A swiss startup, Muvzilla, is offering a compelling solution to small services companies, specifically to the home services businesses who rely more and more on online lead generators for business: **a platform that generates leads for free** and an all-in-one software to manage their businesses. Muvzilla is a Zürich based startup founded in 2020.

The company started as an on-demand delivery marketplace for bulky items and added local, international removals to its portfolio. The company **achieved high 6-digit turnover** already, scored a contract as a service provider with a big e-commerce player and employs 4 people in its Zurich office.

After their initial experience with companies in moving, cleaning and re-cycling industries, the company set its sights on developing a marketplace for on-demand home services vertical to be able to improve the lives of small home services companies. This vertical includes moving, cleaning, painting, house improvement & maintenance, plumbing, HVAC, gardening businesses etc. Online on-demand home services industry will grow close to 50% annually through 2027 according to Research and Markets. More and more people prefer to search and book a service professional online. Although the service professionals rely more and more on online leads, their earnings are suffering due to the high costs of lead generation platforms / marketplaces. Many go bankrupt or work at cost to be able to compete. Also, the lack of an all-in-one software that provides tailored solutions to their problems is costing them many wasted hours per week. The automation of manual processes could lead to 20% more free time for small services businesses.

Muvzilla's solution is a mobile friendly enterprise software with field service functionality and a marketplace to generate leads for its partners. The marketplace will be live by end of January, 2022 and the first version of the software will be out by end of March, 2022. As an enterprise software provider **Muvzilla will do something new and will provide MaaS (Marketing as a Service) to its subscribers.**

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