Freelancer Limited (ASX: FLN)

Key market statistics

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASX code</strong></td>
<td>FLN</td>
</tr>
<tr>
<td><strong>Share price</strong></td>
<td>A$1.58</td>
</tr>
<tr>
<td><strong>Market capitalisation</strong></td>
<td>A$720 million</td>
</tr>
</tbody>
</table>

Share Price Chart

1Q16 a brilliant quarter with record cash receipts

Delivering large growth in cash receipts and in core volumes

Record cash receipts for 1Q of $12.8 million, up 60% over pcp

• In Q1 2016, the Company booked record cash receipts of $12.8 million, up 60% over the prior corresponding period.
• Escrow.com, standalone, grew 18% in constant currency (USD) terms over the prior corresponding period.

Strong Balance Sheet

• As at 31 March 2016, the Company held cash and equivalents of $33.1 million.
• Escrow.com also holds $28.6 million in cash, in trust, off balance sheet.

Positive Operating Cashflow

• In Q1 2016, the Company had positive operating cashflow of $1.95 million.

Exceptional quarter with over 626,000 job listings added in Q1 2016, driven by a focus on execution.
Total Jobs Posted per Month (Filtered), thousands

Exceptional first quarter for project and contest listings in 2016

1. Total Projects and Contests Posted was redefined in January 2016 to Total Jobs Posted (filtered). Jobs Posted (Filtered) is defined as the sum of Total Posted Projects and Total Posted Contests, filtered for spam, advertising, test projects, unawardable or otherwise projects that are deemed bad and unable to be fulfilled.
Cumulative Jobs Posted per Month (Filtered), millions

Continues track record of strong growth in project and contest listings

1. Total Projects and Contests Posted was redefined in January 2016 to Total Jobs Posted (filtered). Jobs Posted (Filtered) is defined as the sum of Total Posted Projects and Total Posted Contests, filtered for spam, advertising, test projects, unawardable or otherwise projects that are deemed bad and unable to be fulfilled.
Operational highlights during Q1

Key product developments that shipped during the quarter

Key product highlights include

• Escrow.com released a new mobile responsive and multi-lingual front end, added new payment methods for international users, and added chat technical support.

• In contests, instant chat was released within contest entries, confidentiality agreements were added into contests as an option, and NASA completed several contests related to component, logo and engineering design.

• In mobile, payments were added into the apps, and a separate Local Jobs app was released across both iOS and Android.

• The memberships system was completely overhauled and re-deployed, together with other refinements including the launch of Professional and Premier memberships.

Over 810 incremental changes were made to Freelancer.com and 200 for Escrow.com in Q1 2016.
Corporate highlights during Q1

Executive appointments and research initiation by UBS

Escrow.com appoints Danny Raja as Vice President, Sales

• Danny is an experienced Silicon Valley executive who brings 10+ years experience selling into Fortune 1000 companies in the U.S, EMEA and APAC.

• Prior to joining Escrow, Danny was a Regional Sales Director for Box and was an early employee at leading Enterprise SaaS companies including Yammer and Lithium Technologies.

• Danny will be based in California.
Corporate highlights during Q1

 Freelancer.com continues to be nominated for global awards

Nomination for Best Employment Website in 20th Annual Webby Awards

• At the end of the quarter we were pleased to announce that we have been officially selected as a Nominee in the 20th Annual Webby Awards for Best Employment Website by the International Academy of Digital Arts & Sciences (IADAS).

• The Webby Awards is the leading international award honouring excellence on the Internet, similar to the Grammy, Oscar and Emmy Awards for music, film and television.
Freelancer delivers yet another record full year result

- Record Net Revenue $38.6m (up 48% on pcp)
- Record GPV $229.3m (up 120% on pcp)
- Positive Operating Cashflow $1.5m
- Cash & equiv. (31 Dec) $32.2 million (up 59% on pcp)
- Contribution from Escrow.com from 1 November 2015
### Key financial highlights FY15

Record Net Revenue $38.6m (+48%), Record GPV $229.3m (+120%), Operating cashflow positive $1.5m

