



## **Market Gap Analysis Report**

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## 1. INTRODUCTION

The Market Gap Analysis was conducted as part of the Final Year Project (FYP) preparation for the Bachelor's in Information and Communication Technology (BICT) program at Virinchi College. The primary objective was to identify unmet needs, inefficiencies, or opportunities in Nepal's freelance Information and Communication Technology (ICT) sector that can be addressed through a web-based solution leveraging technologies such as Spring Boot, React JS, MySQL, JWT, and ML libraries (NumPy, OpenCV, Matplotlib, scikit-learn) on Google Colab. The analysis involved interactions with freelancers and Codeed Incorporated, a Nepal-based software company, to gather professional insights through interviews and feedback sessions.

Initially, the FYP focused on a basic project management tool for freelancers, but insights from freelancers and Codeed Incorporated recommended evolving it into a comprehensive platform, tentatively titled FreelanceHub, for bidding, project management, collaboration, and document-based task creation. This report synthesizes findings from these interactions, identifying gaps in existing freelance platforms and proposing a solution tailored to Nepal's freelance market, which contributes significantly to the economy (Institute for Integrated Development Studies [IIDS], 2021). The findings will shape the FYP's problem statement, feature design, and alignment with market demands, ensuring a socially relevant and value-adding web application.

## 2. COMPANY PROFILE

### **Codeed Incorporated Pvt Ltd**

Codeed Incorporated is a Nepal-based software development company dedicated to transforming bold ideas into powerful digital products through scalable, AI-driven solutions. Founded in 2022, the company empowers startups, small and medium-sized businesses (SMBs), and agencies with services including custom software development, AI-powered solutions, SaaS product development, API development and integration, DevOps and cloud engineering, mobile app development, product maintenance and support, staff augmentation, and data-driven decision systems. Headquartered in Lalitpur, Nepal, Codeed Incorporated serves clients across diverse industries such as fintech, healthcare, e-commerce, and SaaS startups, leveraging modern frameworks like Spring Boot, React JS, and MySQL, alongside AI technologies for automation and analytics. Their portfolio includes innovative platforms like Glyph AI, a productivity tool for AI-driven transcription and knowledge management, and

Codexa, a conversational AI chatbot for streamlined support and onboarding. With a focus on agile methodologies and scalability, Codeed Incorporated aligns with Nepal's growing ICT sector, driven by increased internet penetration (58.59% as of 2019) and mobile connectivity (134% of the population) (World Bank, 2020). Their expertise in delivering tailored, high-quality solutions makes them an ideal partner for identifying market gaps relevant to this FYP (Codeed Incorporated, 2025).

### **3. PROJECT IDEA**

The initial project idea was a web-based project management tool for freelancers, focusing on task tracking and invoicing. Based on feedback from freelancers and Codeed Incorporated, the project has evolved into FreelanceHub, a comprehensive platform integrating Upwork-like bidding, Jira-like project management, collaboration (task commenting and file sharing), and document-based task creation using machine learning. The platform aims to address the needs of Nepal's freelancers by providing a solution that supports the freelance workflow from job acquisition to project delivery and client collaboration.

### **4. SUMMARY OF INTERACTION**

Prior to engaging with Codeed Incorporated, I spoke with a few freelancers who also currently have jobs to understand their challenges and needs in managing freelance projects alongside full-time work. Their insights highlighted inefficiencies in current platforms and the need for integrated tools. On 15 August 2025, I visited Codeed Incorporated in Lalitpur, Nepal, to conduct a market gap analysis for my FYP. I interviewed a senior software developer and a project manager, who provided further insights into the challenges and opportunities in Nepal's freelance ICT sector. The 15-minute interview was documented with detailed notes, with their permission, and adhered to ethical guidelines via a signed consent form.

Key points from the interaction:

- **Current Tools**

Codeed Incorporated develops web applications for various sectors, emphasizing AI-driven solutions like Glyph AI and Codexa, but noted that existing freelance platforms (e.g., Upwork, Jira, Trello, ClickUp) lack comprehensive features for Nepal's freelancers. Local platforms like HamroPatro Jobs focus solely on job listings and lack project management or collaboration tools.

