



Mentorship on Fiverr

LIVE CHALLENGE #113

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PROBLEM STATEMENT

Fiverr wants to launch online classes and mentorship program from experts for its freelancer workers so they could get a higher paying gig on the platform.

ABOUT FIVERR

Fiverr is a freelance services platform founded in 2010. Its platform connects businesses with on-demand freelance talent offering digital services. Fiverr's mission is to change how the world works together. Fiverr connects businesses with freelancers offering digital services in 300+ categories. As of 2021, Fiverr had 3.42 million active buyers, with annual revenue of \$189.51 million in 2020. It is a preferred portal for those in need of quick and short tasks to be completed and generally considered best platform to gain experience and grow as a freelancer.

FIVERR COMPETITORS



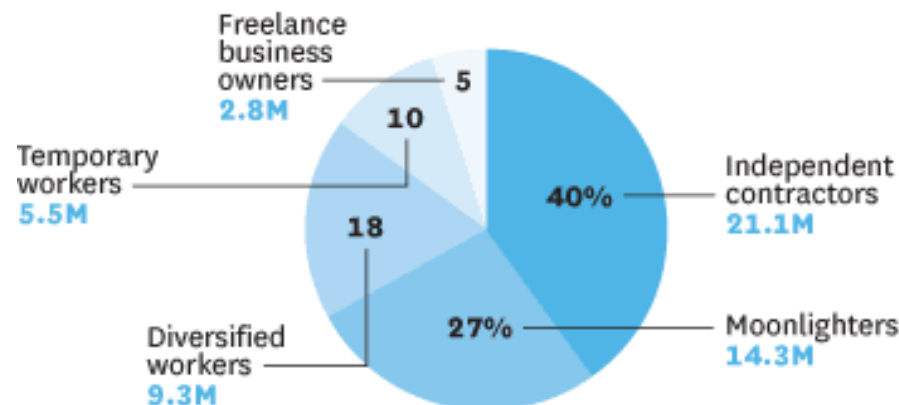


MARKET OPPORTUNITIES

- There are 163 million registered worker profiles online freelancing platforms. Approximately 14 million of them have obtained work through the platform at least once, and 3.3 million have completed at least 10 projects or earned at least \$1000.
- In 2018, the global Freelance Platforms market size was 2.35 billion US\$ and it is expected to reach 6.7 billion US\$ by the end of 2025, with a CAGR of 15.3% during 2019-2025.
- “The study reveals the importance of the skilled freelance economy in the United States. These professionals offer vital skills to local businesses and institutions and also bring in revenue from customers outside their communities, helping to drive local economies,” according to Charles Colby, Principal at Rockbridge Associates and the study methodologist. “These skilled freelancers will adapt well in a world changed by the pandemic because most of them are able to work from home and offer skills that are exportable through digital collaboration. Platforms like Fiverr will make it easier for freelancers in creative, technical and professional consulting fields to maintain and expand their businesses.”

53 MILLION FREELANCERS

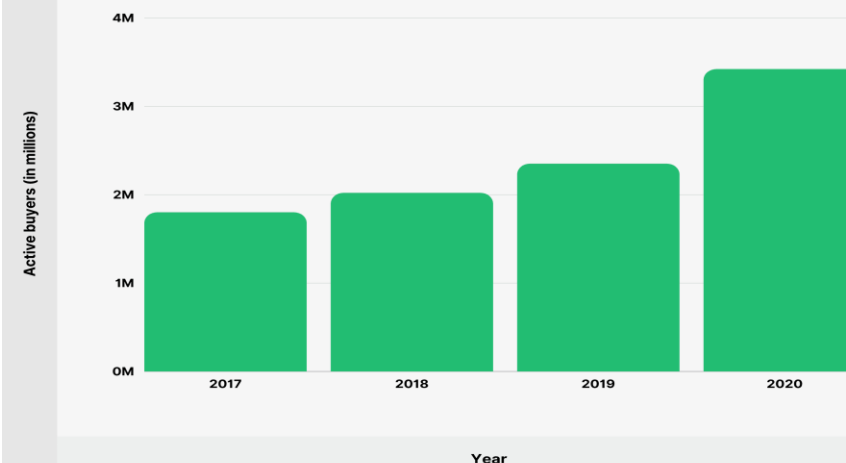
How non-traditional jobs add up in a survey of U.S. workers.



SOURCE EDELMAN BERLAND, AS COMMISSIONED BY THE FREELANCERS UNION AND ELANCE-ODESK

HBR.ORG

How many buyers are on Fiverr?





