



## **PRESS KIT**

# Helping: the Online Platform for Professional Cleaning Services

## 1. Book a qualified cleaner in just a few clicks

Technology has made our lives easier - from booking transport to ordering food, everything is just a click away. Helping, the online brokerage for professional cleaning services, provides a straightforward booking system that connects you with cleaners in your area. You get quality cleaning when you need it, while also enjoying more free time. Helping also values transparency. With our service, undeclared work is a thing of the past.



## 2. Coming out of the shadows

Undeclared work made up about two-thirds of the European Union's 'shadow economy' in 2013 - estimated to be a €2.15 trillion industry according to an A.T. Kearney [study](#). Cleaning services form a significant proportion: it accounted for 13 percent of all undeclared work last year, according to a recent European Commission [report](#).

Some European countries have introduced legislative measures to tackle the issue and to set incentives for customers and cleaners alike. In European countries such as France and

Sweden, tax breaks for household services are as high as 50 percent. This has actually *driven down* illegal employment in those markets.

Helpling's service provides reliable, registered cleaners to customers so they are always on the safe side. Cleaners' work is recorded for taxation purposes, enabling customers to engage with them only on legal terms.

### **3. Expanding through Europe and beyond**

Helpling is rapidly expanding and, after launching in Germany in April 2014, also launched in France, Sweden, Holland and Austria in June. The cleaning sectors of these five countries are worth a combined €32 billion, making Helpling's move into these markets a vital step to the company's success. Helpling will continue to bring its services into additional countries in the coming weeks and months.

### **4. How does it work?**

#### **Book online with five simple steps**

- Select the time and location
- Choose a service (hours and extras)
- Our Helpling cleans for you
- Enjoy your free time
- Rate the cleanliness of your home



## 5. Who benefits from Helping?

Benefits for Cleaners	Benefits for Customers
<b>Our Cleaners are our Partners</b> We help in dealing with bureaucratic hurdles (for instance regarding billing and official registrations).	<b>Convenient</b> Cleaners can be booked and paid online - quickly and easily.
<b>Flexibility at work</b> Our partners can decide when and where they want to work.	<b>Best match, every time</b> We test and train our cleaners on a regular basis.
<b>Planning security</b> We provide our partners with regular cleaning jobs.	<b>Five-star rating system</b> Review your cleaner and request him or her every time.
<b>Legal</b> Undeclared work is taboo at Helping.	<b>Insured</b> All cleaners have liability insurance.
<b>Training</b> Our partners receive regular training so that they can improve their craft.	<b>We are there for you</b> Our customer service answers all your questions every day between 8am and 7pm.
	<b>Tax deductible</b> Claim tax deductions at the end of financial year - up to 50 percent in countries like France and Sweden

## 6. Our cleaners are our partners

Our partners come from a variety of different fields. Many of them have previously worked as professional cleaners in the hospitality industry.

Regardless of their professional backgrounds and qualifications, every one of them undergoes a multi-step application process. This way we ensure that all our partners are equally skilled.

Helping is a marketplace for cleaning services. All cleaners enjoy independence and flexibility at work.

They receive job offers by email or SMS and they can accept them as they wish. This means that every cleaner creates his or her own work schedule.



## **7. Who are our customers?**

### **The functional ones:**

#### *Professionals*

A clean home is very important to me, however I don't have time to clean. Getting a clean home should go smoothly, quickly and especially hassle-free.

#### *The Elderly*

As I am getting older, cleaning becomes a difficult and laborious process . Reaching and cleaning some of the higher cupboards is almost impossible. Thankfully, Helpling provides me with all the assistance I need.

### **The appreciative & occasional ones**

#### *The young*

When I have a few friends over it can get a bit too messy sometimes for me to clean everything myself. But thanks to Helpling I don't have to worry about cleaning on my own, they do it all for me!

#### *The families*

Ordering a Helpling is something special for me and my family. Whether I am feeling lazy or have limited time to clean my home - everyone needs a helping hand. With Helpling I can really treat myself.

## **8. Helpling in the Media**

*The Next Web:* Rocket Internet aims to clean up Germany's domestic cleaning industry with Helpling: "launching today in Berlin, Munich, Cologne and Hamburg, Helpling plan to expand to all "big cities" in Germany soon. As with many of Rocket's brands, it will also be expanding internationally, although there's no word as to exactly where yet."

#### *Handelsblatt:* "Rocket Internet cleaners"

"After fashion trading, credit loans and coach buses, the German startup incubator Rocket Internet now has home cleaning brokerage in its sight. The new company Helpling can book cleaners for the price of €12.90 per hour. "Our intention is to show that it can be done without moonlighting", co-founder Benedikt Franke said at the launch on Wednesday of the dpa."

#### *Time online:* "Online portal will be favourable for legal cleaners"

"With a new online portal in place, Helpling enables quick reservations for customers, Helpling.de users can engage legal cleaners for the flat or home of their choice."

## 9. The Founders: Benedikt Franke and Philip Huffmann



**Benedikt** is co-founder of Helping and responsible for the areas of marketing and finance. Together with Philip, Benedikt founded the Latin American Media Group in 2010.

Benedikt has previously worked as COO for MyCityDeals and as Head of HR for Rocket Internet. After his graduation from the University of Bayreuth and the ESCP London he worked as an associate at the Boston Consulting Group.

As co-founder of Helping, **Philip** is also responsible for product and operations management.

Most recently, he was interim Head of Product at StyleHaul, the leading YouTube network for fashion and

lifestyle.

As early as 2010, Philip, together with Benedikt, founded the Latin American Media Group.

He previously supported various startup founders as an angel investor and worked as Head of Sales at Gimigames. Philip studied in Munster and Madrid.



## 10. About Rocket Internet

Rocket Internet is the world's largest Internet incubator. Our team has been building online companies since 1999 and has created over 100 market-leading companies in 50+ countries, dozens of which have been exited successfully. Since 2007 our team has operated under the name of Rocket Internet.