

IIT Institute of Design

**Tara Flippin, Liz Jernegan, Veerapriya Veerasubramanian
Service Systems Workshop · Spring 2016**

Ready or not....



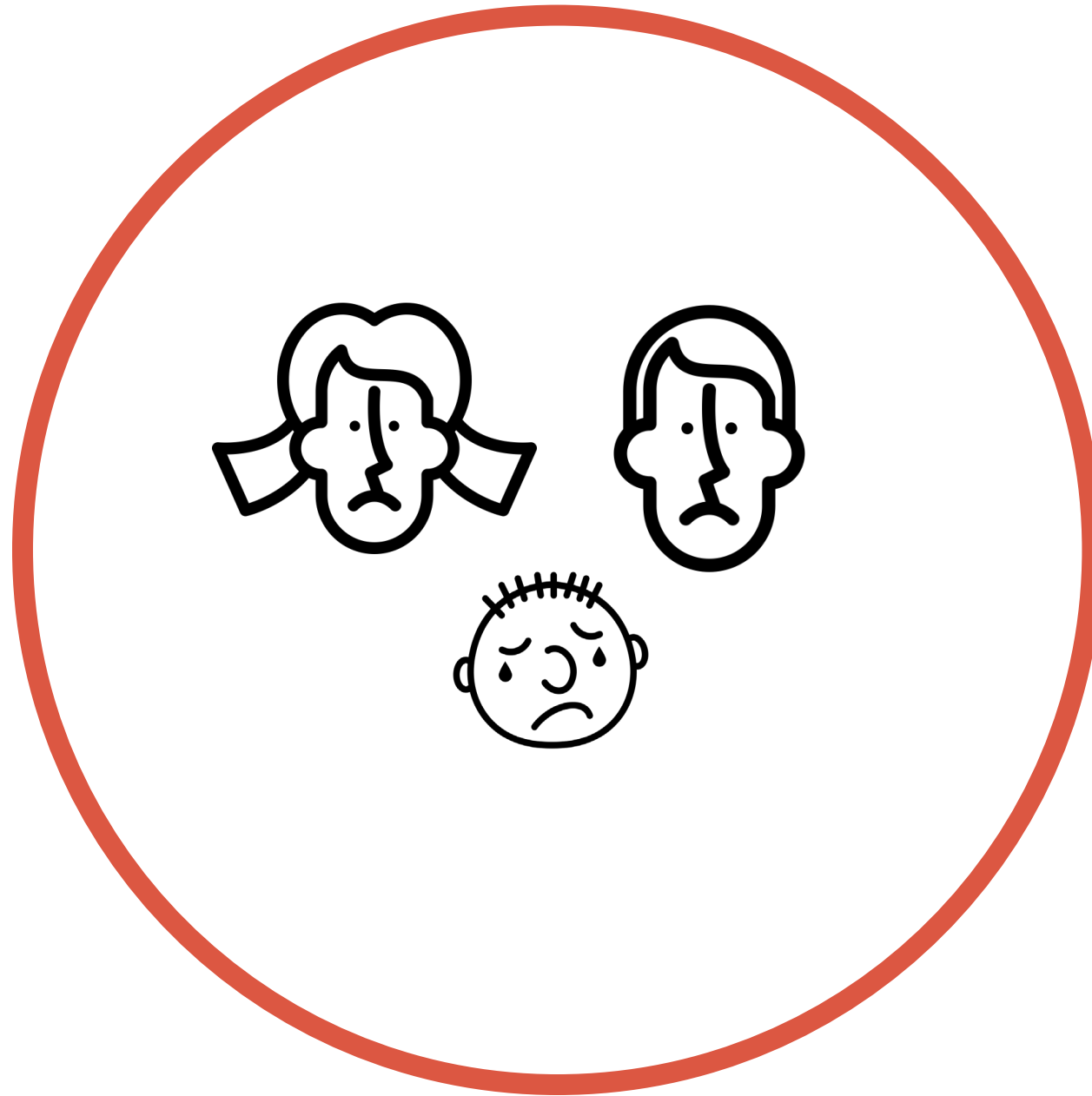
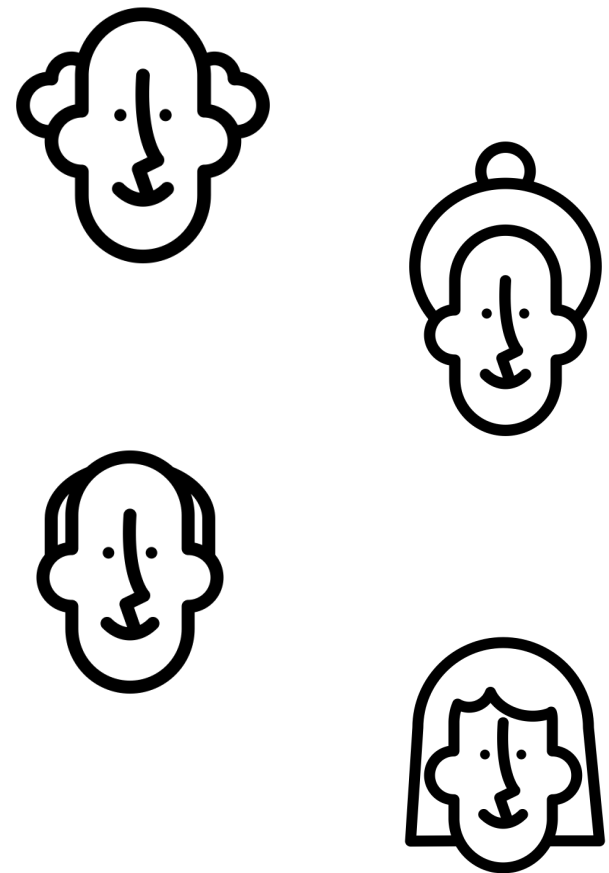
“ Having a baby is like a
natural disaster. ”

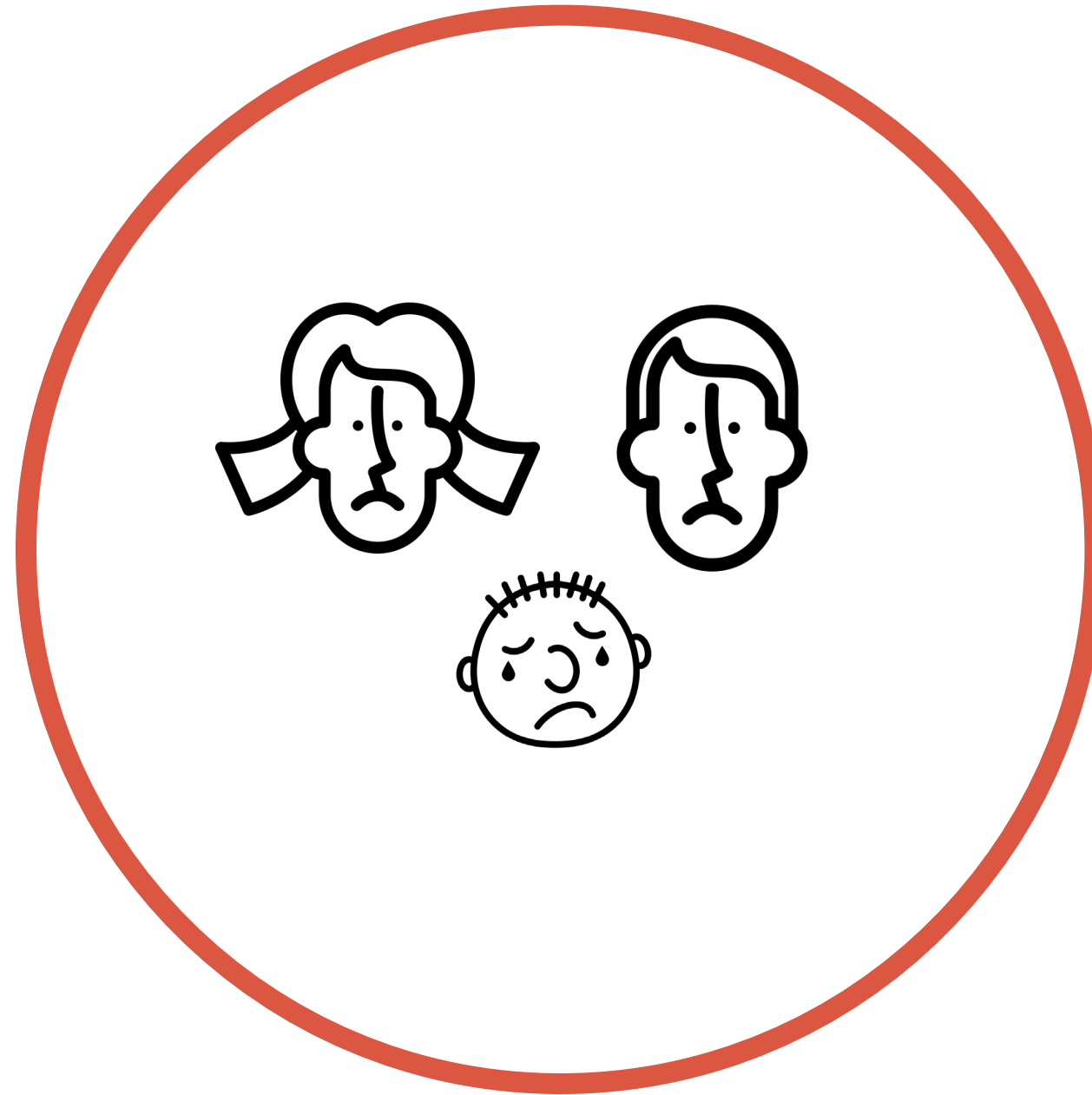
- Nathan, father of two

No matter how
prepared you are...

