



YOUR OPPORTUNITY TO IMPROVE THE DAILY JUGGLE

JUGGLE STREET EXECUTIVE SUMMARY | FEBRUARY 2020

SNAPSHOT

MANAGEMENT TEAM

Founder & Chief Juggler
David James

CTO
Amr Elsayed

Marketing Manager
Justine Duncan

BOARD OF DIRECTORS

John Stewart - Chair*
Karen Phin*
Hugh Bickerstaff*
David James
Amr Elsayed

**Independent Non-executive Director*

INVESTMENT TO DATE

\$3.0m equity finance raised
Founder, Directors and
30 private investors

FINANCING SOUGHT

\$2m at \$12m pre-money valuation
Equity crowdfunding on Birchal.com
Use of funds

Scale-up company and expand into
new job categories

Exit Strategy

Acquisition by marketplace
competitor or IPO

COMPANY DETAILS

Juggle Street Pty Ltd
ABN 80 600 449 938
Established 1st July 2014
Level 2, 11 York Street, Sydney 2000
+61 2 8001 6263
invest@jugglestreet.com
www.jugglestreet.com.au
www.jugglestreet.co.nz

BUSINESS OVERVIEW

Juggle Street is a real-time, on demand job platform that gives families access to a trusted pool of local helpers keen to provide services such as babysitting, before & after school care, nannying, home tutoring and other family services.



Since launching in Sydney in 2014, Juggle Street now has over 95,000 registered users across Australia and New Zealand and over 35,000 jobs have been posted. Parents pay for each job they post or take out a subscription and post unlimited jobs. Juggle Street verifies all helper Working With Children Checks and helpers are rated & reviewed by the families who use them.

MARKET

In Australia alone there are 2.7m families which includes 19% single parent families and on the supply side there are 6.1m local helpers. The Australian childcare and Au Pair sector is worth over \$16B annually. The private tutoring market is exploding with 1 in 4 students in Australia now receiving private tutoring, globally this market is predicted to be worth over \$200B annually by 2022.

BUSINESS & REVENUE MODEL

Juggle Street's unique supply and demand business model guarantees fair market pricing for parents and helpers alike. Parents set the price they are willing to pay for each job and helpers decide if the job is for them (or not) and apply or decline in real time. Helpers get paid by the family at the end of each job, Juggle Street does not clip the ticket. Juggle Street earns revenue when parents post one-off jobs or take out an annual subscription.

SUMMARY

In the past five and a half years Juggle Street has established a trusted family brand, and developed a secure, scalable IT platform with a quick user-friendly customer interface. Juggle Street is now well-placed to further expand its service offerings and geographic coverage. Juggle Street is not a start-up, this is a scale-up investment opportunity and the company is experiencing record growth. In the past 3 months (Nov, Dec, Jan) registered users grew by 31% and revenue increased by 47% compared to the previous year. **Our goal is to connect 1 million neighbours across Australia and New Zealand, and we are well on our way.** This is your chance to own a piece of Juggle Street and help improve the daily juggle for everyone.

