

Prilance

The platform that
employs professionals via
freelancing



The Market

2023 can be considered as the peak of digital services.

More than Côte d'Ivoire, Benin, and the DRC, Senegal is the country that has trained the most professionals in the digital and IT fields. The latter are facing a difficult insertion due to a saturation of the direct employment market.



3.6 million informal Jobs

56.7% internet penetration

35.8% work on a temporary basis

304,000 are non-administrative employes

74.6% of employes do not have a contract

32% with a mobile money account

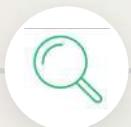
<https://datareportal.com/reports/digital-2020-senegal>

References

The problems

SOLVING REAL PROBLEMS

Customer



Finding
the right
resource



Collaboration
and assistance
during the
transaction



References
and trust



Negotiation of
the agreement

Freelancers



Find customers



Competing and
winning requests



Payment
compliance



Delivery
and receipt
of funds



Entrepreneurs can't do everything, they need to delegate



Social Media

Content creation
and management



Accounting

Money and report
management



Web Developpement

It Maintenance



A superhero with dark skin, a beard, and short hair stands in the center of a city skyline. He wears a white long-sleeved shirt with a black patterned collar, red pants, and a red cape. He is holding a blue smartphone in his right hand. The background features a light blue gradient with radial lines emanating from behind him, and the city skyline is composed of various building silhouettes in shades of blue and teal.

Prilance.com

La marketplace de services

Our end-to-end functionality creates a seamless workflow and a loyal user base



- Talent search engine
- Proposal tracking system
- Employment Table
- Tools to apply for jobs



- Collaboration tools
- Messaging application
- Voice and video calls (in progress)



- Time tracking
- Billing
- Secure brokerage
- Freelancers in more than 3 countries receiving payments



- Two-way evaluations
- Private and public comments
- Data analysis and reports

Our E-commerce approach to freelancing.



Services as a Product Model

To buy and sell digital services in the same way as physical goods on an e-commerce platform



Service on demand

No recruitment process. No long-term commitment. Companies get help when they need it.



End-to-end platform

This way, companies can focus on meeting deadlines and freelancers can focus on what they love to do.



A close-knit community

Bringing together a global community of businesses and freelancers to shape the future of work.

