



H Hogarú



Women in Gig Work

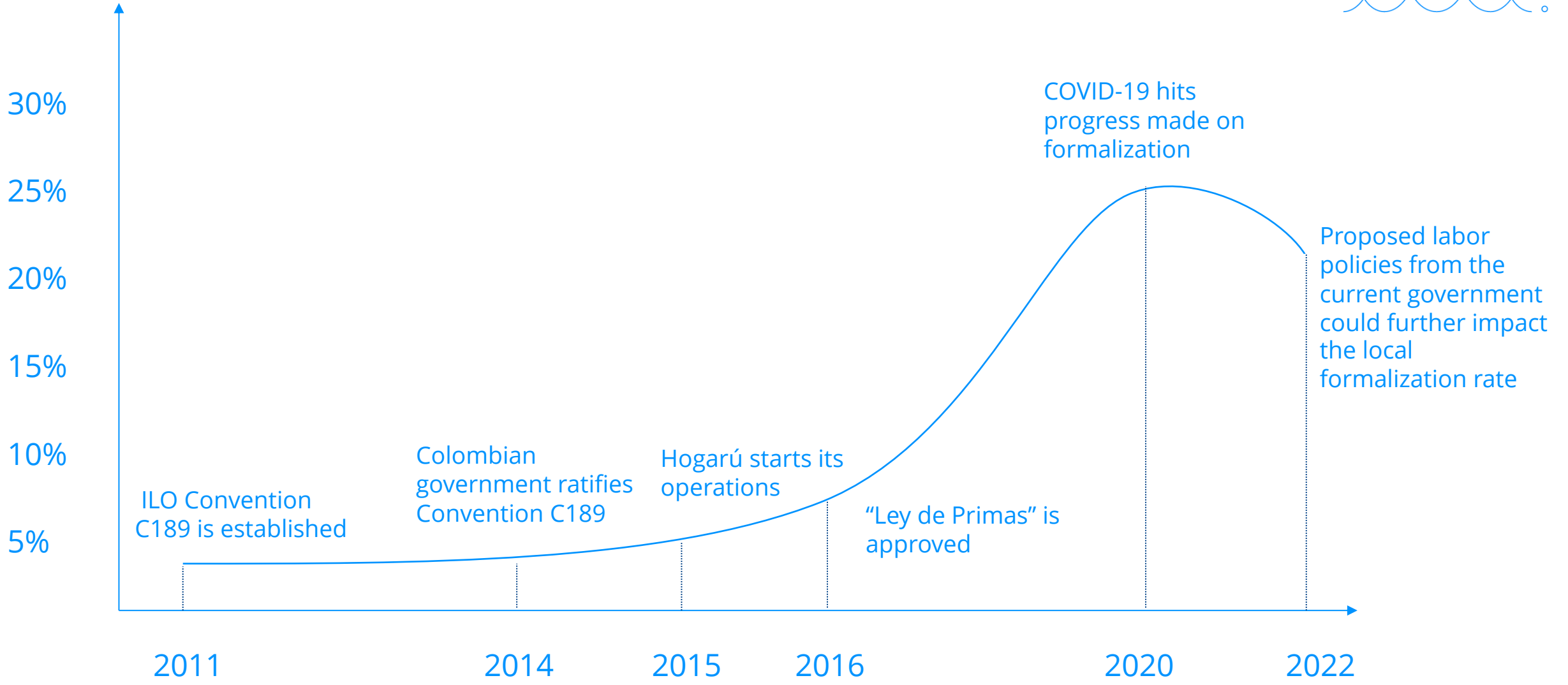
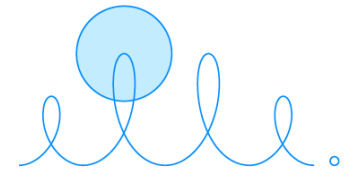
October 27th, 2022

There are 18 million* female domestic workers in LATAM, 78% of which don't have access to social security



Helping them build a basic safety net not only impacts their lives, but also their family's lives

Domestic worker formalization rate in Colombia (%)



More than **230,000 women** have had access to our **home care ecosystem** during the past 8 years, of which more than **8,000 have directly benefited** from it.

Home
Professional

 **Hogarú Limpia**

 **Hogarú Encuentra**

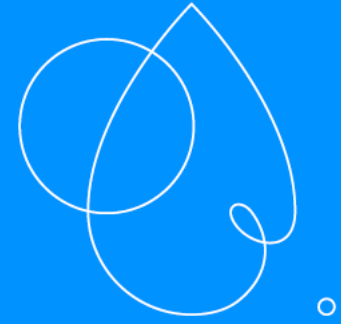
 **Hogarú Aporta**

 **Hogarú Cuida**

Customer



Balance in a two-sided marketplace



Home
Professional

Customer

Our North Star Metric is the **number of weekly hours spent in a *marriage***, symbolizing that both the customer and the professional are happy with this relationship and plan to preserve it moving forward.

Background
Check

Selection
Process

Hiring and
Formalization

Training

Relationship
Management



42%

Of our workers are the **single source of income** for their homes.



91%

Of our workers **increased their income** when they started working with us.



63%

Of our workers **received social security benefits** for the first time at Hogarú.

agradecida **ami** **apartamento** apto asesora ayuda ayudando bachiller **bachillerato** bendiciones
brinda brindarle buen **cada** **calidad** carrera carro **casa** casita compra
comprar comprarme compre conseguir construir crear **cumplir** da dado
dar **darle** darles dedicacion **dios** disciplina **economica** educacion eh
empresa espero **estabilidad** estable estudiando estudiar estudio
estudios exitos familia feliz **futuro** **gracias** guerrera hacer hermana **hija**
hijo **hijos** **hogaru** hogarun hola ir laboral **lograr** lograre
lugar mejorar metas **moto** negocio objetivo obtener **oportunidad** pagar
poder programadas **propia** propio pues **quiero** realida realizar realizo
sacar salir **seguir** soy sueno **suenos** superarme tecnico **tener**
terminar termine trabajando trabajar **trabajo** universidad
vida vivienda voy

Our impact goes
beyond economic
gains. We support our
workers goals and
dreams

