

workON – Executive Summary

Problem Identified

Our extensive experience in Human Resources and Technology has enabled us to identify a social need and transform it into a business opportunity.

✓ **Time and cost inefficiencies in recruitment processes** negatively impact business profitability, especially in high-turnover, on-site roles.

✓ **Commuting time and transportation costs** significantly affect citizens' quality of life, particularly for on-site workers in large cities.

Most affected sectors (target niche):



Supermarket
Staff



Fashion
Retail



Gastronomy
Hospitality



Sales
advisory
Customer
service



Cleaning
Security
Maintenance
Staff



Logistics
Delivery



Drivers
Factory
Operators

Proposed Solution

We created



What is workON?

workON is a **real-time job marketplace powered by geolocation mapping**.

It is a mobile application that allows users to switch to **“ON” mode** when actively seeking employment and **“OFF” mode** when they prefer not to be visible or contacted.


Within a map interface—similar to Uber—the needs to **“find work”** and **“hire talent”** converge, connect, select, and rate each other. This creates a local employment ecosystem that revitalizes neighborhood and municipal economies, enabling residents to work within their own communities.

How does workON work?

Businesses post job openings, and the platform instantly displays the best nearby candidates who are “ON” and ready to work.

When a company selects a candidate:

- The candidate receives a notification to accept or decline the contact request.
- If accepted, the company gains immediate access to the candidate’s **WhatsApp and email**, enabling direct communication within the app.

 Institutional video:
<https://youtu.be/gkzxlRc83R8>

Business Model

Our business model is built around two main user segments:

For Businesses

✓ LOCAL PLAN

Designed for businesses with high turnover hiring needs in a single location.

- Subscription model: **USD 20/month per user**
- Unlimited job postings
- Example: Café Martínez currently pays for 50 users (one per store manager)

✓ COUNTRY PLAN

Designed for businesses operating across multiple locations or regions.

- Subscription model: **USD 100/month**
- Unlimited job postings

For Candidates

✓ The app is **free of charge**

Our purpose is to **democratize access to employment**, especially for workers whose roles cannot be remote or hybrid. Working close to home is a key aspiration.

Impact Generated

For Citizens

✓ **80% reduction in commuting costs**, increasing disposable income

✓ **90% reduction in commuting time**, enabling better quality of life (family, education, rest, leisure, etc.)

For Companies

- ✓ **70% improvement in attendance and punctuality**, as employees live closer to workplaces
- ✓ **60% reduction in turnover-related factors**, since proximity to home increases job retention
- ✓ Improved **work environment and customer service quality**, due to reduced stress and commuting fatigue

For the Environment

- ✓ Reduced use of fossil fuel transportation → **lower carbon footprint**
- ✓ Digital video CVs reduce paper usage → further environmental impact reduction

For Government

- ✓ Strengthens **local economies**, as workers consume within their own communities
- ✓ Enables job access for citizens receiving government support or using municipal job boards
- ✓ Governments can inform companies about candidates eligible for **employment incentive programs** (tax benefits, reduced social charges, etc.)

Current Status

- Active in the Argentine market since **2022**
- Generating revenue for the past **7 months**
- ✓ **1,000 registered companies**
- ✓ **150,000 registered candidates** (organically acquired)
- ✓ **100 paying users**, growing at a **10% monthly net rate**

Scalability & Competitive Advantage

The unmet need identified in Argentina is **globally scalable**.

We have successfully conducted pilot programs in:

- Chile
- Uruguay
- Colombia
- Spain
- Mexico

These pilots confirmed strong market acceptance among:

- Companies seeking to reduce turnover and absenteeism
- Workers aiming to improve work-life quality

Competitive Landscape

Competitors include:

- Job boards (Bumeran, ZonaJobs, Computrabajo)
- Professional networks (LinkedIn)
- HR consulting firms (some are already workON clients)

Key Competitive Advantages

- ✓ Geolocation-based talent matching
- ✓ ON/OFF availability system for faster hiring
- ✓ Video CVs for evaluating soft skills
- ✓ Marketplace-based matching logic
- ✓ QR codes in stores to attract nearby candidates (We're Hiring)
- ✓ Integrated candidate insights (psychometric and credit risk data)
- ✓ Faster hiring cycles with higher-quality candidates

Business Vertical

Primary vertical:

- **Human Resources Services** (Recruitment & Talent Acquisition)

Also positioned within:

- Marketplace
- Retail
- Social Impact

Country of Origin

workON was fully developed in **Buenos Aires, Argentina**.

Founders



Fabio Boggino

Co- Founder & CEO

[Linkedin](#)



Diergo Tobaldi

Co- Founder & CTO

[Linkedin](#)



Federico Migliaro

Co- Founder & CIO

[Linkedin](#)

Board Members

- [Silvia Torres Carbonell](#)
- [Daniel Jecic](#)
- [Martin Zucker](#)
- [Marcelo Salas Martinez](#)
- [Diego Benazon](#)

Social Media

- LinkedIn: <https://www.linkedin.com/company/workonapp/>
- Instagram: @workon.global
- Facebook: workon.global

Contact

We hope this Executive Summary provides a clear overview of workON's vision, current position, and future potential.

For further information, please contact our CEO:

✉ fboggino@workon.global

📱 WhatsApp: +54 9 11 5180 3597