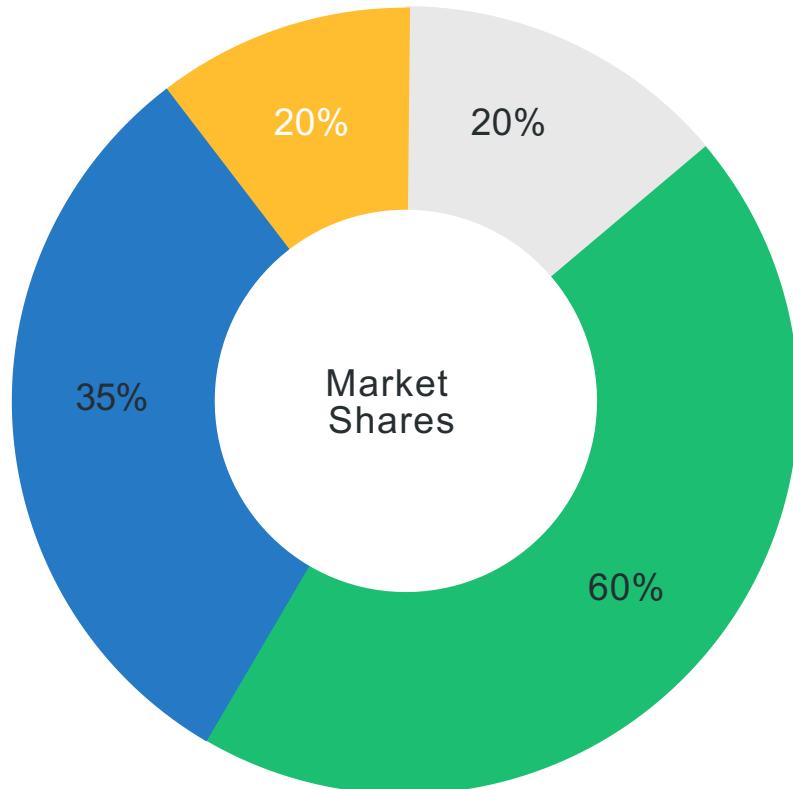
Market

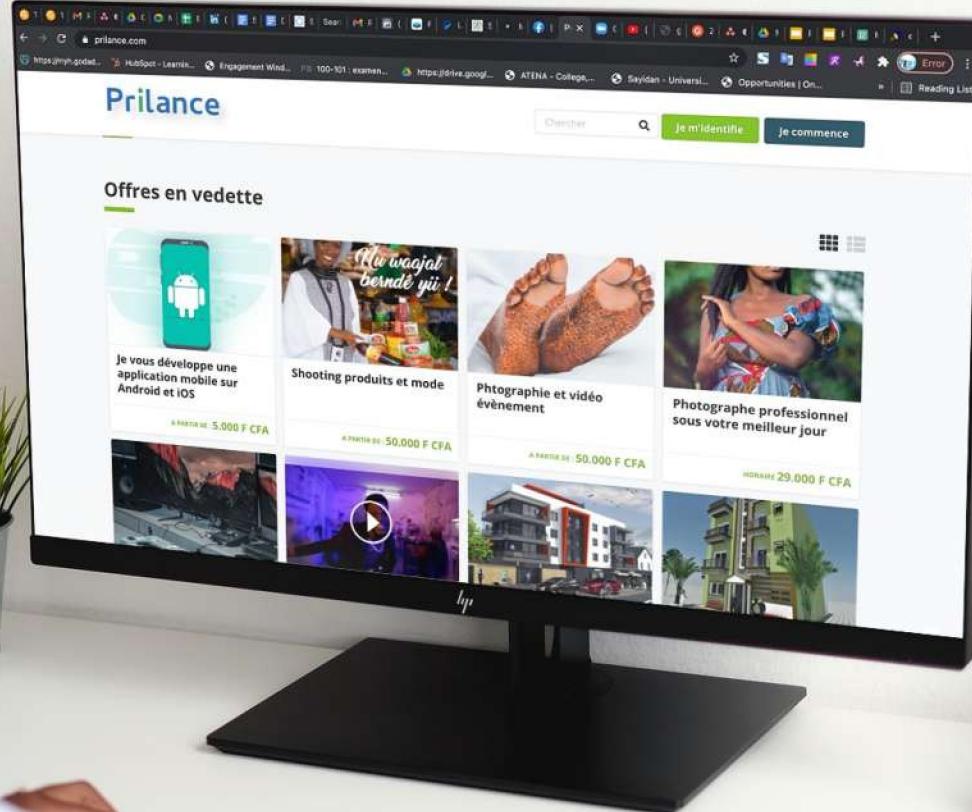
1 Local businesses

2 Freelance worker

3 Startups

4 Customers International





Prilance

Chercher Je m'identifie Je commence

Offres en vedette



Je vous développe une application mobile sur
Android et iOS

A partir de 5.000 F CFA



Shooting produits et mode

A partir de 50.000 F CFA



Photographie et vidéo
événement

A partir de 50.000 F CFA



Photographe professionnel
sous votre meilleur jour

HORAIRES 29.000 F CFA



Clients



Transparency and certainty of price, scope of work, quality and speed



Trusted brand for customer service



Access to a vast catalog of digital services



Access to a large choice of freelancers



