



LevelUp

The World's first accelerator for digital nomads!

Freelancing Accelerator

There are 2 Million registered Freelancers in Pakistan. Imagine the impact, if they are transformed into 2 Million Businesses!

Introduction

1.1 Purpose of this document

This plan analyses the opportunity to launch a freelancing accelerator for successful freelancers. It also defines the main characteristics of the project. Other contents of the document include; the background, project scope, objectives, resources, schedule, success criteria and metrics for the successful operation of this project.

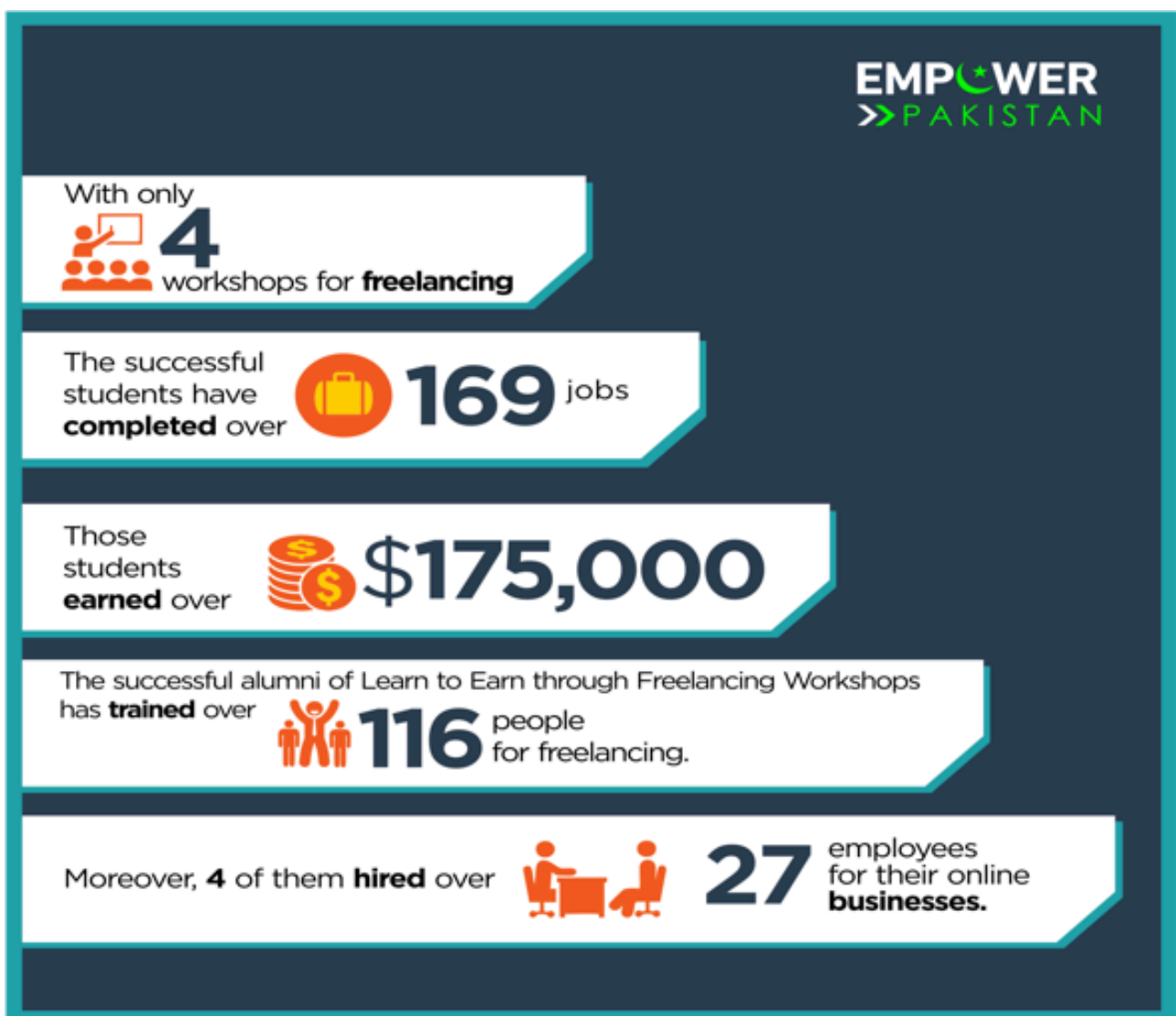
1.2 Background

With an ever-increasing demand of the skills monetized through the digital employment platforms, there has been a significant increase in the number of people who work online to make a living. Over the years, this trend has experienced a positive shift. In other words, there are more jobs online. **According to Forbes, by 2020 a staggering 50% workforce of the US will be Freelancers.** These Freelancers are expected to outsource work to the under-developed countries.