- **Challenges**

The interviewees, along with freelancers, highlighted limitations in current platforms :

- Limited Collaboration: Platforms like Trello lack robust client-freelancer collaboration features (e.g., file sharing, task commenting).
- Manual Task Creation: No platforms offer automated task creation from documents, relying on manual input, which is time-consuming.
- Lack of Bidding Integration: Local platforms like HamroPatro Jobs do not integrate job bidding with project management, unlike Upwork.
- Limited Local Payment Integration: Lack of support for local payment gateways like Khalti or eSewa results in high transaction abandonment rates.

- **Manual Processes**

Many freelancers rely on phone calls, emails, or Google Sheets for project management, bidding, and collaboration, leading to inefficiencies and errors..

- **Desired Features**

The interviewees and freelancers recommended:

- Upwork-like bidding system to connect freelancers with clients.
- Jira-like project management with Kanban boards for task tracking.
- Collaboration tools (task commenting, file sharing) for client-freelancer interaction.
- Document-based task creation using ML to streamline project setup.
- Local payment integration (e.g., Khalti, eSewa) for seamless transactions.

- **Technical Preferences**

They suggested using Spring Boot for backend scalability, React JS for dynamic frontends, MySQL for data storage, JWT for security, and ML libraries (NumPy, OpenCV, scikit-learn) on Google Colab for lightweight document processing. Mobile responsiveness was emphasized due to Nepal's high mobile usage.

## **5. IDENTIFIED GAPS/PROBLEMS**

Based on the interviews with freelancers and Codeed Incorporated, along with secondary research on Nepal's freelance ICT sector, the following gaps were identified:

- **Limited Collaboration Features**

Tools like Trello and Jira lack integrated task commenting and file sharing, hindering client-freelancer collaboration, critical for project success.

- **Manual Task Creation**

No platforms offer automated task creation from documents (e.g., contracts), requiring freelancers to manually input tasks, reducing efficiency.

- **Lack of Integrated Bidding**

Local platforms (e.g., HamroPatro Jobs) focus on job listings but lack bidding integrated with project management, unlike Upwork.

- **Limited Local Payment Integration**

Lack of support for local payment gateways like Khalti or eSewa results in high transaction abandonment rates.

- **Manual Process Dependency**

Freelancers rely on emails, phone calls, or Google Sheets for bidding, project management, and invoicing, leading to errors and inefficiencies.

These gaps align with broader challenges in Nepal's ICT sector, such as the need for integrated and efficient solutions (World Bank, 2025).

## **6. PROJECT SOLUTION**

The proposed FYP, FreelanceHub, is a web-based platform tailored to Nepal's freelance ICT sector, addressing the identified gaps through a comprehensive solution. The platform integrates bidding, project management, collaboration, and document-based task creation, using the following features:

1. **Project and Milestone Tracking**

Offer Kanban-based task management for projects and **milestones, mimicking Jira's functionality for task organization and tracking.**

2. **Bidding Module**

Develop an Upwork-like job board for clients to post projects and freelancers to bid, with search/filtering by job type or status.

### **3. Time Tracking**

Allow freelancers to log task hours for billing and productivity monitoring.

### **4. Client Dashboard**

Provide clients with an interface to view project status, tasks, invoices, and collaborate with freelancers.

### **5. Collaboration**

Support task commenting and basic file sharing (<5MB, e.g., PDFs, images) for freelancer-client interaction.

### **6. Search and Filtering**

Enable searching and filtering of projects, tasks, jobs, and documents by status or type for improved usability.

### **7. Document Scanning and Task Creation**

Use ML to extract tasks/subtasks from uploaded documents (e.g., contracts) via OCR, automating project setup.

The solution leverages my skills in Spring Boot, React JS, MySQL, and ML libraries to deliver a scalable platform. By addressing collaboration, automation, bidding, and payment integration gaps, FreelanceHub aligns with Codeed Incorporated's recommendations and Nepal's ICT growth goals, such as those in the National ICT Policy (2015).

## **7. CONCLUSION**

The market gap analysis, informed by interactions with freelancers and Codeed Incorporated, revealed significant opportunities in Nepal's freelance ICT sector for a comprehensive platform. The identified gaps—limited collaboration, manual task creation, lack of bidding integration, and limited local payment integration—highlight the need for an integrated solution. FreelanceHub addresses these gaps by combining bidding, project management, collaboration, and ML-driven task creation, tailored to Nepal's freelancers (IIDS, 2021). These findings will guide the project's development, feature design, and proposal defense, contributing to a market-driven solution that enhances Nepal's freelance ecosystem.

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## 9. APPENDIX



*Appendix 1 Field visit to Codeed Incorporated*