

A Work Project, presented as part of the requirements for the Award of a Master's degree in
Finance from the Nova School of Business and Economics.



DAYON, A DIGITAL MARKETPLACE FOR OCCASIONAL WORK

PROBLEM-SOLUTION FIT, FIELD-BASED MARKET VALIDATION, STRATEGIC VISION

Maria Semedo Pereira da Silva Ferreira

Work project carried out under the supervision of:

Francisco Queiró

January 2025

Abstract

This Work Project presents DayON, a digital marketplace addressing inefficiencies in occasional work by connecting students' availability with employers' temporary labour needs. Using availability-based matching, transparent communication, and mutual evaluation, DayON improves coordination, trust, and speed in short-duration work. The project combines market validation and platform development to demonstrate a scalable, student-centred marketplace model.

Keywords

Occasional work; Digital marketplace; Matching efficiency; Simplicity; Trust mechanisms; Scorecard; Platform design; Availability-based matching; Transparency; User communication; Purpose-driven platform.

This work used infrastructure and resources funded by Fundação para a Ciência e a Tecnologia (UID/ECO/00124/2013, UID/ECO/00124/2019 and Social Sciences DataLab, Project 22209), POR Lisboa (LISBOA-01-0145-FEDER-007722 and Social Sciences DataLab, Project 22209) and POR Norte (Social Sciences DataLab, Project 22209).

Contents

1.0 Company Purpose	2
2.0 The Problem	3
3.0 The Solution	5
4.0 Market Validation and Field-Based Business Development	19
5.0 Why Now	26
6.0 Risk & Solutions	28
7.0 The Team	30
8.0 Vision	32

1.0 Company Purpose

DayON’s purpose is to connect temporary needs with temporary availability, enabling young people to work, earn, and grow through occasional, accessible opportunities.

DayON connects students and young adults who have a few free hours and wish to earn pocket money with entities, from businesses to individuals and associations, that require occasional, hands-on help. By facilitating these short-term and practical engagements, DayON promotes a culture in which occasional work is recognised as a legitimate and valuable form of participation in the economy, rather than as informal or precarious activity.

In Europe, student jobs have become a common complement to academic life. According to Eurostat (2023), around one in four young Europeans (aged 15–29) engage in some form of paid student job while studying. However, significant regional disparities persist. In countries such as the Netherlands, where flexible student job systems are well established, participation reaches over 70%, reflecting strong cultural and institutional support for early professional experience. In Portugal, by contrast, engagement in student jobs remains comparatively rare, with participation

levels among the lowest in Europe. This structural gap delays students' first contact with the labour market, reduces early employability, and limits overall economic dynamism.

DayON seeks to redefine this reality by offering a transparent, trustworthy, and efficient digital platform that facilitates occasional work in a dignified way. By bridging education and work, DayON helps students develop soft skills, and a sense of autonomy that complement academic learning. This early contact with the world of work strengthens employability, accelerates the transition from education to professional life, and nurtures a generation that is more confident, resourceful, and economically engaged.

2.0 The Problem

At its core, the occasional work market is not constrained by a lack of supply or demand, but by persistent inefficiency in connecting the two. This is a classic two-sided market mismatch: students are willing to work occasionally, and employers recurrently need short-term help, yet both sides rarely intersect through a structured, reliable channel. Similar coordination failures have historically given rise to transformative digital platforms. Amazon reduced friction between sellers and buyers at scale, Airbnb matched underused living space with travellers, and Uber connected drivers' capacity with on-demand riders, each by creating transparency, trust, and reach between two previously disconnected sides of the market. Occasional work reflects the same underlying inefficiency: supply and demand coexist, but the absence of an effective intermediary prevents the market from functioning smoothly, generating frustration on both sides.

On the supply side, a large pool of students seeks flexible, short-term opportunities to earn income and gain early work experience but lacks a marketplace that consistently aggregates and operationalises these opportunities. On the demand side, businesses, local organisations, and

individual employers often require occasional support for simple, low-skill, and unpredictable tasks, assisting at events, helping at fairs or kiosks, distributing water during sports races, supporting restaurants or bars during peak hours, giving directions at festivals, serving as a driver at weddings, or taking part in temporary initiatives like book fairs or flyer distribution, yet they struggle to access a transparent and reliable source of temporary labour

2.1 Fragmented and Informal Channels for Occasional Work

On the employer side, existing channels often generate unnecessary friction. Traditional staffing agencies are typically slow, expensive, and optimised for medium or long-term placements rather than on-demand support. Their processes involve multiple intermediaries, delayed response times, and high service fees that do not align with the low-ticket, short-duration nature of occasional work. Digital alternatives, though more accessible, frequently present their own barriers: complex interfaces, lengthy forms, unclear job categorisation, and an excess of irrelevant features that complicate rather than streamline the hiring process. Employers repeatedly report feeling “lost” within these systems, uncertain about how to post opportunities efficiently, how to evaluate candidates quickly, or how to ensure that the right profiles see their offers at the right time. As a result, many revert to informal networks, asking friends, posting in WhatsApp groups, or relying on word-of-mouth, which, while simple, are unreliable, unscalable, and opaque.

On the worker side, the experience is equally fragmented. Many platforms demand extensive documentation, CV uploads, profile optimisation, or multi-step applications that are disproportionate to the nature of the job. Students often describe existing solutions as “too much work for too little payoff”, noting that informal channels, despite their chaos, at least provide some immediacy. The lack of a centralised, clean, and personalised interface means that students waste considerable time filtering irrelevant opportunities, revisiting multiple groups, or chasing

ambiguous job descriptions. Without a structured mechanism to view only compatible opportunities, matching their availability, location, and interests, workers are burdened by noise, inefficiency, and a trial-and-error approach to job discovery.

Beyond user-interface complexity, a deeper issue persists: no platform provides real proximity or ongoing support. When jobs go wrong, when details are unclear, or when expectations diverge, neither workers nor employers have access to a responsive entity overseeing the process. This absence of a “visible operator” means problems accumulate informally, trust diminishes, and the market remains fragile. The result is a system where both sides feel abandoned in moments of uncertainty, reinforcing the perception that occasional work is inherently disorganised.

In essence, the current market suffers not just from informational asymmetry or matching inefficiency but from a broader lack of operational simplicity. There is no platform that is simultaneously intuitive, fast, personalised, and supported by a moderating entity capable of ensuring order, clarity, and trust. This gap represents one of the most significant frictions in today’s occasional work system and sets the stage for a solution that prioritises usability, transparency, and proximity from end to end.

3.0 The Solution

3.1 Addressing the Market Mismatch: A Targeted Digital Marketplace

The development of DayON originated from a practical and deeply relatable insight: both sides of the occasional work market, students seeking flexible income and employers needing short-notice support, struggle to connect efficiently, transparently, and fairly. The team’s *eureka moment* came when this Work Project framework, introduced by Professor Francisco Queiró, provided the *academic momentum* to structure what had long been a latent idea. Transforming the project into a

research-driven venture forced a disciplined approach to addressing a well-defined market inefficiency, converting informal frustrations into a coherent entrepreneurial solution.

As the founders advanced in fieldwork, the initial intention of covering the entire occasional work pipeline, from matching to contracting, payment, and compliance, evolved substantially. After several months conducting interviews, shadowing operational routines, and speaking with market operators, it became increasingly clear that the market lacks an efficient point of contact for short-term, on-demand needs. Employers repeatedly emphasised that, while long-term hiring is stable and structured, last-minute, low-skill opportunities remain highly fragmented, informal, and costly to coordinate. Students echoed the same frustration: they are available but cannot access the right opportunities at the right moment.

Conversations with Pedro Empis, Executive Director at Randstad Portugal, were especially clarifying. By explaining the operational complexity, cost structure, and regulatory exposure inherent to full-service staffing agencies, he reinforced that a young digital platform should not attempt to replicate the agency model. Instead, the real gap, and the real value creation opportunity, lies in the first link of the chain: discovery, matching, filtering, and reputation credibility. The labour market already provides multiple solutions for contracts and payments; what is missing is a simple, reliable, data-driven mechanism that efficiently connects supply and demand in the short-term work segment.

This insight was strengthened by guidance received from Margarida Menezes, founder of BabySisters, who framed DayON's mission through a compelling metaphor: "Imagine you are building a machine that turns a pig into ham. Your job is to build the best machine in the world, one that understands every step, is perfectly oiled, and never produces inconsistent slices." Applied

to the occasional work market, this means deeply understanding the user journey, identifying the exact friction points, and building an impeccable mechanism for matching, not an all-in-one system that tries to solve every adjacent problem. This perspective helped crystallise DayON's focus on perfecting the initial matching engine before scaling into any additional features the market may later require.

DayON's central value proposition, therefore, focuses exclusively on the part of the process where digital technology can meaningfully transform user experience: matching students' real availability with employers' short-term needs, supported by transparent information, reputational mechanisms, and simple workflows. The platform does *not* intervene in payments, contracts, or insurance; it remains a pure digital marketplace whose purpose is to make the first step, the point of contact, effective, trusted, and frictionless. Importantly, this strategic focus reflects the current best assessment of where DayON creates the most value. However, the founders remain fully open to adapting the platform as market needs evolve. For now, the priority is to master the foundation: building the most reliable, transparent, and efficient matching engine for occasional work.

3.2 Platform Development and Technological Architecture

The project's first technical phase originated in a Master's programming assignment, where the team developed an availability-matching feature for medical consultations, an experience that accelerated learning and provided the initial foundation for DayON's prototype logic, as detailed in Appendix A. To move from an academic prototype to a real platform, the team prioritised in-house technical capability and drew lessons from international startup cases, often citing Airbnb as an example where early internal development enabled faster iteration, cost control, and continuous problem-solving. Following this logic, Maria and João invited Sérgio to join as an early technical

co-founder. With prior programming experience, including digital game development, he helped the team build the first working version through a hands-on, experimental approach, with all three founders contributing to coding, testing, and feature design.

The team then transitioned from prototype to a more robust web architecture. The platform was built using Django (Python backend) with a standard web frontend (HTML/CSS) and a SQL database for structured, reliable data management. Django was selected for both robustness and proven scalability, reinforced by well-known early adopters such as Instagram and Dropbox. Throughout this phase, key functionalities were delivered iteratively, user profiles, availability management, job posting, candidate selection logic, and administrative dashboards, through an agile, feedback-driven development process.

Hosting and deployment constituted one of the most technically demanding phases of development. After exploring multiple alternatives and experiencing early instability during deployment trials, the team held a dedicated meeting with Railway's support staff to assess its suitability. Railway was ultimately selected as DayON's primary hosting provider due to its strong balance of flexibility, affordability, and seamless integration with Django-based applications. This decision ensured that the platform could scale incrementally while keeping infrastructure costs manageable during the initial bootstrapped phase.

To secure ownership of the brand and enable professional communication channels, the team acquired the domain *dayon.pt* through OVH. OVH maintains an integrated partnership with Zimbra for email hosting, allowing the team to create an institutional email account at minimal cost. However, because Zimbra email servers have weaker deliverability reputations compared with enterprise-grade providers, the domain began triggering Gmail's spam filters. As a result, essential messages, including company presentations, meeting invitations, and account confirmation emails,

were frequently flagged or fully blocked, creating communication frictions during the pilot stage. To compensate for this structural constraint, the founders temporarily relied on a hybrid communication model: key emails were sent manually from personal accounts, while operational coordination with users was complemented by WhatsApp, Instagram, and a dedicated company phone line to preserve a responsive, youth-centred communication approach.

Today, DayON is fully functional and publicly accessible at www.dayon.pt, and the platform's full source code is provided in Appendix B. In addition, the brand and logo were reviewed by a professional team and have already been registered with the Instituto Nacional da Propriedade Industrial (INPI), as shown in Appendix C. The platform is already used by both sides of the market: employers have posted real opportunities, hundreds of students have created profiles and set availability, and DayON has facilitated its first completed jobs, generating valuable operational feedback. To capture this feedback systematically, the platform also includes a dedicated section where users can share their experiences and suggest improvements.

Crucially, product development is organised around a weekly release cycle. Maria e João collects needs and pain points directly from employers in the field, identify what users value most, and then align with Sérgio on what is technically feasible and how it should be implemented on the platform. Development is shared across the founders: each member codes their assigned changes, updates are committed to the codebase, and improvements are published through weekly upgrades.

The internal chat module, designed to centralise communication and prevent coordination outside the platform, is currently under active development. Until its full release, after a match occurs, the system temporarily provides employers and workers with direct contact information for logistical coordination during the early operational phase. The same iterative logic applies to other upcoming

features: geo-matching, mobile optimisation, and native iOS/Android applications are all planned for release as platform liquidity increases, and user needs become more differentiated.

In the medium term, after an investment round, DayON plans to migrate email operations to a more robust infrastructure such as Google Workspace to improve deliverability, authentication, and automation. This will enable reliable large-scale transactional messaging (e.g., acceptance notifications, job confirmations, system alerts, and two-factor authentication). The same post-investment roadmap includes upgrading hosting capacity and implementing a higher level of monitoring and security to ensure long-term stability, professionalism, and scalability.

3.3 Unlocking Working Supply through Availability-Based Matching

DayON's matching model is built around the key insight that students do not search for work based on job titles but based on when they are available. Users put their availability slots, while employers publish opportunities with fixed schedules. The system automatically filters and displays only the opportunities that match each student's declared availability, removing the inefficiency of navigating through irrelevant listings. This model significantly reduces cognitive load for students, facilitates faster acceptance cycles, and increases employer trust by ensuring that candidates who apply are genuinely available. Future iterations will incorporate geolocation, skill tagging, and task categorisation to further personalise the matching process and increase the platform's precision.