The devastating effect of un-employment in the society of Pakistan has escalated the need to empower the youth of the country. The common unawareness with the latest technologies, skills and opportunities continues to exhibit itself as one of the prime difficulties in the way of fulfilling the basic needs of people and improving their living standards.

Keeping in mind the aforementioned scenario, Empower Pakistan organized a series of workshops, which is aimed at teaching relevant skills and enabling the students to make a living through Internet. The results were enormously impressive. The following infographic gives a review about the figures.

The total revenue generated by our Alumni has gone beyond a staggering figure of \$175,000. This is the last update that was received a few months back. Considering the pace of our Alumni, the figure must have gone way beyond the aforementioned infographic.



Based on the above results, Empower Pakistan felt the need of launching another program, which will promote these freelancers to next level, where they can build teams and establish companies. That's when the idea of "Freelancing Accelerator" was conceived. During the course of this project, successful freelancers will be taught how to step-up from their current level of individual Freelancing and launch their own service providing agencies, hence creating more job

opportunities for the unemployed and under-employed youth. These businesses will simultaneously solve global problems through their services and create job opportunities.

1. Project Scope

There are over 2 million registered freelancers in Pakistan. Imagine the impact they would create, if they are transformed into 2 million businesses. The improvement in the economy cycle and creation in the employment opportunities would be beyond measures. The freelancing accelerator program would enable the enrolled freelancers to:

- Develop an entrepreneurial mindset
- Aim at solving a societal problem
- Create functional and productive teams
- Establish proper working procedures and strategies
- Achieve goals
- Create employment opportunities
- Contribute towards the improvement of economy cycle
- Become successful business owners
- Create registered businesses
- Increased foreign remittances

In general, Empower Pakistan has devised a Four-Level strategy to promote Entrepreneurship, where we are taking Freelancing as the *'first step to Entrepreneurship'*. The four levels are:



After successfully training an individual to become self-employed through Freelancing, we plan to give them a gap of 1 year to master the art. Right after that period is passed, these successful Freelancers are called back to be promoted to the next level, agency owners. From this level of training, a successful freelancer will learn to form his own team, establish connections with clients and operate his own business. Since, the magnitude of work will be very huge as compared to the individual freelancer, it implies that more people will be hired to get the projects completed. In other words, there are going to be increased employment opportunities.

An Insight

The main components of the freelancing accelerator are:

- Enable the successful freelancers to establish their own businesses
- Create job opportunities by building their teams
- Solve a market/societal problem via the services/product offered by the business

Get acquainted with the business models

At the freelancing accelerator, the enrolled freelancers will learn about the various business models to ensure the success of their businesses. Experienced coaches will guide them through the complete process and communicate the perfect strategies and techniques to leverage maximum benefit from the existing opportunities. Their complete business models will be piloted and then modified for optimal performance.

Financials

There is going to be a detailed insight about all the contents related to the financials while running a successful business. In this regard, they will be given the information related to the cash flows, invoices, budgets etc. Everything related to the finances will be covered.

Legalities

The program will cover various areas that are related to the official and legal existence of the business. This is crucial to be done as a thriving business needs the support of the legal bodies for expansion and growth. Moreover, it becomes your identity once it gets accepted. In amidst of this discussion, it becomes really crucial to get everything done through a proper legal procedure.

Marketing

This is one of the most important portions of running a successful business. You need the relevant people to know about your services. It's an essential step because it provides you with clients. The freelancing accelerator program will cover all the details and best marketing strategies to get the most out of the existing business scenario.

Operations

In case of disorganized approach to execute various tasks, the business can fail. The freelancing accelerator will ensure that everything runs smooth and the enrolled individual is acquainted with all the techniques and approaches to manage his business in the best possible way.

