



All-in-One home-services marketplace starting in Spain & Sweden

**Verified companies only. Fixed transparent pricing.
Instant assignment. Real accountability.**

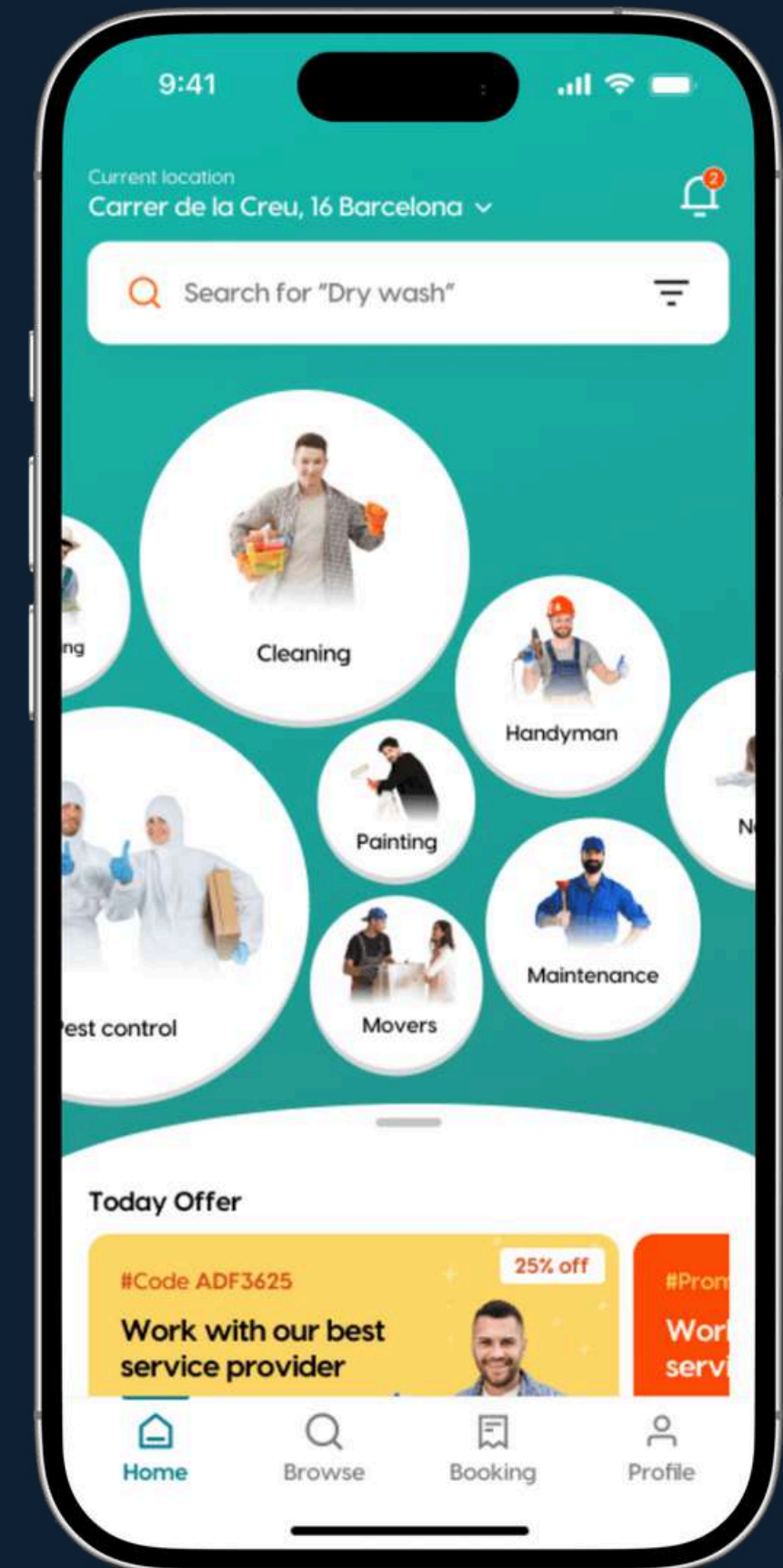
Raising €250k SAFE · €2.2M valuation cap · 20% discount · Closing Q1 2026.
Runway projected to Nov 2026; next round triggers at €50k MRR or 1,000 daily orders. .

