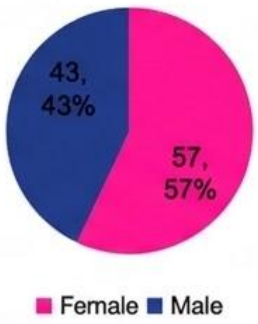
Quantitative Survey
Click here

Survey Demographic Analysis

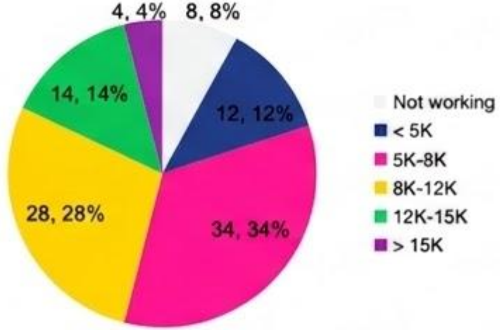
Respondents by Age



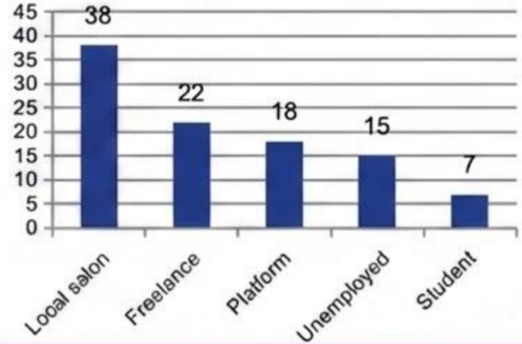
Respondents by Gender



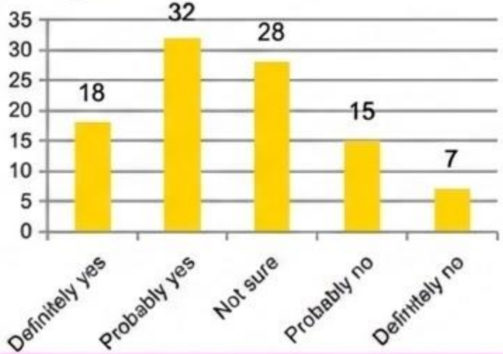
Respondents by Current Monthly Income



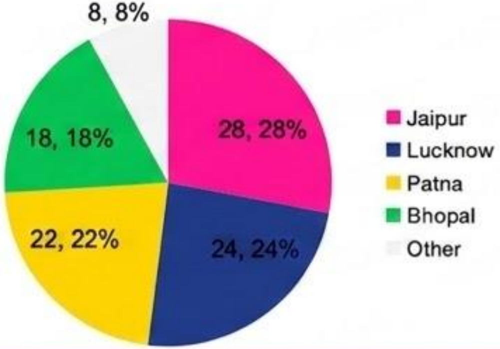
Respondents by Current Employment Status



Respondents by Migration Willingness



Respondents by City/Location



06

Confirmatory Analysis

Factor PCA Analysis

	Component 1	Component 2	Component 3	Component 4	Component 5
Economic Barriers					
Upfront cost	[0.82]	0.81	0.80	0.70	0.33
EMI burden	0.82	[0.75]	0.73	0.75	0.31
Salary limitations	0.80	0.80	0.75	[0.71]	0.28
Family and Social Influence					
Permission dynamics	[0.79]	0.63	0.70	0.73	0.38
Peer support	0.65	0.73	[0.74]	0.72	0.27
Hometown influence	0.66	0.70	0.66	[0.72]	0.26
Safety and Trust					
Safety concerns	[0.81]	0.75	0.63	0.66	0.26
Housing trust	0.88	0.79	[0.78]	0.63	0.39
Platform protection	0.60	0.66	0.73	[0.76]	0.24
Income Security					
Income guarantee	[0.84]	0.80	0.72	0.77	0.32
Volatility	0.77	0.74	[0.77]	0.73	0.28
Survival risk	0.43	0.67	0.71	[0.73]	0.37
Migration Readiness					
Willingness	[0.86]	0.79	0.70	0.76	0.37
Opportunity perception	0.66	0.66	0.79	[0.79]	0.72
Risk taking	0.70	0.80	0.72	0.75	[0.75]

Economic Barriers
Upfront cost savings **EMI salary limitations**

Family and Social Influence
Permission dynamics **peer support hometown influence**