<table>
<thead>
<tr>
<th>A$m, 31 December year end</th>
<th>FY15</th>
<th>FY14</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Revenue(^1)</td>
<td>$38.6m</td>
<td>$26.1m</td>
<td>48%</td>
</tr>
<tr>
<td>Gross Payment Volume(^1,2)</td>
<td>$229.3m</td>
<td>$103.7m</td>
<td>120%</td>
</tr>
<tr>
<td>Take rate(^3) (%)</td>
<td>26.6%</td>
<td>25.1%</td>
<td>6%</td>
</tr>
<tr>
<td>Gross margin (%)</td>
<td>87%</td>
<td>87%</td>
<td>0%</td>
</tr>
<tr>
<td>Operating EBITDA(^4)</td>
<td>$(2.0)m</td>
<td>$(2.1)m</td>
<td>5%</td>
</tr>
<tr>
<td>Operating EBIT(^4)</td>
<td>$(2.5)m</td>
<td>$(2.4)m</td>
<td>(3%)</td>
</tr>
<tr>
<td>Operating NPAT(^4)</td>
<td>$(1.6)m</td>
<td>$(1.5)m</td>
<td>(13%)</td>
</tr>
<tr>
<td>Operating cashflow</td>
<td>$1.5m</td>
<td>$(0.1)m</td>
<td>nm</td>
</tr>
<tr>
<td>Cash balance</td>
<td>$32.2m</td>
<td>$20.2m</td>
<td>59%</td>
</tr>
</tbody>
</table>

1. Net Revenue excluding Escrow.com for FY15 was $36.8m (up 41% on pcp). GPV excluding Escrow.com for FY15 was $138.2m (up 33% on pcp).
2. Gross Payment Volume (GPV) is calculated as the total payments to Freelancer and Escrow users for products and services transacted through the Freelancer and Escrow websites plus total Freelancer and Escrow revenue. Escrow.com contributed to the Company’s results from 1 November 2015 to 31 December 2015.
3. Take rate is calculated as Net Revenue divided by Gross Payment Volume for the Online Marketplace Segment (excluding Escrow.com’s GPV and Net Revenue).
4. Operating earnings are exclusive of non-cash share based payments expense of $1,164k in FY15 and $388k in FY14.
Key financial highlights FY15

Freelancer delivers yet another record full year result, with debut contribution from Escrow.com

- Record Net Revenue and GPV, operating cashflow positive, contribution from Escrow.com
- Net Revenue of $38.6m for FY15 (up 48% on pcp)\(^1\)
- Gross Payment Volume (GPV)\(^2\) of $229.3m (up 120% on pcp)\(^1\)
- Gross margin of 87% in line with prior year (FY14: 87%)
- Continued improvement in Freelancer take rate\(^3\) to 26.6% (FY14: 25.1%)
- Operating NPAT\(^4\) of $(1.6)m in line with prior year (FY14: $(1.5)m)
- Operating EBITDA\(^4\) of $(2.0)m in line with prior year (FY14: $(2.1)m)
- Positive operating cashflow of $1.5m in FY15 up from $(0.1)m in FY14
- As at 31 December 2015, cash and cash equivalents of $32.2 million

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1. Escrow.com contributed to the Company’s FY15 results from 1 November 2015 to 31 December 2015. Net Revenue excluding Escrow.com for FY15 was $36.8m (up 41% on pcp). GPV excluding Escrow.com for FY15 was $138.2m (up 33% on pcp).
2. Gross Payment Volume (GPV) is calculated as the total payments to Freelancer and Escrow users for products and services transacted through the Freelancer and Escrow websites plus total Freelancer and Escrow revenue.
3. Take rate is calculated as Net Revenue divided by Gross Payment Volume for the Online Marketplace Segment (excluding Escrow.com’s GPV and Net Revenue)
4. Exclusive of non-cash share based payments expense of $1,164k.
Continuation of outstanding marketplace growth

Continues to experience exceptional growth in users and total jobs posted

Total Registered Users¹

Total Jobs Posted (Filtered)¹

¹ Number of user accounts, and projects/contests posted in the Freelancer marketplace as at 31 December 2015. User, project and contest data includes all users and projects from acquired marketplaces. Prior to 2009, all data is from acquired marketplaces. Total Projects and Contests Posted was redefined in January 2016 to Total Jobs Posted (filtered). Jobs Posted (Filtered) is defined as the sum of Total Posted Projects and Total Posted Contests, filtered for spam, advertising, test projects, unwarrantable or otherwise projects that are deemed bad and unable to be fulfilled. Includes Escrow.com unique users.
Freelancer delivers yet another record full year result

