BUSINESS PLAN

HolyMove

Two-sided marketplace for moving & home services — Israel and international markets

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1. Executive Summary & Mission

> **Mission:** "One of the biggest sources of family conflict is disorder and discomfort at home. A good move creates good memories. A bad one leaves scars — they hit children, couples, families. Helping families move well means helping them stay together. *That's why this is holy.*"

HolyMove is a two-sided marketplace for moving and home services. Clients submit one request and receive competitive offers from verified companies. Companies receive a flow of qualified leads without building their own marketing. The platform runs in three languages (Russian, Hebrew, English) across five countries: Israel, USA, Canada, UK, Australia.

The product is fully built and live. The model is freemium: companies sign up for free, get a public page, an industry-specific CRM, and real customer leads at no cost — building the supply side and marketplace liquidity first. A low-cost optional subscription for premium features is introduced later, once usage and traffic are established. Current status: active product, live company database, free self-signup open, building the company base ahead of paid tiers.

3,000+	5	3	9
COMPANIES IN DB	COUNTRIES	LANGUAGES	SERVICE CATEGORIES

2. Company & Product Description

What HolyMove is

HolyMove is an online platform where families find and hire companies for moving and related home services: packing, cleaning, home organization, renovation, design, and more. The key difference from alternatives is the full interaction cycle within the platform — from the first request to accepting an offer and messaging the provider.

Platform functionality

- **Requests (leads):** client fills a form — from/to, size, services. Account is created automatically; magic link sent to email (45-day session).

- **Company CRM:** company receives a notification, sees the lead in their dashboard, sends an offer with price and details. Client gets an email with the offer.
- **In-platform chat:** accepted offer opens messaging within the platform — all communication in one place.
- **Company directory (/directory):** search by city, category, rating. Company profile: photos, description, price range, map, FAQ, request CTA.
- **Online calculator:** preliminary move cost estimate by apartment size and distance.
- **9 service categories:** movers, packers, cleaners, home organizers, painters, handymen, AC installation, interior design, junk removal.
- **Multilingual:** full translation into Russian, Hebrew (RTL), English. Switched via footer or IP geolocation.
- **Multi-region:** IL (₪), US ($), CA (C$), GB (£), AU (A$). Separate quote flows for Israel (city + rooms + ₪) and US (ZIP + OSRM distance + lbs).

Technical stack

PHP 8.2, MariaDB 10.11, Apache 2 — no framework, no build step. Hosting: Google Cloud VM (e2-micro, free tier). Email: Resend API. Deploy: tar + scp + SSH. Operating costs: effectively $0 at this stage (~$20/month total).

3. Market Analysis

Israel

The moving and home services market in Israel is estimated at ₪5B+ per year. Every move generates spend across multiple categories: on average ₪3,000–6,500+ on movers alone, plus packers, cleaners, renovation.

Apartment size	Price range (moving only)
1–2 rooms	₪1,300 – ₪2,300
3 rooms	₪2,600 – ₪3,300
4 rooms	₪3,400 – ₪4,500
5+ rooms	₪5,000 – ₪9,000+

Source: pro.co.il price guide, 2025–2026.

Key untapped segment: Russian-speaking residents

Israel has 1 million+ Russian-speaking residents — potentially the most active relocation audience (olim, young families, frequent movers). Every existing platform is Hebrew-only. This is a structural gap no competitor has filled.

USA, Canada, UK, Australia

The US moving services market exceeds $19B/year (IBISWorld). HolyMove already has 2,600+ verified US companies (FMCSA data). International markets are a mid-term focus: Israel comes first because of our language advantage and market compactness.

4. Competitive Landscape

Israeli market

Main competitors in Israel are **pro.co.il** and **midrag.co.il**. Both run Hebrew-only. In 2024, Globes Israel published an investigation: pro.co.il sells top directory slots — companies pay for visibility, not quality. This is a major reputational flaw that HolyMove deliberately distances itself from with transparent merit-based rankings.

Feature	HolyMove	pro.co.il	midrag.co.il
Russian language	✓	✗	✗
English language	✓	✗	✗
In-platform chat	✓	✗ phone only	✗ phone only
Open pricing	✓	✗ call only	Partial
Company CRM	✓	✗	✗
BNPL installments	Roadmap	✗	✗
Multi-country	✓ 5 countries	✗ IL only	✗ IL only
Merit-based ranking	✓ No pay-to-rank	✗ Exposed by Globes	✓

> Key insight: HolyMove's multilingual advantage is a structural moat. Competitors can't close the Russian-speaking segment quickly — building real multilingual UX takes years and forces a complete product redesign. They haven't tried, and they won't anytime soon.

5. Business Model & Revenue Streams

The model is **freemium** — land-and-expand. Win the supply side with a genuinely free, useful product, build marketplace liquidity, and only then layer in optional paid tiers. Each stage is validated on real usage before moving to the next.

Phase 1 — Free (now)

Companies sign up themselves for **free** and instantly get a public company page and directory listing, a built-in CRM tailored to their industry and region, and real customer leads coming from the site. No upfront fees, no per-lead charge, no contract, no commission. The goal is to remove all friction, list as many companies as possible, and build marketplace liquidity at zero cost to the company. Free signup also sidesteps the "your leads are low quality" dispute that undermines pay-per-lead models.

