

# The Intent Index.

*506 intents. Every category in the taxonomy, fully detailed.*

506

INTENTS

22

SUB-GROUPS

8

DATA FIELDS PER

1

GRAMMAR

# Every commercial transaction begins with the same two words.

*Who else delivers food right now?*

*Who else fixes laptops near me?*

*Who else takes my insurance?*

---

Two words. Universal across 7,000+ languages. The sentence humans have always used to find what comes next.

# We mapped every one of those questions.

# 506

*human needs,  
organized.*

# 22

*sub-groups*

BODY · HOME · MOBILITY · MONEY · WORK  
LEARNING · FAMILY · BEAUTY · CULTURE  
COMMUNITY · TRAVEL · LEGAL · ENVIRONMENT  
DIGITAL · CREATIVE · LOCAL · EVENTS · PETS

*Not a list. A graph.*

Every need maps to providers, prices, inventory, geography, and the linguistic anchor that lets an AI route to it. The asset is the structure, not the strings.

# If a human can buy, hire, or book it — it's in here.

<b>BODY &amp; HEALTH</b>  36 needs  <i>Doctor · Therapist · Pharmacy</i>	<b>HOME &amp; LIVING</b>  43 needs  <i>Plumber · Mortgage · Mover</i>	<b>FOOD &amp; DRINK</b>  27 needs  <i>Restaurant · Delivery · Wine</i>	<b>MOBILITY</b>  27 needs  <i>Rideshare · Repair · Charging</i>	<b>MONEY</b>  20 needs  <i>Bank · Loan · Insurance</i>	<b>WORK</b>  20 needs  <i>Job · Coworking · Recruiter</i>
<b>LEARNING</b>  23 needs  <i>Tutor · Course · Bootcamp</i>	<b>FAMILY</b>  18 needs  <i>Childcare · Adoption · Custody</i>	<b>BEAUTY</b>  16 needs  <i>Salon · Massage · Skincare</i>	<b>CULTURE</b>  25 needs  <i>Cinema · Concert · Museum</i>	<b>COMMUNITY</b>  27 needs  <i>Dating · Wedding · Charity</i>	<b>TRAVEL</b>  16 needs  <i>Hotel · Tour · Visa</i>
<b>LEGAL &amp; ADMIN</b>  15 needs  <i>Lawyer · Notary · Will</i>	<b>ENVIRONMENT</b>  18 needs  <i>Solar · Recycling · Reforesting</i>	<b>DIGITAL &amp; TECH</b>  20 needs  <i>AI · Cybersec · Hosting</i>	<b>CREATIVE</b>  16 needs  <i>Photo · Design · Translate</i>	<b>LOCAL SERVICES</b>  20 needs  <i>Locksmith · Florist · Print</i>	<b>EVENTS</b>  22 needs  <i>Wedding · Conference · Tickets</i>

Plus 4 more sub-groups ↓ *Pets · Fashion · Fitness · Misc & Residual*

# Each need is tiered by how the market behaves.

**VERIFIED**

**51%**  
*256 of 506 needs*

---

Categories with public, consolidated data.  
Public companies, recent funding rounds.

*DoorDash · Doctolib · Airbnb · OpenAI · Vinted · LiveNation*

**ESTIMATED**

**24%**  
*121 of 506 needs*

---

Industry-pattern markets where the leader is private but knowable.

*Lyra · Carrot · Bolt · KOA · Wisecracker SMB platforms*

**FRAGMENTED**

**25%**  
*129 of 506 needs*

---

No consolidated answer exists. SMB long-tail.  
The real opportunity.

*Locksmith · Chiropractor · Beekeeping · Notary · Calligrapher*

*The fragmented quarter is the slide that matters →*

A quarter of human commercial intent has no answer-aggregator.

129

*needs with no consolidated leader.*

*this is the market*

Every category where the question 'who else?' has no good answer is a routing opportunity.

LOCKSMITH

CHIROPRACTOR

BEEKEEPING

NOTARY

TILER

EMBROIDERY

CALLIGRAPHER

PET TAXI

TUTOR

DRY CLEANING

MIDWIFE

PRIVATE SECURITY

# The 506 needs span the consumer economy.

\$10T+

*category leaders' revenue under the taxonomy*

~90%

*of consumer commercial-intent verticals covered*

256

*intents with publicly verifiable market structure*

129

*intents with no consolidated leader at all*

*We aren't claiming a market — we're describing the surface where every consumer market lives. The taxonomy is the index. Every cell is a routing target.*

# The taxonomy isn't a list. It's a published standard.

01

## Linguistic primitive

'Who else?' is documented across 7,000+ languages. The 506 needs are the surface that primitive points to. The semantics are universal, not invented.

02

## Published IP

DIN SPEC 2343 codifies the taxonomy as a public standard. Provenance is traceable, auditable, and reviewable.

03

## Network effect from the bottom

The fragmented 25% has no incumbent answer-aggregator. Every routing event teaches the graph. The data flywheel starts at the long tail, not the head.

# From taxonomy to routing layer.



*The taxonomy is the substrate. The router is the product. The graph is the moat.*

# The internet's top layer just became plain English.

## BEFORE · 10 BLUE LINKS

*Search worked because users learned to think in keywords. The query language matched the index, not the intent.*

- The taxonomy was hidden in the index
- The user did the routing work
- Long-tail intent had no surface

## NOW · AI ANSWERS DIRECTLY

*AI assistants take natural-language intent and return one answer. The taxonomy is no longer hidden — it has to be explicit.*

- Whoever owns the taxonomy owns the routing
- Long-tail intent is now first-class
- 'Who else?' becomes the universal entry-point

# The taxonomy unlocks four products.

1

## The Translator

---

Render the 506 questions in 40+ languages. Free. The on-ramp that builds the corpus.

2

## The Router

---

Public-facing 'Who else?' answer engine: one box, 506 categories of routing logic.

3

## The Graph API

---

B2B feed of resolved intent → providers → availability. Embedded into agents and assistants.

4

## The Standard

---

DIN SPEC 2343 as the open foundation. Operators license against it. The taxonomy becomes infrastructure.

SUB-GROUP

# Body & Health

*36 intents · medical & wellness · geo-anchored*

WHO ELSE

# DOCTOR ?

DEFINITION

*A licensed physician for general or specialty medical care.*

SAMPLE QUERY

*“who else takes my insurance and speaks Spanish?”*

CONSTRAINT STACK

- INSURANCE
- LANGUAGE
- SPECIALTY
- TELEHEALTH

TOP 3 SOURCES

- 01 Zocdoc
- 02 Doctolib
- 03 Practo

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Zocdoc ~50% US online booking; Doctolib ~70% FR/DE</p>	<p><b>INVENTORY</b></p> <p>Zocdoc 100k+ providers; Doctolib 400k+ HCPs</p>
<p><b>VALUATION</b></p> <p>Zocdoc ~\$1.8B (2015 Series D); Doctolib ~\$6B (2024)</p>	<p><b>TURNOVER</b></p> <p>Doctolib ~\$300M (2024 est.); Zocdoc ~\$200M (est.)</p>

WHO ELSE

# DENTIST ?

DEFINITION

*A practitioner for oral health: cleanings, fillings, restorative work.*

SAMPLE QUERY

*“who else does Saturday dental cleanings under my PPO?”*

CONSTRAINT STACK

- INSURANCE
- HOURS
- SPECIALTY
- DISTANCE

TOP 3 SOURCES

- 01 Zocdoc
- 02 1-800-Dentist
- 03 Opencare

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Zocdoc dominant in US online booking; long tail of 200k+ practices</p>	<p><b>INVENTORY</b></p> <p>~200k US dental practices; Zocdoc lists ~50k</p>
<p><b>VALUATION</b></p> <p>Zocdoc ~\$1.8B; 1-800-Dentist private (~\$50M est.)</p>	<p><b>TURNOVER</b></p> <p>Zocdoc ~\$200M est.; market: ~\$170B US dental services</p>

WHO ELSE

# NURSE ?

DEFINITION

*Registered or licensed nursing care, in-home or facility-based.*

SAMPLE QUERY

*“who else has overnight RN coverage near me?”*

CONSTRAINT STACK

- LICENSE
- AVAILABILITY
- TYPE
- DISTANCE

TOP 3 SOURCES

- 01 Care.com
- 02 Nursa
- 03 ShiftMed

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Care.com leads consumer; Nursa leads gig nursing</p>	<p><b>INVENTORY</b></p> <p>Care.com 30M+ members; Nursa 200k+ nurses</p>
<p><b>VALUATION</b></p> <p>Care.com taken private by IAC ~\$500M (2020)</p>	<p><b>TURNOVER</b></p> <p>"Care.com ~\$300M (last public</p>

WHO ELSE

# PHARMACY ?

DEFINITION

*A retail or institutional dispenser of prescription medications.*

SAMPLE QUERY

*“who else has 24h pharmacy with my insurance?”*

CONSTRAINT STACK

- HOURS
- INSURANCE
- DISTANCE
- DELIVERY

TOP 3 SOURCES

- 01 CVS
- 02 Walgreens
- 03 Amazon Pharmacy

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>CVS ~26%; Walgreens ~19%; Amazon emerging (&lt;3%)</p>	<p><b>INVENTORY</b></p> <p>CVS 9k stores; Walgreens 8.7k stores</p>
<p><b>VALUATION</b></p> <p>CVS ~\$95B mkt cap; WBA ~\$8B mkt cap (2025)</p>	<p><b>TURNOVER</b></p> <p>CVS ~\$370B (2024); Walgreens ~\$148B</p>

WHO ELSE

# HOSPITAL ?

DEFINITION

*A full-service medical institution for inpatient and acute care.*

SAMPLE QUERY

*“who else accepts my Medicare Advantage plan with maternity?”*

CONSTRAINT STACK

- INSURANCE
- SPECIALTY
- ER
- DISTANCE

TOP 3 SOURCES

- 01 HCA Healthcare
- 02 Ascension
- 03 CommonSpirit

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>HCA largest for-profit (~5% of US beds); rest fragmented</p>	<p><b>INVENTORY</b></p> <p>HCA 186 hospitals; Ascension 140; CommonSpirit 142</p>
<p><b>VALUATION</b></p> <p>HCA ~\$110B mkt cap (2025)</p>	<p><b>TURNOVER</b></p> <p>HCA ~\$71B (2024); US hospital market ~\$1.4T</p>

WHO ELSE

# SURGEON ?

DEFINITION

*A physician trained in operative medicine for a specific specialty.*

SAMPLE QUERY

*“who else does laparoscopic gallbladder near me with a 3-week wait or less?”*

CONSTRAINT STACK

- SPECIALTY
- AVAILABILITY
- INSURANCE
- OUTCOMES

TOP 3 SOURCES

- 01 Hospital systems
- 02 Mayo
- 03 Cleveland Clinic

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Fragmented — surgeon supply tied to hospital employment</p>	<p><b>INVENTORY</b></p> <p>~38k general surgeons in US</p>
<p><b>VALUATION</b></p> <p>n/a — physicians not equity-listed</p>	<p><b>TURNOVER</b></p> <p>US surgical services ~\$200B annually</p>

WHO ELSE

# PHYSIOTHERAPIST ?

DEFINITION

*A movement specialist for injury rehabilitation and physical recovery.*

SAMPLE QUERY

*“who else does sports PT in DC with evening hours?”*

CONSTRAINT STACK

- SPECIALTY
- HOURS
- INSURANCE
- DISTANCE

TOP 3 SOURCES

- 01 ATI Physical Therapy
- 02 Select Medical
- 03 Hinge Health (digital)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Fragmented; Hinge Health leads digital MSK ~25%</p>	<p><b>INVENTORY</b></p> <p>ATI 900 clinics; Hinge Health 2M+ members</p>
<p><b>VALUATION</b></p> <p>Hinge Health \$6.2B (IPO 2025); Select Medical ~\$2B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Select Medical ~\$7B; Hinge Health ~\$500M</p>

WHO ELSE

# CHIROPRACTOR ?

DEFINITION

*A practitioner of musculoskeletal manipulation, primarily spinal.*

SAMPLE QUERY

*“who else does chiropractic for chronic lower back pain near me?”*

CONSTRAINT STACK

- TECHNIQUE
- INSURANCE
- DISTANCE
- REVIEWS

TOP 3 SOURCES

- 01 The Joint Chiropractic
- 02 independent practitioners
- 03 Zocdoc (booking)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>The Joint ~5% of US chiro visits; rest fragmented</p>	<p><b>INVENTORY</b></p> <p>The Joint ~950 clinics; ~70k US chiropractors total</p>
<p><b>VALUATION</b></p> <p>The Joint ~\$200M mkt cap (2025)</p>	<p><b>TURNOVER</b></p> <p>The Joint ~\$130M (2024); US market ~\$15B</p>

WHO ELSE

# OPTICIAN ?

DEFINITION

*A retailer of corrective eyewear; prescriptions filled here.*

SAMPLE QUERY

*“who else has same-day glasses under \$300?”*

CONSTRAINT STACK

- TURNAROUND
- PRICE
- INSURANCE
- DISTANCE

TOP 3 SOURCES

- 01 EssilorLuxottica
- 02 Warby Parker
- 03 Specsavers

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>EssilorLuxottica ~40% global eyewear</p>	<p><b>INVENTORY</b></p> <p>Luxottica 18k stores; Warby Parker 250+ stores; Specsavers 2.4k stores</p>
<p><b>VALUATION</b></p> <p>EssilorLuxottica ~\$130B mkt cap; Warby Parker ~\$3B</p>	<p><b>TURNOVER</b></p> <p>EssilorLuxottica ~\$28B (2024); Warby Parker ~\$770M</p>

WHO ELSE

# AUDIOLOGIST ?

DEFINITION

*A hearing-health specialist; tests and prescribes hearing aids.*

SAMPLE QUERY

*“who else fits hearing aids near me with my Medicare plan?”*

CONSTRAINT STACK

- INSURANCE
- DISTANCE
- BRANDS
- TRIAL

TOP 3 SOURCES

- 01 Sonova
- 02 Demant
- 03 Amplifon

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Sonova ~30%; Demant ~25%; GN ~17%</p>	<p><b>INVENTORY</b></p> <p>Sonova 3.4k retail outlets</p>
<p><b>VALUATION</b></p> <p>Sonova ~\$15B; Demant ~\$7B</p>	<p><b>TURNOVER</b></p> <p>Sonova ~\$3.7B (2024); Demant ~\$2.7B</p>

WHO ELSE

# DERMATOLOGIST ?

DEFINITION

*A skin specialist for medical and cosmetic dermatology.*

SAMPLE QUERY

*“who else does mole screening with same-week availability?”*

CONSTRAINT STACK

- AVAILABILITY
- INSURANCE
- SPECIALTY
- TELEHEALTH

TOP 3 SOURCES

- 01 Zocdoc
- 02 Curology (digital)
- 03 Apostrophe

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Curology ~30% of digital teledermatology</p>	<p><b>INVENTORY</b></p> <p>Curology ~5M users</p>
<p><b>VALUATION</b></p> <p>Curology ~\$650M (2021 round); Apostrophe ~\$200M est.</p>	<p><b>TURNOVER</b></p> <p>n/a — most are private</p>

WHO ELSE

# GYNÆCOLOGIST ?

DEFINITION

*A specialist in women's reproductive health.*

SAMPLE QUERY

*“who else does well-woman exams in DC with my insurance?”*

CONSTRAINT STACK

- INSURANCE
- GENDER OF PROVIDER
- DISTANCE
- WAIT TIME

TOP 3 SOURCES

- 01 Zocdoc
- 02 Tia
- 03 Maven Clinic

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Maven leads digital women's health</p>	<p><b>INVENTORY</b></p> <p>Maven 17M+ users; Tia 100k+ patients</p>
<p><b>VALUATION</b></p> <p>Maven ~\$1.7B (2024); Tia ~\$600M (2022)</p>	<p><b>TURNOVER</b></p> <p>Maven ~\$80M (2024 est.)</p>

WHO ELSE

# PSYCHIATRIST ?

DEFINITION

*An MD specializing in mental-health diagnosis and medication management.*

SAMPLE QUERY

*“who else takes my insurance for ADHD medication management?”*

CONSTRAINT STACK

- INSURANCE
- SPECIALTY
- TELEHEALTH
- WAIT TIME

TOP 3 SOURCES

- 01 Talkiatry
- 02 Cerebral
- 03 Zocdoc

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Talkiatry growing fast; Cerebral declining post-2022</p>	<p><b>INVENTORY</b></p> <p>Talkiatry 600+ psychiatrists</p>
<p><b>VALUATION</b></p> <p>Talkiatry \$1B+ (2024); Cerebral peaked ~\$4.8B (2022)</p>	<p><b>TURNOVER</b></p> <p>n/a publicly disclosed</p>

WHO ELSE

# PSYCHOLOGIST ?

DEFINITION

*A licensed mental-health practitioner for talk therapy.*

SAMPLE QUERY

*“who else does CBT for anxiety in DC under my plan?”*

CONSTRAINT STACK

- MODALITY
- INSURANCE
- TELEHEALTH
- AVAILABILITY

TOP 3 SOURCES

- 01 BetterHelp
- 02 Talkspace
- 03 Headway

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>BetterHelp ~50% online therapy; Talkspace ~15%</p>	<p><b>INVENTORY</b></p> <p>BetterHelp 35k+ therapists; Talkspace 10k+</p>
<p><b>VALUATION</b></p> <p>Talkspace ~\$300M mkt cap; BetterHelp (Teladoc) ~\$1B segment</p>	<p><b>TURNOVER</b></p> <p>BetterHelp ~\$1B (2023); Talkspace ~\$190M (2024)</p>

WHO ELSE

# THERAPIST ?

DEFINITION

*A general mental-health counselor; LCSW, LMFT, or LMHC.*

SAMPLE QUERY

*“who else does couples therapy on weekends in my area?”*

CONSTRAINT STACK

- MODALITY
- FORMAT
- AVAILABILITY
- INSURANCE

TOP 3 SOURCES

- 01 BetterHelp
- 02 Talkspace
- 03 Alma

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>BetterHelp dominant in DTC; Alma dominant in provider-side</p>	<p><b>INVENTORY</b></p> <p>BetterHelp 35k therapists; Alma 20k therapists</p>
<p><b>VALUATION</b></p> <p>Alma ~\$800M (2022); see Psychologist for BetterHelp</p>	<p><b>TURNOVER</b></p> <p>n/a — Alma private</p>

WHO ELSE

# COUNSELLOR ?

DEFINITION

*Lower-cost or specialized mental-health counseling, often non-clinical.*

SAMPLE QUERY

*“who else offers grief counseling free or sliding-scale?”*

CONSTRAINT STACK

- FOCUS
- FEE
- FORMAT
- DISTANCE

TOP 3 SOURCES

- 01 BetterHelp
- 02 Lyra Health
- 03 Spring Health

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Lyra and Spring lead employer market</p>	<p><b>INVENTORY</b></p> <p>Lyra 17M lives; Spring Health 20M lives</p>
<p><b>VALUATION</b></p> <p>Lyra ~\$5.6B (2022); Spring Health ~\$3.3B (2024)</p>	<p><b>TURNOVER</b></p> <p>n/a — both private</p>

WHO ELSE

# NUTRITIONIST ?

DEFINITION

*A non-RD professional advising on diet and food choices.*

SAMPLE QUERY

*“who else does plant-based nutrition coaching virtually?”*

CONSTRAINT STACK

- SPECIALTY
- FORMAT
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 Noom
- 02 WW (Weight Watchers)
- 03 MyFitnessPal

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Noom and WW lead digital coaching</p>	<p><b>INVENTORY</b></p> <p>Noom ~50M downloads; WW ~3.6M subscribers</p>
<p><b>VALUATION</b></p> <p>WW ~\$120M mkt cap (post-decline 2024); Noom private</p>	<p><b>TURNOVER</b></p> <p>WW ~\$790M (2024); Noom ~\$400M est.</p>

WHO ELSE

# DIETICIAN ?

DEFINITION

*A registered dietitian; clinically credentialed nutrition specialist.*

SAMPLE QUERY

*“who else is an RD covered by my insurance for diabetes?”*

CONSTRAINT STACK

- INSURANCE
- SPECIALTY
- TELEHEALTH
- DISTANCE

TOP 3 SOURCES

- 01 Nourish
- 02 Berry Street
- 03 Foodsmart

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Nourish leads insurance-covered nutrition</p>	<p><b>INVENTORY</b></p> <p>Nourish ~3k dietitians; Foodsmart 2M+ users</p>
<p><b>VALUATION</b></p> <p>Nourish ~\$250M (2024); Foodsmart ~\$200M est.</p>	<p><b>TURNOVER</b></p> <p>n/a — all private</p>

WHO ELSE

# BLOOD TEST ?

DEFINITION

*Phlebotomy services for diagnostic lab work.*

SAMPLE QUERY

*“who else does a walk-in CBC test under \$50?”*

CONSTRAINT STACK

- PRICE
- WALK-IN
- DISTANCE
- TURNAROUND

TOP 3 SOURCES

- 01 Quest Diagnostics
- 02 LabCorp
- 03 Function Health

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Quest ~30%; LabCorp ~30% US labs</p>	<p><b>INVENTORY</b></p> <p>Quest 2.2k patient service centers; LabCorp 2k</p>
<p><b>VALUATION</b></p> <p>Quest ~\$18B; LabCorp ~\$19B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Quest ~\$9.9B (2024); LabCorp ~\$13B</p>

WHO ELSE

# VACCINATION ?

DEFINITION

*Immunization services for routine and travel vaccines.*

SAMPLE QUERY

*“who else has the bivalent COVID booster for my insurance?”*

CONSTRAINT STACK

- VACCINE
- INSURANCE
- DISTANCE
- WALK-IN

TOP 3 SOURCES

- 01 CVS
- 02 Walgreens
- 03 local public health

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Retail pharmacies dominate non-childhood vaccines</p>	<p><b>INVENTORY</b></p> <p>See Pharmacy</p>
<p><b>VALUATION</b></p> <p>See Pharmacy</p>	<p><b>TURNOVER</b></p> <p>Vaccine market ~\$45B globally (2024)</p>



WHO ELSE

# AMBULANCE ?

DEFINITION

*Emergency medical transport; private or public.*

SAMPLE QUERY

*“who else covers private ambulance under my insurance?”*

CONSTRAINT STACK

- URGENCY
- INSURANCE
- DISTANCE
- EQUIPMENT

TOP 3 SOURCES

- 01 Global Medical Response
- 02 Falck
- 03 American Medical Response

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>GMR/AMR ~25% of US transports; rest municipal</p>	<p><b>INVENTORY</b></p> <p>GMR ~38k vehicles globally</p>
<p><b>VALUATION</b></p> <p>"GMR private (KKR-owned</p>	<p><b>TURNOVER</b></p> <p>~\$3.5B est.)"</p>

WHO ELSE

# 1ST AID ?

DEFINITION

*Certified first-aid training, often workplace-required.*

SAMPLE QUERY

*“who else does CPR + first-aid certification this weekend?”*

CONSTRAINT STACK

- DATE
- DURATION
- PRICE
- CREDENTIAL

TOP 3 SOURCES

- 01 American Red Cross
- 02 St John Ambulance
- 03 private trainers

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Red Cross dominates US training</p>	<p><b>INVENTORY</b></p> <p>Red Cross trains ~5M people/year</p>
<p><b>VALUATION</b></p> <p>Non-profit; n/a market cap</p>	<p><b>TURNOVER</b></p> <p>Red Cross ~\$3B operating budget (2024)</p>

WHO ELSE

# REHAB ?

DEFINITION

*Inpatient or outpatient substance-use or physical rehabilitation.*

SAMPLE QUERY

*“who else takes my insurance for a 30-day inpatient program?”*

CONSTRAINT STACK

- INSURANCE
- TYPE
- DURATION
- DISTANCE

TOP 3 SOURCES

- 01 Acadia Healthcare
- 02 Universal Health Services
- 03 Hazelden Betty Ford

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Acadia ~5%; UHS ~5%; rest fragmented</p>	<p><b>INVENTORY</b></p> <p>Acadia 260+ facilities; UHS 330+</p>
<p><b>VALUATION</b></p> <p>Acadia ~\$7B mkt cap; UHS ~\$13B</p>	<p><b>TURNOVER</b></p> <p>Acadia ~\$3B (2024); UHS ~\$15B</p>

WHO ELSE

# ADDICTION ?

DEFINITION

*Substance-use treatment programs and recovery support.*

SAMPLE QUERY

*“who else offers MAT (medication-assisted treatment) for opioids?”*

CONSTRAINT STACK

- MODALITY
- INSURANCE
- TELEHEALTH
- ANONYMITY

TOP 3 SOURCES

- 01 Workit Health
- 02 Bicycle Health
- 03 Hims/Hers (alcohol)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Fragmented; Workit and Bicycle lead digital MAT</p>	<p><b>INVENTORY</b></p> <p>Bicycle Health 100k+ patients</p>
<p><b>VALUATION</b></p> <p>Bicycle Health ~\$235M (2022); Workit ~\$140M (2021)</p>	<p><b>TURNOVER</b></p> <p>n/a — all private</p>

WHO ELSE

# PALLIATIVE CARE ?

DEFINITION

*Comfort-focused care for those with serious illness.*

SAMPLE QUERY

*“who else takes Medicare for in-home palliative care?”*

CONSTRAINT STACK

- INSURANCE
- DELIVERY MODE
- DISTANCE
- TEAM

TOP 3 SOURCES

- 01 Aspire Health (Anthem)
- 02 Helios Care
- 03 Optum

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Health-plan-embedded; no consumer brand leader</p>	<p><b>INVENTORY</b></p> <p>n/a — institutional</p>
<p><b>VALUATION</b></p> <p>n/a — embedded in payer cos</p>	<p><b>TURNOVER</b></p> <p>US palliative care market ~\$10B</p>

WHO ELSE

# HOSPICE ?

DEFINITION

*End-of-life care; medical, emotional, spiritual.*

SAMPLE QUERY

*“who else offers hospice with chaplain services in DC?”*

CONSTRAINT STACK

- DELIVERY MODE
- INSURANCE
- TEAM
- DISTANCE

TOP 3 SOURCES

- 01 Amedisys
- 02 Encompass Health
- 03 Enhabit

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Top 5 hospice cos ~20%; rest fragmented</p>	<p><b>INVENTORY</b></p> <p>Amedisys 540+ care centers</p>
<p><b>VALUATION</b></p> <p>Amedisys ~\$3B mkt cap; Encompass ~\$10B</p>	<p><b>TURNOVER</b></p> <p>Amedisys ~\$2.4B (2024); US hospice market ~\$30B</p>

WHO ELSE

# FERTILITY ?

DEFINITION

*Reproductive medicine: IUI, IVF, fertility preservation.*

SAMPLE QUERY

*“who else has IVF financing under \$20k per cycle?”*

CONSTRAINT STACK

- TREATMENT
- PRICE
- FINANCING
- OUTCOMES

TOP 3 SOURCES

- 01 Kindbody
- 02 Carrot Fertility
- 03 Maven Clinic

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Carrot leads employer; Kindbody leads consumer-clinic</p>	<p><b>INVENTORY</b></p> <p>Kindbody 35+ clinics; Carrot covers 1k+ employers</p>
<p><b>VALUATION</b></p> <p>Kindbody ~\$1.8B (2022); Carrot ~\$1B+ est.</p>	<p><b>TURNOVER</b></p> <p>n/a — both private</p>

WHO ELSE

# MIDWIFE ?

DEFINITION

*A trained pregnancy and birth attendant, often non-physician.*

SAMPLE QUERY

*“who else does home birth with hospital backup near me?”*

CONSTRAINT STACK

- BIRTH SETTING
- BACKUP
- INSURANCE
- DISTANCE

TOP 3 SOURCES

- 01 Hospital systems
- 02 independents
- 03 Babyscripts (digital)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; ~12k US CNMs</p>	<p><b>INVENTORY</b></p> <p>n/a — practice-level</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>US midwifery services ~\$2B est.</p>

WHO ELSE

# CONTRACEPTION ?

DEFINITION

*Prescription or device-based birth control.*

SAMPLE QUERY

*“who else does same-week IUD insertion with my insurance?”*

CONSTRAINT STACK

- METHOD
- INSURANCE
- WAIT TIME
- DISTANCE

TOP 3 SOURCES

- 01 Hims/Hers
- 02 Nurx
- 03 Twentyeight Health

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Nurx leads telecontraception</p>	<p><b>INVENTORY</b></p> <p>Nurx 1M+ patients</p>
<p><b>VALUATION</b></p> <p>Hims &amp; Hers ~\$10B mkt cap (2025); Nurx ~\$200M est.</p>	<p><b>TURNOVER</b></p> <p>Hims &amp; Hers ~\$1.5B (2024); contraception subset ~\$200M est.</p>

WHO ELSE

# STI TEST ?

DEFINITION

*Confidential testing for sexually transmitted infections.*

SAMPLE QUERY

*“who else does free STI testing with same-day results?”*

CONSTRAINT STACK

- PRIVACY
- PRICE
- TURNAROUND
- DISTANCE

TOP 3 SOURCES

- 01 Everlywell
- 02 LetsGetChecked
- 03 myLAB Box

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Everlywell and LetsGetChecked lead at-home</p>	<p><b>INVENTORY</b></p> <p>Everlywell 2M+ tests; LetsGetChecked 1M+</p>
<p><b>VALUATION</b></p> <p>Everlywell ~\$2.9B (2021); LetsGetChecked ~\$1B+ (2021)</p>	<p><b>TURNOVER</b></p> <p>n/a — both private</p>

WHO ELSE

# HEARING AID ?

DEFINITION

*Devices and dispensers for hearing correction.*

SAMPLE QUERY

*“who else has rechargeable hearing aids under \$2k a pair?”*

CONSTRAINT STACK

- TYPE
- PRICE
- TRIAL
- BRANDS

TOP 3 SOURCES

- 01 Sonova
- 02 Demant
- 03 GN Store Nord

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Audiologist</p>	<p><b>INVENTORY</b></p> <p>See Audiologist</p>
<p><b>VALUATION</b></p> <p>See Audiologist</p>	<p><b>TURNOVER</b></p> <p>Hearing aid market ~\$10B globally</p>

WHO ELSE

# WHEELCHAIR ?

DEFINITION

*Mobility devices: manual or powered.*

SAMPLE QUERY

*“who else has lightweight power chairs covered by Medicare?”*

CONSTRAINT STACK

- TYPE
- INSURANCE
- FIT
- PRICE

TOP 3 SOURCES

- 01 Invacare
- 02 Sunrise Medical
- 03 Permobil

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Invacare ~15%; Sunrise ~12%; Permobil leads premium</p>	<p><b>INVENTORY</b></p> <p>Invacare global; Permobil 70+ countries</p>
<p><b>VALUATION</b></p> <p>Invacare emerged from Ch.11 (~\$200M); Permobil private</p>	<p><b>TURNOVER</b></p> <p>Invacare ~\$800M (2024); global wheelchair market ~\$5B</p>

WHO ELSE

# PROSTHETICS ?

DEFINITION

*Custom-fit artificial limbs and orthopedic supports.*

SAMPLE QUERY

*“who else does microprocessor knee fitting under my insurance?”*

CONSTRAINT STACK

- TYPE
- INSURANCE
- PROVIDER NETWORK
- DISTANCE

TOP 3 SOURCES

- 01 Össur
- 02 Ottobock
- 03 Hanger

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Össur and Ottobock ~50% combined</p>	<p><b>INVENTORY</b></p> <p>Hanger 800+ clinics in US</p>
<p><b>VALUATION</b></p> <p>Össur ~\$3B; Hanger taken private 2022 ~\$1.3B</p>	<p><b>TURNOVER</b></p> <p>Össur ~\$800M (2024); Ottobock ~\$1.4B (2024)</p>

WHO ELSE

# HOME CARE ?

DEFINITION

*In-home non-medical and medical caregiving.*

SAMPLE QUERY

*“who else has overnight in-home aide coverage in my area?”*

CONSTRAINT STACK

- LEVEL
- AVAILABILITY
- INSURANCE
- DISTANCE

TOP 3 SOURCES

- 01 Care.com
- 02 Honor
- 03 Papa

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; Care.com leads consumer-marketplace</p>	<p><b>INVENTORY</b></p> <p>Honor 50k caregivers; Papa 250k+ pals</p>
<p><b>VALUATION</b></p> <p>Honor ~\$1.25B (2021); Papa ~\$1.4B (2021)</p>	<p><b>TURNOVER</b></p> <p>n/a — most private</p>



WHO ELSE

# ELDER CARE ?

DEFINITION

*Senior living, day programs, and elder-specific services.*

SAMPLE QUERY

*“who else has memory-care assisted living in DC under \$8k/mo?”*

CONSTRAINT STACK

- LEVEL
- PRICE
- DISTANCE
- AMENITIES

TOP 3 SOURCES

- 01 A Place for Mom
- 02 Brookdale
- 03 Sunrise Senior Living

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Brookdale ~5% senior housing units; APFM dominant referral</p>	<p><b>INVENTORY</b></p> <p>Brookdale 650+ communities; APFM 14k+ partners</p>
<p><b>VALUATION</b></p> <p>"Brookdale ~\$1.5B mkt cap; APFM private (sold ~\$700M</p>	<p><b>TURNOVER</b></p> <p>2017)"</p>

WHO ELSE

# DEMENTIA CARE ?

DEFINITION

*Specialized care for dementia and memory disorders.*

SAMPLE QUERY

*“who else has dementia day-program with transportation included?”*

CONSTRAINT STACK

- LEVEL
- TRANSPORT
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Brookdale (Memory Care)
- 02 Belmont Village
- 03 Silverado

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Fragmented within senior living</p>	<p><b>INVENTORY</b></p> <p>n/a granular</p>
<p><b>VALUATION</b></p> <p>See Elder Care</p>	<p><b>TURNOVER</b></p> <p>US dementia care ~\$300B (incl. unpaid)</p>

SUB-GROUP

# Fitness & Sport

*23 intents · physical activity · geo-anchored*

WHO ELSE

# GYM ?

DEFINITION

*Membership-based fitness facility with equipment, classes, and trainers.*

SAMPLE QUERY

*“who else has a gym near me with 24-hour access under \$50/mo?”*

CONSTRAINT STACK

- HOURS
- PRICE
- AMENITIES
- DISTANCE

TOP 3 SOURCES

- 01 Planet Fitness
- 02 LA Fitness
- 03 Equinox

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Planet Fitness ~12% US gym memberships</p>	<p><b>INVENTORY</b></p> <p>Planet Fitness 2.6k clubs; LA Fitness 700; Equinox 100</p>
<p><b>VALUATION</b></p> <p>Planet Fitness ~\$8B mkt cap; Equinox ~\$2.5B est.</p>	<p><b>TURNOVER</b></p> <p>Planet Fitness ~\$1.1B (2024); LA Fitness private</p>

WHO ELSE

# PERSONAL TRAINER ?

DEFINITION

*One-on-one fitness coaching, in-person or virtual.*

SAMPLE QUERY

*“who else does in-home strength training in DC?”*

CONSTRAINT STACK

- FORMAT
- SPECIALTY
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Future
- 02 Trainerize
- 03 local gyms

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; Future leads premium digital</p>	<p><b>INVENTORY</b></p> <p>Future ~50k members; Trainerize 8M users</p>
<p><b>VALUATION</b></p> <p>Future ~\$370M (2021); Trainerize private</p>	<p><b>TURNOVER</b></p> <p>n/a — both private</p>

WHO ELSE

# YOGA ?

DEFINITION

*Yoga classes; many disciplines and teaching traditions.*

SAMPLE QUERY

*“who else does heated vinyasa near me on weekday evenings?”*

CONSTRAINT STACK

- STYLE
- TIME
- DISTANCE
- PRICE

TOP 3 SOURCES

- 01 Lululemon (apparel)
- 02 Alo Yoga
- 03 CorePower

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Lululemon ~30% premium yoga apparel</p>	<p><b>INVENTORY</b></p> <p>Lululemon 700+ stores</p>
<p><b>VALUATION</b></p> <p>Lululemon ~\$30B mkt cap (2025)</p>	<p><b>TURNOVER</b></p> <p>Lululemon ~\$10B (2024)</p>

WHO ELSE

# PILATES ?

DEFINITION

*Reformer, mat, or barre Pilates classes.*

SAMPLE QUERY

*“who else has reformer Pilates classes under \$40 per session?”*

CONSTRAINT STACK

- EQUIPMENT
- PRICE
- DISTANCE
- INSTRUCTOR

TOP 3 SOURCES

- 01 Club Pilates
- 02 SoulCycle (parent Equinox)
- 03 local studios

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Club Pilates fastest-growing; ~5% segment</p>	<p><b>INVENTORY</b></p> <p>Club Pilates 1k+ studios</p>
<p><b>VALUATION</b></p> <p>Xponential Fitness (Club Pilates parent) ~\$400M mkt cap</p>	<p><b>TURNOVER</b></p> <p>Xponential Fitness ~\$330M (2024)</p>

WHO ELSE

# SWIMMING ?

DEFINITION

*A swimming provider or service within the physical activity domain.*

SAMPLE QUERY

*“who else offers swimming near me with strong reviews?”*

CONSTRAINT STACK

- LEVEL
- SCHEDULE
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Local YMCAs
- 02 private pools
- 03 SwimEasy

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>~10.4M US pools</p>
<p><b>VALUATION</b></p> <p>n/a meaningful</p>	<p><b>TURNOVER</b></p> <p>US aquatics market ~\$2B est.</p>

WHO ELSE

# RUNNING ?

DEFINITION

*Running clubs, training groups, race events, coaching.*

SAMPLE QUERY

*“who else has a marathon training group in DC?”*

CONSTRAINT STACK

- DISTANCE
- PACE
- SCHEDULE
- DISTRICT

TOP 3 SOURCES

- 01 Strava
- 02 Nike Run Club
- 03 Garmin Connect

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Strava ~50% serious-runner social; Garmin leads device</p>	<p><b>INVENTORY</b></p> <p>Strava 125M+ users; Garmin 250M+ devices</p>
<p><b>VALUATION</b></p> <p>Strava ~\$1.5B (2020); Garmin ~\$40B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Garmin ~\$5.5B (2024); Strava ~\$200M est.</p>

WHO ELSE

# CYCLING ?

DEFINITION

*A cycling provider or service within the physical activity domain.*

SAMPLE QUERY

*“who else offers cycling near me with strong reviews?”*

CONSTRAINT STACK

- LEVEL
- SCHEDULE
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Strava
- 02 Peloton
- 03 Zwift

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Strava and Zwift dominate connected cycling</p>	<p><b>INVENTORY</b></p> <p>Strava 125M; Zwift 1M+ subscribers</p>
<p><b>VALUATION</b></p> <p>Peloton ~\$2.5B mkt cap (2025); Zwift ~\$1B+ (2020)</p>	<p><b>TURNOVER</b></p> <p>Peloton ~\$2.7B (2024); Zwift ~\$200M est.</p>

WHO ELSE

# CLIMBING ?

DEFINITION

*A climbing provider or service within the physical activity domain.*

SAMPLE QUERY

*“who else offers climbing near me with strong reviews?”*

CONSTRAINT STACK

- LEVEL
- SCHEDULE
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 REI
- 02 Mountain Project (onX)
- 03 local gyms

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>~600 US climbing gyms</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>US climbing industry ~\$1B est.</p>

WHO ELSE

# MARTIAL ARTS ?

DEFINITION

*A martial arts provider or service within the physical activity domain.*

SAMPLE QUERY

*“who else offers martial arts near me with strong reviews?”*

CONSTRAINT STACK

- LEVEL
- SCHEDULE
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Local dojos
- 02 UFC GYM
- 03 OneWelbeck

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>~30k US martial arts schools</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>US martial arts ~\$4B est.</p>

WHO ELSE

# DANCE ?

DEFINITION

*A dance provider or service within the physical activity domain.*

SAMPLE QUERY

*“who else offers dance near me with strong reviews?”*

CONSTRAINT STACK

- LEVEL
- SCHEDULE
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Local studios
- 02 The Pulse
- 03 STEEZY (digital)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>STEEZY 1M+ users</p>
<p><b>VALUATION</b></p> <p>STEEZY ~\$50M (2021)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# FOOTBALL ?