### Key marketplace highlights FY15

<table>
<thead>
<tr>
<th>31 December year end</th>
<th>FY15</th>
<th>FY14</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Registered Users</td>
<td>4.4m³</td>
<td>4.6m</td>
<td></td>
</tr>
<tr>
<td>Total Registered Users</td>
<td>18.7m³</td>
<td>14.3m</td>
<td>30%</td>
</tr>
<tr>
<td>New Jobs in year¹</td>
<td>1.7m</td>
<td>1.4m</td>
<td></td>
</tr>
<tr>
<td>Total Jobs Posted (Filtered)¹</td>
<td>8.0m</td>
<td>6.3m</td>
<td>27%</td>
</tr>
<tr>
<td>Average completed project size²</td>
<td>US$156</td>
<td>US$179</td>
<td>(13%)</td>
</tr>
</tbody>
</table>

- Exceptional growth in registered users, projects and contests posted
- New metric of Jobs Posted (Filtered) to provide greater transparency on projects and contests

1. Total Projects and Contests Posted was redefined in January 2016 to Total Jobs Posted (filtered). Jobs Posted (Filtered) is defined as the sum of Total Posted Projects and Total Posted Contests, filtered for spam, advertising, test projects, unawardable or otherwise projects that are deemed bad and unable to be fulfilled.
2. Based on average AUD/USD exchange rates of 0.9015 for FY14 and 0.7522 for FY15.
3. Includes 870,619 unique out of 961,387 Escrow.com users.
Record FY15 net revenue of $38.6m, up +48% on prior corresponding period

- Record net revenue of $38.6m in FY15, up +48% on FY14
- Consistently high gross margins, 87% in FY15 in line with 87% in FY14
- Key revenue growth drivers
  - Increased marketplace efficiency and conversion rate improvements
  - Increased user, project & contest acquisition
  - Product development & increased take up of value-added services
  - Further take-up and optimisation of memberships
- Escrow.com contributed to the Company’s Net Revenue from 1 November 2015
  - Net Revenue excluding Escrow.com for FY15 was $36.8m (up 41% on pcp)
  - Escrow’s revenue for full year FY15 was US$6.1m (AUD$8.1m)
  - Group pro-forma for full year Escrow FY15 ownership would be revenue of $44.8m (up 72% on FY14)

<table>
<thead>
<tr>
<th>Revenue (A$m)</th>
<th>4.7</th>
<th>6.5</th>
<th>10.6</th>
<th>18.8</th>
<th>26.1</th>
<th>38.6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth on pcp</td>
<td>-</td>
<td>37%</td>
<td>64%</td>
<td>77%</td>
<td>39%</td>
<td>48%</td>
</tr>
<tr>
<td>Gross margin</td>
<td>82.6%</td>
<td>86.7%</td>
<td>87.4%</td>
<td>87.6%</td>
<td>87.1%</td>
<td>86.7%</td>
</tr>
</tbody>
</table>

1. Average AUDUSD of 0.7522
Gross Payment Volume (GPV)

Gross Payment Volume\(^1\) (GPV) of $229.3m (+120% on pcp), pro-forma full year of $709.7m

- **GPV of $229.3m in FY15, up +120% on pcp**
  - $138.2m from core Freelancer marketplace
  - $91.1m from Escrow.com (2 month contribution)
  - GPV growth excluding Escrow.com was 33% pcp

- **Key GPV growth drivers**
  - User, project & contest acquisition
  - Conversion rate improvements
  - Escrow.com transactions

- Escrow.com contributed to the Company’s GPV from 1 November 2015
  - Escrow.com’s GPV for 2015 was US$430 million
  - Pro-forma full year FY15 GPV (assuming Escrow.com owned since 1 January 2015) of $709.7m\(^3\)