> Deliberately **not** pursuing pay-per-lead. Charging ₪100–200 per lead creates constant disputes over lead quality and slows supply-side growth — the opposite of what an early marketplace needs. Companies join free; revenue comes later, from companies that are already getting value.

Phase 2 — Optional subscription (later)

Once there is real usage, traffic, and a base of active companies, HolyMove introduces a **low-cost optional subscription** (on the order of ~₪49–149/month) for premium features. Existing free accounts are never auto-charged — paid tiers are strictly opt-in.

- **Lead priority** — earlier access to new requests
- **More visibility** — higher placement in the directory
- **Analytics** — lead and conversion insights
- **Multiple seats** — team access to the CRM

The free tier remains genuinely useful, so the upgrade is a value decision, not a paywall. With operating costs of ~$20/mo, even a small share of companies converting to a cheap monthly plan covers costs comfortably.

Later / optional — BNPL referral

A future, optional revenue stream: a "pay the move in installments" button redirects the client to a licensed financial partner (bank, BNPL operator). HolyMove earns a 2–4% referral commission on the transaction amount. Credit risk is entirely with the partner — HolyMove is not a financial entity and issues no credit.

> **Why BNPL is strategically interesting:** A quality move costs ₪3,500–6,500+. Many families postpone or compromise on quality — not by choice, but because they can't pay upfront. BNPL could unlock this market without changing pricing for companies. No competitor in Israel's moving niche offers this. This is a later opportunity, not the near-term plan.

Later / optional — cross-sell

Once the marketplace is active, a natural expansion: client hired movers → platform recommends packers, cleaners, organizers from listed companies. This grows average client order value and creates more lead flow across categories — value that feeds back into the subscription proposition. A later-stage opportunity, not part of the near-term plan.

6. Go-to-Market Strategy

Phase 1 — Tel Aviv (now)

Target: get the first wave of companies in Tel Aviv and surrounding areas signed up on the free tier and actively using the CRM. Direct outreach: personal contact with companies, free onboarding, real leads from day one. In parallel: SEO traffic on key queries (moving company tel aviv, מובילים בתל אביב, переезд тель-авив).

Phase 2 — Israel + US base

After proving real usage in Tel Aviv: scale free signup to Jerusalem, Haifa, Beer-Sheva, and grow the US company base (English already live, FMCSA verification done). With liquidity in place, begin introducing the optional subscription to companies already getting value.

Phase 3 — International scale

Add CA/GB/AU with localization. The freemium model requires no physical presence — everything via the platform.

Acquisition channels

- **SEO:** city-specific moving articles and landing pages, keywords in three languages
- **Russian-language content:** the only Russian resource for moving in Israel — strong organic channel
- **Direct company outreach:** email/messenger with KPI of 10 companies/month

- **Partnerships:** realtors (often recommend movers), property managers, new developments

7. Operations

Current infrastructure

Platform runs on Google Cloud e2-micro (free tier). Operating costs: ~$20/mo (domain + email API). Development is handled by the founder. Server upgrade to e2-small (~$15/mo) planned as traffic grows.

Shipped systems

- Marketplace (requests, offers, chat) — live in production
- Company CRM — live in production
- Passwordless auth / magic link — live
- Transactional email (Resend) — live
- Admin panel (/manage) — live
- Online cost calculator — live
- JSON-LD SEO + sitemap.xml — live
- BNPL integration — roadmap, Q4 2026

8. Financial Projections

> Conservative projections. Phase 1 is intentionally pre-revenue: the priority is building a free company base and marketplace liquidity. Subscription revenue begins only once that base is in place, with a low monthly price and a modest paid-conversion share.

Period	Free companies	Paid (subscription)	Revenue	Costs	Net
Q3 2026 (free base)	50	0	₪0	₪500	−₪500
Q4 2026 (free base)	150	0	₪0	₪1,000	−₪1,000
Q1 2027 (subscription opens)	300	30	₪3,000	₪3,000	₪0
Q3 2027 (scaling)	700	100	₪10,000	₪8,000	₪2,000
2028 (scale)	2,000+	350+	₪35,000+	₪25,000	₪10,000+

Assumptions: ~₪99/mo avg subscription, ~10–15% of free companies converting to paid over time, costs include hosting, email, and minimal marketing. BNPL referral and cross-sell are upside not modeled here. US market not included — separate upside.

9. Team

Role	Who	Status
Founder / CTO / CEO	Joseph (Joe) Pusser	Full-time
Sales / Growth IL	—	Hire after first revenue
Design / Marketing	SeppFlow Studio	Partner (founder)

Joe is an engineer-founder with 8 years of commercial freelance experience. Built the entire HolyMove stack solo: DB schema to production deploy. Key quality: ships real products with zero external resources.

10. Investment Ask & Use of Funds

HolyMove is open to seed investment and strategic partnerships. The product does not require investment to survive — it's already live and will soon generate revenue. Investment accelerates growth.

Target round

Opening conversations around $50,000–$150,000 (equivalent in ₪). Structure and valuation open to discussion.

Use of funds

- **40% — Marketing & company acquisition:** paid search, content, direct sales in IL and US
- **30% — Development:** BNPL integration, analytics, mobile app
- **20% — Team:** first sales hire for Israel
- **10% — Infrastructure & operations**

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