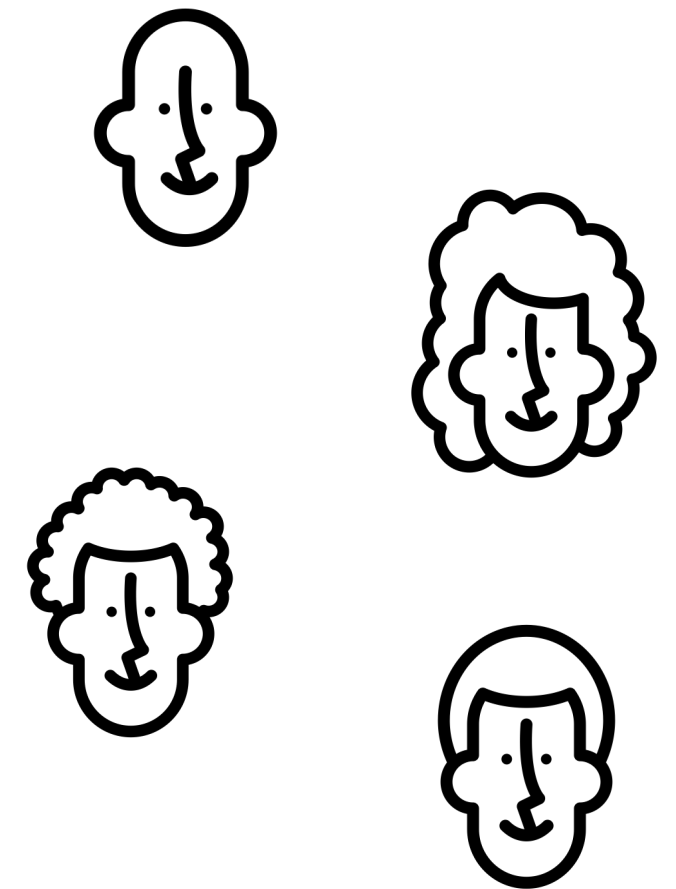


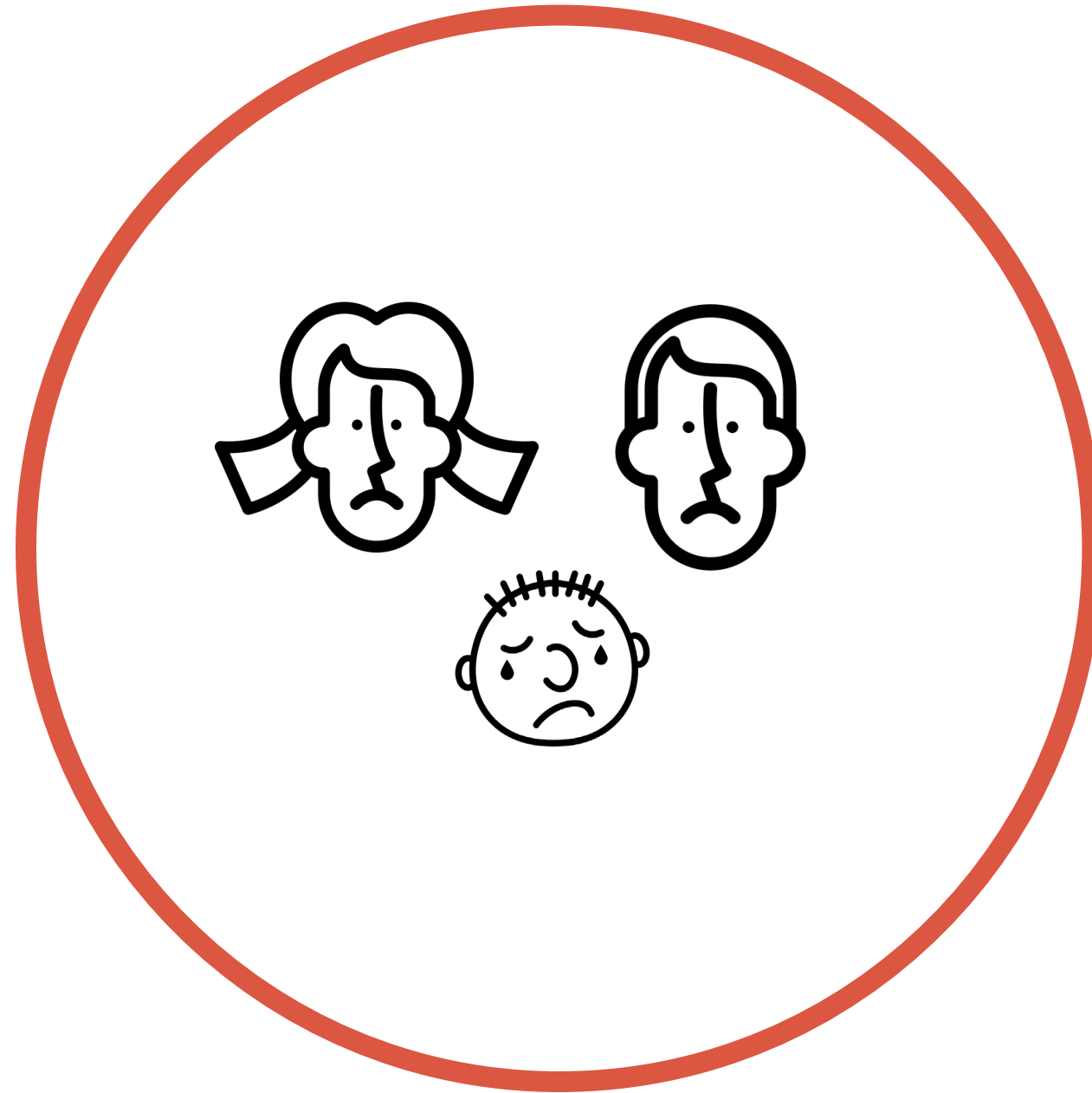
Family?

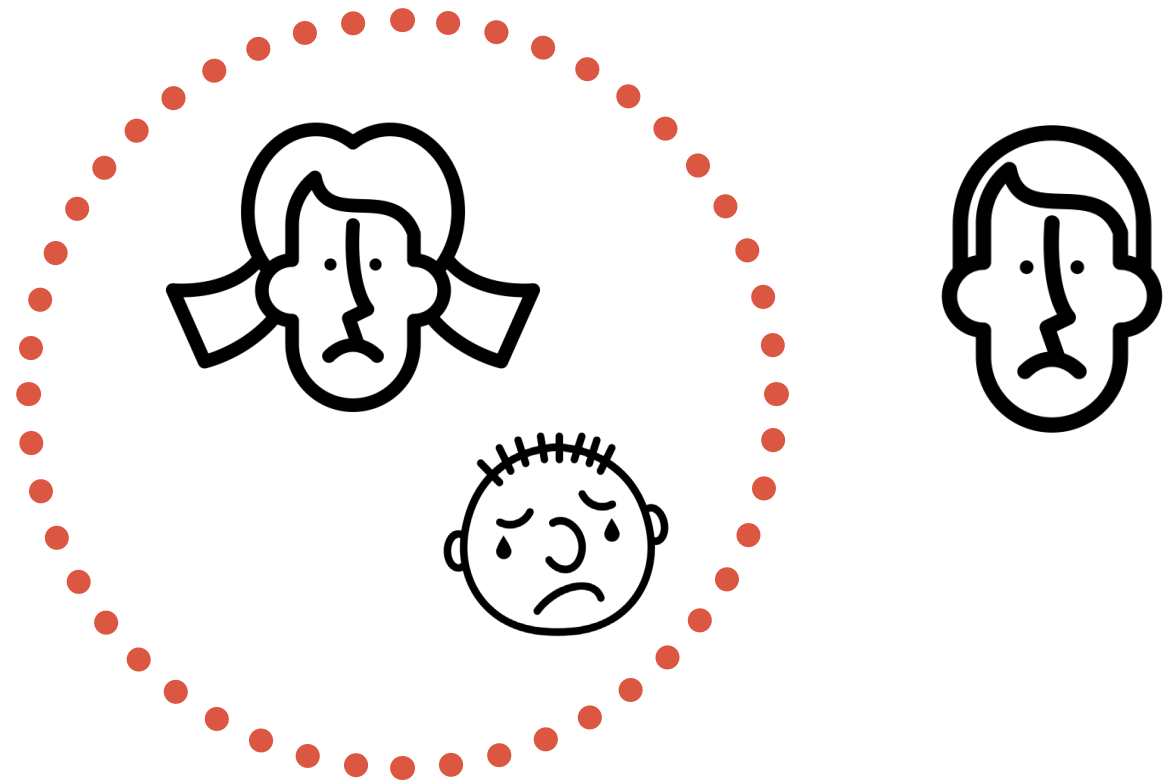




Friends?



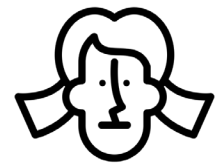




Prenatal



Postnatal



Hungry for information
Unconscious optimism
Physical challenges of pregnancy

Inundated with products and services
Under a great deal of pressure
Lack confidence and feel like a failure