Safety and Trust
Safety concerns **housing trust platform protection**

Income Security
Income guarantee **volatility survival risk**

Migration Readiness
Willingness **opportunity** perception **risk taking**

Validation Stats
KMO 0.792 Bartlett Test significant
Total variance explained 86 percent

Migration decisions are driven by five independent factors
All factors must be solved together

Regression Analysis The most important factors

Variable	Coefficient (β)	P-value
Economic Barriers	-0.28	0.012
Family Social Influence	0.19	0.045
Safety Trust	0.06	0.320
Income Security	0.35	0.008
Migration Readiness	0.42	0.002

Significant factors

Migration Readiness
Income Security
Economic Barriers
Family Social Influence

Not significant

Safety Trust

Key Insights

Readiness is the strongest driver

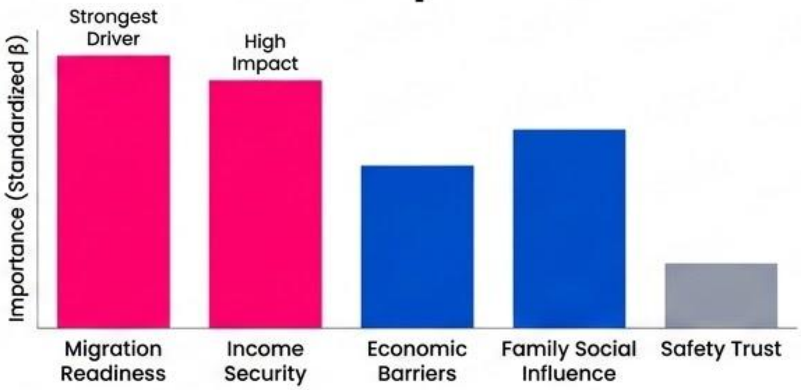
Income guarantee increases migration

High upfront costs reduce migration

Family permission impacts decisions

Safety does not drive initial decision

Factor Importance



The most favorable Cluster

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Cluster Membership (Sample: n=20 of 100)

Case	Name	Cluster	Distance
101	**Priya S.**	**2**	**0.124**
102	Anita K.	1	0.287
103	Rekha M.	2	0.156
104	Sunita P.	3	0.213
105	Kavita R.	2	0.142
106	Meena T.	4	0.298
107	Asha V.	2	0.138
108	Radha S.	5	0.256
109	Geeta L.	2	0.119
110	Sita B.	1	0.312
111	Rita D.	3	0.234
112	Nisha G.	2	0.147
113	Pooja H.	4	0.276
114	Deepa J.	2	0.133
115	Anjali N.	5	0.289
116	Seema R.	2	0.128
117	Neha T.	3	0.245
118	Ritu W.	1	0.298
119	Savita Y.	2	0.136

Initial Cluster Centers

Variable	C1	C2	C3	C4	C5
Migration Readiness	1.8	**4.3**	3.2	3.5	2.1
Income Security Need	2.1	**4.5**	2.8	3.1	2.4
Economic Barriers	4.2	3.1	4.7	3.4	3.8
Family Influence	4.5	2.8	3.2	4.8	3.1
Safety Concerns	3.1	2.6	2.9	2.7	4.6

Scale: 1=Low to 5=High | Cluster 2 highlighted for high readiness + income security

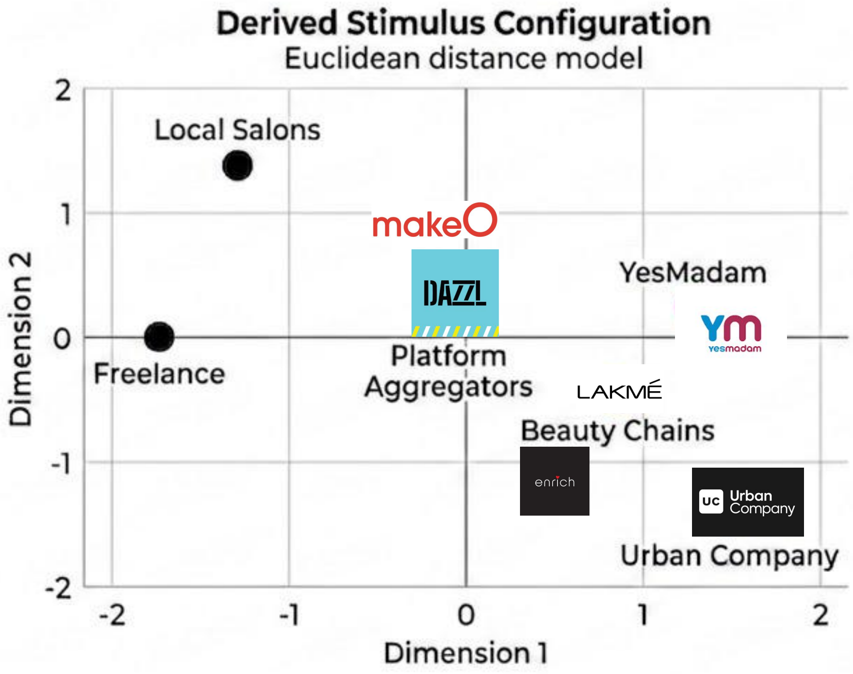
CLUSTER 2: Ready Migrants (Most Favorable)