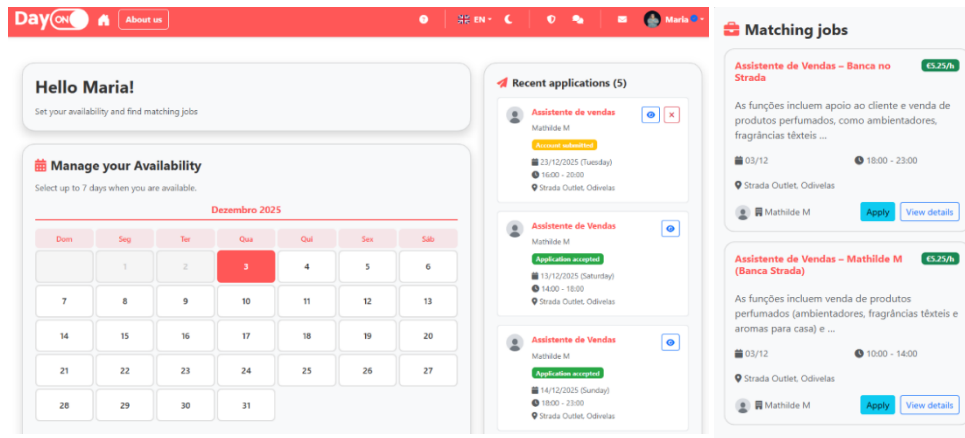


Figure 1: *DayON*
App Worker's
Dashboard:
Availability
Matching Interface

3.4 Trust and Accountability: The Scorecard System

One of the core failures of the current informal system is the absence of feedback and accountability. Employers often hire the same small group of students regardless of performance, while students accept any job without transparency on the employer's reputation. To solve this, DayON introduces a two-way evaluation mechanism, the Scorecard, that promotes meritocracy and fairness.

The design of the DayON Scorecard is grounded in both structured field feedback and user-centred insights. Based on meetings with experienced employers and discussions with occasional workers, the team developed a hybrid evaluation model combining a *closed-box* component and an *open-box* feedback section.

The closed section consists of a concise and standardised rating system, four predefined parameters evaluated on a scale from one to five, allowing for quick, comparable, and data-driven assessments. This is complemented by an open comment box, which enables users to provide qualitative feedback and contextual observations about their experience. Users can choose whether their comment appears anonymously or visibly associated with their profile, ensuring both transparency and comfort in the feedback process. Together, these two elements ensure that evaluations remain

both quantitatively consistent and qualitatively rich, capturing not only measurable performance indicators but also the interpersonal and situational nuances that characterise occasional work.

For workers, the chosen dimensions are *assiduity*, *punctuality*, *responsibility*, *education*, and *motivation*. Assiduity is crucial in the occasional work context, where reliability is often the main concern for employers. Because most opportunities depend on last-minute availability, a worker's history of fulfilling commitments is a strong indicator of trustworthiness and dedication. Punctuality is equally important, as these jobs are typically time-bound and operationally sensitive, arriving late or overstaying scheduled hours can disrupt workflows and harm employer trust. Responsibility assesses whether the worker behaves conscientiously and upholds workplace standards, particularly when representing a business or handling goods or services. It reflects the ability to act independently and maintain professional conduct. Education measures interpersonal skills, communication, and respect in dealing with colleagues, customers, or unexpected situations, qualities that differentiate dependable workers in service-oriented environments. Finally, motivation captures proactivity and attitude: showing initiative, working with enthusiasm, and going beyond minimum expectations.

For employers, the evaluation criteria are *payment reliability*, *accuracy of the job description*, *schedule compliance*, *treatment of workers*, and *job cancellations*. Payment reliability ensures that employers meet financial commitments promptly and transparently, addressing one of the main frustrations identified by workers. Accuracy of the job description evaluates whether the advertised tasks and conditions match the actual experience, as clarity at this stage is critical for mutual trust. Schedule compliance reflects whether the job respects the time limits initially agreed upon, preventing situations in which workers are asked to stay longer than paid for or face unexpected overtime. Treatment of workers considers the quality of interpersonal interaction and basic working

conditions, such as providing breaks, water, or meals when appropriate, and maintaining a respectful and supportive environment. Finally, job cancellations measure the employer’s reliability once a worker has accepted an offer. Since accepting a job blocks the worker’s availability during that time slot, last-minute cancellations cause real opportunity costs and discourage participation.

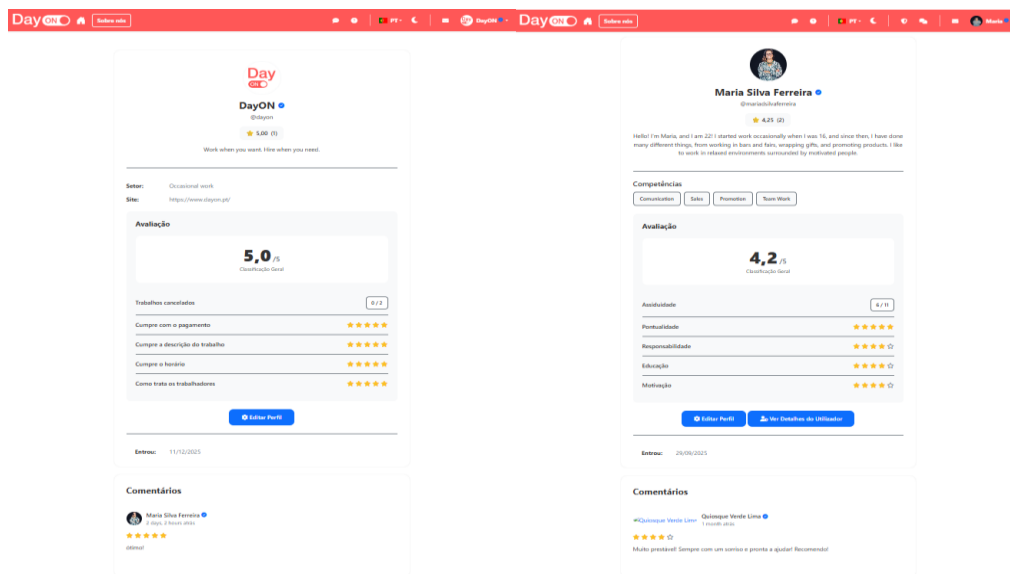


Figure 2:
DayON App
Mutual
Feedback and
Scorecard
System.

3.5 Communication and Transparency: The In-App Chat

Direct communication between workers and employers is essential for clarity and trust. Existing solutions rely heavily on fragmented channels, typically WhatsApp groups, which often create miscommunication, uncertainty, and logistical failures.

To address this, DayON integrates a dedicated in-app chat that becomes available immediately after a worker applies for a job. This feature centralises all logistical communication, schedule confirmation, meeting points, dress code, task clarification and last-minute updates, within a single, secure and auditable space. For employers, the chat ensures smoother coordination and reduces the

risk of operational errors; for workers, it increases legitimacy, reassurance and preparedness before arriving at the job site. Unlike the ephemeral and disorganised nature of external messaging apps, the DayON chat provides a structured, professional and platform-integrated communication flow.

Beyond logistical efficiency, the chat plays a strategic role in strengthening platform integrity. By keeping communication, availability management and evaluation mechanisms inside DayON, the platform reduces incentives for users to coordinate outside the system. Employers benefit from higher reliability and better-matched candidates; workers benefit from trust, visibility and a complete record of their performance history. The result is a digital environment where staying within DayON is meaningfully more efficient, transparent and safe than relying on informal communication channels, even when a service fee exists.

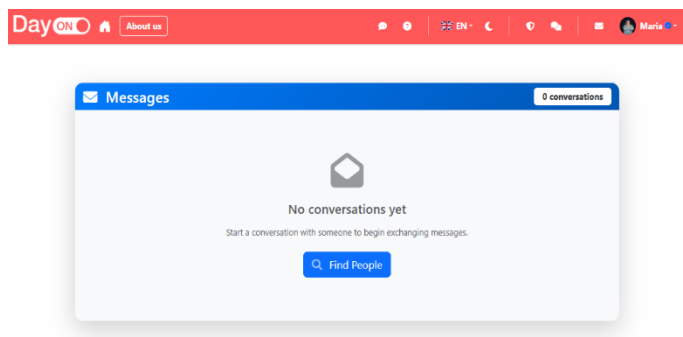


Figure 3: *DayON App In-App Communication Chat between Workers and Employers. (Beta version)*

3.6 Guidance, Help, and User Support Infrastructure

Another core component of DayON's solution is the creation of a clear, structured and youth-centred support ecosystem that resolves a major gap in the occasional work market: the absence of simple, reliable and practical guidance. Existing alternatives provide either overly generic information or no support at all, leaving workers and employers uncertain about how to navigate basic processes such as matching, communication, expectations, best practices or responsible behaviour.

To address this, DayON developed an integrated Help Centre focused exclusively on the parts of the process that fall within the platform's scope and expertise, the matching experience, communication quality, responsible conduct and effective use of the system. The Help Centre includes Frequently Asked Questions, step-by-step guides for both workers and employers, behavioural recommendations, troubleshooting instructions, clarity on platform rules, and guidance on how to use key features such as availability settings, dashboards, messaging and evaluations. Rather than providing contractual, fiscal or payment instructions, areas that fall outside DayON's role, this guidance focuses on what truly improves the quality and reliability of short-term work interactions: transparent communication, clear expectations, punctuality, responsibility and respectful conduct.

The Help Centre also reflects DayON's core values of transparency, empathy, simplicity and justice. For workers, it provides actionable advice on how to prepare for jobs, communicate professionally, avoid last-minute problems, and build a strong Scorecard. For employers, it clarifies how to write effective postings, select candidates based on evidence, including evaluations and previous job history, and structure communication to guarantee smooth operations. The support area also includes information on platform safety mechanisms, including profile verification, moderation, reporting channels and the public visibility of cancellations, ensuring users understand how trust is built and maintained.

All users have direct access to the founding team via email or WhatsApp, with responses guaranteed within 24 working hours. This personalised support is a critical component of our value proposition, ensuring trust, agility, and a seamless user experience. As the platform grows, this support function, currently operated entirely by the founders, will evolve into a larger dedicated

assistance team, preserving the values of transparency and proximity while ensuring scalable, professionalised user care.

Overall, the Help Centre consolidates DayON’s philosophy: a platform that guides users through a simple, clear and intuitive process, ensuring that the aspects that matter, matching, clarity, reliability and professional behaviour.

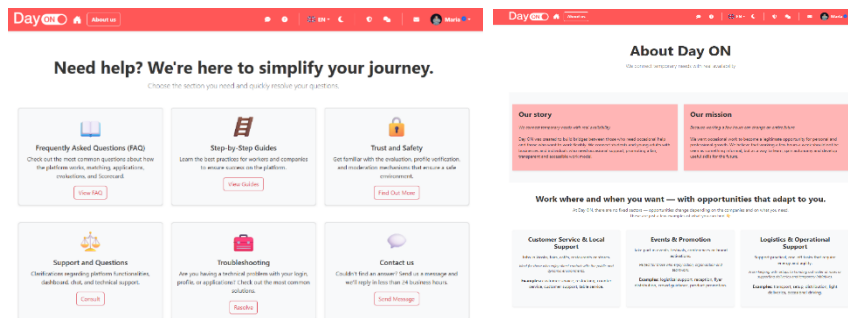


Figure 4: *Help Centre with FAQs, behavioural guides, troubleshooting, safety explanations and direct support contact.*

3.7 Employer Dashboard for Applicant Review and Hiring Decisions

Employers have access to a dedicated management dashboard that consolidates all relevant hiring information in a single, intuitive interface. From this dashboard, companies can review the list of applicants for each job post, analyse individual candidate profiles, and examine their DayON Scorecard, which includes both quantitative ratings and qualitative feedback from previous jobs. Employers can also view key compatibility indicators such as availability match, location proximity, and average performance rating. Once a candidate is selected, a single click confirms the hire and automatically activates the in-app chat, allowing both parties to finalise logistical details. This streamlined system eliminates the inefficiencies of informal hiring channels, giving employers a transparent and reliable overview of worker quality while enabling fair, merit-based decisions supported by verifiable history.

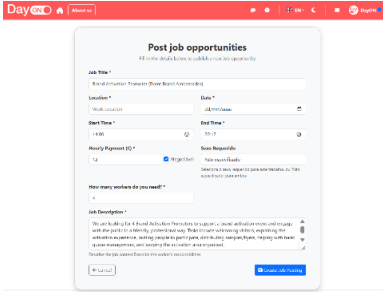


Figure 5: DayON App: Job opportunity posting

Figure 6: DayON App: Employer Dashboard

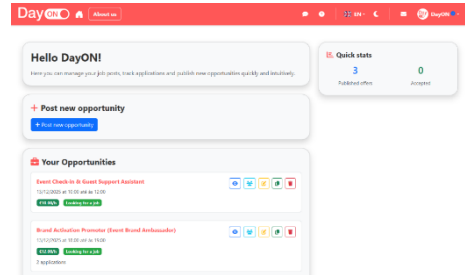
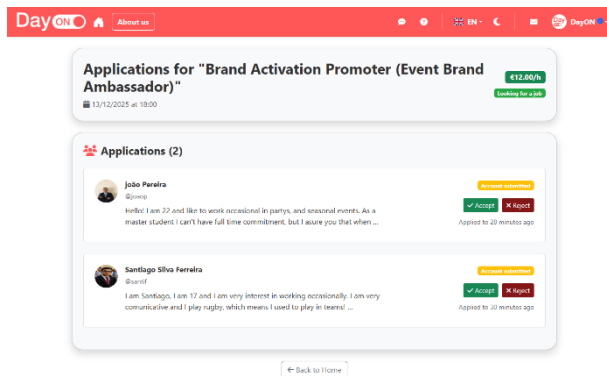


Figure 7: DayON App: Candidate Overview.

