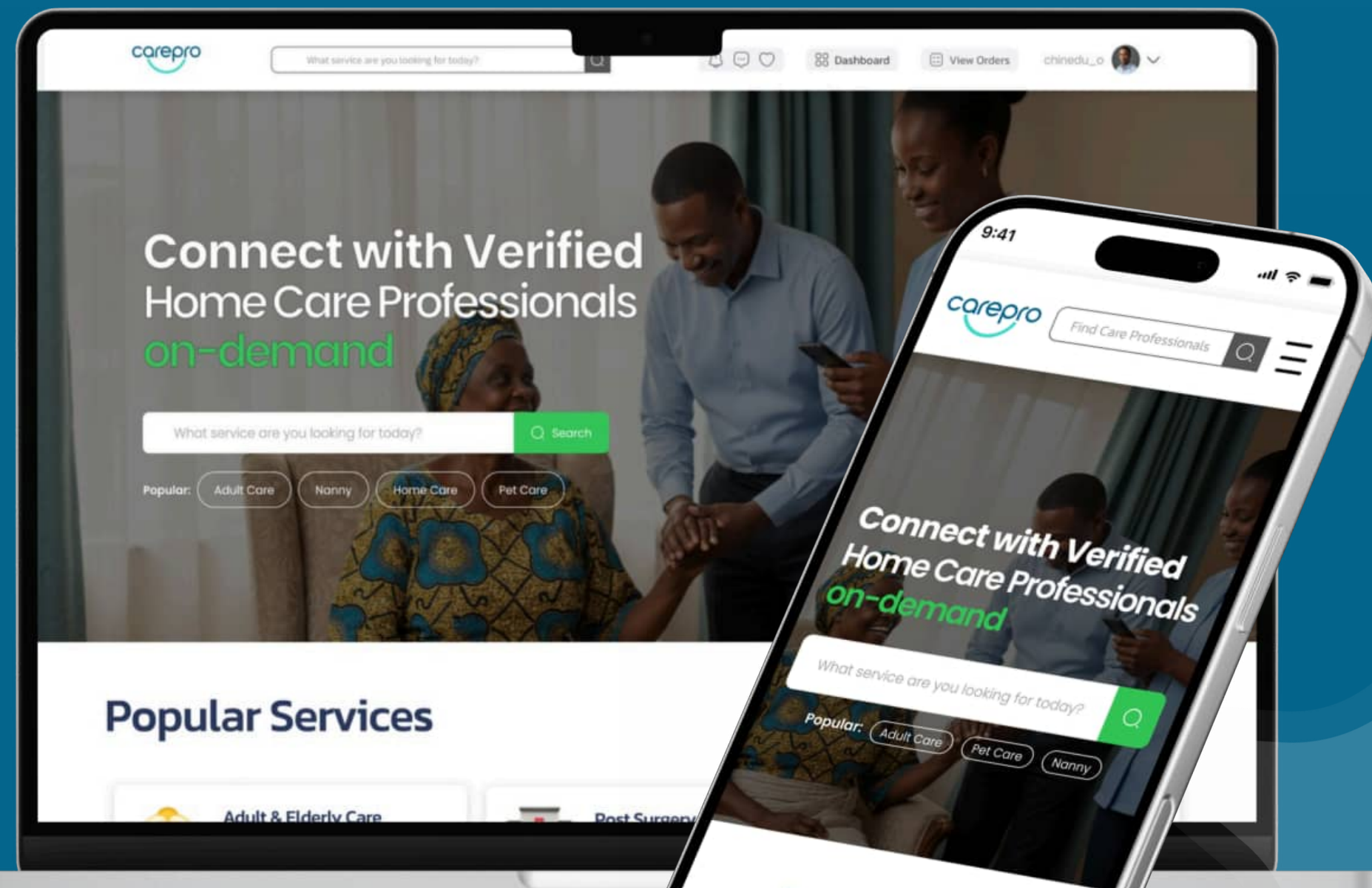




Connect with trusted Home Care Professionals



carepro

Product Overview

- **Product:** Carepro
- **Market Category:** HealthTech / Care Marketplace
- **Launch stage:** MVP

The Problem & The Gap

The Home Care sector in Nigeria today is:

- Fragmented, informal, and trust-dependent
- Difficult for families to coordinate reliably
- Limiting for Home Care Professionals who lack visibility, credibility, & stable income

The Gaps

- No centralized, trusted platform for care services
- Poor verification & credential transparency
- Limited choice, flexibility, & scheduling control
- Home Care Professionals lack platform to market themselves, build reputation, & grow income

Families want **peace of mind**,
Home Care Professionals want **sustainable job**,
but the current system offers neither at scale.

Current Solution

Today, home care is often sourced through:

- Informal referrals (friends, neighbors, word of mouth)
- Agencies with high fees & rigid structures
- Classified ads or social media groups with low trust
- Offline processes with little transparency or accountability

These solutions are slow, unreliable, expensive, & difficult to verify.

The Solution – Carepro

CarePro is a digital home care platform that connects individuals & care representatives with trusted, vetted, & verified Home Care Professionals.

What CarePro offers (Product)

- Verified & certified Home Care Professionals
- Secured Hiring & Payments
- Reviews, ratings, and trust signals
- In-app messaging & coordination
- Empowers Home Care Professionals with visibility, flexibility, & earning potential

Value created

Clients get **clarity, safety, and peace of mind**, **Home Care Professionals get visibility, credibility, & income growth.**

The Result: Safer care for clients, sustainable income for Home Care Professionals, & a scalable platform for the care industry.