Action oriented
Not big planners

Struggle to define their new role
Want to help but don't know how

Access to Services

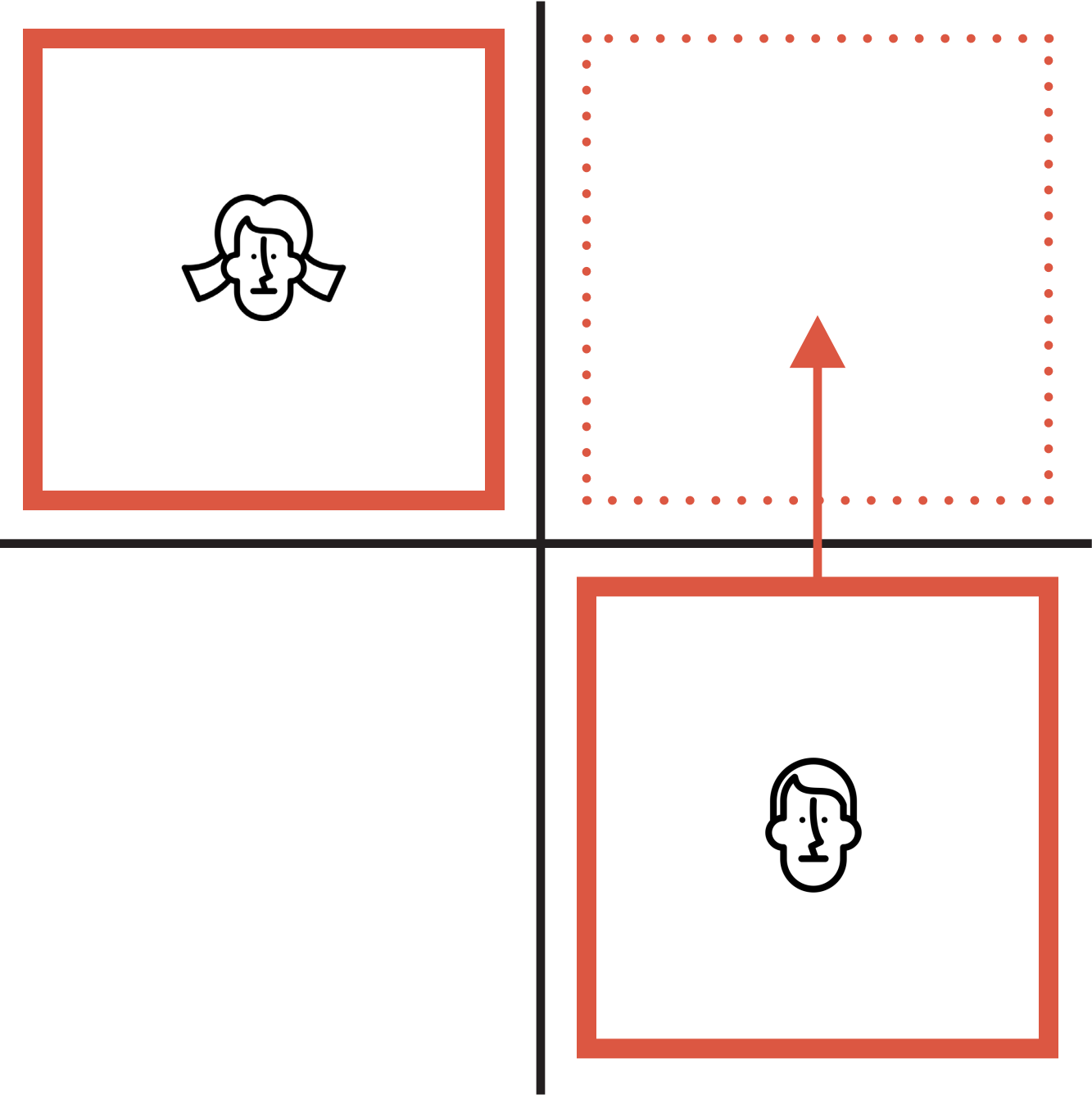
High

Available Time

Low

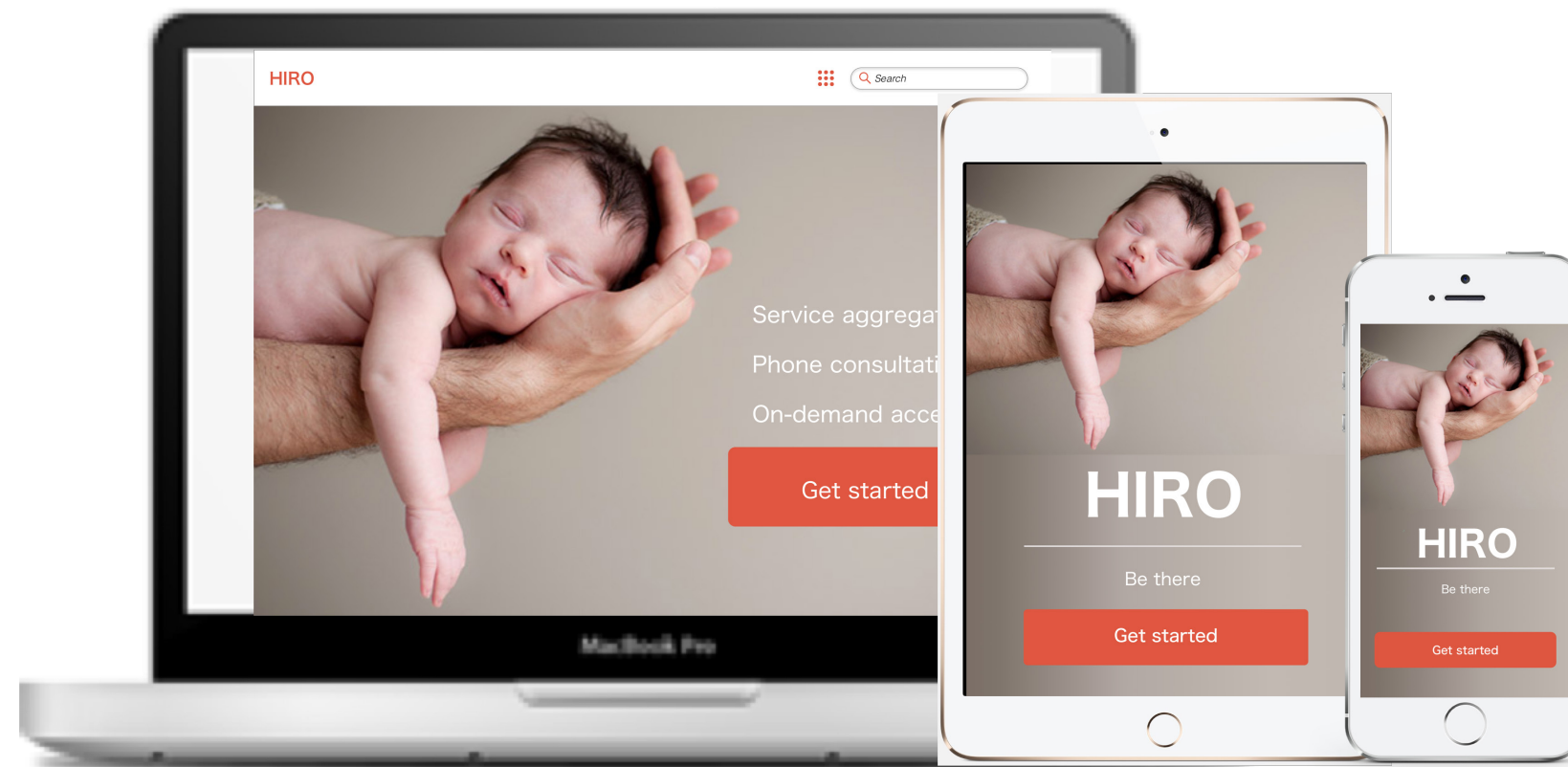
High

Low



HIRO

Giving dads **super powers**

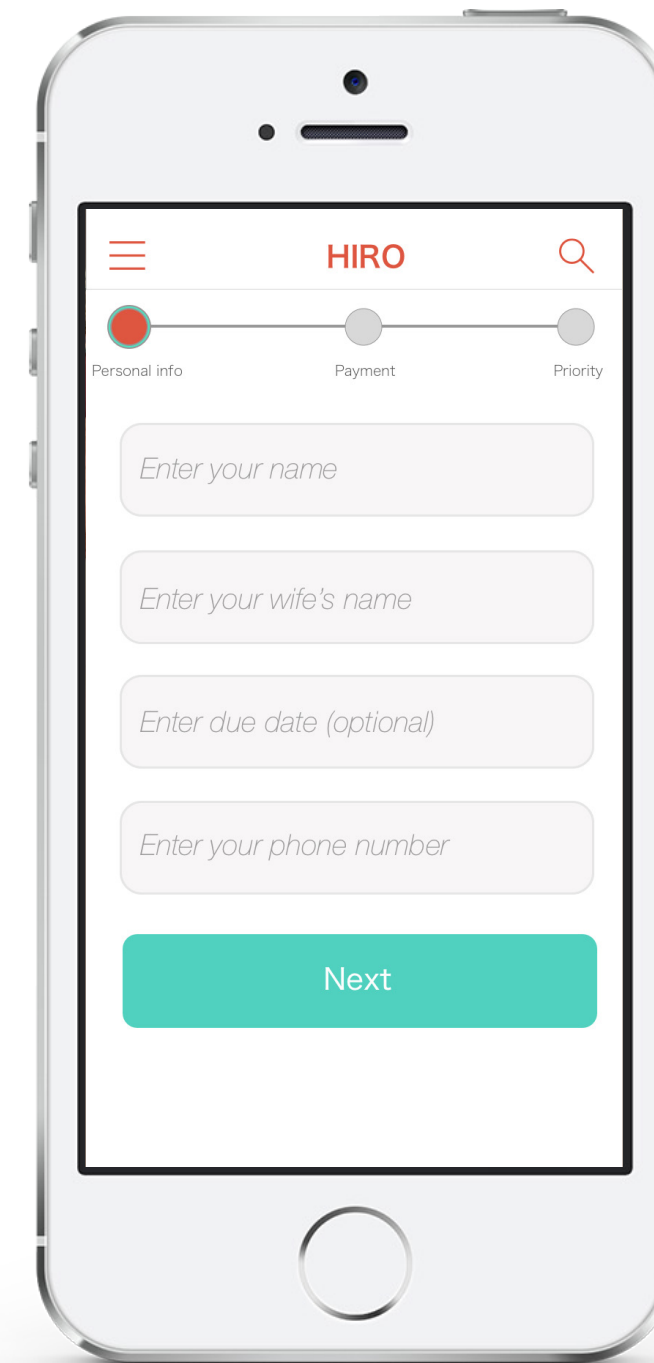


HIRO is an on-demand service aggregator that empowers dads to respond to their new family's challenges in real time