DEFINITION

*Football leagues — soccer or American football.*

SAMPLE QUERY

*“who else has a Sunday rec soccer league with mixed-gender teams?”*

CONSTRAINT STACK

- TYPE
- LEVEL
- SCHEDULE
- DISTANCE

TOP 3 SOURCES

- 01 EPL
- 02 NFL
- 03 FIFA

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>n/a — sport not service</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>NFL ~\$163B aggregate franchise value</p>	<p><b>TURNOVER</b></p> <p>NFL ~\$20B (2024); EPL ~\$8B</p>

WHO ELSE

# TENNIS ?

DEFINITION

*Tennis lessons, courts, league play.*

SAMPLE QUERY

*“who else has indoor courts in DC with same-day reservations?”*

CONSTRAINT STACK

- INDOOR/OUTDOOR
- AVAILABILITY
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 ATP
- 02 USTA
- 03 local clubs

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>n/a — sport not service</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a — sport governance</p>	<p><b>TURNOVER</b></p> <p>ATP ~\$300M (2024)</p>

WHO ELSE

# GOLF ?

DEFINITION

*Golf courses, ranges, lessons, and equipment.*

SAMPLE QUERY

*“who else has tee times under \$80 within 30 minutes of DC?”*

CONSTRAINT STACK

- PRICE
- DISTANCE
- DIFFICULTY
- AVAILABILITY

TOP 3 SOURCES

- 01 Topgolf
- 02 PGA
- 03 GolfNow

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Topgolf leads US driving-range entertainment</p>	<p><b>INVENTORY</b></p> <p>Topgolf 100+ venues</p>
<p><b>VALUATION</b></p> <p>Topgolf merged into Callaway ~\$2.6B (2021)</p>	<p><b>TURNOVER</b></p> <p>Topgolf ~\$1.8B (2024); US golf market ~\$84B</p>

WHO ELSE

# SKIING ?

DEFINITION

*Resorts, lessons, equipment, and lift access.*

SAMPLE QUERY

*“who else has season passes including night skiing?”*

CONSTRAINT STACK

- TERRAIN
- PASS TYPE
- DISTANCE
- AMENITIES

TOP 3 SOURCES

- 01 Vail Resorts
- 02 Alterra
- 03 local resorts

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Vail ~30% North American skier visits</p>	<p><b>INVENTORY</b></p> <p>Vail 42 resorts</p>
<p><b>VALUATION</b></p> <p>Vail Resorts ~\$8B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Vail ~\$2.9B (2024); US ski market ~\$5B</p>

WHO ELSE

# SURFING ?

DEFINITION

*Surf instruction, board rental, and beach access.*

SAMPLE QUERY

*“who else does beginner surf lessons with board included near me?”*

CONSTRAINT STACK

- LEVEL
- GEAR
- DISTANCE
- PRICE

TOP 3 SOURCES

- 01 Local schools
- 02 Surfline
- 03 Wavegarden

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>Surfline 700+ cams</p>
<p><b>VALUATION</b></p> <p>Surfline ~\$160M (2021)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# BOXING ?

DEFINITION

*Boxing gyms, training, and fitness classes.*

SAMPLE QUERY

*“who else has competitive sparring nights for amateur boxers?”*

CONSTRAINT STACK

- LEVEL
- FORMAT
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 UFC GYM
- 02 Title Boxing
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a meaningful</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# CROSSFIT ?

DEFINITION

*Affiliated CrossFit boxes for high-intensity functional fitness.*

SAMPLE QUERY

*“who else has a 5am CrossFit class under \$200/mo?”*

CONSTRAINT STACK

- TIME
- PRICE
- DISTANCE
- COMMUNITY

TOP 3 SOURCES

- 01 CrossFit Inc.
- 02 affiliate gyms

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>CrossFit ~13k affiliates worldwide</p>	<p><b>INVENTORY</b></p> <p>13k affiliates</p>
<p><b>VALUATION</b></p> <p>CrossFit Inc. acquired by Berkshire Partners 2020 (~\$650M est.)</p>	<p><b>TURNOVER</b></p> <p>CrossFit ~\$100M (2024 est.)</p>

WHO ELSE

# SPORTS TEAM ?

DEFINITION

*A sports team provider or service within the physical activity domain.*

SAMPLE QUERY

*“who else offers sports team near me with strong reviews?”*

CONSTRAINT STACK

- LEVEL
- SCHEDULE
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 TeamSnap
- 02 SportsEngine
- 03 LeagueApps

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>TeamSnap and SportsEngine dominate youth team mgmt</p>	<p><b>INVENTORY</b></p> <p>TeamSnap 24M users; SportsEngine (NBC) 25M</p>
<p><b>VALUATION</b></p> <p>TeamSnap ~\$300M est.; SportsEngine part of NBCU</p>	<p><b>TURNOVER</b></p> <p>n/a — embedded</p>

WHO ELSE

# SPORTS COACH ?

DEFINITION

*A sports coach provider or service within the physical activity domain.*

SAMPLE QUERY

*“who else offers sports coach near me with strong reviews?”*

CONSTRAINT STACK

- LEVEL
- SCHEDULE
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 CoachUp
- 02 PlaySight
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Fragmented</p>	<p><b>INVENTORY</b></p> <p>CoachUp ~30k coaches</p>
<p><b>VALUATION</b></p> <p>CoachUp ~\$25M est.</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# SPORTS GEAR ?

DEFINITION

*A sports gear provider or service within the physical activity domain.*

SAMPLE QUERY

*“who else offers sports gear near me with strong reviews?”*

CONSTRAINT STACK

- LEVEL
- SCHEDULE
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Dick's Sporting Goods
- 02 Decathlon
- 03 Amazon

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Dick's ~10% US sporting goods retail; Decathlon global #1</p>	<p><b>INVENTORY</b></p> <p>Dick's 850+ stores; Decathlon 1.7k stores</p>
<p><b>VALUATION</b></p> <p>Dick's ~\$15B mkt cap; Decathlon private</p>	<p><b>TURNOVER</b></p> <p>Dick's ~\$13B (2024); Decathlon ~\$17B</p>

WHO ELSE

# STADIUM ?

DEFINITION

*A stadium provider or service within the physical activity domain.*

SAMPLE QUERY

*“who else offers stadium near me with strong reviews?”*

CONSTRAINT STACK

- LEVEL
- SCHEDULE
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 AEG
- 02 Live Nation
- 03 Oak View Group

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>AEG and Live Nation dominate venue ops</p>	<p><b>INVENTORY</b></p> <p>AEG 350+ venues; Live Nation 350+</p>
<p><b>VALUATION</b></p> <p>Live Nation ~\$30B mkt cap; AEG private</p>	<p><b>TURNOVER</b></p> <p>Live Nation ~\$23B (2024)</p>

WHO ELSE

# POOL ?

DEFINITION

*A pool provider or service within the physical activity domain.*

SAMPLE QUERY

*“who else offers pool near me with strong reviews?”*

CONSTRAINT STACK

- LEVEL
- SCHEDULE
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Local public pools
- 02 private clubs
- 03 Swimply

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Swimply leads pool-sharing economy</p>	<p><b>INVENTORY</b></p> <p>Swimply 30k+ pool listings</p>
<p><b>VALUATION</b></p> <p>Swimply ~\$170M (2022)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# SAUNA ?

DEFINITION

*A sauna provider or service within the physical activity domain.*

SAMPLE QUERY

*“who else offers sauna near me with strong reviews?”*

CONSTRAINT STACK

- LEVEL
- SCHEDULE
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Equinox
- 02 local spas
- 03 Othership

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

SUB-GROUP

# Food & Drink

*27 intents · food & beverage · mixed*

## WHO ELSE

## RESTAURANT ?

## DEFINITION

*Sit-down dining establishments.*

## SAMPLE QUERY

*“who else has Italian seating tonight at 8pm under \$80 per person?”*

## CONSTRAINT STACK

CUISINE

AVAILABILITY

PRICE

DISTANCE

## TOP 3 SOURCES

01 OpenTable

02 Resy

03 Yelp

## MARKET SHAPE

## MARKET SHARE

OpenTable ~70% US online res; Resy fast-growing

## INVENTORY

OpenTable 60k+ restaurants; Resy 16k+

## VALUATION

OpenTable (Booking Holdings) ~\$2.6B (2014); Resy (Amex) ~\$200M

## TURNOVER

OpenTable ~\$300M est.; US restaurant industry ~\$1T

## WHO ELSE

# FAST FOOD ?

## DEFINITION

*Quick-service restaurants with limited-service formats.*

## SAMPLE QUERY

*“who else has drive-thru open past 11pm on this side of town?”*

## CONSTRAINT STACK

HOURS

FORMAT

DISTANCE

MENU

## TOP 3 SOURCES

01 McDonald's

02 Yum! Brands

03 Restaurant Brands Intl.

## MARKET SHAPE

## MARKET SHARE

McD ~22% US QSR; Yum (KFC/Taco Bell/Pizza Hut) ~15%

## INVENTORY

McD 41k stores; Yum 60k stores; RBI 30k stores

## VALUATION

McD ~\$220B mkt cap; Yum ~\$40B; RBI ~\$30B

## TURNOVER

McD ~\$26B (2024); Yum ~\$7B; RBI ~\$8B

## WHO ELSE

## CAFE ?

## DEFINITION

*Coffee shops, often with seating and food options.*

## SAMPLE QUERY

*“who else has a quiet cafe with wifi for working until late?”*

## CONSTRAINT STACK

HOURS

AMBIENCE

WIFI

DISTANCE

## TOP 3 SOURCES

01 Starbucks

02 Dunkin' (Inspire)

03 local

## MARKET SHAPE

## MARKET SHARE

Starbucks ~40% US specialty coffee retail

## INVENTORY

Starbucks 38k stores; Dunkin' 13.5k stores

## VALUATION

Starbucks ~\$110B mkt cap

## TURNOVER

Starbucks ~\$36B (2024)

## WHO ELSE

## BAKERY ?

## DEFINITION

*A bakery provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers bakery near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 Panera

02 local

03 Subway (sandwiches)

## MARKET SHAPE

## MARKET SHARE

Highly fragmented in artisan; Panera leads chain bakery-cafe

## INVENTORY

Panera 2.2k locations

## VALUATION

Panera private (taken private 2017 ~\$7.5B; IPO planned)

## TURNOVER

Panera ~\$5B (2024 est.)

## WHO ELSE

## GROCERY ?

## DEFINITION

*General-purpose food retail.*

## SAMPLE QUERY

*“who else has same-day grocery delivery with organic produce?”*

## CONSTRAINT STACK

DELIVERY

SELECTION

PRICE

DISTANCE

## TOP 3 SOURCES

01 Walmart

02 Kroger

03 Costco

## MARKET SHAPE

## MARKET SHARE

Walmart ~25% US grocery; Kroger ~10%; Costco ~7%

## INVENTORY

Walmart 4.6k stores; Kroger 2.7k; Costco 600

## VALUATION

Walmart ~\$700B mkt cap; Costco ~\$400B; Kroger ~\$50B

## TURNOVER

Walmart grocery ~\$280B (2024); Kroger ~\$150B; Costco ~\$250B

## WHO ELSE

# BUTCHER ?

## DEFINITION

*A butcher provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers butcher near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 Crowd Cow

02 Porter Road

03 local

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

Crowd Cow ~50 farms

## VALUATION

Crowd Cow ~\$60M (2021)

## TURNOVER

n/a

## WHO ELSE

# FISHMONGER ?

## DEFINITION

*A fishmonger provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers fishmonger near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 Sea to Table

02 local

03 Costco

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

US seafood retail ~\$30B

## WHO ELSE

# GREENGROCER ?

## DEFINITION

*A greengrocer provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers greengrocer near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 Whole Foods

02 Sprouts

03 Trader Joe's

## MARKET SHAPE

## MARKET SHARE

Whole Foods (Amazon) leads premium produce retail

## INVENTORY

Whole Foods 530+ stores

## VALUATION

Whole Foods part of Amazon (~\$13.7B acq. 2017)

## TURNOVER

Whole Foods ~\$22B est. (2024)

## WHO ELSE

# FOOD DELIVERY ?

## DEFINITION

*On-demand restaurant or grocery delivery to home.*

## SAMPLE QUERY

*“who else delivers vegan food to me past midnight?”*

## CONSTRAINT STACK

DIET

HOURS

PRICE

DISTANCE

## TOP 3 SOURCES

01 DoorDash

02 Uber Eats

03 Grubhub

## MARKET SHAPE

## MARKET SHARE

DoorDash ~67% US; Uber Eats ~23%; Grubhub ~8%

## INVENTORY

DoorDash 600k+ merchants; Uber Eats 825k+

## VALUATION

DoorDash ~\$80B mkt cap; Uber ~\$170B (rideshare+eats)

## TURNOVER

DoorDash ~\$10.7B (2024); Uber Eats ~\$13B (2024)

WHO ELSE

# MEAL KIT ?

DEFINITION

*Subscription-based meal preparation kits.*

SAMPLE QUERY

*“who else has gluten-free meal kits under \$12 per serving?”*

CONSTRAINT STACK

- DIET
- PRICE
- PORTIONS
- FLEXIBILITY

TOP 3 SOURCES

- 01 HelloFresh
- 02 Blue Apron
- 03 Home Chef

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>HelloFresh ~70% global meal kit; Blue Apron declining</p>	<p><b>INVENTORY</b></p> <p>HelloFresh ~7M active customers</p>
<p><b>VALUATION</b></p> <p>HelloFresh ~\$1.8B mkt cap (2025); Blue Apron taken private ~\$103M</p>	<p><b>TURNOVER</b></p> <p>HelloFresh ~\$8B (2024)</p>

## WHO ELSE

# FOOD SHARING ?

## DEFINITION

*Apps and platforms for surplus or shared meals.*

## SAMPLE QUERY

*“who else has food-sharing pickups near me tonight?”*

## CONSTRAINT STACK

DISTANCE

TIMING

PRICE

QUANTITY

## TOP 3 SOURCES

01 OLIO

02 Too Good To Go

03 Karma

## MARKET SHAPE

## MARKET SHARE

Too Good To Go leads surplus-food

## INVENTORY

TGTG 100M+ users; OLIO 8M+

## VALUATION

TGTG ~\$1.1B (2023); OLIO ~\$190M (2021)

## TURNOVER

TGTG ~\$200M est.; OLIO ~\$15M est.

## WHO ELSE

# CATERING ?

## DEFINITION

*Food service for events, deliveries, and pickups.*

## SAMPLE QUERY

*“who else caters for 30 people with kosher options under \$35/head?”*

## CONSTRAINT STACK

DIET

PORTIONS

PRICE

VENUE

## TOP 3 SOURCES

01 ezCater

02 Hungry

03 Foda

## MARKET SHAPE

## MARKET SHARE

ezCater leads US business catering

## INVENTORY

ezCater 100k+ restaurant partners

## VALUATION

ezCater ~\$1.6B (2022)

## TURNOVER

n/a — private

## WHO ELSE

# COOKING CLASS ?

## DEFINITION

*A cooking class provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers cooking class near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 Cozymeal

02 MasterClass

03 Sur La Table

## MARKET SHAPE

## MARKET SHARE

See Cooking Class in Food

## INVENTORY

See Cooking Class in Food

## VALUATION

See Cooking Class in Food

## TURNOVER

See Cooking Class in Food

## WHO ELSE

## RECIPE ?

## DEFINITION

*A recipe provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers recipe near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 AllRecipes

02 NYT Cooking

03 Yummly

## MARKET SHAPE

## MARKET SHARE

AllRecipes ~30% US recipe traffic; NYT Cooking growing

## INVENTORY

AllRecipes 60M+ MAU; NYT Cooking 1M+ subs

## VALUATION

AllRecipes part of Dotdash Meredith (IAC); NYT ~\$10B mkt cap

## TURNOVER

n/a — embedded

## WHO ELSE

# DIET PLAN ?

## DEFINITION

*A diet plan provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers diet plan near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 WW (Weight Watchers)

02 Noom

03 MyFitnessPal

## MARKET SHAPE

## MARKET SHARE

Noom and WW lead

## INVENTORY

See Nutritionist

## VALUATION

See Nutritionist

## TURNOVER

See Nutritionist

## WHO ELSE

# VEGAN FOOD ?

## DEFINITION

*A vegan food provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers vegan food near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 Beyond Meat

02 Impossible Foods

03 Oatly

## MARKET SHAPE

## MARKET SHARE

Beyond ~10% US plant-based meat; Impossible ~15%

## INVENTORY

Beyond in 130k+ outlets; Impossible in 100k+

## VALUATION

"Beyond ~\$300M mkt cap (2025

## TURNOVER

down from \$14B peak); Impossible ~\$7B (2021)"

## WHO ELSE

# HALAL FOOD ?

## DEFINITION

*A halal food provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers halal food near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 Saffron Road

02 Crescent Foods

03 local

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a meaningful

## TURNOVER

Global halal market ~\$2T

## WHO ELSE

# KOSHER FOOD ?

## DEFINITION

*A kosher food provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers kosher food near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 Manischewitz

02 Empire Kosher

03 local

## MARKET SHAPE

## MARKET SHARE

Manischewitz dominant in packaged kosher

## INVENTORY

n/a

## VALUATION

"Manischewitz private (Kayco

## TURNOVER

~\$300M est.)"

WHO ELSE

# WINE ?

DEFINITION

*Wine purchase, tasting, education.*

SAMPLE QUERY

*“who else has natural wine tastings on weekends in DC?”*

CONSTRAINT STACK

- TYPE
- FORMAT
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Constellation Brands
- 02 E&J Gallo
- 03 Vivino

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Constellation ~5% US wine; Gallo ~25% US volume</p>	<p><b>INVENTORY</b></p> <p>Vivino 65M+ users</p>
<p><b>VALUATION</b></p> <p>Constellation ~\$45B mkt cap; Vivino ~\$200M (2021)</p>	<p><b>TURNOVER</b></p> <p>Constellation wine segment ~\$2B (2024)</p>

## WHO ELSE

## BEER ?

## DEFINITION

*A beer provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers beer near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 AB InBev

02 Heineken

03 Constellation

## MARKET SHAPE

## MARKET SHARE

AB InBev ~25% global; Heineken ~10%

## INVENTORY

AB InBev 500+ brands; Heineken 300+

## VALUATION

AB InBev ~\$120B mkt cap; Heineken ~\$45B

## TURNOVER

AB InBev ~\$59B (2024); Heineken ~\$30B

## WHO ELSE

# COCKTAIL ?

## DEFINITION

*A cocktail provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers cocktail near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 Diageo

02 Pernod Ricard

03 Bacardi

## MARKET SHAPE

## MARKET SHARE

Diageo ~25% global premium spirits

## INVENTORY

Diageo 200+ brands

## VALUATION

Diageo ~\$60B mkt cap; Pernod ~\$30B

## TURNOVER

Diageo ~\$20B (2024); Pernod ~\$13B

## WHO ELSE

# WATER ?

## DEFINITION

*A water provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers water near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 Nestlé Waters

02 Coca-Cola

03 PepsiCo

## MARKET SHAPE

## MARKET SHARE

Nestlé/BlueTriton ~15% US bottled water

## INVENTORY

n/a SKU level

## VALUATION

BlueTriton private (~\$4.3B 2021); KO ~\$280B mkt cap

## TURNOVER

Global bottled water ~\$320B

## WHO ELSE

## COFFEE ?

## DEFINITION

*Specialty coffee retail and subscription.*

## SAMPLE QUERY

*“who else has single-origin pour-over within walking distance?”*

## CONSTRAINT STACK

STYLE

DISTANCE

PRICE

WHOLESALE

## TOP 3 SOURCES

01 Starbucks

02 Nestlé

03 JDE Peet's

## MARKET SHAPE

## MARKET SHARE

Nestlé ~22% global coffee; Starbucks ~3% but premium leader

## INVENTORY

See Cafe

## VALUATION

See Cafe

## TURNOVER

Global coffee market ~\$130B

## WHO ELSE

## TEA ?

## DEFINITION

*A tea provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers tea near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 Unilever (Lipton spinoff)

02 Tata

03 Twinings

## MARKET SHAPE

## MARKET SHARE

ekaterra (Unilever tea spinoff) ~7% global tea

## INVENTORY

n/a

## VALUATION

ekaterra sold to CVC ~\$5.1B (2022)

## TURNOVER

Global tea market ~\$200B

## WHO ELSE

## SNACK ?

## DEFINITION

*A snack provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers snack near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 PepsiCo (Frito-Lay)

02 Mondelez

03 Mars

## MARKET SHAPE

## MARKET SHARE

Frito-Lay ~60% US salty snacks

## INVENTORY

n/a

## VALUATION

PepsiCo ~\$220B mkt cap; Mondelez ~\$90B

## TURNOVER

Frito-Lay ~\$25B (2024); global snack ~\$580B

## WHO ELSE

## PICNIC ?

## DEFINITION

*A picnic provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers picnic near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 n/a — DIY activity

02 Hipcamp

03 Tock (private dining)

## MARKET SHAPE

## MARKET SHARE

n/a — not a service category

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

# FOOD BANK ?

## DEFINITION

*A food bank provider or service within the food & beverage domain.*

## SAMPLE QUERY

*“who else offers food bank near me with strong reviews?”*

## CONSTRAINT STACK

DIET

PRICE

HOURS

DISTANCE

## TOP 3 SOURCES

01 Feeding America

02 The Food Bank

03 local pantries

## MARKET SHAPE

## MARKET SHARE

Feeding America largest US hunger-relief network

## INVENTORY

"Feeding America 200+ food banks

## VALUATION

60k pantries"

## TURNOVER

Non-profit

SUB-GROUP

# Home & Living

*43 intents · household & shelter · geo-anchored*

WHO ELSE

# HOUSE ?

DEFINITION

*A house provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers house near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Zillow
- 02 Redfin
- 03 Realtor.com

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Zillow ~70% US real-estate search traffic</p>	<p><b>INVENTORY</b></p> <p>Zillow 130M+ homes; Redfin 100M+</p>
<p><b>VALUATION</b></p> <p>Zillow ~\$15B mkt cap; Redfin ~\$1.5B (acquired by Rocket 2025)</p>	<p><b>TURNOVER</b></p> <p>Zillow ~\$2.1B (2024); Redfin ~\$1B</p>

## WHO ELSE

# APARTMENT ?

## DEFINITION

*A apartment provider or service within the household & shelter domain.*

## SAMPLE QUERY

*“who else offers apartment near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Apartments.com

02 Zillow Rentals

03 Rent.com

## MARKET SHAPE

## MARKET SHARE

Apartments.com (CoStar) ~40% US rental search

## INVENTORY

Apartments.com 1.4M+ listings

## VALUATION

CoStar ~\$30B mkt cap

## TURNOVER

CoStar ~\$2.7B (2024)

## WHO ELSE

# FLAT SHARE ?

## DEFINITION

*A flat share provider or service within the household & shelter domain.*

## SAMPLE QUERY

*“who else offers flat share near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 SpareRoom

02 Roomster

03 Bumble BFF

## MARKET SHAPE

## MARKET SHARE

SpareRoom leads UK/AU; Roomster leads US

## INVENTORY

SpareRoom 13M+ users; Roomster 200k+ active listings

## VALUATION

SpareRoom private (~\$50M est.); Roomster IPO failed 2022

## TURNOVER

n/a — small private

## WHO ELSE

## STUDENT HOUSING ?

## DEFINITION

*A student housing provider or service within the household & shelter domain.*

## SAMPLE QUERY

*“who else offers student housing near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 American Campus Communities

02 Greystar

03 Uniplaces

## MARKET SHAPE

## MARKET SHARE

ACC ~5% US student housing units; Greystar largest mgr

## INVENTORY

ACC 200+ properties; Greystar 800k+ units

## VALUATION

ACC taken private by Blackstone \$13B (2022); Greystar private

## TURNOVER

Global student housing ~\$200B

## WHO ELSE

# SOCIAL HOUSING ?

## DEFINITION

*A social housing provider or service within the household & shelter domain.*

## SAMPLE QUERY

*“who else offers social housing near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 HUD (US)

02 housing associations (UK)

03 local councils

## MARKET SHAPE

## MARKET SHARE

Public-sector dominated; not commercial

## INVENTORY

US public housing ~970k units

## VALUATION

n/a — government

## TURNOVER

n/a

WHO ELSE

# MORTGAGE ?

DEFINITION

*Home loan origination and refinancing.*

SAMPLE QUERY

*“who else has a 30-yr fixed under 6% with no origination fee?”*

CONSTRAINT STACK

- RATE
- FEES
- TERMS
- ELIGIBILITY

TOP 3 SOURCES

- 01 Rocket Mortgage
- 02 United Wholesale
- 03 LoanDepot

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>UWM ~12%; Rocket ~9%; CrossCountry ~5% US originations 2024</p>	<p><b>INVENTORY</b></p> <p>Rocket ~\$100B+ originations 2024</p>
<p><b>VALUATION</b></p> <p>Rocket ~\$30B mkt cap; UWM ~\$8B</p>	<p><b>TURNOVER</b></p> <p>Rocket ~\$5.1B (2024); UWM ~\$2.4B</p>

WHO ELSE

# RENT ?

DEFINITION

*Renting a residential property.*

SAMPLE QUERY

*“who else has 2BR pet-friendly under \$3k near a metro stop?”*

CONSTRAINT STACK

- PRICE
- PETS
- AMENITIES
- DISTANCE

TOP 3 SOURCES

- 01 Apartments.com
- 02 Zillow Rentals
- 03 Rent.com

MARKET SHAPE

<p>MARKET SHARE</p> <p>See Apartment</p>	<p>INVENTORY</p> <p>See Apartment</p>
<p>VALUATION</p> <p>See Apartment</p>	<p>TURNOVER</p> <p>US rent payments ~\$650B/yr</p>

WHO ELSE

# ESTATE AGENT ?

DEFINITION

*Real estate brokers for buying, selling, leasing.*

SAMPLE QUERY

*“who else specializes in buyer's agent for first-time homebuyers in DC?”*

CONSTRAINT STACK

- SPECIALTY
- EXPERIENCE
- FEE
- DISTRICT

TOP 3 SOURCES

- 01 Compass
- 02 Anywhere (Coldwell/Century 21)
- 03 RE/MAX

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Anywhere ~15% US transactions; Compass ~5%</p>	<p><b>INVENTORY</b></p> <p>Compass 33k agents; Anywhere 350k+ agents</p>
<p><b>VALUATION</b></p> <p>Compass ~\$2.5B mkt cap; Anywhere ~\$700M; RE/MAX ~\$300M</p>	<p><b>TURNOVER</b></p> <p>Compass ~\$5.6B (2024); Anywhere ~\$5.5B</p>



WHO ELSE

# LANDLORD ?

DEFINITION

*A landlord provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers landlord near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Avail
- 02 TurboTenant
- 03 Buildium

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; Buildium leads SaaS for SMB landlords</p>	<p><b>INVENTORY</b></p> <p>Buildium 17k+ companies</p>
<p><b>VALUATION</b></p> <p>"Buildium part of RealPage (Thoma Bravo</p>	<p><b>TURNOVER</b></p> <p>~\$10B)"</p>

## WHO ELSE

# PROPERTY SURVEY ?

## DEFINITION

*A property survey provider or service within the household & shelter domain.*

## SAMPLE QUERY

*“who else offers property survey near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

**01** RICS-certified independents (UK)

**02** local (US)

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a



WHO ELSE

# INTERIOR DESIGN ?

DEFINITION

*Professional interior design and decoration.*

SAMPLE QUERY

*“who else does e-design for under \$1500 per room?”*

CONSTRAINT STACK

- FORMAT
- STYLE
- PRICE
- TURNAROUND

TOP 3 SOURCES

- 01 Houzz
- 02 Modsy (closed)
- 03 Havenly

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Houzz dominant marketplace</p>	<p><b>INVENTORY</b></p> <p>Houzz 65M+ users; Havenly 50k+ projects/yr</p>
<p><b>VALUATION</b></p> <p>"Houzz ~\$4B (2017</p>	<p><b>TURNOVER</b></p> <p>last round); Havenly ~\$200M est."</p>

WHO ELSE

# ARCHITECT ?

DEFINITION

*Licensed architects for residential and commercial design.*

SAMPLE QUERY

*“who else does residential additions with permits under \$15k?”*

CONSTRAINT STACK

- LICENSE
- SPECIALTY
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 AIA member firms
- 02 Houzz Pro
- 03 Bark.com

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; ~22k US firms</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a meaningful — most firms private partnerships</p>	<p><b>TURNOVER</b></p> <p>US architectural services ~\$60B (2024)</p>

WHO ELSE

# RENOVATION ?

DEFINITION

*General contractors for home renovation.*

SAMPLE QUERY

*“who else does kitchen renovations under \$40k with referrals?”*

CONSTRAINT STACK

- LICENSING
- REVIEWS
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Houzz
- 02 Angi
- 03 Thumbtack

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Houzz leads inspiration; Angi leads contractor mktplace</p>	<p><b>INVENTORY</b></p> <p>Angi 250k+ pros; Houzz 2.7M+ pros</p>
<p><b>VALUATION</b></p> <p>Angi ~\$700M mkt cap; Houzz private</p>	<p><b>TURNOVER</b></p> <p>Angi ~\$1.2B (2024); US renovation ~\$500B</p>

WHO ELSE

# BUILDER ?

DEFINITION

*A builder provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers builder near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Angi
- 02 Thumbtack
- 03 HomeAdvisor

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Angi leads US contractor mktplace</p>	<p><b>INVENTORY</b></p> <p>See Renovation</p>
<p><b>VALUATION</b></p> <p>See Renovation</p>	<p><b>TURNOVER</b></p> <p>See Renovation</p>

WHO ELSE

# PLUMBER ?

DEFINITION

*Licensed tradesman for water, drain, and gas systems.*

SAMPLE QUERY

*“who else does emergency plumbing near me for under \$300?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- DISTANCE

TOP 3 SOURCES

- 01 Roto-Rooter
- 02 Mr. Rooter
- 03 Angi

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Roto-Rooter ~15% US plumbing service</p>	<p><b>INVENTORY</b></p> <p>Roto-Rooter 600+ locations</p>
<p><b>VALUATION</b></p> <p>Roto-Rooter (Chemed) ~\$8B mkt cap (parent)</p>	<p><b>TURNOVER</b></p> <p>Roto-Rooter ~\$800M (2024)</p>

## WHO ELSE

## ELECTRICIAN ?

## DEFINITION

*Licensed tradesman for residential or commercial electrical.*

## SAMPLE QUERY

*“who else does panel upgrades with permit pulled?”*

## CONSTRAINT STACK

LICENSING

INSURANCE

PRICE

DISTANCE

## TOP 3 SOURCES

01 Mister Sparky

02 Angi

03 Thumbtack

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; Mister Sparky leads franchised

## INVENTORY

Mister Sparky 100+ locations

## VALUATION

Authority Brands (parent) private (Apax)

## TURNOVER

n/a

WHO ELSE

# PAINTER ?

DEFINITION

*A painter provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers painter near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 CertaPro
- 02 Five Star Painting
- 03 Angi

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>CertaPro ~5% pro residential painting</p>	<p><b>INVENTORY</b></p> <p>CertaPro 350+ locations</p>
<p><b>VALUATION</b></p> <p>CertaPro private (FirstService Brands)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# TILER ?

DEFINITION

*A tiler provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers tiler near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Local
- 02 Angi
- 03 Thumbtack

MARKET SHAPE

<p>MARKET SHARE</p> <p>Highly fragmented</p>	<p>INVENTORY</p> <p>n/a</p>
<p>VALUATION</p> <p>n/a</p>	<p>TURNOVER</p> <p>n/a</p>

## WHO ELSE

# CARPENTER ?

## DEFINITION

*A carpenter provider or service within the household & shelter domain.*

## SAMPLE QUERY

*“who else offers carpenter near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Local

02 Angi

03 Thumbtack

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

# GLAZIER ?

## DEFINITION

*A glazier provider or service within the household & shelter domain.*

## SAMPLE QUERY

*“who else offers glazier near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Safelite (auto)

02 local (residential)

03 Angi

## MARKET SHAPE

## MARKET SHARE

Safelite ~75% US auto glass; residential fragmented

## INVENTORY

Safelite 7.4k locations

## VALUATION

Safelite (Belron) private (~\$24B 2023)

## TURNOVER

Belron ~\$5.5B (2024)

## WHO ELSE

# ROOFER ?

## DEFINITION

*A roofer provider or service within the household & shelter domain.*

## SAMPLE QUERY

*“who else offers roofer near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Angi

02 Thumbtack

03 local

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; ~100k US roofing cos

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

US roofing market ~\$30B

WHO ELSE

# TIMBERMAN ?

DEFINITION

*A timberman provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers timberman near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Local
- 02 Angi

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# LOCKSMITH ?