Everyone needs home services. But finding the right provider is a headache.

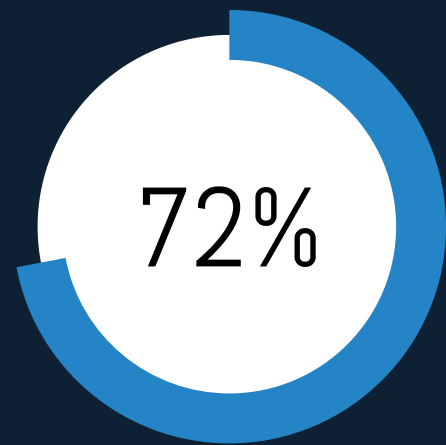
Cleaning, handyman work, painters, plumbers,
nanny services — every household needs these.
But today, getting help means:

- Searching online and comparing dozens of providers.
- Calling around, negotiating price, agreeing on time.
- Never knowing if the person who arrives is qualified or insured.

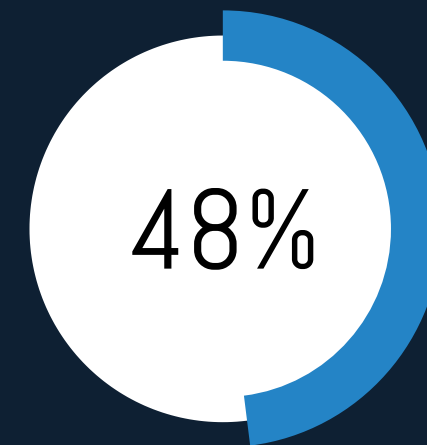
Other apps try to fix this — but they mostly act as “marketplaces of anyone.” You fill a form → strangers send different prices → you choose blindly. Little vetting. No standards. No real accountability.



THE REALITY *TODAY*



Households used paid home services last year.



Had a negative experience (quality / trust / no-shows).

What's missing in the market? Simplicity. Security. Efficiency.

DOOR2DAY FIXES THIS — **COMPLETELY.**



Only vetted companies

Licensed, insured companies —
never random individuals.



Fixed pricing

We set fair, transparent prices per
service and city.



Automatic Assignment

The app selects the best nearby
provider. No comparing, no
guessing.

Press a button → A vetted company shows up → Job gets done right.

HOW IT WORKS (*LITERALLY*)



1. Choose a service

Cleaning, handyman, repairs,
nanny, etc.



2. See the fixed price

Everything is transparent. No
negotiation.



3. We dispatch the best provider

Tracked by GPS. Rated by
performance.

THE MARKET IS BUILT FOR QUANTITY, *NOT QUALITY*

Home and facility services remain fragmented, opaque, and reliability-starved across Europe and the GCC.

**EUROPE'S €120B HOME AND FACILITY SERVICE MARKET IS MASSIVE –
YET STILL RUNS ON UNVERIFIED LISTINGS AND GUESSWORK.**

Platforms optimized for scale and price — not standards — have led to a race to the bottom.



No Verification

Anyone can list services
— no license, no
insurance, no screening.



Unreliable Execution

Missed appointments
and zero
accountability.



No Pricing Clarity

Hourly rates & hidden
add-ons make planning
impossible.



No Trusted Brand

Nothing consistent
across countries.

COMPETITIVE **LANDSCAPE**

PLATFORM	SUPPLY MODEL	VERIFICATION	PRICING	B2B	MARKETS
 TaskRabbit	Freelancers	Low	Variable	Low	EU/US
 Helping	Freelancers + Agencies	Medium	Hourly	Limited	EU
 Webel (ES)	Freelancers	Low	Dynamic	No	ES
 Justlife / Urban Co.	Company-employed	Medium	Fixed	Yes	GCC
 Door2Day	Companies only	High (license + insurance)	Fixed per service	Strong	ES+SE (2026) · Nordics/GCC (2027)

Positioning overview; details provided during diligence.

