



"Transforming India's labor market into a transparent, tech-enabled, dignity-driven ecosystem."

Traction

- Current stage: **TRL 2–3 (MVP blueprint ready)**
- Ongoing discussions with **MSME associations** for pilot adoption
- Early **worker community interest** gathered during outreach (50+ signups)
- Block diagram roadmap prepared for pilot execution
- Recognition: Shortlisted in **MSME Hackathon 4.0**

Market Opportunity

India MSME Sector: 63M+ MSMEs

Labor Force: 110M+ informal workers

Market Size: >\$10B annually in blue-collar workforce hiring costs

Macro Trends:

- Industry 4.0 → need for verifiable workforce
- Digital India push → fintech inclusion
- Migration crisis → demand for local jobs

The Problem

- **Broker-dependent hiring** inflates cost by 20–30%
- **Lack of trust & verification** → mismatched skills
- **Informal workers** excluded from loans (no salary proofs)
- **Poor local job matching** forces unnecessary migration

Current Solutions

- **Offline contractors:** costly, opaque, exploitative
- **Gig platforms:** focus on white-collar/urban gigs, ignore MSMEs
- **Job portals:** unverified, low relevance for local MSME jobs

The Solution

Labors.in Platform:

- Location-based direct hiring
- Mutual rating & skill verification
- Digital Employer of Record → verifiable earning summaries for loans
- AI-powered matching & voice/multi-language interface

Product / Service

Key Features:

- Geo-based job matching
- Mutual employer-worker ratings
- Digital payments & payroll history
- AI-powered smart notifications
- Multi-language + voice interface
- Dispute resolution & trust verification

Revenue Model

Subscriptions (MSMEs/Contractors) – ₹999 to ₹9,999/month plans.

Placement Fees – ₹199–₹499 per successful hire.

Worker Verification – ₹200/year for verified profile & priority listing.

Financial Services Commission – 1–2% from loans/insurance tie-ups.

Ads & Training Partnerships – Featured listings + 10–20% training commission.

Marketing & Growth Strategy

MSME Acquisition:

- Industrial clusters, trade associations, digital campaigns

Worker Acquisition:

- Community outreach, referrals, certification drives

Partnerships:

- Tie-ups with NGOs & Govt. for financial inclusion & skilling

Team

Name of Founder and Current Title: Shibu K C, Founder

Academic Qualifications: MTech, MBA.

Financials (3-Year Projections)

3-Year Financial Projections (in ₹ Crore)

Revenue Stream	Year 1	Year 2	Year 3
Subscriptions (MSMEs)	1.0	2.5	5.0
Placement Fees	1.5	3.0	6.0
Worker Verification	1.0	2.0	3.0
Financial Services Commission	0.5	1.0	2.0
Ads & Training Partnerships	0.5	1.0	2.0
Total Revenue	4.5	9.5	18.0

Competition

Existing Solutions:

- Local labor brokers
- Informal contractors
- Gig platforms (UrbanClap, Justdial-like, but not MSME-focused)

Differentiation:

- Financial inclusion (verifiable earning → loans)
- MSME-first focus (industrial clusters, not urban gigs)
- AI-driven relevance + voice interface
- Transparent & fair pricing

Investment (The Ask)

- **₹30–50 lakh** seed for MVP & pilot phase
- Utilization:
 - 50% – Product development (app, backend, AI features)
 - 30% – Pilot & MSME/worker acquisition
 - 20% – Operations & compliance

Support Sought:

- Prototype funding
- Incubation & mentorship
- MSME network access

Thank You

Labors.in

"Revolutionizing labor sourcing for MSMEs."

