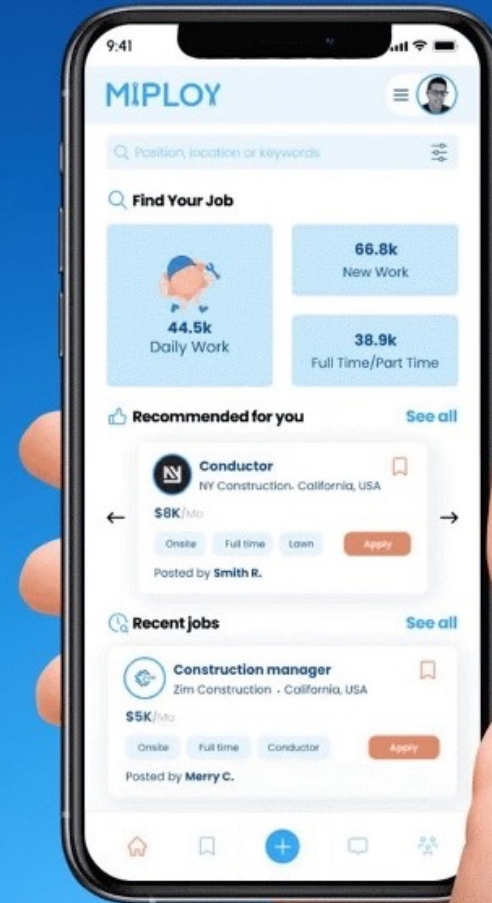# MIPLOY

An Innovative Platform to Connect Workers with Employers across Various Industries

Hiring Labour is Broken

Old Hiring Systems Can't Keep Up

01 Fragmented Discovery
Construction hiring is scattered across job boards, DMs, and calls, slowing down projects and increasing labour shortages.

02 Mismatched Expectations
Contractors lack visibility into worker availability and reliability, leading to delays, no-shows, and poor-fit hires.

03 Worker Frustration
Labourers can't easily find jobs nearby or prove their track record, leaving them invisible to potential employers.

04 Delays & Losses
92% of firms struggle to hire; 45% report costly project delays due to labour shortages and inconsistent staffing.

Why Now?

Labour shortages in construction are hitting record highs as demand for skilled workers rises. At the same time, mobile-first, bilingual talent isn't being served by outdated hiring tools. Contractors and workers both want speed, trust, and simplicity - MiPloy meets that moment.

One Screen, Same-Day Hiring

Instant Visibility

Live map shows workers' availability, location, and trade, making hiring real-time and local.

Reliability Layer

Each user has a trust score powered by check-ins, ratings, and completion history.
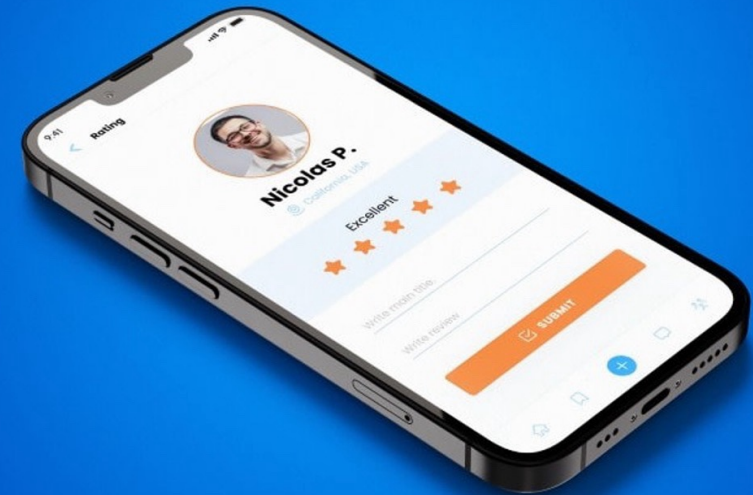
Frictionless Matching

One-tap job offers and acceptances accelerate onboarding - no long forms or back-and-forth.

Bilingual Access

English and Spanish support ensures accessibility for underserved, skilled workforces.