Security of investment in time and money

Freelancers



Resolution Center + Effort Protection



Maximization of transaction flow



Flexibility and control



Payment with Orange Money and Prilance Credit



Accompaniment to the taking in hand

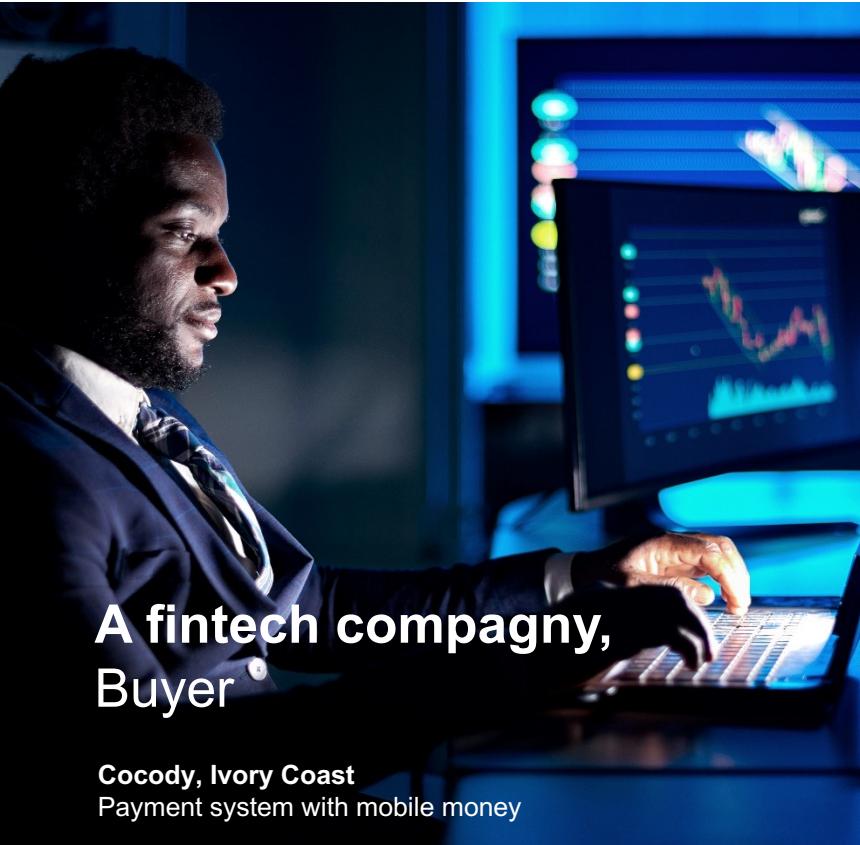


Availability and customizable schedule

Buyer Case Study

Services bought on Prilance:

- Voice over
- Presentation design
- UI design for mobile app
- Infographics design



A fintech company, Buyer

Cocody, Ivory Coast
Payment system with mobile money

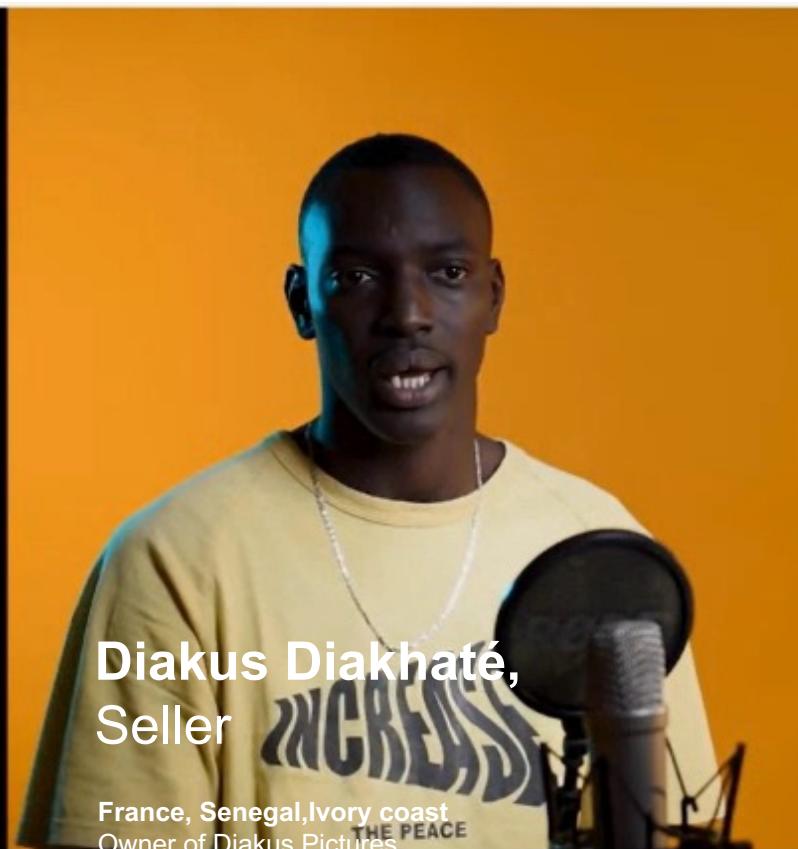
What I love most is not only the variety of talents and styles, but also the affordability of it and the level of service I got on Prilance.