3.8 Moderation and Platform Administration

DayON includes an integrated moderation and administration console designed to keep the marketplace secure, transparent, and operationally reliable as activity scales. In the current stage, it is operated by the founding team, with a clear pathway to onboard additional moderators later. The system provides real-time visibility over platform health and user activity through a centralised user database with searchable lists, filters, export functions, and headline metrics (e.g., total users, active users, pending review, and banned users). At the individual level, moderators can access full user profiles and take direct operational actions, including verifying accounts, managing wallet adjustments when needed, generating password reset links, and viewing messages to resolve issues without relying on off-platform communication. The console also supports enforcement and governance by enabling account suspension or permanent bans, as well as reversals when appropriate, ensuring consistent application of community standards.

Beyond user management, DayON’s back-office infrastructure strengthens trust through structured feedback oversight and risk control. A dedicated feedback management area centralises ratings and reported issues, allowing the team to track what users like, flag bugs, and convert inputs into actionable tasks that feed the weekly improvement cycle. In parallel, IP registration logs and security alerts help detect abnormal patterns and higher-risk activity, enabling early intervention to protect the ecosystem from abuse. Finally, a comprehensive audit trail records system events and moderator actions (e.g., account creation, verification, bans, and approvals), creating accountability and traceability that support dispute handling, internal governance, and reporting. Together, these administrative capabilities turn moderation into a scalable operating layer, one that protects users, reduces platform risk, and enables consistent service quality as volume and complexity increase.

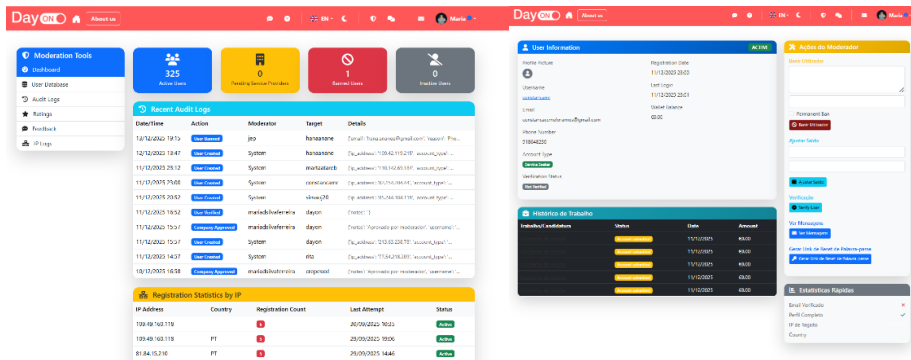


Figure 8: DayON App Moderator Dashboard.

3.9 Scalability and Enduring Value

DayON’s long-term value lies in its ability to scale while maintaining simplicity. Each of its core features, matching, communication, guidance and feedback, addresses a clearly defined pain point, but together they create network effects that strengthen the entire ecosystem. As more users join, the platform becomes more valuable for both sides: employers find workers faster, and workers access more trusted opportunities, and the system continuously refines its matching accuracy through data-driven learning, progressively improving as more users interact with the platform.

Unlike competitors that target specific niches, DayON's general-purpose design and student-oriented identity allow it to expand organically across different sectors and cities. Its simplicity and transparency ensure durability, while its community-based trust system builds loyalty and retention.

4.0 Market Validation and Field-Based Business Development

4.1 Institutional, Legal, Advisory and Strategic Validation

DayON's market validation began well before the thesis formally started. The first institutional checkpoint occurred with Joana Geraldine Barba (Program Manager, Haddad Entrepreneurship Institute Nova SBE), who assessed the feasibility of the concept and encouraged its continuation. This early endorsement was essential: it offered initial legitimacy, confirmed alignment with youth challenges, and occasional work doors to further institutional contacts within Nova SBE's network.

As the thesis progressed, the founders also met with Mafalda Correia de Sá, from Nova SBE's Inclusive Community Forum, who expressed strong interest in DayON as a potential partner for inclusion-focused initiatives. However, because the Forum operates as a public, institutionally regulated structure, she explained that developing a formal partnership would likely be more bureaucratic and feasible only at a later stage. She therefore recommended two parallel steps: engaging with Nova's Executive Education division, which functions as the school's private, commercially oriented arm and is often faster and more flexible in forming collaborations, and applying to Fundação Jornada, which was launching grants of up to €30 000 to support youth-led entrepreneurial projects, an attractive alternative to a pre-seed round. Following this guidance, the team met with José Maria Alvim (Senior account manager at Nova Executive Education), who responded enthusiastically to the project and offered to circulate the initiative internally to identify

areas where Nova could support or collaborate. In parallel, the founders applied to Fundação Jornada and are currently awaiting the results of the selection process.

Following this first validation, the founding team leveraged personal and professional connections to explore concrete market segments. The initial outreach focused on the catering and events sector, through meetings with Filipa Borges de Oliveira (Prime Catering), Maria Fernandes Thomaz Catering, and Rogério Alcântara (Casa da Comida). These conversations proved crucial for eliminating early false assumptions: both entrepreneurs highlighted that catering relies heavily on experienced, technically skilled workers (e.g., table service, preparation techniques), which differs significantly from DayON's target segment of low-skill, occasional, flexible workers. This insight allowed the team to strategically pivot away from this vertical for the early stage.

In parallel, the team explored whether DayON should incorporate payments or transactions into its platform. Meetings with a Revolut Compliance Officer, Gonçalo Pereira from Paynest, and later Inês Sena Esteves (Rauva) clarified two points: (1) payment integration would be legally and operationally complex at an early stage, and (2) centralising payments could blur DayON's value proposition and legal position. Based on this evidence, the founders made a decisive strategic choice: DayON will not process payments, focusing instead exclusively on matching and quality assurance.

To ensure legal robustness, the founders worked closely with José Luís Esquível (Managing Partner, Esquível Advogados), who established the project's legal structure, drafted founders' agreements, and advised on intellectual property and risk mitigation. Legal clarity was essential given DayON's intermediary role between companies and workers.

As the concept matured, the team sought guidance from highly experienced founders and senior industry operators. Conversations with Filipe Bergaña (Investor, entrepreneur, and advisor), Pedro Libano Monteiro (Partner at Importrust and other ventures), Miguel Aguiar (Executive Director at Startup Portugal), Pedro Empis (Executive Director at Randstad Portugal), among others, helped refine the business model, sharpen the communication strategy, and validate DayON's scalability potential. Many of these experts remain active supporters, providing ongoing strategic guidance.

Finally, the team contacted public institutions to understand the relevance of occasional youth work at local level. Meetings with Manuela Azevedo (Head of the Division of Event Organization and Protocol), Gabriel Albuquerque (Advisor to the Mayor of Lisbon) and Education Department of Oeiras and Cascais Municipality confirmed institutional interest in solutions that promote youth employability, flexibility, and access to local economic opportunities. These conversations strengthened DayON's societal positioning and created a foundation for future municipal partnerships.

Together, these interactions validated DayON from four angles, institutional, legal, strategic, and advisory, and helped shape a platform aligned with real market needs rather than theoretical assumptions.

4.2 Fieldwork, Door-to-Door Outreach, Market Immersion and Early Commercial Traction

While institutional validation shaped DayON's architecture, the most important stage of validation came from direct, persistent fieldwork. Over several months, the founders conducted an extensive door-to-door commercial campaign across Lisbon's most dynamic economic environments: retail centres, kiosks, seasonal events, street markets, food stands, and small urban businesses.

The earliest commercial traction emerged from leveraging the founders' personal networks, friends, family businesses, and acquaintances involved in occasional work environments. Through these connections, DayON established early contact with operators such as André Roque (Founder of Happy Gang), Rita (Manager at Latitide), Tomás Caeiro Figueiredo (Founder of B Events), Tiago Chiote (Founder of CS Solutions), among others. These introductions proved critical: before a digital platform earns brand trust, human trust accelerates first adoption.

To expand beyond existing networks, the team visited major shopping centres, including Allegro Alfragide, Ubbo, CascaisShopping, OeirasPark, Amoreiras, and Colombo presenting the platform directly to store owners and managers. This effort produced immediate results: At Allegro Alfragide, the founders approached a store where, by chance, an employee was on the phone with the owner, Ana Marques, founder of the Portuguese representation of Mathilde M (a French home-fragrance and décor brand). The employee handed the phone to the team, allowing them to speak directly with Ana, who then contacted them again the following day. She became one of DayON's first pilot partners, posting her first December job to cover peak-season sales variation.

DayON also conducted extensive outreach among Lisbon's kiosk and street-vendor ecosystem, which represents one of the most recurrent sources of occasional labour. The team met with Luís Jeremias (PIK NIK Garden) and several other operators who together manage some of Lisbon's most active kiosks, including Beca Beca, Vai na Volta, and Quiosque Verde Lima. After visiting each kiosk in person, the founders learned that although demand for temporary workers is consistent, it intensifies significantly during the summer months. Operators advised the team to return closer to that period, when staffing shortages become acute and the need for fast, simple, last-minute recruitment tools is most pronounced.

In parallel, the team expanded outreach to street food trucks and “relotes” operating around Benfica and Sporting football matches, identified as high-pressure environments where vendors often require additional hands-on short notice. These interactions were particularly positive, with several operators expressing strong enthusiasm for the platform and registering as early users.

Field visits extended to a wide variety of seasonal markets, particularly Christmas, Easter, and summer markets, including Praça da Figueira, Rossio, Cascais, Wonderland Lisbon, FIARTIL Estoril, Alvalade and Miradouro de São Pedro de Alcantara Market. These environments offered a clear view of highly cyclical labour dynamics: vendors often operate temporary stands for several consecutive weeks, face unpredictable fluctuations in daily demand, and typically revisit the same markets each year without having any structured or reliable mechanism for hiring short-term staff.

It was in this context that the team met Laura Cáceres Monteiro, founder of Deep Champagne, a women’s fashion brand. Laura operated a Christmas-market stand in Cascais for an entire month and frequently required last-minute support for specific shifts when she was unavailable. She became one of DayON’s earliest pilot users, validating the platform’s relevance for urgent, short-term staffing needs and reinforcing the project’s problem–solution fit.

During this fieldwork, the team also identified an especially valuable operational segment: multi-stand market operators. Entrepreneurs such as Carlos Varandas and Luís Ozi, who together manage more than twenty stalls across the main Christmas markets, including Rossio, Praça da Figueira, and Cascais, represent some of the most structurally recurring users of occasional labour in Lisbon. Their operational model, which requires simultaneously staffing numerous stands throughout an entire month of seasonal activity, depends heavily on reliable, last-minute, student-friendly recruitment. Both entrepreneurs expressed strong enthusiasm for DayON’s value proposition; in

particular, Luís Ozi demonstrated exceptional support, encouraged the team not to abandon the project, and even signalled willingness to invest at an early stage with a reduced-commission structure as a sign of his confidence in the platform's long-term potential.

A particularly important insight emerged during a field visit: the team discovered that the entity coordinating and licensing many of these large-scale markets is the Associação da Baixa Pombalina. By coincidence, during one of these visits, the founders met members of the association's leadership and were able to present DayON directly. The representatives confirmed a pressing, recurring need for workers, especially in cleaning, maintenance, and setup/pack-down operations, which are often difficult to fill due to irregular hours and unpredictable workloads. They expressed interest in collaborating, and the team committed to sourcing student workers for upcoming needs, further validating both the relevance of the problem and the platform's alignment with real operational demand.

Another relevant interaction occurred at Wonderland Lisbon, where the team met chef Pedro Nogueira, a recognised culinary professional known from MasterChef. He was operating one of the most dynamic food stands at the event and indicated that he would require multiple workers throughout the season, further confirming the market's sustained need for reliable, flexible labour solutions.

Beyond seasonal fairs, the team conducted daily outreach in recurring street markets, another key source of occasional work. These included Marvila 8, Santa Clara Market (near Feira da Ladra), Príncipe Real, Graça, Avenida da Liberdade, LX Factory, and the market in front of Time Out, as well as various independent fairs that take place every one or two weeks. All these markets rely heavily on flexible, short-term labour, precisely the segment DayON aims to support.

One of the most insightful engagements came through the Ímpar / Influencers Market at LX Factory, where the team met Frederico Teló, the market's founder and the founder of IMAGO and a co-founder of Healthy Junkies. He expressed strong support for DayON's mission and facilitated several relevant introductions to vendors and event organisers, significantly accelerating the platform's visibility within that community.

At Marvila 8, the team engaged with Pedro Moura, who managed multiple vendor spaces and immediately recognised the platform's value, expressing interest in adopting it for his recurring staffing needs. His feedback further confirmed that markets with rotating vendors face persistent operational challenges that DayON is well positioned to address.

While meeting companies, the team simultaneously validated the demand side: workers. Through university friends, university peers, students' courses WhatsApp groups, campus networks, and word-of-mouth, DayON quickly attracted hundreds of student sign-ups, confirming that demand for flexible, occasional work is extremely high. Importantly, the team recognised the need to maintain supply-demand equilibrium: the platform cannot grow only on one side. Because of this, company acquisition and student acquisition were scaled in parallel, ensuring early liquidity.

Thanks to this multi-layered fieldwork, DayON quickly generated tangible early traction: hundreds of students registered on the platform, dozens of companies created accounts, and the first job postings were published by early adopters. The platform enabled the first successful matches and completed work shifts, with companies consistently praising its simplicity and speed, while students valued the structured job descriptions and the absence of bureaucracy. Together, these early interactions demonstrated that DayON addresses a real, recurrent, and urgent operational need across multiple small-business sectors.

