

■ SmartWerk Vision 2030 — v2.0

How we're changing the future of solo business in the Netherlands (and beyond).

■ Mission:

To become the most helpful, human-first AI assistant for freelancers in Europe.

■ Core Principles:

- Make financial tools simple and stress-free
- AI must explain, not confuse
- No freelancer should miss benefits again
- Visual dashboards over dry tables
- Empower, not replace humans

■ Coming Soon:

- GPT built inside calculators & templates
- Cashflow animation: See your money visually
- 1-tap tax logic: 'Should I pay this?' → Get answer
- Smart alerts: '15th of the month — upload your invoice!'
- Daily GPT tip in app

■ What If SmartWerk Disappeared?

- Freelancers return to spreadsheets and fear
- Missed tax savings, late filings, manual errors
- No one reminds you what to do, or when

■ What Early Users Say:

“*I never understood tax stuff before. Now I'm teaching others!*” ”

“*This is the only app I check daily besides WhatsApp.*” ”

“*Please never stop updating this product.*” ”

■ How You Shape SmartWerk:

- Suggest prompts, templates, tools you need
- Test features early & give feedback
- Tell others — help freelancers find us

■ Email: smartwerk.team@gmail.com • SmartWerk.nl