5
Categories

3
Countries

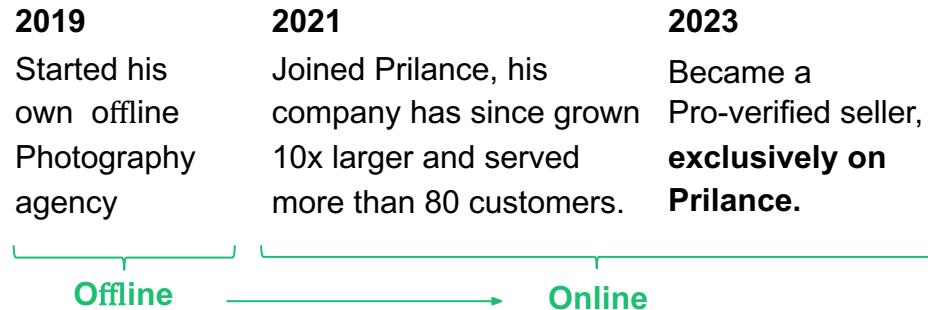
10K to 500k CFA
Order price range

Seller Case Study



**Diakus Diakhaté,
Seller**

France, Senegal, Ivory coast
Owner of Diakus Pictures



“Thanks to Prilance I became the owner of an exciting business that enjoys a double-digit growth rate.