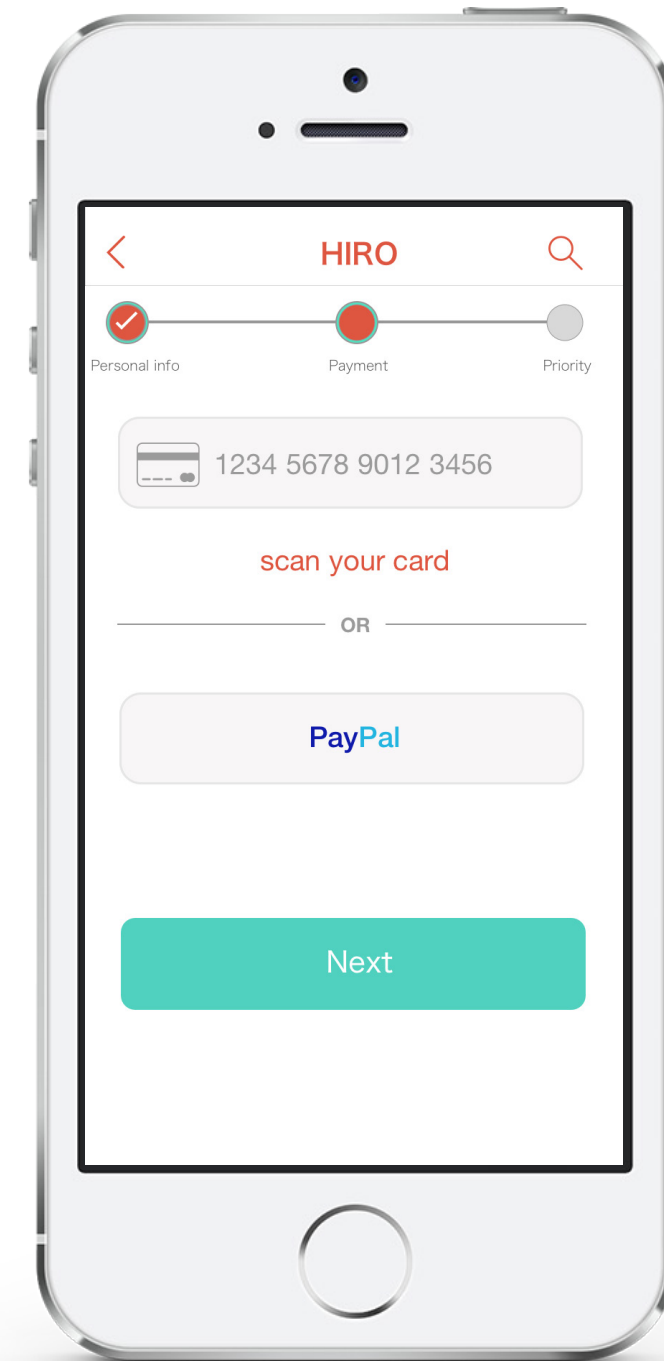
Getting to know your family

With your input, we tailor packages and notifications to your needs.



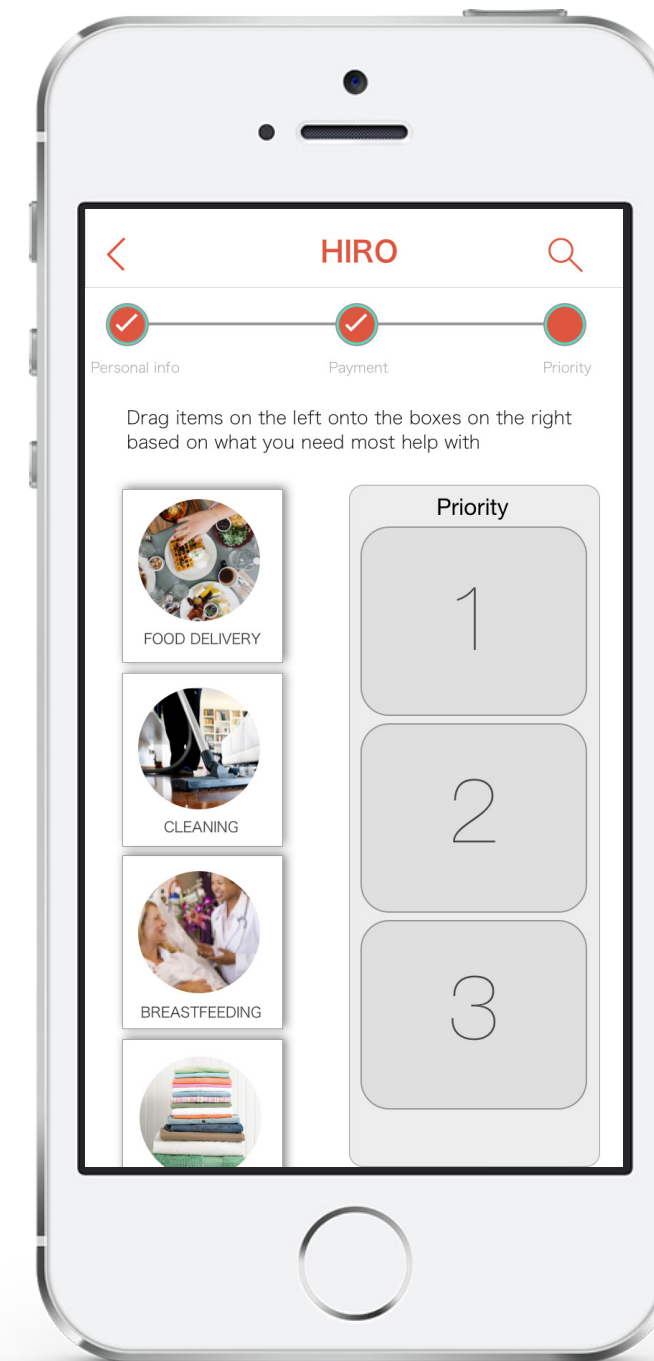
Facilitating easy payment

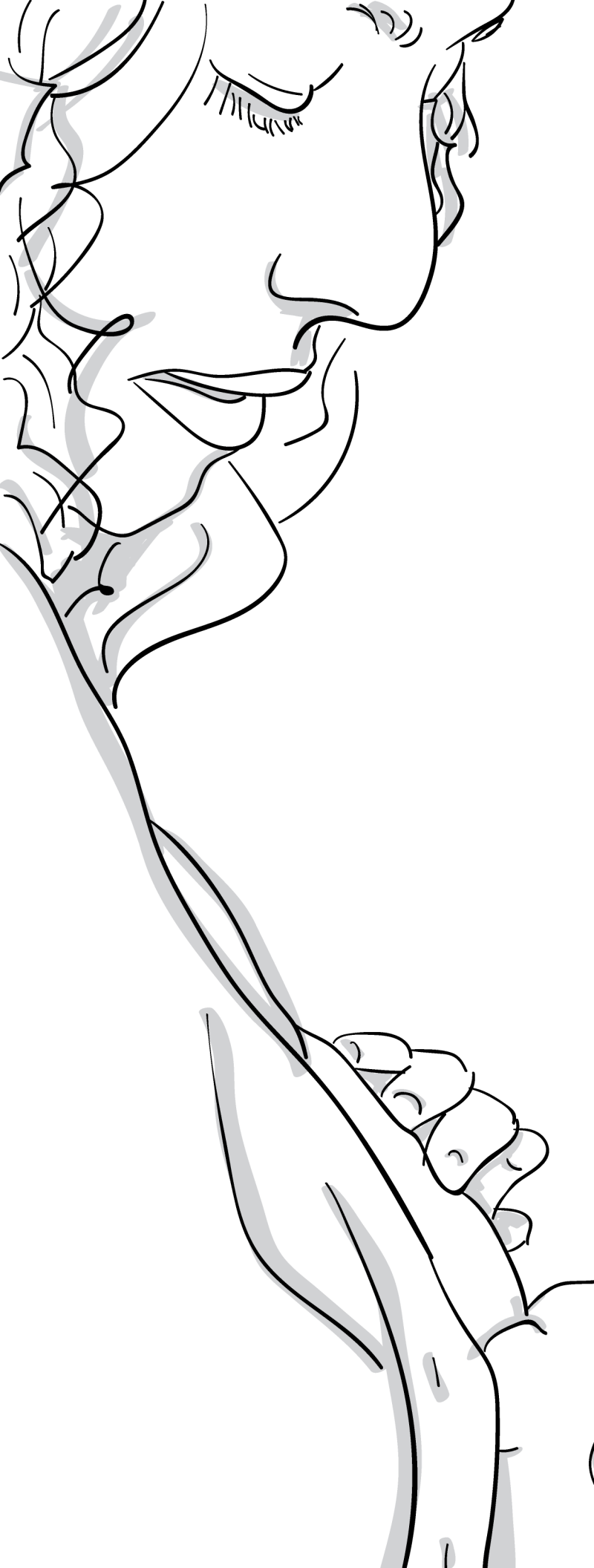
Set up your subscription and rest assured HIRO will be there when you need us most



Your priorities are our priorities

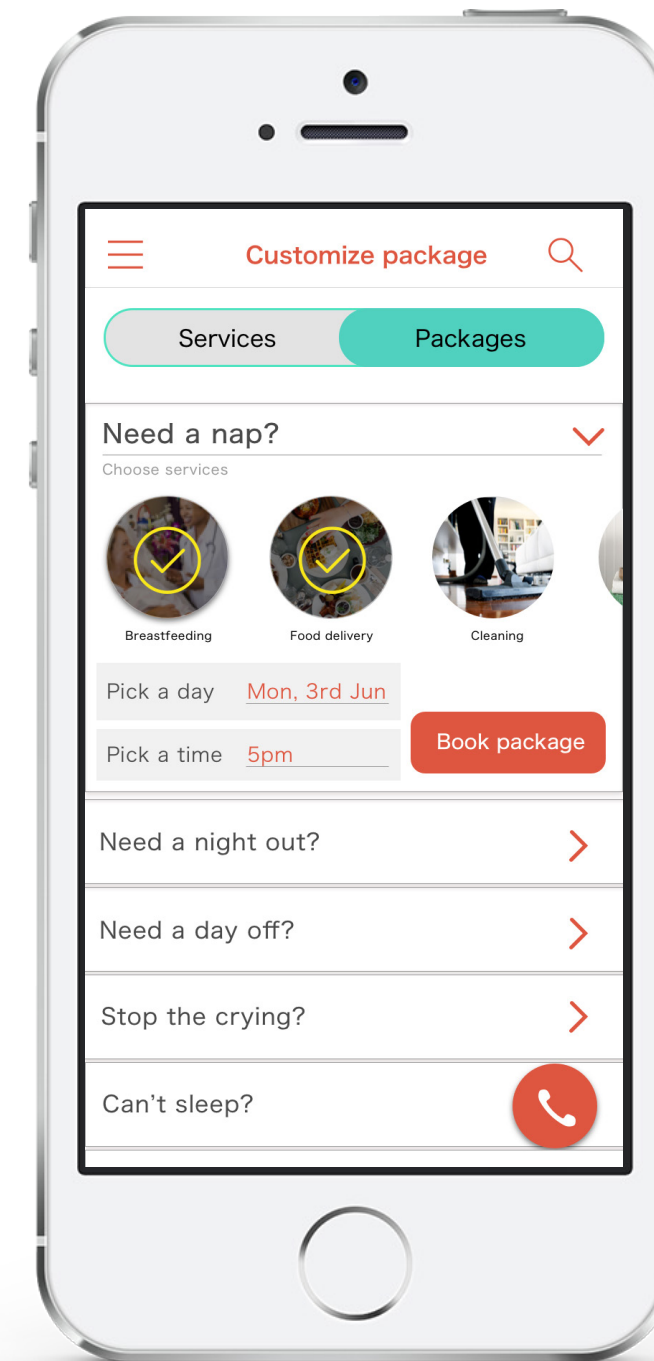
Packages are customized to address
your most critical issues





