

G&J HomeCut — Revenue Forecast

Toronto launch to provincial expansion analysis · **Platform take rate: 30%** (barbers retain 70%)

EXECUTIVE SUMMARY

G&J HomeCut is a mobile, at-home grooming marketplace. We are not the barber — we operate the demand, matching and trust layer, and earn a **30% platform commission** on every completed booking. At an average ticket of ~\$72, the platform earns **\$21.60 per booking** and the barber keeps \$50.40 — still materially better per hour than chair rent plus walk-in dependence, because we remove idle time and travel guesswork.

The global mobile barber market was valued at \$1.5B in 2025 and is projected to reach \$2.8B by 2033 (7.5% CAGR). Canada's hair and nail salon sector is projected at C\$5.8B in 2025. Year 1 Toronto base case: 8 active barbers at 5 bookings/day produces ~\$541K in gross bookings and **~\$162K in platform revenue**. Conservative case lands at **~\$81K**; optimistic at **~\$456K**.

MARKET CONTEXT — CANADA HAIR & BARBER SERVICES

Metric	Value	Note
Canada hair & nail market	C\$5.8B	2025 projected size
Mobile barber CAGR	10.7%	Global 2025–2029
GTA population	6.5M	2025 metro area
Avg household income	\$97K	Toronto CMA

PRICING STRUCTURE — PER BOOKING VALUE

Line item	Customer price	Platform share (30%)	Barber share (70%)
Male haircut (base)	\$49	\$14.70	\$34.30
Female haircut (base)	\$80	\$24.00	\$56.00
Beard trim add-on	\$18	\$5.40	\$12.60
Wash & style add-on	\$15–\$25	\$4.50–\$7.50	\$10.50–\$17.50
Hair colour add-on	\$45–\$75	\$13.50–\$22.50	\$31.50–\$52.50
Travel fee (beyond 5km)	+\$1/km	pass-through	+\$1/km
Avg. booking value (mix)	~\$72	\$21.60	\$50.40

REVENUE MODEL ASSUMPTIONS — TORONTO LAUNCH

Assumption	Value
Platform take rate	30% of gross bookings
Barber retention	70% of gross bookings
Barbers onboarded (year 1)	5–15 active
Bookings/barber/day	4–6
Active days/barber/week	5
Add-on attach rate	35% of bookings
Avg ticket with add-ons	~\$72

YEAR 1 TORONTO — THREE SCENARIOS

Scenario	Supply	Gross bookings	Platform revenue (30%)	Barber pool
Conservative	5 barbers · 4/day	\$270K	\$81K	\$189K
Base case	8 barbers · 5/day	\$541K	\$162K	\$379K
Optimistic	15 barbers · 6/day	\$1.52M	\$456K	\$1.06M

Per-barber economics, base case: ~1,300 bookings/year each · ~\$93.6K gross · **\$65.5K retained by the barber** · \$28.1K to the platform.

3-YEAR GROWTH ROADMAP — PLATFORM REVENUE (30%)

Phase	Focus	Gross bookings	Platform revenue
Phase 1 — Year 1	Toronto core · 8–15 barbers	\$541K–\$1.52M	\$162K–\$456K
Phase 2 — Year 2	GTA + Ottawa · 30–50 barbers	\$1.9M–\$4.1M	\$573K–\$1.23M
Phase 3 — Year 3	National · Vancouver, Calgary, MTL	\$5.5M–\$13.6M	\$1.64M–\$4.09M

Base-case trajectory at a 30% take rate: **Year 1 \$162K, Year 2 \$573K, Year 3 \$1.64M** in platform revenue, on \$541K, \$1.9M and \$5.5M of gross bookings.

PROVINCIAL EXPANSION — ADDRESSABLE MARKET

Region	Market size	Revenue at 1% share
Ontario (Toronto + GTA base)	\$3.1B · ~33% of Canada pop	\$9.3M
British Columbia (Vancouver)	\$700M+ · high avg income	\$2.1M
Quebec (Montreal)	\$600M+ · bilingual opportunity	\$1.8M
Alberta (Calgary + Edmonton)	\$450M+ · high disposable income	\$1.35M

Other provinces	\$300M+ combined	\$0.9M
-----------------	------------------	--------

KEY REVENUE LEVERS

Lever	Impact	Platform revenue effect (30%)
Subscription (\$99/mo = 2 cuts)	+30% LTV	+\$29.70/member/mo
Corporate / office bulk accounts	\$500–\$1,500 per visit	\$150–\$450 per visit
Event and wedding packages	\$300–\$800 per event	\$90–\$240 per event
Group / household bookings	+\$40–\$100 per visit	+\$12–\$30 per visit
Premium barber tier surcharge	+\$10–\$20 per booking	+\$3–\$6 per booking
Barber SaaS/tools subscription	\$29–\$49/mo/barber	full margin, off take rate

BOTTOM LINE

At a 30% take rate, conservative Year 1 Toronto delivers ~\$81K in platform revenue and the base case ~\$162K. With corporate accounts, group bookings and subscriptions activated, **\$400K+ in Year 1** platform revenue is realistic. By Year 3 with national expansion, **\$2.7M+ annually** is a credible target. The constraint is barber-side supply and marketing spend — not product: the platform infrastructure is already ahead of most competitors in this category.