DEFINITION

*On-demand or scheduled lock service: residential or auto.*

SAMPLE QUERY

*“who else does emergency lockout under \$150 in my zip?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- DISTANCE

TOP 3 SOURCES

- 01 Pop-A-Lock
- 02 local
- 03 Angi

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Pop-A-Lock leads franchise; rest fragmented</p>	<p><b>INVENTORY</b></p> <p>Pop-A-Lock 600+ franchises</p>
<p><b>VALUATION</b></p> <p>Pop-A-Lock private</p>	<p><b>TURNOVER</b></p> <p>US locksmith services ~\$3B</p>

## WHO ELSE

## CLEANER ?

## DEFINITION

*Residential or commercial house cleaning services.*

## SAMPLE QUERY

*“who else does weekly house cleaning under \$200 with eco supplies?”*

## CONSTRAINT STACK

FREQUENCY

PRICE

SUPPLIES

VETTING

## TOP 3 SOURCES

01 Handy (Angi)

02 Merry Maids

03 Molly Maid

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; Merry Maids leads US franchised

## INVENTORY

Merry Maids 1.5k+ franchises

## VALUATION

Merry Maids (ServiceMaster Brands) private

## TURNOVER

US house cleaning ~\$10B

WHO ELSE

# JANITOR ?

DEFINITION

*A janitor provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers janitor near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 ABM Industries
- 02 ISS
- 03 Aramark

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>ABM ~5% US commercial cleaning</p>	<p><b>INVENTORY</b></p> <p>ABM 110k+ employees</p>
<p><b>VALUATION</b></p> <p>ABM ~\$3B mkt cap; ISS ~\$5B; Aramark ~\$10B</p>	<p><b>TURNOVER</b></p> <p>ABM ~\$8.4B (2024); Aramark ~\$17B</p>

WHO ELSE

# GARDENER ?

DEFINITION

*Lawn and garden maintenance.*

SAMPLE QUERY

*“who else does monthly garden maintenance with organic fertilizers?”*

CONSTRAINT STACK

- FREQUENCY
- PRICE
- ORGANIC
- DISTANCE

TOP 3 SOURCES

- 01 TruGreen
- 02 BrightView
- 03 LawnStarter

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>TruGreen ~3% US lawn care; BrightView leads commercial</p>	<p><b>INVENTORY</b></p> <p>TruGreen 250+ branches; BrightView 240+ locations</p>
<p><b>VALUATION</b></p> <p>TruGreen private (Clayton Dubilier); BrightView ~\$1.5B mkt cap</p>	<p><b>TURNOVER</b></p> <p>BrightView ~\$2.8B (2024); TruGreen ~\$1.5B est.</p>

WHO ELSE

# LANDSCAPER ?

DEFINITION

*A landscaper provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers landscaper near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 BrightView
- 02 Yellowstone
- 03 LandCare

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>BrightView ~5% US commercial landscaping</p>	<p><b>INVENTORY</b></p> <p>See Gardener</p>
<p><b>VALUATION</b></p> <p>See Gardener</p>	<p><b>TURNOVER</b></p> <p>US landscaping ~\$130B</p>

WHO ELSE

# PEST CONTROL ?

DEFINITION

*A pest control provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers pest control near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Rollins (Orkin)
- 02 Terminix
- 03 Rentokil

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Rentokil ~30% global; Rollins ~15% US</p>	<p><b>INVENTORY</b></p> <p>Rollins 800+ locations; Rentokil 1.4k</p>
<p><b>VALUATION</b></p> <p>Rollins ~\$23B mkt cap; Rentokil ~\$13B</p>	<p><b>TURNOVER</b></p> <p>Rollins ~\$3.4B (2024); Rentokil ~\$7B</p>

WHO ELSE

# MOVER ?

DEFINITION

*Residential moving services.*

SAMPLE QUERY

*“who else has insured movers for a 2BR move under \$1500?”*

CONSTRAINT STACK

- INSURANCE
- PRICE
- DATE
- DISTANCE

TOP 3 SOURCES

- 01 U-Haul
- 02 PODS
- 03 HireAHelper

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>U-Haul ~50% US DIY moving</p>	<p><b>INVENTORY</b></p> <p>U-Haul 23k+ locations; PODS 240+ centers</p>
<p><b>VALUATION</b></p> <p>U-Haul ~\$13B mkt cap (Amerco); PODS private (~\$2.1B 2015)</p>	<p><b>TURNOVER</b></p> <p>U-Haul ~\$5.7B (2024)</p>

WHO ELSE

# STORAGE ?

DEFINITION

*A storage provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers storage near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Public Storage
- 02 Extra Space
- 03 CubeSmart

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Public Storage ~10% US self-storage; ExtraSpace ~10%</p>	<p><b>INVENTORY</b></p> <p>Public Storage 3k+ facilities; ExtraSpace 2.5k</p>
<p><b>VALUATION</b></p> <p>Public Storage ~\$50B mkt cap; ExtraSpace ~\$30B</p>	<p><b>TURNOVER</b></p> <p>Public Storage ~\$4.6B (2024); ExtraSpace ~\$3.3B</p>

WHO ELSE

# FURNITURE ?

DEFINITION

*New, used, or custom furniture retail.*

SAMPLE QUERY

*“who else has mid-century sofas under \$1500 in DC?”*

CONSTRAINT STACK

- STYLE
- PRICE
- DISTANCE
- DELIVERY

TOP 3 SOURCES

- 01 IKEA
- 02 Wayfair
- 03 Williams-Sonoma

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>IKEA ~5% global; Wayfair ~3% US online</p>	<p><b>INVENTORY</b></p> <p>IKEA 480+ stores; Wayfair 30M+ items</p>
<p><b>VALUATION</b></p> <p>IKEA private (~\$50B est.); Wayfair ~\$5B mkt cap</p>	<p><b>TURNOVER</b></p> <p>IKEA ~\$50B (2024); Wayfair ~\$11.9B</p>

WHO ELSE

# APPLIANCE ?

DEFINITION

*A appliance provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers appliance near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Whirlpool
- 02 Best Buy
- 03 Home Depot

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Whirlpool ~12% global; Home Depot leads US retail</p>	<p><b>INVENTORY</b></p> <p>Home Depot 2.3k stores; Best Buy 950+</p>
<p><b>VALUATION</b></p> <p>Whirlpool ~\$5B mkt cap; Home Depot ~\$400B</p>	<p><b>TURNOVER</b></p> <p>Whirlpool ~\$17B (2024); Home Depot ~\$160B</p>

## WHO ELSE

# APPLIANCE REPAIR ?

## DEFINITION

*A appliance repair provider or service within the household & shelter domain.*

## SAMPLE QUERY

*“who else offers appliance repair near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Mr. Appliance

02 Sears Home Services

03 Angi

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

Mr. Appliance 250+ franchises

## VALUATION

Mr. Appliance (Neighborly) private

## TURNOVER

US appliance repair ~\$5B

## WHO ELSE

## HOME SECURITY ?

## DEFINITION

*Monitored or DIY home security systems.*

## SAMPLE QUERY

*“who else does monitored alarm under \$30/mo with no contract?”*

## CONSTRAINT STACK

MONITORING

PRICE

CONTRACT

EQUIPMENT

## TOP 3 SOURCES

01 ADT

02 Vivint

03 SimpliSafe

## MARKET SHAPE

## MARKET SHARE

ADT ~25% US monitored alarm; Vivint ~10%; SimpliSafe ~7%

## INVENTORY

ADT 6M customers; Vivint 2M; SimpliSafe 4M

## VALUATION

ADT ~\$7B mkt cap; Vivint acq. NRG \$5.4B (2023); SimpliSafe \$1B+ (2018)

## TURNOVER

ADT ~\$5B (2024); Vivint ~\$1.7B (2022)

## WHO ELSE

# SMART HOME ?

## DEFINITION

*A smart home provider or service within the household & shelter domain.*

## SAMPLE QUERY

*“who else offers smart home near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Amazon (Echo)

02 Google Nest

03 Apple HomeKit

## MARKET SHAPE

## MARKET SHARE

Amazon ~25% smart speaker; Google ~25%; Apple ~15%

## INVENTORY

Amazon 500M+ Alexa devices; Google 150M+

## VALUATION

AMZN ~\$2T; GOOG ~\$2T; AAPL ~\$3T mkt cap

## TURNOVER

Smart home segment for each ~\$10B+ each

WHO ELSE

# SOLAR PANELS ?

DEFINITION

*Residential solar installation and financing.*

SAMPLE QUERY

*“who else does residential solar with no upfront cost?”*

CONSTRAINT STACK

- FINANCING
- WARRANTY
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Sunrun
- 02 SunPower
- 03 Tesla Energy

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Sunrun ~14% US residential solar; Tesla ~5%</p>	<p><b>INVENTORY</b></p> <p>Sunrun 1M+ customers; Tesla 250k+</p>
<p><b>VALUATION</b></p> <p>Sunrun ~\$2B mkt cap; SunPower bankruptcy 2024; Tesla part of TSLA</p>	<p><b>TURNOVER</b></p> <p>Sunrun ~\$2.1B (2024); Tesla Energy ~\$10B (incl. storage)</p>

WHO ELSE

# INSULATION ?

DEFINITION

*A insulation provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers insulation near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Owens Corning
- 02 Knauf
- 03 Johns Manville

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Owens Corning ~25% US insulation</p>	<p><b>INVENTORY</b></p> <p>Owens Corning 130+ plants</p>
<p><b>VALUATION</b></p> <p>Owens Corning ~\$15B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Owens Corning ~\$11B (2024)</p>

## WHO ELSE

## HEATING ?

## DEFINITION

*A heating provider or service within the household & shelter domain.*

## SAMPLE QUERY

*“who else offers heating near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Carrier

02 Trane

03 Lennox

## MARKET SHAPE

## MARKET SHARE

Carrier ~20% US HVAC; Trane ~15%; Lennox ~10%

## INVENTORY

n/a SKU level

## VALUATION

Carrier ~\$60B; Trane ~\$80B; Lennox ~\$20B mkt cap

## TURNOVER

Carrier ~\$22B (2024); Trane ~\$19B; Lennox ~\$5B

## WHO ELSE

# AIR CONDITIONING ?

## DEFINITION

*A air conditioning provider or service within the household & shelter domain.*

## SAMPLE QUERY

*“who else offers air conditioning near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Daikin

02 Carrier

03 Trane

## MARKET SHAPE

## MARKET SHARE

Daikin ~13% global AC

## INVENTORY

See Heating

## VALUATION

Daikin ~\$50B mkt cap

## TURNOVER

Daikin ~\$30B (2024)

## WHO ELSE

# WATER SOFTENER ?

## DEFINITION

*A water softener provider or service within the household & shelter domain.*

## SAMPLE QUERY

*“who else offers water softener near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Culligan

02 Rainsoft

03 Pelican

## MARKET SHAPE

## MARKET SHARE

Culligan ~30% US water treatment

## INVENTORY

Culligan 6.5k+ dealers worldwide

## VALUATION

Culligan private (~\$6B BDT 2021)

## TURNOVER

Culligan ~\$1.5B (2024 est.)

WHO ELSE

# INTERNET ?

DEFINITION

*A internet provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers internet near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Comcast
- 02 Charter
- 03 AT&T

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Comcast ~30% US broadband; Charter ~25%; AT&amp;T ~15%</p>	<p><b>INVENTORY</b></p> <p>Comcast 32M subs; Charter 30M; AT&amp;T 15M</p>
<p><b>VALUATION</b></p> <p>Comcast ~\$160B; Charter ~\$50B; AT&amp;T ~\$130B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Comcast ~\$122B (2024); Charter ~\$55B; AT&amp;T ~\$120B</p>

WHO ELSE

# TV ?

DEFINITION

*A tv provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers tv near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Netflix
- 02 Disney+
- 03 YouTube TV

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Netflix ~28% SVOD share; Disney+ ~15%; YouTube TV largest vMVPD</p>	<p><b>INVENTORY</b></p> <p>Netflix 270M subs; Disney+ 154M; YT TV 8M</p>
<p><b>VALUATION</b></p> <p>Netflix ~\$300B; Disney ~\$200B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Netflix ~\$39B (2024); Disney+ DTC ~\$23B</p>

WHO ELSE

# PHONE ?

DEFINITION

*A phone provider or service within the household & shelter domain.*

SAMPLE QUERY

*“who else offers phone near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Verizon
- 02 AT&T
- 03 T-Mobile

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Verizon ~30% US wireless; T-Mobile ~30%; AT&amp;T ~30%</p>	<p><b>INVENTORY</b></p> <p>Verizon 144M subs; T-Mobile 130M; AT&amp;T 120M</p>
<p><b>VALUATION</b></p> <p>Verizon ~\$170B; T-Mobile ~\$240B; AT&amp;T ~\$130B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Verizon ~\$135B (2024); T-Mobile ~\$80B; AT&amp;T ~\$120B</p>

SUB-GROUP

# Transport & Mobility

*27 intents · movement & travel · geo-anchored*

WHO ELSE

# CAR ?

DEFINITION

*A car provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers car near me with strong reviews?”*

CONSTRAINT STACK

- TIME
- DISTANCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Toyota
- 02 Volkswagen
- 03 GM

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Toyota ~10% global new-car sales; VW ~9%; GM ~6%</p>	<p><b>INVENTORY</b></p> <p>n/a SKU level</p>
<p><b>VALUATION</b></p> <p>Toyota ~\$300B; VW ~\$60B; GM ~\$60B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Toyota ~\$310B (2024); VW ~\$340B; GM ~\$190B</p>

WHO ELSE

# CAR REPAIR ?

DEFINITION

*Auto mechanic services.*

SAMPLE QUERY

*“who else does brake replacement in DC for under \$400?”*

CONSTRAINT STACK

- SERVICE
- PRICE
- WARRANTY
- DISTANCE

TOP 3 SOURCES

- 01 RepairPal
- 02 Take 5
- 03 Firestone

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; ~160k US auto repair shops</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>Firestone (Bridgestone) ~\$30B mkt cap parent</p>	<p><b>TURNOVER</b></p> <p>US auto repair industry ~\$140B</p>

WHO ELSE

# CAR WASH ?

DEFINITION

*A car wash provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers car wash near me with strong reviews?”*

CONSTRAINT STACK

- TIME
- DISTANCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Mister Car Wash
- 02 Take 5
- 03 ZIPS

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Mister Car Wash ~3% US</p>	<p><b>INVENTORY</b></p> <p>Mister Car Wash 510+ locations</p>
<p><b>VALUATION</b></p> <p>Mister Car Wash ~\$2B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Mister Car Wash ~\$960M (2024)</p>

WHO ELSE

# CAR RENTAL ?

DEFINITION

*Short-term vehicle rental.*

SAMPLE QUERY

*“who else has SUV rental in DC for 3 days under \$300?”*

CONSTRAINT STACK

- VEHICLE
- PRICE
- DURATION
- INSURANCE

TOP 3 SOURCES

- 01 Enterprise
- 02 Hertz
- 03 Avis

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Enterprise ~30% US; Hertz ~25%; Avis ~25%</p>	<p><b>INVENTORY</b></p> <p>Enterprise 9.5k+ locations; Hertz 11k; Avis 10.4k</p>
<p><b>VALUATION</b></p> <p>Enterprise private (~\$50B est.); Hertz ~\$3B mkt cap; Avis ~\$3B</p>	<p><b>TURNOVER</b></p> <p>Enterprise ~\$35B (2024); Hertz ~\$9B; Avis ~\$12B</p>

WHO ELSE

# CAR CHARGING ?

DEFINITION

*A car charging provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers car charging near me with strong reviews?”*

CONSTRAINT STACK

- TIME
- DISTANCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Tesla Supercharger
- 02 ChargePoint
- 03 EVgo

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Tesla ~60% US DC fast-charging; ChargePoint leads L2</p>	<p><b>INVENTORY</b></p> <p>Tesla 2.5k+ stations US; ChargePoint 70k+ ports</p>
<p><b>VALUATION</b></p> <p>Tesla part of TSLA (~\$1T); ChargePoint ~\$200M; EVgo ~\$1B</p>	<p><b>TURNOVER</b></p> <p>ChargePoint ~\$420M (2024); EVgo ~\$260M</p>

WHO ELSE

# GARAGE ?

DEFINITION

*A garage provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers garage near me with strong reviews?”*

CONSTRAINT STACK

- TIME
- DISTANCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 ParkWhiz
- 02 SpotHero
- 03 ParkMobile

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>SpotHero and ParkMobile lead US parking apps</p>	<p><b>INVENTORY</b></p> <p>SpotHero 7k+ garages; ParkMobile 23k+ locations</p>
<p><b>VALUATION</b></p> <p>SpotHero ~\$400M (2021); ParkMobile (BMW) private</p>	<p><b>TURNOVER</b></p> <p>n/a — private</p>

WHO ELSE

# PARKING ?

DEFINITION

*Parking garage or street parking.*

SAMPLE QUERY

*“who else has overnight parking near 14th & U under \$30?”*

CONSTRAINT STACK

- DURATION
- PRICE
- DISTANCE
- SECURITY

TOP 3 SOURCES

- 01 ParkWhiz/Arrive
- 02 SpotHero
- 03 ParkMobile

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Garage</p>	<p><b>INVENTORY</b></p> <p>See Garage</p>
<p><b>VALUATION</b></p> <p>See Garage</p>	<p><b>TURNOVER</b></p> <p>US parking industry ~\$30B</p>

WHO ELSE

# TAXI ?

DEFINITION

*On-demand point-to-point ground transport.*

SAMPLE QUERY

*“who else has a wheelchair-accessible taxi to the airport?”*

CONSTRAINT STACK

- ACCESSIBILITY
- DESTINATION
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Uber
- 02 Lyft
- 03 Curb

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Uber ~75% US rideshare; Lyft ~25%</p>	<p><b>INVENTORY</b></p> <p>Uber 6.8M drivers globally; Lyft 1M+</p>
<p><b>VALUATION</b></p> <p>Uber ~\$170B mkt cap; Lyft ~\$6B</p>	<p><b>TURNOVER</b></p> <p>Uber ~\$44B (2024); Lyft ~\$5.8B</p>

WHO ELSE

# RIDESHARE ?

DEFINITION

*App-based on-demand ride matching.*

SAMPLE QUERY

*“who else has rideshare in DC after 2am with flat pricing?”*

CONSTRAINT STACK

- TIME
- PRICE
- DRIVER VETTING
- DISTANCE

TOP 3 SOURCES

- 01 Uber
- 02 Lyft
- 03 Bolt

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Taxi</p>	<p><b>INVENTORY</b></p> <p>See Taxi</p>
<p><b>VALUATION</b></p> <p>See Taxi</p>	<p><b>TURNOVER</b></p> <p>Global rideshare ~\$200B</p>

WHO ELSE

# BUS ?

DEFINITION

*A bus provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers bus near me with strong reviews?”*

CONSTRAINT STACK

- TIME
- DISTANCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 FlixBus
- 02 Greyhound (Flix)
- 03 Megabus

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>FlixBus ~50% US intercity bus post-Greyhound acq.</p>	<p><b>INVENTORY</b></p> <p>FlixBus 2k+ destinations</p>
<p><b>VALUATION</b></p> <p>FlixBus ~\$3B (2021)</p>	<p><b>TURNOVER</b></p> <p>FlixBus ~\$2B (2024)</p>

WHO ELSE

# TRAIN ?

DEFINITION

*Intercity or regional rail.*

SAMPLE QUERY

*“who else has business class DC → NYC under \$200?”*

CONSTRAINT STACK

- CLASS
- PRICE
- TIME
- AMENITIES

TOP 3 SOURCES

- 01 Amtrak (US)
- 02 Deutsche Bahn (DE)
- 03 SNCF (FR)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Public-sector dominated</p>	<p><b>INVENTORY</b></p> <p>Amtrak 525 stations</p>
<p><b>VALUATION</b></p> <p>Amtrak public corp; DB &amp; SNCF state-owned</p>	<p><b>TURNOVER</b></p> <p>Amtrak ~\$3.7B (2024)</p>

WHO ELSE

# METRO ?

DEFINITION

*A metro provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers metro near me with strong reviews?”*

CONSTRAINT STACK

- TIME
- DISTANCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Local public transit authorities

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>100% public sector</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a — public</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# TRAM ?

DEFINITION

*A tram provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers tram near me with strong reviews?”*

CONSTRAINT STACK

- TIME
- DISTANCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Local public transit authorities

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>100% public sector</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a — public</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# FERRY ?

DEFINITION

*Passenger or vehicle ferry routes.*

SAMPLE QUERY

*“who else has same-day ferry to Block Island this weekend?”*

CONSTRAINT STACK

- ROUTE
- DATE
- PRICE
- VEHICLES

TOP 3 SOURCES

- 01 Stena Line
- 02 DFDS
- 03 local operators

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented by route</p>	<p><b>INVENTORY</b></p> <p>Stena 38 vessels; DFDS 75</p>
<p><b>VALUATION</b></p> <p>DFDS ~\$1.5B mkt cap</p>	<p><b>TURNOVER</b></p> <p>DFDS ~\$3B (2024)</p>

## WHO ELSE

## FLIGHT ?

## DEFINITION

*Airline ticket search and booking.*

## SAMPLE QUERY

*“who else has direct flights DC → Berlin under \$700 next month?”*

## CONSTRAINT STACK

DESTINATION

PRICE

STOPS

DATES

## TOP 3 SOURCES

01 Skyscanner

02 Google Flights

03 Kayak

## MARKET SHAPE

## MARKET SHARE

Google Flights ~30% US; Skyscanner global #1 metasearch

## INVENTORY

Skyscanner 100M+ MAU

## VALUATION

Skyscanner ~\$1.74B (Trip.com 2016); Kayak (Booking) ~\$1.8B (2013)

## TURNOVER

Booking Holdings ~\$23B (2024) — Kayak embedded

WHO ELSE

# BIKE ?

DEFINITION

*Bicycle retail and maintenance.*

SAMPLE QUERY

*“who else has e-bikes under \$1500 with test rides?”*

CONSTRAINT STACK

- TYPE
- PRICE
- TEST RIDE
- DISTANCE

TOP 3 SOURCES

- 01 Trek
- 02 Specialized
- 03 Giant

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Top 3 ~30% global bike retail</p>	<p><b>INVENTORY</b></p> <p>Trek 5k+ retailers; Giant 12k+</p>
<p><b>VALUATION</b></p> <p>All private; Trek est. ~\$1.5B</p>	<p><b>TURNOVER</b></p> <p>Trek ~\$1.4B (2024 est.); global bike market ~\$60B</p>

## WHO ELSE

# BIKE REPAIR ?

## DEFINITION

*A bike repair provider or service within the movement & travel domain.*

## SAMPLE QUERY

*“who else offers bike repair near me with strong reviews?”*

## CONSTRAINT STACK

TIME

DISTANCE

PRICE

AVAILABILITY

## TOP 3 SOURCES

01 Local

02 Velofix

03 REI

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

Velofix 200+ mobile shops

## VALUATION

Velofix ~\$30M est.

## TURNOVER

n/a

WHO ELSE

# CYCLE SHOP ?

DEFINITION

*A cycle shop provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers cycle shop near me with strong reviews?”*

CONSTRAINT STACK

- TIME
- DISTANCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Trek stores
- 02 Specialized stores
- 03 Performance Bike

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Bike</p>	<p><b>INVENTORY</b></p> <p>See Bike</p>
<p><b>VALUATION</b></p> <p>See Bike</p>	<p><b>TURNOVER</b></p> <p>See Bike</p>



WHO ELSE

# E-SCOOTER ?

DEFINITION

*Shared electric scooter rentals.*

SAMPLE QUERY

*“who else has e-scooters near me right now in this neighborhood?”*

CONSTRAINT STACK

- AVAILABILITY
- PRICE
- RANGE
- DISTANCE

TOP 3 SOURCES

- 01 Lime
- 02 Bird
- 03 Tier

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Lime ~40% global e-scooter rides; Bird declining; Tier acq. Dott</p>	<p><b>INVENTORY</b></p> <p>Lime in 280 cities; Bird 350+ cities</p>
<p><b>VALUATION</b></p> <p>"Lime ~\$510M (2023</p>	<p><b>TURNOVER</b></p> <p>down from \$2.4B); Bird bankruptcy 2023; Tier ~\$2B (2022)"</p>

WHO ELSE

# SCOOTER ?

DEFINITION

*A scooter provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers scooter near me with strong reviews?”*

CONSTRAINT STACK

- TIME
- DISTANCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 See E-Scooter for shared
- 02 consumer: Razor
- 03 Segway-Ninebot

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See E-Scooter</p>	<p><b>INVENTORY</b></p> <p>See E-Scooter</p>
<p><b>VALUATION</b></p> <p>Segway-Ninebot ~\$1B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Segway ~\$1.5B (2024)</p>

WHO ELSE

# MOTORBIKE ?

DEFINITION

*A motorbike provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers motorbike near me with strong reviews?”*

CONSTRAINT STACK

- TIME
- DISTANCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Honda
- 02 Yamaha
- 03 Harley-Davidson

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Honda ~30% global motorcycle units</p>	<p><b>INVENTORY</b></p> <p>n/a SKU level</p>
<p><b>VALUATION</b></p> <p>Honda Motor ~\$50B; Harley ~\$4B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Honda Motorcycle ~\$25B (2024); Harley ~\$5.4B</p>

WHO ELSE

# BOAT ?

DEFINITION

*A boat provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers boat near me with strong reviews?”*

CONSTRAINT STACK

- TIME
- DISTANCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Boats Group (YachtWorld)
- 02 Boat Trader
- 03 Click&Boat (charter)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Boats Group dominant in listings; Click&amp;Boat in charter</p>	<p><b>INVENTORY</b></p> <p>Boats Group 220k+ listings; Click&amp;Boat 50k+ boats</p>
<p><b>VALUATION</b></p> <p>Boats Group (Permira) private (~\$1B est.); Click&amp;Boat ~\$50M est.</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# MOVING SERVICE ?

DEFINITION

*A moving service provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers moving service near me with strong reviews?”*

CONSTRAINT STACK

- TIME
- DISTANCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 U-Haul
- 02 Bellhop
- 03 HireAHelper

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Mover</p>	<p><b>INVENTORY</b></p> <p>See Mover</p>
<p><b>VALUATION</b></p> <p>See Mover</p>	<p><b>TURNOVER</b></p> <p>US moving services ~\$20B</p>

WHO ELSE

# BUS SHUTTLE ?

DEFINITION

*A bus shuttle provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers bus shuttle near me with strong reviews?”*

CONSTRAINT STACK

TIME    DISTANCE    PRICE    AVAILABILITY

TOP 3 SOURCES

- 01 SuperShuttle (closed)
- 02 local
- 03 Lyft Shuttle (closed)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented by airport</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

# AIRPORT TRANSFER ?

## DEFINITION

*A airport transfer provider or service within the movement & travel domain.*

## SAMPLE QUERY

*“who else offers airport transfer near me with strong reviews?”*

## CONSTRAINT STACK

TIME

DISTANCE

PRICE

AVAILABILITY

## TOP 3 SOURCES

01 Uber

02 Lyft

03 Welcome Pickups

## MARKET SHAPE

## MARKET SHARE

Uber/Lyft dominate; Welcome leads pre-booked

## INVENTORY

Welcome Pickups in 90+ cities

## VALUATION

Welcome Pickups ~\$50M est.

## TURNOVER

n/a

## WHO ELSE

# HITCHHIKE ?

## DEFINITION

*A hitchhike provider or service within the movement & travel domain.*

## SAMPLE QUERY

*“who else offers hitchhike near me with strong reviews?”*

## CONSTRAINT STACK

TIME

DISTANCE

PRICE

AVAILABILITY

## TOP 3 SOURCES

**01** BlaBlaCar (carpool)**02** Hitchwiki

## MARKET SHAPE

## MARKET SHARE

BlaBlaCar leads paid long-distance carpool

## INVENTORY

BlaBlaCar 100M+ members

## VALUATION

BlaBlaCar ~\$2B (2021)

## TURNOVER

BlaBlaCar ~\$300M (2024 est.)

WHO ELSE

# BIKE MESSENGER ?

DEFINITION

*A bike messenger provider or service within the movement & travel domain.*

SAMPLE QUERY

*“who else offers bike messenger near me with strong reviews?”*

CONSTRAINT STACK

- TIME
- DISTANCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Postmates (Uber)
- 02 local couriers
- 03 Pedalme (UK)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; absorbed by gig delivery</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>Postmates acq. by Uber \$2.65B (2020)</p>	<p><b>TURNOVER</b></p> <p>n/a granular</p>

SUB-GROUP

# Finance

*20 intents · money & accounts · mostly network*

## WHO ELSE

## BANK ?

## DEFINITION

*Retail bank for accounts, loans, branch services.*

## SAMPLE QUERY

*“who else has a bank with no monthly fees and a branch in DC?”*

## CONSTRAINT STACK

FEES

BRANCHES

APP QUALITY

ATM NETWORK

## TOP 3 SOURCES

01 JPMorgan Chase

02 Bank of America

03 Wells Fargo

## MARKET SHAPE

## MARKET SHARE

JPM ~13% US deposits; BofA ~12%; Wells ~10%

## INVENTORY

JPM 4.8k branches; BofA 3.9k; Wells 4.2k

## VALUATION

JPM ~\$700B; BofA ~\$370B; Wells ~\$240B mkt cap

## TURNOVER

JPM ~\$165B (2024); BofA ~\$100B; Wells ~\$82B

## WHO ELSE

## ATM ?

## DEFINITION

*A atm provider or service within the money & accounts domain.*

## SAMPLE QUERY

*“who else offers atm near me with strong reviews?”*

## CONSTRAINT STACK

FEES

TERMS

ELIGIBILITY

RATES

## TOP 3 SOURCES

01 JPM

02 BofA

03 Cardtronics (NCR Atleos)

## MARKET SHAPE

## MARKET SHARE

Cardtronics ~50% US off-premise ATM

## INVENTORY

Cardtronics 285k+ ATMs

## VALUATION

Atleos ~\$2.5B mkt cap

## TURNOVER

Atleos ~\$4.3B (2024)

## WHO ELSE

## SAVINGS ?

## DEFINITION

*A savings provider or service within the money & accounts domain.*

## SAMPLE QUERY

*“who else offers savings near me with strong reviews?”*

## CONSTRAINT STACK

FEES

TERMS

ELIGIBILITY

RATES

## TOP 3 SOURCES

01 Marcus (GS)

02 Ally

03 Discover

## MARKET SHAPE

## MARKET SHARE

Ally ~6% US online savings; Marcus growing

## INVENTORY

Ally 11M+ customers; Marcus 14M+

## VALUATION

Ally ~\$10B mkt cap; GS ~\$170B

## TURNOVER

Ally ~\$8.2B (2024)

## WHO ELSE

## LOAN ?

## DEFINITION

*Personal, business, or specialty loans.*

## SAMPLE QUERY

*“who else has a personal loan under 10% APR for \$20k unsecured?”*

## CONSTRAINT STACK

RATE

TERM

ELIGIBILITY

FEES

## TOP 3 SOURCES

01 SoFi

02 LendingClub

03 Affirm

## MARKET SHAPE

## MARKET SHARE

SoFi leads digital personal loans; Affirm leads BNPL

## INVENTORY

SoFi 10M+ members; Affirm 19M+ active users

## VALUATION

SoFi ~\$15B; Affirm ~\$20B; LendingClub ~\$1.2B mkt cap

## TURNOVER

SoFi ~\$2.6B (2024); Affirm ~\$2.3B; LC ~\$800M

## WHO ELSE

## MORTGAGE ?

## DEFINITION

*Home loan origination and refinancing.*

## SAMPLE QUERY

*“who else has a 30-yr fixed under 6% with no origination fee?”*

## CONSTRAINT STACK

RATE

FEES

TERMS

ELIGIBILITY

## TOP 3 SOURCES

01 Rocket Mortgage

02 United Wholesale

03 LoanDepot

## MARKET SHAPE

## MARKET SHARE

UWM ~12%; Rocket ~9%; CrossCountry ~5% US originations 2024

## INVENTORY

Rocket ~\$100B+ originations 2024

## VALUATION

Rocket ~\$30B mkt cap; UWM ~\$8B

## TURNOVER

Rocket ~\$5.1B (2024); UWM ~\$2.4B

## WHO ELSE

## INSURANCE ?

## DEFINITION

*Personal insurance: auto, home, life, etc.*

## SAMPLE QUERY

*“who else has auto insurance under \$120/mo with rideshare coverage?”*

## CONSTRAINT STACK

TYPE

PRICE

COVERAGE

STATE

## TOP 3 SOURCES

01 State Farm

02 Berkshire (GEICO)

03 Progressive

## MARKET SHAPE

## MARKET SHARE

State Farm ~17% US auto+home; GEICO ~14%; Progressive ~14%

## INVENTORY

State Farm 19k+ agents

## VALUATION

Progressive ~\$140B; Allstate ~\$45B mkt cap; State Farm mutual

## TURNOVER

State Farm ~\$110B (2024); Progressive ~\$75B; Allstate ~\$60B

## WHO ELSE

## INVESTMENT ?

## DEFINITION

*Brokerages, robo-advisors, fund management.*

## SAMPLE QUERY

*“who else has zero-fee index investing with tax-loss harvesting?”*

## CONSTRAINT STACK

FEES

PRODUCTS

MINIMUMS

FEATURES

## TOP 3 SOURCES

01 BlackRock

02 Vanguard

03 Fidelity

## MARKET SHAPE

## MARKET SHARE

BlackRock ~\$11T AUM; Vanguard ~\$9T; Fidelity ~\$5T

## INVENTORY

BlackRock 19k employees

## VALUATION

BlackRock ~\$160B mkt cap; Vanguard mutual

## TURNOVER

BlackRock ~\$20B (2024); Vanguard ~\$8B est.

## WHO ELSE

## PENSION ?

## DEFINITION

*Retirement accounts: 401k, IRA, pensions.*

## SAMPLE QUERY

*“who else has rollover IRA with no transfer fees?”*

## CONSTRAINT STACK

ACCOUNT TYPE

FEES

FUNDS

ADVISORY

## TOP 3 SOURCES

01 Fidelity (record-keeping)

02 Empower

03 TIAA

## MARKET SHAPE

## MARKET SHARE

Fidelity ~30% US 401k participants; Empower ~16%

## INVENTORY

Fidelity 26M 401k participants

## VALUATION

Fidelity private (~\$120B est.); Empower (Power Corp) ~\$1.5T AUA

## TURNOVER

Fidelity ~\$28B (2024); Empower ~\$2B est.

WHO ELSE

# TAX ?

DEFINITION

*Tax preparation, software, or advisory.*

SAMPLE QUERY

*“who else does CPA-prepared 1040 with rental income under \$500?”*

CONSTRAINT STACK

- COMPLEXITY
- PRICE
- FILING
- AVAILABILITY

TOP 3 SOURCES

- 01 Intuit (TurboTax)
- 02 H&R Block
- 03 TaxAct

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>TurboTax ~75% US DIY tax software; H&amp;R Block ~15%</p>	<p><b>INVENTORY</b></p> <p>TurboTax 40M+ filers; H&amp;R Block 20M</p>
<p><b>VALUATION</b></p> <p>Intuit ~\$180B; H&amp;R Block ~\$8B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Intuit consumer ~\$4.4B (2024); H&amp;R Block ~\$3.6B</p>

## WHO ELSE

# ACCOUNTANT ?

## DEFINITION

*A accountant provider or service within the money & accounts domain.*

## SAMPLE QUERY

*“who else offers accountant near me with strong reviews?”*

## CONSTRAINT STACK

FEES

TERMS

ELIGIBILITY

RATES

## TOP 3 SOURCES

01 Big Four (Deloitte/PwC/EY/KPMG)

02 Bench

03 Pilot

## MARKET SHAPE

## MARKET SHARE

Big Four ~50% global audit; SMB fragmented

## INVENTORY

Deloitte 460k+ employees; PwC 360k+

## VALUATION

All Big Four are partnerships; Bench shut down 2024; Pilot ~\$1.2B (2022)

## TURNOVER

Deloitte ~\$67B (2024); PwC ~\$55B; EY ~\$52B; KPMG ~\$38B

## WHO ELSE

## FINANCIAL ADVISOR ?

## DEFINITION

*A financial advisor provider or service within the money & accounts domain.*

## SAMPLE QUERY

*“who else offers financial advisor near me with strong reviews?”*

## CONSTRAINT STACK

FEES

TERMS

ELIGIBILITY

RATES

## TOP 3 SOURCES

01 Edward Jones

02 Merrill Lynch

03 Morgan Stanley WM

## MARKET SHAPE

## MARKET SHARE

MSWM ~\$5T AUM; Edward Jones ~\$2T; Merrill ~\$3T

## INVENTORY

Edward Jones 19k advisors; Merrill 14k; MS 16k

## VALUATION

Edward Jones private (partnership); MS ~\$200B mkt cap

## TURNOVER

Morgan Stanley WM ~\$28B (2024); Edward Jones ~\$15B

WHO ELSE

# CRYPTO ?

DEFINITION

*Crypto exchanges, wallets, and DeFi services.*

SAMPLE QUERY

*“who else has a crypto exchange with stablecoin yield over 4%?”*

CONSTRAINT STACK

- YIELD
- FEEES
- REGULATION
- ASSETS

TOP 3 SOURCES

- 01 Coinbase
- 02 Binance
- 03 Kraken

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Binance ~50% global spot; Coinbase ~10% (US leader)</p>	<p><b>INVENTORY</b></p> <p>Coinbase 100M+ users; Binance 250M+</p>
<p><b>VALUATION</b></p> <p>Coinbase ~\$60B mkt cap; Binance private</p>	<p><b>TURNOVER</b></p> <p>Coinbase ~\$3.1B (2024); Binance ~\$20B est.</p>

## WHO ELSE

# CROWDFUNDING ?

## DEFINITION

*Personal, project, or charitable crowdfunding platforms.*

## SAMPLE QUERY

*“who else has GoFundMe alternatives with lower fees?”*

## CONSTRAINT STACK

FEES

TYPE

PAYOUT

AUDIENCE

## TOP 3 SOURCES

01 GoFundMe

02 Kickstarter

03 Indiegogo

## MARKET SHAPE

## MARKET SHARE

GoFundMe ~70% US personal crowdfunding; Kickstarter leads creative

## INVENTORY

GoFundMe \$30B+ raised lifetime; Kickstarter 250k+ projects

## VALUATION

GoFundMe ~\$600M (2015); Kickstarter PBC private

## TURNOVER

n/a — private

## WHO ELSE

## DONATIONS ?

## DEFINITION

*A donations provider or service within the money & accounts domain.*

## SAMPLE QUERY

*“who else offers donations near me with strong reviews?”*

## CONSTRAINT STACK

FEES

TERMS

ELIGIBILITY

RATES

## TOP 3 SOURCES

01 GoFundMe

02 Donorbox

03 Classy

## MARKET SHAPE

## MARKET SHARE

See Crowdfunding for personal; Classy leads NGO

## INVENTORY

Classy 8k+ nonprofits

## VALUATION

Classy acq. by GoFundMe (2022)

## TURNOVER

n/a

## WHO ELSE

# SUBSIDIES ?

## DEFINITION

*A subsidies provider or service within the money & accounts domain.*

## SAMPLE QUERY

*“who else offers subsidies near me with strong reviews?”*

## CONSTRAINT STACK

FEES

TERMS

ELIGIBILITY

RATES

## TOP 3 SOURCES

01 Government portals

02 Benefits.gov

03 SNAP/WIC

## MARKET SHAPE

## MARKET SHARE

Public-sector

## INVENTORY

n/a

## VALUATION

n/a — government

## TURNOVER

US federal subsidies ~\$3T

## WHO ELSE

## GRANTS ?

## DEFINITION

*A grants provider or service within the money & accounts domain.*

## SAMPLE QUERY

*“who else offers grants near me with strong reviews?”*

## CONSTRAINT STACK

FEES

TERMS

ELIGIBILITY

RATES

## TOP 3 SOURCES

01 Grants.gov

02 Foundation Directory

03 Submittable

## MARKET SHAPE

## MARKET SHARE

Government plus foundations

## INVENTORY

Grants.gov 1k+ programs

## VALUATION

Submittable ~\$100M est.