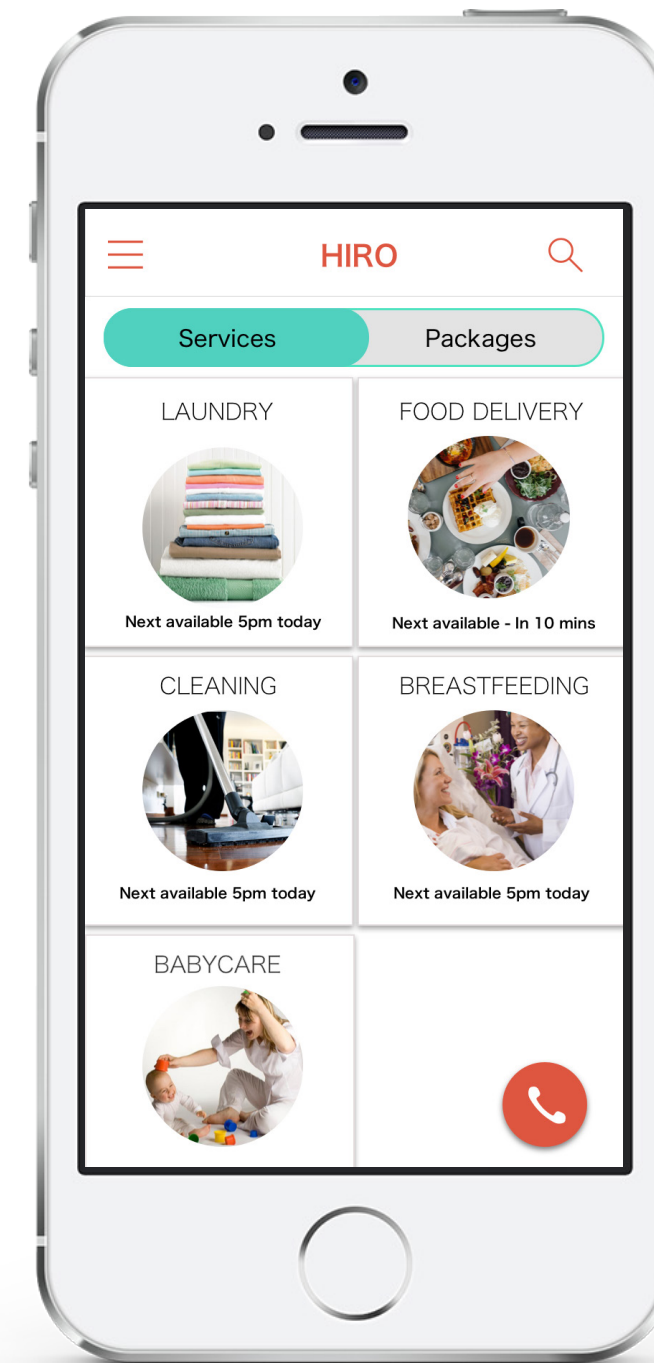
Custom curated service bundles

Organizing service packages to maximize impact and save time



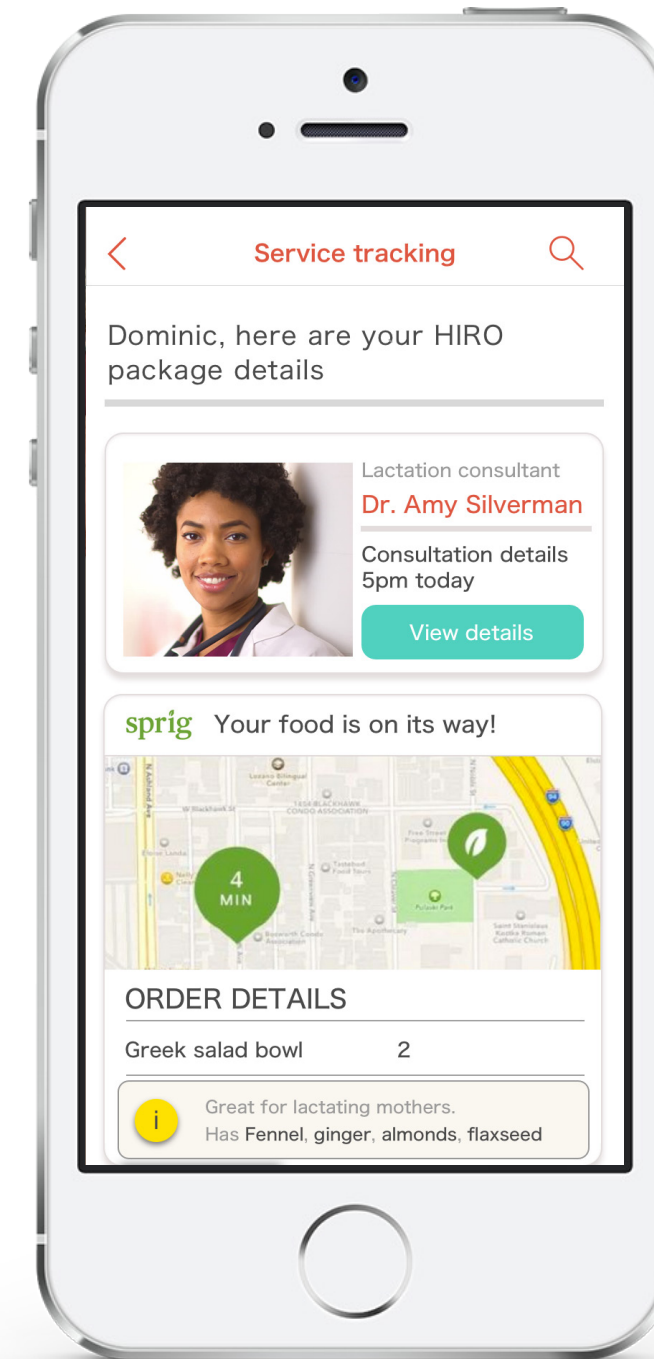
Individual service booking options

Enabling individual service booking for emergency needs



Track multiple services at once

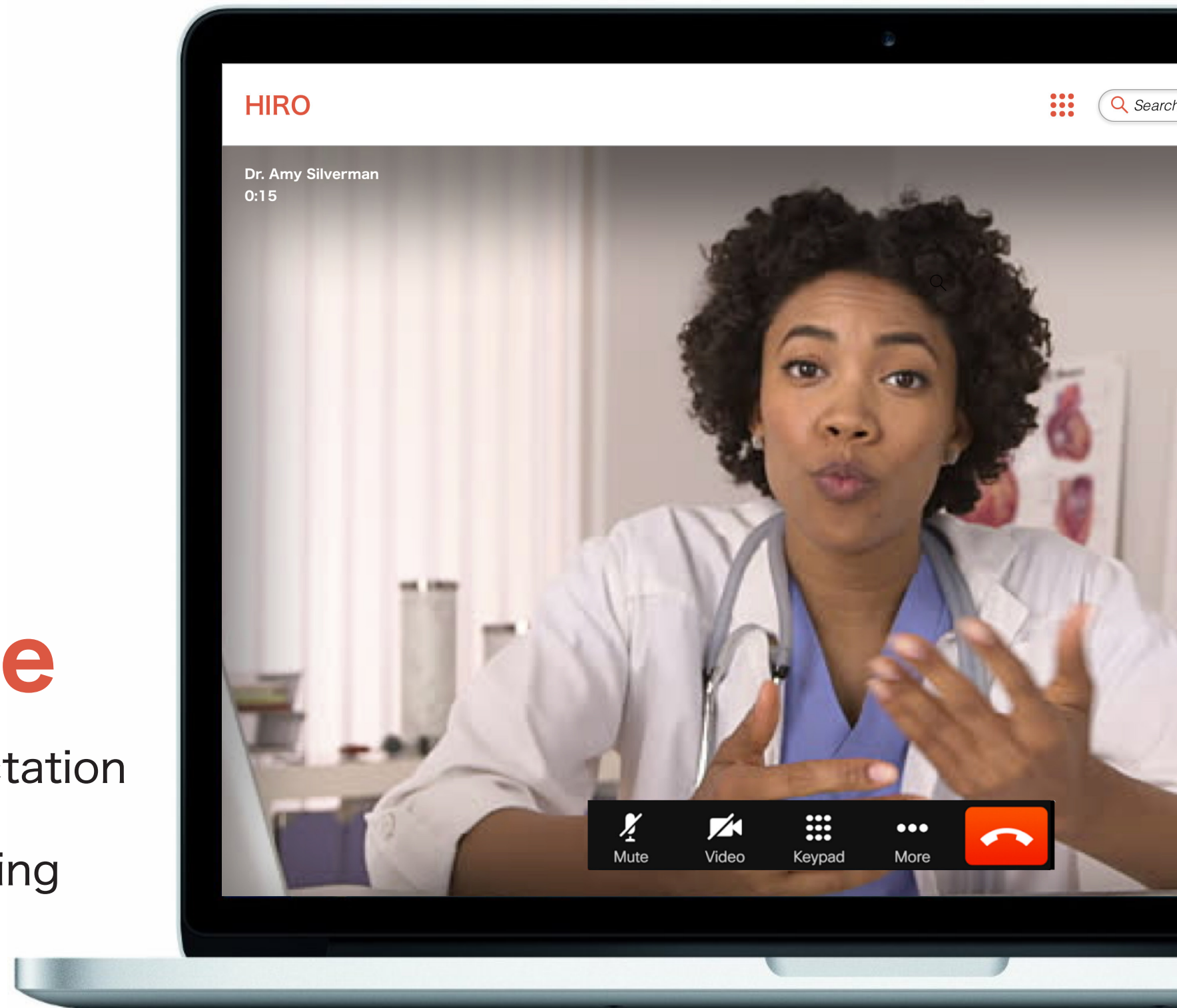
Receive status updates and communicate with providers through a single touchpoint