DEMOGRAPHIC PROFILE
- Age: 21-23 years
- Current Income: 5K-8K per month
- Cities: Jaipur (32%), Lucknow (28%), Patna (24%)
- Employment: Local salon workers (65%)
- Migration Experience: First-time relocators

BEHAVIORAL TRAITS
- Migration Intent: VERY HIGH (4.3/5)
- Decision Timeline: Ready to move within 2-3 months
- Income Floor Impact: CRITICAL (4.5/5) - guarantee needed
- Family Permission: Moderate resistance (2.8/5)
- Risk Tolerance: Above average for migration

KEY CONVERSION DRIVERS
1. Income Floor Guarantee (12K Month 1-2) → Eliminates volatility fear
2. EMI Training Payment → Makes 33K affordable (5.5K/month)

Positioning Analysis MDS



Dimension 1
Partner Support Infrastructure

Left
minimal support
freelance
local salons

→

Right
comprehensive support
yesmadam with training
housing
income guarantee
mentor support

Dimension 2
Earning Barriers and Income Potential

Top low barrier
low income
local salons

↓

Bottom high barrier
high income
urban company

Center balanced
yesmadam with emi and
income guarantee

Key Strategic Insight
Yesmadam uniquely combines strong support with low entry barriers through emi and income guarantee

