



BSAI

# BSAI PROJECT WITH JOLTFIX



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## EXECUTIVE SUMMARY

*JoltFix is an AI-powered on-demand platform for urgent home repairs, connecting customers to verified technicians in under three hours. The solution replaces today's fragmented, phone-based, opaque process with instant AI diagnosis, transparent pricing, and smart technician matching.*

At European level, the total home services market (repairs, maintenance, cleaning, smart home) is estimated at **€60.4B**, with **60%** of value concentrated in metropolitan areas. Within this, the **24/7 “urgent repair” core** represents **€6.5B**, and **Italy accounts for ~€1.8B** of the overall home services market. Italy combines three attractive features for JoltFix:

- High urban concentration and ageing housing stock, which increases repair needs.
- Strong digital and mobile penetration (over 80% of the population online, with mobile connections exceeding 130% of the population).
- Rapid growth of e-commerce and on-demand services (Italian e-commerce market expected to grow at ~10% CAGR through 2030).

Within this context, JoltFix targets an initial Serviceable Available Market (SAM) of **~€450M** in urban, time-sensitive repair jobs in Italy, with a near-term Serviceable Obtainable Market (SOM) of **€3–5M GMV** over the next 2–3 years as the company scales operations across Milan, Rome, Turin, and Florence.

## MARKET DEFINITION & SCOPE

### 2.1 Industry Definition

The home services market covers everything people need to keep their homes running smoothly, from plumbing and electrical fixes to cleaning, maintenance, and even smart-home setups. Within that, the urgent repair segment is all about the moments when something breaks and you can't wait days for help, like a leak spreading across the floor, a sudden power outage, or a lock that won't open. That's the space JoltFix focuses on the stressful, time-sensitive problems where homeowners just want someone reliable to show up quickly and fix the issue, ideally within a few hours.

### 2.2 Geographic Scope

The core focus is Italy, starting from large metropolitan areas: Milan, Rome, Turin, Florence. The medium-term expansion geography includes other Italian urban centers, then Spain (Madrid, Barcelona) as per company roadmap.

### 2.3 Customer Segments

#### B2C:

- Tenants and homeowners in multi-family buildings and urban houses.
- High smartphone usage, accustomed to on-demand services

#### B2B:

- Property managers and Airbnb or short-stay hosts.
- Condominium administrators.
- Insurance companies and utilities needing rapid intervention partners.
- Companies and offices requiring facility maintenance plans.



## MARKET SIZING – ITALY

### 3.2 Total Addressable Market (TAM)

We define TAM (Italy) for JoltFix as the full spend on home services (repairs, maintenance, cleaning, smart home) within Italy, as per the company's existing estimate of **€1.8B**.

This includes:

- All residential households (urban and non-urban).
- All types of home services, regardless of booking channel (phone, offline, digital).

### 3.3 Serviceable Avail. Market (SAM)

Key narrowing assumptions:

1. Urban concentration: ~60% of European home services value is in metropolitan areas; we apply the same ratio to Italy. → Urban home services ≈ €1.08B (60% of €1.8B).
2. Focus on repairs vs. broader services: JoltFix initially focuses on urgent repairs; cleaning and some maintenances are out of scope. Assuming repairs represent ~40–50% of total home service value, we estimate an urban repair market of €430–540M.
3. Time-sensitive / urgent jobs (<3h): Within repair demand, a subset is time-critical (e.g., leaks, power failures, lockouts). For a conservative SAM, we consider the entire urban repair segment as addressable, acknowledging that JoltFix can also serve scheduled repairs ("FixLater" product).

On this basis, we propose a working SAM for Italy of ~€450M (urban repair-focused home services spend).

### 3.4 Serviceable Obtain. Market (SOM)

SOM reflects the realistic share JoltFix can capture in its first 2–3 years, considering operational capacity and go-to-market strategy. Operational benchmarks from the provided roadmap and financial projections:

- Average ticket: €120 per job; JoltFix takes a 15% commission → €18 net revenue/job.
- Year 1: 8,000 jobs → ~€960k GMV, €144k net revenue.
- Medium-term (post-expansion in Italy): approx. 3,000 jobs/month (36,000 jobs/year) → €4.3M GMV, ~€650k net rev.

Relative to the €450M SAM, this implies:

- Year 1 SOM: ~€1M GMV → ~0.2% SAM penetration.
- Medium-term SOM: €3–5M GMV → 0.7–1.1% of SAM.