5.0 Why Now

The rationale behind launching DayON at this moment is rooted in timing. The inefficiency in the occasional work market has long existed, but the contextual conditions that make an effective solution possible have only recently converged. Beyond technological progress, DayON’s “why now” arises from a unique intersection of cultural openness to flexible work, growing economic pressure for supplementary income, and founder proximity to both sides of the market.

Culturally, the nature of occasional work has transformed. Younger generations increasingly prefer flexibility on a week-by-week basis over rigid, recurring commitments (Stankiewicz-Mróz 2020). This shift reflects broader lifestyle changes: people now balance academic schedules, leisure, and personal development in a fluid, dynamic way. As a result, workers are more open to ad-hoc tasks, while employers, particularly small businesses, require short-term assistance to handle seasonal or event-driven peaks. The social perception of occasional work has also evolved. In the past, students who worked alongside their studies typically did so out of financial necessity, to pay tuition or cover essential living costs. While this motivation still exists, a growing share of young people now takes on student jobs to gain independence, finance leisure activities, travel, or participate in mobility programmes such as Erasmus, reflecting a broader normalisation of flexible, short-term work within student life.

Economically, the timing aligns with rising demand for flexible, cost-efficient labour. Inflationary pressures and stagnant youth wages have intensified the need for additional income, while Portuguese SMEs continue to report difficulties hiring temporary staff. Recent data confirms this erosion of purchasing power: across most of Europe, real wages remain below early-2021 levels in roughly two-thirds of OECD countries, while consumer prices in the EU have risen by around 30% between 2015 and 2024, with particularly sharp increases in *restaurants*, *hotels*, and *recreation*

categories, directly affecting students' ability to dine out or enjoy nightlife (OECD 2024; Eurostat 2024; European Central Bank 2024).

From an entrepreneurial finance perspective, this moment represents what William A. Sahlman (1996) defines as a favourable contextual window. In *Some Thoughts on Business Plans* (Harvard Business School Note 9-897-101), Sahlman argues that successful ventures emerge when *People, Opportunity, Context, and Deal* align. Market conditions and user behaviour have now shifted in a way that allows a small, agile team to organise a previously fragmented ecosystem. DayON embodies this alignment: cultural readiness, economic necessity, and founder proximity converge to make implementation feasible and timely.

A further enabling factor is that building and scaling a digital platform has never been easier. Technological tools, cloud infrastructure, and no-code frameworks dramatically reduce the cost, time, and expertise required to prototype and iterate digital products. This new accessibility lowers the barrier to entry for well-informed teams and shifts the competitive advantage from technical capacity to contextual insight and user access, precisely where DayON's founders hold a unique position.

In contrast to most early-stage ventures, DayON benefits from founders who are current students and therefore deeply embedded in the occasional work market. The founders possess first-hand knowledge of user needs, habits, and frustrations. Their proximity to university networks provides direct access to early adopters and peer groups essential for product testing and feedback. With active connections across major Lisbon universities and collaborations with student associations, the team can pilot the platform rapidly, observe adoption behaviour, and adjust iteratively based on real-world evidence. Furthermore, their access to industry operators in events, hospitality, and

logistics allows immediate validation on the demand side, ensuring that both ends of the marketplace evolve in parallel.

Finally, according to the framework in *Multi-Stage Financing of High-Potential Ventures* (Harvard Business School Note 815-112), ventures should progress through informative, low-cost milestones that reduce uncertainty and build investor confidence. DayON's current timing allows exactly that: early pilots can be deployed cheaply, feedback loops are immediate, and learning is fast. The market therefore offers a uniquely low-risk, high-information environment for disciplined experimentation and scale.

In essence, the “why now” for DayON lies in a perfect convergence of cultural flexibility, economic necessity, and founder access. The context has matured, the technology has simplified, and the team is positioned precisely where the market friction exists. These conditions collectively define this as the right time, and the right team, to turn an old inefficiency into a scalable, sustainable, and socially valuable business.

6.0 Risk & Solutions

6.1 Risk of Disintermediation

A critical risk in any two-sided digital marketplace is disintermediation, i.e., the possibility that employers and workers bypass the platform after establishing initial contact. DayON addresses this risk through a combined set of behavioural incentives, growth mechanics, and technological safeguards.

First, DayON implements a worker incentive system designed to promote continued platform usage. For every four jobs completed through the platform, workers receive a bonus, directly encouraging them to ensure each engagement is formally registered within DayON, even when

contact originates externally. This mechanism also encourages workers to act as informal ambassadors by inviting employers to register, since their own benefits depend on platform usage.

Second, DayON plans to introduce an employer referral incentive, inspired by Revolut-style “bring-a-friend” rewards and validated through fieldwork. One employer (a small business owner producing handcrafted collars) suggested that if a company brings three other companies into the platform and those referrals complete five jobs, the referring company should receive a reward. Implemented as an early-stage growth lever, this reinforces employer retention while accelerating demand-side acquisition through trusted, peer-driven referrals.

Third, DayON is implementing a closed internal communication circuit through its in-app chat. Once a worker applies to an opportunity, the chat becomes the primary coordination channel and is designed to reduce off-platform migration by blocking the exchange of external contact details (e.g., email patterns such as “@”, country prefixes, and extended numeric strings typically used for phone numbers). In addition, DayON’s Terms and Conditions reserve the right for the management team to supervise platform interactions for compliance and security purposes when necessary.

Finally, DayON’s brand positioning is intentionally built around being a “critical platform” for occasional staffing: when a company needs someone urgently, DayON is expected to be the default solution “when you can’t find anyone, use DayON.” The promise is not simply access to workers, but access to fast, reliable, and pre-qualified labour, making the cost of disintermediation higher than the cost of continued platform usage. At the same time, the team recognises that financial incentives are rarely sustainable as a long-term retention strategy. Over time, the strongest protection against disintermediation is product quality and operational excellence, speed, trust, usability, and consistent support, so that both sides genuinely prefer to stay on-platform and are willing to pay for the value delivered.

6.2 Risk of Companies Not Wanting to Select Workers Individually

Another structural risk in occasional work platforms is that certain companies may be unwilling to manually evaluate and select individual workers for each opportunity, especially when multiple workers are required simultaneously. To address this, DayON has developed an automated team selection mechanism, the “Auto Team Builder”.

Once the platform reaches sufficient critical mass, job postings will be segmented not just by availability, but also by location and skill requirements. Companies wishing to fully automate the workers' choice need only specify the number of workers and the desired characteristics. The vacancy remains open for up to five days or closes once the minimum number of qualified candidates is reached. Only workers meeting the defined criteria may apply. Candidate selection then occurs automatically based on the DayON Scorecard rankings. The highest-rated eligible candidates are selected algorithmically, forming a pre-validated team without direct employer intervention. This solution allows companies to scale recruitment efficiently without compromising quality or reliability.

In parallel, DayON’s marketplace structure allows integration with HR agencies and full-service staffing platforms that may wish to source workers through DayON as part of their own service offering. This hybrid flexibility ensures that both automated and managed recruitment needs can be served, which is particularly interesting for large chains.

7.0 The Team

Maria and João are the co-founders of DayON. Their partnership combines complementary backgrounds in Management and Industrial Engineering and Management, and a shared motivation to transform the way occasional work.

Maria completed her secondary studies at Rainha Dona Amélia High School in Social and Economic Sciences, where she developed an early interest in entrepreneurship and human interaction. She later pursued a Bachelor's in Management at Nova School of Business and Economics, where she cultivated a passion for innovation, teamwork, and purpose-driven leadership. Her experience balancing academic responsibilities, part-time work, and community engagement provided first-hand insight into the challenges faced by students seeking occasional jobs, from babysitting during her Erasmus semester in France, to seasonal work such as gift wrapping at *Perfumes & Companhia* during Christmas, working at *SEMEAR* in team building initiatives, assisting at the *Santarém Agricultural Fair*, and working in local cafés and bars. She also gave piano and tutoring lessons, participated in summer babysitting, and worked as a group leader in children's camps. These diverse experiences exposed her to the informal, fragmented, and often inefficient nature of occasional work, sparking the idea that would later evolve into DayON. Maria describes herself as an active, people-oriented individual with strong values rooted in faith, family, and service.

João graduated in Industrial Engineering and Management, where he developed a strong analytical and problem-solving mindset. His natural curiosity and creativity led him to continuously explore entrepreneurial ideas and technological solutions to everyday problems. Alongside his studies, João also gained first-hand experience with occasional work, spending a summer guiding free walking tours in Lisbon and working in a local bar, experiences that offered him a practical understanding of the informal and fragmented nature of occasional work. Later, during his Master's in Finance at Nova SBE, João's analytical approach and strategic thinking complemented Maria's managerial and human-centric perspective. Together, they discovered their shared interest in entrepreneurship,

particularly during the course *Entrepreneurial Finance and venture capital*, which became the intellectual foundation for what would later evolve into DayON.

To support the development of the platform, Maria and João engaged early collaborators from their personal networks. Sérgio, a 19-year-old with a strong interest in programming and entrepreneurship, joined to assist in the technical development of the prototype. Overall, the team combines analytical rigour, managerial insight, personal commitment, and strong in-house technical capability to address a real and underexplored market need.

8.0 Vision

8.1 Vision Statement

DayON's five-year strategy is tightly linked to its financing roadmap and follows a disciplined marketplace logic: liquidity, density, and trust must be built before expansion. Rather than scaling prematurely, DayON will expand in phases, using evidence from early traction in Lisbon to refine operations and replicate what works in progressively larger and more complex markets.

The pre-seed phase focuses on winning Lisbon and beginning national expansion. The objective is to validate product–market fit and sharpen the solution around the clearest pain points by achieving high user density in a city where the team has proximity to students and strong access to operators in hospitality, events, and logistics. Lisbon functions as the test environment to improve the matching engine, strengthen reputation and rating systems, and optimise the employer dashboard. Success here is a prerequisite: if the platform cannot scale where proximity is highest, it is unlikely to scale elsewhere. The pre-seed therefore funds local penetration, operational refinement, and DayON's consolidation as the reference product for occasional work in Lisbon.

The seed phase expands across the main national academic centres (Porto, Coimbra, Braga, Évora, Aveiro, Faro) and initiates entry into Spain's largest student hubs (Madrid, Barcelona, Valencia, Navarra, Seville). These regions share similar conditions: fragmented supply, widespread informality, and a structural gap in efficient access to short-term labour, suggesting that the demand pattern observed in Lisbon is replicable. During this stage, DayON will deploy local ambassador programmes, adapt compliance for Spain, and build the operational capacity required for cross-border execution. Because neither market has a dominant youth-focused platform, the seed round is expected to be sufficient to position DayON as the leading Iberian player by 2030.

With traction in Iberia, Series A supports expansion into additional European markets with comparable dynamics, France, Italy, Greece, and Croatia, where student populations are large and occasional work remains fragmented and under-digitised. The goal is to become the reference platform for youth-driven flexible work in Southern Europe, while benefiting from cross-border brand diffusion driven by student mobility: by 2030, many Erasmus participants will already have encountered DayON, lowering trust-building costs in new geographies.

Series B (projected for early 2034) marks the shift from regional leadership to continental presence. By then, DayON expects to have multi-country operating experience, a technical architecture capable of supporting millions of users, and a growing user base familiar with the platform. The aim is to establish presence in major European university hubs and consolidate defensible network effects through rapid scaling and employer-side habit formation.

Across all phases, DayON will apply a proximity-based activation playbook to secure employer engagement. In each region, the platform first builds a critical mass of student users before onboarding employers, ensuring companies see immediate value on entry. Once supply is dense enough, the team will directly approach local operators that frequently need flexible staff, provide

hands-on onboarding, and post initial opportunities when necessary, replicating proven early-stage marketplace tactics. Adoption will be supported by structured free trials (e.g., up to three hires without a success fee) to reduce friction and accelerate habitual use.

Overall, DayON's roadmap moves from a Lisbon-based pilot to Iberian leadership by 2030, then to Southern European scale through Series A, and finally to broad European presence following Series B in early 2034. The sequence is designed to maximise liquidity, capital efficiency, and trust, while leveraging the mobility patterns of Europe's student population to support faster expansion.

8.2 User Growth

By its fifth year of operation, DayON aims to reach over 85,976 registered workers, 6,871 active employers, and approximately 25,791 successful placements per year. The growth strategy will focus initially on university cities, leveraging student associations, local businesses, social media campaigns, and university WhatsApp groups to drive adoption and early community engagement. Word-of-mouth will play a crucial role in scaling the user base, as early users experience positive outcomes and share them within their networks.

8.3 Strategic Partnerships

The company plans to establish partnerships with universities, municipalities, associations, and companies, positioning DayON as a partner for youth occasional jobs initiatives and local labour market development. Agreements with university career offices, student associations, and cities chambers will enable structured communication channels and trust-building among young people and employers. DayON will also collaborate with public institutions to promote legal compliance and to pilot simplified fiscal frameworks for short-term work.

8.4 Long-Term Purpose and Social Impact

DayON also aims to expand its social contribution by integrating NGO and volunteering opportunities into the platform. The rationale is consistent with DayON's core mission: finding occasional volunteering is often as fragmented and informal as finding occasional work, with opportunities scattered across networks and difficult to access in a structured way. By offering volunteering in the same simple, availability-driven format, clear opportunities, quick application, and verified experience records, DayON can lower friction for young people who want to contribute to social causes.

In parallel, DayON intends to promote inclusive occasional opportunities for students and young adults with disabilities, in partnership with inclusion-focused organisations (e.g., Nova Inclusive Community Forum). This would enable roles and volunteering activities that are adapted to different needs, helping ensure that access to flexible opportunities is genuinely open to all.