Built for Fast Hiring

Live Map View

Real-time, GPS-enabled display of nearby job-ready workers and open contractor roles, updated dynamically throughout the day.

01

Visual Portfolios

Workers showcase completed projects through photo galleries, making their trade skills instantly visible, not just self-reported.

02

Check-In System

On-site mobile check-ins validate attendance, build trust, and power each user's reliability score over time.

03

Two-Sided Ratings

04

Workers and contractors rate each other after every job, creating a transparent feedback loop that rewards professionalism.

One-Tap Offers

05

Contractors send job offers with a single tap; workers accept instantly, eliminating paperwork and back-and-forth texting.

Bilingual UX

06

Fully designed in English and Spanish, ensuring accessibility, clarity, and trust for underserved workforces across regions.

MIPLOY

Better Hires in Minutes

Save Time

Same-day hiring removes delays, missed calls, and messy admin - contractors fill roles in minutes, not weeks.

Boost Trust

Profiles, visual portfolios, and two-way ratings give contractors confidence in worker quality before they even show up.

Grow Earnings

Workers receive more job offers, build verified credibility with every check-in, and unlock better pay through proven reliability.

Massive Underserved Market

Total Addressable Market

$450B+ Blue-Collar Ecosystem

Contractor + worker spend across all trade categories in the broader blue-collar sector

Serviceable Available Market

$35B Faster Workflow Seeking Segments

Targeting segments actively hiring and seeking faster workflows - approx. $20B from contractors, $15B from workers.

Serviceable Obtainable Market

1% of SAM = $350M+

Initial reachable market via 40K contractors and 200K workers across NYC metro and neighbouring regions.

Informal Systems

Hiring still runs on word-of-mouth, creating inefficiencies and exclusion.

Labour Shortages

Construction firms are desperate for reliable, local staffing - especially on short notice.

Tech Lag

The industry is late to adopt tools that prioritise labour-side UX.

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Built with a Different Approach

	Interactive Job Map	Online Visual Portfolios	Online Resumes	Realtime Job Matching	Two-sided Rating System
MiPLOY	✅	✅	❌	✅	✅
taskrabbit	❌	❌	✅	❌	❌
Job.com	❌	❌	✅	❌	❌
Instawork	❌	❌	✅	❌	❌
indeed	❌	❌	✅	❌	❌

Job Boards aren't Built for Trades.

Platforms like Indeed and Jobs.com focus on resumes and passive listings. TaskRabbit and Instawork cater to one-off tasks or niche verticals. None offer real-time visibility, verified trust, or two-sided reliability scoring in the way construction hiring demands. MiPloy is purpose-built for urgent, repeat, blue-collar work - starting where traditional tools stop.

Full Trust Stack

Combines live location, portfolios, check-ins, two-way ratings, and background-checked workers.

On-Tap Hiring

No forms or back-and-forth - our UX is instant, bilingual, and tailored to real-life workflows.

Local Flywheel

Community-first: QR codes, referrals, and local vendors drive organic growth others can't replicate.

MiPLOY

Subscription + Transaction, on Both Sides

$49/Month Contractor Plan

Contractors unlock unlimited hires, vetted workers with verified background checks, and advanced filters like AI matching.

$12/Month Worker Plan

Workers upgrade to unlock visual job portfolios, live-interactive maps, and priority placement in local job listings.

Per-Hire: $12 (Contractors)