Door2Day solves verified supply, transparent pricing, and cross-border reliability for Europe's most fragmented market.

TEAM



IBRAHIM QATANANI

Growth & Ops — ex-Apple retail

- 12 yrs ES/SE home-services: pricing, GTM, ops.
- Built SEO Gruppen; deep local vendor network.
- Founder capital committed: €204k.



SABBIR HOSSAIN

Full-stack · Next.js · Laravel · AWS · Stripe

- 8+ yrs building marketplaces & ops tooling.
- Owns Customer, Provider & Admin portals (MVP).
- Dispatch, SLA tracking, and payments foundation.



LUIS F. BOTERO

- Swedish GAAP, payroll & monthly close cadence.
- Controls for runway, burn & variance tracking.
- Advises SE entity reporting & compliance.



DAVID NORDANSKOG

Corp accounting & tax routines (SE).

- Entity setup, clean books, audit readiness.
- Scalable reporting structure for investors.

EXECUTION COVERAGE *SECURED*

No critical gaps at pre-seed: product is built, compliance covered in ES/SE, pricing & city-ops playbooks ready.



PRODUCT & ENGINEERING

- Customer + Provider apps
- Admin panel + SLA engine
- Stripe Connect live



OPERATIONS

- Vetting & compliance workflows
- City launch playbook
- Provider scoring & routing



FINANCE & GOVERNANCE

- SE + ES entity structure
- Payroll, invoicing & audit-ready books
- Monthly reporting cadence

ECONOMICS & 12-MONTH *PLAN*

Lean team + disciplined CAC tied to one KPI: 1,000 daily orders run-rate.

Unit Economics (Launch Assumptions)

Metric	Spain	Sweden
Avg Order Value (incl. VAT)	€80	1,400 SEK
Take Rate (flat)	10%	10%
Rev / Order (platform)	€8	140 SEK
60-day Repeat Rate (assumed)	60%	55%
Target CAC	€16–€20	180–220 SEK
Payback Goal	< 60 days	< 60 days

Notes: Payback driven by first order + early repeat in cleaning/garden/pool. Take rate ramps later with add-ons.

Lean Hiring Plan (12 months)

Role	When	Cost/mo
Senior Full-stack Dev	M1	€4,500
Frontend Engineer	M2	€3,500
Sales (2) — ES & SE	M3–M4	€5,000
Customer Service (2)	M3–M4	€4,000
Performance Marketer	M2	€3,000
City Ops (part-time)	M4	€1,200

Founders cover product, ops, finance. Hires are staged and contingent on channel CAC & SLA/CSAT gates.

CAC MODEL (TO 1K DAILY ORDERS)

- **Blended CAC targets:** ES €16–20 · SE 180–220 SEK.
- **Channel mix (launch):** Search/LSA 45%, GMB/SEO 25%, Partnerships 20%, Referrals 10%.
- **Payback:** <60 days with 60% (ES) / 55% (SE) 60-day repeat; upsell via add-ons & subscriptions.
- **Quality guardrails:** pause channels if CSAT < 4.6 or on-time SLA < 92% rolling 14d.

3-YEAR FINANCIAL PROJECTION (10% TAKE RATE)

YEAR	ACTIVE CUSTOMERS	GMV (€)	REVENUE (€)	EBITDA MARGIN
2026	1,200	€280,000	€28,000	-30%
2027	9,000	€5,600,000	€560,000	~0%
2028	24,000	€15,800,000	€1,580,000	+15%

Assumes ES & SE launch 2026; expansion 2027. Take rate 10% with add-ons/subscriptions improving ARPU over time.

Use of funds (€250k): Growth (€120k), Team (€85k), QA & Final Dev (€45k).
Planned burn: ~€18k/mo avg → projected runway to Nov 2026 (subject to hiring gates).

