# BharatWorks

# MAKING INDIA WORK



# 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 AIpowered 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.



# 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.
- Al-powered fraud detection to prevent scams.

#### AI-Driven Upskilling & Growth

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



# 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.
- Al 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.



### 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 & Al-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**

- Al 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

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



# 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.
- Al 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.

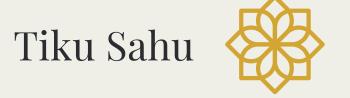
#### **Multilingual Support**

- 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!