Remote access to expert advice

Professional consultation with lactation experts, physicians, nurses and therapists with follow up messaging

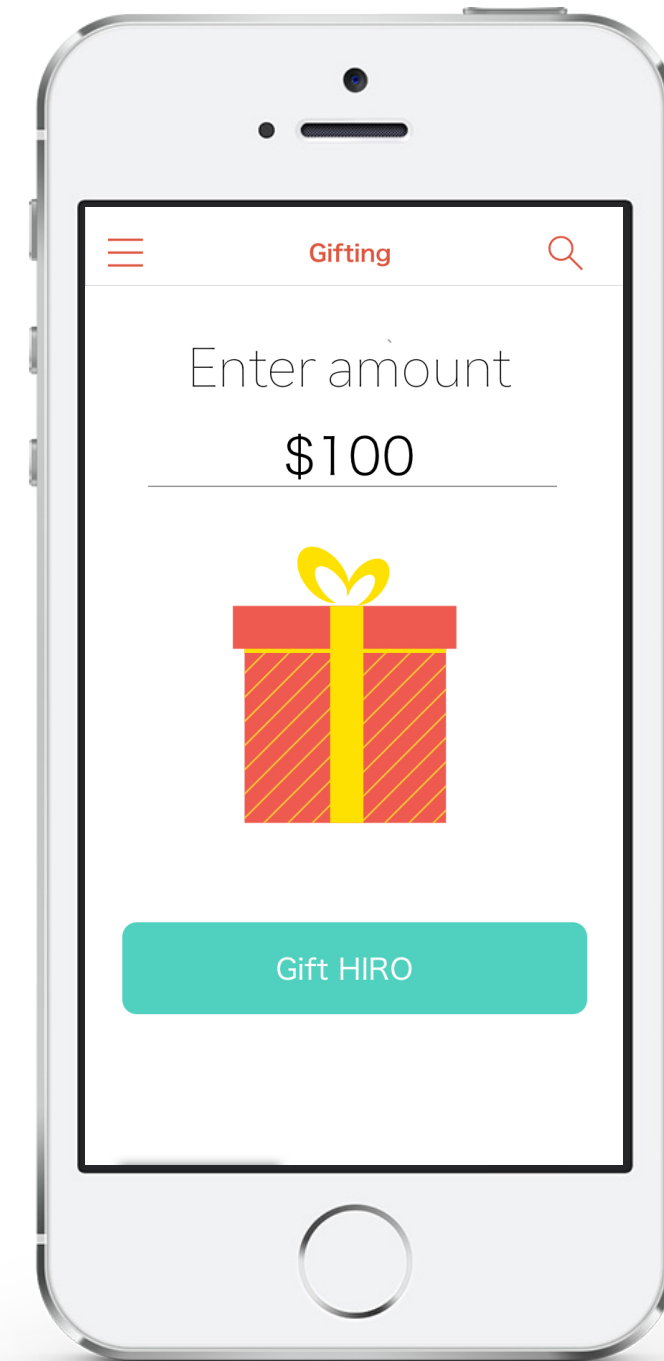


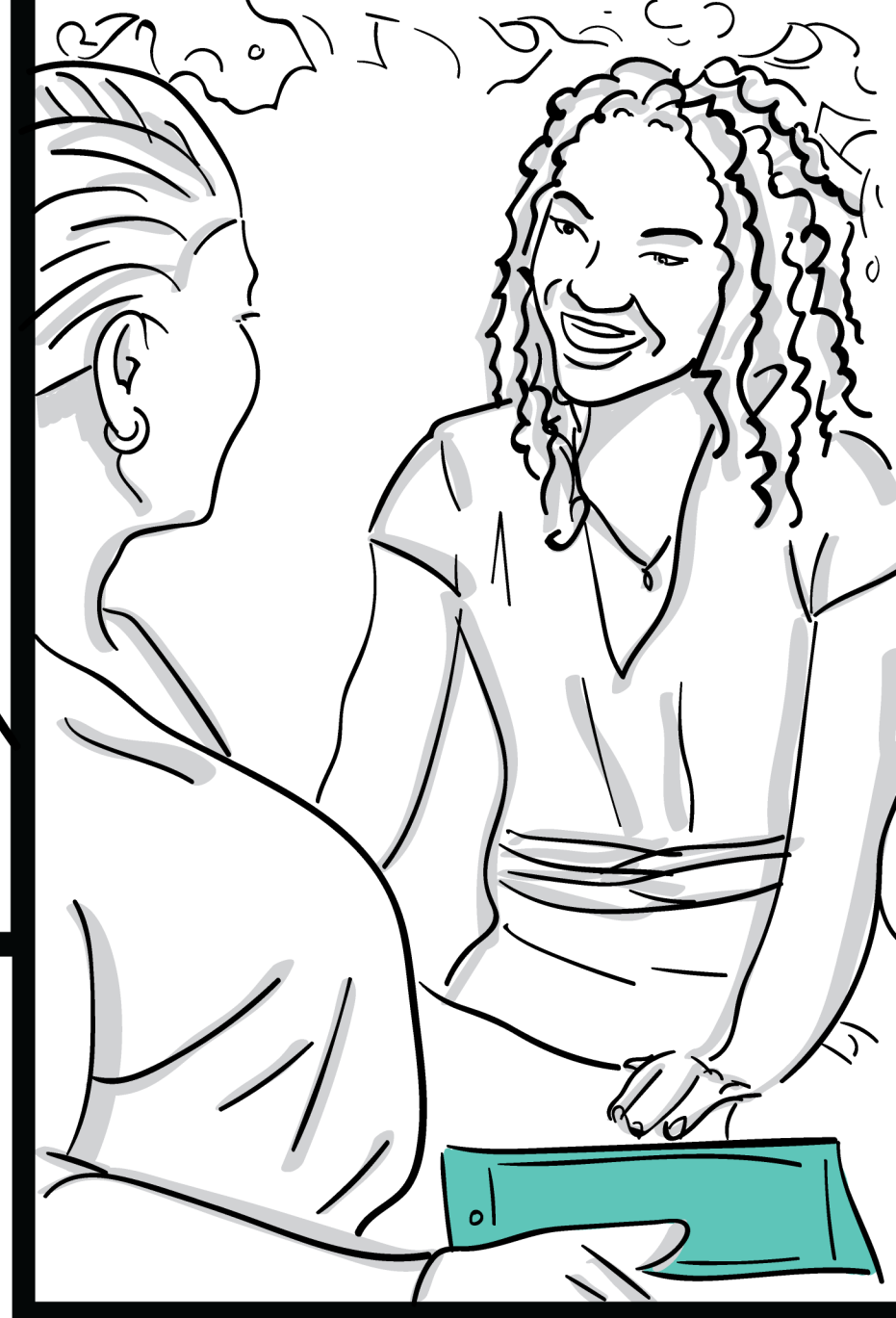
HIRO

Making **gifting** meaningful

Engaging your support network

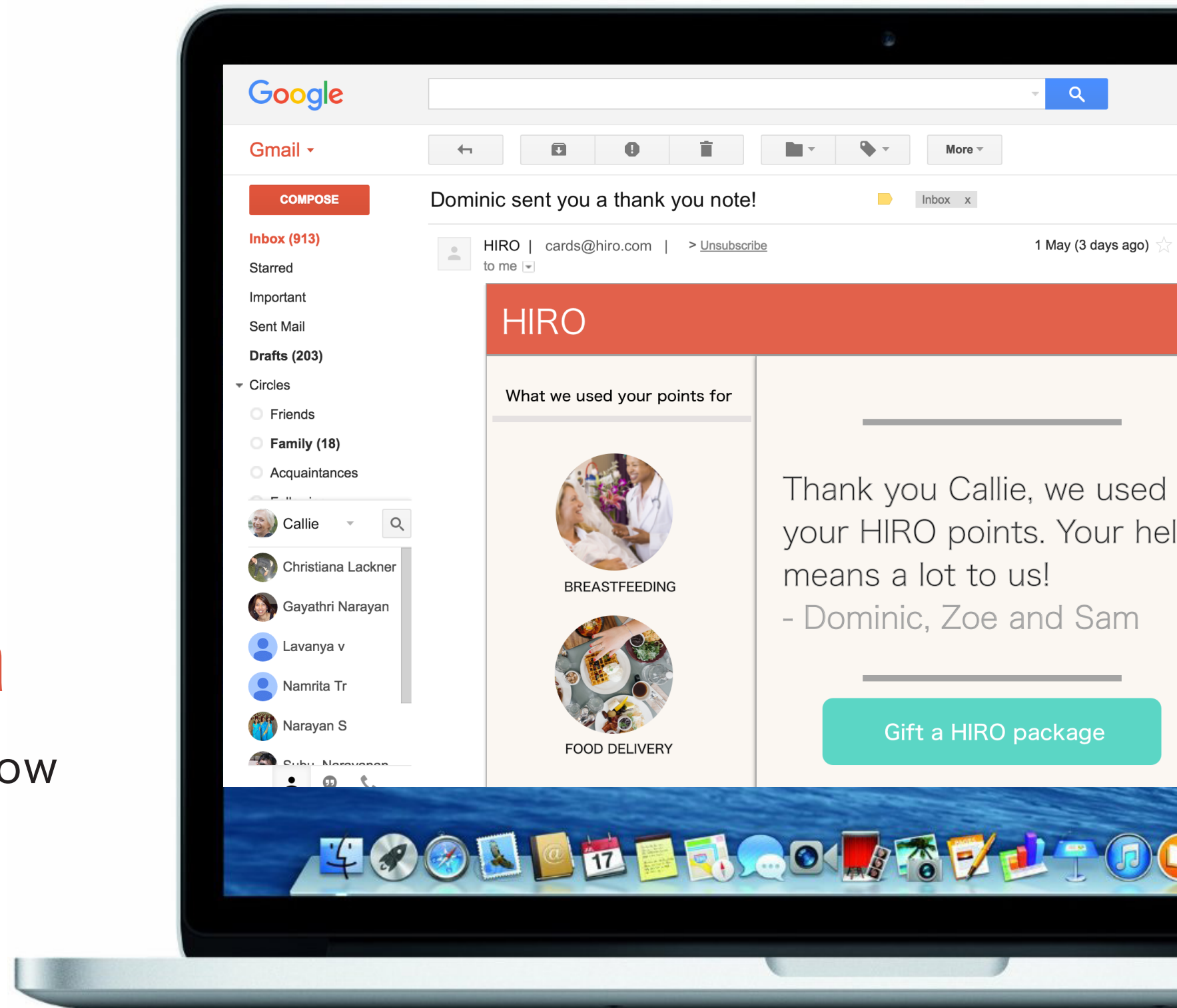
Providing the close community with meaningful gifting options