8.5 Vision for Company Culture and Brand

As DayON grows, long-term success will depend not only on technological efficiency but also on a coherent culture that reflects who the company is and why it exists. Built by young people, for young people, DayON is designed to solve every day needs through clarity, trust, and shared opportunity. Its identity is rooted in a simple principle, the more you give, the more you get: the more you work, the more bonuses you earn; the more employers you attract, the more benefits you unlock, meaning growth comes from contribution and engagement. This culture is guided by five core values, transparency, trust, empathy, fairness, and purpose, ensuring clear expectations and feedback, reliable relationships, human-centred design, merit-based opportunity, and an ethical orientation that goes beyond profit. Above all, simplicity shapes DayON's culture and brand: simple design, simple communication, and a user experience that makes life easier rather than more complicated, creating an ecosystem where effort is rewarded and trust is mutual.

Reference List

Company purpose

Eurostat. 2023. “EU youth: 25% employed while in education.” *Eurostat News articles*, September 28. Accessed November 9, 2025. <https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20230928-1>

The Problem

Bloodstein, B. 2019. “Amazon and Platform Antitrust.” *Fordham Law Review* 87. Accessed October 4, 2025. <https://ir.lawnet.fordham.edu/cgi/viewcontent.cgi?article=5620&context=flr>

Mathur, A. 2022. “The Ongoing Tale of Two-Sided Markets.” *Analysis Group Insights*. Accessed October 4, 2025. <https://inte.analysisgroup.com/globalassets/insights/publishing/2022-mathur-aba-antitrust-two-sided-markets.pdf>

Vath Zarpellon, B. 2025. “O que o Airbnb, Uber e Amazon têm em comum?” *LinkedIn Pulse*. Accessed October 4, 2025. <https://pt.linkedin.com/pulse/o-que-airbnb-uber-e-amazon-t%C3%AAm-em-comum-bruno-vath-zarpellon-lzzjf>

Why now

Stankiewicz-Mróz, Anna. 2020. “Perception of Work Flexibility among Students as Representatives of Generation Z and Employers from the SME Sector.” *Zarządzanie Zasobami Ludzkimi* 132 (1). https://www.researchgate.net/publication/339490993_Perception_of_Work_Flexibility_among_Students_as_Representatives_of_Generation_Z_and_Employers_from_the_SME_Sector

Eurostat. 2024. “Consumer prices - inflation.” Statistics Explained. Accessed November 9, 2025.
https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Consumer_prices_-_inflation

Sahlman, William A. 1996. Some Thoughts on Business Plans. Harvard Business School Case 9-897-101, November 14, 1996. Harvard Business School Publishing.

Nanda, Ramana. 2015. “Multi-Stage Financing of High-Potential Ventures.” Harvard Business School Background Note 815-112.

Appendix A - Technical Origins of the Matching Logic

This appendix documents the technical origins of DayON’s core matching logic. The initial prototype was developed as part of a Master’s-level programming project focused on building a medical appointment scheduling platform (“MedMatch”), implemented using Python and Streamlit.

The system operationalised a two-sided availability-matching problem by connecting doctors and patients through structured time slots, filtered by specialisation and real-time availability. The application supported user registration for both sides, persistent data storage, appointment booking and cancellation, and dynamic feedback when preferred slots were unavailable. When no exact match was found, the system proposed alternative time slots based on proximity and relevance, reinforcing a guided decision-making experience.

From a technical perspective, the project introduced several concepts that later informed DayON’s architecture:

(i) structured availability representation over time;

(ii) filtering and matching logic across heterogeneous user types;

(iii) reliability and persistence mechanisms through user profiles; and

(iv) user-centric feedback loops when supply and demand did not immediately align.

The full project documentation and source code for the prototype, including the matching algorithm, user flows, and scheduling logic, are available for review at the following repository:

<https://drive.google.com/drive/folders/1qrgubTwd72tXof58VjsO75F-xh138GMp>

Appendix B - DayON Platform Source Code

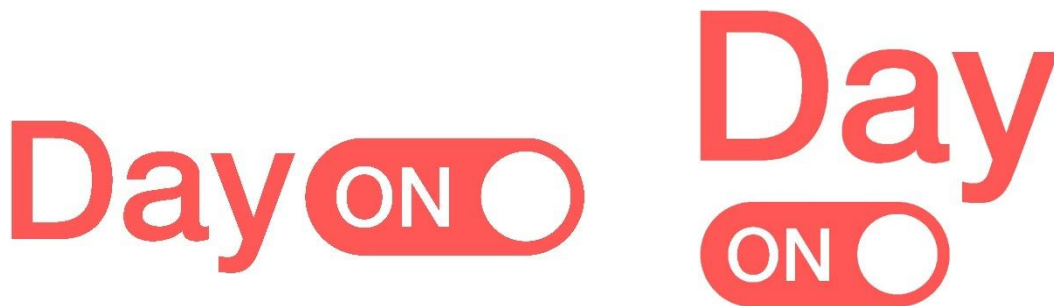
This appendix provides access to the full DayON platform source code (Django backend, web frontend, database configuration, and deployment files) as developed during the Field Lab period.

The repository is available for review at:

https://drive.google.com/drive/folders/1LssCAnTt2O9XBBWbX_U-Kc0jRg5d2gSI

Appendix C - DayON Brand Assets

This appendix presents the official DayON logos used across digital and printed materials, including the horizontal logo and the vertical logo, ensuring visual consistency across communication channels.



Appendix D - Stakeholder & Partner Engagement Log (Sept–Dec 2025)

This annex lists all external entities contacted by the **DayON founding team** between **September and December 2025**, as part of the validation, partnership development, and legal structuring process for the venture. Each interaction aimed to test business hypotheses, establish strategic collaborations, and ensure institutional and legal alignment.

For clarity and analytical coherence, all engagements have been organised into **four sections**:

(A) Formal Meetings with Corporate, Academic, and Public Institutions; **(B)** Employer Outreach for Job Posting Acquisition; **(C)** Benchmarking interactions with international platforms; and; **(D)** Student outreach and ambassador engagement.

Section A – Formal Meetings with Corporate, Academic, and Public Institutions

November 2024

- 12 November – **Joana Geraldés Barba (Program Manager, Haddad Entrepreneurship Institute – Nova SBE)** – Meeting to validate DayON’s concept and explore potential partnerships with the Haddad Entrepreneurship Club.

Outcome: Idea validated; potential collaboration identified; provided key institutional contacts within Nova SBE.

LinkedIn: <https://www.linkedin.com/in/joana-geraldes-barba-1185a872/>

Website: <https://www.novasbe.unl.pt/en/community/institutes/nova-sbe-haddad-entrepreneurship-institute/overview>

July 2025

- 17 July – **Filipa Borges de Oliveira (Founder at Prime Catering & Events)** – Discussion on potential collaboration for catering workforce management.

Outcome: Identified pilot opportunities and acquired operational knowledge of the catering sector.

LinkedIn: <https://www.linkedin.com/in/filipa-borges-de-oliveira-b850079/>

Website: <https://primeevents.pt/>
- 24 July – **Elvira Queiró (Senior Compliance Manager at Revolut)**– Meeting on brand compliance and analyse the feasibility of payments infrastructure

Outcome: Concluded that integrating Revolut’s payment system would not be feasible in the early stages.

LinkedIn: <https://www.linkedin.com/in/elviraqueiro/>

Website: <https://www.revolut.com/>
- 24 July – **Sofia Belo Head of New Business & Client Service Director at McCann Lisbon)** - Meeting to validate DayON’s concept and discuss brand positioning and communication strategy.

Outcome: Idea validated; provided valuable insights into brand positioning and the events market.

LinkedIn: <https://www.linkedin.com/in/sofia-belo-6374b314/>

Website: <https://www.mccann.pt/>

August 2025

- 4 August - **Rogério Alcântara (Owner, Casa da Comida)** – Assessment of flexible staffing needs in fine dining and events.

Outcome: Expressed interest in future collaboration once the platform scales.

Website: <https://www.casadacomida.pt/?lang=en>

September 2025

- 8 September – **Rahul Parmar (Head of Growth, Railway.com)** – Technical meeting to evaluate the *dayon.pt* domain and hosting infrastructure. Validation of scalability and digital setup.

Outcome: Successful acquisition and configuration of the company's domain.

LinkedIn: <https://www.linkedin.com/in/rahulparmargtm>

Website: <https://railway.com/project/059c0419-ecf9-421a-90d0-b88dbb863b1c?>

- 9 September – **José Luís Esquivel (Managing Partner, Esquivel Advogados)** – Definition of the project's legal structure, founders' agreements, and intellectual property protection.

Outcome: Established the legal framework and corporate structure for DayON.

Email: infoesquivel@esquiveladvogados.com

Website: <https://www.esquivel.com.pt/en>

- 19 September – **Gonçalo Parreira (Country Manager Paynest)** – Discussion of synergies between flexible payment systems and DayON's work-on-demand model.

Outcome: Identified future collaboration potential once DayON scales; maintains ongoing advisory support.

LinkedIn: <https://www.linkedin.com/in/goncalo-parreira/>

Website: <https://www.paynest.co/?r=0>

- 26 September – **Filipe Bergaña (Entrepreneur & Business Advisor)** – Strategic feedback on business model refinement and investor communication.

Outcome: Provided guidance and valuable business contacts for future networking.

LinkedIn: <https://www.linkedin.com/in/filipe-berga%C3%B1a/>

- 28 September – **Luís Cardoso Pragane Jeremias (Owner, PIK NIK Garden LDA)** and **João Fonseca (Partner)** – Presentation of DayON and collaboration opportunities in hospitality.

Outcome: Potential pilot identified; highlighted need for guidance on self-employment registration, later integrated into DayON's website design.

Instagram: <https://www.instagram.com/sauvageccb/>

Instagram: <https://www.instagram.com/quiosquebecabeca/?hl=en>

Instagram: <https://www.instagram.com/quiosqueverdelima/?hl=en>

Instagram: <https://www.instagram.com/quiosquevainavolta/?hl=en>

October 2025

- 4 October – **João Hugo Silva (Founder & CEO, MyCareforce / Clicknurse Brazil)** – Comparative discussion of international on-demand work platforms in healthcare.

Outcome: Gained insight into scalability strategies and international market dynamics.

LinkedIn: <https://www.linkedin.com/in/jhsilva/>

Website: <https://mycareforce.co/>

- 7 October – **Inês Sena Esteves (Senior Developer, Rauva)** – Discussion of payment integration and platform collaboration.

Outcome: Confirmed potential for future integration but recommended DayON reach operational maturity first.

LinkedIn: <https://www.linkedin.com/company/rauva/>

Website: <https://rauva.com/pt>

- 7 October – **Joana Loureiro (Head of Talent Acquisition & Employer Branding, Jerónimo Martins)** – Discussion on workforce inclusion and pilot programs.

Outcome: Shared benchmarking insights; confirmed interest though company requires larger operational scale for partnership.

Website: <https://www.jeronimomartins.com/pt/>

LinkedIn: <https://www.linkedin.com/in/joanavloureiro/>
- 16 October – **António Cartier Pinto (Founder & CEO, MAVA)** – Presentation of DayON and exploration of workforce logistics synergies.

Outcome: Identified strong potential synergies.

LinkedIn: <https://www.linkedin.com/in/ant%C3%B3nio-cartier-pinto-4a5649223/>

Website: <https://www.linkedin.com/company/grupomava/>
- 17 October – **Constança Moreira (Project Promoter, Agricultural Sector)** – Meeting to discuss rural employment and seasonal work opportunities.

Outcome: Provided valuable contacts and access to the agricultural employment network.
- 17 October – **Pilar Passanha (Coordinator, SEMEAR Project)** – Planning of an inclusion-focused pilot project under the DayON framework.

Outcome: Potential pilot partnership identified; valuable for corporate inclusion initiatives.
- 18 October – **Sandra Cordeiro (Founder, MyIdeas)** – Discussion on UX, website design, and brand development.

Outcome: Contributed to the improvement of DayON's website and brand communication.

LinkedIn: <https://www.linkedin.com/in/scordeiro/>

Website: <https://myideas.pt/>

- 20 October – **Gabriel Albuquerque (Advisor to the Mayor of Lisbon)** – Discussion on public employment inclusion and pilot cooperation.

Outcome: Provided contacts within the municipality and expressed interest in platform usage.

LinkedIn: <https://www.linkedin.com/in/gabriel-mateus-de-albuquerque/>

Website: <https://www.lisboa.pt/>

- 22 October – **Pedro Libano Monteiro (Entrepreneur & Investor)** – Strategic discussion on scalability and investment readiness.

Outcome: Provided useful feedback and interest in future projects.

LinkedIn: <https://www.linkedin.com/in/pedrolibanomonteiro/>

Website: <https://www.importrust.com/>

- 24 October – **Gabriel Barros (Customer Care Agent of Merytu)** – Benchmarking of competing flexible work platforms.

Outcome: Gained detailed understanding of competitive dynamics and operational models.

LinkedIn: <https://www.linkedin.com/in/gabriel-barros-168084191/>

Website: <https://merytu.com/>

- 25 October – **Frederic Pinto Basto (Founder, IMPEC)** – Platform test and feedback on user experience.

Outcome: Positive feedback; intends to post available work opportunities.

LinkedIn: <https://www.linkedin.com/in/frederico-pinto-basto-796265110/>

Website: <https://impec.pt/>

- 25 October – **André Roque (Founder, Happy Gang)** – Discussion on youth employment and event collaboration.

Outcome: Identified need for multiple event shifts; potential pilot partnership.