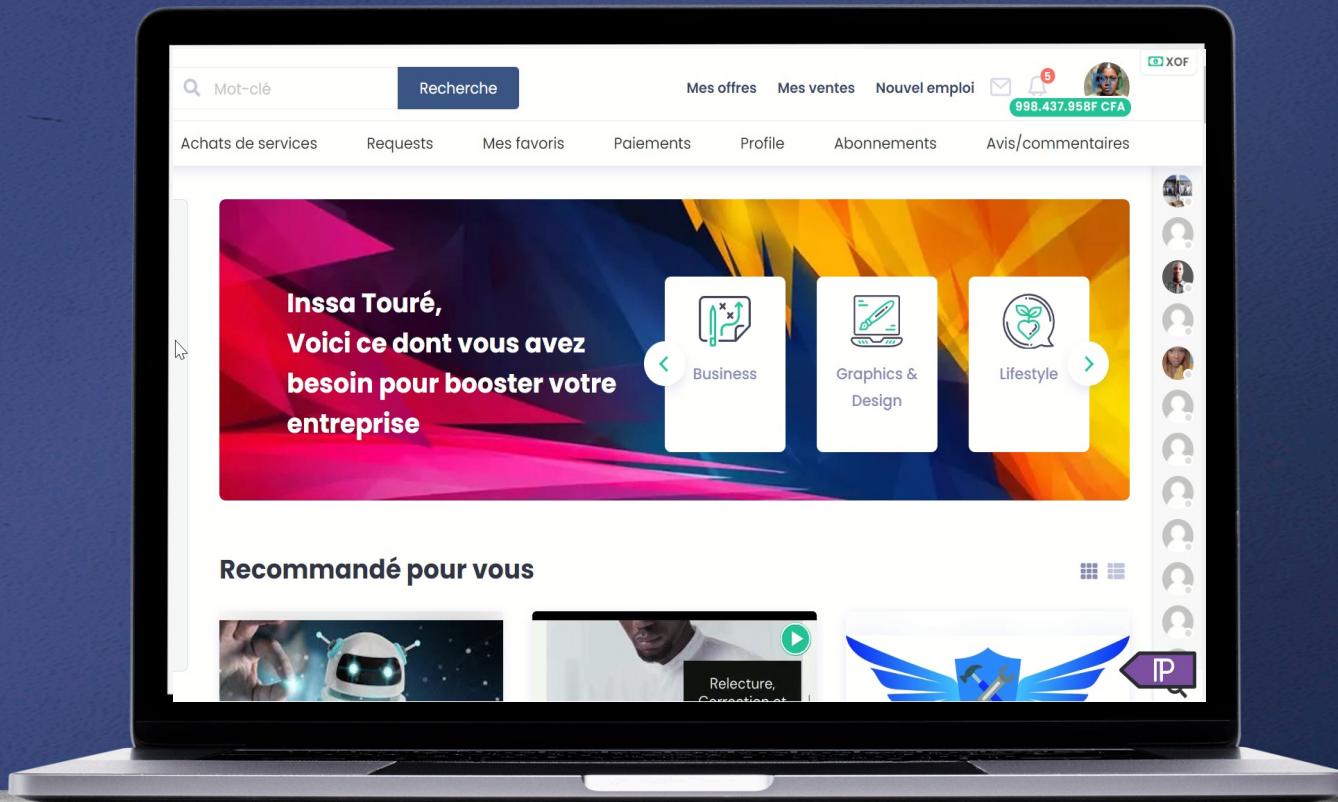
950+
Orders completed

2
Countries covered

9K – 1M XOF
Service prices

We bring efficiency to
the labor marketplace





Competitors

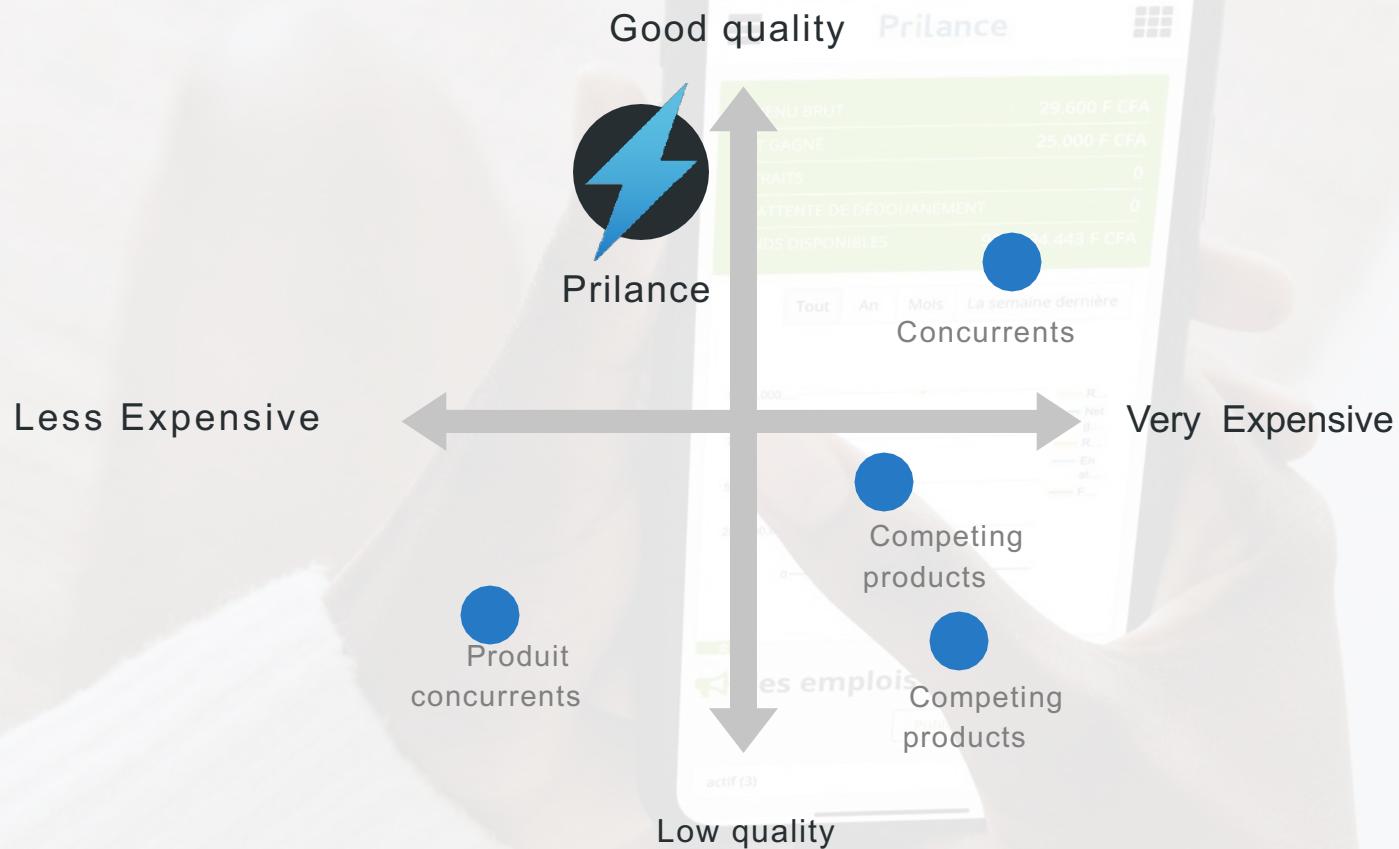
International



Locals



Our positioning map



SWOT analysis

Strengths

Business model win-win-win
Strong Economic impact and social



Weakness

Industry still Fancy Internet connectivity
Fluctuation pricings



Opportunities

Youth Employment Policies
New professionals/year
Essential digital services



Threats

Weak freelancing culture
Direct connection between actors
International competition