WHY *NOW*

Timing advantages we're leaning into.



Premiumisation

Affluent homeowners expect on-demand convenience and verified quality.



Trust & Compliance

EU norms favour insured companies over casual labour.



Cross-Border Demand

Expats & second-home owners want one trusted brand across countries.

ROADMAP & *MILESTONES*

What this round gets us to.

Milestones & Reporting Timeline

On Track

● Dec–Jan · Closed Beta Done 60 users

● Feb–Mar 2026 · Provider Onboarding In Progress

● Apr 2026 (ES) · Public Launch Next

● May 2026 (SE) · Sweden Launch Queued

Transparency: Monthly investor updates include spend, provider signups, retention, and quality stats.

ROADMAP & *MILESTONES*

What this round gets us to.

Foundations in Place

✓ MVP Complete Dec 2025

🛡️ Verification Policy

🔗 QA Plan

📄 **Legal entities:** Door2Day SL (ES, Oct 2025), Door2Day AB (SE, Nov 2025).

💰 **Founder investment:** €204,000.

📱 **MVP:** Customer, Provider & Admin portals. Stripe (test) active.

👥 **Beta:** 60 users (Dec 2025 – Jan 2026).

🏠 **Onboarding:** Providers Feb–Mar 2026 (Marbella & Stockholm).

INVESTMENT & *FINANCIALS*

USE OF FUNDS (€250,000)

Acquisition budget (CAC targets above)	€120,000
Team & Support (staged hiring plan)	€85,000
QA & Final Dev	€45,000



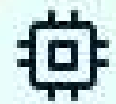
12-MONTH OUTCOMES

- **Runway:** to Nov 2026 with disciplined burn.
- **Seed gate:** €50k MRR or 1k daily orders with stable CSAT & on-time SLAs.

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TECHNOLOGY & *PARTNERS*

TECH STACK



Core

Next.js · Laravel · MySQL · AWS · Stripe · Google Maps



Capabilities

Onboarding · Approvals · Dynamic pricing · Add-ons



Trust

License & insurance verification · Dispute flow · CSAT

MVP complete Dec 2025

TECHNOLOGY & *PARTNERS*

STRATEGIC & VERIFIED PARTNERS



RISKS & MITIGATIONS

Cold-start supply

Hard to guarantee quality without enough providers.

Mitigation: companies-only onboarding, minimum docs, staggered category launch, pay-for-performance boosts.

Product reliability

Scheduling/payments must be flawless.

Mitigation: closed beta, error budgets & incident logs, Stripe fundamentals before scale.

Operational consistency

Standards drifting between cities.

Mitigation: city playbooks, quarterly audits, CSAT-linked incentives, de-listing policy.

Regulatory variance

Different tax & labour regimes per country.

Mitigation: companies-only supply, invoicing compliance, local counsel before expansion.

FAQ

Are you a marketplace?

No “anyone can sign up.” Only verified companies. We run pricing, vetting, routing and service standards.

How do you make money?

Take rate on completed jobs + repeat subscription services (weekly/bi-weekly cleaning & facility routines).

How do you keep quality high?

Companies are re-verified, GPS arrival tracked, and scored on timeliness and CSAT. Low performers are removed.

What does success look like?

Same-day fulfillment, >40% repeat rate, and 1,000 daily orders across Spain + Sweden. Seed unlock at €50k MRR.

WHY WE'RE BUILDING DOOR2DAY

The problem is real – and fixable

The home services market is broken: no-shows, inconsistent quality, and zero accountability — we've lived it as operators and customers.

- No-shows and last-minute cancellations
- Inconsistent quality with weak remediation
- Unverified providers and opaque pricing
- No unified, enterprise-ready platform for B2B clients

The MVP is complete. The team is ready. The market is waiting.



We're setting the standards that should have existed all along. With your investment, we won't just enter the market – we'll define it.

— Ibrahim Qatanani, Founder & CEO



INVESTMENT OPPORTUNITY

Clear pre-seed terms & goals.

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