## TURNOVER

US grants ~\$700B (govt + private)

## WHO ELSE

## DEBT ADVICE ?

## DEFINITION

*A debt advice provider or service within the money & accounts domain.*

## SAMPLE QUERY

*“who else offers debt advice near me with strong reviews?”*

## CONSTRAINT STACK

FEES

TERMS

ELIGIBILITY

RATES

## TOP 3 SOURCES

01 National Debt Relief

02 Freedom Debt Relief

03 CCCS

## MARKET SHAPE

## MARKET SHARE

NDR ~\$10B+ debts settled lifetime

## INVENTORY

NDR 600k+ enrolled customers

## VALUATION

NDR private; Freedom (Achieve) private (~\$1.3B 2014)

## TURNOVER

Achieve ~\$1B (2024 est.)

## WHO ELSE

# CURRENCY EXCHANGE ?

## DEFINITION

*A currency exchange provider or service within the money & accounts domain.*

## SAMPLE QUERY

*“who else offers currency exchange near me with strong reviews?”*

## CONSTRAINT STACK

FEES

TERMS

ELIGIBILITY

RATES

## TOP 3 SOURCES

01 Wise

02 Western Union

03 Remitly

## MARKET SHAPE

## MARKET SHARE

Wise ~5% global cross-border consumer; WU declining

## INVENTORY

Wise 16M+ customers; Remitly 7M+; WU 150M+ accounts

## VALUATION

Wise ~\$10B mkt cap; Remitly ~\$3.5B; WU ~\$4B

## TURNOVER

Wise ~\$1.3B (2024); Remitly ~\$1.3B; WU ~\$4.2B

## WHO ELSE

## PAYROLL ?

## DEFINITION

*A payroll provider or service within the money & accounts domain.*

## SAMPLE QUERY

*“who else offers payroll near me with strong reviews?”*

## CONSTRAINT STACK

FEES

TERMS

ELIGIBILITY

RATES

## TOP 3 SOURCES

01 ADP

02 Paychex

03 Gusto

## MARKET SHAPE

## MARKET SHARE

ADP ~25% US payroll; Paychex ~15%; Gusto leads SMB

## INVENTORY

ADP 1M+ clients; Paychex 740k; Gusto 300k

## VALUATION

ADP ~\$130B mkt cap; Paychex ~\$50B; Gusto ~\$10B (2021)

## TURNOVER

ADP ~\$19B (2024); Paychex ~\$5.3B; Gusto ~\$500M est.

## WHO ELSE

# INVOICING ?

## DEFINITION

*A invoicing provider or service within the money & accounts domain.*

## SAMPLE QUERY

*“who else offers invoicing near me with strong reviews?”*

## CONSTRAINT STACK

FEES

TERMS

ELIGIBILITY

RATES

## TOP 3 SOURCES

01 QuickBooks

02 FreshBooks

03 Wave

## MARKET SHAPE

## MARKET SHARE

QuickBooks ~80% US SMB accounting/invoicing

## INVENTORY

QuickBooks 8M+ subscribers

## VALUATION

Intuit ~\$180B mkt cap; FreshBooks private

## TURNOVER

QuickBooks ~\$10B (2024 est.)

SUB-GROUP

# Work & Career

*20 intents · employment & professional · mixed*

WHO ELSE

# JOB ?

DEFINITION

*A job provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers job near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 LinkedIn
- 02 Indeed
- 03 Glassdoor

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>LinkedIn ~50% US white-collar hiring traffic; Indeed largest applicant flow</p>	<p><b>INVENTORY</b></p> <p>LinkedIn 1B+ users; Indeed 350M+ MAU</p>
<p><b>VALUATION</b></p> <p>LinkedIn part of Microsoft; Indeed (Recruit Holdings) ~\$60B parent</p>	<p><b>TURNOVER</b></p> <p>LinkedIn ~\$17B (2024); Indeed+Glassdoor ~\$3B</p>

WHO ELSE

# CV ?

DEFINITION

*A cv provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers cv near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 LinkedIn
- 02 Resume.io
- 03 Zety

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>LinkedIn dominant; Resume.io leads paid builders</p>	<p><b>INVENTORY</b></p> <p>Resume.io 30M+ resumes built</p>
<p><b>VALUATION</b></p> <p>Bold (parent of Zety/Resume.io) ~\$150M est.</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# INTERVIEW PREP ?

DEFINITION

*A interview prep provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers interview prep near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 Pramp
- 02 Interviewing.io
- 03 LeetCode

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>LeetCode dominant in tech; Pramp/l.io for live mock</p>	<p><b>INVENTORY</b></p> <p>LeetCode 15M+ users</p>
<p><b>VALUATION</b></p> <p>LeetCode private; Interviewing.io ~\$50M est.</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# FREELANCE ?

DEFINITION

*A freelance provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers freelance near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 Upwork
- 02 Fiverr
- 03 Toptal

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Upwork ~30% global; Fiverr ~25%; Toptal premium niche</p>	<p><b>INVENTORY</b></p> <p>Upwork 800k+ active clients; Fiverr 4M+ buyers</p>
<p><b>VALUATION</b></p> <p>Upwork ~\$2B; Fiverr ~\$1B mkt cap; Toptal private (~\$1B 2018)</p>	<p><b>TURNOVER</b></p> <p>Upwork ~\$770M (2024); Fiverr ~\$390M</p>

WHO ELSE

# COWORKING ?

DEFINITION

*A coworking provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers coworking near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 WeWork (post-bk)
- 02 IWG (Regus)
- 03 Industrious

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>IWG ~10% global flex office; WeWork ~5% post-bankruptcy</p>	<p><b>INVENTORY</b></p> <p>IWG 4k+ locations; WeWork 600 (post-bk)</p>
<p><b>VALUATION</b></p> <p>IWG ~\$2B mkt cap; WeWork ~\$3B (post-emergence 2024)</p>	<p><b>TURNOVER</b></p> <p>IWG ~\$3.7B (2024); WeWork ~\$3B (2023)</p>

WHO ELSE

# OFFICE ?

DEFINITION

*A office provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers office near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 JLL
- 02 CBRE
- 03 Cushman & Wakefield

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>CBRE ~12% global commercial RE services; JLL ~10%</p>	<p><b>INVENTORY</b></p> <p>CBRE 130k+ employees; JLL 110k+</p>
<p><b>VALUATION</b></p> <p>CBRE ~\$45B; JLL ~\$12B mkt cap</p>	<p><b>TURNOVER</b></p> <p>CBRE ~\$36B (2024); JLL ~\$23B</p>

WHO ELSE

# NETWORKING ?

DEFINITION

*A networking provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers networking near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 LinkedIn
- 02 Lunchclub
- 03 Meetup

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>LinkedIn dominant</p>	<p><b>INVENTORY</b></p> <p>See Job for LinkedIn</p>
<p><b>VALUATION</b></p> <p>See Job for LinkedIn</p>	<p><b>TURNOVER</b></p> <p>See Job for LinkedIn</p>

WHO ELSE

# MENTORING ?

DEFINITION

*A mentoring provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers mentoring near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 MentorCruise
- 02 Plato
- 03 ADPList

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>ADPList free leader; MentorCruise leads paid</p>	<p><b>INVENTORY</b></p> <p>ADPList 200k+ mentors; MentorCruise 4k</p>
<p><b>VALUATION</b></p> <p>MentorCruise ~\$10M est.; Plato ~\$15M (2021)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# COACHING ?

DEFINITION

*A coaching provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers coaching near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 BetterUp
- 02 CoachHub
- 03 Torch

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>BetterUp leads enterprise; CoachHub leads EMEA</p>	<p><b>INVENTORY</b></p> <p>BetterUp 700k+ members; CoachHub 3.5k+ coaches</p>
<p><b>VALUATION</b></p> <p>BetterUp ~\$4.7B (2021); CoachHub ~\$800M (2022)</p>	<p><b>TURNOVER</b></p> <p>n/a — both private</p>

WHO ELSE

# WORKERS UNION ?

DEFINITION

*A workers union provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers workers union near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 AFL-CIO
- 02 SEIU
- 03 Teamsters

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Public-sector; not commercial market</p>	<p><b>INVENTORY</b></p> <p>AFL-CIO 12.5M members; SEIU 2M; Teamsters 1.3M</p>
<p><b>VALUATION</b></p> <p>n/a — non-profit</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# STARTUP ?

DEFINITION

*A startup provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers startup near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 AngelList (Wellfound)
- 02 Crunchbase
- 03 Y Combinator

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Crunchbase dominant data; AngelList leads talent+SPVs</p>	<p><b>INVENTORY</b></p> <p>AngelList 100k+ startups; Crunchbase 3M+ companies</p>
<p><b>VALUATION</b></p> <p>AngelList ~\$4B (2022); Crunchbase ~\$700M (2024)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# BUSINESS REGISTRATION ?

DEFINITION

*A business registration provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers business registration near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 LegalZoom
- 02 Stripe Atlas
- 03 ZenBusiness

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>LegalZoom ~30% US LLC formations; ZenBusiness fast-growing</p>	<p><b>INVENTORY</b></p> <p>LegalZoom 4M+ businesses formed</p>
<p><b>VALUATION</b></p> <p>LegalZoom ~\$1.5B mkt cap; ZenBusiness ~\$1.7B (2022)</p>	<p><b>TURNOVER</b></p> <p>LegalZoom ~\$680M (2024)</p>

WHO ELSE

# ACCOUNTANT ?

DEFINITION

*A accountant provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers accountant near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 Big Four (Deloitte/PwC/EY/KPMG)
- 02 Bench
- 03 Pilot

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Big Four ~50% global audit; SMB fragmented</p>	<p><b>INVENTORY</b></p> <p>Deloitte 460k+ employees; PwC 360k+</p>
<p><b>VALUATION</b></p> <p>All Big Four are partnerships; Bench shut down 2024; Pilot ~\$1.2B (2022)</p>	<p><b>TURNOVER</b></p> <p>Deloitte ~\$67B (2024); PwC ~\$55B; EY ~\$52B; KPMG ~\$38B</p>

WHO ELSE

# LAWYER ?

DEFINITION

*Licensed attorneys for legal services.*

SAMPLE QUERY

*“who else does immigration law in DC with payment plans?”*

CONSTRAINT STACK

- SPECIALTY
- PRICE
- AVAILABILITY
- BAR ADMISSION

TOP 3 SOURCES

- 01 LegalZoom
- 02 Avvo
- 03 Rocket Lawyer

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>LegalZoom dominant SMB; Avvo dominant directory</p>	<p><b>INVENTORY</b></p> <p>Avvo 97% of US lawyers; Rocket Lawyer 2M+ businesses</p>
<p><b>VALUATION</b></p> <p>LegalZoom ~\$1.5B; Rocket Lawyer ~\$1.3B (2021); Avvo (Internet Brands)</p>	<p><b>TURNOVER</b></p> <p>LegalZoom ~\$680M (2024); Rocket Lawyer ~\$200M est.</p>

WHO ELSE

# NOTARY ?

DEFINITION

*Public notary for document authentication.*

SAMPLE QUERY

*“who else does mobile notary at home in DC for same-day?”*

CONSTRAINT STACK

- MOBILE
- AVAILABILITY
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Notarize (Proof)
- 02 OneNotary
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Notarize/Proof ~70% online notary</p>	<p><b>INVENTORY</b></p> <p>Proof 4M+ notarizations</p>
<p><b>VALUATION</b></p> <p>Proof ~\$760M (2021)</p>	<p><b>TURNOVER</b></p> <p>n/a — private</p>

WHO ELSE

# HR ?

DEFINITION

*A hr provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers hr near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 Workday
- 02 SAP SuccessFactors
- 03 ADP

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Workday ~25% mid+enterprise HCM; SAP ~20%</p>	<p><b>INVENTORY</b></p> <p>Workday 11k+ customers</p>
<p><b>VALUATION</b></p> <p>Workday ~\$60B mkt cap; SAP ~\$300B</p>	<p><b>TURNOVER</b></p> <p>Workday ~\$8.4B (2024); SAP HR ~\$4B est.</p>

WHO ELSE

# PAYROLL ?

DEFINITION

*A payroll provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers payroll near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 ADP
- 02 Paychex
- 03 Gusto

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>ADP ~25% US payroll; Paychex ~15%; Gusto leads SMB</p>	<p><b>INVENTORY</b></p> <p>ADP 1M+ clients; Paychex 740k; Gusto 300k</p>
<p><b>VALUATION</b></p> <p>ADP ~\$130B mkt cap; Paychex ~\$50B; Gusto ~\$10B (2021)</p>	<p><b>TURNOVER</b></p> <p>ADP ~\$19B (2024); Paychex ~\$5.3B; Gusto ~\$500M est.</p>

WHO ELSE

# RECRUITMENT ?

DEFINITION

*A recruitment provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers recruitment near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 LinkedIn Recruiter
- 02 Workday
- 03 Greenhouse

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>LinkedIn dominant sourcing; Greenhouse leads ATS for tech</p>	<p><b>INVENTORY</b></p> <p>LinkedIn Recruiter 100k+ corporate clients</p>
<p><b>VALUATION</b></p> <p>Greenhouse ~\$1.5B (2024)</p>	<p><b>TURNOVER</b></p> <p>n/a — embedded</p>

WHO ELSE

# REFERENCES ?

DEFINITION

*A references provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers references near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 Checkr
- 02 HireRight
- 03 Sterling

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Checkr leads gig economy; HireRight/Sterling lead enterprise</p>	<p><b>INVENTORY</b></p> <p>Checkr 100M+ background checks</p>
<p><b>VALUATION</b></p> <p>Checkr ~\$5B (2022); Sterling ~\$1.6B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Sterling ~\$760M (2024); Checkr ~\$300M est.</p>

WHO ELSE

# REMOTE WORK ?

DEFINITION

*A remote work provider or service within the employment & professional domain.*

SAMPLE QUERY

*“who else offers remote work near me with strong reviews?”*

CONSTRAINT STACK

- INDUSTRY
- EXPERIENCE
- REMOTE
- COMPENSATION

TOP 3 SOURCES

- 01 Zoom
- 02 Slack (Salesforce)
- 03 Microsoft Teams

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Teams ~50% enterprise UC; Zoom ~25%; Slack ~10%</p>	<p><b>INVENTORY</b></p> <p>Teams 320M+ MAU; Zoom 200M+; Slack 50M+</p>
<p><b>VALUATION</b></p> <p>MSFT ~\$3T; Zoom ~\$25B; Salesforce ~\$300B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Zoom ~\$4.5B (2024); Slack ~\$2B est.; Teams part of MSFT</p>

SUB-GROUP

# Education & Learning

*23 intents · skill acquisition · mixed*

## WHO ELSE

## SCHOOL ?

## DEFINITION

*K-12 schools, public or private.*

## SAMPLE QUERY

*“who else has public schools in DC with strong arts programs?”*

## CONSTRAINT STACK

TYPE

PROGRAMS

RATING

DISTRICT

## TOP 3 SOURCES

01 GreatSchools

02 Niche

03 local public school districts

## MARKET SHAPE

## MARKET SHARE

Public-sector dominated US K-12

## INVENTORY

US 130k+ public+private schools

## VALUATION

Niche ~\$100M est.; GreatSchools non-profit

## TURNOVER

US K-12 ~\$770B annual spending

WHO ELSE

# KINDERGARTEN ?

DEFINITION

*A kindergarten provider or service within the skill acquisition domain.*

SAMPLE QUERY

*“who else offers kindergarten near me with strong reviews?”*

CONSTRAINT STACK

- LEVEL
- FORMAT
- SCHEDULE
- ACCREDITATION

TOP 3 SOURCES

- 01 KinderCare
- 02 Bright Horizons
- 03 Goddard

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>KinderCare ~3% US licensed; Bright Horizons leads employer</p>	<p><b>INVENTORY</b></p> <p>KinderCare 1.5k centers; Bright Horizons 1k+</p>
<p><b>VALUATION</b></p> <p>KinderCare ~\$1.7B mkt cap; Bright Horizons ~\$7B</p>	<p><b>TURNOVER</b></p> <p>KinderCare ~\$2.7B (2024); Bright Horizons ~\$2.5B</p>

## WHO ELSE

## UNIVERSITY ?

## DEFINITION

*Higher education institutions for undergraduate or graduate study.*

## SAMPLE QUERY

*“who else has data-science MS programs with rolling admissions?”*

## CONSTRAINT STACK

DEGREE

ADMISSION

PRICE

RANKING

## TOP 3 SOURCES

01 US News (rankings)

02 Common App

03 Coalition App

## MARKET SHAPE

## MARKET SHARE

Common App ~95% top-100 US private universities

## INVENTORY

Common App 1M+ applicants

## VALUATION

Common App non-profit

## TURNOVER

US higher ed ~\$700B annual

## WHO ELSE

## TUTOR ?

## DEFINITION

*Subject-specific tutoring, in-person or online.*

## SAMPLE QUERY

*“who else does SAT prep one-on-one under \$80/hour?”*

## CONSTRAINT STACK

SUBJECT

FORMAT

PRICE

REVIEWS

## TOP 3 SOURCES

01 Wyzant

02 Tutor.com

03 Varsity Tutors (Nerdy)

## MARKET SHAPE

## MARKET SHARE

Nerdy/Varsity Tutors leads US online tutoring

## INVENTORY

Nerdy ~80k experts; Wyzant 80k+ tutors

## VALUATION

Nerdy ~\$100M mkt cap (2025); Wyzant private

## TURNOVER

Nerdy ~\$190M (2024)

## WHO ELSE

# LANGUAGE COURSE ?

## DEFINITION

*Language learning, group or private.*

## SAMPLE QUERY

*“who else has Mandarin classes in DC for working adults in evenings?”*

## CONSTRAINT STACK

LANGUAGE

LEVEL

FORMAT

SCHEDULE

## TOP 3 SOURCES

01 Duolingo

02 Babbel

03 Rosetta Stone

## MARKET SHAPE

## MARKET SHARE

Duolingo ~60% language-learning app users; Babbel ~15%

## INVENTORY

Duolingo 110M MAU; Babbel 16M+ subscribers

## VALUATION

Duolingo ~\$15B mkt cap; Babbel ~\$200M est.; Rosetta ~\$700M (private)

## TURNOVER

Duolingo ~\$750M (2024); Babbel ~\$300M est.

## WHO ELSE

# DRIVING LESSON ?

## DEFINITION

*Driver education and testing prep.*

## SAMPLE QUERY

*“who else does private driving lessons with car included under \$80/hr?”*

## CONSTRAINT STACK

FORMAT

PRICE

VEHICLE

DISTANCE

## TOP 3 SOURCES

01 AAA

02 YoungDrivers (Canada)

03 local

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

AAA mutual

## TURNOVER

n/a

## WHO ELSE

# MUSIC LESSON ?

## DEFINITION

*Private or group lessons in instruments and voice.*

## SAMPLE QUERY

*“who else has piano teachers for adult beginners in DC?”*

## CONSTRAINT STACK

INSTRUMENT

AGE

PRICE

DISTANCE

## TOP 3 SOURCES

01 TakeLessons (Microsoft)

02 Lessonface

03 local

## MARKET SHAPE

## MARKET SHARE

TakeLessons leads online music lessons

## INVENTORY

TakeLessons 20k+ teachers

## VALUATION

"TakeLessons part of Microsoft (acq. ~\$50M

## TURNOVER

2018

## WHO ELSE

# ART CLASS ?

## DEFINITION

*A art class provider or service within the skill acquisition domain.*

## SAMPLE QUERY

*“who else offers art class near me with strong reviews?”*

## CONSTRAINT STACK

LEVEL

FORMAT

SCHEDULE

ACCREDITATION

## TOP 3 SOURCES

01 Skillshare

02 Domestika

03 CreativeLive

## MARKET SHAPE

## MARKET SHARE

Skillshare leads US online creative classes; Domestika global

## INVENTORY

Skillshare 13M+ members; Domestika 18M+

## VALUATION

Skillshare ~\$700M (2021); Domestika ~\$1.3B (2021)

## TURNOVER

n/a

## WHO ELSE

# COOKING CLASS ?

## DEFINITION

*A cooking class provider or service within the skill acquisition domain.*

## SAMPLE QUERY

*“who else offers cooking class near me with strong reviews?”*

## CONSTRAINT STACK

LEVEL

FORMAT

SCHEDULE

ACCREDITATION

## TOP 3 SOURCES

01 Cozymeal

02 MasterClass

03 Sur La Table

## MARKET SHAPE

## MARKET SHARE

See Cooking Class in Food

## INVENTORY

See Cooking Class in Food

## VALUATION

See Cooking Class in Food

## TURNOVER

See Cooking Class in Food

## WHO ELSE

# CODING BOOTCAMP ?

## DEFINITION

*Intensive software-engineering training.*

## SAMPLE QUERY

*“who else has full-stack bootcamps with deferred tuition?”*

## CONSTRAINT STACK

FORMAT

FINANCING

PLACEMENT

DURATION

## TOP 3 SOURCES

01 "General Assembly

02 Flatiron School

03 Lambda School (BloomTech

## MARKET SHAPE

## MARKET SHARE

closed)"

## INVENTORY

GA ~25% paid bootcamps US

## VALUATION

GA 90k+ alumni

## TURNOVER

GA acq. Adecco \$413M (2018)

## WHO ELSE

# ONLINE COURSE ?

## DEFINITION

*Self-paced or cohort-based online learning.*

## SAMPLE QUERY

*“who else has data-science certificates from accredited universities under \$1k?”*

## CONSTRAINT STACK

TOPIC

ACCREDITATION

FORMAT

PRICE

## TOP 3 SOURCES

01 Coursera

02 Udemy

03 LinkedIn Learning

## MARKET SHAPE

## MARKET SHARE

Coursera ~25% online learning; Udemy ~25%

## INVENTORY

Coursera 142M learners; Udemy 80M+

## VALUATION

Coursera ~\$1.2B; Udemy ~\$1B mkt cap

## TURNOVER

Coursera ~\$695M (2024); Udemy ~\$780M

## WHO ELSE

# WORKSHOP ?

## DEFINITION

*A workshop provider or service within the skill acquisition domain.*

## SAMPLE QUERY

*“who else offers workshop near me with strong reviews?”*

## CONSTRAINT STACK

LEVEL

FORMAT

SCHEDULE

ACCREDITATION

## TOP 3 SOURCES

01 Skillshare

02 Eventbrite

03 Meetup

## MARKET SHAPE

## MARKET SHARE

Eventbrite leads in-person workshop ticketing

## INVENTORY

Eventbrite 950k+ creators

## VALUATION

Eventbrite ~\$240M mkt cap

## TURNOVER

Eventbrite ~\$320M (2024)

## WHO ELSE

# SKILL XYZ ?

## DEFINITION

*A skill xyz provider or service within the skill acquisition domain.*

## SAMPLE QUERY

*“who else offers skill xyz near me with strong reviews?”*

## CONSTRAINT STACK

LEVEL

FORMAT

SCHEDULE

ACCREDITATION

## TOP 3 SOURCES

01 Coursera

02 Udemy

03 YouTube

## MARKET SHAPE

## MARKET SHARE

See Online Course

## INVENTORY

See Online Course

## VALUATION

See Online Course

## TURNOVER

See Online Course

## WHO ELSE

# BOOK CLUB ?

## DEFINITION

*A book club provider or service within the skill acquisition domain.*

## SAMPLE QUERY

*“who else offers book club near me with strong reviews?”*

## CONSTRAINT STACK

LEVEL

FORMAT

SCHEDULE

ACCREDITATION

## TOP 3 SOURCES

01 Goodreads (Amazon)

02 BookBub

03 Meetup

## MARKET SHAPE

## MARKET SHARE

Goodreads ~150M users — dominant

## INVENTORY

Goodreads 150M users; 90M reviews

## VALUATION

Goodreads acq. Amazon ~\$150M (2013)

## TURNOVER

n/a — embedded

## WHO ELSE

## LIBRARY ?

## DEFINITION

*A library provider or service within the skill acquisition domain.*

## SAMPLE QUERY

*“who else offers library near me with strong reviews?”*

## CONSTRAINT STACK

LEVEL

FORMAT

SCHEDULE

ACCREDITATION

## TOP 3 SOURCES

01 Public libraries

02 Libby (OverDrive)

03 Hoopla

## MARKET SHAPE

## MARKET SHARE

OverDrive (Libby) ~95% US library e-books

## INVENTORY

Libby 78M+ users

## VALUATION

OverDrive ~\$775M (KKR 2020)

## TURNOVER

OverDrive ~\$300M est.

## WHO ELSE

# HOMESCHOOL HELP ?

## DEFINITION

*A homework help provider or service within the skill acquisition domain.*

## SAMPLE QUERY

*“who else offers homework help near me with strong reviews?”*

## CONSTRAINT STACK

LEVEL

FORMAT

SCHEDULE

ACCREDITATION

## TOP 3 SOURCES

01 Chegg

02 Course Hero

03 Photomath

## MARKET SHAPE

## MARKET SHARE

Chegg dominant historically; declining vs ChatGPT 2023+

## INVENTORY

Chegg ~3.6M subscribers (down from 8M)

## VALUATION

"Chegg ~\$200M mkt cap (2025

## TURNOVER

down from \$12B); Photomath (Google)"

## WHO ELSE

## EXAM PREP ?

## DEFINITION

*A exam prep provider or service within the skill acquisition domain.*

## SAMPLE QUERY

*“who else offers exam prep near me with strong reviews?”*

## CONSTRAINT STACK

LEVEL

FORMAT

SCHEDULE

ACCREDITATION

## TOP 3 SOURCES

01 Kaplan

02 Princeton Review

03 Magoosh

## MARKET SHAPE

## MARKET SHARE

Kaplan ~30% US test prep; Princeton ~20%

## INVENTORY

Kaplan 1M+ students/yr

## VALUATION

Kaplan ~\$1B (Graham Holdings); Princeton ~\$200M est.

## TURNOVER

Kaplan ~\$650M est.; Princeton Review ~\$120M

## WHO ELSE

# SCHOLARSHIP ?

## DEFINITION

*A scholarship provider or service within the skill acquisition domain.*

## SAMPLE QUERY

*“who else offers scholarship near me with strong reviews?”*

## CONSTRAINT STACK

LEVEL

FORMAT

SCHEDULE

ACCREDITATION

## TOP 3 SOURCES

01 Fastweb

02 Scholarships.com

03 Going Merry

## MARKET SHAPE

## MARKET SHARE

Fastweb ~10M+ users — dominant aggregator

## INVENTORY

Fastweb 1.5M+ scholarships

## VALUATION

Fastweb (Monster); Going Merry acq. Earnest 2022

## TURNOVER

n/a — embedded

WHO ELSE

# STUDENT LOAN ?

DEFINITION

*A student loan provider or service within the skill acquisition domain.*

SAMPLE QUERY

*“who else offers student loan near me with strong reviews?”*

CONSTRAINT STACK

- LEVEL
- FORMAT
- SCHEDULE
- ACCREDITATION

TOP 3 SOURCES

- 01 Sallie Mae
- 02 SoFi
- 03 Navient

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Federal dominates; SoFi leads private refi</p>	<p><b>INVENTORY</b></p> <p>Sallie Mae 4M+ borrowers; Navient ~5M</p>
<p><b>VALUATION</b></p> <p>Sallie Mae ~\$5B; Navient ~\$1.5B; SoFi ~\$15B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Sallie Mae ~\$1.5B (2024); Navient ~\$900M</p>

WHO ELSE

# CHILDCARE ?

DEFINITION

*Daycare, after-school, and kid-care services.*

SAMPLE QUERY

*“who else has daycare in DC with infant slots open under \$2k/mo?”*

CONSTRAINT STACK

- AGE
- PRICE
- AVAILABILITY
- DISTANCE

TOP 3 SOURCES

- 01 Care.com
- 02 Bright Horizons
- 03 KinderCare

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Care.com leads marketplace; KinderCare/BH lead centers</p>	<p><b>INVENTORY</b></p> <p>See Kindergarten + Care.com</p>
<p><b>VALUATION</b></p> <p>See Kindergarten + Care.com</p>	<p><b>TURNOVER</b></p> <p>US childcare ~\$60B</p>

## WHO ELSE

# AFTER SCHOOL ?

## DEFINITION

*A after school provider or service within the skill acquisition domain.*

## SAMPLE QUERY

*“who else offers after school near me with strong reviews?”*

## CONSTRAINT STACK

LEVEL

FORMAT

SCHEDULE

ACCREDITATION

## TOP 3 SOURCES

01 YMCA

02 Boys &amp; Girls Clubs

03 Right At School

## MARKET SHAPE

## MARKET SHARE

YMCA largest provider US

## INVENTORY

YMCA 4.7k locations; B&amp;GC 5k+

## VALUATION

Both non-profit

## TURNOVER

YMCA ~\$8B revenue (2024)

## WHO ELSE

# SPECIAL NEEDS ?

## DEFINITION

*A special needs provider or service within the skill acquisition domain.*

## SAMPLE QUERY

*“who else offers special needs near me with strong reviews?”*

## CONSTRAINT STACK

LEVEL

FORMAT

SCHEDULE

ACCREDITATION

## TOP 3 SOURCES

01 Cortica

02 CARD (Center for Autism)

03 local

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; CARD leads autism services

## INVENTORY

CARD 200+ centers

## VALUATION

"CARD private (Blackstone

## TURNOVER

~\$700M est.)"

## WHO ELSE

# ADULT EDUCATION ?

## DEFINITION

*A adult education provider or service within the skill acquisition domain.*

## SAMPLE QUERY

*“who else offers adult education near me with strong reviews?”*

## CONSTRAINT STACK

LEVEL

FORMAT

SCHEDULE

ACCREDITATION

## TOP 3 SOURCES

01 Coursera

02 Udemy

03 LinkedIn Learning

## MARKET SHAPE

## MARKET SHARE

See Online Course

## INVENTORY

See Online Course

## VALUATION

See Online Course

## TURNOVER

See Online Course

SUB-GROUP

# Family & Children

*18 intents · kids & family care · geo-anchored*

## WHO ELSE

## BABYSITTER ?

## DEFINITION

*Vetted babysitting services, hourly or scheduled.*

## SAMPLE QUERY

*“who else has same-day babysitters with CPR certified under \$25/hr?”*

## CONSTRAINT STACK

VETTING

AGE OF KIDS

PRICE

DISTANCE

## TOP 3 SOURCES

01 Care.com

02 UrbanSitter

03 Sittercity

## MARKET SHAPE

## MARKET SHARE

Care.com ~50% US childcare marketplace

## INVENTORY

Care.com 5M+ families; Sittercity 3M+

## VALUATION

Care.com (IAC) ~\$500M; Sittercity acq. by Bright Horizons 2017

## TURNOVER

Care.com ~\$300M est.

WHO ELSE

# CHILDCARE ?

DEFINITION

*Daycare, after-school, and kid-care services.*

SAMPLE QUERY

*“who else has daycare in DC with infant slots open under \$2k/mo?”*

CONSTRAINT STACK

AGE    PRICE    AVAILABILITY    DISTANCE

TOP 3 SOURCES

- 01 Care.com
- 02 Bright Horizons
- 03 KinderCare

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Care.com leads marketplace; KinderCare/BH lead centers</p>	<p><b>INVENTORY</b></p> <p>See Kindergarten + Care.com</p>
<p><b>VALUATION</b></p> <p>See Kindergarten + Care.com</p>	<p><b>TURNOVER</b></p> <p>US childcare ~\$60B</p>

WHO ELSE

# KINDERGARTEN ?

DEFINITION

*A kindergarten provider or service within the kids & family care domain.*

SAMPLE QUERY

*“who else offers kindergarten near me with strong reviews?”*

CONSTRAINT STACK

- AGE
- SCHEDULE
- PRICE
- VETTING

TOP 3 SOURCES

- 01 KinderCare
- 02 Bright Horizons
- 03 Goddard

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>KinderCare ~3% US licensed; Bright Horizons leads employer</p>	<p><b>INVENTORY</b></p> <p>KinderCare 1.5k centers; Bright Horizons 1k+</p>
<p><b>VALUATION</b></p> <p>KinderCare ~\$1.7B mkt cap; Bright Horizons ~\$7B</p>	<p><b>TURNOVER</b></p> <p>KinderCare ~\$2.7B (2024); Bright Horizons ~\$2.5B</p>

WHO ELSE

# NANNY ?

DEFINITION

*Long-term, often live-in or full-time, child caregivers.*

SAMPLE QUERY

*“who else has full-time nannies with multilingual experience under \$35/hr?”*

CONSTRAINT STACK

- LANGUAGES
- EXPERIENCE
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Care.com
- 02 Mommybites
- 03 The Nanny League

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Care.com dominant; premium agencies fragmented</p>	<p><b>INVENTORY</b></p> <p>See Babysitter</p>
<p><b>VALUATION</b></p> <p>See Babysitter</p>	<p><b>TURNOVER</b></p> <p>See Babysitter</p>

## WHO ELSE

## PLAYGROUND ?

## DEFINITION

*A playground provider or service within the kids & family care domain.*

## SAMPLE QUERY

*“who else offers playground near me with strong reviews?”*

## CONSTRAINT STACK

AGE

SCHEDULE

PRICE

VETTING

## TOP 3 SOURCES

01 Public parks

02 Playgrounds.org

03 commercial e.g. KaBOOM!

## MARKET SHAPE

## MARKET SHARE

Public-sector dominated

## INVENTORY

n/a

## VALUATION

n/a — public

## TURNOVER

n/a

WHO ELSE

# TOYS ?

DEFINITION

*A toys provider or service within the kids & family care domain.*

SAMPLE QUERY

*“who else offers toys near me with strong reviews?”*

CONSTRAINT STACK

- AGE
- SCHEDULE
- PRICE
- VETTING

TOP 3 SOURCES

- 01 Amazon
- 02 Walmart
- 03 Target

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Amazon ~30% US toy retail; Walmart ~20%; Target ~15%</p>	<p><b>INVENTORY</b></p> <p>n/a SKU level</p>
<p><b>VALUATION</b></p> <p>AMZN ~\$2T; WMT ~\$700B; TGT ~\$60B</p>	<p><b>TURNOVER</b></p> <p>US toy market ~\$28B</p>

## WHO ELSE

## LEGO ?

## DEFINITION

*A lego provider or service within the kids & family care domain.*

## SAMPLE QUERY

*“who else offers lego near me with strong reviews?”*

## CONSTRAINT STACK

AGE

SCHEDULE

PRICE

VETTING

## TOP 3 SOURCES

**01** LEGO Group (direct)**02** Amazon**03** Walmart

## MARKET SHAPE

## MARKET SHARE

LEGO ~10% global toy market

## INVENTORY

LEGO 800+ stores

## VALUATION

LEGO Group private (~\$50B est.)

## TURNOVER

LEGO ~\$10B (2024)

## WHO ELSE

# BIRTHDAY PARTY ?

## DEFINITION

*A birthday party provider or service within the kids & family care domain.*

## SAMPLE QUERY

*“who else offers birthday party near me with strong reviews?”*

## CONSTRAINT STACK

AGE

SCHEDULE

PRICE

VETTING

## TOP 3 SOURCES

01 Peerspace

02 Eventbrite

03 Punchbowl

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

Peerspace 30k+ venues

## VALUATION

Peerspace ~\$60M (2022)

## TURNOVER

n/a

WHO ELSE

# SCHOOL ?

DEFINITION

*K-12 schools, public or private.*

SAMPLE QUERY

*“who else has public schools in DC with strong arts programs?”*

CONSTRAINT STACK

- TYPE
- PROGRAMS
- RATING
- DISTRICT

TOP 3 SOURCES

- 01 GreatSchools
- 02 Niche
- 03 local public school districts

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Public-sector dominated US K-12</p>	<p><b>INVENTORY</b></p> <p>US 130k+ public+private schools</p>
<p><b>VALUATION</b></p> <p>Niche ~\$100M est.; GreatSchools non-profit</p>	<p><b>TURNOVER</b></p> <p>US K-12 ~\$770B annual spending</p>

WHO ELSE

# SCOUTS ?

DEFINITION

*A scouts provider or service within the kids & family care domain.*

SAMPLE QUERY

*“who else offers scouts near me with strong reviews?”*

CONSTRAINT STACK

- AGE
- SCHEDULE
- PRICE
- VETTING

TOP 3 SOURCES

- 01 Boy Scouts (Scouting America)
- 02 Girl Scouts
- 03 4-H

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Non-profit; not commercial</p>	<p><b>INVENTORY</b></p> <p>Scouting America 1M+ members; Girl Scouts 1.7M</p>
<p><b>VALUATION</b></p> <p>n/a — non-profit</p>	<p><b>TURNOVER</b></p> <p>Girl Scouts ~\$110M (2024); SA ~\$280M</p>

WHO ELSE

# AFTER SCHOOL ?

DEFINITION

*A after school provider or service within the kids & family care domain.*

SAMPLE QUERY

*“who else offers after school near me with strong reviews?”*

CONSTRAINT STACK

- AGE
- SCHEDULE
- PRICE
- VETTING

TOP 3 SOURCES

- 01 YMCA
- 02 Boys & Girls Clubs
- 03 Right At School

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>YMCA largest provider US</p>	<p><b>INVENTORY</b></p> <p>YMCA 4.7k locations; B&amp;GC 5k+</p>
<p><b>VALUATION</b></p> <p>Both non-profit</p>	<p><b>TURNOVER</b></p> <p>YMCA ~\$8B revenue (2024)</p>

WHO ELSE

# TUTORING ?

DEFINITION

*A tutoring provider or service within the kids & family care domain.*

SAMPLE QUERY

*“who else offers tutoring near me with strong reviews?”*

CONSTRAINT STACK

- AGE
- SCHEDULE
- PRICE
- VETTING

TOP 3 SOURCES

- 01 Wyzant
- 02 Varsity Tutors
- 03 Tutor.com

MARKET SHAPE

<p>MARKET SHARE</p> <p>See Tutor</p>	<p>INVENTORY</p> <p>See Tutor</p>
<p>VALUATION</p> <p>See Tutor</p>	<p>TURNOVER</p> <p>See Tutor</p>

## WHO ELSE

# ADOPTION ?

## DEFINITION

*A adoption provider or service within the kids & family care domain.*

## SAMPLE QUERY

*“who else offers adoption near me with strong reviews?”*

## CONSTRAINT STACK

AGE

SCHEDULE

PRICE

VETTING

## TOP 3 SOURCES

01 Adoption.com

02 AdoptUSKids

03 private agencies

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; non-profit-heavy

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

WHO ELSE

# FOSTER CARE ?

DEFINITION

*A foster care provider or service within the kids & family care domain.*

SAMPLE QUERY

*“who else offers foster care near me with strong reviews?”*

CONSTRAINT STACK

- AGE
- SCHEDULE
- PRICE
- VETTING

TOP 3 SOURCES

- 01 AdoptUSKids
- 02 state agencies
- 03 National Foster Parent Assn

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>100% public-sector</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# PARENTING GROUP ?