Human Resource

The area of recruiting a perfect team for the business will be covered in detail. Various channels to approach the right work force and getting it recruited at a reasonable budget will also be introduced.

In a nutshell, the freelancing accelerator is a comprehensive program for all the freelancers to level up the game and enter the zone of owning their own business. This will create numerous employment opportunities and improve the economy cycle.

2. Project Objectives

Through this program, we aim to accomplish the following key objectives:

- Enable the successful freelancers to establish their own businesses
- Register new technology based business in Pakistan
- Create enormous job opportunities
- Solve a market/societal problem via the services/product offered by the business
- Improve the economy cycle
- Increase women participation in the domain of small businesses
- Bring prosperity through entrepreneurship

3. Resources and Roles

Resource	Roles and Responsibilities
Coach	A person to guide, monitor and evaluate the enrolled freelancers
Marketing Expert	An individual with marketing expertise for proper marketing of the businesses
Human Resource Expert	This expert will guide the enrolled freelancers about all the matters related to human resource in a company
Operations Expert	He will ensure that all the operations run in a smooth, authentic and optimal fashion
Technical Expert	This expert will mentor in relevance to all the technical issues
Finance Expert	An individual to ensure that the enrolled freelancers get acquainted with all the financials in a proper manner
Business Expert	This expert will ensure that the business model is developed, operated and executed in the best possible fashion

4. Program Schedule

Contents and Activities

Week	Topic	Content
1	Get Started	<ul style="list-style-type: none"> ● Benefits of an online business ● From employee to employer ● The idea of co-founding ● Setting realistic goals
2	Business Foundation – Competition Analysis	<ul style="list-style-type: none"> ● Size up the competition ● Field trip of the competition ● Sample business model
3	Business Foundation – Move ahead	<ul style="list-style-type: none"> ● Create your unique offer ● Make packages ● How much to charge?
4	Brand, USP & Market	<ul style="list-style-type: none"> ● What's your brand? ● Unique selling proposition ● Target Audience ● Business Name ● Tagline ● Color theory for brand ● logo
5	Start Existing	<ul style="list-style-type: none"> ● Finalize business plan ● Setup online and offline ● Create a business entity ● Payment procedures ● Have a website
6	Start Selling	<ul style="list-style-type: none"> ● How to get the first client ● Importance of first sale ● Proposals
7	Deal with clients	<ul style="list-style-type: none"> ● Maintain and get more clients ● Client communication ● Setting milestones ● Payments
8	Be the operations' guru	<ul style="list-style-type: none"> ● Set up the systems ● Create operational manuals ● Optimize the processes ● Which tools to use?
9	Make and expand an awesome team	<ul style="list-style-type: none"> ● Build a team ● Go virtual ● Job Descriptions of employees ● Where to hire people? ● How much profit to keep?
10	Level up your marketing	<ul style="list-style-type: none"> ● Out of the box marketing strategies ● Multiple the sales ● Beneficial Partnerships ● Power of networking

Week	Topic	Content
11	Reflections	<ul style="list-style-type: none"> Conclusions of best practices

5. Success Criteria & Metrics

During the 11th week the experts from the industry will evaluate the performance of an individual based on various parameters. These variables contribute towards the success or failures of the business. Any other variable which does not fall into the specifically mentioned parameters can be accounted in the “general” parameter by the experts.

Parameters	Requirements
Employment Opportunities	The number of employment opportunities created by the business will be taken into consideration at the end of the program.
Solution oriented approach	The business should necessarily be solving some problem prevalent in the industry.
Human Resource	The established team should adhere to the job description and proper recruitment procedure should be followed
Operations	All the processes should be running smoothly with optimal results. All the operations must be completed through proper tools
Technical	The technical aspect of the business should be sound.
Finance	There should be a proper system to document all the cash flow
Marketing	The marketing should be done in a sound manner. It should also ensure sustainability of the business in a proper manner
General	Any other area which might have been missed in the above domains. It would totally depend on the comments and experience of experts

6. Project Evaluation

It should be noted that all the experts will make a qualitative assessment which will be converted into a quantified form through the channel of scoring. The scorers will be the experts themselves.

An overview is given below:

- Number of job opportunities created
- Number of clients served
- The marketing reach
- Revenues generated
- Net worth of the company at the end of a particular time duration
- Social impact created and lives changed