LinkedIn: <https://www.linkedin.com/in/andr%C3%A9roque/>

Website: <https://thehappygang.com/>

November 2025

- 1 November – **Tiago Chiote (Founder & Managing Director, CS Solutions)** – Introductory meeting to explore potential synergies between DayON and CS Solutions in the events and hospitality sector. CS Solutions, founded in 2014, provides 360° event management services, including corporate and private events, team building, and sporting events. The company positions itself as a strategic partner in the design and execution of memorable experiences for clients in Portugal and abroad.

Outcome: Partnership discussion in progress; strong alignment in event workforce and team-building solutions.

LinkedIn: <https://www.linkedin.com/company/cs-solutions-portugal/>

Website: <https://cssolutions.pt/>

- 2 November – **Senhor Nuno (Private Catering Entrepreneur)** – Discussion on catering workforce collaboration.

Outcome: Identified as a potential future partner.

- 3 November – **André Relvas (Founder, Unilinkr)** – Meeting focused on exploring synergies between Unilinkr and DayON in the student employment ecosystem. André Relvas provided highly valuable insights into market dynamics, platform scalability, and operational challenges typically faced at early-stage growth. The discussion helped clarify

several structural questions and opened the door to potential future collaboration. He also expressed willingness to continue supporting the team by clarifying doubts and advising on strategic decisions when needed.

Outcome: Significant learning exchange; strong advisory alignment and potential partnership identified.

LinkedIn: <https://www.linkedin.com/in/andrereivas/>

Website: <https://www.unilinkr.net/>

- 5 November – **Miguel Aguiar (Executive director Startup Portugal)** – Strategic meeting focused on business expansion, investor readiness, and best practices for early-stage operational structuring. Miguel Aguiar provided highly valuable guidance, including communication principles for managing different stakeholder groups (e.g., addressing corporate partners formally while maintaining informal communication with student workers). He emphasised the importance of positioning DayON as a European-oriented platform rather than a project framed solely within the Portuguese market. He also expressed openness to continued support and made himself available for future strategic clarifications.

Outcome: Significant strategic learning; long-term advisory willingness expressed.

LinkedIn: <https://www.linkedin.com/in/aguiarmiguel/>

Website: <https://startupportugal.com/>

- 5 November – **Dr. Manuela (Public Relations Officer, Câmara Municipal de Lisboa)** – Follow-up meeting to explore potential municipal cooperation in employment inclusion and event-based staffing. Dr. Manuela demonstrated strong interest in DayON's value proposition and highlighted how the Municipality of Lisbon often relies on subcontracted

entities for operational work. She recommended that DayON map these subcontracting chains by engaging directly with suppliers on the ground, as this is the most effective path to municipal collaboration. She noted that the team managing these processes was currently fully engaged in preparations for the 2026 presidential elections, and therefore a deeper conversation would only be possible afterwards.

Outcome: Positive validation; strategic guidance received; collaboration postponed due to municipal scheduling constraints.

LinkedIn: <https://www.linkedin.com/company/camaralisboa/>

- 8 November – **Salvador Gil (Founder, Homeless Is More)** – Discussion on complementarity between DayON and social inclusion initiatives.

Outcome: Identified social partnership and pilot collaboration opportunity.

LinkedIn: <https://www.linkedin.com/in/salvador-gil-serrano-546b1111/>

Website: <https://homelessismore.com/>

- 8 November – **Gonçalo Godinho e Santos (Partner & Founder, BSO Consulting Advise)** – Strategic meeting on HR consulting and advisory collaboration.

Outcome: Established advisory relationship for future business support.

LinkedIn: <https://www.linkedin.com/in/goncalogsantos/>

Website: <https://brightenconsulting.com/>

- **Associação da Baixa Pombalina (Local Business Association)** – In-person visit to the Baixa Pombalina market to present DayON to local merchants. The team met directly with several stall owners to assess operational workforce needs. The owners reported an immediate need for cleaning and maintenance staff to support daily market activity.

Outcome: Identified concrete staffing requirements; agreed to proceed with the initial collaboration phase.

Website: <https://www.adbaixapombalina.pt/>

Email: geral@adbaixapombalina.pt

- 12 November – **Ricardo Machado (Event Manager, CCL – Feira Internacional de Lisboa)** Meeting focused on exploring collaboration opportunities for event-based staffing through DayON.

Outcome: Agreed to post available event work opportunities on the platform.

Website: <https://www.fil.pt/>

- 13 November – **Margarida Menezes (Founder Babysisters)** – Meeting on institutional partnerships and acquisition strategy.

Outcome: Identified partnership potential for future expansion.

LinkedIn: <https://www.linkedin.com/in/margaridamenezes/>

Website: <https://babysisters.pt/>

- **João Conde (Franchise Owner, McDonald's Portugal)** – Meeting to assess whether DayON's flexible work model could support staffing needs across his four McDonald's franchise locations.

Outcome: After analysing operational practices, it was concluded that McDonald's relies mainly on fixed-term contracts with a minimum duration of three months, making the DayON short-term, shift-based model unsuitable for their employment structure.

Website: <https://www.mcdonalds.pt/>

- 24 November 2025 – **Tomás Caeiro Figueiredo (Partner, B Events / B Boats)** - Meeting to present DayON's value proposition and explore collaboration opportunities in event logistics and hospitality operations.

Outcome: Very positive reaction; confirmed intention to register on the platform and begin posting event-related jobs.

LinkedIn: <https://www.linkedin.com/in/tomasfigueiredo/>

Website: <https://bevents.pt/en>
- 26 November – **Mafalda Correia de Sá (Institutional Partnerships Manager, Nova SBE)** – Meeting to explore collaboration between DayON and Nova SBE, including potential joint research and student employment initiatives.

Outcome: Academic partnership under exploration.

LinkedIn: <https://www.linkedin.com/in/mafalda-correia-de-s%C3%A1/>

Website: <https://www.novasbe.unl.pt/pt/comunidade/labs-foruns/inclusive-community-forum/apresentacao>
- 27 November – **UBBO (Shopping Centre Management)** Corporate outreach to explore opportunities for posting retail and event-related jobs on DayON.

Outcome: Pending evaluation by the UBBO operations team.

Email: concierge@ubbo.pt

Website: <https://ubbo.pt/>
- 27 November – **Francisco Sá Pereira (Co-founder Jobobo)** - Contact established to explore cross-border synergies and operational benchmarking with DayON.

Outcome: Very positive discussion; Jobobo expressed openness to support DayON and to maintain collaboration. The team is considering a future expansion into Portugal, which

may open further partnership opportunities.

Email: info@jobobo.es

Website: <https://jobobo.es/>

- 27 November – **Haddad Entrepreneurship Institute (Pitch Competition)** - Attendance at the Haddad pitch competition, which provided an opportunity to informally present DayON's concept to participants and collect feedback from students, entrepreneurs, and faculty.

Outcome: Visibility gained; potential institutional partnerships under review.

Website: <https://www.novasbe.unl.pt/en/community/institutes/nova-sbe-haddad-entrepreneurship-institute/students>

- 29 November – **Pedro Moura (Marvila 8 – Events & Hospitality)** Meeting to explore flexible staffing needs at Marvila 8 events and operations.

Outcome: Interested in posting event-related jobs on DayON.

Instagram: <https://www.instagram.com/debocaemboca/?hl=en>

Website: <https://debocaemboca.com/>

- 29 November – **Mónica (Taqueria Paloma, Marvila 8)** - Discussion regarding staffing needs for restaurant operations and events.

Outcome: Expressed interest in using DayON for shift-based hiring.

Instagram: <https://www.instagram.com/taqueriapaloma/?hl=en>

Website: <https://www.taqueriapaloma.com/>

- 30 November – **Frederico Maria Carvalhosa de Almeida Telo (Co-Founder & Managing Partner at Imago / Healthy Junkies / Impar)** - Meeting to discuss event-related staffing needs and explore potential collaboration opportunities. Frederico

provided highly valuable strategic insights based on his extensive experience in brand activation, influencer-driven marketing, and large-scale event management. As a founder in multiple companies operating in Portugal and Spain, he offered practical guidance on scaling operations and navigating the events ecosystem. He also introduced DayON to several relevant industry contacts, accelerating access to potential partners and clients.

Outcome: Strong interest in collaboration; received strategic guidance and high-value industry introductions.

LinkedIn: <https://www.linkedin.com/in/fredericotelo/?originalSubdomain=pt>

Instagram: https://www.instagram.com/impar._/?hl=en

Website: <https://www.healthyjunkies.pt/>

Website: <https://imagoportugal.com/>

December 2025

- 2 December – **Pedro Empis (Executive Director Randstad Portugal)** - Meeting to understand Randstad’s business model, operational structure, and client segments, with the aim of assessing overlaps between Randstad’s market and DayON’s prospective customer base.

Outcome: Gained insights into workforce industry dynamics and clarified potential areas where customer segments may intersect; no collaboration envisaged at this stage.

LinkedIn: <https://www.linkedin.com/in/pedro-empis-597a141/>

Website: <https://www.randstad.pt/>

- 2 December 2025 – **Pedro Pontes (NAPPS)** - Meeting to assess the technical and financial requirements for migrating DayON from a web-based MVP to a full mobile platform. The consultant provided an overview of app store economics, including the

standard 30% commission retained by Apple and Google on in-app revenues, and highlighted the need for a structured development roadmap supported by adequate financial resources.

Outcome: Obtained a preliminary cost and feasibility assessment for platform migration; decision postponed until external funding is secured, given the subscription-based model recommended for sustainability.

LinkedIn: <https://www.linkedin.com/in/pedro-sousa-pontes/?originalSubdomain=pt>

Website: <https://napps.io/>

- 3 December – **Maria Paula Rodrigues, Luís Miguel António, and Olga Maria Bravo (Câmara Municipal de Oeiras)** Institutional outreach to explore municipal collaboration and inclusion-focused employment opportunities.

Outcome: Municipal partnership under early-stage evaluation.

Website: <https://www.oeiras.pt/d.e>

- 6 December **João Alvim (Partner, Alfred Creative)** – Meeting held to validate DayON’s concept and assess its applicability to creative and event-oriented staffing needs.

Outcome: Validation of the idea; identified potential use cases in creative production and events, with openness to future collaboration as the platform scales.

LinkedIn: <https://www.linkedin.com/in/joaoplalvim/>

Website: <https://alfredcreative.com/>

- 15 December 2025 – **André Gonçalves (Haddad Entrepreneurship Institute – Nova SBE)** – Meeting to formalise a partnership channel with the Haddad Entrepreneurship Institute and align DayON’s participation in second-semester activities (events, initiatives, and community engagement).

Outcome: Partnership pathway confirmed; DayON positioned to participate in Haddad's second-semester activities and expand institutional visibility within Nova SBE.

LinkedIn: <https://www.linkedin.com/in/andr%C3%A9-gon%C3%A7alves-9b186a106/>

Website: <https://www.novasbe.unl.pt/en/community/institutes/nova-sbe-haddad-entrepreneurship-institute/overview>

- 15 December 2025 – **Hugo Cardoso (Nova SBE Student Union / Nova SU)** – Meeting to explore collaboration opportunities with Nova's student community and assess how DayON could activate student participation and job supply through student-led channels.

Outcome: Student engagement collaboration under exploration; identified potential pathways to promote DayON within the student ecosystem.

LinkedIn: <https://www.linkedin.com/in/hugo-cardoso-6527b2220/>

Website: <https://www.novasu.pt/>

- 16 December 2025 – **Rita (Manager at Latitid)** – In-person meeting at Latitid to present DayON's concept, demonstrate platform functionality, and support initial onboarding and usage.

Outcome: Concept validated at the operational level; early user onboarding completed and platform adoption initiated.

Website: <https://latitid.com/en>

- 17 December 2025 – **Raquel Prieto (Staff Global Group)** – Online meeting to present DayON and discuss the event-staffing market from the perspective of one of the largest international event staffing groups.

Outcome: High-value market insights and validation; initial relationship established for potential future collaboration and industry benchmarking.

LinkedIn: <https://www.linkedin.com/in/raquel-prieto-baluenga-a41976195/>

Website: <https://staffglobalgroup.com/pt-pt/>

- 17 December 2025 – **José Maria Alvim (Senior Manger Nova Executive Education)**

Meeting to discuss potential collaboration between DayON and Nova Executive's network of companies and executives.

Outcome: Identified opportunities for corporate engagement and introductions.

LinkedIn: <https://www.linkedin.com/in/jos%C3%A9-maria-alvim-336894b5/?originalSubdomain=pt>

Website: <https://www.novasbe.unl.pt/pt/cursos/formacao-de-executivos/homepage> ~

Section B – Employer Outreach for Job Posting Acquisition

- **ISTO. (Retail & Clothing Brand)** – Corporate outreach regarding staffing needs for stores and promotional events.

Outcome: Pending feedback on potential job postings.

Email: customercare@isto.pt

Website: <https://isto.pt/>

- **Sandra Morais (CTT – Correios de Portugal)** – Corporate contact regarding short-term staffing needs for logistics and seasonal operations.

Outcome: Pending review from internal HR department.

Email: sandra.c.morais@ctt.pt

Website: <https://www.ctt.pt/particulares/index>

- **Cante Lisboa (Retail & Fashion)** – Contacted to assess interest in posting store support and sales assistant jobs.

Outcome: Awaiting confirmation.

Email: shoponline@cantelisboa.com

Website: <https://www.cantelisboa.com/pt/>

- **Millennium Estoril Open (Events & Sports Management)** – Contact with the organizing team to explore seasonal staffing opportunities through DayON.

Outcome: Candidate for event job postings during tournament operations.