USER PERSONA

NEWBIE

ABOUT: New to freelancing world with no prior experience of jobs. Basic knowledge about domain he is working in.

PAIN POINTS: No gigs, difficulty in finding customers, orders getting cancelled.

SCALABLE

ABOUT: Experienced freelancer with resources and loyal client base but no certification. Good at the work.

PAIN POINTS : Wants to expand to different domains and take on more clients with higher pay.



WHAT WILL BE BENEFITS OF CERTIFICATION?

- Freelancers are often hired on the basis of their past work and reputation in the industry. This makes the market difficult for new freelancers, one of easier way to help them is to have certification from online courses.
- Continuing your education is key to sustaining your success as a freelancer for a number of reasons, ranging from keeping up-to-date with current technologies and practices to challenging yourself.
- The formal qualifications you may hold already can form a foundation onto which you can build a small business or freelance career.

WHAT CAN FIVERR OFFER?

Exclusive features to Fiverr certified sellers:

- Boosted reach for their gigs
- Real time chat with buyers
- Minimum charges from buyer in case of cancellation

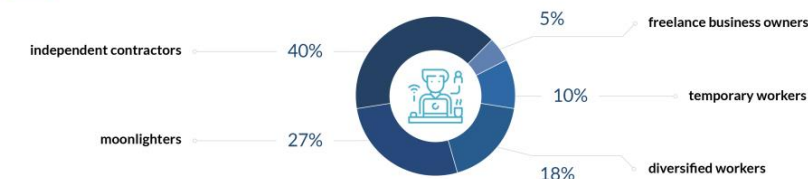
1 Why do companies prefer freelancers over staffing firms?

Source: Upwork



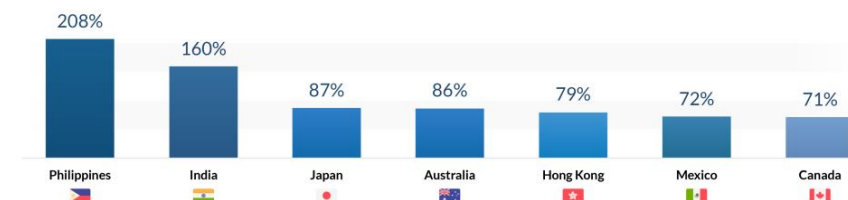
2 Breakdown of Global Freelancers

Source: The Simple Dollar



3 Leading Freelancing Countries Based on Revenue Growth

Source: Payoneer





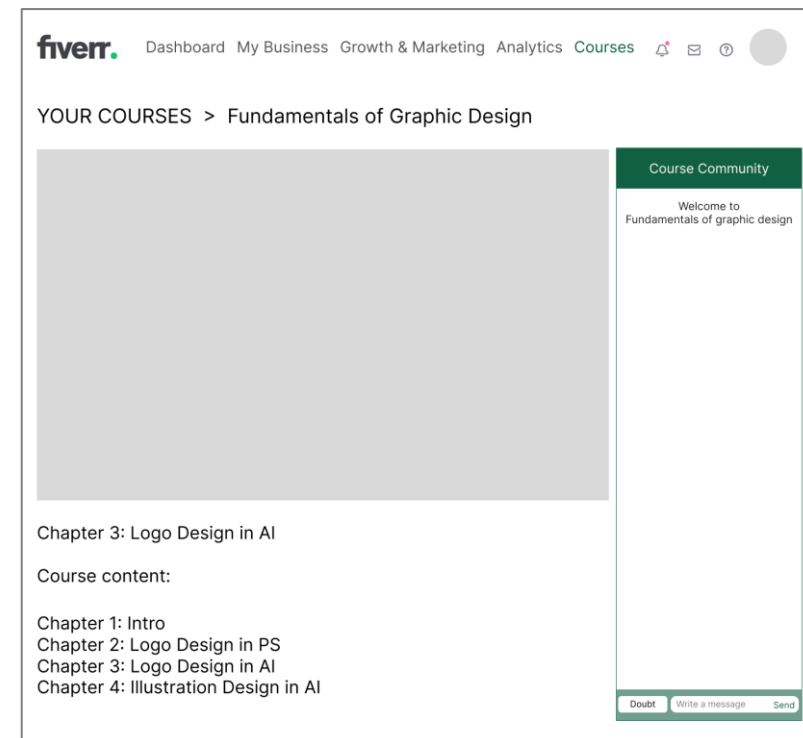
FEATURES FOR FIVERR MASTERS

Fiverr masters includes master classes and online courses from industry experts and other successful freelancers in variety of fields allowing sellers to upgrade their services. Besides the courses on services, fiverr masters should help in teaching entrepreneurial and freelancing skills to boost their revenue.

