

How to Use this Presentation

Present with ease and wow your audience



- Customize with text and photos.
- Add elements from the library or upload from your drive.
- Apply page animations and transitions to emphasize ideas.
- Use point forms and short sentences instead of long paragraphs
- Use the PLP pitch deck guide and follow the protocol on slides

Lastly **“PLEASE DELETE THIS SLIDE WHEN YOU ARE DONE!”**

NextGen Freelance Platform



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Accessing high-quality software developers globally.

Companies and individuals struggle to find talented freelancers who can deliver on time and meet quality standards.

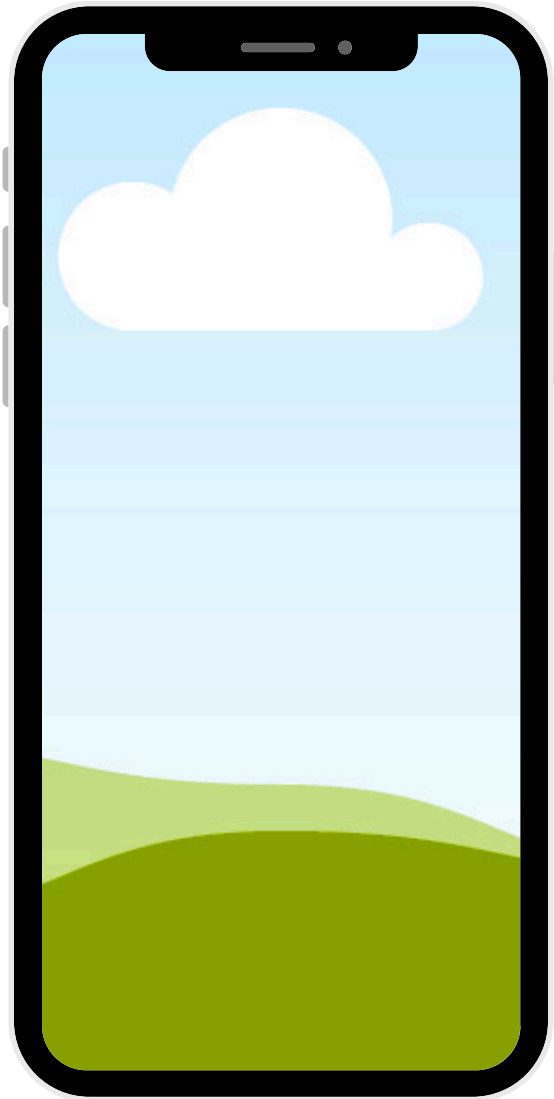


Solution

- A global freelance software development platform that connects top-tier developers with clients.
- We provide verified developers, transparent pricing, and a project management system to ensure seamless collaboration.