- **Marketplace take rate up 6% to 26.6%\(^4\)**
  - Pro-forma full year group take rate of 6.3%\(^4\)
  - Commissions (3% for employers and 10% for freelancers) have remained unchanged

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1. Gross Payment Volume (GPV) is calculated as the total payments to Freelancer or Escrow users for products and services transacted through the Freelancer or Escrow websites plus total Revenue. Based on Freelancer’s unaudited management accounts which have not been subject to an auditors review.
2. Take rate is calculated as Online Marketplace Segment Net Revenue divided by Gross Payment Volume (excluding Escrow.com GPV and Net Revenue)
3. Escrow FY15 GPV of US$430m, core Freelancer GPV of A$138.2m, average AUDUSD FX of 0.7522 = A$709.7m
4. Pro-forma FY15 GPV of A$709.7m / (core Freelancer Net Revenue of A$36.8m + Escrow.com full year 2015 revenue of US$8.1m, average AUDUSD FX of 0.7522) = A$44.8m, = 6.3%
Re-investing for growth, with positive operating cashflow of $1.5 million

- 31 December 2014 cash balance of $20m
- $20m of capital raised in two placements, each of $10m
- Positive operating cashflow of $1.5m
- Exchange rate impacts on cash primarily relate to weakening AUD predominantly against USD ($2.2m)
- Acquisitions included intangible assets and predominantly comprised the acquisition of Escrow.com
- Other comprises equity raising costs, and contributions arising from repayment of ESP loans.
- Total cash at period end of $32m
Key operational highlights FY15

Developed international footprint and continued investment in talent to accelerate growth in FY16

- Total staff of 440 FTE at 31 December 2015, up 13% from 390 as at 31 December 2014
Summary profit & loss statement

Continued re-investment in product development, user experience, user and project acquisition and customer service

- Continued strong revenue and gross profit growth, up 48% on pcp
- Gross margins in line with prior period
- Increase in employee expenses reflects continued investment in talent: product development, engineering, finance & customer service – 440 FTEs at year end (up 13% on FY14)
- Increase in marketing expenses demonstrates ability to deploy funds into customer and project acquisition at attractive ROIs
- Increase in occupancy costs relate to cycling a full year of expanded Sydney and Manila premises, and a new office in Buenos Aires
- FX gains/(losses) relate to unrealised changes in AUD value of cash and user obligations
- Growth in share based payments expense relates to some key hires in 2015

### (A$m) 31 Dec y/e

<table>
<thead>
<tr>
<th></th>
<th>FY15 Actual</th>
<th>FY14 Actual</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Revenue</td>
<td>38.6</td>
<td>26.1</td>
<td>48%</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>33.5</td>
<td>22.7</td>
<td>47%</td>
</tr>
<tr>
<td>margin (%)</td>
<td>86.7%</td>
<td>87.1%</td>
<td>nm</td>
</tr>
<tr>
<td>Employee expenses</td>
<td>(17.9)</td>
<td>(14.3)</td>
<td>25%</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>(7.9)</td>
<td>(5.4)</td>
<td>47%</td>
</tr>
<tr>
<td>Marketing related expenses</td>
<td>(6.9)</td>
<td>(2.8)</td>
<td>147%</td>
</tr>
<tr>
<td>Occupancy costs</td>
<td>(2.7)</td>
<td>(2.1)</td>
<td>28%</td>
</tr>
<tr>
<td>FX gains / (losses)</td>
<td>(0.1)</td>
<td>(0.2)</td>
<td>nm</td>
</tr>
<tr>
<td>Share based payments expense</td>
<td>(1.2)</td>
<td>(0.4)</td>
<td>200%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>(3.2)</td>
<td>(2.5)</td>
<td>nm</td>
</tr>
<tr>
<td>EBIT</td>
<td>(3.7)</td>
<td>(2.8)</td>
<td>nm</td>
</tr>
<tr>
<td>NPAT</td>
<td>(2.8)</td>
<td>(1.8)</td>
<td>nm</td>
</tr>
</tbody>
</table>