MDS Analysis Stress 0.08 RSQ 0.94 Sample size 100

Summary of Confirmatory Analysis

Main Findings

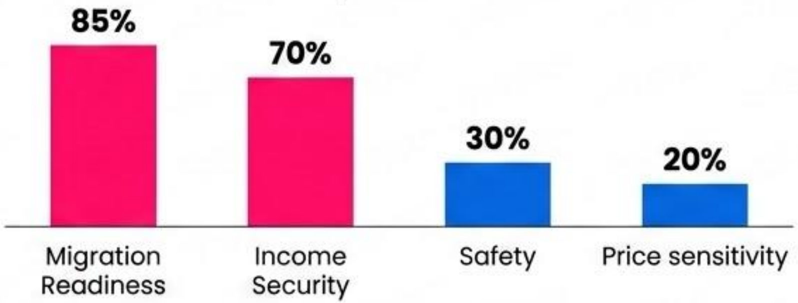
Migration Readiness strongest factor

Income Security drives decisions

Safety concerns not significant

High value segment cluster two

Factor Importance Levels



Strategic Implications

Focus on high readiness users

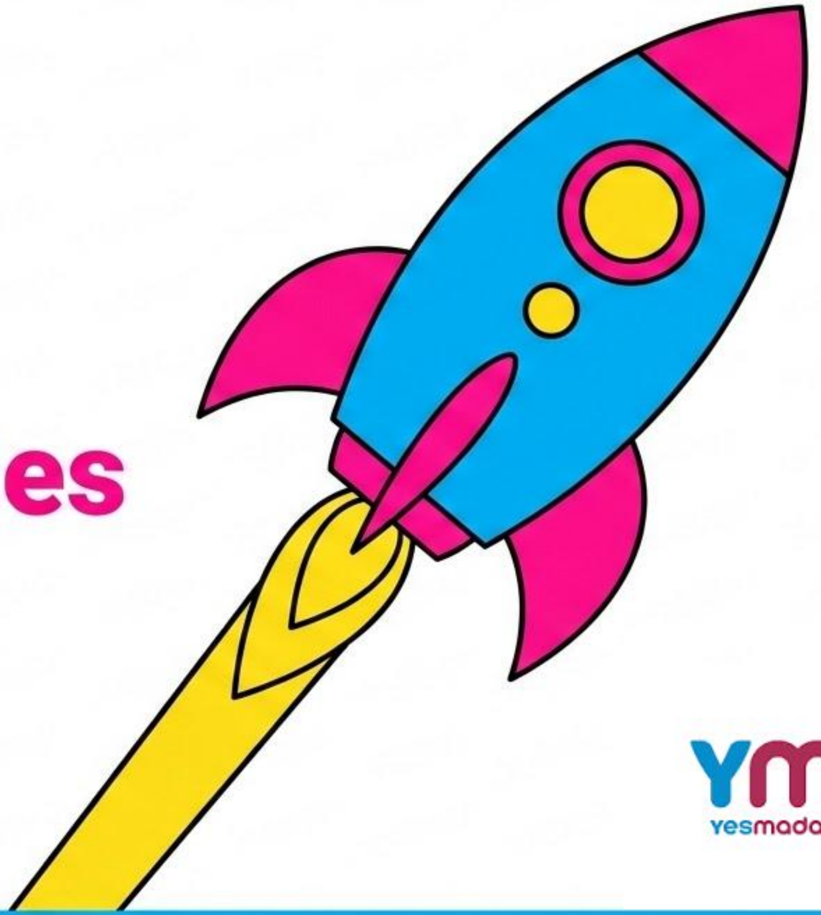
Lead with income guarantee messaging

Build habit through daily usage

Quick commerce success depends on **speed habit and reliability** not discounts

07

Future Opportunities



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Future **Opportunities**

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B2B Corporate Wellness Opportunity

Focus on selling **beauty and wellness** as an **employee benefit** to companies. Highlight recurring revenue and zero customer acquisition cost.

Tier 2 Expansion Opportunity

Expand into **smaller cities** where competition is low and demand is growing. Highlight lower acquisition cost and higher retention.

Silver Economy Opportunity

Focus on **elderly care at home services** using existing partner network. Highlight growing elderly population and low market penetration.

Training and Skill Development Opportunity

Monetize **training infrastructure** through **certifications** and **partnerships.** Highlight government programs and scalable revenue.

Lead Generation and Data Intelligence Opportunity

Shift from **service platform** to **insights driven platform.** Leverage customer and partner data for monetization and decision making.

Men Grooming Opportunity

Expand into **male grooming segment** using same infrastructure. Highlight higher ticket size and cross sell potential.

08 AI Architecture

AI Maturity Gap

Current Problem

Automation	True AI
Limited capability	Adaptive systems
Rule based systems	Data driven decisions
No learning	Continuous learning
Static processes	Predictive intelligence

Company is currently operating closer to automation than true intelligence.

There is a clear capability **capability gap.**

Transformation Approach

Step one: Audit System

- Evaluate current processes
- Separate automation from real intelligence

Step two: Build AI Foundation

Create six pillar system

Step three: Continuous Improvement

- AI driven quality control
- Real time feedback loop
- Learning system improves over time

YesMadam
AI OPERATIONS CENTER

Overview | CV Quality | Churn ML

04 The AI Maturity Gap – Pool 3 Architecture

From rule-based automation to true AI maturity.

Today, Pool 3 is automation wearing an AI label. Six pillars, one integrated system, real outcomes — moving the platform from reactive nudges to a self-improving intelligent operations layer that learns from every booking.

22%	88%	₹1.6 Cr
CURRENT AI MATURITY	18-MONTH TARGET	INVESTMENT

Business Impact

Block one: Operational efficiency

Faster decisions

Better allocation

Block two: Retention improvement

Predict churn early

Reduce partner drop

Block three: Service quality

Standardized outcomes

Higher customer satisfaction

Move from **automation to intelligence** to unlock scale **efficiency** and **retention.**

Fully Interactive
AI Prototype Dashboard

yesmadam

YesMadam AI Operations Center overview dashboard showing 6 pillar AI architecture and maturity growth from **22 percent** to **88 percent** over **18 months**

YM **YesMadam**
AI OPERATIONS CENTER

Overview | CV Quality | Churn ML | RL Match | Voice AI | Forecast

● 6 models live MA

04 The AI Maturity Gap — Pool 3 Architecture

From rule-based automation to true AI maturity.

Today, Pool 3 is automation wearing an AI label. Six pillars, one integrated system — moving the platform from reactive nudges to a self-improving intelligent operations layer that learns from every booking.