The Dream team



The team is composed of capacity builders with several years of experience in 8 African countries with some international awards and distinctions



Inssa Touré

CEO de Azerty
Social Media
Strategist
Facebook Lead
Trainer

Lead product



Babacar Sow

Full stack developer
Artificial
Intelligence

Product Dev



Serena Kette

Business developper -
Client relation
manager

Web dev



Gerard Kouame

Full stack developer
Intelligence
Artificielle

Biz Dev



GSEA
EO CANADA



MTN/Jumia
Entrepreneur
Challenge



World Bank
Business
academy



Ashoka
Changemaker



Ericsson
Innovation
Award



Orange Fab

Prilance Marketing Mix

Product Policy

Our products are classified as pro, operating in a B2B2C level.

They are recurrent and essential needs for the functioning of small and medium-sized companies (Productivity & Visibility)

Distribution policy

They are 100% digital and can therefore be operated without physical interactions. This saves time and productivity for the parties and creates a working environment unfavorable to COVID 19

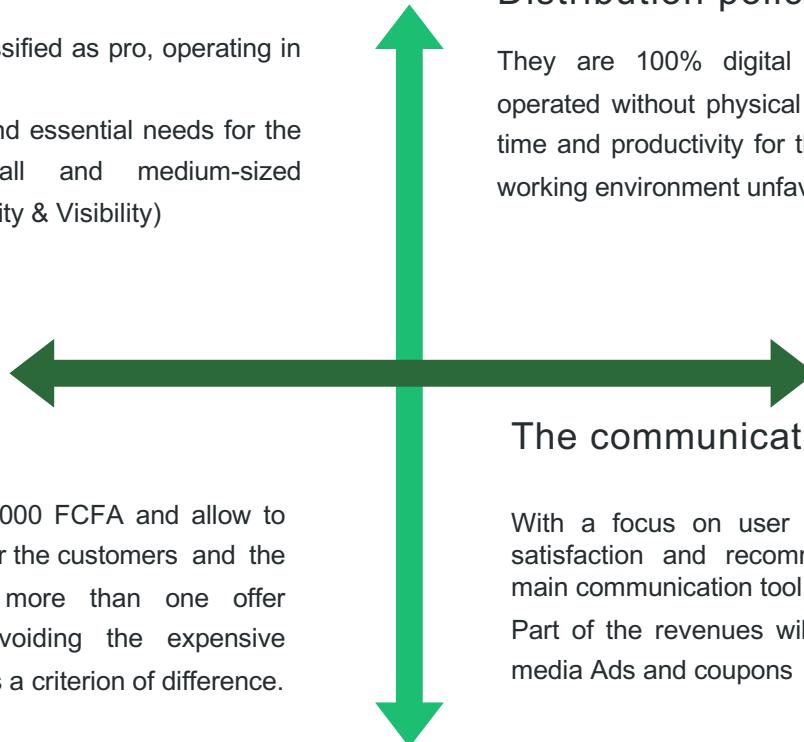
Pricing policy

The prices are from 5000 FCFA and allow to simplify the requests for the customers and the freelance earns on more than one offer realized per day. Avoiding the expensive market prices becomes a criterion of difference.

