



Verified once. Trusted Globally.

Verification platform for luxury and private service.

Private household staffing runs mostly on trust. No verification system.

Through candidates applications, clients contacts get harvested. No protection.

Good case: the candidate is genuine and everything checks out — but it still takes 5-14 days, repeats at every agency, and exposes the family's data along the way.

Bad case: a forged reference clears the manual check — and a fraudulent candidate gains physical access to the home, the family's contacts and address left exposed on agency drives.

Worst case: a fake agency harvests the data outright — addresses, signatures, daily routines — everything a thief needs to reach the family.

84M

FAKE PROFILES REMOVED BY
LINKEDIN IN 2025

117M

SCAM INCIDENTS FLAGGED IN
2025 ALONE

5-14 days

AVG. PLACEMENT DELAY PER
CANDIDATE

This gap isn't ignored. It's structural.

Corporate HR platforms that live on placement fees and data monetization can't close it without dismantling their own business model.

Take a corporate screener like **OnGrid** — it can verify the candidate, but only by harvesting and storing the family's private data. The one thing it must do to work is the one thing a UHNW household can never allow.

41.3M HNWIs and a fast-growing private staffing sector still lack shared infrastructure.

A security gap only a conflict-free model can fill.

One centralised profile. Confirmed once. Accepted globally.

No client data leaks or harvesting. No fake candidates or agencies.

Today: 5-14 days per candidate — repeated with every agency application and every job offer, and each check risks a client-data leak.

With Nayastrea: verified once. Instant access to credentials.

It starts with the family offices and UHNW families, who adopt the standard for the security and efficiency it gives them. Agencies and candidates then verify to meet it.

The Amanah Architecture

Replacing manual, repeated vetting with one verification standard.

01

Independent referee & credential authentication

Forged and AI-made certificates rejected.

03

Candidate-controlled, revocable access

They grant it, it expires, and no trail stays on agency drives.



WATCH THE OVERVIEW

02

Automated redaction & encryption

The employer's private data never exposed.

04

Institutional agency audits

Fake recruiters and data harvesters filtered out at registration.

EXPLORE THE APP PREVIEW

**The private household sector is growing nearly 10% yearly.
The fraud is growing faster.**

€310B

SECTOR SIZE

€430M

LOST TO RECRUITMENT FRAUD
IN 2024

510,810

UHNW EMPLOYERS GLOBALLY

Trust is breaking down. The demand is loud.

The market is established. Millions of placements internationally.

BOTTOM-UP — DUBAI LAUNCH · YEAR 1, BASE CASE

We introduce Nayastrea to families and offices, and reach out to agencies directly. Agencies and candidates pay to meet the standard.

25 agencies contacted a month · 25% start a trial · 40% convert to paid.

- **€101K Year 1 ARR run-rate** — 13 paying agencies, 631 candidates
- Pricing: €200 / agency / month · €110 / candidate / year
- Scales to €2.25M ARR by Year 3 (base case)
- Excludes upside: search access for offices, luxury hospitality, and government adoption — none counted here.

41^M

HNW INDIVIDUALS TODAY

677^K

UHNW BY 2030 — UP TO 30
STAFF EACH

76^M

DOMESTIC WORKERS
WORLDWIDE

2,000+ SPECIALIST AGENCIES

175 ROLES — ESTATES TO YACHT & AVIATION CREW

Corporate screening platforms are built on Data Extraction. Our platform is built on Data Obfuscation.

ALTERNATIVE	THE GAP IT LEAVES OPEN	WHY NAYASTREA WINS
Blockchain credentialing CSM ProofChain	An immutable public ledger — permanent, impossible to erase. Wrong for discretion.	Confirms authenticity without ever publishing who wrote it.
Corporate HR / screeners Quinfy · OnGrid · Xref · Greves	Need raw, unredacted PII to run — they log the employer's private data.	Strips identifying data at the source. Only the redacted record is kept.
Boutique manual vetting Praetorian · GSA Global	Weeks of work and thousands per check — no scalable digital utility.	Same rigor, delivered as instant digital verification.
Recruitment agencies Morgan & Mallett · Docean · Tiger	Slow, manual reference checks — re-vetting the same candidate for every role, with no shared audit trail.	Verified once, accepted everywhere — no repeat vetting.
TECHNOLOGY ROADBLOCK Their engines are built to extract PII. Copying us means rewriting core software to hide and redact data instead — a counter-intuitive rebuild.	BUSINESS-MODEL ROADBLOCK Their margins depend on full automation at a few dollars per check. Elite discretion and human-grade verification break that model.	LEGAL & LIABILITY ROADBLOCK An agency doing it faces data-poaching claims, conflicts with its own clients, and breach of candidate confidentiality — NDAs and data-protection law.
They verify the candidate by exposing the employer; we verify the candidate while cloaking the employer. For them to copy us, they would have to break the automated high-volume engine that makes them profitable.		