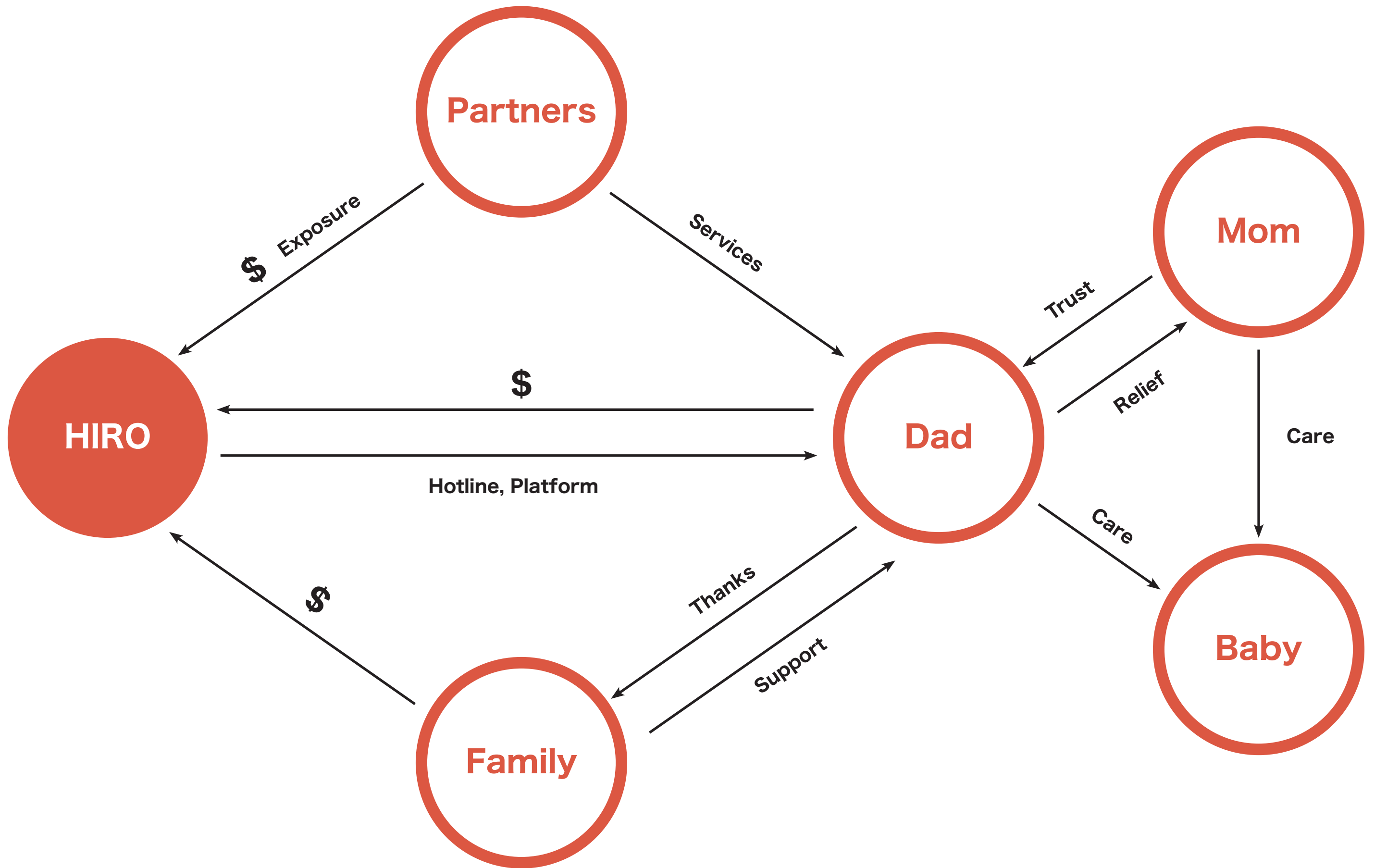
Streamlining communication

Thank gift givers and let them know what type of support you elected



HIRO

Generating **value**



- 3.8** Million births in the US
- 0** New on-demand services
- 3** Initial cities
- 2** HIRO package types

Year 1

New York	238,000
Chicago Area	68,900
Bay Area	86,159
.....	
Total Market	391,558
2 Parent Households	76%
Mid/High Income	52%
.....	
Segmented Market	154,744
Initial Market Share	5%
.....	
HIRO Subscribers	7,737

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	Description	Monthly Requests	People	Amount	Rate	Unit	Hours/Year	Annual Cost	Note
Annual Revenue									
	Standard Subscription		7,737	\$150			\$1,800	\$13,926,935	1 package/month (3 services)
	Upgraded subscription		1,934	\$150			\$1,800	\$3,481,734	25% upgrade to 2 packages/month
Annual Gross Profit								-\$1,030,224	
Annual Taxes								0	
Annual Net Profit								-\$1,030,224	-7%

	Description	Monthly Requests	People	Amount	Rate	Unit	Hours/Year	Annual Cost	Note
Fixed Costs									
	Office Space			\$90,000		3		\$270,000	
	Technology/Furniture			\$15,000		3		\$45,000	
	Marketing	3		\$60,000				\$180,000	
	Administrator	3		\$60,000				\$180,000	
	Partner Liason	3		\$55,000				\$165,000	
	App/web developer	3		\$100,000				\$300,000	
	UX Designer	1		\$80,000				\$80,000	
	Advertising			\$150,000		3		\$450,000	
	Platform development			\$100,000				\$100,000	
	Technology maintenance			\$100,000				\$100,000	
	Partner Initiation/Training			\$50,000				\$50,000	video production