Excluding share based payments expenses

<table>
<thead>
<tr>
<th></th>
<th>FY15 Actual</th>
<th>FY14 Actual</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBITDA</td>
<td>(2.0)</td>
<td>(2.1)</td>
<td>5%</td>
</tr>
<tr>
<td>EBIT</td>
<td>(2.5)</td>
<td>(2.4)</td>
<td>(3%)</td>
</tr>
<tr>
<td>NPAT</td>
<td>(1.6)</td>
<td>(1.5)</td>
<td>(13%)</td>
</tr>
</tbody>
</table>

1. Operating earnings are exclusive of non-cash share based payments expense of $1,164k in FY15 and $388k in FY14.
Very strong balance sheet, no debt

<table>
<thead>
<tr>
<th></th>
<th>FY15 Actual</th>
<th>FY14 Actual</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>32.2</td>
<td>20.2</td>
<td>60%</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>3.4</td>
<td>2.9</td>
<td>21%</td>
</tr>
<tr>
<td>Other assets</td>
<td>1.6</td>
<td>1.2</td>
<td>nm</td>
</tr>
<tr>
<td>Plant and equipment</td>
<td>1.7</td>
<td>1.1</td>
<td>nm</td>
</tr>
<tr>
<td>Intangibles</td>
<td>23.9</td>
<td>13.0</td>
<td>84%</td>
</tr>
<tr>
<td>Deferred tax assets</td>
<td>2.8</td>
<td>1.8</td>
<td>nm</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>65.6</td>
<td>40.2</td>
<td>63%</td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>28.4</td>
<td>21.8</td>
<td>31%</td>
</tr>
<tr>
<td>Other liabilities</td>
<td>2.3</td>
<td>1.6</td>
<td>nm</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>30.7</td>
<td>23.4</td>
<td>31%</td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td>34.9</td>
<td>16.8</td>
<td>107%</td>
</tr>
<tr>
<td>Contributed equity</td>
<td>37.3</td>
<td>17.5</td>
<td>113%</td>
</tr>
<tr>
<td>Reserves</td>
<td>1.2</td>
<td>0.1</td>
<td>nm</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>(3.6)</td>
<td>(0.8)</td>
<td>nm</td>
</tr>
<tr>
<td><strong>Total equity</strong></td>
<td>34.9</td>
<td>16.8</td>
<td>107%</td>
</tr>
</tbody>
</table>

- Total cash at period end of $32.2m, no debt
- Escrow.com also holds approximately $27 million in cash, in trust, off balance sheet
- Trade and other includes various payment gateways
- Trade and other payables includes user obligations (user balances and milestone payments held on balance sheet)
- Increase in intangibles predominantly relates to goodwill, domain names and intellectual property acquired as a result of the Escrow.com acquisition
- Increase in contributed equity relates to a total of $20 million raised in two placements of new shares (each of $10 million) in 2015 to raise capital to fund the purchase of the Escrow.com business and to deploy in further accelerating growth in the business
Marketplace highlights FY15

Freelancer continues to break new records and accelerate its growth trajectory

- Key milestones of c.18 million users and 8 million jobs posted
  - added 4.4 million users in FY15 including 870k unique (from 961k) Escrow.com users
- Passed US$3.0 billion of all time posted project and contest value
- Acceleration in the growth of total jobs posted (filtered)\(^1\)
  - added 1.7 million job postings, compared to 1.4 million in FY14
  - acceleration to 25% growth year on year, compared to 2010 to 2014 average annual growth of 23%
- Strengthening marketplace dynamics
  - the widest range at the lowest cost – continuing to see the marketplace benefits of a reduced minimum project size implemented in late 2013
  - average project size of US$156 (down 13% from FY14) driving greater project volumes
- Significant increase in the number of users on membership plans
- Strategic focus remains on increasing revenue growth through conversion optimisation and marketplace efficiency

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\(^1\) Total Projects and Contests Posted was replaced as a metric in January 2016 by Total Jobs Posted (filtered). Jobs Posted (Filtered) is defined as the sum of Total Posted Projects and Total Posted Contests, filtered for spam, advertising, test projects, unawardable or otherwise projects that are deemed bad and unable to be fulfilled.
Outlook statement FY16

FY16 will be an exceptional year for the Company with the addition of Escrow.com to the group

• Freelancer is continuing its exceptional growth, with record net revenue, registered users and posted projects in FY15

• Freelancer’s growth is accelerating

• The acquisition of Escrow.com (completed 1 November 2015) is a strategic and operational inflection point for Freelancer

• Freelancer’s marketplace business is acyclical. The global financial crisis led to the original emergence of the online crowdsourcing and freelancing industries
  – Employers looked online to hire freelancers rather than fulltime staff
  – Workers looked to the Internet to find new sources of employment

• 2016 will be an exceptional year for the Company with the addition of Escrow.com to the group
Freelancer.com is changing the global dynamics in the marketplace for people
We help small businesses, startups and entrepreneurs turn that spark of an idea into reality.

