

FREELANCE MARKET PLACE APP

INVESTOR PITCH

Problem Statement

Hiring Challenges

- Finding Skilled Talent
- High Cost of Hiring Full-time Employees
- Limited Access to Diverse Skill Sets
- Lack of Flexible Work Arrangements
- Difficulty in Vetting & Trusting Freelancers
- Promoting Local Talent

Marketing & Sales Challenges

- High Cost of Traditional Advertising
- Limited Access to Marketing Talent
- Challenges in Digital Marketing
- Sales Process Inefficiencies
- Difficulty in Targeting the Right Audience
- Brand Recognition Challenges

Solution Overview

- The app provides access to a pool of marketing experts who can create and implement tailored marketing strategies, helping businesses enhance customer engagement and brand visibility.
- The app offers cost-effective digital marketing solutions through freelancers skilled in SEO, social media marketing, and online advertising, allowing SMEs to compete effectively.
- By connecting businesses with a wide range of experienced marketing professionals, the app makes it easier to find the right talent for developing successful marketing campaigns.
- The app features specialists in various digital marketing disciplines who can help businesses navigate complexities and achieve better results with their online marketing efforts.
- Freelancers on the app can provide insights and strategies for accurate audience targeting, ensuring that marketing efforts reach the intended demographic efficiently.
- The app connects businesses with freelancers who specialize in marketing analytics, enabling them to measure campaign effectiveness and make informed, data-driven decisions.

Solution Overview

- Marketing experts on the app can help businesses develop and execute branding strategies that strengthen brand recognition in the competitive Dubai market.
- The app offers access to sales professionals who can streamline lead generation, customer follow-up, and closing deals, improving overall sales efficiency and revenue growth.
- By connecting businesses with experienced sales freelancers, the app ensures that companies can find the right talent to drive their sales efforts effectively.
- Freelancers specializing in lead generation can help businesses identify and attract potential customers, increasing the pool of viable sales leads.
- The app provides access to CRM experts who can implement and manage CRM systems, ensuring effective tracking and nurturing of customer relationships.
- Sales consultants on the app can analyze and optimize sales processes, providing strategies to achieve consistent and improved sales performance.
- The app connects businesses with market research experts who can provide insights and strategies to adapt to changing market conditions and customer preferences.

Market Opportunity

Growing Freelance Economy: The global freelance market is projected to reach \$455 billion by 2023. In Dubai, the freelance workforce is growing at an estimated 20% annually.

Increasing Digital Transformation: Over 70% of businesses in Dubai plan to increase digital investments by 2025, boosting demand for digital freelancers.

Startup Ecosystem: Dubai hosts over 3,000 startups, many of which need flexible, cost-effective staffing solutions available through a freelance marketplace.

Cost Savings for Businesses: Businesses can save up to 40% on operational costs by hiring freelancers instead of full-time employees.

Access to Global Talent: The app can connect Dubai businesses to a global talent pool of over 1.1 billion freelancers, offering diverse skills and expertise.

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Flexible Work Culture: About 57% of professionals now prefer flexible work arrangements, increasing the potential user base for the app.

Regulatory Support: Dubai's freelancer visa program and supportive gig economy regulations enhance the attractiveness of freelancing.

Market Size and Demand: Demand for freelance services in Dubai is expected to grow by 25% annually, driven by SMEs and larger enterprises.

Networking and Collaboration: Around 40% of businesses in Dubai plan to engage freelancers for complex projects, facilitated by the app's collaboration features.

Business Model

Commission-Based Revenue: Transaction Fee: Charge a commission fee on each transaction completed through the app. Typically, this could range from 10% to 20% of the total project cost.

Business Subscription: Provide subscription options for businesses seeking regular or bulk freelance services. Plans can include features like priority support, advanced search filters, and detailed freelancer performance analytics.

Featured Listings & Ads:

Freelancer Promotion: Charge freelancers for featured listings or advertisements to increase their visibility on the platform.

Business Ads: Allow businesses to advertise job postings or services on the app.

Payment Processing Fee: Charge a small fee for processing payments made through the app, typically around 2-3% of the transaction amount.

Business Model

Premium Services: Offer additional services like project management assistance, dispute resolution, or dedicated account managers for a fee.

Freelancer Verification: Verification Fee: Charge a one-time fee for freelancer verification to enhance trust and credibility.

Affiliate & Partnership Programs: Referral Fees: Partner with other businesses and platforms, offering referral fees for new users brought to the app.

Affiliate Marketing: Generate revenue through affiliate marketing by promoting third-party tools and services that benefit freelancers and businesses.

Business Expenses

Initial Investment :

Company Registration, Regulatory Approvals
Management Manpower, Operation Manpower
Infrastructure, Compliance Documentation

AED 1,00,000

Management Cost

Project Management, Operations Management
Software & Tools, Training & Development
Space & Utilities

AED 50,000

Development Cost

Planning & Research, Design, Prototype Development
Product Development, Testing, Deployment,
Maintenance & Updates

AED 1,50,000

Marketing Cost

Digital Marketing, Influencer Marketing
Public Relations (PR), Offline Marketing
Referral and Affiliate Programs

AED 1,50,000

Investment Proposal

- Request for a minimum investment of 5,00,000 AED
- Breakdown of investment allocation:
 - 1,50,000 AED for product development
 - 2,00,000 AED for infrastructure & management
 - 1,50,000 AED for marketing

Investment Return

- Projected ROI: 170%

THANK YOU