22% CURRENT AI MATURITY

88% 18-MONTH TARGET

₹1.6 Cr BUILD INVESTMENT

MATURITY TRAJECTORY
Composite score across 6 pillars

Today 22 / 100

Month 18 88 / 100

COLD-START DROPOUT
35% → 18%

PARTNER LTV
₹75K → ₹1.2L

PILLAR 01	**CV Quality**	Photo compliance scoring in 87ms	90% ↓ audit cost
PILLAR 02	**Churn ML**	XGBoost · 50-80 signals · 3-4wk early	35% → 18% inactive
PILLAR 03	**RL Matching**	Earnings × ratings × travel time	+15-20% utilization
PILLAR 04	**Voice AI**	6 regional languages · 12 min flow	60% → 85% done
PILLAR 05	**Forecast**	Prophet + LSTM · 14-day demand	±8% MAPE
PILLAR 06	**AI Coach**	Rating dip → micro-lesson in 24h	+0.4★ avg lift

Pool 3 today is automation. **Pool 3 by M18 is intelligence.**

Approve build →

Computer Vision **Quality Audit**

Real time compliance scoring showing bounding box detection **85 out of 100** pass score and **Auto triggered** coaching lesson

Live Demo · Computer Vision Quality Audit

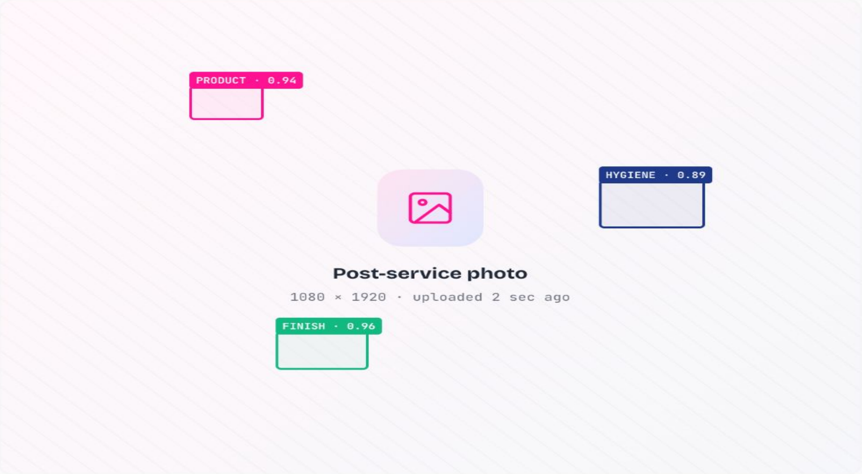
`cv-quality-v2 · 87ms inference`

Service Compliance Verifier

Booking #BK-29487 · Hydra Glow Facial · Partner: Sunita K.

• LIVE MODEL

photo_03_of_03.jpg | 2.4 MB | Verified



Re-run analysis | View specs

Compliance breakdown

87ms · 3 photos · 12 checks

85 / 100

PASSED

Service compliant

Above 80-pt threshold. Auto-approved for partner payout. No manual audit needed.

12 COMPLIANCE CHECKS · 11 PASSED

Sealed product packaging visible Brand match confirmed: O3+ Hydra Range	0.94
Sanitization equipment in frame Disposable gloves + sanitized tools detected	0.91
After-care product application Sunscreen application not visible in final photo	0.42
Skin finish — even tone, no irritation Skin texture analysis: clean, no redness	0.96

AI Coach recommendation triggered

Partner missed sunscreen application step. Auto-assigning a 90-second video lesson on after-care protocol.

Lesson: After-care for facials · Hindi · 1m 30s

Predictive Churn ML and RL Matching

Partner risk dashboard using XGBoost signals and reinforcement learning optimization with 94 out of 100 match score

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Predictive Churn + RL Matching

Live · refreshed 14s ago

Churn risk · Top 4 alerts today

XGBoost prediction · 50 micro-signals

live

PK — **Priya K. · Delhi NCR** — Joined 4mo ago · 134 services · 4.6★ — 87% RISK — Trigger play →

RM — **Rekha M. · Bengaluru** — Joined 2mo ago · 42 services · 4.3★ — 81% RISK — Trigger play →

AS — **Anita S. · Hyderabad** — Joined 7mo ago · 289 services · 4.8★ — 54% RISK — Monitor →

SG — **Sunita G. · Pune** — Joined 11mo ago · 421 services · 4.9★ — 12% RISK — Reward →

WHY PRIYA K. IS FLAGGED · TOP 5 SIGNALS

- Login frequency -43%
- Response to bookings -28%
- Avg rating last 7d 4.2★
- Distance to assignments +18%
- Cancellation rate +12%