Design of a digital counting wristband for $220
We are changing lives in the developing world by providing opportunity and income.

"After two years I've been doing really well on Freelancer.com. The earnings are very good and now I have a lot of respect among my friends and family members. Thanks Freelancer for everything!"

Shahzaib S.
Graphic Designer
Karachi, Pakistan

4.9 / 5.0 rating, 67 reviews
“160 million jobs, or about 11% of the projected 1.46 billion services jobs worldwide, could in theory be carried out remotely, barring any constraints in supply” *

Note: Sample of projects awarded in 2012. The pink lines indicate where projects are being posted by employers, and the blue lines indicate where the projects are being performed by freelancers. Thicker lines indicate a higher volume of work. White dots indicate the location of Freelancer’s users. Edges are sampled data from awarded projects in the period indicated.
Note: Sample of projects awarded in 2013. The pink lines indicate where projects are being posted by employers, and the blue lines indicate where the projects are being performed by freelancers. Thicker lines indicate a higher volume of work. White dots indicate the location of Freelancer’s users. Edges are sampled data from awarded projects in the period indicated.
Freelancer’s Online Economy in 2014

Note: Sample of projects awarded in 2014. The pink lines indicate where projects are being posted by employers, and the blue lines indicate where the projects are being performed by freelancers. Thicker lines indicate a higher volume of work. White dots indicate the location of Freelancer’s users. Edges are sampled data from awarded projects in the period indicated.
Freelancer’s Online Economy in 2015

Note: Sample of projects awarded in 2015. The pink lines indicate where projects are being posted by employers, and the blue lines indicate where the projects are being performed by freelancers. Thicker lines indicate a higher volume of work. White dots indicate the location of Freelancer’s users. Edges are sampled data from awarded projects in the period indicated.
JOB EXAMPLES
3D rendering of a villa from 2D floor plan for $100

Project Description
We are building a resort and this will be the first step in designing this resort. Once I am satisfied with the work, I will reward site plan and villa allocation, reception design, restaurant and bar etc. Please note I would like my villa to look like the attached sample picture to show it to the owner. Please feel free to add your creativity if you choose but keep within the theme.

Project offered by:
⭐⭐⭐⭐⭐ 0.0 (0 Reviews)
✔️ VERIFIED

Skills required

Post a Project like this

Project ID: 5900309
Report Project

3D Rendering of a Villa from 2D Floor Plan
By jlacape
US$100

Freelancers Awarded

 lạc
2 days ago

Portfolio
✓ Accepted

Reputation
5.0
$100 in 4 days

Budget (USD)

16k
7
20
Website for Fresh Futures for $277

Project Description
Fresh Futures requires a website design of its existing page. We need only 3 - 5 pages to be created and designed. All colours and design have been made; you will be required to provide us with all files and photos at the end of the project, and work with us until your images have been uploaded and finished designing.

About the employer
5.0 (8 Reviews)
Skills required
Graphic Design, User Interface / IA, Website Design

Freelancers Awarded

Only1Design
- 4 months ago
REPUTATION
4.9
46 Reviews
69% Completion Rate

BID (AUD)$277
in 3 days

Completed - Freelancer not yet rated

Website for Fresh Futures
By Only1Design
AU$277

Project ID: 5497032
Report Project

155.9k
1
32
Paper towel design and render for CAD $55

Project Description
Design of a Paper Towel holder.
Dimensions 11" x 1.625" dia

The design needs to be unique and modern. Completed in 7 days.
3-4 designs required
You must include:
- STEP or IGES file format
- Rendering
- STL
- Description explaining your design