Contractors on freemium plans pay $12 per verified hire - ideal for testing platform value before upgrading.
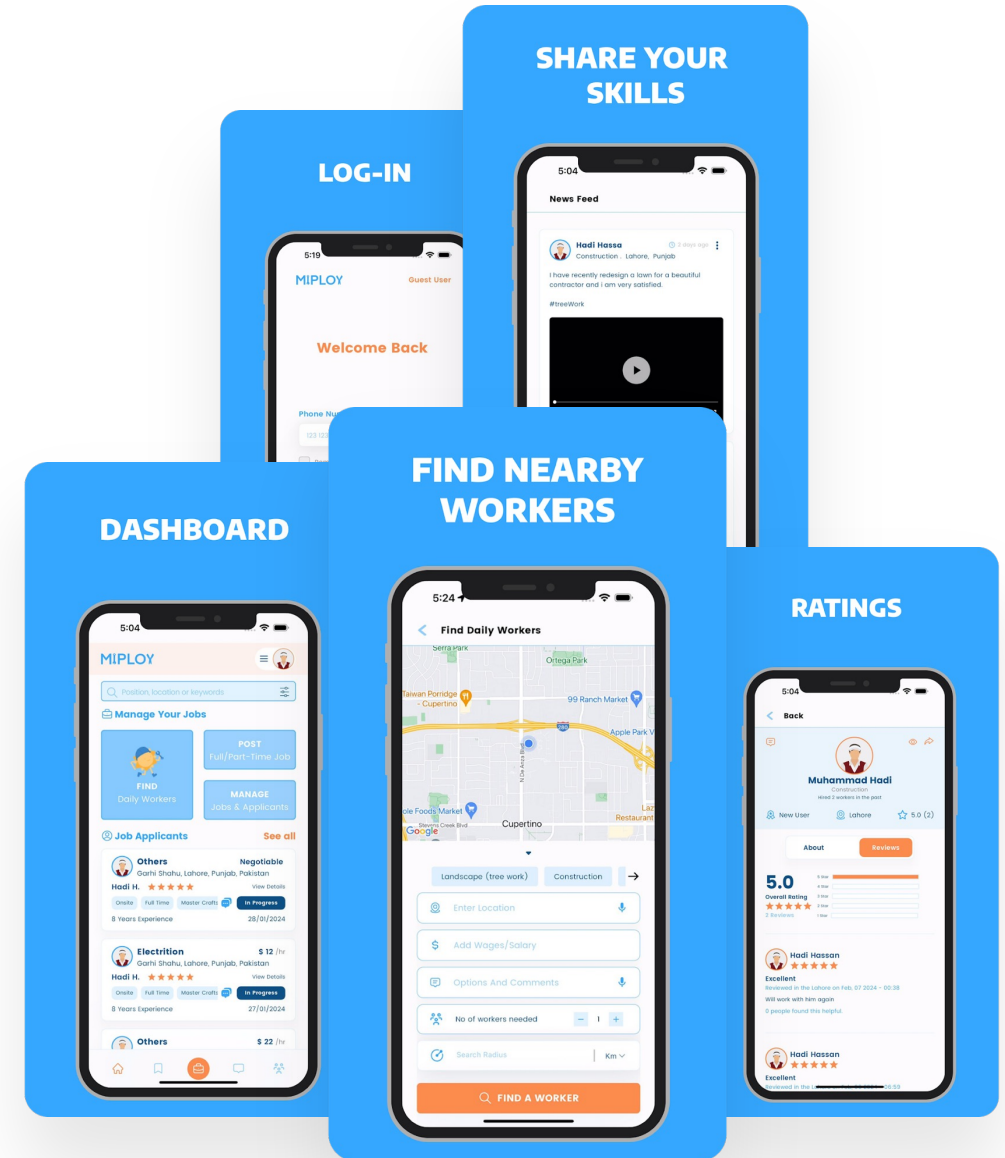
Per-Hire: $4 (Workers)

Workers on free plans pay $4 after each successful placement - low-barrier monetisation tied to real earnings.

AI Add-Ons from $15-$67

Smart job search and contractor matchmaking - priced at $15/month (worker) and $67/month (contractor).

Marketplace Flywheel

Revenue grows with user activity - more matches = more hires = more conversions to paid plans across both sides.

MIPLOY

Build Local, Scale Fast

Grassroots Acquisition

Flyers, QR codes, coffee trucks, and local events help us saturate high-density job zones with brand visibility.

Worker Virality

Referral bonuses, bilingual flows, and group invites fuel organic growth inside labour crews and community circles.

Contractor Targeting

Direct SMS outreach, vendor referrals, and trade associations connect us to hiring managers already seeking reliable labour.