DEFINITION

*A parenting group provider or service within the kids & family care domain.*

SAMPLE QUERY

*“who else offers parenting group near me with strong reviews?”*

CONSTRAINT STACK

- AGE
- SCHEDULE
- PRICE
- VETTING

TOP 3 SOURCES

- 01 Peanut
- 02 Mothercare
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Peanut leads digital parenting community</p>	<p><b>INVENTORY</b></p> <p>Peanut 6M+ users</p>
<p><b>VALUATION</b></p> <p>Peanut ~\$320M (2022)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# FAMILY THERAPY ?

DEFINITION

*A family therapy provider or service within the kids & family care domain.*

SAMPLE QUERY

*“who else offers family therapy near me with strong reviews?”*

CONSTRAINT STACK

- AGE
- SCHEDULE
- PRICE
- VETTING

TOP 3 SOURCES

- 01 BetterHelp Couples
- 02 ReGain
- 03 Talkspace

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>ReGain (BetterHelp) leads online couples therapy</p>	<p><b>INVENTORY</b></p> <p>See Therapist</p>
<p><b>VALUATION</b></p> <p>See Therapist</p>	<p><b>TURNOVER</b></p> <p>See Therapist</p>

WHO ELSE

# DIVORCE ?

DEFINITION

*Divorce-specific legal services and mediation.*

SAMPLE QUERY

*“who else does uncontested divorce filing in DC under \$2k?”*

CONSTRAINT STACK

- TYPE
- PRICE
- TIMELINE
- MEDIATION

TOP 3 SOURCES

- 01 It's Over Easy
- 02 Hello Divorce
- 03 LegalZoom

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; LegalZoom leads DIY</p>	<p><b>INVENTORY</b></p> <p>Hello Divorce 10k+ customers</p>
<p><b>VALUATION</b></p> <p>Hello Divorce ~\$30M est.</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# CUSTODY ?

DEFINITION

*A custody provider or service within the kids & family care domain.*

SAMPLE QUERY

*“who else offers custody near me with strong reviews?”*

CONSTRAINT STACK

- AGE
- SCHEDULE
- PRICE
- VETTING

TOP 3 SOURCES

- 01 OurFamilyWizard
- 02 TalkingParents
- 03 coParenter

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>OurFamilyWizard leads court-ordered co-parenting apps</p>	<p><b>INVENTORY</b></p> <p>OurFamilyWizard 1M+ users</p>
<p><b>VALUATION</b></p> <p>OurFamilyWizard private (~\$200M est.)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

SUB-GROUP

# Beauty & Grooming

*16 intents · personal appearance · geo-anchored*

WHO ELSE

# HAIRCUT ?

DEFINITION

*Walk-in or appointment-based haircuts.*

SAMPLE QUERY

*“who else does men's fade in DC under \$35 with no appointment?”*

CONSTRAINT STACK

- GENDER
- STYLE
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Great Clips
- 02 Supercuts (Regis)
- 03 Sport Clips

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Great Clips ~5% US salon visits; Regis declining</p>	<p><b>INVENTORY</b></p> <p>Great Clips 4.5k+ salons; Sport Clips 1.9k</p>
<p><b>VALUATION</b></p> <p>Great Clips private; Regis ~\$50M mkt cap</p>	<p><b>TURNOVER</b></p> <p>Great Clips ~\$1.6B systemwide; Regis ~\$200M</p>

WHO ELSE

# BARBER ?

DEFINITION

*Traditional barbershop services for men's grooming.*

SAMPLE QUERY

*“who else has barbers near 14th St with same-day appointments?”*

CONSTRAINT STACK

- DISTANCE
- AVAILABILITY
- STYLE
- PRICE

TOP 3 SOURCES

- 01 See Haircut
- 02 Tomb45
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; ~225k US barbershops</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>US barbershop ~\$5B</p>

WHO ELSE

# HAIRDRESSER ?

DEFINITION

*Salon services: cut, color, treatment.*

SAMPLE QUERY

*“who else does balayage in DC under \$250 with experience for fine hair?”*

CONSTRAINT STACK

SERVICE    PRICE    EXPERIENCE    DISTANCE

TOP 3 SOURCES

- 01 Booksy
- 02 StyleSeat
- 03 Vagaro

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>StyleSeat ~30% US beauty pro booking; Booksy ~20%</p>	<p><b>INVENTORY</b></p> <p>StyleSeat 400k pros; Booksy 425k pros; Vagaro 500k+</p>
<p><b>VALUATION</b></p> <p>Booksy ~\$300M (2021); StyleSeat ~\$100M est.; Vagaro private</p>	<p><b>TURNOVER</b></p> <p>n/a — private</p>

WHO ELSE

# NAIL SALON ?

DEFINITION

*A nail salon provider or service within the personal appearance domain.*

SAMPLE QUERY

*“who else offers nail salon near me with strong reviews?”*

CONSTRAINT STACK

- STYLE
- PRICE
- AVAILABILITY
- REVIEWS

TOP 3 SOURCES

- 01 Booksy
- 02 StyleSeat
- 03 Vagaro

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Hairdresser</p>	<p><b>INVENTORY</b></p> <p>See Hairdresser</p>
<p><b>VALUATION</b></p> <p>See Hairdresser</p>	<p><b>TURNOVER</b></p> <p>US nail salon industry ~\$8B</p>

## WHO ELSE

# BEAUTY SALON ?

## DEFINITION

*A beauty salon provider or service within the personal appearance domain.*

## SAMPLE QUERY

*“who else offers beauty salon near me with strong reviews?”*

## CONSTRAINT STACK

STYLE

PRICE

AVAILABILITY

REVIEWS

## TOP 3 SOURCES

01 Ulta

02 Sephora

03 Booksy

## MARKET SHAPE

## MARKET SHARE

Ulta ~25% US prestige+mass beauty; Sephora ~20% prestige

## INVENTORY

Ulta 1.4k stores; Sephora 600+ US

## VALUATION

Ulta ~\$15B mkt cap; Sephora part of LVMH (~\$400B)

## TURNOVER

Ulta ~\$11.2B (2024); Sephora ~\$13B

## WHO ELSE

# MAKEUP ?

## DEFINITION

*A makeup provider or service within the personal appearance domain.*

## SAMPLE QUERY

*“who else offers makeup near me with strong reviews?”*

## CONSTRAINT STACK

STYLE

PRICE

AVAILABILITY

REVIEWS

## TOP 3 SOURCES

01 L'Oréal

02 Estée Lauder

03 Coty

## MARKET SHAPE

## MARKET SHARE

L'Oréal ~13% global; Estée Lauder ~9%; Coty ~5%

## INVENTORY

L'Oréal 36 brands; Estée Lauder 30+

## VALUATION

L'Oréal ~\$210B; Estée Lauder ~\$25B mkt cap

## TURNOVER

L'Oréal ~\$45B (2024); Estée Lauder ~\$15B

WHO ELSE

# TATTOO ?

DEFINITION

*Custom or flash tattoos at licensed studios.*

SAMPLE QUERY

*“who else does fine-line tattoos in DC with availability this month?”*

CONSTRAINT STACK

- STYLE
- AVAILABILITY
- PRICE
- PORTFOLIO

TOP 3 SOURCES

- 01 Tattoodo
- 02 Inkbox (semi-permanent)
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>Tattoodo 7M+ users; Inkbox 5M+ tattoos sold</p>
<p><b>VALUATION</b></p> <p>Inkbox acq. by BIC ~\$66M (2022)</p>	<p><b>TURNOVER</b></p> <p>US tattoo industry ~\$3B</p>

WHO ELSE

# PIERCING ?

DEFINITION

*A piercing provider or service within the personal appearance domain.*

SAMPLE QUERY

*“who else offers piercing near me with strong reviews?”*

CONSTRAINT STACK

- STYLE
- PRICE
- AVAILABILITY
- REVIEWS

TOP 3 SOURCES

- 01 Local
- 02 Studs
- 03 Rowan

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Studs and Rowan lead premium</p>	<p><b>INVENTORY</b></p> <p>Studs 25+ stores; Rowan 100+</p>
<p><b>VALUATION</b></p> <p>Studs ~\$200M (2022); Rowan ~\$180M (2023)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# MASSAGE ?

DEFINITION

*Therapeutic or relaxation massage.*

SAMPLE QUERY

*“who else has 90-min deep tissue with accept-insurance option?”*

CONSTRAINT STACK

- TYPE
- DURATION
- PRICE
- INSURANCE

TOP 3 SOURCES

- 01 Massage Envy
- 02 Soothe
- 03 Zeel

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Massage Envy ~10% US massage visits</p>	<p><b>INVENTORY</b></p> <p>Massage Envy 1k+ franchises</p>
<p><b>VALUATION</b></p> <p>Massage Envy private (Roark Capital); Soothe ~\$200M est.</p>	<p><b>TURNOVER</b></p> <p>Massage Envy ~\$1.4B systemwide</p>

## WHO ELSE

## SPA ?

## DEFINITION

*A spa provider or service within the personal appearance domain.*

## SAMPLE QUERY

*“who else offers spa near me with strong reviews?”*

## CONSTRAINT STACK

STYLE

PRICE

AVAILABILITY

REVIEWS

## TOP 3 SOURCES

01 Spafinder

02 Massage Envy

03 Hand &amp; Stone

## MARKET SHAPE

## MARKET SHARE

Spafinder leads bookings

## INVENTORY

Spafinder 25k+ spas

## VALUATION

Spafinder private; Hand &amp; Stone ~\$700M est.

## TURNOVER

US spa industry ~\$25B

## WHO ELSE

# TANNING ?

## DEFINITION

*A tanning provider or service within the personal appearance domain.*

## SAMPLE QUERY

*“who else offers tanning near me with strong reviews?”*

## CONSTRAINT STACK

STYLE

PRICE

AVAILABILITY

REVIEWS

## TOP 3 SOURCES

01 Palm Beach Tan

02 Sun Tan City

03 local

## MARKET SHAPE

## MARKET SHARE

Palm Beach Tan ~10% US tanning salon

## INVENTORY

Palm Beach Tan 600+ locations

## VALUATION

Palm Beach Tan private

## TURNOVER

US tanning industry ~\$3B

## WHO ELSE

## WAXING ?

## DEFINITION

*A waxing provider or service within the personal appearance domain.*

## SAMPLE QUERY

*“who else offers waxing near me with strong reviews?”*

## CONSTRAINT STACK

STYLE

PRICE

AVAILABILITY

REVIEWS

## TOP 3 SOURCES

01 European Wax Center

02 Waxing the City

03 local

## MARKET SHAPE

## MARKET SHARE

EWC ~5% US waxing visits — leader

## INVENTORY

EWC 1k+ centers

## VALUATION

EWC ~\$300M mkt cap

## TURNOVER

EWC ~\$220M (2024)

## WHO ELSE

## EYEBROWS ?

## DEFINITION

*A eyebrows provider or service within the personal appearance domain.*

## SAMPLE QUERY

*“who else offers eyebrows near me with strong reviews?”*

## CONSTRAINT STACK

STYLE

PRICE

AVAILABILITY

REVIEWS

## TOP 3 SOURCES

01 Benefit Cosmetics

02 Anastasia Beverly Hills

03 local

## MARKET SHAPE

## MARKET SHARE

ABH leads brow products; Benefit leads brow services in stores

## INVENTORY

n/a granular

## VALUATION

ABH ~\$3B (TPG 2018); Benefit part of LVMH

## TURNOVER

n/a

## WHO ELSE

## SKINCARE ?

## DEFINITION

*A skincare provider or service within the personal appearance domain.*

## SAMPLE QUERY

*“who else offers skincare near me with strong reviews?”*

## CONSTRAINT STACK

STYLE

PRICE

AVAILABILITY

REVIEWS

## TOP 3 SOURCES

01 L'Oréal

02 Estée Lauder

03 Procter &amp; Gamble

## MARKET SHAPE

## MARKET SHARE

See Makeup; L'Oréal active beauty division leads

## INVENTORY

See Makeup

## VALUATION

See Makeup

## TURNOVER

Global skincare ~\$190B

## WHO ELSE

# COSMETICS ?

## DEFINITION

*A cosmetics provider or service within the personal appearance domain.*

## SAMPLE QUERY

*“who else offers cosmetics near me with strong reviews?”*

## CONSTRAINT STACK

STYLE

PRICE

AVAILABILITY

REVIEWS

## TOP 3 SOURCES

01 Sephora

02 Ulta

03 Amazon

## MARKET SHAPE

## MARKET SHARE

See Beauty Salon

## INVENTORY

See Beauty Salon

## VALUATION

See Beauty Salon

## TURNOVER

Global cosmetics ~\$430B

## WHO ELSE

# PERFUME ?

## DEFINITION

*A perfume provider or service within the personal appearance domain.*

## SAMPLE QUERY

*“who else offers perfume near me with strong reviews?”*

## CONSTRAINT STACK

STYLE

PRICE

AVAILABILITY

REVIEWS

## TOP 3 SOURCES

01 LVMH

02 Coty

03 Estée Lauder

## MARKET SHAPE

## MARKET SHARE

LVMH ~25% prestige fragrance; Coty ~20%

## INVENTORY

LVMH 75+ houses; Coty 30+ brands

## VALUATION

LVMH ~\$400B; Coty ~\$8B mkt cap

## TURNOVER

LVMH P&amp;F ~\$8B (2024); Coty ~\$6B

SUB-GROUP

# Fashion & Clothing

*14 intents · apparel · mixed*

WHO ELSE

# CLOTHING ?

DEFINITION

*A clothing provider or service within the apparel domain.*

SAMPLE QUERY

*“who else offers clothing near me with strong reviews?”*

CONSTRAINT STACK

- SIZE
- STYLE
- PRICE
- BRAND

TOP 3 SOURCES

- 01 Inditex (Zara)
- 02 H&M
- 03 Shein

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Shein ~18% US fast fashion online; Inditex ~10% global apparel</p>	<p><b>INVENTORY</b></p> <p>Inditex 5.5k stores; H&amp;M 4.3k stores; Shein 250k+ products</p>
<p><b>VALUATION</b></p> <p>Inditex ~\$170B mkt cap; H&amp;M ~\$25B; Shein ~\$66B (2024 est.)</p>	<p><b>TURNOVER</b></p> <p>Inditex ~\$40B (2024); H&amp;M ~\$22B; Shein ~\$45B (2024 est.)</p>

WHO ELSE

# TAILOR ?

DEFINITION

*Custom and alteration tailoring.*

SAMPLE QUERY

*“who else does suit alterations in DC under \$80 for hem and waist?”*

CONSTRAINT STACK

- SERVICE
- PRICE
- TURNAROUND
- DISTANCE

TOP 3 SOURCES

- 01 Local
- 02 Indochino
- 03 Suitsupply

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; Indochino leads online MTM</p>	<p><b>INVENTORY</b></p> <p>Indochino 80+ showrooms</p>
<p><b>VALUATION</b></p> <p>Indochino private (~\$200M est.)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# DRY CLEANING ?

DEFINITION

*Dry cleaning, laundry, and alterations.*

SAMPLE QUERY

*“who else does same-day dry cleaning in DC under \$20 per shirt?”*

CONSTRAINT STACK

- TURNAROUND
- PRICE
- PICKUP
- DISTANCE

TOP 3 SOURCES

- 01 Tide Cleaners
- 02 ZIPS
- 03 Press (closed)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; ~30k US dry cleaners</p>	<p><b>INVENTORY</b></p> <p>Tide Cleaners 200+ locations</p>
<p><b>VALUATION</b></p> <p>n/a meaningful</p>	<p><b>TURNOVER</b></p> <p>US dry cleaning ~\$9B</p>

WHO ELSE

# LAUNDRY ?

DEFINITION

*A laundry provider or service within the apparel domain.*

SAMPLE QUERY

*“who else offers laundry near me with strong reviews?”*

CONSTRAINT STACK

- SIZE
- STYLE
- PRICE
- BRAND

TOP 3 SOURCES

- 01 Rinse
- 02 Cleanly
- 03 SudShare

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>SudShare 100k+ users</p>
<p><b>VALUATION</b></p> <p>Rinse ~\$50M est.; SudShare ~\$30M est.</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# CLOTHES SWAP ?

DEFINITION

*A clothes swap provider or service within the apparel domain.*

SAMPLE QUERY

*“who else offers clothes swap near me with strong reviews?”*

CONSTRAINT STACK

- SIZE
- STYLE
- PRICE
- BRAND

TOP 3 SOURCES

- 01 Vinted
- 02 Depop (Etsy)
- 03 Poshmark (Naver)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Vinted ~30% EU resale; Poshmark and Depop lead US</p>	<p><b>INVENTORY</b></p> <p>Vinted 105M+ users; Poshmark 80M+; Depop 35M+</p>
<p><b>VALUATION</b></p> <p>Vinted ~\$5B (2024); Poshmark acq. Naver \$1.6B (2023); Depop acq. Etsy \$1.6B</p>	<p><b>TURNOVER</b></p> <p>Vinted ~\$700M (2024); Poshmark ~\$340M; Depop ~\$140M</p>

WHO ELSE

# SECOND HAND ?

DEFINITION

*A second hand provider or service within the apparel domain.*

SAMPLE QUERY

*“who else offers second hand near me with strong reviews?”*

CONSTRAINT STACK

- SIZE
- STYLE
- PRICE
- BRAND

TOP 3 SOURCES

- 01 ThredUp
- 02 The RealReal
- 03 Vinted

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>TRR leads luxury; ThredUp leads US value; Vinted leads EU</p>	<p><b>INVENTORY</b></p> <p>ThredUp 35M+ items processed; TRR 30M+ items</p>
<p><b>VALUATION</b></p> <p>ThredUp ~\$200M; TRR ~\$1B mkt cap (2025)</p>	<p><b>TURNOVER</b></p> <p>ThredUp ~\$260M (2024); TRR ~\$600M</p>

WHO ELSE

# VINTAGE ?

DEFINITION

*A vintage provider or service within the apparel domain.*

SAMPLE QUERY

*“who else offers vintage near me with strong reviews?”*

CONSTRAINT STACK

- SIZE
- STYLE
- PRICE
- BRAND

TOP 3 SOURCES

- 01 Etsy
- 02 Depop
- 03 eBay

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Etsy leads handmade+vintage; Depop leads Gen Z</p>	<p><b>INVENTORY</b></p> <p>Etsy 95M+ buyers</p>
<p><b>VALUATION</b></p> <p>Etsy ~\$5B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Etsy ~\$2.8B (2024)</p>

WHO ELSE

# SHOES ?

DEFINITION

*A shoes provider or service within the apparel domain.*

SAMPLE QUERY

*“who else offers shoes near me with strong reviews?”*

CONSTRAINT STACK

- SIZE
- STYLE
- PRICE
- BRAND

TOP 3 SOURCES

- 01 Nike
- 02 Adidas
- 03 Zappos (Amazon)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Nike ~25% global athletic; Adidas ~15%</p>	<p><b>INVENTORY</b></p> <p>Nike 1k+ stores; Zappos 50k+ items</p>
<p><b>VALUATION</b></p> <p>Nike ~\$110B; Adidas ~\$45B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Nike ~\$51B (2024); Adidas ~\$23B</p>

## WHO ELSE

# SHOE REPAIR ?

## DEFINITION

*A shoe repair provider or service within the apparel domain.*

## SAMPLE QUERY

*“who else offers shoe repair near me with strong reviews?”*

## CONSTRAINT STACK

SIZE

STYLE

PRICE

BRAND

## TOP 3 SOURCES

01 Local

02 NuShoe

03 Cobblers Direct

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; ~5k US shoe repair shops

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

US shoe repair ~\$200M

## WHO ELSE

# ALTERATIONS ?

## DEFINITION

*A alterations provider or service within the apparel domain.*

## SAMPLE QUERY

*“who else offers alterations near me with strong reviews?”*

## CONSTRAINT STACK

SIZE

STYLE

PRICE

BRAND

## TOP 3 SOURCES

01 Local

02 Stitch

03 tailors

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

WHO ELSE

# UNIFORM ?

DEFINITION

*A uniform provider or service within the apparel domain.*

SAMPLE QUERY

*“who else offers uniform near me with strong reviews?”*

CONSTRAINT STACK

- SIZE
- STYLE
- PRICE
- BRAND

TOP 3 SOURCES

- 01 Cintas
- 02 UniFirst
- 03 Aramark

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Cintas ~30% US uniform rental; UniFirst ~10%; Aramark ~10%</p>	<p><b>INVENTORY</b></p> <p>Cintas 1M+ business clients</p>
<p><b>VALUATION</b></p> <p>Cintas ~\$80B; UniFirst ~\$3.6B; Aramark ~\$10B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Cintas ~\$10B (2024); UniFirst ~\$2.4B</p>

WHO ELSE

# COSTUME ?

DEFINITION

*A costume provider or service within the apparel domain.*

SAMPLE QUERY

*“who else offers costume near me with strong reviews?”*

CONSTRAINT STACK

- SIZE
- STYLE
- PRICE
- BRAND

TOP 3 SOURCES

- 01 Spirit Halloween
- 02 Party City
- 03 Amazon

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Spirit Halloween ~30% US Halloween retail</p>	<p><b>INVENTORY</b></p> <p>Spirit Halloween 1.5k+ pop-up stores</p>
<p><b>VALUATION</b></p> <p>Spirit (Spencer's) private; Party City Ch.11 2023</p>	<p><b>TURNOVER</b></p> <p>Spirit Halloween ~\$700M est.</p>

## WHO ELSE

# SPORTSWEAR ?

## DEFINITION

*A sportswear provider or service within the apparel domain.*

## SAMPLE QUERY

*“who else offers sportswear near me with strong reviews?”*

## CONSTRAINT STACK

SIZE

STYLE

PRICE

BRAND

## TOP 3 SOURCES

01 Nike

02 Adidas

03 Lululemon

## MARKET SHAPE

## MARKET SHARE

Nike ~25% global; Adidas ~15%; Lululemon premium leader

## INVENTORY

See Shoes

## VALUATION

See Shoes

## TURNOVER

See Shoes

WHO ELSE

# WORKWEAR ?

DEFINITION

*A workwear provider or service within the apparel domain.*

SAMPLE QUERY

*“who else offers workwear near me with strong reviews?”*

CONSTRAINT STACK

- SIZE
- STYLE
- PRICE
- BRAND

TOP 3 SOURCES

- 01 Carhartt
- 02 Dickies
- 03 Red Wing

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Carhartt leads premium; Dickies leads value</p>	<p><b>INVENTORY</b></p> <p>Carhartt 100+ stores; Dickies global</p>
<p><b>VALUATION</b></p> <p>Carhartt private (~\$2B est.); Dickies (VF Corp) ~\$10B parent</p>	<p><b>TURNOVER</b></p> <p>Carhartt ~\$1.5B est.; Dickies ~\$700M</p>

SUB-GROUP

# Pets

*15 intents · animal care · geo-anchored*

WHO ELSE

# PET SITTING ?

DEFINITION

*In-home or boarding pet care.*

SAMPLE QUERY

*“who else has cat sitters with overnight visits under \$40/night?”*

CONSTRAINT STACK

- SPECIES
- DURATION
- PRICE
- REVIEWS

TOP 3 SOURCES

- 01 Rover
- 02 Wag!
- 03 PetBacker

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Rover ~70% US pet sitting marketplace; Wag ~15%</p>	<p><b>INVENTORY</b></p> <p>Rover 500k+ caregivers; Wag 400k+</p>
<p><b>VALUATION</b></p> <p>Rover taken private Blackstone \$2.3B (2024); Wag ~\$30M mkt cap</p>	<p><b>TURNOVER</b></p> <p>Rover ~\$240M (2023); Wag ~\$80M (2024)</p>

WHO ELSE

# DOG WALKING ?

DEFINITION

*Scheduled or on-demand dog walking services.*

SAMPLE QUERY

*“who else does midday dog walks in DC under \$25?”*

CONSTRAINT STACK

- FREQUENCY
- PRICE
- DURATION
- DISTANCE

TOP 3 SOURCES

- 01 Rover
- 02 Wag!
- 03 Care.com

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Pet Sitting</p>	<p><b>INVENTORY</b></p> <p>See Pet Sitting</p>
<p><b>VALUATION</b></p> <p>See Pet Sitting</p>	<p><b>TURNOVER</b></p> <p>See Pet Sitting</p>

WHO ELSE

# VET ?

DEFINITION

*Veterinary medicine for general or specialty pet care.*

SAMPLE QUERY

*“who else has emergency vet open Sundays in my area?”*

CONSTRAINT STACK

- URGENCY
- SPECIALTY
- DISTANCE
- PRICE

TOP 3 SOURCES

- 01 Mars Petcare (Banfield/VCA/Blue Pearl)
- 02 Independent vets
- 03 Vetster (telehealth)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Mars ~10% US vet visits; rest fragmented</p>	<p><b>INVENTORY</b></p> <p>Banfield 1k+ hospitals; VCA 1k+</p>
<p><b>VALUATION</b></p> <p>Mars Petcare private (~\$50B); Vetster ~\$30M</p>	<p><b>TURNOVER</b></p> <p>Mars Petcare ~\$22B (2024)</p>

WHO ELSE

# PET GROOMING ?

DEFINITION

*Grooming services: bath, trim, nail clip.*

SAMPLE QUERY

*“who else does same-day grooming for poodles in DC?”*

CONSTRAINT STACK

- BREED
- TURNAROUND
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 PetSmart
- 02 Petco
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>PetSmart ~15% US pet grooming; Petco ~10%</p>	<p><b>INVENTORY</b></p> <p>PetSmart 1.6k stores; Petco 1.5k</p>
<p><b>VALUATION</b></p> <p>PetSmart private (BC Partners ~\$8.7B 2015); Petco ~\$700M mkt cap</p>	<p><b>TURNOVER</b></p> <p>PetSmart ~\$8B est.; Petco ~\$6B</p>

WHO ELSE

# PET FOOD ?

DEFINITION

*Pet food retail and subscription.*

SAMPLE QUERY

*“who else has fresh dog food subscription under \$4 per meal?”*

CONSTRAINT STACK

- DIET
- PRICE
- DELIVERY
- SUBSCRIPTION

TOP 3 SOURCES

- 01 Mars
- 02 Nestlé Purina
- 03 Hill's (Colgate)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Mars ~25% global; Nestlé ~25%; Hill's ~5%</p>	<p><b>INVENTORY</b></p> <p>n/a SKU level</p>
<p><b>VALUATION</b></p> <p>Mars private; Nestlé ~\$300B; Colgate ~\$80B</p>	<p><b>TURNOVER</b></p> <p>Mars Petcare ~\$22B; Purina ~\$20B; Hill's ~\$4B</p>

WHO ELSE

# PET TRAINING ?

DEFINITION

*A pet training provider or service within the animal care domain.*

SAMPLE QUERY

*“who else offers pet training near me with strong reviews?”*

CONSTRAINT STACK

- SPECIES
- URGENCY
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 PetSmart
- 02 Petco
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Pet Grooming</p>	<p><b>INVENTORY</b></p> <p>See Pet Grooming</p>
<p><b>VALUATION</b></p> <p>See Pet Grooming</p>	<p><b>TURNOVER</b></p> <p>US pet training ~\$1B</p>

WHO ELSE

# KENNEL ?

DEFINITION

*A kennel provider or service within the animal care domain.*

SAMPLE QUERY

*“who else offers kennel near me with strong reviews?”*

CONSTRAINT STACK

- SPECIES
- URGENCY
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Rover
- 02 PetSmart Boarding
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; Rover leads online</p>	<p><b>INVENTORY</b></p> <p>See Pet Sitting + PetSmart</p>
<p><b>VALUATION</b></p> <p>See Pet Sitting + PetSmart</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# AQUARIUM ?

DEFINITION

*A aquarium provider or service within the animal care domain.*

SAMPLE QUERY

*“who else offers aquarium near me with strong reviews?”*

CONSTRAINT STACK

- SPECIES
- URGENCY
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 PetSmart
- 02 Petco
- 03 local fish stores

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>PetSmart and Petco dominant retail</p>	<p><b>INVENTORY</b></p> <p>See Pet Grooming</p>
<p><b>VALUATION</b></p> <p>See Pet Grooming</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# PET ADOPTION ?

DEFINITION

*Pet rescue and adoption organizations.*

SAMPLE QUERY

*“who else has senior dogs available for adoption near me?”*

CONSTRAINT STACK

- AGE
- BREED
- DISTANCE
- FEE

TOP 3 SOURCES

- 01 Petfinder
- 02 ASPCA
- 03 Adopt-a-Pet

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Petfinder ~80% US online pet listings</p>	<p><b>INVENTORY</b></p> <p>Petfinder 11k+ shelters; 250k+ pets</p>
<p><b>VALUATION</b></p> <p>Petfinder (Nestlé Purina) embedded</p>	<p><b>TURNOVER</b></p> <p>n/a — non-profit oriented</p>

WHO ELSE

# DOG SITTING ?

DEFINITION

*A dog sitting provider or service within the animal care domain.*

SAMPLE QUERY

*“who else offers dog sitting near me with strong reviews?”*

CONSTRAINT STACK

- SPECIES
- URGENCY
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Rover
- 02 Wag!

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Pet Sitting</p>	<p><b>INVENTORY</b></p> <p>See Pet Sitting</p>
<p><b>VALUATION</b></p> <p>See Pet Sitting</p>	<p><b>TURNOVER</b></p> <p>See Pet Sitting</p>

WHO ELSE

# PET INSURANCE ?

DEFINITION

*Health insurance for pets.*

SAMPLE QUERY

*“who else has pet insurance with no breed exclusions?”*

CONSTRAINT STACK

- EXCLUSIONS
- DEDUCTIBLE
- PRICE
- REIMBURSEMENT

TOP 3 SOURCES

- 01 Trupanion
- 02 Nationwide Pet
- 03 Lemonade Pet

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Trupanion ~25% US pet insurance; Nationwide ~25%</p>	<p><b>INVENTORY</b></p> <p>Trupanion 1M+ pets enrolled</p>
<p><b>VALUATION</b></p> <p>Trupanion ~\$1.7B mkt cap; Lemonade ~\$2.5B (all lines)</p>	<p><b>TURNOVER</b></p> <p>Trupanion ~\$1.2B (2024); US pet insurance ~\$4B</p>

WHO ELSE

# PET TAXI ?

DEFINITION

*A pet taxi provider or service within the animal care domain.*

SAMPLE QUERY

*“who else offers pet taxi near me with strong reviews?”*

CONSTRAINT STACK

- SPECIES
- URGENCY
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Rover
- 02 local
- 03 Uber Pet

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# ANIMAL SHELTER ?

DEFINITION

*A animal shelter provider or service within the animal care domain.*

SAMPLE QUERY

*“who else offers animal shelter near me with strong reviews?”*

CONSTRAINT STACK

- SPECIES
- URGENCY
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 ASPCA
- 02 Humane Society
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Non-profit; ASPCA + HSUS lead</p>	<p><b>INVENTORY</b></p> <p>ASPCA ~14k+ partners</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>ASPCA ~\$320M (2024); HSUS ~\$200M</p>

WHO ELSE

# EXOTIC PETS ?

DEFINITION

*A exotic pets provider or service within the animal care domain.*

SAMPLE QUERY

*“who else offers exotic pets near me with strong reviews?”*

CONSTRAINT STACK

- SPECIES
- URGENCY
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Local breeders
- 02 Petco/PetSmart (limited)
- 03 MorphMarket

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>MorphMarket 100k+ animals listed</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# PET CEMETERY ?

DEFINITION

*A pet cemetery provider or service within the animal care domain.*

SAMPLE QUERY

*“who else offers pet cemetery near me with strong reviews?”*

CONSTRAINT STACK

- SPECIES
- URGENCY
- PRICE
- AVAILABILITY

TOP 3 SOURCES

- 01 Local
- 02 PetMemoryShop
- 03 Sumter Pet Cemetery

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>US pet aftercare ~\$900M</p>

SUB-GROUP

# Culture & Entertainment

*25 intents · media & leisure · mixed*

WHO ELSE

# CINEMA ?

DEFINITION

*A cinema provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers cinema near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 AMC
- 02 Regal (Cineworld)
- 03 Cinemark

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>AMC ~22% US box office; Regal ~17%; Cinemark ~14%</p>	<p><b>INVENTORY</b></p> <p>AMC 900+ theaters; Regal 500+; Cinemark 500+</p>
<p><b>VALUATION</b></p> <p>AMC ~\$2B mkt cap; Cinemark ~\$3.5B; Cineworld emerged Ch.11</p>	<p><b>TURNOVER</b></p> <p>AMC ~\$4.6B (2024); Cinemark ~\$3.1B</p>

## WHO ELSE

## THEATRE ?

## DEFINITION

*A theatre provider or service within the media & leisure domain.*

## SAMPLE QUERY

*“who else offers theatre near me with strong reviews?”*

## CONSTRAINT STACK

GENRE

TIME

PRICE

VENUE

## TOP 3 SOURCES

01 Broadway League

02 West End theatres

03 local

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

Broadway 41 theatres; West End 39 theatres

## VALUATION

n/a — production-by-production

## TURNOVER

Broadway ~\$1.5B (2023-24); West End ~£900M

WHO ELSE

# OPERA ?

DEFINITION

*A opera provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers opera near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Met Opera
- 02 Royal Opera House
- 03 La Scala

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Non-profit; cultural sector</p>	<p><b>INVENTORY</b></p> <p>Met Opera 3.8k seats; ROH 2.2k</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>Met Opera ~\$300M (2024); ROH ~£140M</p>

WHO ELSE

# CONCERT ?

DEFINITION

*A concert provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers concert near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Live Nation/Ticketmaster
- 02 AEG
- 03 SeatGeek

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Live Nation ~70% US ticketing; AEG ~15%</p>	<p><b>INVENTORY</b></p> <p>Ticketmaster ~620M tickets/yr</p>
<p><b>VALUATION</b></p> <p>Live Nation ~\$30B; SeatGeek private (~\$1B est.)</p>	<p><b>TURNOVER</b></p> <p>Live Nation ~\$23B (2024); SeatGeek ~\$500M est.</p>

WHO ELSE

# MUSEUM ?

DEFINITION

*A museum provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers museum near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Smithsonian
- 02 Met
- 03 Louvre

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Public-sector dominated</p>	<p><b>INVENTORY</b></p> <p>Smithsonian 21 museums; Met 6.6M visitors/yr</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>Smithsonian ~\$1.6B (2024); Met ~\$400M</p>

WHO ELSE

# GALLERY ?

DEFINITION

*A gallery provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers gallery near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Gagosian
- 02 David Zwirner
- 03 Pace

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Top 4 (Gagosian/Zwirner/Pace/Hauser) ~30% high-end art sales</p>	<p><b>INVENTORY</b></p> <p>Gagosian 19 galleries; Zwirner 8</p>
<p><b>VALUATION</b></p> <p>All private; Gagosian est. ~\$1B+ revenue</p>	<p><b>TURNOVER</b></p> <p>Global art market ~\$65B (2024)</p>



WHO ELSE

# FESTIVAL ?

DEFINITION

*A festival provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers festival near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 "Live Nation (Coachella)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Bonnaroo); AEG; Goldenvoice"</p>	<p><b>INVENTORY</b></p> <p>Live Nation dominant</p>
<p><b>VALUATION</b></p> <p>See Concert</p>	<p><b>TURNOVER</b></p> <p>See Concert</p>

WHO ELSE

# COMEDY ?

DEFINITION

*A comedy provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers comedy near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Live Nation
- 02 local clubs
- 03 Just for Laughs

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>Just for Laughs ~\$200M est.</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

# ESCAPE ROOM ?

## DEFINITION

*A escape room provider or service within the media & leisure domain.*

## SAMPLE QUERY

*“who else offers escape room near me with strong reviews?”*

## CONSTRAINT STACK

GENRE

TIME

PRICE

VENUE

## TOP 3 SOURCES

01 The Escape Game

02 Escapology

03 local

## MARKET SHAPE

## MARKET SHARE

The Escape Game ~5% US escape room — leader

## INVENTORY

The Escape Game 30+ locations

## VALUATION

The Escape Game private (~\$100M est.)

