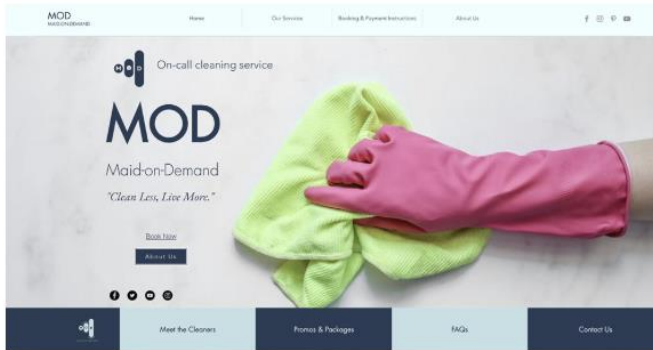


Cleaning startup pitches on-demand housekeeping services

BY NEWSBYTES.PH MAY 6, 2026



Cleaning service platform MOD, short for Maid-on-Demand, is positioning itself as an alternative for Filipino households seeking on-call housekeeping services instead of hiring stay-in domestic helpers.

The company said its platform, available through its website, offers booked cleaning services where workers are deployed to homes or condominium units for specific cleaning tasks and leave once the work is completed.

MOD said the service was developed in response to the increasing costs associated with hiring stay-in household help, including salaries, food, electricity consumption, and mandatory government contributions.

The company also cited security concerns among homeowners about allowing strangers to stay inside their homes for extended periods.

"With Maid-on-Demand, these cost and security concerns are addressed while still allowing the modern Filipino family to pursue their individual career, school and personal goals unimpeded by the mundane tasks of housekeeping," the company said.

MOD said its target market includes working mothers and busy professionals who want to outsource household cleaning duties to free up time for work, family, and personal activities.

"Maid-on-Demand allows the modern Filipino mother to reserve their time, energy and focus on achieving their goals and enjoying their lives without incurring too much expense or having to let in a stranger into their home," it added.

The platform said users can schedule cleaning appointments online or through phone booking, with cleaners deployed on demand.



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