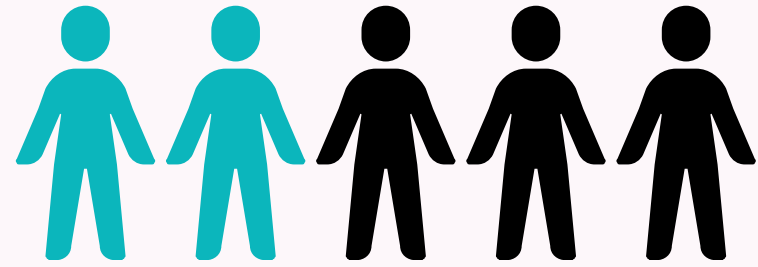


Product



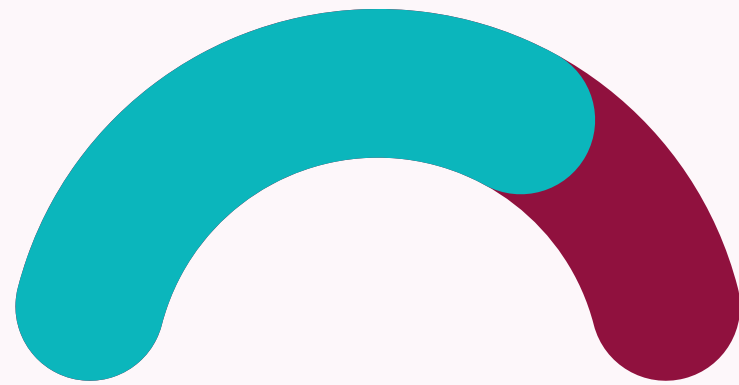
- An intuitive platform where clients can post projects, review developer profiles, and manage their projects from start to finish.
- Features include:
 - Verified developer profiles with skill assessments.
 - Built-in communication and project tracking tools.
 - Secure payment systems with milestone-based payments.

Target Market



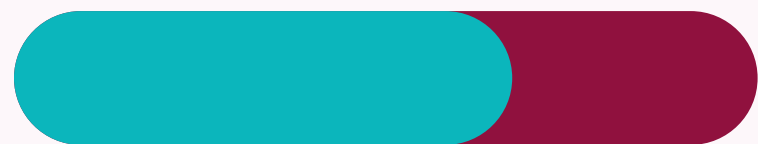
Over 10,000

Small to medium-sized enterprises (SMEs) seeking affordable and reliable software development.



Over 1,000

Entrepreneurs and startups looking for specialized software solutions.



Over 100,000

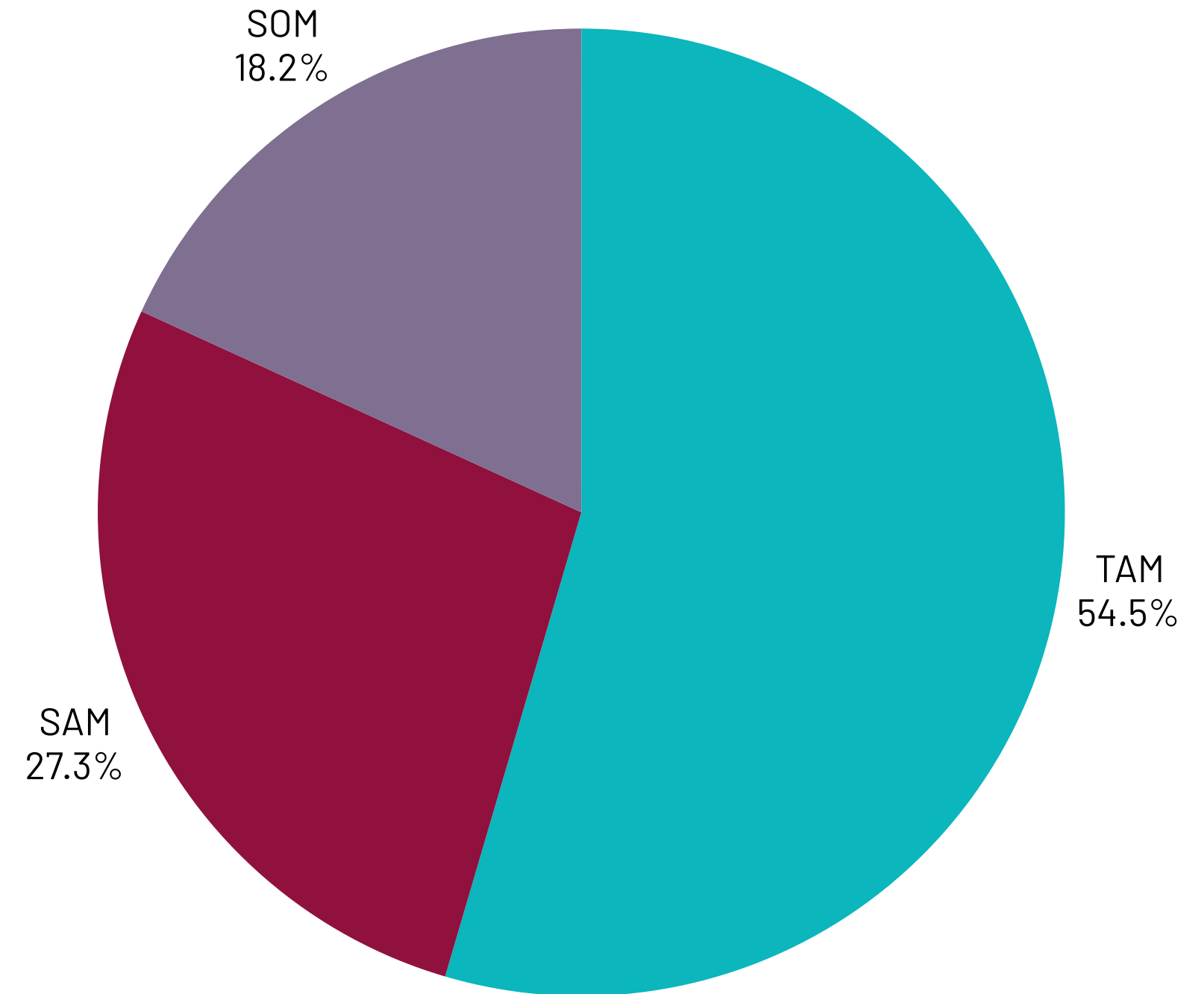
Entrepreneurs and startups looking for specialized software solutions.