## TURNOVER

US escape room industry ~\$1B

WHO ELSE

# BOWLING ?

DEFINITION

*A bowling provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers bowling near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Bowlero (Lucky Strike)
- 02 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Bowlero ~25% US bowling centers</p>	<p><b>INVENTORY</b></p> <p>Bowlero 360+ centers</p>
<p><b>VALUATION</b></p> <p>Bowlero ~\$1.5B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Bowlero ~\$1.2B (2024)</p>

WHO ELSE

# ARCADE ?

DEFINITION

*A arcade provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers arcade near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Dave & Buster's
- 02 Round1
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>D&amp;B leads US adult arcade</p>	<p><b>INVENTORY</b></p> <p>Dave &amp; Buster's 220+ locations</p>
<p><b>VALUATION</b></p> <p>D&amp;B ~\$1B mkt cap</p>	<p><b>TURNOVER</b></p> <p>D&amp;B ~\$2.1B (2024)</p>

## WHO ELSE

# KARAOKE ?

## DEFINITION

*A karaoke provider or service within the media & leisure domain.*

## SAMPLE QUERY

*“who else offers karaoke near me with strong reviews?”*

## CONSTRAINT STACK

GENRE

TIME

PRICE

VENUE

## TOP 3 SOURCES

01 Local karaoke bars

02 Smule

03 Voicemod

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

Smule 50M+ users

## VALUATION

Smule ~\$300M est.

## TURNOVER

n/a

WHO ELSE

# BOOK ?

DEFINITION

*A book provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers book near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Amazon
- 02 Barnes & Noble
- 03 Bookshop.org

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Amazon ~50% US book retail; B&amp;N ~10%</p>	<p><b>INVENTORY</b></p> <p>Amazon Kindle ~80M users</p>
<p><b>VALUATION</b></p> <p>Amazon ~\$2T; B&amp;N taken private \$683M (2019)</p>	<p><b>TURNOVER</b></p> <p>US book industry ~\$30B</p>

WHO ELSE

# MAGAZINE ?

DEFINITION

*A magazine provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers magazine near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Hearst
- 02 Condé Nast
- 03 Meredith (Dotdash)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Top 3 ~50% US magazine ad revenue</p>	<p><b>INVENTORY</b></p> <p>Hearst 25+ titles; Condé 22 titles</p>
<p><b>VALUATION</b></p> <p>All private (Hearst est. ~\$10B)</p>	<p><b>TURNOVER</b></p> <p>Hearst ~\$13B (2024); Condé ~\$2B; Meredith ~\$2B</p>

WHO ELSE

# PODCAST ?

DEFINITION

*A podcast provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers podcast near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Spotify
- 02 Apple Podcasts
- 03 YouTube

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Spotify ~30% podcast listenership; Apple ~25%; YouTube ~30%</p>	<p><b>INVENTORY</b></p> <p>Spotify 5M+ podcasts; Apple 2.5M+</p>
<p><b>VALUATION</b></p> <p>Spotify ~\$140B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Spotify ~\$15B (2024) — podcast ~\$2B</p>

## WHO ELSE

## MUSIC ?

## DEFINITION

*A music provider or service within the media & leisure domain.*

## SAMPLE QUERY

*“who else offers music near me with strong reviews?”*

## CONSTRAINT STACK

GENRE

TIME

PRICE

VENUE

## TOP 3 SOURCES

01 Spotify

02 Apple Music

03 Amazon Music

## MARKET SHAPE

## MARKET SHARE

Spotify ~32% global music streaming; Apple ~13%; Amazon ~13%

## INVENTORY

Spotify 615M users (2024); Apple 100M+

## VALUATION

See Podcast

## TURNOVER

Spotify ~\$15B (2024); music streaming overall ~\$30B

WHO ELSE

# BAND ?

DEFINITION

*A band provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers band near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 BandMix
- 02 JoinMyBand
- 03 Bandcamp

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Bandcamp leads independent music; BandMix leads musician matching</p>	<p><b>INVENTORY</b></p> <p>Bandcamp 5M+ users; BandMix 1M+</p>
<p><b>VALUATION</b></p> <p>Bandcamp acq. Songtradr 2022 (~\$200M est.)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# STREAMING ?

DEFINITION

*A streaming provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers streaming near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Netflix
- 02 Disney+
- 03 Amazon Prime Video

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See TV</p>	<p><b>INVENTORY</b></p> <p>See TV</p>
<p><b>VALUATION</b></p> <p>See TV</p>	<p><b>TURNOVER</b></p> <p>Global SVOD ~\$120B (2024)</p>

WHO ELSE

# GAMING ?

DEFINITION

*A gaming provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers gaming near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Sony (PlayStation)
- 02 Microsoft (Xbox+Activision)
- 03 Tencent

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Sony ~22% global gaming revenue; MSFT ~15%; Tencent ~13%</p>	<p><b>INVENTORY</b></p> <p>PSN 120M MAU; Xbox 70M MAU</p>
<p><b>VALUATION</b></p> <p>Sony ~\$120B; MSFT ~\$3T; Tencent ~\$500B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Sony Gaming ~\$30B (2024); MSFT Gaming ~\$22B; Tencent Gaming ~\$25B</p>

WHO ELSE

# BOARD GAME ?

DEFINITION

*A board game provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers board game near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Hasbro
- 02 Mattel
- 03 Asmodee

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Hasbro ~25% global toy/games; Asmodee leads modern board games</p>	<p><b>INVENTORY</b></p> <p>Hasbro 1.5k SKUs</p>
<p><b>VALUATION</b></p> <p>Hasbro ~\$8B; Mattel ~\$7B mkt cap; Asmodee ~\$3B (private)</p>	<p><b>TURNOVER</b></p> <p>Hasbro ~\$4.4B (2024); Mattel ~\$5.4B</p>

WHO ELSE

# HOBBY ?

DEFINITION

*A hobby provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers hobby near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Michaels
- 02 Hobby Lobby
- 03 Joann

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Michaels ~25% US craft retail; Hobby Lobby ~25%</p>	<p><b>INVENTORY</b></p> <p>Michaels 1.3k stores; HL 1k; Joann 800</p>
<p><b>VALUATION</b></p> <p>Michaels private (Apollo \$5B 2021); Joann Ch.11 2024</p>	<p><b>TURNOVER</b></p> <p>Michaels ~\$7.4B (2024); Hobby Lobby ~\$8B est.</p>

WHO ELSE

# ASTRONOMY ?

DEFINITION

*A astronomy provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers astronomy near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Local clubs
- 02 Celestron (telescopes)
- 03 Stellarium (app)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>Celestron 50+ years history</p>
<p><b>VALUATION</b></p> <p>Celestron private</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

## PHOTOGRAPHY ?

## DEFINITION

*A photography provider or service within the media & leisure domain.*

## SAMPLE QUERY

*“who else offers photography near me with strong reviews?”*

## CONSTRAINT STACK

GENRE

TIME

PRICE

VENUE

## TOP 3 SOURCES

01 Adobe (Lightroom)

02 Shutterstock

03 Unsplash

## MARKET SHAPE

## MARKET SHARE

Adobe dominant editing; Getty/Shutterstock dominate stock

## INVENTORY

Shutterstock 600M+ images

## VALUATION

Adobe ~\$220B; Shutterstock ~\$1.5B; Getty ~\$1.5B mkt cap

## TURNOVER

Adobe Creative ~\$13B (2024); Shutterstock ~\$870M

WHO ELSE

# PAINTING ?

DEFINITION

*A painting provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers painting near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Local
- 02 Michaels
- 03 Blick Art

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented retail; Blick leads art supply</p>	<p><b>INVENTORY</b></p> <p>Blick 70+ stores</p>
<p><b>VALUATION</b></p> <p>Blick private</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# CRAFT ?

DEFINITION

*A craft provider or service within the media & leisure domain.*

SAMPLE QUERY

*“who else offers craft near me with strong reviews?”*

CONSTRAINT STACK

- GENRE
- TIME
- PRICE
- VENUE

TOP 3 SOURCES

- 01 Etsy
- 02 Michaels
- 03 Hobby Lobby

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Etsy leads marketplace; Michaels leads supply</p>	<p><b>INVENTORY</b></p> <p>See Hobby + Etsy</p>
<p><b>VALUATION</b></p> <p>See Hobby + Etsy</p>	<p><b>TURNOVER</b></p> <p>See Hobby + Etsy</p>

SUB-GROUP

# Social & Community

*27 intents · human connection · mixed*

## WHO ELSE

## DATE ?

## DEFINITION

*Romantic dating: app-based, in-person, or matchmaking.*

## SAMPLE QUERY

*“who else has dating apps for serious relationships over 30 with my values?”*

## CONSTRAINT STACK

INTENT

AGE

VALUES

FORMAT

## TOP 3 SOURCES

01 Tinder

02 Bumble

03 Hinge

## MARKET SHAPE

## MARKET SHARE

Match Group (Tinder/Hinge) ~50% US online dating; Bumble ~15%

## INVENTORY

Tinder 75M MAU; Bumble 50M; Hinge 30M

## VALUATION

Match Group ~\$8B; Bumble ~\$700M mkt cap (2025)

## TURNOVER

Match Group ~\$3.5B (2024); Bumble ~\$1B

WHO ELSE

# FRIENDSHIP ?

DEFINITION

*Platonic friend-finding apps and meetups.*

SAMPLE QUERY

*“who else has friend-finding apps for new transplants in DC?”*

CONSTRAINT STACK

- INTEREST
- AGE
- FORMAT
- DISTRICT

TOP 3 SOURCES

- 01 Bumble BFF
- 02 Meetup
- 03 Peanut

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Bumble BFF leads adult friend-finding; Meetup leads activity-based</p>	<p><b>INVENTORY</b></p> <p>Meetup 60M+ members; Bumble see DATE</p>
<p><b>VALUATION</b></p> <p>Meetup acq. WeWork; sold to Bending Spoons 2024 (~\$200M)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

# FLATMATE ?

## DEFINITION

*A flatmate provider or service within the human connection domain.*

## SAMPLE QUERY

*“who else offers flatmate near me with strong reviews?”*

## CONSTRAINT STACK

IDENTITY

INTEREST

AGE

DISTANCE

## TOP 3 SOURCES

01 SpareRoom

02 Roomster

03 Bumble BFF

## MARKET SHAPE

## MARKET SHARE

See Flat Share

## INVENTORY

See Flat Share

## VALUATION

See Flat Share

## TURNOVER

See Flat Share

WHO ELSE

# NEIGHBOUR ?

DEFINITION

*A neighbour provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers neighbour near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 Nextdoor
- 02 Facebook Groups
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Nextdoor ~80% US hyperlocal social</p>	<p><b>INVENTORY</b></p> <p>Nextdoor 100M+ users; 350k neighborhoods</p>
<p><b>VALUATION</b></p> <p>Nextdoor ~\$1B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Nextdoor ~\$240M (2024)</p>

WHO ELSE

# COMMUNITY GARDEN ?

DEFINITION

*A community garden provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers community garden near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 American Community Gardening Assn
- 02 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Non-profit</p>	<p><b>INVENTORY</b></p> <p>ACGA 18k+ gardens</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

# FLEA MARKET ?

## DEFINITION

*A flea market provider or service within the human connection domain.*

## SAMPLE QUERY

*“who else offers flea market near me with strong reviews?”*

## CONSTRAINT STACK

IDENTITY

INTEREST

AGE

DISTANCE

## TOP 3 SOURCES

01 Facebook Marketplace

02 Craigslist

03 OfferUp

## MARKET SHAPE

## MARKET SHARE

Facebook Marketplace ~50% US peer resale; OfferUp ~20%

## INVENTORY

FB Marketplace 1B+ users; OfferUp 90M+

## VALUATION

Meta ~\$1.5T; OfferUp ~\$1.4B (2020)

## TURNOVER

FB Marketplace ~\$8B (2024 est.)

WHO ELSE

# STREET PARTY ?

DEFINITION

*A street party provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers street party near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 Local
- 02 Eventbrite

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

# VOLUNTEERING ?

## DEFINITION

*A volunteering provider or service within the human connection domain.*

## SAMPLE QUERY

*“who else offers volunteering near me with strong reviews?”*

## CONSTRAINT STACK

IDENTITY

INTEREST

AGE

DISTANCE

## TOP 3 SOURCES

01 VolunteerMatch

02 Idealist

03 Catchafire

## MARKET SHAPE

## MARKET SHARE

VolunteerMatch leads US

## INVENTORY

VolunteerMatch 16M+ volunteers; 150k orgs

## VALUATION

Non-profit / private (~\$30M est.)

## TURNOVER

n/a

WHO ELSE

# CHARITY ?

DEFINITION

*A charity provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers charity near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 GoFundMe
- 02 Charity Navigator
- 03 GiveDirectly

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Charity Navigator dominant ratings; GoFundMe dominant person-to-person</p>	<p><b>INVENTORY</b></p> <p>Charity Navigator 195k charities rated</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>US charitable giving ~\$560B (2023)</p>

WHO ELSE

# RELIGION ?

DEFINITION

*A religion provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers religion near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 Local houses of worship
- 02 YouVersion (Bible app)
- 03 Pray.com

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>YouVersion ~600M Bible app installs</p>	<p><b>INVENTORY</b></p> <p>YouVersion 600M+</p>
<p><b>VALUATION</b></p> <p>YouVersion non-profit; Pray.com ~\$265M (2021)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# MOSQUE ?

DEFINITION

*A mosque provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers mosque near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 Local
- 02 ICNA
- 03 ISNA

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Non-profit; community-based</p>	<p><b>INVENTORY</b></p> <p>~3.5k US mosques</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# CHURCH ?

DEFINITION

*A church provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers church near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 Local
- 02 Catholic Church (largest)
- 03 LDS

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; ~330k US churches</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>US faith-based giving ~\$135B (2023)</p>

WHO ELSE

# SYNAGOGUE ?

DEFINITION

*A synagogue provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers synagogue near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 Local
- 02 URJ (Reform)
- 03 USCJ (Conservative)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Non-profit</p>	<p><b>INVENTORY</b></p> <p>~3.7k US synagogues</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# TEMPLE ?

DEFINITION

*A temple provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers temple near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 Local
- 02 HARI
- 03 Hindu American Foundation

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Non-profit</p>	<p><b>INVENTORY</b></p> <p>~700+ US Hindu temples</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

# SUPPORT GROUP ?

## DEFINITION

*Peer support groups: condition, identity, addiction.*

## SAMPLE QUERY

*“who else has free anxiety peer support groups online in evenings?”*

## CONSTRAINT STACK

FOCUS

FORMAT

TIME

PRICE

## TOP 3 SOURCES

01 AA (Alcoholics Anonymous)

02 7 Cups

03 PsychCentral

## MARKET SHAPE

## MARKET SHARE

AA dominant — 12-step

## INVENTORY

AA ~2M members; 7 Cups 50M+

## VALUATION

AA non-profit; 7 Cups private

## TURNOVER

n/a

WHO ELSE

# LGBTQ+ ?

DEFINITION

*A lgbtq+ provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers lgbtq+ near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 HER (dating)
- 02 Grindr
- 03 The Trevor Project

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Grindr ~80% gay-male dating apps; HER leads queer-women</p>	<p><b>INVENTORY</b></p> <p>Grindr 14M MAU; HER 12M+</p>
<p><b>VALUATION</b></p> <p>Grindr ~\$1.5B mkt cap; Trevor Project non-profit</p>	<p><b>TURNOVER</b></p> <p>Grindr ~\$340M (2024)</p>

WHO ELSE

# GAY ?

DEFINITION

*A gay provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers gay near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 Grindr
- 02 Scruff
- 03 HER

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See LGBTQ+</p>	<p><b>INVENTORY</b></p> <p>See LGBTQ+</p>
<p><b>VALUATION</b></p> <p>See LGBTQ+</p>	<p><b>TURNOVER</b></p> <p>See LGBTQ+</p>

WHO ELSE

# SEX ?

DEFINITION

*A sex provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers sex near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 Pornhub (MindGeek)
- 02 OnlyFans
- 03 Adam & Eve (retail)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>OnlyFans ~50% creator-economy adult; Pornhub leads free</p>	<p><b>INVENTORY</b></p> <p>OnlyFans 220M+ registered users; 4M+ creators</p>
<p><b>VALUATION</b></p> <p>OnlyFans (Fenix Intl) private (~\$8B est.); Pornhub (Aylo) private</p>	<p><b>TURNOVER</b></p> <p>OnlyFans ~\$6.6B GMV (2023); creator payouts ~\$5.3B</p>

WHO ELSE

# DATING ?

DEFINITION

*App-based or in-person dating platforms.*

SAMPLE QUERY

*“who else has dating apps for queer women in DC?”*

CONSTRAINT STACK

- IDENTITY
- AGE
- FORMAT
- PRICE

TOP 3 SOURCES

- 01 Tinder
- 02 Bumble
- 03 Hinge

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Date</p>	<p><b>INVENTORY</b></p> <p>See Date</p>
<p><b>VALUATION</b></p> <p>See Date</p>	<p><b>TURNOVER</b></p> <p>See Date</p>

WHO ELSE

# WEDDING ?

DEFINITION

*Wedding planning, venues, and services.*

SAMPLE QUERY

*“who else has wedding planners in DC under \$5k for 100-person weddings?”*

CONSTRAINT STACK

- BUDGET
- GUEST COUNT
- STYLE
- VENUE

TOP 3 SOURCES

- 01 The Knot
- 02 WeddingWire (now Knot Worldwide)
- 03 Zola

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Knot Worldwide ~70% US wedding planning traffic</p>	<p><b>INVENTORY</b></p> <p>Knot Worldwide 1M+ vendors; Zola 2M+ couples</p>
<p><b>VALUATION</b></p> <p>Knot Worldwide private (~\$2B 2018); Zola ~\$650M (2021)</p>	<p><b>TURNOVER</b></p> <p>Knot Worldwide ~\$300M est.; US wedding industry ~\$70B</p>

WHO ELSE

# FUNERAL ?

DEFINITION

*Funeral homes and end-of-life logistics.*

SAMPLE QUERY

*“who else does affordable cremation packages under \$2k in DC?”*

CONSTRAINT STACK

- TYPE
- PRICE
- DISTANCE
- ARRANGEMENTS

TOP 3 SOURCES

- 01 Service Corp Intl (Dignity Memorial)
- 02 Carriage
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>SCI ~16% US funerals; Carriage ~3%</p>	<p><b>INVENTORY</b></p> <p>SCI 1.5k+ funeral homes; Carriage 170+</p>
<p><b>VALUATION</b></p> <p>SCI ~\$11B; Carriage ~\$300M mkt cap</p>	<p><b>TURNOVER</b></p> <p>SCI ~\$4.2B (2024); Carriage ~\$390M</p>

WHO ELSE

# GRIEF ?

DEFINITION

*A grief provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers grief near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 GriefShare
- 02 Empathy (app)
- 03 Ours

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>GriefShare leads peer support; Empathy leads tech</p>	<p><b>INVENTORY</b></p> <p>Empathy 5M+ users</p>
<p><b>VALUATION</b></p> <p>Empathy ~\$180M (2023)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# LONELINESS ?

DEFINITION

*A loneliness provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers loneliness near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 Meetup
- 02 Bumble BFF
- 03 7 Cups

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Friendship</p>	<p><b>INVENTORY</b></p> <p>See Friendship</p>
<p><b>VALUATION</b></p> <p>See Friendship</p>	<p><b>TURNOVER</b></p> <p>n/a — addressed across categories</p>

WHO ELSE

# REFUGEE ?

DEFINITION

*A refugee provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers refugee near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 UNHCR
- 02 IRC
- 03 Welcome.US

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Non-profit; intergovernmental</p>	<p><b>INVENTORY</b></p> <p>UNHCR 117M people of concern</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>UNHCR ~\$5B (2024); IRC ~\$1B</p>

WHO ELSE

# MIGRANTS ?

DEFINITION

*A migrants provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers migrants near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 USCIS
- 02 UNHCR
- 03 Boundless (immigration)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Boundless leads consumer immigration tech</p>	<p><b>INVENTORY</b></p> <p>Boundless 70k+ applications</p>
<p><b>VALUATION</b></p> <p>Boundless ~\$120M (2022)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# HOMELESS ?

DEFINITION

*A homeless provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers homeless near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 National Alliance to End Homelessness
- 02 Salvation Army
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Non-profit; public-sector dominated</p>	<p><b>INVENTORY</b></p> <p>US ~770k homeless on a given night (2024)</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>Salvation Army ~\$4B (2024); HUD homeless funding ~\$3.5B</p>



WHO ELSE

# FOOD BANK ?

DEFINITION

*A food bank provider or service within the human connection domain.*

SAMPLE QUERY

*“who else offers food bank near me with strong reviews?”*

CONSTRAINT STACK

- IDENTITY
- INTEREST
- AGE
- DISTANCE

TOP 3 SOURCES

- 01 Feeding America
- 02 The Food Bank
- 03 local pantries

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Feeding America largest US hunger-relief network</p>	<p><b>INVENTORY</b></p> <p>"Feeding America 200+ food banks"</p>
<p><b>VALUATION</b></p> <p>60k pantries"</p>	<p><b>TURNOVER</b></p> <p>Non-profit</p>

SUB-GROUP

# Travel & Accommodation

*16 intents · lodging & journeys · destination-anchored*

## WHO ELSE

## TRAVELLING ?

## DEFINITION

*A travelling provider or service within the lodging & journeys domain.*

## SAMPLE QUERY

*“who else offers travelling near me with strong reviews?”*

## CONSTRAINT STACK

DATES

PRICE

AMENITIES

REVIEWS

## DESTINATION

## TOP 3 SOURCES

01 Booking.com

02 Expedia

03 Airbnb

## MARKET SHAPE

## MARKET SHARE

Booking ~40% global OTA bookings; Expedia ~25%; Airbnb ~15% (alt)

## INVENTORY

Booking 28M+ listings; Expedia 3M+; Airbnb 7.7M

## VALUATION

Booking ~\$170B; Expedia ~\$25B; Airbnb ~\$100B mkt cap

## TURNOVER

Booking ~\$24B (2024); Expedia ~\$14B; Airbnb ~\$11B

WHO ELSE

# HOTEL ?

DEFINITION

*Lodging at hotels, resorts, or branded properties.*

SAMPLE QUERY

*“who else has a hotel in Tokyo under \$200/night with breakfast?”*

CONSTRAINT STACK

- DESTINATION
- PRICE
- AMENITIES
- DATES

TOP 3 SOURCES

- 01 Booking.com
- 02 Marriott
- 03 Hilton

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Marriott ~6% global hotel rooms; Hilton ~5%; Booking dominant OTA</p>	<p><b>INVENTORY</b></p> <p>Marriott 8.9k properties; Hilton 7.9k</p>
<p><b>VALUATION</b></p> <p>Marriott ~\$80B; Hilton ~\$60B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Marriott ~\$25B (2024); Hilton ~\$11B</p>

WHO ELSE

# HOSTEL ?

DEFINITION

*Budget shared accommodation.*

SAMPLE QUERY

*“who else has female-only dorms in Berlin under €30/night?”*

CONSTRAINT STACK

- DORM TYPE
- PRICE
- LOCATION
- REVIEWS

DESTINATION

TOP 3 SOURCES

- 01 Hostelworld
- 02 Booking.com
- 03 Hostelling Intl

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Hostelworld ~50% hostel-specific bookings</p>	<p><b>INVENTORY</b></p> <p>Hostelworld 15k+ hostels; HI 4k+</p>
<p><b>VALUATION</b></p> <p>Hostelworld ~\$200M mkt cap</p>	<p><b>TURNOVER</b></p> <p>Hostelworld ~\$95M (2024)</p>

## WHO ELSE

## CAMPING ?

## DEFINITION

*A camping provider or service within the lodging & journeys domain.*

## SAMPLE QUERY

*“who else offers camping near me with strong reviews?”*

## CONSTRAINT STACK

DATES

PRICE

AMENITIES

REVIEWS

## DESTINATION

## TOP 3 SOURCES

01 KOA

02 Hipcamp

03 ReserveAmerica

## MARKET SHAPE

## MARKET SHARE

KOA ~25% US private campgrounds; Hipcamp leads marketplace

## INVENTORY

KOA 500+ locations; Hipcamp 600k+ sites

## VALUATION

KOA private; Hipcamp ~\$300M (2021)

## TURNOVER

KOA ~\$300M est.

## WHO ELSE

# GLAMPING ?

## DEFINITION

*A glamping provider or service within the lodging & journeys domain.*

## SAMPLE QUERY

*“who else offers glamping near me with strong reviews?”*

## CONSTRAINT STACK

DATES

PRICE

AMENITIES

REVIEWS

## DESTINATION

## TOP 3 SOURCES

01 Glamping Hub

02 AutoCamp

03 Under Canvas

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

Glamping Hub 60k+ properties

## VALUATION

AutoCamp ~\$200M est.

## TURNOVER

n/a

WHO ELSE

# AIRBNB ?

DEFINITION

*Short-term rentals from individual hosts.*

SAMPLE QUERY

*“who else has a 2BR Airbnb in Lisbon for a week under \$150/night?”*

CONSTRAINT STACK

- DESTINATION
- PRICE
- DATES
- TYPE

TOP 3 SOURCES

- 01 Airbnb
- 02 Vrbo (Expedia)
- 03 Booking.com

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Airbnb ~20% global STR; Vrbo ~15%</p>	<p><b>INVENTORY</b></p> <p>See Travelling</p>
<p><b>VALUATION</b></p> <p>See Travelling</p>	<p><b>TURNOVER</b></p> <p>See Travelling</p>

## WHO ELSE

## VILLA ?

## DEFINITION

*A villa provider or service within the lodging & journeys domain.*

## SAMPLE QUERY

*“who else offers villa near me with strong reviews?”*

## CONSTRAINT STACK

DATES

PRICE

AMENITIES

REVIEWS

## DESTINATION

## TOP 3 SOURCES

01 Vrbo

02 Airbnb Luxe

03 Onefinestay (Accor)

## MARKET SHAPE

## MARKET SHARE

Vrbo leads US villa; Airbnb Luxe leads premium

## INVENTORY

See Travelling

## VALUATION

See Travelling

## TURNOVER

See Travelling

## WHO ELSE

## HOLIDAY ?

## DEFINITION

*A holiday provider or service within the lodging & journeys domain.*

## SAMPLE QUERY

*“who else offers holiday near me with strong reviews?”*

## CONSTRAINT STACK

DATES

PRICE

AMENITIES

REVIEWS

## DESTINATION

## TOP 3 SOURCES

01 Expedia

02 TUI

03 Booking.com

## MARKET SHAPE

## MARKET SHARE

TUI ~30% EU package; Expedia ~25% online

## INVENTORY

TUI 1.6k+ travel agencies

## VALUATION

TUI ~\$3.5B mkt cap

## TURNOVER

TUI ~\$22B (2024)

## WHO ELSE

# BACKPACKING ?

## DEFINITION

*A backpacking provider or service within the lodging & journeys domain.*

## SAMPLE QUERY

*“who else offers backpacking near me with strong reviews?”*

## CONSTRAINT STACK

DATES

PRICE

AMENITIES

REVIEWS

## DESTINATION

## TOP 3 SOURCES

01 Hostelworld

02 Skyscanner

03 iOverlander

## MARKET SHAPE

## MARKET SHARE

See Hostel

## INVENTORY

See Hostel

## VALUATION

See Hostel

## TURNOVER

See Hostel

WHO ELSE

# CITY GUIDE ?

DEFINITION

*A city guide provider or service within the lodging & journeys domain.*

SAMPLE QUERY

*“who else offers city guide near me with strong reviews?”*

CONSTRAINT STACK

- DATES
- PRICE
- AMENITIES
- REVIEWS

TOP 3 SOURCES

- 01 TripAdvisor
- 02 Lonely Planet
- 03 Google Maps

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>TripAdvisor ~50% travel review traffic</p>	<p><b>INVENTORY</b></p> <p>TripAdvisor 1B+ reviews</p>
<p><b>VALUATION</b></p> <p>TripAdvisor ~\$1.8B mkt cap</p>	<p><b>TURNOVER</b></p> <p>TripAdvisor ~\$1.8B (2024)</p>

WHO ELSE

# TOUR ?

DEFINITION

*A tour provider or service within the lodging & journeys domain.*

SAMPLE QUERY

*“who else offers tour near me with strong reviews?”*

CONSTRAINT STACK

- DATES
- PRICE
- AMENITIES
- REVIEWS

TOP 3 SOURCES

- 01 Viator (TripAdvisor)
- 02 GetYourGuide
- 03 Klook

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Viator ~30% global tours+activities; GYG ~25%; Klook ~15% (APAC)</p>	<p><b>INVENTORY</b></p> <p>Viator 300k+ experiences; GYG 75k+</p>
<p><b>VALUATION</b></p> <p>GYG ~\$2B (2022); Klook ~\$1B (2023)</p>	<p><b>TURNOVER</b></p> <p>Viator ~\$900M (2024)</p>

## WHO ELSE

## VISA ?

## DEFINITION

*Visa application services and consultancies.*

## SAMPLE QUERY

*“who else does German work visa appointments under \$300 with rush option?”*

## CONSTRAINT STACK

COUNTRY

TYPE

TURNAROUND

PRICE

## TOP 3 SOURCES

01 iVisa

02 VisaHQ

03 CIBT

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; iVisa leads consumer online

## INVENTORY

iVisa 200+ countries

## VALUATION

iVisa private (~\$80M est.)

## TURNOVER

n/a

## WHO ELSE

# TRAVEL INSURANCE ?

## DEFINITION

*Insurance for trip cancellation, medical, evacuation.*

## SAMPLE QUERY

*“who else has travel insurance covering pre-existing conditions for a 2-week Europe trip?”*

## CONSTRAINT STACK

COVERAGE

PRICE

DEDUCTIBLE

DURATION

## TOP 3 SOURCES

01 Allianz Travel

02 World Nomads

03 Travel Guard (AIG)

## MARKET SHAPE

## MARKET SHARE

Allianz ~25% global travel insurance

## INVENTORY

Allianz 30M+ travelers/yr

## VALUATION

Allianz ~\$120B mkt cap

## TURNOVER

Allianz Travel ~\$2B est.

WHO ELSE

# LUGGAGE ?

DEFINITION

*A luggage provider or service within the lodging & journeys domain.*

SAMPLE QUERY

*“who else offers luggage near me with strong reviews?”*

CONSTRAINT STACK

- DATES
- PRICE
- AMENITIES
- REVIEWS

TOP 3 SOURCES

- 01 Samsonite
- 02 Away
- 03 Tumi

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Samsonite ~10% global luggage; Away leads DTC</p>	<p><b>INVENTORY</b></p> <p>Samsonite 70+ countries</p>
<p><b>VALUATION</b></p> <p>Samsonite ~\$3.5B mkt cap; Away ~\$700M (2019)</p>	<p><b>TURNOVER</b></p> <p>Samsonite ~\$3.6B (2024)</p>

WHO ELSE

# CURRENCY ?

DEFINITION

*A currency provider or service within the lodging & journeys domain.*

SAMPLE QUERY

*“who else offers currency near me with strong reviews?”*

CONSTRAINT STACK

- DATES
- PRICE
- AMENITIES
- REVIEWS

TOP 3 SOURCES

- 01 Wise
- 02 Travelex
- 03 Western Union

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Currency Exchange</p>	<p><b>INVENTORY</b></p> <p>See Currency Exchange</p>
<p><b>VALUATION</b></p> <p>See Currency Exchange</p>	<p><b>TURNOVER</b></p> <p>See Currency Exchange</p>

## WHO ELSE

## LANGUAGE ?

## DEFINITION

*A language provider or service within the lodging & journeys domain.*

## SAMPLE QUERY

*“who else offers language near me with strong reviews?”*

## CONSTRAINT STACK

DATES

PRICE

AMENITIES

REVIEWS

## DESTINATION

## TOP 3 SOURCES

01 Duolingo

02 Google Translate

03 DeepL

## MARKET SHAPE

## MARKET SHARE

Google Translate dominant free; Duolingo dominant learning; DeepL leads premium MT

## INVENTORY

Google Translate 1B+ users; Duolingo see Language Course

## VALUATION

Duolingo ~\$15B; DeepL ~\$2B (2024)

## TURNOVER

Duolingo ~\$750M (2024); DeepL ~\$300M est.

SUB-GROUP

# Legal & Admin

*15 intents · legal & bureaucratic · geo-anchored*

WHO ELSE

# LAWYER ?

DEFINITION

*Licensed attorneys for legal services.*

SAMPLE QUERY

*“who else does immigration law in DC with payment plans?”*

CONSTRAINT STACK

- SPECIALTY
- PRICE
- AVAILABILITY
- BAR ADMISSION

TOP 3 SOURCES

- 01 LegalZoom
- 02 Avvo
- 03 Rocket Lawyer

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>LegalZoom dominant SMB; Avvo dominant directory</p>	<p><b>INVENTORY</b></p> <p>Avvo 97% of US lawyers; Rocket Lawyer 2M+ businesses</p>
<p><b>VALUATION</b></p> <p>LegalZoom ~\$1.5B; Rocket Lawyer ~\$1.3B (2021); Avvo (Internet Brands)</p>	<p><b>TURNOVER</b></p> <p>LegalZoom ~\$680M (2024); Rocket Lawyer ~\$200M est.</p>

## WHO ELSE

# NOTARY ?

## DEFINITION

*Public notary for document authentication.*

## SAMPLE QUERY

*“who else does mobile notary at home in DC for same-day?”*

## CONSTRAINT STACK

MOBILE

AVAILABILITY

PRICE

DISTANCE

## TOP 3 SOURCES

01 Notarize (Proof)

02 OneNotary

03 local

## MARKET SHAPE

## MARKET SHARE

Notarize/Proof ~70% online notary

## INVENTORY

Proof 4M+ notarizations

## VALUATION

Proof ~\$760M (2021)

## TURNOVER

n/a — private

## WHO ELSE

# IMMIGRATION ?

## DEFINITION

*Immigration legal services, family or employment-based.*

## SAMPLE QUERY

*“who else does H-1B visa work for tech workers in DC?”*

## CONSTRAINT STACK

VISA TYPE

PRICE

TIMELINE

BAR ADMISSION

## TOP 3 SOURCES

01 Boundless

02 Fragomen

03 LegalZoom

## MARKET SHAPE

## MARKET SHARE

Fragomen leads enterprise; Boundless leads consumer

## INVENTORY

Fragomen 6.5k+ professionals

## VALUATION

Fragomen ~\$2B est.; Boundless ~\$120M (2022)

## TURNOVER

Fragomen ~\$700M est.

## WHO ELSE

# PASSPORT ?

## DEFINITION

*A passport provider or service within the legal & bureaucratic domain.*

## SAMPLE QUERY

*“who else offers passport near me with strong reviews?”*

## CONSTRAINT STACK

JURISDICTION

SPECIALTY

PRICE

URGENCY

## TOP 3 SOURCES

01 US Department of State

02 VisaHQ

03 RushMyPassport

## MARKET SHAPE

## MARKET SHARE

100% public-issuance

## INVENTORY

n/a

## VALUATION

n/a — government

## TURNOVER

US passport fees ~\$1B/yr

## WHO ELSE

# VISA ?

## DEFINITION

*Visa application services and consultancies.*

## SAMPLE QUERY

*“who else does German work visa appointments under \$300 with rush option?”*

## CONSTRAINT STACK

COUNTRY

TYPE

TURNAROUND

PRICE

## TOP 3 SOURCES

01 iVisa

02 VisaHQ

03 CIBT

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; iVisa leads consumer online

## INVENTORY

iVisa 200+ countries

## VALUATION

iVisa private (~\$80M est.)

## TURNOVER

n/a

WHO ELSE

# COURT ?

DEFINITION

*A court provider or service within the legal & bureaucratic domain.*

SAMPLE QUERY

*“who else offers court near me with strong reviews?”*

CONSTRAINT STACK

- JURISDICTION
- SPECIALTY
- PRICE
- URGENCY

TOP 3 SOURCES

- 01 Public court systems

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>100% public-sector</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a — government</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

# MEDIATION ?

## DEFINITION

*A mediation provider or service within the legal & bureaucratic domain.*

## SAMPLE QUERY

*“who else offers mediation near me with strong reviews?”*

## CONSTRAINT STACK

JURISDICTION

SPECIALTY

PRICE

URGENCY

## TOP 3 SOURCES

01 JAMS

02 American Arbitration Assn

03 local

## MARKET SHAPE

## MARKET SHARE

JAMS ~30% US private dispute resolution

## INVENTORY

JAMS 1k+ neutrals

## VALUATION

JAMS private

## TURNOVER

n/a

WHO ELSE

# WILL ?

DEFINITION

*Estate planning: wills, trusts, powers of attorney.*

SAMPLE QUERY

*“who else does will-and-trust packages under \$1500 with attorney review?”*

CONSTRAINT STACK

- INCLUDES
- PRICE
- FORMAT
- ATTORNEY

TOP 3 SOURCES

- 01 LegalZoom
- 02 Trust & Will
- 03 FreeWill

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>LegalZoom dominant; Trust &amp; Will leads modern DTC</p>	<p><b>INVENTORY</b></p> <p>Trust &amp; Will 1M+ wills</p>
<p><b>VALUATION</b></p> <p>Trust &amp; Will ~\$300M (2024)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

# INHERITANCE ?

## DEFINITION

*A inheritance provider or service within the legal & bureaucratic domain.*

## SAMPLE QUERY

*“who else offers inheritance near me with strong reviews?”*

## CONSTRAINT STACK

JURISDICTION

SPECIALTY

PRICE

URGENCY

## TOP 3 SOURCES

01 EstateExec

02 LegalZoom

03 Trust &amp; Will

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

# BIRTH CERTIFICATE ?

## DEFINITION

*A birth certificate provider or service within the legal & bureaucratic domain.*

## SAMPLE QUERY

*“who else offers birth certificate near me with strong reviews?”*

## CONSTRAINT STACK

JURISDICTION

SPECIALTY

PRICE

URGENCY

## TOP 3 SOURCES

01 VitalChek (LexisNexis)

02 state agencies

## MARKET SHAPE

## MARKET SHARE

VitalChek ~80% US online vital records

## INVENTORY

VitalChek 470+ jurisdictions

## VALUATION

VitalChek part of LexisNexis (RELX ~\$80B)

## TURNOVER

n/a — embedded

WHO ELSE

# MARRIAGE ?

DEFINITION

*A marriage provider or service within the legal & bureaucratic domain.*

SAMPLE QUERY

*“who else offers marriage near me with strong reviews?”*

CONSTRAINT STACK

- JURISDICTION
- SPECIALTY
- PRICE
- URGENCY

TOP 3 SOURCES

- 01 County clerks (license)
- 02 see Wedding for celebration

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>100% public license issuance</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# DIVORCE ?