### 3.5 Survey Market Research:

We conducted direct interviews with approximately 10 property managers and condominiums to validate pricing and service models, with the intent to re-contact high-intent prospects to assess willingness to adopt JoltFix as a solution for home repairs. Across property managers and agencies managing ~20–80+ units, repair volumes range from a few jobs per month to hundreds, with most relying on trusted technicians but facing typical response times of 3–5 days (sometimes longer) and limited price transparency. Despite this, interest is high among property managers and larger agencies for subscription-based or on-demand pricing models that reduce wait times and centralize repairs, while smaller agencies already equipped with in-house or trusted technicians show lower adoption intent.



## CUSTOMER SEGMENTATION

### 4.1 B2C

Urban households are the core of early-stage demand. Key characteristics:

#### High digital readiness:

- Over 80% of the Italian population is online, mobile connections exceed total population, indicating near ubiquitous access to smartphones. Widespread use of messaging, ride hailing, and food-delivery apps forms a behavioral foundation for app-based repairs.

#### Pain points in current journey:

- Difficulty finding reliable, vetted technicians. Long waiting times (2–5 days even for urgent issues).
- Opaque, often inflated pricing.
- Fragmented experience (calls, manual quotes, no tracking).

#### Customer value proposition of JoltFix:

- Instant, AI-assisted diagnosis from photos with upfront transparent pricing.
- Smart matching to verified technicians with <3-hour response for urgent cases.
- App-based journey with real-time tracking and feedback.

### 4.2 B2B

For professional managers of multiple properties, the challenges are:

- Coordinating multiple technicians across different locations.
- Ensuring quick turnaround to maintain guest satisfaction and ratings.
- Managing invoices, documentation, and service quality.

JoltFix addresses these through:

- Tailored B2B plans (e.g., €300/month for 15 apartments).
- Priority response for urgent interventions.
- Centralized digital interface and reporting across all units.

### 4.3 Condominiums, Insurers & Firms

- Condominiums: Require predictable, legally compliant maintenance and emergency coverage. JoltFix offers flat annual emergency coverage (e.g., ~€2,500/year per building).
- Insurers and utilities: Need rapid, standardized interventions for covered events, with reliable SLAs and cost control.
- Companies and offices: Demand facility maintenance plans (estimated €4,000–12,000/year per company).

These B2B clients bring higher ticket sizes and recurring revenue, supporting JoltFix's pay-per-use B2C foundation.

## MARKET DYNAMICS & TRENDS

### 5.1 Digital Adoption in Italy

- Italy counts more than 50 million internet users, with penetration above 80%, and a large share of the population active on social media and mobile.
- The national e-commerce market is expected to grow from around USD 110B in 2025 to nearly USD 180B by 2030, at ~9.7% CAGR, demonstrating strong momentum in online purchasing and digital payments.
- Although Italy's overall digital skills still lag the EU average, ongoing public and private investments are pushing gradual improvement, as monitored via the EU's Digital Economy and Society Index (DESI).

So, urban Italian consumers are digitally ready for app-based services, but the home repair space remains under-digitized, leaving room for first-mover advantage.



## 5.2 Structure & Age of Housing Stock

Italy has a high proportion of older residential buildings, especially in city centers. Older stock tends to require more frequent repairs (plumbing, electrical, heating).

Many residents are apartment dwellers reliant on condominium administrators or ad-hoc technicians, usually reached via phone and word-of-mouth.

Therefore, there is high structural demand, but discovery and coordination are inefficient: perfectly suited to a platform with verified technicians and instant matching.

## 5.3 Technology and AI in Home Services

The current state of technology in home repair in Italy and across Europe is characterized by phone-based bookings and manual dispatching; limited real-time matching (jobs are often scheduled for days later) and minimal use of pricing algorithms or AI-based triage.

## CONCLUSION

Italy offers a genuinely promising landscape for JoltFix, with about €450M in urban repair demand sitting inside a wider €1.8B national home-services market and an even larger €60B opportunity across Europe. What makes Italy especially attractive is the mix of digitally savvy consumers, a repair industry that's still quite fragmented, and a clear desire for faster, more reliable help when something breaks at home. Even securing a modest 0.7–1.1% share of the serviceable market over the next few years would already mean €3–5M in annual GMV, with meaningful room to grow further through B2B partnerships, nationwide expansion, and eventually moving into Spain.