Skills required
3D Animation, 3D Modelling, 3D Rendering

Project ID: 5486257
Report Project

Paper Towel Design and Render
By Blucero
CAD$55

Blucero
Portfolio
Completed - Freelancer rated

REPUTATION
5.0
$ 1.3
1 Review
100% Completion Rate
Hire Me!
Logo design for a consulting firm for $129
Ambient 3D modelling of a wardrobe for $90

Design a contemporary (Bauhaus style) home for $215

Source: https://www.freelancer.com/contest/Design-a-contemporary-Bauhaus-style-home-223900.html
Floor plans & rendering for $215
Industrial design of a vinyl cutter for €500
Robonaut 2 delivered February 2011 to ISS.

Pictured here with Zero-G leg upgrade which will climb using external handrails.
2016

FREELANCER & NASA TEAM UP TO PUSH THE BOUNDARIES OF HUMAN INNOVATION

In the latest set of challenges, we will designing a robotic arm for the Astrobot, the next generation of free flying robots on the International Space Station.

50+ CHALLENGES PLANNED

88 COUNTRIES PARTICIPATING
Beautiful Products
Global, Multilingual, Multicurrency

44 Regional Websites

34 Supported Languages

21 Supported Currencies

Currencies

- USD
- CLP
- NZD
- AUD
- JMD
- PHP
- CAD
- IDR
- PLN
- EUR
- MXN
- SGD
- GBP
- SEK
- BRL
- HKD
- JPY
- ZAR
- INR
- MYR
- CNY

Regional Websites

- North America: United States, Canada, Jamaica
- Latin America: Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru, Uruguay
- Africa: South Africa
- Europe: United Kingdom, European Union, France, Germany, Greece, Portugal, Spain, Czech Republic, Sweden, Iceland, Italy, Netherlands, Turkey, Poland, Romania, Russia, Ukraine, Norway
- Asia Pacific: Australia, New Zealand, Hong Kong, Bangladesh, India, Indonesia, Japan, Malaysia, Pakistan, Phillipines, P.R. China, Singapore, Thailand, South Korea

Languages

- Afrikaans
- Bahasa Indonesia
- Bahasa Malaysia
- बांग्ला
- Català
- Čeština
- Dansk
- Deutsch
- Ελληνικά
- English
- Español
- Suomi
- Filipino
- Français
- हिन्दी
- Magyar
- Italiano
- 日本語
- 한국어
- Norsk-Bokmål
- Nederlands
- Polska
- Português
- Română
- русский язык
- Shqip
- Slovene
- Svenska
- Kiswahili
- Thai
- Türkçe
- Tiếng Việt
- українська мова
- 中文 (简体)

Supported Currencies

- USD
- CLP
- NZD
- AUD
- JMD
- PHP
- CAD
- IDR
- PLN
- EUR
- MXN
- SGD
- GBP
- SEK
- BRL
- HKD
- JPY
- ZAR
- INR
- MYR
- CNY

24 x 7 x 365 Multilingual Support Team
30% of engaged users touch Freelancer Mobile products (up 114% YoY Dec-Dec)
Marketplace dynamics

“Every job, every country, every language, every currency, at any time”

Top country sources for completed projects in 2015

- United States: 38%
- Australia: 7%
- United Kingdom: 9%
- India: 7%
- Canada: 5%
- Germany: 2%
- Other: 10%

- c.900 job categories as diverse as Aerospace Engineering, Biotechnology, Sales, Manufacturing, Mechanical Engineering, etc.
- c.100 categories of local jobs launched in 2015
- Complexity & sophistication growing year by year
- Average completed project US$156 in 2015

Top completed project categories by volume in 2015

- Websites, IT & Software: 34%
- Design, Media & Architecture: 31%
- Writing & Content: 13%
- Data Entry & Admin: 5%
- Sales & Marketing: 5%
- Engineering & Science: 4%

Average Completed Project Value (US$)

1. Based on the number of completed projects that were posted in 2015.
2. Based on the value of project payments for projects that were posted in 2015.
3. Value is better described as “average completed budget value” as over payments are not included in this calculation and this figure is an under estimate of true average project value.
Liquidity: 65% of projects get a bid within 60 seconds (supply)