DEFINITION

*Divorce-specific legal services and mediation.*

SAMPLE QUERY

*“who else does uncontested divorce filing in DC under \$2k?”*

CONSTRAINT STACK

- TYPE
- PRICE
- TIMELINE
- MEDIATION

TOP 3 SOURCES

- 01 It's Over Easy
- 02 Hello Divorce
- 03 LegalZoom

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; LegalZoom leads DIY</p>	<p><b>INVENTORY</b></p> <p>Hello Divorce 10k+ customers</p>
<p><b>VALUATION</b></p> <p>Hello Divorce ~\$30M est.</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

# NAME CHANGE ?

## DEFINITION

*A name change provider or service within the legal & bureaucratic domain.*

## SAMPLE QUERY

*“who else offers name change near me with strong reviews?”*

## CONSTRAINT STACK

JURISDICTION

SPECIALTY

PRICE

URGENCY

## TOP 3 SOURCES

01 LegalZoom

02 HelloDivorce

03 local courts

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

# POWER OF ATTORNEY ?

## DEFINITION

*A power of attorney provider or service within the legal & bureaucratic domain.*

## SAMPLE QUERY

*“who else offers power of attorney near me with strong reviews?”*

## CONSTRAINT STACK

JURISDICTION

SPECIALTY

PRICE

URGENCY

## TOP 3 SOURCES

01 LegalZoom

02 Trust &amp; Will

03 Rocket Lawyer

## MARKET SHAPE

## MARKET SHARE

See Will

## INVENTORY

See Will

## VALUATION

See Will

## TURNOVER

See Will

## WHO ELSE

# CONSUMER RIGHTS ?

## DEFINITION

*A consumer rights provider or service within the legal & bureaucratic domain.*

## SAMPLE QUERY

*“who else offers consumer rights near me with strong reviews?”*

## CONSTRAINT STACK

JURISDICTION

SPECIALTY

PRICE

URGENCY

## TOP 3 SOURCES

01 Consumer Reports

02 Better Business Bureau

03 FTC

## MARKET SHAPE

## MARKET SHARE

CR dominant US consumer advocacy

## INVENTORY

CR 6M+ subscribers; BBB 400k+ accredited

## VALUATION

Non-profit

## TURNOVER

CR ~\$220M (2024)

SUB-GROUP

# Environment & Sustainability

*18 intents · ecology & resources · mixed*

WHO ELSE

# RECYCLING ?

DEFINITION

*A recycling provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers recycling near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 Waste Management
- 02 Republic Services
- 03 Casella

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>WM ~25% US waste; Republic ~22%</p>	<p><b>INVENTORY</b></p> <p>WM 350+ MRFs</p>
<p><b>VALUATION</b></p> <p>WM ~\$80B; Republic ~\$60B mkt cap</p>	<p><b>TURNOVER</b></p> <p>WM ~\$22B (2024); Republic ~\$16B</p>

WHO ELSE

# COMPOSTING ?

DEFINITION

*A composting provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers composting near me with strong reviews?”*

CONSTRAINT STACK

SCALE REGION PRICE CERTIFICATION

TOP 3 SOURCES

- 01 Local programs
- 02 ShareWaste
- 03 CompostNow

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>ShareWaste 50k+ users</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# SOLAR ?

DEFINITION

*A solar provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers solar near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

01 See Solar Panels

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Solar Panels</p>	<p><b>INVENTORY</b></p> <p>See Solar Panels</p>
<p><b>VALUATION</b></p> <p>See Solar Panels</p>	<p><b>TURNOVER</b></p> <p>See Solar Panels</p>

WHO ELSE

# REPAIR SHOP ?

DEFINITION

*A repair shop provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers repair shop near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 iFixit
- 02 uBreakiFix (Asurion)
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; uBreakiFix leads US franchised electronics</p>	<p><b>INVENTORY</b></p> <p>uBreakiFix 700+ stores</p>
<p><b>VALUATION</b></p> <p>Asurion private (~\$22B est.)</p>	<p><b>TURNOVER</b></p> <p>Asurion ~\$10B est.</p>

WHO ELSE

# UPCYCLING ?

DEFINITION

*A upcycling provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers upcycling near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 Etsy
- 02 Pinterest
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# CLIMATE CHANGE ?

DEFINITION

*A climate change provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers climate change near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 Wren
- 02 Klima
- 03 Patch (B2B carbon)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>Patch 200+ projects</p>
<p><b>VALUATION</b></p> <p>Patch ~\$100M (2022); Wren ~\$30M est.</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# REFORESTATION ?

DEFINITION

*A reforestation provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers reforestation near me with strong reviews?”*

CONSTRAINT STACK

SCALE    REGION    PRICE    CERTIFICATION

TOP 3 SOURCES

- 01 One Tree Planted
- 02 Eden Reforestation
- 03 Ecosia

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Non-profit dominated</p>	<p><b>INVENTORY</b></p> <p>Ecosia 20M+ users</p>
<p><b>VALUATION</b></p> <p>Ecosia non-profit</p>	<p><b>TURNOVER</b></p> <p>Ecosia ~\$30M est.</p>

WHO ELSE

# ZERO WASTE ?

DEFINITION

*A zero waste provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers zero waste near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 Loop (TerraCycle)
- 02 Package Free
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>Loop 200+ products</p>
<p><b>VALUATION</b></p> <p>TerraCycle ~\$100M est.</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# ELECTRIC CAR ?

DEFINITION

*A electric car provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers electric car near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 Tesla
- 02 BYD
- 03 VW Group

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>BYD ~17% global EV; Tesla ~13%; VW ~5%</p>	<p><b>INVENTORY</b></p> <p>Tesla 6M+ vehicles delivered lifetime</p>
<p><b>VALUATION</b></p> <p>Tesla ~\$1T; BYD ~\$100B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Tesla ~\$98B (2024); BYD ~\$110B (2024)</p>

WHO ELSE

# GREEN ENERGY ?

DEFINITION

*A green energy provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers green energy near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 NextEra Energy
- 02 Iberdrola
- 03 Ørsted

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>NextEra ~10% US renewables capacity</p>	<p><b>INVENTORY</b></p> <p>NextEra 60+ GW</p>
<p><b>VALUATION</b></p> <p>NextEra ~\$140B mkt cap</p>	<p><b>TURNOVER</b></p> <p>NextEra ~\$26B (2024)</p>

WHO ELSE

# FOOD WASTE ?

DEFINITION

*A food waste provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers food waste near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 Too Good To Go
- 02 OLIO
- 03 Phood (B2B)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Food Sharing</p>	<p><b>INVENTORY</b></p> <p>See Food Sharing</p>
<p><b>VALUATION</b></p> <p>See Food Sharing</p>	<p><b>TURNOVER</b></p> <p>See Food Sharing</p>

WHO ELSE

# EV CHARGER ?

DEFINITION

*A ev charger provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers ev charger near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 ChargePoint
- 02 Tesla
- 03 EVgo

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Car Charging</p>	<p><b>INVENTORY</b></p> <p>See Car Charging</p>
<p><b>VALUATION</b></p> <p>See Car Charging</p>	<p><b>TURNOVER</b></p> <p>See Car Charging</p>

WHO ELSE

# HEAT PUMP ?

DEFINITION

*A heat pump provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers heat pump near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 Daikin
- 02 Mitsubishi
- 03 Carrier

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Daikin ~20% global heat pumps</p>	<p><b>INVENTORY</b></p> <p>See Heating</p>
<p><b>VALUATION</b></p> <p>See Heating</p>	<p><b>TURNOVER</b></p> <p>See Heating</p>

WHO ELSE

# WATER CONSERVATION ?

DEFINITION

*A water conservation provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers water conservation near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 Local utilities
- 02 Rachio (smart irrigation)
- 03 Hydropoint

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Rachio leads consumer smart irrigation</p>	<p><b>INVENTORY</b></p> <p>Rachio 1M+ controllers</p>
<p><b>VALUATION</b></p> <p>Rachio ~\$50M est.</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# RAINWATER ?

DEFINITION

*A rainwater provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers rainwater near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 Local
- 02 Watts Water
- 03 Bushman USA

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>Watts Water ~\$7B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Watts Water ~\$2B (2024)</p>

WHO ELSE

# BEEKEEPING ?

DEFINITION

*A beekeeping provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers beekeeping near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 BetterBee
- 02 Mann Lake
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>US beekeeping ~\$300M</p>

WHO ELSE

# WILDLIFE ?

DEFINITION

*A wildlife provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers wildlife near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 World Wildlife Fund
- 02 Sierra Club
- 03 iNaturalist

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Non-profit</p>	<p><b>INVENTORY</b></p> <p>WWF 5M+ supporters; iNaturalist 2.5M users</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>WWF ~\$420M (2024)</p>

WHO ELSE

# TREE PLANTING ?

DEFINITION

*A tree planting provider or service within the ecology & resources domain.*

SAMPLE QUERY

*“who else offers tree planting near me with strong reviews?”*

CONSTRAINT STACK

- SCALE
- REGION
- PRICE
- CERTIFICATION

TOP 3 SOURCES

- 01 Arbor Day Foundation
- 02 One Tree Planted
- 03 Ecosia

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Non-profit</p>	<p><b>INVENTORY</b></p> <p>ADF 1M+ members; OTP planted 100M+ trees</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>ADF ~\$50M est.</p>

SUB-GROUP

# Digital & Tech

*20 intents · computing & connectivity · mostly network*

## WHO ELSE

## PHONE REPAIR ?

## DEFINITION

*Mobile device repair: screen, battery, water damage.*

## SAMPLE QUERY

*“who else does same-day iPhone screen repair in DC under \$250?”*

## CONSTRAINT STACK

DEVICE

TURNAROUND

PRICE

WARRANTY

## TOP 3 SOURCES

01 uBreakiFix

02 Apple Authorized

03 Best Buy Geek Squad

## MARKET SHAPE

## MARKET SHARE

uBreakiFix ~30% US franchised phone repair

## INVENTORY

uBreakiFix 700+ stores

## VALUATION

Asurion private (~\$22B est.)

## TURNOVER

Asurion ~\$10B est.

## WHO ELSE

# COMPUTER REPAIR ?

## DEFINITION

*A computer repair provider or service within the computing & connectivity domain.*

## SAMPLE QUERY

*“who else offers computer repair near me with strong reviews?”*

## CONSTRAINT STACK

PLATFORM

PRICE

USE-CASE

SUPPORT

## TOP 3 SOURCES

01 Geek Squad (Best Buy)

02 uBreakiFix

03 local

## MARKET SHAPE

## MARKET SHARE

Geek Squad leads US PC repair

## INVENTORY

Geek Squad 20k+ agents

## VALUATION

Best Buy ~\$15B mkt cap parent

## TURNOVER

Geek Squad ~\$1B est.

WHO ELSE

# IT SUPPORT ?

DEFINITION

*A it support provider or service within the computing & connectivity domain.*

SAMPLE QUERY

*“who else offers it support near me with strong reviews?”*

CONSTRAINT STACK

- PLATFORM
- PRICE
- USE-CASE
- SUPPORT

TOP 3 SOURCES

- 01 ServiceNow
- 02 Freshdesk
- 03 Zendesk

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>ServiceNow ~25% enterprise ITSM; Zendesk ~10%</p>	<p><b>INVENTORY</b></p> <p>ServiceNow 8.4k+ enterprise customers</p>
<p><b>VALUATION</b></p> <p>ServiceNow ~\$200B; Zendesk taken private \$10.2B (2022)</p>	<p><b>TURNOVER</b></p> <p>ServiceNow ~\$11B (2024)</p>

## WHO ELSE

# HELPDESK ?

## DEFINITION

*A helpdesk provider or service within the computing & connectivity domain.*

## SAMPLE QUERY

*“who else offers helpdesk near me with strong reviews?”*

## CONSTRAINT STACK

PLATFORM

PRICE

USE-CASE

SUPPORT

## TOP 3 SOURCES

01 Zendesk

02 Freshdesk

03 ServiceNow

## MARKET SHAPE

## MARKET SHARE

See IT Support

## INVENTORY

See IT Support

## VALUATION

See IT Support

## TURNOVER

See IT Support

## WHO ELSE

## WIFI ?

## DEFINITION

*A wifi provider or service within the computing & connectivity domain.*

## SAMPLE QUERY

*“who else offers wifi near me with strong reviews?”*

## CONSTRAINT STACK

PLATFORM

PRICE

USE-CASE

SUPPORT

## TOP 3 SOURCES

01 Cisco Meraki

02 Eero (Amazon)

03 Ubiquiti

## MARKET SHAPE

## MARKET SHARE

Cisco ~30% enterprise WiFi; Eero leads consumer mesh

## INVENTORY

Cisco 95% Fortune 500; Eero 5M+ households

## VALUATION

Cisco ~\$240B; Ubiquiti ~\$25B mkt cap

## TURNOVER

Cisco ~\$54B (2024); Ubiquiti ~\$2B

WHO ELSE

# CYBERSECURITY ?

DEFINITION

*Information security software, services, and platforms.*

SAMPLE QUERY

*“who else has zero-trust security for SMBs under \$50/seat?”*

CONSTRAINT STACK

- TYPE
- PRICE
- FEATURES
- SUPPORT

TOP 3 SOURCES

- 01 Palo Alto Networks
- 02 CrowdStrike
- 03 Fortinet

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Palo Alto ~10% global; CrowdStrike ~5% endpoint leader</p>	<p><b>INVENTORY</b></p> <p>PA 80k+ customers; CRWD 30k+</p>
<p><b>VALUATION</b></p> <p>Palo Alto ~\$120B; CRWD ~\$80B; FTNT ~\$60B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Palo Alto ~\$8B (2024); CRWD ~\$3.4B</p>

## WHO ELSE

# DATA BACKUP ?

## DEFINITION

*A data backup provider or service within the computing & connectivity domain.*

## SAMPLE QUERY

*“who else offers data backup near me with strong reviews?”*

## CONSTRAINT STACK

PLATFORM

PRICE

USE-CASE

SUPPORT

## TOP 3 SOURCES

01 Veeam

02 Commvault

03 Backblaze

## MARKET SHAPE

## MARKET SHARE

Veeam ~20% global enterprise backup

## INVENTORY

Veeam 450k+ customers

## VALUATION

Veeam ~\$5B (Insight 2020); Commvault ~\$7B mkt cap

## TURNOVER

Veeam ~\$1.5B (2024); Commvault ~\$840M

WHO ELSE

# WEB DESIGN ?

DEFINITION

*Website design and development services.*

SAMPLE QUERY

*“who else does small-business website design under \$5k with CMS?”*

CONSTRAINT STACK

- PLATFORM
- PRICE
- TURNAROUND
- MAINTENANCE

TOP 3 SOURCES

- 01 Squarespace
- 02 Wix
- 03 Webflow

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Wix ~30% no-code web; Squarespace ~25%</p>	<p><b>INVENTORY</b></p> <p>Wix 7M+ premium subs; Squarespace 5M+</p>
<p><b>VALUATION</b></p> <p>Wix ~\$10B; Squarespace ~\$5B (taken private 2024 by Permira)</p>	<p><b>TURNOVER</b></p> <p>Wix ~\$1.7B (2024); Squarespace ~\$1.2B</p>

## WHO ELSE

# APP DEVELOPMENT ?

## DEFINITION

*A app development provider or service within the computing & connectivity domain.*

## SAMPLE QUERY

*“who else offers app development near me with strong reviews?”*

## CONSTRAINT STACK

PLATFORM

PRICE

USE-CASE

SUPPORT

## TOP 3 SOURCES

01 Toptal

02 Upwork

03 Fiverr

## MARKET SHAPE

## MARKET SHARE

See Freelance

## INVENTORY

See Freelance

## VALUATION

See Freelance

## TURNOVER

See Freelance

## WHO ELSE

# HACKERSPACE ?

## DEFINITION

*A hackerspace provider or service within the computing & connectivity domain.*

## SAMPLE QUERY

*“who else offers hackerspace near me with strong reviews?”*

## CONSTRAINT STACK

PLATFORM

PRICE

USE-CASE

SUPPORT

## TOP 3 SOURCES

01 Local makerspaces

02 TechShop (closed)

03 Local Motors

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

~2k makerspaces globally

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

# 3D PRINTING ?

## DEFINITION

A 3d printing provider or service within the computing & connectivity domain.

## SAMPLE QUERY

*“who else offers 3d printing near me with strong reviews?”*

## CONSTRAINT STACK

PLATFORM

PRICE

USE-CASE

SUPPORT

## TOP 3 SOURCES

01 Stratasys

02 3D Systems

03 Formlabs

## MARKET SHAPE

## MARKET SHARE

Stratasys ~20% global 3D printing; 3DS ~15%

## INVENTORY

Stratasys 50k+ customers

## VALUATION

Stratasys ~\$700M; 3DS ~\$400M mkt cap; Formlabs ~\$2B (2021)

## TURNOVER

Stratasys ~\$570M (2024); 3DS ~\$440M

## WHO ELSE

# COPY SHOP ?

## DEFINITION

*A copy shop provider or service within the computing & connectivity domain.*

## SAMPLE QUERY

*“who else offers copy shop near me with strong reviews?”*

## CONSTRAINT STACK

PLATFORM

PRICE

USE-CASE

SUPPORT

## TOP 3 SOURCES

01 FedEx Office

02 Staples

03 UPS Store

## MARKET SHAPE

## MARKET SHARE

FedEx Office ~25% US print/copy retail

## INVENTORY

FedEx Office 2k+ centers; UPS Store 5k+

## VALUATION

FedEx ~\$70B mkt cap (parent)

## TURNOVER

FedEx Office ~\$2B est.

WHO ELSE

# DOMAIN NAME ?

DEFINITION

*Domain registration and DNS services.*

SAMPLE QUERY

*“who else has .com domain registration under \$10 with WHOIS privacy?”*

CONSTRAINT STACK

- TLD
- PRICE
- PRIVACY
- FEATURES

TOP 3 SOURCES

- 01 GoDaddy
- 02 Namecheap
- 03 Cloudflare

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>GoDaddy ~12% global domains; Namecheap ~3%</p>	<p><b>INVENTORY</b></p> <p>GoDaddy 84M domains; Namecheap 17M</p>
<p><b>VALUATION</b></p> <p>GoDaddy ~\$25B; Cloudflare ~\$30B mkt cap</p>	<p><b>TURNOVER</b></p> <p>GoDaddy ~\$4.6B (2024); Cloudflare ~\$1.7B</p>

WHO ELSE

# HOSTING ?

DEFINITION

*Web and application hosting infrastructure.*

SAMPLE QUERY

*“who else has shared web hosting under \$10/mo with free SSL?”*

CONSTRAINT STACK

- TYPE
- PRICE
- FEATURES
- UPTIME

TOP 3 SOURCES

- 01 AWS
- 02 Azure
- 03 Google Cloud

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>AWS ~31% IaaS; Azure ~25%; GCP ~11%</p>	<p><b>INVENTORY</b></p> <p>AWS millions of customers</p>
<p><b>VALUATION</b></p> <p>AMZN ~\$2T; MSFT ~\$3T; GOOG ~\$2T</p>	<p><b>TURNOVER</b></p> <p>AWS ~\$108B (2024); Azure ~\$80B est.; GCP ~\$43B</p>

## WHO ELSE

## SOFTWARE LICENSE ?

## DEFINITION

*A software license provider or service within the computing & connectivity domain.*

## SAMPLE QUERY

*“who else offers software license near me with strong reviews?”*

## CONSTRAINT STACK

PLATFORM

PRICE

USE-CASE

SUPPORT

## TOP 3 SOURCES

01 Microsoft

02 Adobe

03 Oracle

## MARKET SHAPE

## MARKET SHARE

MSFT dominant productivity; Adobe creative; Oracle DB

## INVENTORY

n/a SKU

## VALUATION

MSFT ~\$3T; Adobe ~\$220B; Oracle ~\$400B mkt cap

## TURNOVER

MSFT ~\$245B (2024); Adobe ~\$22B; Oracle ~\$53B

## WHO ELSE

# DATA RECOVERY ?

## DEFINITION

*A data recovery provider or service within the computing & connectivity domain.*

## SAMPLE QUERY

*“who else offers data recovery near me with strong reviews?”*

## CONSTRAINT STACK

PLATFORM

PRICE

USE-CASE

SUPPORT

## TOP 3 SOURCES

01 DriveSavers

02 Ontrack

03 Best Buy

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

DriveSavers 250k+ recoveries

## VALUATION

n/a

## TURNOVER

n/a

WHO ELSE

# AI TOOLS ?

DEFINITION

*Generative AI tools, assistants, and platforms.*

SAMPLE QUERY

*“who else has AI assistants comparable to Claude with API access?”*

CONSTRAINT STACK

- MODEL
- PRICE
- API
- FEATURES

TOP 3 SOURCES

- 01 OpenAI (ChatGPT)
- 02 Anthropic (Claude)
- 03 Google (Gemini)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>ChatGPT ~60% AI assistant traffic; Gemini ~15%; Claude ~10% (2025)</p>	<p><b>INVENTORY</b></p> <p>ChatGPT 800M+ WAU; Claude 30M+ MAU est.</p>
<p><b>VALUATION</b></p> <p>OpenAI ~\$300B (2025); Anthropic ~\$60B (2025); Google part of Alphabet</p>	<p><b>TURNOVER</b></p> <p>OpenAI ~\$10B (2024); Anthropic ~\$5B (2024 est.)</p>

WHO ELSE

# ROBOTICS ?

DEFINITION

*A robotics provider or service within the computing & connectivity domain.*

SAMPLE QUERY

*“who else offers robotics near me with strong reviews?”*

CONSTRAINT STACK

- PLATFORM
- PRICE
- USE-CASE
- SUPPORT

TOP 3 SOURCES

- 01 ABB
- 02 FANUC
- 03 KUKA

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>FANUC ~20% industrial robots; ABB ~15%</p>	<p><b>INVENTORY</b></p> <p>FANUC 750k+ robots installed</p>
<p><b>VALUATION</b></p> <p>FANUC ~\$30B; ABB ~\$130B mkt cap</p>	<p><b>TURNOVER</b></p> <p>FANUC ~\$5.5B (2024); ABB Robotics ~\$3.5B</p>

## WHO ELSE

# DRONE ?

## DEFINITION

*A drone provider or service within the computing & connectivity domain.*

## SAMPLE QUERY

*“who else offers drone near me with strong reviews?”*

## CONSTRAINT STACK

PLATFORM

PRICE

USE-CASE

SUPPORT

## TOP 3 SOURCES

01 DJI

02 Parrot

03 Skydio

## MARKET SHAPE

## MARKET SHARE

DJI ~70% global consumer drones

## INVENTORY

n/a SKU

## VALUATION

DJI private (~\$15B est.); Skydio ~\$2.2B (2023)

## TURNOVER

DJI ~\$3B est.

## WHO ELSE

# VR HEADSET ?

## DEFINITION

A vr headset provider or service within the computing & connectivity domain.

## SAMPLE QUERY

*“who else offers vr headset near me with strong reviews?”*

## CONSTRAINT STACK

PLATFORM

PRICE

USE-CASE

SUPPORT

## TOP 3 SOURCES

01 Meta Quest

02 Apple Vision Pro

03 Sony PSVR

## MARKET SHAPE

## MARKET SHARE

Meta ~70% VR headsets; Apple Vision Pro premium

## INVENTORY

Quest 20M+ units sold

## VALUATION

Meta ~\$1.5T; Apple ~\$3T mkt cap

## TURNOVER

Meta Reality Labs ~\$2.1B (2024) — operating loss \$18B

SUB-GROUP

# Creative Services

*16 intents · creative production · mostly network*

## WHO ELSE

# PHOTOGRAPHER ?

## DEFINITION

*Photo services for events, portraits, products.*

## SAMPLE QUERY

*“who else does wedding photography in DC under \$4k with edited delivery?”*

## CONSTRAINT STACK

TYPE

PRICE

DELIVERY

PORTFOLIO

## TOP 3 SOURCES

01 Local

02 Thumbtack

03 The Knot (weddings)

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

# VIDEOGRAPHER ?

## DEFINITION

*Video services for events, brand, content.*

## SAMPLE QUERY

*“who else does corporate-event videography under \$3k with same-week edit?”*

## CONSTRAINT STACK

TYPE

PRICE

TURNAROUND

PORTFOLIO

## TOP 3 SOURCES

01 Local

02 Thumbtack

03 Fiverr

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

# GRAPHIC DESIGNER ?

## DEFINITION

*Visual design for brand, web, and print.*

## SAMPLE QUERY

*“who else does logo design under \$1k with 3 concepts and revisions?”*

## CONSTRAINT STACK

MEDIUM

PRICE

REVISIONS

TURNAROUND

## TOP 3 SOURCES

01 99designs (Vista)

02 Fiverr

03 Upwork

## MARKET SHAPE

## MARKET SHARE

Fiverr ~30% global freelance design

## INVENTORY

99designs 100k+ designers

## VALUATION

Vista (parent of 99designs) private

## TURNOVER

n/a

## WHO ELSE

# COPYWRITER ?

## DEFINITION

*A copywriter provider or service within the creative production domain.*

## SAMPLE QUERY

*“who else offers copywriter near me with strong reviews?”*

## CONSTRAINT STACK

MEDIUM

STYLE

PRICE

TURNAROUND

## TOP 3 SOURCES

01 Upwork

02 Fiverr

03 Contently

## MARKET SHAPE

## MARKET SHARE

See Freelance

## INVENTORY

See Freelance

## VALUATION

See Freelance

## TURNOVER

See Freelance

## WHO ELSE

# TRANSLATOR ?

## DEFINITION

*Document or live translation services.*

## SAMPLE QUERY

*“who else does German-English legal translation certified for \$0.20/word?”*

## CONSTRAINT STACK

LANGUAGE

TYPE

PRICE

CERTIFICATION

## TOP 3 SOURCES

01 Gengo (Lionbridge)

02 Smartling

03 Fiverr

## MARKET SHAPE

## MARKET SHARE

Lionbridge leads enterprise; Fiverr leads SMB

## INVENTORY

Smartling 100M+ words/yr

## VALUATION

Lionbridge private; Smartling ~\$500M est.

## TURNOVER

Lionbridge ~\$1B est.

## WHO ELSE

# EDITOR ?

## DEFINITION

*A editor provider or service within the creative production domain.*

## SAMPLE QUERY

*“who else offers editor near me with strong reviews?”*

## CONSTRAINT STACK

MEDIUM

STYLE

PRICE

TURNAROUND

## TOP 3 SOURCES

01 Reedsy

02 Upwork

03 Fiverr

## MARKET SHAPE

## MARKET SHARE

See Freelance

## INVENTORY

See Freelance

## VALUATION

See Freelance

## TURNOVER

See Freelance

## WHO ELSE

# MUSICIAN ?

## DEFINITION

*Performing musicians for events, recording, lessons.*

## SAMPLE QUERY

*“who else has wedding musicians in DC under \$2k for 4-hour reception?”*

## CONSTRAINT STACK

GENRE

FORMAT

PRICE

AVAILABILITY

## TOP 3 SOURCES

01 BandMix

02 Local

03 Fiverr

## MARKET SHAPE

## MARKET SHARE

See Band

## INVENTORY

See Band

## VALUATION

See Band

## TURNOVER

See Band

## WHO ELSE

## ILLUSTRATOR ?

## DEFINITION

*A illustrator provider or service within the creative production domain.*

## SAMPLE QUERY

*“who else offers illustrator near me with strong reviews?”*

## CONSTRAINT STACK

MEDIUM

STYLE

PRICE

TURNAROUND

## TOP 3 SOURCES

01 Behance (Adobe)

02 Dribbble

03 Upwork

## MARKET SHAPE

## MARKET SHARE

Behance dominant portfolios

## INVENTORY

Behance 30M+ creators

## VALUATION

Behance part of Adobe

## TURNOVER

n/a — embedded

## WHO ELSE

## ANIMATOR ?

## DEFINITION

*A animator provider or service within the creative production domain.*

## SAMPLE QUERY

*“who else offers animator near me with strong reviews?”*

## CONSTRAINT STACK

MEDIUM

STYLE

PRICE

TURNAROUND

## TOP 3 SOURCES

01 Upwork

02 Fiverr

03 Toptal

## MARKET SHAPE

## MARKET SHARE

See Freelance

## INVENTORY

See Freelance

## VALUATION

See Freelance

## TURNOVER

See Freelance

WHO ELSE

# PRINTER ?

DEFINITION

*A printer provider or service within the creative production domain.*

SAMPLE QUERY

*“who else offers printer near me with strong reviews?”*

CONSTRAINT STACK

- MEDIUM
- STYLE
- PRICE
- TURNAROUND

TOP 3 SOURCES

- 01 Vistaprint (Cimpress)
- 02 Moo
- 03 FedEx Office

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Vistaprint ~25% US SMB print</p>	<p><b>INVENTORY</b></p> <p>Vistaprint 21M+ customers</p>
<p><b>VALUATION</b></p> <p>Cimpress ~\$2.5B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Cimpress ~\$3.3B (2024)</p>

## WHO ELSE

# VOICEOVER ARTIST ?

## DEFINITION

*Recorded voice talent for media production.*

## SAMPLE QUERY

*“who else does voiceover for explainer videos under \$300 per minute?”*

## CONSTRAINT STACK

TONE

LANGUAGE

PRICE

TURNAROUND

## TOP 3 SOURCES

01 Voices

02 Voice123

03 Fiverr

## MARKET SHAPE

## MARKET SHARE

Voices.com leads VO marketplace

## INVENTORY

Voices 4M+ members

## VALUATION

Voices private (~\$100M est.)

## TURNOVER

n/a

## WHO ELSE

# SOUND ENGINEER ?

## DEFINITION

*A sound engineer provider or service within the creative production domain.*

## SAMPLE QUERY

*“who else offers sound engineer near me with strong reviews?”*

## CONSTRAINT STACK

MEDIUM

STYLE

PRICE

TURNAROUND

## TOP 3 SOURCES

01 Local

02 SoundBetter (Spotify)

03 Fiverr

## MARKET SHAPE

## MARKET SHARE

SoundBetter leads online audio post

## INVENTORY

SoundBetter 200k+ pros

## VALUATION

SoundBetter part of Spotify

## TURNOVER

n/a

WHO ELSE

# DJ ?

DEFINITION

*A dj provider or service within the creative production domain.*

SAMPLE QUERY

*“who else offers dj near me with strong reviews?”*

CONSTRAINT STACK

- MEDIUM
- STYLE
- PRICE
- TURNAROUND

TOP 3 SOURCES

- 01 See group sector leaders

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See group entry</p>	<p><b>INVENTORY</b></p> <p>See group entry</p>
<p><b>VALUATION</b></p> <p>See group entry</p>	<p><b>TURNOVER</b></p> <p>See group entry</p>

## WHO ELSE

## MC ?

## DEFINITION

*A mc provider or service within the creative production domain.*

## SAMPLE QUERY

*“who else offers mc near me with strong reviews?”*

## CONSTRAINT STACK

MEDIUM

STYLE

PRICE

TURNAROUND

## TOP 3 SOURCES

01 Local

02 The Bash

03 Bark.com

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

# CALLIGRAPHER ?

## DEFINITION

*A calligrapher provider or service within the creative production domain.*

## SAMPLE QUERY

*“who else offers calligrapher near me with strong reviews?”*

## CONSTRAINT STACK

MEDIUM

STYLE

PRICE

TURNAROUND

## TOP 3 SOURCES

01 Local

02 Etsy

03 Fiverr

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a



WHO ELSE

# MODEL ?

DEFINITION

*A model provider or service within the creative production domain.*

SAMPLE QUERY

*“who else offers model near me with strong reviews?”*

CONSTRAINT STACK

MEDIUM	STYLE	PRICE	TURNAROUND
--------	-------	-------	------------

TOP 3 SOURCES

01 "Modeling agencies (IMG

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Wilhelmina); Backstage; Fiverr"</p>	<p><b>INVENTORY</b></p> <p>IMG/Wilhelmina lead high-end; long tail in stock</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>IMG part of Endeavor (~\$25B mkt cap)</p>

SUB-GROUP

# Local Services

*20 intents · trades & local services · geo-anchored*

WHO ELSE

# LOCKSMITH ?

DEFINITION

*On-demand or scheduled lock service: residential or auto.*

SAMPLE QUERY

*“who else does emergency lockout under \$150 in my zip?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- DISTANCE

TOP 3 SOURCES

- 01 Pop-A-Lock
- 02 local
- 03 Angi

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Pop-A-Lock leads franchise; rest fragmented</p>	<p><b>INVENTORY</b></p> <p>Pop-A-Lock 600+ franchises</p>
<p><b>VALUATION</b></p> <p>Pop-A-Lock private</p>	<p><b>TURNOVER</b></p> <p>US locksmith services ~\$3B</p>

## WHO ELSE

## KEY CUTTING ?

## DEFINITION

A key cutting provider or service within the trades & local services domain.

## SAMPLE QUERY

*“who else offers key cutting near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Local

02 Minute Key (kiosks)

03 Home Depot

## MARKET SHAPE

## MARKET SHARE

Minute Key leads US kiosks

## INVENTORY

Minute Key 5k+ kiosks

## VALUATION

Minute Key acq. by Hillman ~\$365M (2018)

## TURNOVER

Hillman ~\$1.5B (2024)

## WHO ELSE

# ALTERATIONS ?

## DEFINITION

*A alterations provider or service within the trades & local services domain.*

## SAMPLE QUERY

*“who else offers alterations near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Local

02 Stitch

03 tailors

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

# SHOE REPAIR ?

## DEFINITION

*A shoe repair provider or service within the trades & local services domain.*

## SAMPLE QUERY

*“who else offers shoe repair near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Local

02 NuShoe

03 Cobblers Direct

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; ~5k US shoe repair shops

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

US shoe repair ~\$200M

## WHO ELSE

# WATCH REPAIR ?

## DEFINITION

*A watch repair provider or service within the trades & local services domain.*

## SAMPLE QUERY

*“who else offers watch repair near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Local

02 Watch Repair (UK chain)

03 Crown &amp; Caliber

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

WHO ELSE

# JEWELLER ?

DEFINITION

*A jeweller provider or service within the trades & local services domain.*

SAMPLE QUERY

*“who else offers jeweller near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Signet (Kay/Jared/Zales)
- 02 Tiffany (LVMH)
- 03 Pandora

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Signet ~5% global jewelry; Tiffany ~3%; Pandora ~3%</p>	<p><b>INVENTORY</b></p> <p>Signet 2.7k+ stores; Pandora 2.5k</p>
<p><b>VALUATION</b></p> <p>Signet ~\$3B; Pandora ~\$15B mkt cap; Tiffany part of LVMH</p>	<p><b>TURNOVER</b></p> <p>Signet ~\$7B (2024); Pandora ~\$4B</p>

WHO ELSE

# OPTICIAN ?

DEFINITION

*A retailer of corrective eyewear; prescriptions filled here.*

SAMPLE QUERY

*“who else has same-day glasses under \$300?”*

CONSTRAINT STACK

TURNAROUND

PRICE

INSURANCE

DISTANCE

TOP 3 SOURCES

- 01 EssilorLuxottica
- 02 Warby Parker
- 03 Specsavers

MARKET SHAPE

**MARKET SHARE**  
EssilorLuxottica ~40% global eyewear

**INVENTORY**  
Luxottica 18k stores; Warby Parker 250+ stores; Specsavers 2.4k stores

**VALUATION**  
EssilorLuxottica ~\$130B mkt cap; Warby Parker ~\$3B

**TURNOVER**  
EssilorLuxottica ~\$28B (2024); Warby Parker ~\$770M

WHO ELSE

# FLORIST ?

DEFINITION

*Floral arrangements for delivery and events.*

SAMPLE QUERY

*“who else does same-day flower delivery in DC under \$80?”*

CONSTRAINT STACK

- TURNAROUND
- PRICE
- OCCASION
- DISTANCE

TOP 3 SOURCES

- 01 1-800-Flowers
- 02 FTD
- 03 UrbanStems

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>1-800-Flowers leads US delivery</p>	<p><b>INVENTORY</b></p> <p>1-800-Flowers 18k+ partners</p>
<p><b>VALUATION</b></p> <p>FLWS ~\$300M mkt cap (2025); FTD private</p>	<p><b>TURNOVER</b></p> <p>1-800-Flowers ~\$1.9B (2024)</p>

WHO ELSE

# POST OFFICE ?

DEFINITION

*Postal services, USPS or carrier alternatives.*

SAMPLE QUERY

*“who else has same-day shipping with no line under \$30 to NYC?”*

CONSTRAINT STACK

- CARRIER
- PRICE
- TURNAROUND
- DISTANCE

TOP 3 SOURCES

- 01 USPS
- 02 UPS
- 03 FedEx

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>USPS ~50% US parcel volume; UPS ~25%; FedEx ~15%</p>	<p><b>INVENTORY</b></p> <p>USPS 31k+ post offices</p>
<p><b>VALUATION</b></p> <p>USPS public corp; UPS ~\$110B; FedEx ~\$70B</p>	<p><b>TURNOVER</b></p> <p>USPS ~\$80B (2024); UPS ~\$91B; FedEx ~\$87B</p>

## WHO ELSE

# LOST & FOUND ?

## DEFINITION

*A lost & found provider or service within the trades & local services domain.*

## SAMPLE QUERY

*“who else offers lost & found near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Local airports/transit

02 ChargerBack

03 Boomerang

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

## GAS STATION ?

## DEFINITION

*Fuel stations, often with convenience stores.*

## SAMPLE QUERY

*“who else has gas stations under \$3.50/gallon within 5 miles?”*

## CONSTRAINT STACK

PRICE

DISTANCE

AMENITIES

FUEL TYPE

## TOP 3 SOURCES

01 Shell

02 ExxonMobil

03 BP

## MARKET SHAPE

## MARKET SHARE

Shell ~13% US retail fuel; ExxonMobil ~10%; BP ~7%

## INVENTORY

Shell 10k+ US sites; XOM 11k+

## VALUATION

Shell ~\$220B; XOM ~\$500B; BP ~\$110B mkt cap

## TURNOVER

Shell retail ~\$30B est.