Subscription first. Scale by stage.

STAGE 1 · YEARS 1-2 — THE DUBAI WEDGE

Agencies and candidates verify in — the paying base that fills the pool.

STAGE 2 · YEAR 3 — FAMILY-OFFICE SEARCH ACCESS

Opens once the verified pool passes 4,000 · €500 per unlock — the step that lifts ARR to €2.25M.

GROWTH LEVERS · UPSIDE BEYOND THE DUBAI BASE CASE

Luxury hospitality · international expansion (Years 2-3, on proven demand) · government adoption (post-MVP).

€101K

YEAR 1

€539K

YEAR 2

€2.25M

YEAR 3

€3.75M

YEAR 4

Exit ARR run-rate · Dubai base case.

Every side wants it — including the side that pays.

AGENCIES

A couple ready to join, more in active discussion.

UHNW FAMILIES

Asking for it directly — privacy above all.

CANDIDATES

One verified profile that ends repeat vetting.

 **Anna Sterna** • 1st
Director of Operations/ Director of Properties

2d ...

Robert Farkas I want to add that if most respected and high profile companies verify references only after an offer is extended, why in private service there are quite a few recruiters who demand with an attitude to verify references before presenting a candidate ? It doesn't make sense and most of the time they do so mostly to get information regarding a possible new client. It is just a no no.

Like · 🗨️ 2 | Reply

 **Alison Ruane** ✓ • 2nd
Qualified Primary Teacher, Rota Governess to UHNW families, English L...

3d ...

I dream of a central registry where references are verified once and held on file, then all future prospective employers can contact the registry. I would definitely subscribe to a service like this, like I do with the Police check/Disclosure & Barring update service.

Like · 🗨️ 1 | Reply · 1 reply

 **Julia Gray** • 2nd
Global Early Years Consultancy & Tutor/G...

5d •

Totally agree. There should be a system where references are stored in the same way as the Update Service

Like | Reply 1

 **Andy Bignell**  • 1st
Private Chef for Global Estates & Luxury Villas Providing high-end, discr...

2d ...

Thank you for your post.

The agencies call candidates under the guise of discussing opportunities, but often it seems more about generating new business and upselling services by asking whether you need butlers, housekeepers, or other staff.

The system feels broken — candidates are frequently ghosted, encouraged to register, and invest their time, only to never hear back again.

Like | Reply · 1 reply

**20 years in private service.
13 as UHNW/Royal House and
Estate Manager.
Lived experience, firsthand.**

Overseeing operations across Europe, South Asia and the Middle East.

250

STAFF UNDER
MANAGEMENT, AT
PEAK

Up to 4

PROPERTIES PER
FAMILY — MULTI-
SITE

€2M+

OPERATING
BUDGETS, TO
UNLIMITED

Hired and vetted household staff firsthand — I've lived both sides of this problem.

BUILDING THE FOUNDING TEAM

Actively recruiting a **technical lead / co-founder** and a **verification-operations lead** — both funded by Round 1.

GET IN TOUCH

Nandor Meszaros

nando@nayastrea.com

WATCH THE PREVIEW



THE ASK

€200K now. Funded to breakeven.

€400K total across two pre-seed rounds — no bridge round required

- Round 1 — now, for the build and Dubai MVP launch
- Round 2 — on MVP launch, funds the scale to breakeven

Open to SAFE or priced equity

Use of funds — product 40% · verification operations 25% · admin 20% · marketing 15%

€200K

RAISING NOW — PRE-SEED

€1.5M

VC VALUATION — INDICATED

19

MONTHS TO BREAKEVEN