



LAZY LIMITED

Cleanup is a Breeze!

Leveraging technology and common sense, DANIEL HO has found a simple yet effective answer to an everyday life problem in Hong Kong.

More users avail of Lazy Limited's mobile application for iOS and Android, Hong Kong's first P2P platform providing home cleaning services.

"We believe the use of mobile apps can hugely improve and optimize the traditional way of connecting home cleaners, which is typically through recommendations from friends and relatives, or hiring home cleaning agencies with no trusted guarantees," says Daniel Ho.

The city has 50,000-100,000 active cleaners, including agency workers and government-certified individuals, serving countless residential properties, with more on the rise. Lazy can offer much added convenience by linking households and cleaning services onto a single platform, aggregating supply and demand.

A New Way of Things

Middle to high-end residences built in Hong Kong in the past five years mostly comprise 1-2 bedroom units, shares Ho. Many owners and tenants are young professional couples who are not looking to hire full-time help, but are unlikely to have the time to spare to clean their flats personally.

"Lazy is a platform for connecting individuals looking for household cleaners. We aim to alleviate the inconvenience and inefficiency associated with traditional cleaning agencies or other housekeeper platforms in Hong Kong, instantly matching customers with trusted cleaners registered in our network. With cleaner rating and secure payment systems, a 100% money-back guarantee and 1-minute booking process, Lazy is



Lazy Limited Founder and CEO Daniel Ho (right).

the most convenient way to book the best cleaners in town. If you are feeling lazy to do housework, just sit back and we will take care of all the dirty work," says Ho.

"We see that many of our competitors require an employer to first post a job description, then cleaners who are interested in the job apply for it. Afterwards, the employer needs to conduct interviews and select their best preference. These procedures take too long for customers in need of immediate service. With Lazy, we do the screening and interviewing. Customers just need to input the time, date and address, and the job will be automatically assigned to the best cleaner nearby."

Win the Crowd

While the city has picked up on the technology, the company continues to ramp up promotion through different channels.

"To create greater awareness and capture more market share, we published a

tutorial video and implemented a number of digital campaigns on Facebook, YouTube and Google. Changing behaviours and delivering a new idea to potential clients are important challenges. Lazy will continue strengthening media exposure to expand our reach in Hong Kong. At this stage, we are focused on sustaining our growth. For the future, we shall be looking to engage long-term investors for support in expanding into countries across Southeast Asia."

Daniel Ho and his team work tirelessly, finding and improving solutions everyday so that Lazy can become an even more trustworthy platform in Hong Kong. "We are a group of people very passionate about bringing convenience and quality to people's daily lives. Many obstacles have come our way, but we believe in our vision and are very confident that our product is something the market needs." ■

For additional information please visit www.lazy.com.hk