



Kam Karwao

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Incubator pitch.

Post a home job. Nearby professionals bid. You hire.

Islamabad first. Electrician, plumber, AC. Product is built. Density is the next job.

INCUBATOR DECK

NOT A RAISE DECK

SOM PKR 50M

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What we do, in one breath.

Kam Karwao is a city app where people post home-service jobs and nearby electricians, plumbers, and AC techs bid so you can hire and get the work done.

Think inDrive-style bidding, for the house. We are the middleman: trust on supply, a bid ledger, and a wallet for a later take.

Where

Islamabad first, cities only

Who

Households ♦ Professionals

Trades

Electrician · Plumber · AC

The incumbent is WhatsApp, not another catalog app.

When something breaks at home in a Pakistani city, people still use a neighbour's WhatsApp. Price stays fuzzy until someone is at the door. Who came and what was agreed vanishes in chat. Catalog apps are not the real rival. They dispatch a fixed price. The miss is that households want competing bids nearby and want to choose before anyone arrives, the way inDrive works, but for the house.

Fuzzy price

Cost stays unclear until someone is already at the door.

No ledger

Who came and what was agreed disappears in chat.

Wrong rival

Catalogs dispatch a SKU. Households want competing bids nearby.

Post. Bid. Pick. Done.

1

Post

Job, pin, category. About 30 seconds.

2

Bid

Verified pros within about 5 km send a price.

3

Pick

Household chooses on price, distance, trust.

4

Done

Work on the record. Wallet ready for a later take.

Customers post a home job for an electrician, plumber, or AC tech. Verified professionals within about 5 km send bids. You compare offers, pick one, and the job runs on the platform with a clear price and record instead of WhatsApp. We are the middleman: trust on supply, a bid ledger, and a wallet for later take. Not a catalog that dispatches a fixed price.

Who we serve.

Primary: city households in Islamabad (adults 18+) who need an electrician, plumber, or AC technician and today still call a neighbour's WhatsApp. Secondary: local CNIC-checked professionals in those three trades who want nearby jobs without cold calling.

Brand hero

The household that needs work done now. English + Urdu. Adults 18+.

Supply engine

CNIC-checked professionals. Field visit before we send them to a neighbour's home.

WhatsApp wins today. Catalogs are not the same product.

The real competitor is WhatsApp and a neighbour’s number. App rivals are fixed price catalogs like Karsaaz and Urban Company style booking, plus OLX style hunting. We run local bids within about 5 km so the household sees prices and chooses before anyone arrives.

	WhatsApp / neighbour	Catalog apps	Kam Karwao
Price	At the door	List / dispatch	Bids you see first
Record	Chat scrolls away	Booking SKU	Ledger on the job
Model	Informal	Directory / dispatch	Bid marketplace
Radius	Whoever answers	Citywide list	About 5 km

Mechanic ♦ supply bar ♦ working stack.

We win on the mechanic and the supply bar, not a patent. Customer-side bidding inside about 5 km, with CNIC-checked and field-visited professionals, is rare where WhatsApp and fixed-price catalogs dominate. The consumer app, Admin desk, and wallet rail are already live, so one city sector of jobs and bids becomes proprietary local demand data before we expand.

Bidding loop

Customer-side offers inside about 5 km.

Trust bar

CNIC + field visit before Pros go live.

Stack owned

App, API, Admin, wallet already running.

Local data

Sector jobs and bids compound into a moat.

Shipping weekly. Not inventing GMV.

Shipped rapid QA builds of the consumer app on Android and iOS TestFlight (through 1.0.64+), fixed physical-device crashes and session loops, and hardened the hire loop (accept bids, hired map with directions, in-job chat with photos). Advanced store readiness (Play-signed AAB on disk, privacy/terms, report and block). Prepared investor materials and G-15 door flyers. Product is built; no invented live GMV.

Technical milestones

Working product beyond prototype: live API with realtime bidding (api.kamkarwao.com), iOS/Android Customer+Professional app with QA and TestFlight builds, Admin desk, wallet rails, CNIC/pro checks, waitlist site. Play-signed AAB on disk. No patent. No invented live GMV.

SOM we will defend: PKR 50M.

18-month SOM

PKR 50M

25,000 jobs × PKR 2,000

Islamabad / twin cities · 3 trades

What this is not

Not live GMV today.

Not year-one platform revenue (take starts later).

Not the full twin-city SAM (~PKR 1.6B).

Ticket from local Islamabad price lists.

SOM = 25,000 completed jobs × PKR 2,000 = PKR 50M (about \$179k). 18-month Islamabad / twin-city launch plan for electrician, plumber, and AC only. Plan target, not live GMV. Not the full twin-city launch SAM of about PKR 1.6B.

What we stopped believing.

What did not work

Wide catalog thinking did not work for us: many services, citywide coverage, and store QR codes before the app was live. Empty maps and empty bids kill trust at the door. We learned not to pitch households before nearby professionals are seeded. Now we stay on three trades, one sector at a time, pros first, and no store promises until the links are real.

Belief change

Six months ago I assumed households mainly cared about the cheapest handyman and would behave like a fixed-price catalog shopper. I no longer believe that. What they actually protect is trust and clarity: who is coming, what it will cost before anyone is at the door, and that someone nearby can actually show up.

Built by the founder. Ready to show.

Hamza Khan, founder. Built the product end to end (consumer app, API, Admin). Company frame: Protovoid. Islamabad-based. Looking for the right co-founder / advisor seat as density grows.

QA builds (Android)

<https://kamkarwao-web.hamza-khan-669.workers.dev/qa/>

Public site / waitlist

<https://kamkarwao.com>

API health

<https://api.kamkarwao.com/health/>

iOS is TestFlight by invite. New Professional CNIC approval still uses our Admin desk. Pins only work in live serviceable areas.



What we want from an incubator

We want an incubator that helps us densify one Islamabad sector, get store distribution right, and pressure-test the month-13 take switch without inventing GMV. Mentorship on supply seeding, local GTM, and capital readiness.

Density in one sector. Honest store path. Mentorship on supply and GTM.
Capital readiness without fake traction.

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