Market Size

TAM (Total Addressable Market): \$450 billion (global IT outsourcing market).

SAM (Serviceable Available Market): \$300 billion (freelance software development).

SOM (Serviceable Obtainable Market): \$50 billion (targeted niche segments within SMEs and startups).





Competitors

- Direct competitors:
Upwork, Toptal, Fiverr.
- Indirect competitors:
Traditional IT outsourcing firms.
- Comparison: Our platform focuses on:
 - Verified developers to ensure quality.
 - Competitive pricing without compromising reliability.
 - Advanced project management tools for streamlined workflows.



Competitive Advantage

- **Quality Assurance:** Rigorous vetting of developers ensures only top talent is available.
- **Global Access:** Clients can hire the best talent irrespective of location.
- **End-to-End Platform:** Integrated tools for hiring, communication, project management, and payment.
- **Cost Efficiency:** Transparent pricing with no hidden fees.

Project Traction

Tracktion:

1,000+ developers onboarded.

500+ successful projects delivered.

\$1M in revenue generated in the first year.

Roadmap:

Q1 2025: Launch mobile app for easier project tracking.

Q3 2025: Expand into non-English-speaking markets.

2026: Introduce AI-driven developer-client matching.

Business Model



- Commission-based Model: Charge a 15% fee on each successful project.
- Subscription Plans: Premium plans for clients with additional features like priority support and custom developer pools.
- Upselling Services: Offer training and certifications for developers.

Profit Margin:

On average, we expect a net profit margin of 20% due to our efficient operational model and competitive pricing strategy.



Go To Market

- Digital Marketing: Leverage SEO, social media, and targeted ads.
- Partnerships: Collaborate with tech incubators and startup accelerators.
- Developer Communities: Engage through webinars, meetups, and hackathons.
- Referral Program: Incentivize users to bring in new clients and developers.



Social Impact

1. SDG 8 (Decent Work and Economic Growth):

- Promote inclusive and sustainable economic growth by creating job opportunities for global freelance developers.

2. SDG 10 (Reduced Inequalities):

- Reduce inequalities by providing opportunities for developers from underrepresented regions to access global markets.

3. SDG 17 (Partnerships for the Goals):

- Foster partnerships by collaborating with organizations and developers worldwide.

Our Ask

- Funding Request: \$2M to scale operations.
- Allocation:
- 40% for platform enhancements and AI integration.
- 30% for marketing and customer acquisition.
- 20% for onboarding new developers globally.
- 10% for operational expenses.

Team Members

Add team members Names and tiles



NAME

Title or Position



NAME

Title or Position



NAME

Title or Position



NAME

Title or Position

Thank you!

Write your contacts here, social media accounts