Email: fv@millenniumestorilopen.com

Website: <https://www.millenniumestorilopen.com/en>

- **PLUS 351 (Fashion & Retail Brand)** – Outreach to assess interest in posting retail and event-related jobs on DayON.

Outcome: Awaiting response regarding staffing needs.

Email: info@plus351.pt

Website: <https://plus351.pt/>

- **Fauna & Flora (Restaurant & Café Chain)** – Contact regarding flexible staffing for hospitality operations.

Outcome: Pending confirmation on collaboration.

Email: ola@faunafloralisboa.com

Website: <https://www.faunafloralisboa.com/>

- **O Bolo da Marta (Bakery & Events Catering)** – Outreach to evaluate demand for event assistants and production support.

Outcome: Awaiting reply.

Email: encomendas@obolodamarta.pt

Website: <https://www.obolodamarta.pt/>

- **Pastéis de Belém (Heritage Bakery)** – Corporate outreach regarding high-volume seasonal staffing needs.

Outcome: Pending evaluation by operations team.

Email: pasteisdebelem@pasteisdebelem.pt

Website: <https://pasteisdebelem.pt/en/>

- **Alegro Alfragide (Nhood)** – Contact to explore retail and event workforce opportunities.

Outcome: Awaiting follow-up.

Email: bialegroalfragide@nhood.com

- **Carlos Varandas Jr. (JRN Docarias – Pastry & Food Production)** – Contact regarding operational and seasonal staffing.

Outcome: Expressed preliminary interest; awaiting next steps.

Email: geral@jrn-docarias.com

Website: <https://jrn-docarias.com/>

- **Associação do Bairro Alto (Local Business Association)** – Contact to explore staffing needs in nightlife, restaurants, and events.

Outcome: Awaiting response.

Email: geralacba@gmail.com

Website: <https://www.visitlisboa.com/pt-pt/locais/associacao-comercial-e-empresarial-do-bairro-alto>

- **Chapéus Lisboaetas (Retail Brand)** – Contact regarding store support and promotional staffing.

Outcome: Pending reply.

Email: mail@chapeuslisboetas.com

Website:

- **Festaluga (Event Equipment & Rentals)** – Outreach to assess operational staffing needs for event logistics.

Outcome: Potential collaboration under review.

Email: comercial@festaluga.pt

Website: <https://festaluga.pt/>

- **Banana Café (Events & Hospitality)** – Contact regarding staffing for events and café operations.

Outcome: Awaiting confirmation of needs.

Email: eventos@bananacafe.pt

Linkdin: <https://www.linkedin.com/in/baltazar-ferreira-744981253/>

- **Ana Marques (Portuguese Brand representative Mathilde M)** – Direct outreach to explore collaboration and assess operational fit for early-stage users.

Outcome: Served as one of the first adopters of the platform and operated as an initial pilot test for DayON.

Website: <https://www.mathilde-m.com/en/>

- **O Bolo Proibido (Bakery & Events)** – Outreach regarding flexible staffing needs.

Outcome: Awaiting response.

Email: geral@oboloproibido.pt.

Website: <https://www.oboloproibido.pt/>
- **O Lisboaeta (Events & Food Services)** – Contact to explore posting event jobs through DayON.

Outcome: Awaiting reply.

Email: olisboeta@olisboeta.pt

Website: <https://www.olisboeta.pt/>
- **Tia Marta Chef (Private Chef & Catering)** – Outreach regarding event staffing collaboration.

Outcome: Pending confirmation.

Linkedin: <https://www.linkedin.com/company/chef-comida-pronta/about/>
- **Filigrana Biológica (Organic Catering & Events)** – Contact regarding operational and event staffing needs.

Outcome: Potential collaboration under evaluation.

912315953 / 917998800

Email: comercial@filigranabiologica.pt
- **Margarida Marques (Events Professional)** – Outreach to explore potential collaboration.

Outcome: Awaiting reply.

93048554

- **Gonçalo Henriques (Events & Promotions)** – Outreach for job-posting collaboration.

Outcome: Pending response.

917603415

- **Ivory Therapy (Beauty & Wellness Services)** – Outreach via social media.

Outcome: Pending evaluation.

Instagram: https://www.instagram.com/ivory_therapy/?hl=en

- **Simplify (Cleaning & Operational Services)** – Corporate outreach to assess workforce needs.

Outcome: Pending reply.

Instagram: <https://www.instagram.com/simplify.pt/>

Website: <https://besimplify.pt/en>

- **Olá Sangria Lisboa (Food & Beverage Brand)** – Outreach via social media.

Outcome: Awaiting response.

Instagram: <https://www.instagram.com/olasangrialisbon/>

- **La Empanada Portugal (Food Service & Events)** – Corporate outreach regarding flexible staffing needs.

Outcome: Candidate for posting event-related jobs.

LinkedIn: <https://www.linkedin.com/company/laempanadaportugal/>

- **Susana Oliveira (Event Manager, Sport Lisboa e Benfica)** – Exploration of platform use for event staffing.

Outcome: Expressed interest in adopting the platform for future events.

Email: soliveira@slbenfica.pt

Website: <https://www.slbenfica.pt/en-us/>

- **Marta Carvalho (Coordinator, Portugal Tech Week 2025)** – Coordination for participation in the national technology event network.

Outcome: Positive feedback; event had concluded prior to outreach.

Email: marta@avevalley.pt

Website: <https://portugaltechweek.com/>

- **Ricardo dos Cruzeiros (Event Partner)** – Exploratory discussion on private event collaboration.

Outcome: Expressed interest in publishing work opportunities via DayON.

- **Clarissa Bessa (Project Manager, iOn Live Euro)** – Discussion on collaboration for the Lisbon Tech Run 2025.

Outcome: Partnership under consideration.

Linkedin: <https://www.linkedin.com/in/clarissa-bessa-90a1b9b7/?originalSubdomain=pt>

Website: <https://ion.live/group/euro/>

- **Leonidas Portugal** Belgian premium chocolate brand with official presence in Portugal.

Instagram: https://www.instagram.com/leonidas_chocolates_pt/

- **Crepes XXL** Artisan crepe vendor frequently present at markets and events.

Instagram: <https://www.instagram.com/crepes.xxl/>

- **Happy Food Lab** Healthy and creative artisan food brand.

Instagram: <https://www.instagram.com/happyfood.lab/>

- **Adegamãe Wines** Portuguese wine producer.

Instagram: https://www.instagram.com/adegame_wines/

- **Dr. Bayard** Iconic Portuguese brand of traditional medicinal candies.
Instagram: <https://www.instagram.com/dr.bayard/>
- **Dona Bifana** Street food brand specialised in traditional Portuguese bifanas.
Instagram: <https://www.instagram.com/donabifana/>
- **Fábrica da Nata** Premium Portuguese pastry shop known for pastéis de nata.
Instagram: <https://www.instagram.com/fabricadanata/>
- **Crunchy's Street Food** Artisan street-food food truck.
Instagram: <https://www.instagram.com/crunchysburger.portugal/>
- **Cachorro à Portuguesa** Portuguese hot-dog style street food brand.
Instagram: <https://www.instagram.com/cachorroaportuguesa/>
- **A Bifana de Portugal** Street-food brand focused on traditional bifanas.
Instagram: <https://www.instagram.com/engenheirodabifana/>
- **BeerBurger** Artisan burger food brand.
Instagram: <https://www.instagram.com/beerburger.pt/>
- **Mercado dos Cereais** Brand offering traditional snacks and artisan cereal-based products.
Instagram: <https://www.instagram.com/mercadodoscereais/>
- **Lambarices** Artisan sweets and confectionery brand.
Instagram: https://www.instagram.com/lambarices_/
- **Vinhos de Lisboa** Official wine region brand.
Instagram: <https://www.instagram.com/vinhosdelisboa/>
- **Healthy Junkies** Healthy food brand blending nutritious and creative recipes.
Instagram: <https://www.instagram.com/healthy.junkies/>

- **Espaço Marian** Latin/Brazilian artisanal food products.
Instagram: https://www.instagram.com/espaco_marian/
- **Filijoias** Handmade jewellery brand.
Instagram: <https://www.instagram.com/filijoias/>
- **Miwi Jewels** Artisan jewellery brand.
Instagram: https://www.instagram.com/miwi_jewels/
- **Mimecá** Handmade accessories and jewellery.
Instagram: https://www.instagram.com/mimeca_mimeca/
- **Nanda Biju** Handmade bijouterie and accessories.
Instagram: <https://www.instagram.com/nandabiju/>
- **Intiquilla Rituals** Handmade accessories and wellness products.
Instagram: https://www.instagram.com/intiquilla_rituals/
- **Kikicose** Crochet-based handmade fashion pieces.
Instagram: <https://www.instagram.com/kikicose/>
- **Baimara Shop** Sustainable Portuguese clothing and textile brand.
Instagram: <https://www.instagram.com/baimarashop/>
- **Par & Escala** Lifestyle and accessory brand.
Instagram: <https://www.instagram.com/paryescala/>
- **Pallas** Portuguese lifestyle and accessories brand.
Instagram: <https://www.instagram.com/pallas.pt/>
- **Amaia** Illustration and handmade accessories brand.
Instagram: <https://www.instagram.com/amaitartadedesign/>

- **Collanine Colorate** Colourful handmade accessories brand.
Instagram: <https://www.instagram.com/collaninecolorate/>
- **MVG Jewelry** Artisan jewellery.
Instagram: <https://www.instagram.com/mvgjewelry/>
- **Hippie Koala** International handmade accessories brand.
Instagram: https://www.instagram.com/kyivkoala_jewelry/
- **Charmers Lisbon** Portuguese jewellery and accessories brand.
Instagram: https://www.instagram.com/charmners_lisbon/
- **Myriam & Lalyta** Feminine accessory and jewellery brand.
Instagram: <https://www.instagram.com/myriamlalyta/>
- **Nature in Gold** Author-designed artisan jewellery.
Instagram: <https://www.instagram.com/natureingold/>
- **Maria Lisboa Alfajores** Premium handmade alfajores brand (confectionery).
Instagram: <https://www.instagram.com/marialisboaaalfajores/>
- **Tropical Store** Fashion and accessories.
Instagram: https://www.instagram.com/tropical_store.pt/
- **Merken Crafts** Handmade artisan crafts brand.
Instagram: <https://www.instagram.com/merkencrafts/>
- **The Hat and I** Handmade crochet and knitwear.
Instagram: https://www.instagram.com/marken_crochet/
- **Bhoomi Jewelry** Sustainable, upcycled jewellery brand.
Instagram: <https://www.instagram.com/bhoomi.jewellery/>

- **Jotrip** Handmade accessories brand.
Instagram: <https://www.instagram.com/jotripworld/>
- **Bunny Kid** Handmade children's accessories and products.
Instagram: <https://www.instagram.com/bunnykidpt/>
- **PAEZ** Portuguese casual footwear brand.
Instagram: <https://www.instagram.com/paezshoes/>
- **Pepa Flaca** Ceramic-based design and art pieces.
Instagram: <https://www.instagram.com/pepa.flaca/>
- **TOUS** International jewellery brand.
Instagram: <https://www.instagram.com/tousjewelry/>
- **Amparella Maison** Handmade accessories brand.
Instagram: <https://www.instagram.com/amparellamaison/>
- **Salomé Faria Jewelry** Artisan jewellery brand.
Instagram: <https://www.instagram.com/salomefariajewelry/>
- **JIMENAS** Spanish artisan snack brand.
Instagram: <https://www.instagram.com/thejimenass/>
- **Zereno** Minimalist clothing and accessories brand.
Instagram: https://www.instagram.com/zereno____/
- **Cooleet** Fashion and accessories brand.
Instagram: <https://www.instagram.com/shopcoolet/>
- **Mestiza** Women's fashion brand.
Instagram: https://www.instagram.com/mestiza__official/

- **Cerâmicas do Moinho** Traditional Portuguese pottery brand.
Instagram: <https://www.instagram.com/ceramicasdomoinho/>
- **Woonder** Minimalist artisanal home-decor brand.
Instagram: https://www.instagram.com/woonder_journal/
- **Baymo** Design & lifestyle brand with a minimalist identity.
Instagram: <https://www.instagram.com/baymo.thebrand/>
- **Vintage Bazaar** Vintage goods and artisan crafts shop.
Instagram: <https://www.instagram.com/vintagebazaarlisbon/>
- **Calçada Lisboa** Lisbon-inspired design and accessories brand.
Instagram: <https://www.instagram.com/calcadalisboa/>
- **Marjorie Salvador** Art Fine arts and illustration.
Instagram: <https://www.instagram.com/marjoriesalvadorart/>
- **Almofariz da Vila** Regional and artisanal products.
Instagram: <https://www.instagram.com/almofarizdavila/>
- **Donnie Dough** Artisan doughnut brand.
Instagram: <https://www.instagram.com/donnie.dough/>
- **Traços do Céu** Handmade decor and artisan products.
Instagram: https://www.instagram.com/tracos.do.ceu_/
- **Natal Secret Spot** Seasonal Christmas products and decor.
Instagram: <https://www.instagram.com/natalsecretspot/>
- **Label Factory** Custom labels and personalised products.
Instagram: https://www.instagram.com/labelfactory_/

- **Pyne Studio** Creative design studio.
Instagram: <https://www.instagram.com/pynestudio/>
- **OM Essence** Essential oils and aromatherapy.
Instagram: <https://www.instagram.com/om.essence/>
- **Nó Projectos** Design and artisan crafts project/store.
Instagram: https://www.instagram.com/noprojecos_lx/
- **IMAGO Portugal** Creative agency & experiential events producer.
Instagram: <https://www.instagram.com/imago.portugal/>
- **Philippe Patricio Collage Art** Collage artist and creative brand.
Instagram: https://www.instagram.com/philippe_patricio_collage/
- **Status Events** – Events agency (hostesses, models, activations).
Website: <https://statusevents.pro/>
Email: statusevents@statusevents.pro
- **Smile Together (Smile Staff)** – Event staffing agency.
Website: <https://www.smilestaff.pt/>
Instagram: <https://www.instagram.com/smiletogether.pt/>
Email: claudia.veiga@smiletogether.pt
- **Moment Eventos** – Events company.
Instagram: https://www.instagram.com/moment_eventos/
- **Agência DL** – Event staffing / operational support agency.
Website: <https://agenciadl.pt/>
Email: geral@agenciadl.pt

- **Unique Team** – Staffing agency for events and activations (video application referenced).
Website: <https://www.uniqueteam.pt/>
Email: geral@uniqueteam.pt
- **Tox’Inn (now associated with Bloomer/Bloomer Staff)** – Event staffing / activations brand referenced as part of Bloomer’s positioning.
Website: <https://www.bloomerevents.com/>
Instagram: <https://www.instagram.com/bloomerevents/>
- **Fórum Criativa** – Creative/events agency.
Website: <https://www.forumcriativa.pt/>
Email: geral@forumcriativa.pt
- **Staff Global Group** – Staffing and outsourced workforce provider.
Website: <https://staffglobalgroup.com/pt-pt/>
Email: rprieto@staffglobalgroup.com ; cmorgado@staffglobalgroup.com
- **Rua Comunicação** – Communication and activations agency.
Website: <https://www.ruacomunicacao.com/>
Email: geral@ruacomunicacao.com
- **BrandP** – Brand activation/marketing agency.
Website: <https://brandp.pt/>
Email: info@brandp.pt
- **New Exit** – Events/activations company (contact via website/IG).
Website: <https://newexit.pt/>
Instagram: https://www.instagram.com/new_exit/

- **B BRAVE** – Events, staffing, promotions and activations agency.