FEATURE #1: COURSE COMMUNITY

As soon as a seller is enrolled in a course or masterclass, they are connected to a community of other sellers also taking that course. This will keep them motivated and networking with other sellers will help them new strategies and get more contact.

When a seller completes the course, they will be added to the 'advanced' community of the category where they may enjoy benefit of interacting with more experienced sellers



wireframe



FEATURE #2: RECOMMEND COURSE

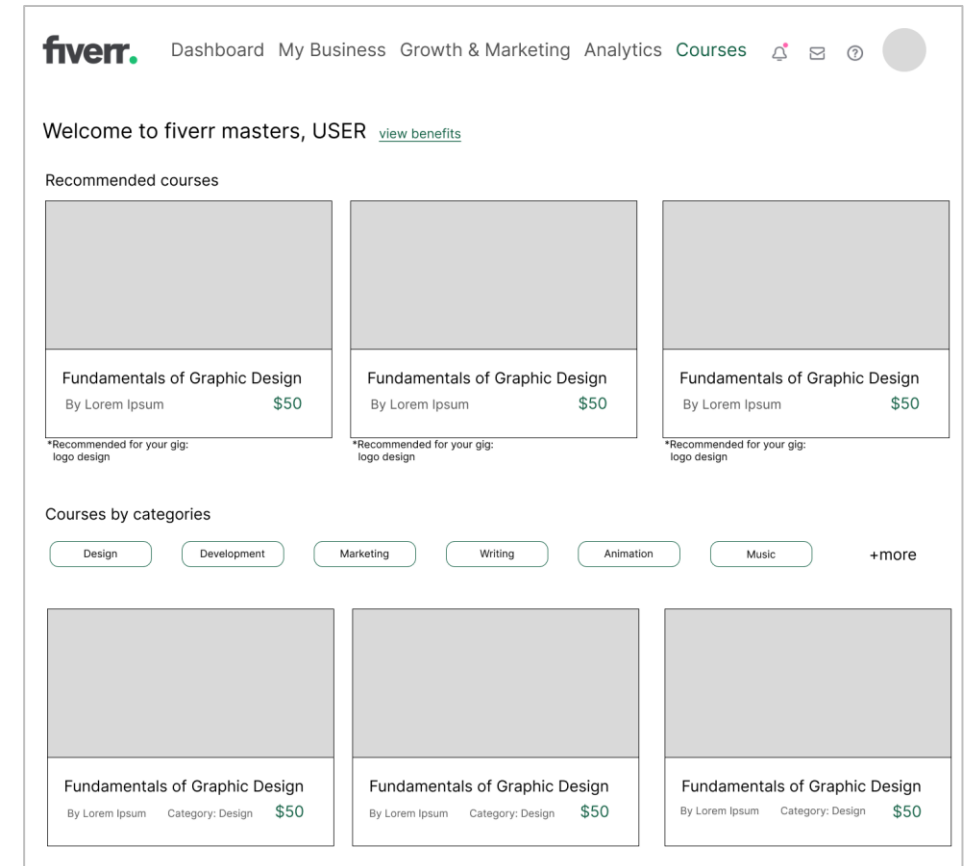
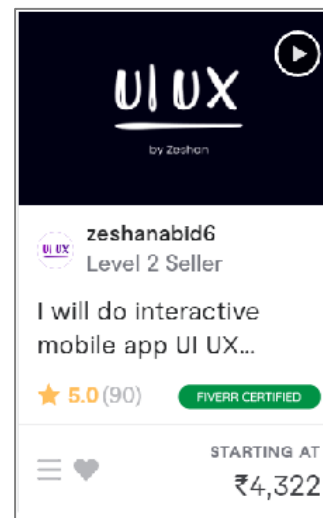
Recommending a course and showing its benefits related to a gig, the seller recently posted will encourage them to take the course for its benefits and get higher price.

The other option to browse courses by category. By exploring and getting experience, the seller will be able to extend into other domains, command greater pricing, and secure more gigs.

FEATURE #3: BENEFITS OF COURSE

By completing a course, the seller could get a certified badge next to their gig and name. They will also get various advantage which can help fiverr in retaining its freelancers instead of them working on multiple platforms.

