

SKILLHUB

What is Skillhub

Skillhub is/will be a medium for creators, professionals, artists and other form of individual talents to join a pool of other similar or interdependent talents with aim of collaboration, sharing tools of work, connecting interdependent projects and consequently showcasing their progress or final products to a community of like-minded and interested individuals or parties before finally shipping it to the market.

Skillhub aims to be primarily focused on developing a platform that is explicitly designed with aim of creating an environment that is favorable for projects, art, startups and other forms of creation free of distraction from unrelated 'internet noise'.

Market Gap

In the current setup, the best/only way to openly describe a project, a startup, art or any other creation is either through social media or a personal / business website. This is largely not an ideal approach as :

- ➔ It is difficult and time consuming (for web developers) and expensive (to hire web developers) to build a website.
- ➔ If normal social media is used as a medium, it is very difficult for interdependent products or collaboration requests to be seen by other professionals in a pools of sports banter, business adverts, political views and other chatter in the platforms.
- ➔ It is difficult to build professional trust on the average social media.
- ➔ Marketing a project to reach other creators is resource intensive in these kinds of platforms.

Case studies for market need

1. Interdependent Professionals

Tom is a musical producer highly skilled at his job. Tom has no money for advertising his enterprise so it is difficult to get singers(clients). Tom only knows a famous singer Harry but all his request to produce music for Harry get lost in all the good will messages from fans to Harry. Tom also knows that even if Harry was to see his message he probably wouldn't consider working with him because, he is the famous Harry and only works with famous or reputable producers like Shira. Tom lacks clients, and sadly closes his would be world beating musical production company.

Jane is a singer with great talent. She knows of Shira who produces very good music. But Shira is too expensive for her, she has to get someone cheaper to produce music for her before she can grow enough to afford Shira. After scrapping through the internet she finds no one to give her a cheaper service. Shira painfully ends her musical career to try some other luck elsewhere.

If only Tom and Jane had a platform to **each share their skills** and **easily find each other** working together wouldn't have been an impossibility. Jane gets money and affords Shira, Tom gets a reputation and attracts Harry or better yet, Jane and Tom work together entirely.

2. Similar products

Penelope and Peter are both developing a product that is functionally similar. Penelope's business plan requires a minimum of 100 customers to indicate market gap while Peter's business plan requires a minimum of 50 customers to indicate market gap. Eventually Penelope manages to get 80 customers while Peter manages 30 customers. This doesn't show market need according to both their plans so they both close the business. Surely if only either or both **knew of each others work**, they would have known that market is there, they just have to compete or collaborate to maximally utilize the market.

There are thousands of this kind of case studies where professional X needs tools A, C and D to accomplish task J, K and L for his project M but only has tools A, B and E. Project M can also not properly succeed without another project N. Another professional Y needs tools B, C and E to accomplish task G, H and I for his project N but only has tools C, D and E. Project N would also require a sub-task K, If only this two professionals could find a way to work together...

Summarized Market Analysis

Almost everybody in the modern society is in a rat race to get some income to sustain their livelihood. A large portion of the society tries to be creators to try and generate income or earn them a better chance in the employment industry.

It is not very uncommon that most of this creations die or lose worth mostly due the requirements growing up exponentially with most of this requirements being repetitive across multiple projects. The global professional community is in dire need for someone to help them solve this requirements easily as a team so that they can spend most of their time on crucial aspects of their projects. That's the main intention of Skillhub

Potential Competition

1. GitHub/GitLab/BitBucket

Although this platforms don't ideally serve a similar purpose, creators in the software development realm have/always try to fine tune them to suit some of the ideas Skillhub is built upon.

2. Polywork

According to its creators 'Polywork is who you are, what you care about and what you are capable of'. Its design philosophy allows to some degree sharing of projects and hobbies which also kind of overlaps with Skillhub's intention.

3. Twitter

Twitter has a #buildinpublic where creators, who know of its existence, post their projects.