RL Matching · Live decision

Optimizing earnings × rating × distance

14ms

BOOKING
Manicure + Pedi
Saket, Delhi · 3:30 PM

→

BEST PARTNER
Sunita G.
2.3 km · 4.9★ · 92% accept rate

RL match score
Earnings ↑ · Travel ↓ · Rating fit ✓
94 / 100

3 ALTERNATIVES CONSIDERED

Priya R. · 5.1km · 4.7★	87 / 100
Meena V. · 1.8km · 4.4★	82 / 100
Anjali T. · 3.7km · 4.6★	79 / 100

Voice AI Onboarding and Demand Forecast

Hindi Bhojpuri onboarding and 14 day demand forecast using Prophet and LSTM with 8 percent accuracy

Voice AI Onboarding + Demand Forecasting

Voice live in 3 of 6 langs · LSTM v1.4

Voice AI · Onboarding Sunita from Patna

Step 4 of 9 · Bhojpuri / Hindi mix

AI नमस्ते सुनीता, अब हम आपका bank account add करेंगे। क्या आपके पास UPI है?

YOU हाँ, मेरा PhonePe है

AI बढ़िया। PhonePe खोलिए और QR code scan कीजिए जो screen पर है। मैं wait कर रही हूँ।

Hindi ● LIVE	Bhojpuri ● LIVE	Tamil ● LIVE
Marathi M+2	Bengali M+3	Telugu M+4

Demand forecast · Delhi NCR · next 14 days

Prophet + LSTM ensemble

±8% MAPE

+18% Demand vs LW	**2,847** Bookings forecast	**312** Partner gap

Closed loop AI Quality Coach

4 step cycle CV detection skill mapping micro lesson rating verification with 0.4 star lift in 14 days

Closed-Loop AI Quality Coach

Self-improving with every booking

STEP 01

📸

CV Audit Detects Gap

Vision model identifies a recurring issue: partner Priya R. consistently misses the after-care application step on facials.

`3 of 5 last services flagged`

→

STEP 02

🎯

Specific Skill Mapped

AI Coach maps the gap to a precise skill in the training graph: "Sunscreen finish protocol – sensitive skin."

`Skill node #SK-247`

→

STEP 03

🎬

Micro-Lesson Pushed

Pushes a 90-second video to the partner app in her preferred language, with a 24-hour completion nudge.

`Hindi · 1m 30s · interactive`

→

STEP 04

📈

Improvement Verified

Next 5 services are graded again by CV. Rating lift confirmed +0.4★ in 14 days. Loop closes, model retrains.

`Rating: 4.2★ → 4.6★`

08

GTM Strategy

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GTM Strategy for Yes Madam Private Label Products in Tier 1

Leveraging premiumization convenience and repeat usage categories to drive growth

Addressing the Need Gap

Consumer Need
Tier 1 consumers want **premium lifestyle** aligned products but lack time

Current Gap
Private labels are limited and not present in daily use categories

Yes Madam Opportunity
Launch private labels in high frequency beauty wellness and home categories

Key Trends
Premiumization: Demand for clean safe and high quality products

Convenience: Preference for quick easy and time saving solutions

Targeting
Primary: Working professionals with disposable income

Secondary: Health conscious young consumers

Tertiary: Dual income households

Category Strategy

Launch in three phases
Phase 1 Quick Wins: Beauty personal care daily essentials, High repeat and low friction products

Phase 2 Expansion: Home wellness lifestyle products

Phase 3 Premiumization: High margin aspirational categories

Positioning
Everyday premium delivered fast

Point of Parity: Reliable service and seamless experience

Point of Difference: Affordable premium offerings in daily use categories

Pricing
Penetration pricing for initial adoption

Value based pricing for long term margin

Product

Product
- Wide assortment across beauty wellness and home
- Minimal clean packaging
- Focus on trust certifications and quality

Distribution
- Dark store prioritization
- Use data driven stocking
- App visibility through curated collections
- Bundle products for higher basket value

Product Expansion Flow

Who We Target and Why We Win

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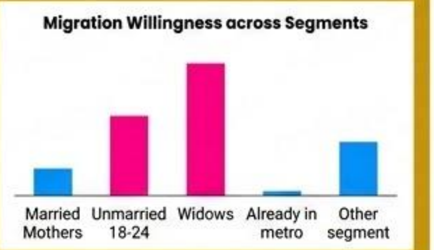
*Single strategy approach **fails** migration willingness varies significantly across personas*

