

### **Innovation Description**

Spring is an online platform where users can post a brief of their projects and freelancers can submit their quotations and proposals to the user. The platform will have to charge the users a monthly subscription but it will be free to use for the freelancers. Some of the job categories will be web design, software development, graphic design, academic writing, content writing, marketing, cyber security and any other job that can be done remotely.

### **Social Impact (Max 200 words)**

This project will create employment to the youth who are digital literate, and help solve the current problem where the youth need experience to get employed but due to lack of employment opportunities they end up missing jobs.

### **How unique is your innovation? (Max 200 words)**

What is unique with the innovation we are currently working on is the angle we are using to attack the current problem with online jobs in Kenya. Our competitors like Upwork and freelancer.com are not tailored for our local market. For example if you need an ecommerce website integrated with our local Mobile Money payment method, you will not get the exact skill you need for the task that is readily available.

### **Customer Pain / Challenges (Max 200 words)**

The challenges the customer (freelancer) might face is writing a proposal and quotation. Creating a detailed proposal or quotation might be a challenge to those new in writing such documents.

### **Revenue Streams (Max 200 words)**

The platform is expected to generate revenue using the subscription method. The subscription will only be charged to the users (those posting the jobs/briefs) and it will be free for the freelancers (those sending quotations ). The subscription will last for 30 days, where the user can post unlimited jobs, once the 30 days are over they will be unable to add a job. Each job added will have a lifespan of 30 days, on the 30 days are over the listing will not be visible to the freelancers hence no quotations will be sent.

### **Team Composition (Max 200 words)**

The team is currently made up of one developer.

### **Market Traction (Max 200 words)**

The target market are freelancers who can deliver work online. This group comprises programmers, graphic designers, writers and more. They are willing to try to use platforms where they can get jobs locally.

### **Short Term Projections (Max 200 words)**

The short term projections:

1. Have atleast 1000 users in the first 6 months.
2. Integrate the subscription system with mobile money (M-Pesa).
3. Collaborate with companies to outsource labour from us.

### **Milestones (Max 200 words)**

Our milestones are:

1. Have a minimum viable product ready.
2. Integrate with M-Pesa for local use only.
3. Build the systems REST API for easy development and scaling
4. Integrate with Jenga API to collect payment which will enable us to expand to more countries in East and Central Africa.

### **Pitch Deck File**

[https://innovations.makueni.go.ke/applicant\\_portal.php](https://innovations.makueni.go.ke/applicant_portal.php)