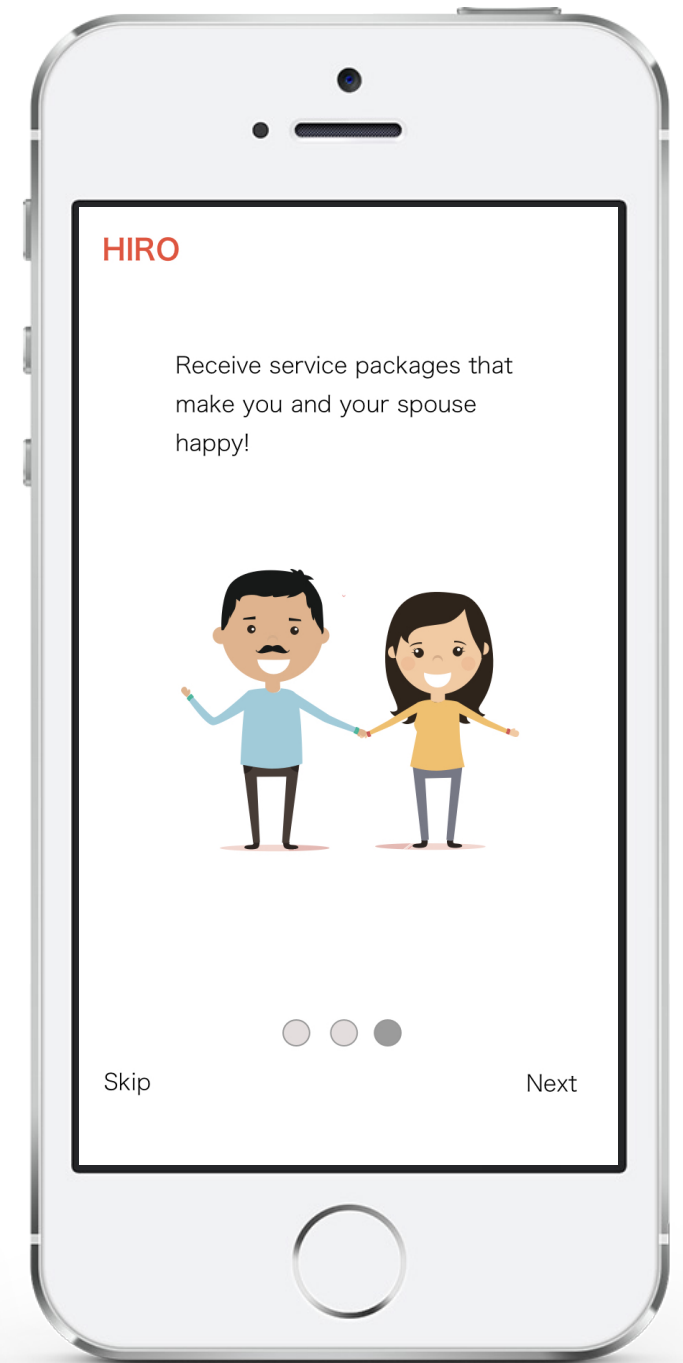
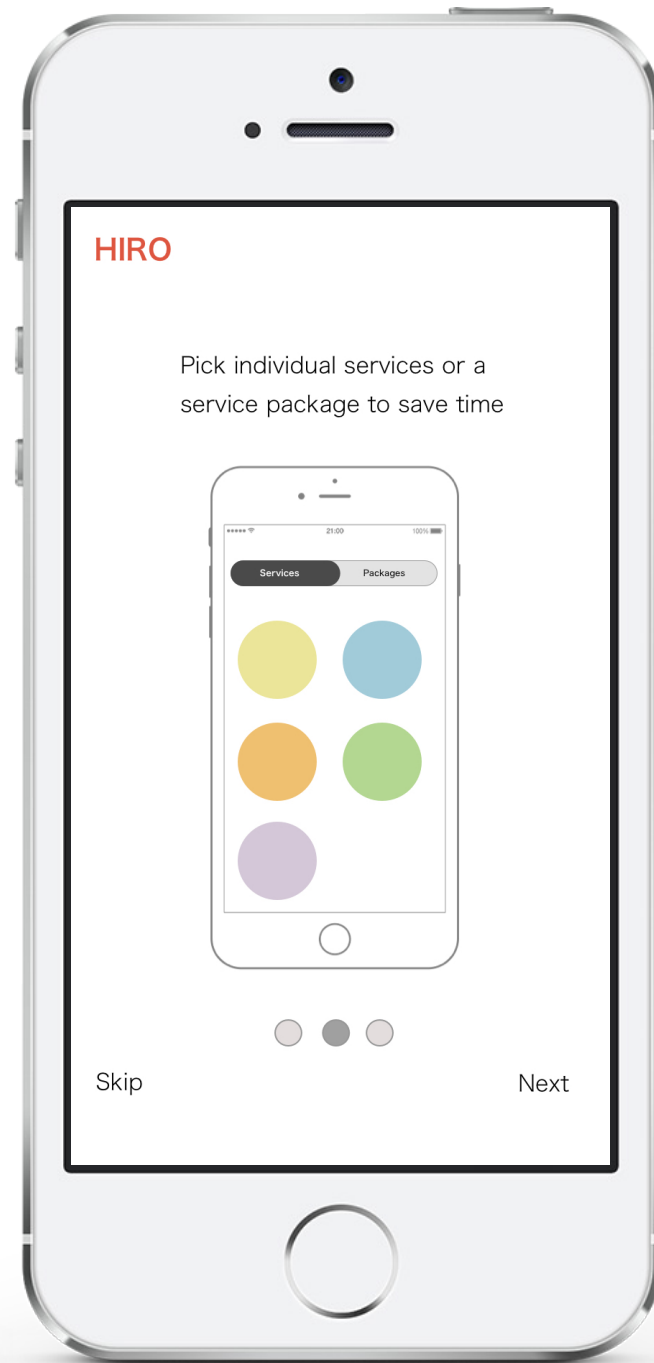
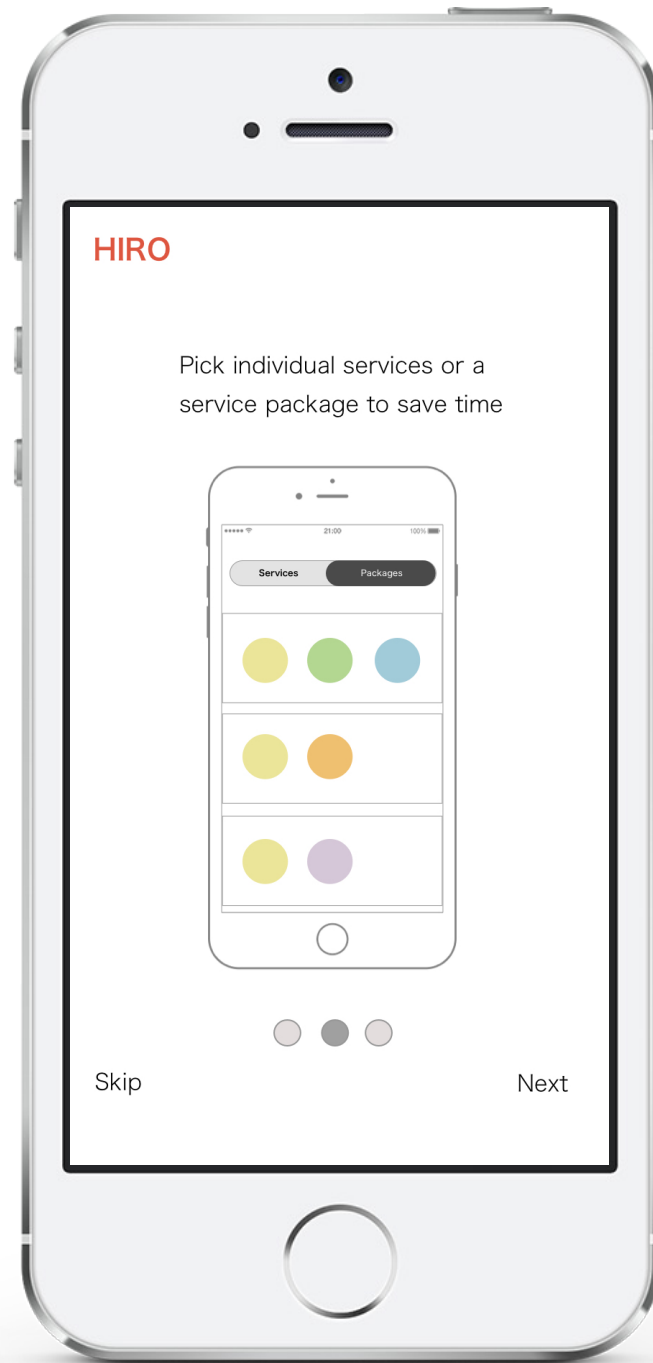
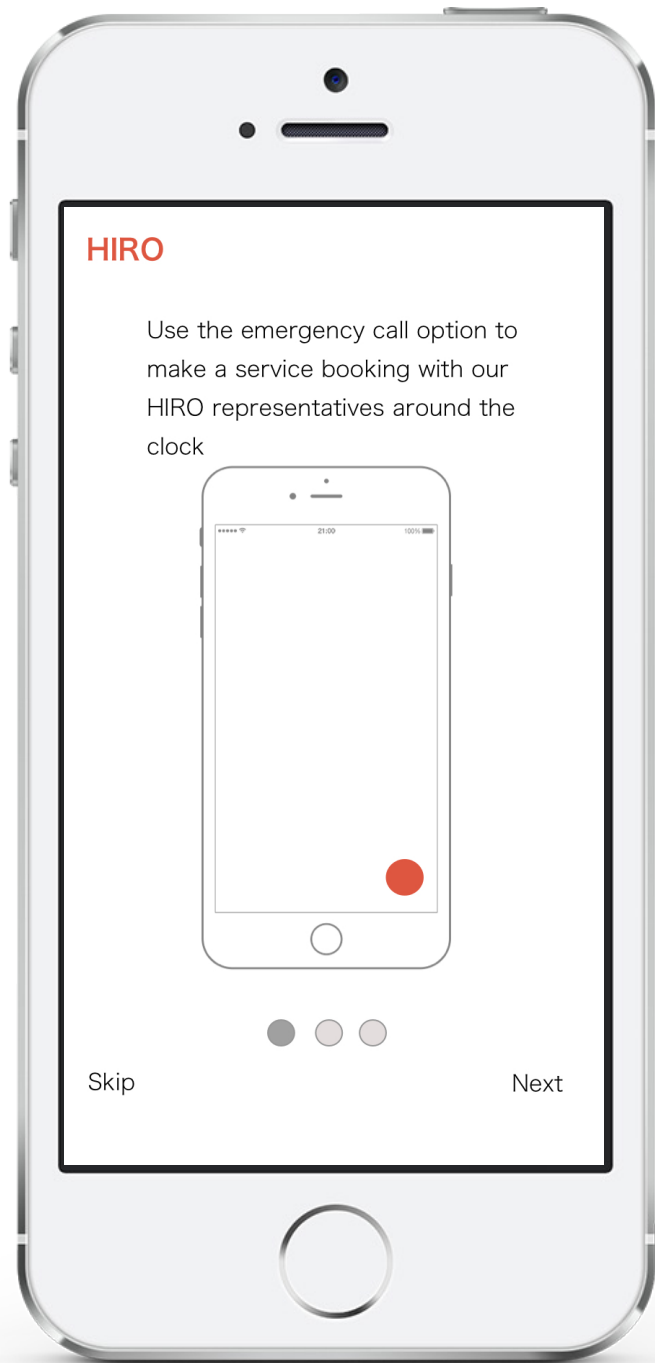
	Description	Monthly Requests	People	Amount	Rate	Unit	Hours/Year	Annual Cost	Note
Variable Costs									
<i>Hiro Services</i>									
	Call Center - general	7,737		\$15		1 hour	30,949	\$464,231	outsourced
	Call Center - specialized	3,869		\$25		1 hour	15,474	\$386,859	remote
<i>Partner Services</i>									
	Cleaning	4,145		\$45		1 hours	49,739	\$2,238,257	
	Food Preparation	4,145		\$45		1 hours	49,739	\$2,238,257	4 meals = 1 hour, production and delivery
	Physician - remote	4,145		\$45	0.25	hours	49,739	\$2,238,257	
	Lactation Consultant	4,145		\$45	0.5	hours	49,739	\$2,238,257	
	Childcare	4,145		\$45	2	hours	49,739	\$2,238,257	
	Personal Assistant	4,145		\$45	1	hours	49,739	\$2,238,257	
	Therapist - remote	4,145		\$45	0.5	hours	49,739	\$2,238,257	

HIRO

Giving dads **super powers**

	Description	Rate	Number	Note	Source
Total Market	Number of births (2014)		3,848,214	Excluding multiples	http://www.cdc.gov/nchs/fastats/births.htm
	Major cities with on demand service capabilities		391,558	New York, Chicago, San Francisco	NYC 238,000 (2014) Chicago area 68,900 (2013) SF 8,768; Marin 2,310; Sonoma 5,157; Napa 1,501; Solano 5,161; Contra Costa 12,173; Alameda 19050; Santa Clara 23224; San Mateo 8815
Segmented Market	Children under the age of 1 living with both parents (2013)	76%			https://www.census.gov/hhes/families/data/cps2013C.html
	Children under the age of 3 living in mid-high income families	52%			NATIONAL CENTER FOR CHILDREN IN POVERTY (www.nccp.org) http://www.zerotothree.org/public-policy/pdf/national-baby-facts.pdf
			154,744		
Share of Market		5%	7,737		

Appendix



Use case

Need a nap?

Need a night out?

Need a day off?

Need peace of mind?

Information overload?

Is someone sick?

Can't sleep?

Strapped for time?

Stop the crying?

Quick question?

Standard components w/ specialized options

Cleaning

- Laundry
- Sanitization
- Task
- Room
- House

Expertise

- Pediatric
- Feeding
- Sleep
- Adult med
- Therapist

Childcare

- Half day
- Full day
- Evening
- Outing

Meals

- Lactation
- Hot
- Cold
- Frozen

Errands

- Personal assistant
- Baby supplies

Each package should...

Provide support for 72 hours

Offer multiple access/engagement channels

Suggest 5 options per package, the user can choose upto 3

Triage situations

- Seek help for emergencies (Referral)
- New information (Educational)
- Management tactics (Actionable)