



The Fastest Way to Hire Blue-Collar Workers Locally

The Problem: Hiring is Fundamentally Broken

For Businesses

(Retail, Hospitality, Logistics, Services)



Constant High Turnover:
Constant cycle of hiring and retraining



Slow & Inefficient:
Hiring takes weeks, costing time and money



High Costs:
Expensive recruitment, onboarding, and training

For Workers



Long Commutes:
Spend hours on transportation



Income Loss:
Money spent on commuting reduces net pay



Limited Access:
Difficulty finding jobs close to home

A structural inefficiency in local labor markets.

The Solution: workON



workON is a real-time, geolocation-based hiring marketplace for blue-collar workers.

Why? To address the problems of slow hiring, high turnover, and biased hiring for blue-collar workers.

Workers Switch ON: Activate availability instantly

Employers See Nearby Candidates: Instantly visible on a map

Direct Contact in Seconds: Immediate connection and communication

Shifting hiring from **WEEKS** → **MINUTES**

Why It Works: Aligned Incentives

For Employers



Faster Hiring Cycles:
Fill positions rapidly



Lower Turnover:
Employ local workers who tend to stay longer



Improved Attendance:
Reliable local staff, less likely to be late

For Workers



Jobs Closer to Home: Work in their own communities



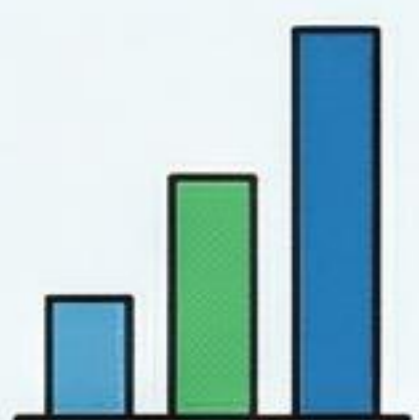
Lower Commuting Costs: Keep more of their hard-earned money



Better Quality of Life: More time with family and for personal activities

Validated in Argentina; pilots in LATAM and Europe.

Traction



1,000+
Companies Registered



150,000+
Workers on Platform



100+
Paying Customers



10%
Monthly Growth

Validated in Argentina; pilots in LATAM and Europe.

Business Model: Simple, Scalable SaaS



\$20/month per user: Single location
\$100/month: Multi-location businesses
Free for Workers

Recurring revenue, strong retention in high-turnover industries.



Market Opportunity



Massive & Underserved: Millions of blue-collar roles globally

Daily Hiring Needs: Retail, Hospitality, Logistics, Field Services

Global Shift: Proximity-based employment is already underway.



Competitive Advantage



Geolocation-Based Hiring: Differentiator



Real-time Availability: Fast evaluation



Video CV: Fast evaluation

Video CV: Fast evaluation

Marketplace Dynamics: Network effects



Speed & Efficiency: Beats traditional job boards

Vision: To become the APP for local blue-collar employment, connecting workers and jobs instantly in every city worldwide.

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