WHO ELSE

# SECURITY ?

DEFINITION

*A security provider or service within the trades & local services domain.*

SAMPLE QUERY

*“who else offers security near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Allied Universal
- 02 Securitas
- 03 G4S (Allied)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Allied Universal ~25% US contract security; Securitas ~20%</p>	<p><b>INVENTORY</b></p> <p>Allied 800k+ employees; Securitas 358k+</p>
<p><b>VALUATION</b></p> <p>Allied private (~\$25B est.); Securitas ~\$5B mkt cap</p>	<p><b>TURNOVER</b></p> <p>Allied ~\$22B (2024); Securitas ~\$15B</p>

## WHO ELSE

# CONCIERGE ?

## DEFINITION

*A concierge provider or service within the trades & local services domain.*

## SAMPLE QUERY

*“who else offers concierge near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Quintessentially

02 John Paul (Accor)

03 Aspire Lifestyles

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; Quintessentially leads luxury private

## INVENTORY

Quintessentially 60+ offices

## VALUATION

Quintessentially private

## TURNOVER

n/a

WHO ELSE

# DRY CLEANING ?

DEFINITION

*Dry cleaning, laundry, and alterations.*

SAMPLE QUERY

*“who else does same-day dry cleaning in DC under \$20 per shirt?”*

CONSTRAINT STACK

- TURNAROUND
- PRICE
- PICKUP
- DISTANCE

TOP 3 SOURCES

- 01 Tide Cleaners
- 02 ZIPS
- 03 Press (closed)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented; ~30k US dry cleaners</p>	<p><b>INVENTORY</b></p> <p>Tide Cleaners 200+ locations</p>
<p><b>VALUATION</b></p> <p>n/a meaningful</p>	<p><b>TURNOVER</b></p> <p>US dry cleaning ~\$9B</p>

WHO ELSE

# FRAMING ?

DEFINITION

*A framing provider or service within the trades & local services domain.*

SAMPLE QUERY

*“who else offers framing near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Michaels
- 02 local
- 03 Custom Framing Online

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Michaels leads US retail framing</p>	<p><b>INVENTORY</b></p> <p>See Hobby</p>
<p><b>VALUATION</b></p> <p>See Hobby</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

WHO ELSE

# ENGRAVING ?

DEFINITION

*A engraving provider or service within the trades & local services domain.*

SAMPLE QUERY

*“who else offers engraving near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 Local
- 02 Things Remembered (closed)
- 03 Etsy

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

## EMBROIDERY ?

## DEFINITION

*A embroidery provider or service within the trades & local services domain.*

## SAMPLE QUERY

*“who else offers embroidery near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 Local

02 Etsy

03 Cafepress

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

# SCREEN PRINTING ?

## DEFINITION

*A screen printing provider or service within the trades & local services domain.*

## SAMPLE QUERY

*“who else offers screen printing near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 CustomInk

02 VistaPrint

03 local

## MARKET SHAPE

## MARKET SHARE

CustomInk ~25% US group apparel print

## INVENTORY

CustomInk 2M+ orders/yr

## VALUATION

CustomInk private (~\$1B est.)

## TURNOVER

CustomInk ~\$500M est.

## WHO ELSE

## SIGN MAKING ?

## DEFINITION

A sign making provider or service within the trades & local services domain.

## SAMPLE QUERY

*“who else offers sign making near me with strong reviews?”*

## CONSTRAINT STACK

URGENCY

PRICE

LICENSING

REVIEWS

## TOP 3 SOURCES

01 FastSigns

02 Signs By Tomorrow

03 local

## MARKET SHAPE

## MARKET SHARE

FastSigns ~10% US franchised signage

## INVENTORY

FastSigns 760+ centers

## VALUATION

FastSigns (Propelled Brands) private

## TURNOVER

FastSigns ~\$700M systemwide

WHO ELSE

# BANNER ?

DEFINITION

*A banner provider or service within the trades & local services domain.*

SAMPLE QUERY

*“who else offers banner near me with strong reviews?”*

CONSTRAINT STACK

- URGENCY
- PRICE
- LICENSING
- REVIEWS

TOP 3 SOURCES

- 01 VistaPrint
- 02 Banners.com
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>See Printer</p>
<p><b>VALUATION</b></p> <p>See Printer</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

SUB-GROUP

# Events & Occasions

*22 intents · scheduled gatherings · geo-anchored*

## WHO ELSE

## EVENT ?

## DEFINITION

*General event planning, ticketing, and platforms.*

## SAMPLE QUERY

*“who else has event ticketing platforms with under 5% fees?”*

## CONSTRAINT STACK

FEES

FORMAT

FEATURES

AUDIENCE

## TOP 3 SOURCES

01 Eventbrite

02 Cvent

03 Hopin (StreamYard)

## MARKET SHAPE

## MARKET SHARE

Eventbrite leads SMB ticketing; Cvent leads enterprise

## INVENTORY

Eventbrite 950k+ creators; Cvent 22k+ customers

## VALUATION

Eventbrite ~\$240M; Cvent taken private \$4.6B (2023)

## TURNOVER

Eventbrite ~\$320M (2024); Cvent ~\$760M (last public)

## WHO ELSE

# WEDDING ?

## DEFINITION

*Wedding planning, venues, and services.*

## SAMPLE QUERY

*“who else has wedding planners in DC under \$5k for 100-person weddings?”*

## CONSTRAINT STACK

BUDGET

GUEST COUNT

STYLE

VENUE

## TOP 3 SOURCES

01 The Knot

02 WeddingWire (now Knot Worldwide)

03 Zola

## MARKET SHAPE

## MARKET SHARE

Knot Worldwide ~70% US wedding planning traffic

## INVENTORY

Knot Worldwide 1M+ vendors; Zola 2M+ couples

## VALUATION

Knot Worldwide private (~\$2B 2018); Zola ~\$650M (2021)

## TURNOVER

Knot Worldwide ~\$300M est.; US wedding industry ~\$70B

## WHO ELSE

## BIRTHDAY ?

## DEFINITION

*A birthday provider or service within the scheduled gatherings domain.*

## SAMPLE QUERY

*“who else offers birthday near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 Eventbrite

02 Punchbowl

03 Evite

## MARKET SHAPE

## MARKET SHARE

Evite ~50% US digital invitations

## INVENTORY

Evite 75M+ users

## VALUATION

Evite private (~\$200M est.)

## TURNOVER

n/a

## WHO ELSE

# CONFERENCE ?

## DEFINITION

*Industry conference platforms and venues.*

## SAMPLE QUERY

*“who else has tech conferences in DC under \$1k per ticket?”*

## CONSTRAINT STACK

TOPIC

PRICE

DATES

VENUE

## TOP 3 SOURCES

01 Cvent

02 RX (Reed)

03 Informa

## MARKET SHAPE

## MARKET SHARE

Reed Elsevier and Informa lead industry conferences

## INVENTORY

Informa 350+ events

## VALUATION

Informa ~\$15B; RELX ~\$80B mkt cap

## TURNOVER

Informa ~\$4.4B (2024); RX ~\$2B

WHO ELSE

# MEETUP ?

DEFINITION

*Recurring interest-based group meetups.*

SAMPLE QUERY

*“who else has Python meetups in DC monthly with free attendance?”*

CONSTRAINT STACK

- TOPIC
- FREQUENCY
- PRICE
- DISTRICT

TOP 3 SOURCES

- 01 Meetup
- 02 Eventbrite
- 03 Facebook Events

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Meetup leads recurring-group activity</p>	<p><b>INVENTORY</b></p> <p>Meetup 60M members</p>
<p><b>VALUATION</b></p> <p>Meetup ~\$200M (Bending Spoons 2024)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

# HACKATHON ?

## DEFINITION

*A hackathon provider or service within the scheduled gatherings domain.*

## SAMPLE QUERY

*“who else offers hackathon near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 Devpost

02 MLH (Major League Hacking)

03 HackerEarth

## MARKET SHAPE

## MARKET SHARE

Devpost dominant hackathon hosting

## INVENTORY

Devpost 2M+ developers

## VALUATION

Devpost private

## TURNOVER

n/a

## WHO ELSE

## SPORTS EVENT ?

## DEFINITION

*A sports event provider or service within the scheduled gatherings domain.*

## SAMPLE QUERY

*“who else offers sports event near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 Live Nation

02 Ticketmaster

03 SeatGeek

## MARKET SHAPE

## MARKET SHARE

See Concert

## INVENTORY

See Concert

## VALUATION

See Concert

## TURNOVER

See Concert

## WHO ELSE

# CHARITY EVENT ?

## DEFINITION

*A charity event provider or service within the scheduled gatherings domain.*

## SAMPLE QUERY

*“who else offers charity event near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 Classy

02 OneCause

03 Eventbrite

## MARKET SHAPE

## MARKET SHARE

OneCause ~30% US nonprofit events

## INVENTORY

OneCause 11k+ orgs

## VALUATION

Classy acq. GoFundMe (2022); OneCause private

## TURNOVER

n/a

## WHO ELSE

# PARTY ?

## DEFINITION

*A party provider or service within the scheduled gatherings domain.*

## SAMPLE QUERY

*“who else offers party near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 Party City

02 Amazon

03 Etsy

## MARKET SHAPE

## MARKET SHARE

Party City leads US party retail (Ch.11 2023)

## INVENTORY

Party City 750+ stores

## VALUATION

Party City emerged Ch.11 2023

## TURNOVER

Party City ~\$2B (2024 est.)

## WHO ELSE

## CATERING ?

## DEFINITION

*Food service for events, deliveries, and pickups.*

## SAMPLE QUERY

*“who else caters for 30 people with kosher options under \$35/head?”*

## CONSTRAINT STACK

DIET

PORTIONS

PRICE

VENUE

## TOP 3 SOURCES

01 ezCater

02 Hungry

03 Fooda

## MARKET SHAPE

## MARKET SHARE

ezCater leads US business catering

## INVENTORY

ezCater 100k+ restaurant partners

## VALUATION

ezCater ~\$1.6B (2022)

## TURNOVER

n/a — private

WHO ELSE

# DJ ?

DEFINITION

*A dj provider or service within the scheduled gatherings domain.*

SAMPLE QUERY

*“who else offers dj near me with strong reviews?”*

CONSTRAINT STACK

DATE	VENUE	GUESTS	BUDGET
------	-------	--------	--------

TOP 3 SOURCES

01	See group sector leaders
----	--------------------------

MARKET SHAPE

<p>MARKET SHARE</p> <p>See group entry</p>	<p>INVENTORY</p> <p>See group entry</p>
<p>VALUATION</p> <p>See group entry</p>	<p>TURNOVER</p> <p>See group entry</p>

WHO ELSE

# VENUE ?

DEFINITION

*Bookable spaces for events and gatherings.*

SAMPLE QUERY

*“who else has 100-person venues in DC with full-bar service?”*

CONSTRAINT STACK

- CAPACITY
- PRICE
- AMENITIES
- DISTRICT

TOP 3 SOURCES

- 01 Peerspace
- 02 Eventective
- 03 The Knot

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Peerspace leads alternative venue marketplace</p>	<p><b>INVENTORY</b></p> <p>Peerspace 30k+ venues</p>
<p><b>VALUATION</b></p> <p>Peerspace ~\$60M (2022)</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

## TICKETS ?

## DEFINITION

*A tickets provider or service within the scheduled gatherings domain.*

## SAMPLE QUERY

*“who else offers tickets near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 Ticketmaster

02 SeatGeek

03 StubHub

## MARKET SHAPE

## MARKET SHARE

Ticketmaster ~70% US primary; StubHub leads resale

## INVENTORY

Ticketmaster 620M+ tickets/yr

## VALUATION

Live Nation ~\$30B; StubHub IPO ~\$15B (2025); SeatGeek ~\$1B est.

## TURNOVER

Live Nation ~\$23B; StubHub ~\$1.8B (2024)

## WHO ELSE

# BAR MITZVAH ?

## DEFINITION

*A bar mitzvah provider or service within the scheduled gatherings domain.*

## SAMPLE QUERY

*“who else offers bar mitzvah near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 Local synagogues

02 Eventbrite

03 Punchbowl

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; community-based

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

WHO ELSE

# BAPTISM ?

DEFINITION

*A baptism provider or service within the scheduled gatherings domain.*

SAMPLE QUERY

*“who else offers baptism near me with strong reviews?”*

CONSTRAINT STACK

- DATE
- VENUE
- GUESTS
- BUDGET

TOP 3 SOURCES

- 01 Local churches
- 02 Etsy (gifts)

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Highly fragmented</p>	<p><b>INVENTORY</b></p> <p>n/a</p>
<p><b>VALUATION</b></p> <p>n/a</p>	<p><b>TURNOVER</b></p> <p>n/a</p>

## WHO ELSE

## ANNIVERSARY ?

## DEFINITION

*A anniversary provider or service within the scheduled gatherings domain.*

## SAMPLE QUERY

*“who else offers anniversary near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 OpenTable

02 1-800-Flowers

03 Etsy

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

## GRADUATION ?

## DEFINITION

A graduation provider or service within the scheduled gatherings domain.

## SAMPLE QUERY

*“who else offers graduation near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 Jostens

02 Balfour (Herff Jones)

03 Etsy

## MARKET SHAPE

## MARKET SHARE

Jostens ~40% US class rings/announcements

## INVENTORY

Jostens 4k+ schools

## VALUATION

Jostens private (Platinum Equity)

## TURNOVER

Jostens ~\$800M est.

## WHO ELSE

# BABY SHOWER ?

## DEFINITION

*A baby shower provider or service within the scheduled gatherings domain.*

## SAMPLE QUERY

*“who else offers baby shower near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 Babylist

02 The Bump

03 Punchbowl

## MARKET SHAPE

## MARKET SHARE

Babylist leads US baby registry post-Amazon/Target

## INVENTORY

Babylist 13M+ users

## VALUATION

Babylist ~\$1B+ (2021 est.)

## TURNOVER

n/a

## WHO ELSE

# RETIREMENT PARTY ?

## DEFINITION

*A retirement party provider or service within the scheduled gatherings domain.*

## SAMPLE QUERY

*“who else offers retirement party near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 Eventbrite

02 Punchbowl

03 local

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

# RETREAT ?

## DEFINITION

*A retreat provider or service within the scheduled gatherings domain.*

## SAMPLE QUERY

*“who else offers retreat near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 BookRetreats

02 Tripaneer

03 local resorts

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; BookRetreats leads marketplace

## INVENTORY

BookRetreats 5k+ retreats

## VALUATION

BookRetreats ~\$30M est.

## TURNOVER

n/a

## WHO ELSE

# OPEN MIC ?

## DEFINITION

*A open mic provider or service within the scheduled gatherings domain.*

## SAMPLE QUERY

*“who else offers open mic near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 Local venues

02 Eventbrite

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

## BLOCK PARTY ?

## DEFINITION

*A block party provider or service within the scheduled gatherings domain.*

## SAMPLE QUERY

*“who else offers block party near me with strong reviews?”*

## CONSTRAINT STACK

DATE

VENUE

GUESTS

BUDGET

## TOP 3 SOURCES

01 Local

02 Nextdoor

03 Eventbrite

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

SUB-GROUP

# Misc & Residual

*45 intents · long-tail & edge cases · mixed*

## WHO ELSE

# ASSISTANT ?

## DEFINITION

*A assistant provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers assistant near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Magic

02 Fancy Hands

03 Time etc

## MARKET SHAPE

## MARKET SHARE

Magic leads premium remote EA

## INVENTORY

Time etc 600+ EAs

## VALUATION

Magic ~\$70M (2022)

## TURNOVER

n/a

## WHO ELSE

# BIKE MESSENGER ?

## DEFINITION

*A bike messenger provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers bike messenger near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Postmates (Uber)

02 local couriers

03 Pedalme (UK)

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; absorbed by gig delivery

## INVENTORY

n/a

## VALUATION

Postmates acq. by Uber \$2.65B (2020)

## TURNOVER

n/a granular

WHO ELSE

# CARETAKER ?

DEFINITION

*A caretaker provider or service within the long-tail & edge cases domain.*

SAMPLE QUERY

*“who else offers caretaker near me with strong reviews?”*

CONSTRAINT STACK

VARIABLE

TOP 3 SOURCES

01 See Home Care

MARKET SHAPE

MARKET SHARE  
See Home Care

INVENTORY  
See Home Care

VALUATION  
See Home Care

TURNOVER  
See Home Care

## WHO ELSE

## CITY ?

## DEFINITION

*A city provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers city near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Local government

02 Yelp

03 TripAdvisor

## MARKET SHAPE

## MARKET SHARE

n/a — not a market category

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

# CLIMATE CHANGE ?

## DEFINITION

*A climate change provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers climate change near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Wren

02 Klima

03 Patch (B2B carbon)

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

Patch 200+ projects

## VALUATION

Patch ~\$100M (2022); Wren ~\$30M est.

## TURNOVER

n/a

## WHO ELSE

# CLOTHES SWAP ?

## DEFINITION

*A clothes swap provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers clothes swap near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Vinted

02 Depop (Etsy)

03 Poshmark (Naver)

## MARKET SHAPE

## MARKET SHARE

Vinted ~30% EU resale; Poshmark and Depop lead US

## INVENTORY

Vinted 105M+ users; Poshmark 80M+; Depop 35M+

## VALUATION

Vinted ~\$5B (2024); Poshmark acq. Naver \$1.6B (2023); Depop acq. Etsy \$1.6B

## TURNOVER

Vinted ~\$700M (2024); Poshmark ~\$340M; Depop ~\$140M

## WHO ELSE

# COVID TEST ?

## DEFINITION

*A covid test provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers covid test near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 CVS

02 Walgreens

03 LabCorp

## MARKET SHAPE

## MARKET SHARE

CVS+Walgreens dominant retail; LabCorp/Quest dominant lab

## INVENTORY

See Pharmacy + Blood Test

## VALUATION

See Pharmacy + Blood Test

## TURNOVER

US COVID testing peaked ~\$30B (2022)

WHO ELSE

# CRAFTSMAN ?

DEFINITION

*A craftsman provider or service within the long-tail & edge cases domain.*

SAMPLE QUERY

*“who else offers craftsman near me with strong reviews?”*

CONSTRAINT STACK

VARIABLE

TOP 3 SOURCES

01 See Builder / Carpenter

MARKET SHAPE

MARKET SHARE  
See Builder

INVENTORY  
See Builder

VALUATION  
See Builder

TURNOVER  
See Builder

WHO ELSE

# CYCLE ?

DEFINITION

*A cycle provider or service within the long-tail & edge cases domain.*

SAMPLE QUERY

*“who else offers cycle near me with strong reviews?”*

CONSTRAINT STACK

VARIABLE

TOP 3 SOURCES

01 See Bike

MARKET SHAPE

MARKET SHARE  
See Bike

INVENTORY  
See Bike

VALUATION  
See Bike

TURNOVER  
See Bike

WHO ELSE

# DELIVERY ?

DEFINITION

*A delivery provider or service within the long-tail & edge cases domain.*

SAMPLE QUERY

*“who else offers delivery near me with strong reviews?”*

CONSTRAINT STACK

VARIABLE

TOP 3 SOURCES

- 01 DoorDash
- 02 Instacart
- 03 Amazon

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Food Delivery + Amazon</p>	<p><b>INVENTORY</b></p> <p>See Food Delivery + Amazon</p>
<p><b>VALUATION</b></p> <p>See Food Delivery + Amazon</p>	<p><b>TURNOVER</b></p> <p>See Food Delivery + Amazon</p>

WHO ELSE

# DOG SITTING ?

DEFINITION

*A dog sitting provider or service within the long-tail & edge cases domain.*

SAMPLE QUERY

*“who else offers dog sitting near me with strong reviews?”*

CONSTRAINT STACK

VARIABLE

TOP 3 SOURCES

- 01 Rover
- 02 Wag!

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>See Pet Sitting</p>	<p><b>INVENTORY</b></p> <p>See Pet Sitting</p>
<p><b>VALUATION</b></p> <p>See Pet Sitting</p>	<p><b>TURNOVER</b></p> <p>See Pet Sitting</p>

## WHO ELSE

# FLEA MARKET ?

## DEFINITION

*A flea market provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers flea market near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Facebook Marketplace

02 Craigslist

03 OfferUp

## MARKET SHAPE

## MARKET SHARE

Facebook Marketplace ~50% US peer resale; OfferUp ~20%

## INVENTORY

FB Marketplace 1B+ users; OfferUp 90M+

## VALUATION

Meta ~\$1.5T; OfferUp ~\$1.4B (2020)

## TURNOVER

FB Marketplace ~\$8B (2024 est.)

## WHO ELSE

# GAS STATION ?

## DEFINITION

*Fuel stations, often with convenience stores.*

## SAMPLE QUERY

*“who else has gas stations under \$3.50/gallon within 5 miles?”*

## CONSTRAINT STACK

PRICE

DISTANCE

AMENITIES

FUEL TYPE

## TOP 3 SOURCES

01 Shell

02 ExxonMobil

03 BP

## MARKET SHAPE

## MARKET SHARE

Shell ~13% US retail fuel; ExxonMobil ~10%; BP ~7%

## INVENTORY

Shell 10k+ US sites; XOM 11k+

## VALUATION

Shell ~\$220B; XOM ~\$500B; BP ~\$110B mkt cap

## TURNOVER

Shell retail ~\$30B est.

## WHO ELSE

# HACKERSPACE ?

## DEFINITION

*A hackerspace provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers hackerspace near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Local makerspaces

02 TechShop (closed)

03 Local Motors

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

~2k makerspaces globally

## VALUATION

n/a

## TURNOVER

n/a

WHO ELSE

# HAIRCUT ?

DEFINITION

*Walk-in or appointment-based haircuts.*

SAMPLE QUERY

*“who else does men's fade in DC under \$35 with no appointment?”*

CONSTRAINT STACK

- GENDER
- STYLE
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Great Clips
- 02 Supercuts (Regis)
- 03 Sport Clips

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Great Clips ~5% US salon visits; Regis declining</p>	<p><b>INVENTORY</b></p> <p>Great Clips 4.5k+ salons; Sport Clips 1.9k</p>
<p><b>VALUATION</b></p> <p>Great Clips private; Regis ~\$50M mkt cap</p>	<p><b>TURNOVER</b></p> <p>Great Clips ~\$1.6B systemwide; Regis ~\$200M</p>

## WHO ELSE

# HELPDESK ?

## DEFINITION

*A helpdesk provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers helpdesk near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Zendesk

02 Freshdesk

03 ServiceNow

## MARKET SHAPE

## MARKET SHARE

See IT Support

## INVENTORY

See IT Support

## VALUATION

See IT Support

## TURNOVER

See IT Support

## WHO ELSE

## HOBBY ?

## DEFINITION

*A hobby provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers hobby near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Michaels

02 Hobby Lobby

03 Joann

## MARKET SHAPE

## MARKET SHARE

Michaels ~25% US craft retail; Hobby Lobby ~25%

## INVENTORY

Michaels 1.3k stores; HL 1k; Joann 800

## VALUATION

Michaels private (Apollo \$5B 2021); Joann Ch.11 2024

## TURNOVER

Michaels ~\$7.4B (2024); Hobby Lobby ~\$8B est.

WHO ELSE

# HOSTEL ?

DEFINITION

*Budget shared accommodation.*

SAMPLE QUERY

*“who else has female-only dorms in Berlin under €30/night?”*

CONSTRAINT STACK

- DORM TYPE
- PRICE
- LOCATION
- REVIEWS

TOP 3 SOURCES

- 01 Hostelworld
- 02 Booking.com
- 03 Hostelling Intl

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Hostelworld ~50% hostel-specific bookings</p>	<p><b>INVENTORY</b></p> <p>Hostelworld 15k+ hostels; HI 4k+</p>
<p><b>VALUATION</b></p> <p>Hostelworld ~\$200M mkt cap</p>	<p><b>TURNOVER</b></p> <p>Hostelworld ~\$95M (2024)</p>

## WHO ELSE

# JANITOR ?

## DEFINITION

*A janitor provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers janitor near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 ABM Industries

02 ISS

03 Aramark

## MARKET SHAPE

## MARKET SHARE

ABM ~5% US commercial cleaning

## INVENTORY

ABM 110k+ employees

## VALUATION

ABM ~\$3B mkt cap; ISS ~\$5B; Aramark ~\$10B

## TURNOVER

ABM ~\$8.4B (2024); Aramark ~\$17B

WHO ELSE

# JOB XYZ ?

DEFINITION

*A job xyz provider or service within the long-tail & edge cases domain.*

SAMPLE QUERY

*“who else offers job xyz near me with strong reviews?”*

CONSTRAINT STACK

VARIABLE

TOP 3 SOURCES

01 See Job

MARKET SHAPE

MARKET SHARE  
See Job

INVENTORY  
See Job

VALUATION  
See Job

TURNOVER  
See Job

## WHO ELSE

## LAUNDRY ?

## DEFINITION

*A laundry provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers laundry near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Rinse

02 Cleanly

03 SudShare

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

SudShare 100k+ users

## VALUATION

Rinse ~\$50M est.; SudShare ~\$30M est.

## TURNOVER

n/a

## WHO ELSE

## MUSIC ?

## DEFINITION

*A music provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers music near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Spotify

02 Apple Music

03 Amazon Music

## MARKET SHAPE

## MARKET SHARE

Spotify ~32% global music streaming; Apple ~13%; Amazon ~13%

## INVENTORY

Spotify 615M users (2024); Apple 100M+

## VALUATION

See Podcast

## TURNOVER

Spotify ~\$15B (2024); music streaming overall ~\$30B

## WHO ELSE

# NEIGHBOUR ?

## DEFINITION

*A neighbour provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers neighbour near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Nextdoor

02 Facebook Groups

03 local

## MARKET SHAPE

## MARKET SHARE

Nextdoor ~80% US hyperlocal social

## INVENTORY

Nextdoor 100M+ users; 350k neighborhoods

## VALUATION

Nextdoor ~\$1B mkt cap

## TURNOVER

Nextdoor ~\$240M (2024)

WHO ELSE

# NOTARY ?

DEFINITION

*Public notary for document authentication.*

SAMPLE QUERY

*“who else does mobile notary at home in DC for same-day?”*

CONSTRAINT STACK

- MOBILE
- AVAILABILITY
- PRICE
- DISTANCE

TOP 3 SOURCES

- 01 Notarize (Proof)
- 02 OneNotary
- 03 local

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Notarize/Proof ~70% online notary</p>	<p><b>INVENTORY</b></p> <p>Proof 4M+ notarizations</p>
<p><b>VALUATION</b></p> <p>Proof ~\$760M (2021)</p>	<p><b>TURNOVER</b></p> <p>n/a — private</p>

## WHO ELSE

# PAINTER ?

## DEFINITION

*A painter provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers painter near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 CertaPro

02 Five Star Painting

03 Angi

## MARKET SHAPE

## MARKET SHARE

CertaPro ~5% pro residential painting

## INVENTORY

CertaPro 350+ locations

## VALUATION

CertaPro private (FirstService Brands)

## TURNOVER

n/a

## WHO ELSE

## PHONE REPAIR ?

## DEFINITION

*Mobile device repair: screen, battery, water damage.*

## SAMPLE QUERY

*“who else does same-day iPhone screen repair in DC under \$250?”*

## CONSTRAINT STACK

DEVICE

TURNAROUND

PRICE

WARRANTY

## TOP 3 SOURCES

01 uBreakiFix

02 Apple Authorized

03 Best Buy Geek Squad

## MARKET SHAPE

## MARKET SHARE

uBreakiFix ~30% US franchised phone repair

## INVENTORY

uBreakiFix 700+ stores

## VALUATION

Asurion private (~\$22B est.)

## TURNOVER

Asurion ~\$10B est.

## WHO ELSE

# PHOTOGRAPHER ?

## DEFINITION

*Photo services for events, portraits, products.*

## SAMPLE QUERY

*“who else does wedding photography in DC under \$4k with edited delivery?”*

## CONSTRAINT STACK

TYPE

PRICE

DELIVERY

PORTFOLIO

## TOP 3 SOURCES

01 Local

02 Thumbtack

03 The Knot (weddings)

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

## PLAYGROUND ?

## DEFINITION

*A playground provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers playground near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

- 01 Public parks
- 02 Playgrounds.org
- 03 commercial e.g. KaBOOM!

## MARKET SHAPE

## MARKET SHARE

Public-sector dominated

## INVENTORY

n/a

## VALUATION

n/a — public

## TURNOVER

n/a

WHO ELSE

# PSYCHOLOGIST ?

DEFINITION

*A licensed mental-health practitioner for talk therapy.*

SAMPLE QUERY

*“who else does CBT for anxiety in DC under my plan?”*

CONSTRAINT STACK

- MODALITY
- INSURANCE
- TELEHEALTH
- AVAILABILITY

TOP 3 SOURCES

- 01 BetterHelp
- 02 Talkspace
- 03 Headway

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>BetterHelp ~50% online therapy; Talkspace ~15%</p>	<p><b>INVENTORY</b></p> <p>BetterHelp 35k+ therapists; Talkspace 10k+</p>
<p><b>VALUATION</b></p> <p>Talkspace ~\$300M mkt cap; BetterHelp (Teladoc) ~\$1B segment</p>	<p><b>TURNOVER</b></p> <p>BetterHelp ~\$1B (2023); Talkspace ~\$190M (2024)</p>

WHO ELSE

# REFUGEE ?

DEFINITION

*A refugee provider or service within the long-tail & edge cases domain.*

SAMPLE QUERY

*“who else offers refugee near me with strong reviews?”*

CONSTRAINT STACK

VARIABLE

TOP 3 SOURCES

- 01 UNHCR
- 02 IRC
- 03 Welcome.US

MARKET SHAPE

<p><b>MARKET SHARE</b></p> <p>Non-profit; intergovernmental</p>	<p><b>INVENTORY</b></p> <p>UNHCR 117M people of concern</p>
<p><b>VALUATION</b></p> <p>Non-profit</p>	<p><b>TURNOVER</b></p> <p>UNHCR ~\$5B (2024); IRC ~\$1B</p>

## WHO ELSE

## RELIGION ?

## DEFINITION

*A religion provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers religion near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Local houses of worship

02 YouVersion (Bible app)

03 Pray.com

## MARKET SHAPE

## MARKET SHARE

YouVersion ~600M Bible app installs

## INVENTORY

YouVersion 600M+

## VALUATION

YouVersion non-profit; Pray.com ~\$265M (2021)

## TURNOVER

n/a

## WHO ELSE

# RENTALS ?

## DEFINITION

*A rentals provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers rentals near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Airbnb

02 Vrbo

03 Apartments.com

## MARKET SHAPE

## MARKET SHARE

See Apartment + Travelling

## INVENTORY

See Apartment + Travelling

## VALUATION

See Apartment + Travelling

## TURNOVER

See Apartment + Travelling

## WHO ELSE

## REPAIR SHOP ?

## DEFINITION

*A repair shop provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers repair shop near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 iFixit

02 uBreakiFix (Asurion)

03 local

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; uBreakiFix leads US franchised electronics

## INVENTORY

uBreakiFix 700+ stores

## VALUATION

Asurion private (~\$22B est.)

## TURNOVER

Asurion ~\$10B est.

WHO ELSE

# SALE ?

DEFINITION

*A sale provider or service within the long-tail & edge cases domain.*

SAMPLE QUERY

*“who else offers sale near me with strong reviews?”*

CONSTRAINT STACK

VARIABLE

TOP 3 SOURCES

- 01 Amazon
- 02 eBay
- 03 Facebook Marketplace

MARKET SHAPE

<b>MARKET SHARE</b> See Flea Market	<b>INVENTORY</b> See Flea Market
<b>VALUATION</b> See Flea Market	<b>TURNOVER</b> See Flea Market

## WHO ELSE

## SECURITY ?

## DEFINITION

*A security provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers security near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Allied Universal

02 Securitas

03 G4S (Allied)

## MARKET SHAPE

## MARKET SHARE

Allied Universal ~25% US contract security; Securitas ~20%

## INVENTORY

Allied 800k+ employees; Securitas 358k+

## VALUATION

Allied private (~\$25B est.); Securitas ~\$5B mkt cap

## TURNOVER

Allied ~\$22B (2024); Securitas ~\$15B

## WHO ELSE

## SKILL XYZ ?

## DEFINITION

*A skill xyz provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers skill xyz near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Coursera

02 Udemy

03 YouTube

## MARKET SHAPE

## MARKET SHARE

See Online Course

## INVENTORY

See Online Course

## VALUATION

See Online Course

## TURNOVER

See Online Course

## WHO ELSE

## STARTUP ?

## DEFINITION

*A startup provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers startup near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 AngelList (Wellfound)

02 Crunchbase

03 Y Combinator

## MARKET SHAPE

## MARKET SHARE

Crunchbase dominant data; AngelList leads talent+SPVs

## INVENTORY

AngelList 100k+ startups; Crunchbase 3M+ companies

## VALUATION

AngelList ~\$4B (2022); Crunchbase ~\$700M (2024)

## TURNOVER

n/a

## WHO ELSE

# STREET ?

## DEFINITION

*A street provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers street near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Google Maps

02 Apple Maps

03 Waze

## MARKET SHAPE

## MARKET SHARE

Google Maps ~70% global navigation; Waze (Google) ~10%

## INVENTORY

Google Maps 1B+ MAU

## VALUATION

Alphabet ~\$2T

## TURNOVER

Maps part of GOOG

## WHO ELSE

# TAILOR ?

## DEFINITION

*Custom and alteration tailoring.*

## SAMPLE QUERY

*“who else does suit alterations in DC under \$80 for hem and waist?”*

## CONSTRAINT STACK

SERVICE

PRICE

TURNAROUND

DISTANCE

## TOP 3 SOURCES

01 Local

02 Indochino

03 Suitsupply

## MARKET SHAPE

## MARKET SHARE

Highly fragmented; Indochino leads online MTM

## INVENTORY

Indochino 80+ showrooms

## VALUATION

Indochino private (~\$200M est.)

## TURNOVER

n/a

## WHO ELSE

## THEATRE ?

## DEFINITION

*A theatre provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers theatre near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Broadway League

02 West End theatres

03 local

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

Broadway 41 theatres; West End 39 theatres

## VALUATION

n/a — production-by-production

## TURNOVER

Broadway ~\$1.5B (2023-24); West End ~£900M

## WHO ELSE

# TIMBERMAN ?

## DEFINITION

*A timberman provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers timberman near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Local

02 Angi

## MARKET SHAPE

## MARKET SHARE

Highly fragmented

## INVENTORY

n/a

## VALUATION

n/a

## TURNOVER

n/a

## WHO ELSE

## TOYS ?

## DEFINITION

*A toys provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers toys near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Amazon

02 Walmart

03 Target

## MARKET SHAPE

## MARKET SHARE

Amazon ~30% US toy retail; Walmart ~20%; Target ~15%

## INVENTORY

n/a SKU level

## VALUATION

AMZN ~\$2T; WMT ~\$700B; TGT ~\$60B

## TURNOVER

US toy market ~\$28B

WHO ELSE

# TRAINER ?

DEFINITION

*A trainer provider or service within the long-tail & edge cases domain.*

SAMPLE QUERY

*“who else offers trainer near me with strong reviews?”*

CONSTRAINT STACK

VARIABLE

TOP 3 SOURCES

01 See Personal Trainer

MARKET SHAPE

MARKET SHARE  
See Personal Trainer

INVENTORY  
See Personal Trainer

VALUATION  
See Personal Trainer

TURNOVER  
See Personal Trainer

## WHO ELSE

## TRAVELLING ?

## DEFINITION

*A travelling provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers travelling near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Booking.com

02 Expedia

03 Airbnb

## MARKET SHAPE

## MARKET SHARE

Booking ~40% global OTA bookings; Expedia ~25%; Airbnb ~15% (alt)

## INVENTORY

Booking 28M+ listings; Expedia 3M+; Airbnb 7.7M

## VALUATION

Booking ~\$170B; Expedia ~\$25B; Airbnb ~\$100B mkt cap

## TURNOVER

Booking ~\$24B (2024); Expedia ~\$14B; Airbnb ~\$11B

## WHO ELSE

# WORKSHOP ?

## DEFINITION

*A workshop provider or service within the long-tail & edge cases domain.*

## SAMPLE QUERY

*“who else offers workshop near me with strong reviews?”*

## CONSTRAINT STACK

VARIABLE

## TOP 3 SOURCES

01 Skillshare

02 Eventbrite

03 Meetup

## MARKET SHAPE

## MARKET SHARE

Eventbrite leads in-person workshop ticketing

## INVENTORY

Eventbrite 950k+ creators

## VALUATION

Eventbrite ~\$240M mkt cap

## TURNOVER

Eventbrite ~\$320M (2024)

WHOELSE.AI

# 506 questions. One graph beneath them.

---

*Every intent above is a node in the same graph. Every constraint is an edge. Every routing event teaches it.*

---

**TOBIAS MARTENS**

tm@whoelse.ai · +1 202 820 2151

WASHINGTON DC · SEED 2026