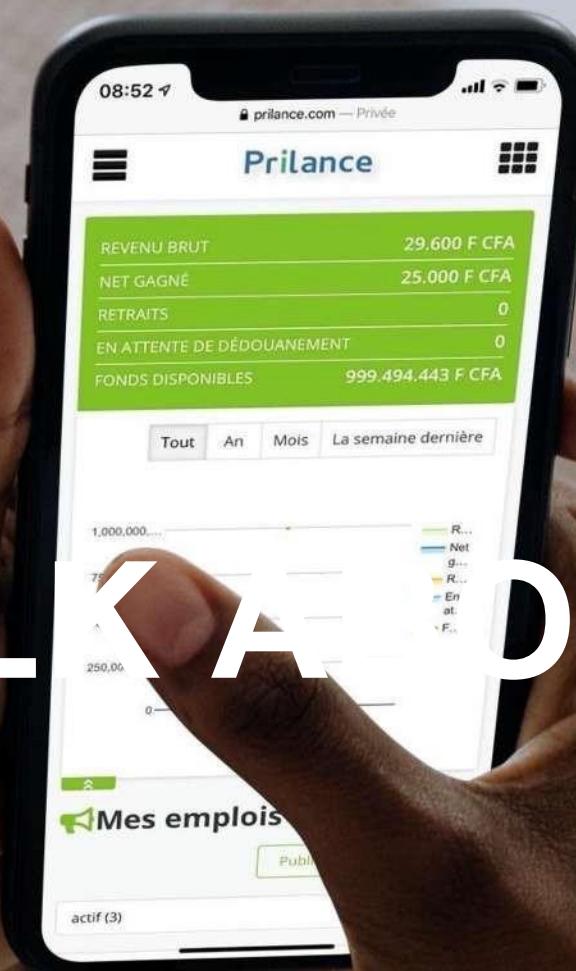
The communication policy

With a focus on user experience excellence, satisfaction and recommendation will be our main communication tool.

Part of the revenues will be focused on social media Ads and coupons



LET'S TALK KA PUT MONEY...



How do we generate revenue.

An illustrative example of a transaction of XOF 50,000

Services Catalogue

Ordering

Service

Delivery and payment

A seller offers a service for XOF 50,000

In our SaaS model, providers first list their service offerings on our marketplace. Each freelancer has a well-defined area of activity, hours, price and other specifications. Hundreds of young Senegalese professionals make up our vast catalog of services, which buyers use to search and browse to find the exact service they are looking for.

The buyer pays 52 500 XOF to Prilance

Once the buyer browses our catalog and finds the service they want, they place the order and pay Prilance the cost of the service plus a 5% service fee. For transactions under 20,000 XOF, buyers pay a minimum service fee of 1000 XOF.