These sellers can price their gigs at a higher rate and would be more trusted by the buyers besides enjoying other perks of the program

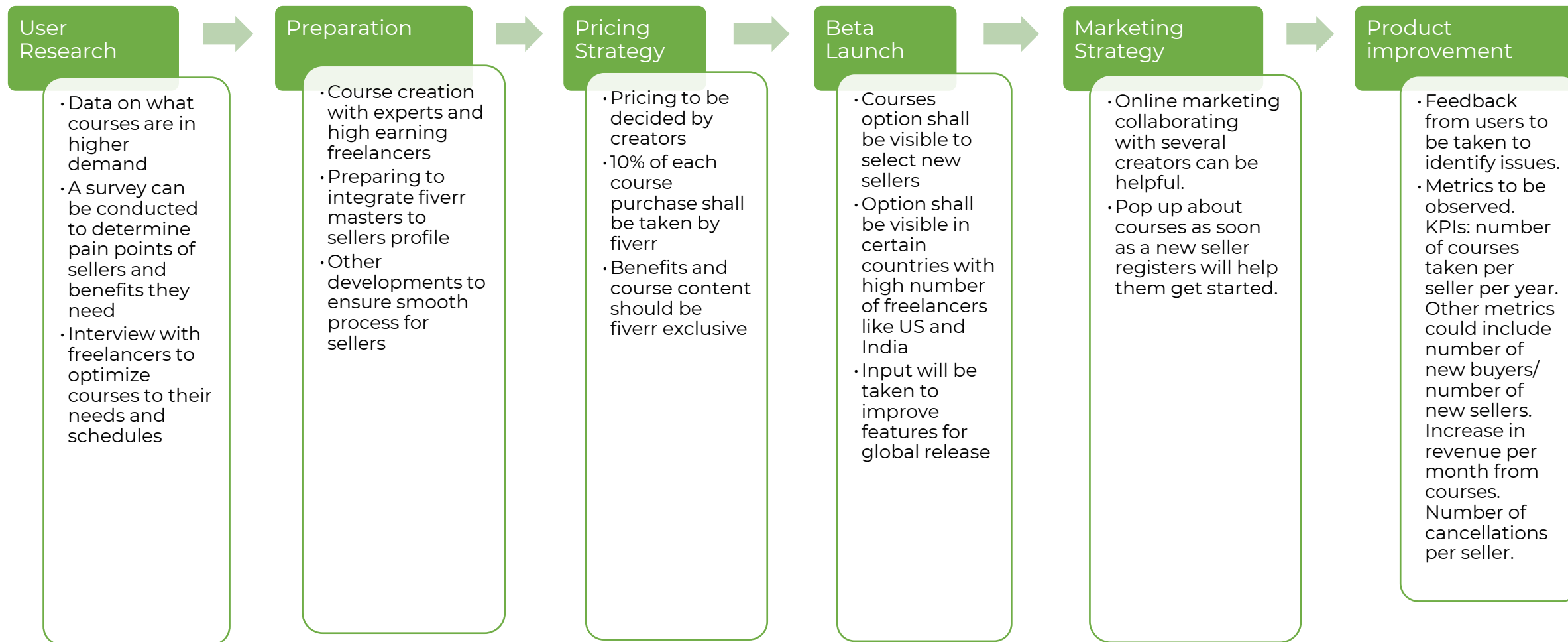


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Example of certified seller



GO-TO-MARKET STRATEGY





METRICS TO OBSERVE

KPIs

- Number of courses taken per seller per year – increase
- Number of new sellers – increase
- Number of cancellations – decrease

Other metrics

- Number of buyers per new seller – increase
- Monthly revenue from courses – increase
- Average increase in pricing per gig – increase
- Number of freelancers using other platforms – decrease

These metrics mainly measure success of the new products using the correlation with increase in revenue. KPIs specially target user satisfaction along with the company revenue.



SUMMARY

To implement online classes and master classes for sellers, it is important to give them a benefit greater than just certification since qualifications in freelancing jobs depend per case and focuses more on portfolio and skills.

Some features which can be offered by fiverr after certification include:

- Boosted reach for their gigs
- Real time chat with buyers
- Minimum charges from buyer in case of cancellation

Some perks of fiverr certification program:

- Community to share your tips and tricks and learn from fellow freelancers in the same domain
- Courses recommended based on gigs
- Creation of certified skilled freelancers

KPI: Number of courses taken per seller per year

GTM:

User research for demand – development – beta launch – marketing on online platforms and pop ups – observing metrics to ensure success of new feature

THANK YOU

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LINKS and REFERENCES

Figma File Link:

<https://www.figma.com/file/w8m5z7RuNNyrF1d3GSwYpJ/Untitled?node-id=2%3A88>

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