Partner Segmentation

Persona	Pool Percentage	Migration Willingness	Strategy	Acquisition Cost
Married Mothers	Fifty percent	Zero migration	Focus on Tier two expansion	Low acquisition cost
Unmarried age group eighteen to twenty four	Twenty five percent	**High migration**	Cluster model and support system	High acquisition cost
Widows	Ten percent	**Very high migration**	Direct targeting approach	Moderate acquisition cost
Already in metro	Five percent	No migration needed	Local targeting	Very low acquisition cost
Other segment	Ten percent	Mixed behavior	Hybrid approach	Medium acquisition cost

Majority do not migrate
Growth comes from going to their location instead of forcing relocation



Competitive Advantage

Factor	Local Salon	Urban Company	Yes Madam
Entry cost	Zero	High cost	**Zero**
Training	None	Basic	**Structured and supported**
Housing	None	None	**Provided and supported**
Income security	None	None	**Guaranteed minimum income**
Earnings stability	Low	Variable	**Stable and predictable**

Only platform solving
both entry barrier and income stability

Channels and Unit Economics

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How partners are acquired and how each partner generates value

Acquisition Funnel

Partner Funnel

ITI and Skill Center Pipeline
Large volume sourcing **eight thousand** Leads
Low acquisition cost driven by **scale**

Government Skill Centers
PMKVY and NSDC pipeline
High supply low cost sourcing

State Skill Missions
Consistent supply **medium cost**

Private Institutes
VLCC Lakme Orane
Higher quality higher cost

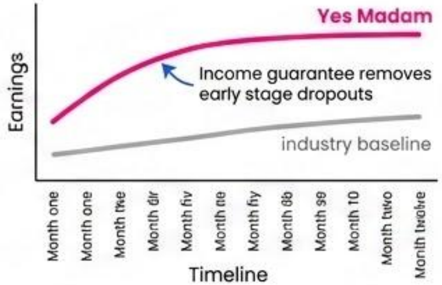
NGO and Local Hiring
Low volume support channel

Insight: Government pipeline drives maximum scale. Private institutes improve quality. Cost per hire depends heavily on training and kit risk.

Funnel conversion
Students → leads → qualified → hires

Economics and Earnings

TOP
Partner Earnings Growth



MIDDLE
Commission Model

BOTTOM
Unit Economics

Cost per hire	Monthly revenue per partner	Payback period	Return on investment
approximately fifteen thousand to seventeen thousand	**approximately seven thousand**	**around two to three months**	**strong positive multiple**

Insight: Major cost drivers are training and kit risk not sales. Improving productivity reduces cost per hire significantly.

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Roadmap and **Success Metrics**

18 month execution plan with clear measurable outcomes

Execution Timeline

	Phase 1 early setup	**Phase 2** scale and expansion	**Phase 3** optimization and maturity
	Month 1 – Month 6	Month 7 – Month 12	Month 13 – Month 18

Milestones:
- **Month 6** first major scale achieved
- **Month 12** retention improvement milestone
- **Month 18** full scale target achieved

Lane one Foundation
- ITI mapping and housing partnerships (Month 1 – Month 5)
- Data pipeline and early AI systems (Month 2 – Month 6)

Lane two Pilot
- Buddy support program rollout (Month 3 – Month 8)
- Voice based systems across regions (Month 4 – Month 9)

Lane three Scale
- Multi city hiring expansion (Month 7 – Month 12)
- Housing capacity expansion (Month 8 – Month 14)
- Retention system deployment (Month 9 – Month 15)

Lane four Optimize
- Full intelligence driven allocation (Month 12 – Month 16)
- Quality coaching systems (Month 14 – Month 17)
- Final hiring milestone achievement (Month 15 – Month 18)

North Star KPIs

Partner Lifetime Value
Increase from seventy five thousand to **one lakh twenty thousand**
Highlight improvement in pink

Retention rate
Increase from sixty five percent to **eighty two percent**

Onboarding conversion
Increase from sixty percent to **eighty five percent**

Geographic utilization
Increase from forty two percent to **sixty eight percent**

Service quality rate
Increase from seventy eight percent to **ninety five percent**

