

BharatWorks

MAKING INDIA WORK

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Making an unorganized
sector an organized sector



WHAT IS BHARATWORKS?

- BharatWorks is an AI-driven freelancer marketplace tailored for the Indian gig economy.
- Helps employers find the best freelancers based on AI-powered recommendations.
- Provides regional job matching, secure transactions, and skill upskilling.



PROBLEM STATEMENT

Time-Consuming Hiring Process

- Employers struggle to find the right freelancers quickly due to manual search & lack of AI-driven recommendations.

High Commission Fees

- Traditional platforms charge up to 20% commission, reducing freelancer earnings.

Lack of Regional Job Support

- No major platforms focus on Tier-2 & Tier-3 cities, limiting job opportunities for local freelancers.

Payment Security Concerns

- Risk of fraud, delayed payments, and disputes due to lack of escrow protection.

Limited Upskilling Opportunities

- Freelancers lack AI-driven career growth insights, making it harder to compete.

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MARKET OPPORTUNITY & INDUSTRY STATS

- India's freelancing market is projected to grow to \$20 billion by 2025.
- Over 15 million freelancers in India struggle with high commission fees & payment fraud.
- 80% of freelancers say platform fees are too high, reducing earnings.
- Upwork & Fiverr dominate globally, but no major India-focused freelancing platform exists.



SOLUTION: BHARATWORKS

AI-Powered Freelancer Matching

- Uses BERT & TF-IDF for smart job-freelancer recommendations.
- Reduces hiring time by 50% compared to manual search.

Lower Commission Fees

- 5%-15% commission (vs. 20%+ on other platforms).
- Free job posting for employers.

Regional Job Support

- On-site & local job matching for Tier-2 & Tier-3 cities.
- Supports freelancers beyond metro areas.

Secure Escrow Payments

- Funds are released only after job completion, ensuring safety.
- AI-powered fraud detection to prevent scams.

AI-Driven Upskilling & Growth

- Personalized skill recommendations to help freelancers stay competitive.
- Integrated learning courses & certifications.

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USP: UNIQUE SELLING POINT

AI-Powered Matching

- Uses BERT & TF-IDF for smart freelancer-job recommendations.
- Reduces hiring time by 50% vs. manual search.

Regional Job Focus

- Supports on-site & local hiring in Tier-2 & Tier-3 cities.
- The only platform tailored for India's gig economy.

Secure Payments & Fraud Prevention

- Escrow system ensures safe transactions.
- AI fraud detection prevents scams & fake accounts.

Lower Fees, More Earnings

- 5%-25% commission (vs. 30%+ on global platforms).
- Free job posting for employers.

Multilingual Support

- Supports all regional languages for better accessibility.
- AI-powered real-time translation for smooth communication.

AI-Driven Upskilling & Career Growth

- Personalized skill recommendations based on market demand.
- Integrated learning courses & certifications.

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REVENUE MODEL

Commission-Based Revenue (Primary Model)

- 5%-25% commission on freelancer earnings (vs. 30%+ on other platforms).
- Escrow system ensures secure transactions before payments are released.

Subscription Plans (Freelancers & Employers)

- Freelancer Plans (Pro & Elite) for profile boosts, priority job matching.
- Employer Plans (Premium & Enterprise) for bulk hiring & AI-powered recommendations.

Sponsored Listings & Ads

- Freelancers pay to feature their profile for better visibility.
- Employers can promote job listings for top freelancer applications.

AI-Driven Upskilling & Certifications

- Monetization via AI-powered skill courses with certification fees.
- Partnership with learning platforms (Udemy, Coursera, etc.).

Enterprise & Corporate Hiring Solutions

- Bulk hiring packages for large businesses & startups.
- Dedicated hiring consultants for premium employers.



WORKFLOW OF BHARATWORKS

User Registration

- Users sign up as Freelancers or Employers.
- Freelancers create profiles with skills, experience, portfolio, and pricing.

Job Posting & Search

- Employers post job requirements (skills, budget, deadline).
- Freelancers browse job listings or receive AI-driven job recommendations.

AI-Powered Freelancer Matching & Ranking

- AI analyzes skills, experience, ratings, job success rate.
- Uses BERT, TF-IDF & Random Forest to rank best-fit freelancers.

Communication & Selection

- Employers contact freelancers via end-to-end encrypted chat.
- Freelancers accept/reject offers based on job details.

Job Completion & Secure Payment (Escrow System)

- Payment is held in escrow until the job is completed.
- Once approved by the employer, funds are released to the freelancer.

AI-Based Upskilling & Reviews

- AI recommends new skills & courses based on market trends.
- Freelancers & employers rate each other, improving platform trust.

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COMPETITIVE ADVANTAGE OF BHARATWORKS

AI-Powered Job Matching

- Uses BERT & TF-IDF for smart freelancer-job recommendations.
- Faster hiring than manual search on Fiverr/Upwork.

Regional Job Focus (India-Specific)

- Supports local hiring in Tier-2 & Tier-3 cities.
- Other platforms ignore regional freelancing needs.

Lower Commission Fees

- 5%-25% commission (vs. 30%+ on Upwork/Fiverr).
- More earnings for freelancers, lower costs for employers.

Secure Escrow Payments & Fraud Prevention

- Funds are released only after job completion, ensuring security.
- AI fraud detection prevents fake accounts & scams.

AI-Driven Upskilling & Career Growth

- Personalized learning recommendations based on market trends.
- No direct AI-powered skill development on other platforms.

Multilingual Support

- Supports all regional languages for better accessibility.
- Global competitors focus only on English.



COMPETITIVE ADVANTAGE OF BHARATWORKS

Feature	BharatWorks	Fiverr/Upwork
AI-Powered Matching	Yes	No
Regional Job Filtering	Yes	No
Secure Escrow Payments	Yes	Yes
AI-Based Upskilling	Yes	No
Lower Commission Fees	5%-25%	30%+



Thank you!

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