Distribution Channels

OSHA trainers and supply vans act as on-the-ground allies for onboarding and brand trust at job sites.

Hyperlocal Network Effects

We launch metro-by-metro to ensure worker and contractor density hits tipping point before scaling outward.

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Real Users, Real Jobs

700+ Users in First 4.5 Months

We onboarded over 700 users across workers and contractors in under five months using targeted QR campaigns and social outreach.

Acquisition Engine Already Working

User growth was driven by low-cost grassroots tactics: flyers, supplier van QR codes, and bilingual community referrals - all proving repeatable.

Steady Platform Activity Pre-Funding

With no paid team and minimal spend, users were creating profiles, exploring jobs, and testing matches - validating demand on both sides.

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Going from Local to National

Phase 1 Aug – Oct 2025

Launch & Validate
1,500 users / 60 paid contractors

Phase 2 Nov 2025 – Mar 2026

Monetize & Scale
$4K rev / 3-5 repeat contractors

Phase 3 Apr – Sep 2026

AI & Stickiness
Retention >40% / 2 jobs per worker

Phase 4 2027+

Expansion & Ecosystem
Seed round / 25K+ users nationwide

MiPLOY

Built by Workers, for Workers

Esteban Hernandez - CEO
First-gen Latino. Founder of Insight Groundworks. Firsthand experience with construction labour and hiring chaos.

Nina Hirai - COO
Operations and tech consultant with 10+ years leading cross-functional product and growth teams.

Matheus Balduino - CTO
Full-stack engineer since 15. Built national health apps in Brazil. Expert in backend, frontend, and optimisation algorithms.

John Jesuyon - Mobile Engineer
Electronics & Computer Engineering grad from Lagos State University. Started with IoT, then moved into mobile dev. Built fintech and blockchain apps used by thousands. Strong in Flutter, React Native, and AI features.
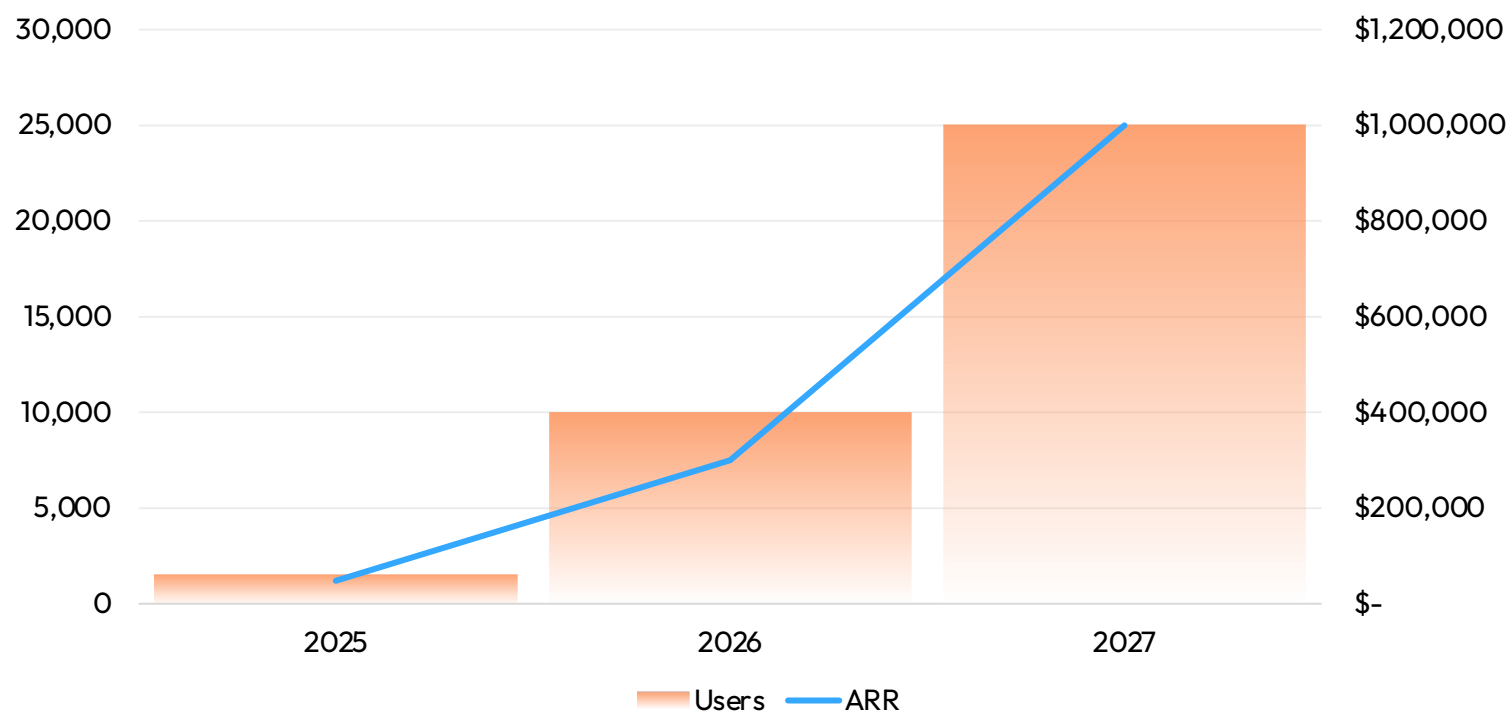
Name - Role
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Lean Growth, Clear Upside