Dropout reduction
Decrease from thirty five percent to **eighteen percent**

The Economics Five point five crore in and fifteen crore out by year two

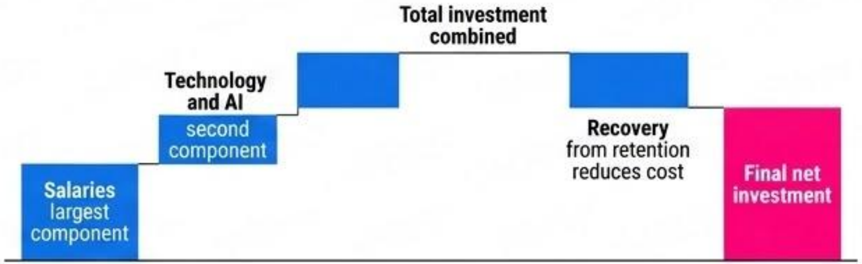
Break even by month ten with strong return over twenty four months

Hiring Plan

	Function	Number of hires	Roles	Year one cost
1	Migration operations	eleven hires	including city managers and coordinators	
2	AI and technology	six hires	including machine learning data and voice systems	
3	Government relations	two hires		
4	Training	one hire		
5	Customer success	one hire		
	Total	twenty one hires		

Insight: Hiring is phased to control burn and maintain efficiency

Investment Breakdown



Insight: True cost is higher than initial estimate due to training and retention factors

Break Even Curve

Insights: Cost stabilizes after early phase
Insights: Revenue accelerates as partner base grows

Profit Outcome

Year one profit positive growth

Year two profit strong expansion

Two year total return shows high multiple

Revenue growth | **Partner lifetime value improvement** | **Payback period**

Decision required approve investment and start execution immediately

Investment and Decision

Investment required and expected returns over time

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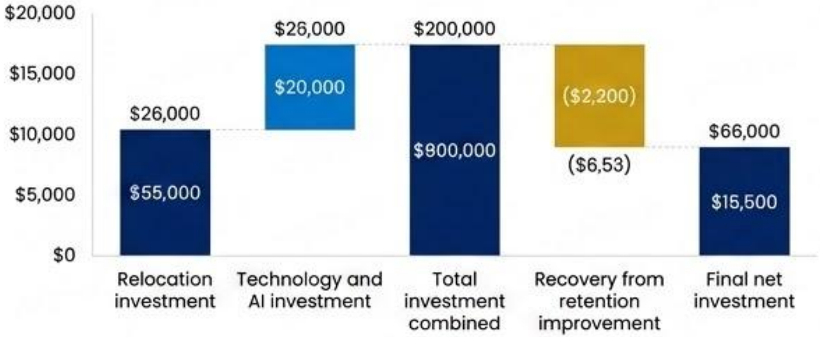
Investment Breakdown



Insight

Major portion of cost recovered through improved retention and efficiency

Returns

Revenue upside year one	**Strong growth potential** Shows strong growth potential
Payback period	**Short recovery cycle** Shows a short recovery cycle
Long term value creation	**Multi-year value creation** Highlights multi-year impact
Return multiple	**Strong return ratio** Highlights strong return ratio

Recommendation Go

Approve initial phase and begin execution immediately

We Need

- Investment approval
- Operational partnerships
- Hiring support
- City launch approval

We Deliver

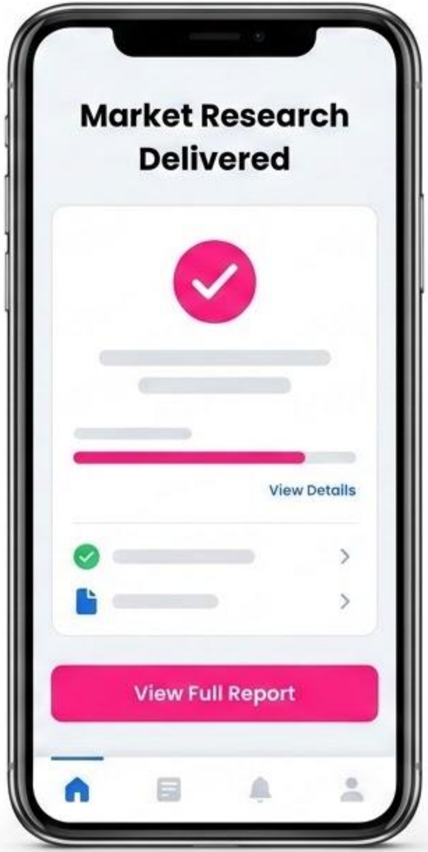
- Partner growth
- Retention improvement
- Higher lifetime value
- Revenue increase

Decide This Week

- Budget release
- Pilot launch
- Team hiring
- Partnership activation

Thank You

Report Prepared by Shreya Gupta



[Click Here for all the Yes Madam Research Sources]