



RUSH Gigs

Instant Labor. Right Now.

Investor Pitch Deck • Confidential

The Problem

Current platforms fail at true real-time availability:

- Workers are not actually ready right now
- Booking takes hours or days
- Messaging delays cause cancellations
- No accountability for response time
- No live map of who is currently active and available

Result: Urgent jobs go unfilled. Ready workers can't surface instantly.

Our Solution

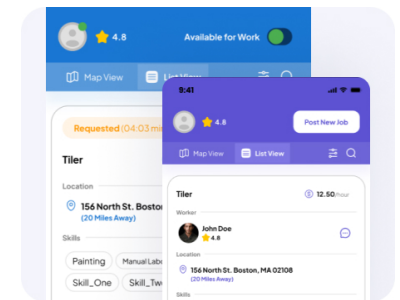
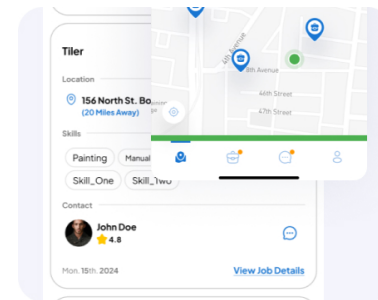
A real-time labor marketplace where:

- Employers post jobs that expire within minutes
- Workers mark themselves Active and instantly appear on the map
- Employers send direct job offers in seconds
- Workers must respond fast or get set offline
- A countdown clock enforces urgency
- Instant matching becomes the default behavior

If you're online, you're ready to work now.

How It Works

- 1. Worker toggles Active → Appears on real-time map
- 2. Employer posts job (default 10-min expiration)
- 3. Offers sent immediately to selected workers
- 4. Fast acceptance confirms job
- 5. In-app communication and payment
- 6. Ratings and reliability tracking
- 7. Slow responders automatically set offline



Market Opportunity

A massive unmet market. Real-time labor is not a niche.

- US gig economy: ~60M workers
- Real-time local services: ~\$150B
- Local labor (moving, cleaning, tasks): ~\$500B
- Home services: ~\$500B annually
- On-demand task platforms: \$15B+
- Same-day logistics: \$150B+

TAM: ~\$500-600B

SAM: ~\$60-80B

SOM: ~\$500M (early regional)

Business Model

Commission Model (10-20%)

Standard transaction-based revenue per job

Service Fees

Small fixed fees on both sides per completed job

Premium Boosts

Workers pay to increase visibility or receive instant notifications

RUSH Gigs earns fees on every successful match.

Competitive Landscape

TaskRabbit: Slow onboarding, no real-time availability

Thumbtack: Asynchronous lead-gen, not instant

Craigslist: No trust or reliability

Uber Works: Shut down - focused on enterprise staffing

Nextdoor: Message-based, slow, unstructured

Local FB groups: Unreliable, non-instant

RUSH Gigs owns the "need it now" niche

If Uber is instant rides, RUSH Gigs is instant labor.

Go-To-Market Strategy

Phase 1: Launch City

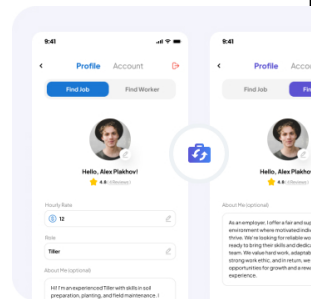
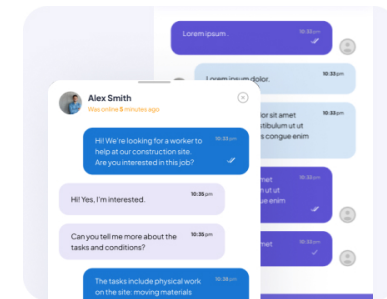
- Target neighborhoods with high last-minute labor needs
- TikTok and Instagram content showing instant matching
- Partnerships with movers, contractors, student housing
- Flyers in local traffic nodes (gyms, laundromats, hardware stores)

Phase 2: Expansion

- Local influencers and micro-creators
- 15-second viral clips: "Posted a job, got help in 12 seconds"
- Referral bonuses for workers
- First-job credits for employers

Technology Stack

- Real-time worker availability map
- Push-based instant job alerts
- Proprietary expiration engine enforcing urgency
- Auto-offline logic for slow responders
- Location-based matching
- Ratings and reliability system
- Secure messaging and identity verification



The Team

Milad Afdasta – Co-Founder & CEO

Engineering leader with deep experience building scalable mobile platforms, real-time systems, and consumer-facing marketplaces. Brings product vision, technical execution, and operational discipline.

TJ Afdasta – Co-Founder & Head of Industry Operations

General contractor with 15 years of hands-on experience in the construction and labor markets. Has personally hired hundreds of workers and brings deep industry insight, direct domain credibility, and real-world operational expertise.

Together: Technical execution power + Deep industry understanding

Current Status & Traction

- ✓ Fully built MVP
- ✓ Ready for closed beta
- ✓ Early worker/employer interest pipeline forming
- ✓ Clear market need validated by founders' backgrounds
- ✓ Strong differentiation and category creation opportunity

Raising \$1.5M

- Expand engineering team
- Launch the first major market
- Run customer acquisition campaigns
- Build support and operations
- Handle insurance, compliance, and risk
- Optimize matching, retention, and growth loops



**Let's Build the Future
of Instant Labor**

Thank you