User Growth & Financial Projections

Key Highlights:

2025 Forecast
1.5K users → $48K ARR

2026 Forecast
10K users → $240K–360K ARR

2027 Forecast
25K+ users → $1M+ ARR

CAC Payback
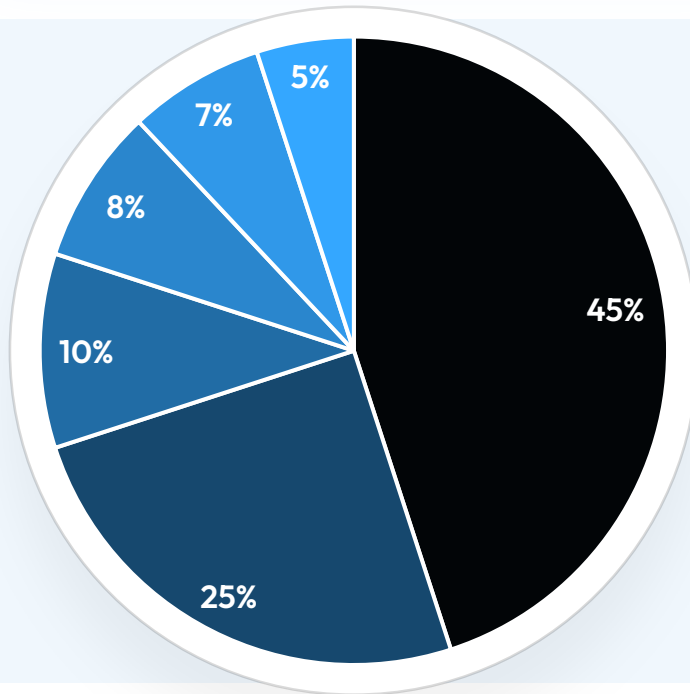<3 months across paid
and organic channels

Monetization Mix
70% subscription, 30% per-hire fees
(adjusting as AI tools roll out)

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$300K Pre-Seed Raise

✓ **$80K Already Bootstrapped**

Now Raising $300K Pre-Seed

Category	Percentage
Product	45%
Growth	25%
Operations	10%
Infrastructure	8%
Compliance	7%
Contingency	5%

Over the next 12–18 months, our goal is to surpass 1,000 successful matches per month, driven by a growing base of 150+ paying contractors. This will translate into an estimated $40K in monthly recurring revenue, anchored by our dual-sided subscription and per-hire fee model. We're focused on maintaining capital efficiency throughout this phase, with a target CAC payback period of under three months, ensuring sustainable unit economics as we scale.

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Thank You!