Instagram: https://www.instagram.com/b_brave_events/

- **Lastlap** – Sports events production agency.

Website: <https://lastlap.pt/>

Instagram: <https://www.instagram.com/lastlap.pt/>

Email: geral@lastlap.pt

- **Maria Joana Agency** – Staffing/events agency.

Website: <https://www.mariajoanateam.pt/>

Instagram: <https://www.instagram.com/mariajoana.pt/>

Email: geral@mariajoanateam.pt

- **Connect Eventos** – Events/activation agency.

Website: <https://connectcomunicacao.com/>

Instagram: <https://www.instagram.com/connect.comunicacao/>

Email: geral@connecteventos.pt

- **Eloquence**– Event staffing company.

Website: <https://eloquence.es/en/lisboa/>

Instagram: https://www.instagram.com/eloquence_es/?hl=es

Email: geral@eloquence.pt

- **B Spirit** – Events and brand activation agency.

Website: <https://bspirt.com/en/home-en/>

Instagram: <https://www.instagram.com/bspirteventos/>

Email: geral@bspirt.com

- **Activation Portugal** – Brand activation/events agency.
 Website: <https://activationportugal.pt/>
 Instagram: <https://www.instagram.com/activationpromocaodeeventos/>
 Email: geral@activation.pt
- **H2N** – Promotions, activations, events and logistics agency.
 Website: <https://www.h2n.pt/>
 Instagram: https://www.instagram.com/h2n_culture_connectors/
 Email: geral@h2n.pt
- **BTrust** – Promotions and field marketing agency.
 Website: <https://www.btrust.pt/>
 Instagram: https://www.instagram.com/_btrust/
 Email: info@btrust.pt
- **One Creative Group** – Creative/events group.
 Website: <https://onecreative.pt/>
 Instagram: https://www.instagram.com/one_creative_agency/
 Email: info@oneagency.pt
- **Multilem** – Events, stands, activations and production company.
 Website: <https://multilem.com/>
 Instagram: https://www.instagram.com/multilem_worldwide/
 Email: portugal@multilem.com
- **Cloe Events** – Events company.
 Website: <https://www.cloeevents.com/>

Instagram: <https://www.instagram.com/cloeevents>

Email: info@cloeevents.com

- **EGOR** – HR, recruitment, outsourcing and staffing provider.

Website: <https://www.egor.pt/>

Instagram: <https://www.instagram.com/grupoegor/>

Email: dgcomercial@egor.pt

- **Mediaway** – Promotions and activation agency.

Website: <https://mediaway.pt/>

Instagram: <https://www.instagram.com/mediawaypt/>

Email: geral@mediaway.pt

- **Gate 23** – Creative production agency.

Website: <https://gate23.pt/>

Instagram: https://www.instagram.com/gate23_eventos_hospedeiras/

Email: hi@gate23.pt

- **Golden Goose Portugal (events/activation agency)** – Events/activations agency (Portugal).

Website: <https://www.golden-goose-events.com/lisbon-hostess-agency/>

Instagram: <https://www.instagram.com/goldengooseevents/>

Email: geral@goldengoose.pt

- **Grand Idea** – Events and communication agency.

Website: <https://www.grandideia.pt/>

- Instagram:** <https://www.instagram.com/grandideia>
- Email:** geral@grandideia.pt
- **Vanilla Dynasty** – Creative and production agency.
Website: <https://www.vanilladynasty.com/>
Instagram: <https://www.instagram.com/vanilladynasty>
Email: geral@vanilladynasty.com
 - **Polis Eventos** – Events company.
Website: <https://polis.pt/>
Email: diamantino.martins@polis.pt, clara.papanca@polis.pt
 - **FIX CHIQ** – Event support services (front-of-house, valet parking, event operations).
Website: <https://fixchiq.com/>
Email: fixchiq@fixchiq.com
Instagram: https://www.instagram.com/fix_chiq/
 - **Castelbel na Embaixada** – Retail / lifestyle brand presence (flagship/store concept).
Website: <https://castelbel.com/>
Email: shoponline@castelbel.com
Instagram: https://www.instagram.com/castelbel_na_embaixada/
 - **Aline Clothing (Official)** – Fashion / clothing brand.
Website: <https://alineclothing.com/>
Instagram: https://www.instagram.com/alineclothing_official/

- **Chumeco Shoes** – Footwear brand.

Website: <https://chumeco.com/>

Instagram: <https://www.instagram.com/chumecoshoes/>

- **Organii Bio** – Organic / bio products brand.

Website: <https://organii.com/>

Instagram: https://www.instagram.com/organii_bio/

- **Gin Lovers** – Gin-focused brand/community/events.

Website: <https://ginlovers.pt/en/>

Instagram: https://www.instagram.com/gin_lovers/

- **HLC Jewellery** – Jewellery brand.

Website: <https://www.hlc.pt/en>

Instagram: <https://www.instagram.com/hlcjewellery/>

- **Fairly Normal** – Fashion / lifestyle brand.

Website: <https://fairly-normal.com/>

Instagram: [https://www.instagram.com/fairlynormal_ /](https://www.instagram.com/fairlynormal_/)

- **Benedita Formosinho Brand** – Fashion / accessories brand.

Website: <https://beneditaformosinho.com/>

Instagram: <https://www.instagram.com/beneditaformosinhobrand/>

- **Hirundo** – Fashion / lifestyle brand.

Website: <https://hirundo.pt/>

Instagram: <https://www.instagram.com/hirundo/>

- **Ecola Portugal** – Sustainable products / lifestyle brand.

Website: <https://ecolaportugal.com/en/home-en/>

Instagram: <https://www.instagram.com/ecola.portugal/>

- **FV Concept Store** – Retail concept store (fashion/lifestyle).

Website: <https://embaixadalx.pt/loja/fv-concept/>

Instagram: https://www.instagram.com/fv_conceptstore/

- **A Industrial Lisboa** – Retail / lifestyle store (Lisbon).

Website: <https://www.aindustria.pt/>

Instagram: <https://www.instagram.com/aindustrialisboa/>

- **Lemon Hair (Official)** – Hair / beauty brand or salon.

Website: <https://lemon-hair.com/>

Instagram: https://www.instagram.com/lemonhair_official/

- **SoleSal** – Lifestyle / brand (likely apparel/accessories).

Instagram: https://www.instagram.com/solesal_/

- **Mr. Blue Menswear** – Menswear / fashion retailer.

Website: <https://mr-blue.com/en>

Instagram: <https://www.instagram.com/mrbluemenswear/>

Dream Catchers Store – Retail store (lifestyle/gifts).

Instagram: https://www.instagram.com/dream_catchers_store/

- **Pardo Originals** – Fashion / accessories brand.
Website: <https://www.pardo-originals.com/pt-pt/>
Instagram: https://www.instagram.com/pardo_originals/
- **Slow Soaps** – Handmade / natural soaps brand.
Website: <https://slow-soaps.com/pt>
Instagram: <https://www.instagram.com/slow.soaps/>
- **Favorite People Store** – Retail store (fashion/lifestyle).
Website: <https://www.favoritepeoplestore.com/>
Instagram: <https://www.instagram.com/favoritepeoplestore/>
- **Inzou Decor** – Home decor brand/store.
Instagram: https://www.instagram.com/inzou_decor/
- **Barata Tonta Online 16** – Retail / online store.
Instagram: <https://www.instagram.com/baratatontaonline16/>
- **Lume Lisboa** – Lifestyle / retail brand (Lisbon).
Instagram: <https://www.instagram.com/lume.lisboa/>
- **Sara Concepts** – Design / lifestyle brand.
Instagram: <https://www.instagram.com/saraconcepts/>
- **Labrisaportugal** – Lifestyle / brand (Portugal).
Instagram: <https://www.instagram.com/labrisaportugal/>
- **Tita Artss** – Art / handmade products.
Instagram: <https://www.instagram.com/titaartss/>

- **Marraff Store** – Retail store (fashion/lifestyle).
Instagram: <https://www.instagram.com/marraffstore/>
- **Fénix by Teresa Costa** – Handmade / design brand.
Instagram: <https://www.instagram.com/fenixbyteresacosta/>
- **Kantinho d'Artes** – Handmade crafts / artisan store.
Instagram: <https://www.instagram.com/kantinhodartes/>
- **Bloom Concept Store** – Concept store (fashion/lifestyle).
Instagram: https://www.instagram.com/bloom_conceptstore/
- **Dealmae Decoracao** – Home decor brand/store.
Instagram: <https://www.instagram.com/dealmaecoracao/>
- **Bianca Rouge Black** – Fashion / lifestyle brand.
Instagram: <https://www.instagram.com/biancarougeblack/>
- **Aramata BioCosmetica** – Natural/bio cosmetics brand.
Instagram: <https://www.instagram.com/aramatabiocosmetica/>
- **Sorte Collection** – Fashion / accessories collection/brand.
Instagram: https://www.instagram.com/sortecollection_/
- **Clamelie Flowers** – Florist / flowers brand.
Instagram: <https://www.instagram.com/clamelie.flowers/>
- **Myska (Portugal)** – Lifestyle / retail brand.
Instagram: <https://www.instagram.com/myska.pt/>

Section C: International Platform Benchmarking & Outreach

- **Temper (Netherlands Flexible Work Platform)** – Contact for benchmarking and possible cross-posting collaboration.

Outcome: Pending response regarding platform partnership.

Email: uksupport@temper.works

- **StaffMe (French Occasional work Platform)** – Outreach to explore potential collaboration and best practices in flexible staffing.

Outcome: Awaiting reply regarding partnership feasibility.

Email: support@staffme-freelance-entreprises.zendesk.com

Section D – Student Outreach and Ambassador Engagement

- **Jaime, Rafaela Nordeste, and Ema Samissone (Workers, FIL Fair)** – Field validation with potential users.

Outcome: Confirmed high demand among student and occasional workers.

- **Matilde Ribeiro da Cunha (Event Hostess)** – Shared business contacts and insights into promotional work.

Outcome: Provided sectoral knowledge and relevant contacts.

LinkedIn: <https://www.linkedin.com/in/matilde-ribeiro-da-cunha-0a424b273/>

Website: <https://hospedeiras-portugal.pt/pt/>

- **Maria Cascais (Law Student, Universidade Autónoma de Lisboa)** - Engagement to introduce DayON and assess interest in participating as an early user and ambassador.

Outcome: Joined the DayON student network; serves as an informal ambassador helping promote the platform among peers.

Website: <https://autonoma.pt/>

- **Vasco Ferraz (Communication Student, School of Communication and Media Studies (ESCS))** - Outreach aimed at expanding the student user base and gathering feedback on communication strategies.

Outcome: Joined DayON as an early adopter and ambassador, supporting student outreach efforts.

Website: <https://www.escs.ipl.pt/>

- **Teresa Lavrador (ISCTE)** - Discussion regarding flexible work opportunities and student engagement.

Outcome: Joined the platform and now functions as a student ambassador.

Website: <https://www.linkedin.com/in/teresa-lavrador-6bba61348/?originalSubdomain=pt>

- **Joana Stone (2nd-year BA student in Social and Cultural Communication (Universidade Católica Portuguesa))** Discussion regarding flexible work opportunities and student engagement.

Outcome: Joined the platform and now functions as a student ambassador.

LinkedIn: <https://www.linkedin.com/in/joana-stone-52bb90278/>

Summary

Between September and December 2025, the **DayON** founding team held more than **fifty** structured engagements with corporate, academic, social, and public stakeholders. These interactions validated the platform's business concept, strengthened institutional relationships, and supported the venture's legal and operational foundations. Through continuous collaboration with legal advisors, corporate partners, and social institutions,

DayON demonstrated its readiness to operate as a credible, inclusive, and compliant actor in flexible work ecosystem.