CarePro turns caregiving into a structured, professional, & scalable service economy.

Who It's For

Client End

- Families coordinating elder care
- New mothers (medical & non-medical postpartum care)
- Post-surgery patients
- Parents needing childcare
- Busy households needing domestic or pet care

Home Care Professional End

- Nurses & health aides
- Elderly & disability support Home Care Professionals
- Childcare professionals
- Domestic & pet care providers

Why Now?

- Urban families increasingly need at-home care
- Dual-income households lack support systems
- Post-hospital recovery is shifting homeward
- Informal caregiving lacks structure & accountability

CarePro formalizes a large, existing demand with technology & trust.

Business Model

CarePro operates a marketplace model similar to Fiverr, purpose-built for care services.

How Carpro Works

- **Home Care Professionals** list care services as bookable gigs.
- Clients browse Service , compare, & hire Home Care Professional directly on the platform.
- Care is delivered at client's location.
- Payments are completed securely through CarePro

Revenue Model

- **20%** commission on every completed session
- **10%** platform fee on first hire (amortized)

CarePro revenue per client (monthly):

- **Commission:** ₺20,000
- **First-hire fee** (amortized): ~₺833

Total: ₺20,833 / client / month

Go-To-Market & Growth

Marketplace-Driven Growth Strategy

Launch & Scale

- **Supply-first:** Onboards & verify Home Care Professionals in Lagos through, Digital Marketing, partnerships & Home Care Professional communities, with certified profiles & ready-to-publish service gigs.
- **Demand activation:** Target urban families using trust-led messaging
- **Liquidity loop:** Drive repeat marketplace activity by turning completed bookings into reviews, using reviews to boost Home Care Professional visibility, & increasing bookings through rebook flows—creating a self-reinforcing growth cycle.

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The Company Behind CarePro

CodeSquare Limited is a product design & engineering company focused on building scalable digital platforms across web and mobile.

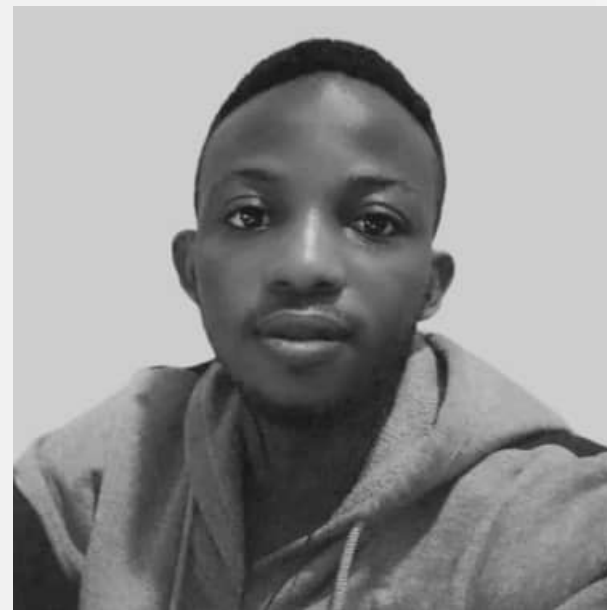
The Team



Oluwasegun Idowu
Managing partner



Victor Gwatana
Co-founder, Design & Strategy Lead



James Fadeyi
Co-founder, Senior Developer



Micheal Faniyi
Co-founder, Data & Research



Enoch Aina
Operations officer

Growth Assumptions (Year 1)

Market Scope

- Geography: **Lagos only**
- Target clients: **300–500**
- Target Home Care Professionals: **300–500**

(Focused, single-city validation before expansion)

Pricing & Usage Assumptions

- Price per session: **₦10,000**
- Average sessions per week (base case): **2.5**
- Sessions per month: **10**
- Average monthly client spend: **₦100,000**

Carepro Revenue Per Client:

- **Commission (20%):** ₦20,000/month
- **First-hire fee (amortized):** ₦833/month
- **Total:** ~₦20,800/client/month

Lagos Revenue Outcomes

Active Clients	Monthly Revenue	Annual Revenue
300	₦6.24M	₦74.9M
400 (Base)	₦8.32M	₦8.32M
500	₦10.4M	₦124.8M

Operations & Quality

A platform powered by operations

- Seamless client onboarding & service matching across medical & non-medical care
- Tiered Home Care Professional onboarding:
 - Fast onboarding for non-medical services
 - Certified assessment for medical & specialized care
- Continuous quality control through reviews, ratings, & performance monitoring
- In-app communication & issue resolution to protect trust

Outcome

- Reliable, repeatable care delivery
- Strong trust across service tiers
- Marketplace credibility that drives retention and referrals

Capital Ask

Capital is deployed to grow transactions, protect trust, & scale a high-frequency care marketplace, not to subsidize manual service delivery.

#100M

Goal:

Reach break-even in Lagos & prepare multi-state expansion

Investor Allocation

15% total equity, with flexibility for strategic partners

Use of Funds

- **Client & Home Care Professional acquisition (Lagos)**
- **Product automation (scheduling, payouts)**
- **Compliance & trust infrastructure**

Let's Build the Future of Home Care Together

Interested in partnering or investing?

Get in touch

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