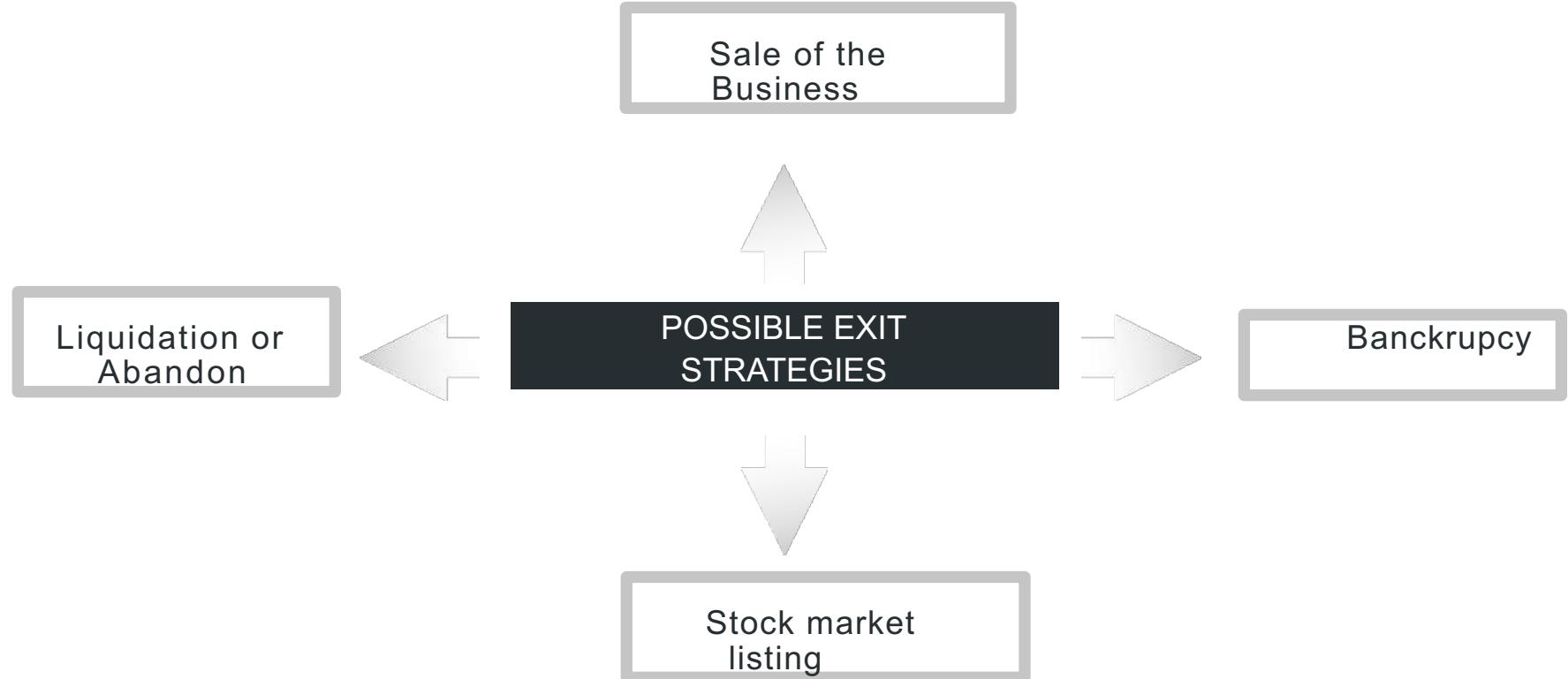
The work starts immediately upon order

When ordering, Prilance invites the buyer to send the seller the files required in the requirement description, along with a summary document with instructions. Once received, the seller can begin to work on the project immediately. They can also communicate and collaborate during the project via our platform.

Prilance pays the provider XOF 50,000

14 days after delivery of the project, if no problem is raised by the buyer, Prilance puts 100% of the value of the transaction available to the seller for pickup.

Exit Strategy



Operating expenses

Category/ years	N1	N2	N3	N4	N5
Salary	5400000	5400000	5400000	5400000	5400000
local	2400000	2400000	2400000	2400000	2400000
Electricity	600000	600000	600000	600000	600000
Eau	120000	120000	120000	120000	120000
Total expenditure	8520000	8520000	8520000	8520000	8520000

VAN	10%	251 904 849,26
TRI		244%

SALES

Designation	N1	N2	N3	N4	N5
Sales capacity	60%	80%	100%	100%	100%
Prilance	22 500 000	270000000	32400000	32400000	32400000
Total ventes	22 500 000	270 000 000	32 400 000	32 400 000	32 400 000

Financial plan

Project cost	28657918
Borrowed capital	25792126,2
Personal contribution	2865791,8
Duration of which 1 year deferred	4
Interest rates	10%
Constant annuities	8136663
Tax rates	30%

Income statement

RUBRIQUES	N1	N2	N3	N4	N5
Coefficient d'inflation	1,06	1,17	1,37	1,63	1,84
Total ventes	22500000	270000000	32400000	32400000	32400000
Eau	120000	120000	120000	120000	120000
Marge brute	22380000	269880000	32280000	32280000	32280000
local	2400000	2400000	2400000	2400000	2400000
Électricité	600000	600000	600000	600000	600000
Valeur ajouté	19380000	266880000	29280000	29280000	29280000
Salaire	5400000	5400000	5400000	5400000	5400000
EBE en monnaie constante	13980000	261480000	23880000	23880000	23880000
EBE en monnaie courante	14818800	304990272	32659028	38935710	43997352
Dotation aux amortissements	8163791,8	8163791,8	8658255	12126360	14057213
Capacité d'autofinancement	12356447	195164474	23778742	29016250	32919501

Résultat d'exploitation	6655008	296826480	24000773	26809350	29940139
Intérêt	665501	29682648	2400077	2680935	2994014
Résultat des activités ordinaires	5989507	267143832	21600696	24128415	26946125
Impôts	1796852	80143150	6480209	7238525	8083838
Résultat Net	4192655	187000683	15120487	16889891	18862288

Prilance



Performance from September 2023

2670

Freelancers

100

Trainings and certifications Partners

468

Published offers



JOIN THE ACADEMY





Pr lance.com

La plateforme de l'entrepreneur

INSTITUT
FRANÇAIS

Do what you love
Earn Money
In
In a safe
environment

Delegate
tasks Save
Money & Do
what you love