Number of bids on projects

Number of entries in contests

Actual completed projects

3D House Render
beehi3dworks
$200.00

3D HUD design
alk071
$300.00

Best 3D Massage Chair
Fadeecr1
$124.00

Actual contest entries

Design a Mobile Application
arakelian
$500.00

Lion roaring in water colour
xuniedary
$100.00

Create Print and Packaging Designs for Vegetable Juices
chubbycreations
£100.00
Revenue model

Freelancer’s revenue is driven by users posting jobs – as a project (outsourcing) or a contest (crowdsourcing)

- For employers it’s free to post a project, free to review bids, free to talk and review samples – 3% project commissions paid by employers when a project is awarded and accepted

- For freelancers it’s free to view projects posted, free to bid on projects, free to talk to employers and provide samples of work – 10% project commissions paid by freelancers when a project is awarded and accepted

- Membership plans range from US$0.99 to US$59.95 a month, and provide additional features and benefits including increased bid limits, eligibility for preferred freelancer and high value project bidding.

- Other value added services include project upgrades, crowdsourcing contests and upgrades, bid upgrades, transaction fees, certification fees and advertising
Your Escrow.com payment has been received

Escrow.com is now mobile responsive & available in Chinese

The seller has agreed to your transaction
Escrow.com historical financial performance

FY15 growth rates significantly beat 5-year CAGRs (2009-2014) for both revenue and GPV

**Revenue (US$ ’000)**

- **20% growth in 2015**
- **13% 5-year CAGR**

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>3,269</td>
</tr>
<tr>
<td>2011</td>
<td>4,125</td>
</tr>
<tr>
<td>2012</td>
<td>4,646</td>
</tr>
<tr>
<td>2013</td>
<td>4,798</td>
</tr>
<tr>
<td>2014</td>
<td>5,048</td>
</tr>
<tr>
<td>2015</td>
<td>6,073</td>
</tr>
</tbody>
</table>

**Gross Payment Volume (GPV) (US$)**

- **34% growth in 2015**
- **18% 5-year CAGR**

<table>
<thead>
<tr>
<th>Year</th>
<th>GPV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>0</td>
</tr>
<tr>
<td>2001</td>
<td>5</td>
</tr>
<tr>
<td>2002</td>
<td>15</td>
</tr>
<tr>
<td>2003</td>
<td>30</td>
</tr>
<tr>
<td>2004</td>
<td>50</td>
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<td>2005</td>
<td>75</td>
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<td>2006</td>
<td>100</td>
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<td>2007</td>
<td>150</td>
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<td>2008</td>
<td>200</td>
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<td>250</td>
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<td>2012</td>
<td>400</td>
</tr>
<tr>
<td>2013</td>
<td>450</td>
</tr>
<tr>
<td>2014</td>
<td>500</td>
</tr>
<tr>
<td>2015</td>
<td>600</td>
</tr>
</tbody>
</table>

1 Calendar years 2009 to 2014
Operational highlights FY15

Significant improvements to Freelancer products in FY15

- Significant product improvements in matchmaking
  - Major improvements shipped in project management, messaging, video chat, time tracking and invoice generation

- Strong growth in contests
  - 51% growth on prior corresponding period in contests posted
  - Use by NASA of the contest platform to crowdsource for the International Space Station
    - Full decomposition & design of subsystems for robotic arm for Astrobot running robot
    - UI/UX for smart watch app worn by astronauts
    - 3D modelling for training of the image recognition system for the Robonaut R2

- Capital raisings
  - Two $10 million placements of new ordinary shares completed during 2015
  - Material increase in free float (to c.23%) and trading liquidity
  - Proceeds were used to purchase Escrow.com and deployed into future growth

- Smaller bolt-on acquisitions included DoNanza
Freelancer Contests

Freelancer's crowdsourcing platform introduced several significant product improvements resulting in growth of 51% year on year.

- Contests is now available on mobile devices, access your contest anywhere.
- Employers can get deliverables as graphics, videos and now text.
- Improved user experience including new pages and interactions.
- Now with online chat.
Over 800,000 freelancers ready to work on local projects in over 100 new location specific skills
Major Improvements in Project Management, Communication and Collaboration

Video chat
Our messaging service now supports Video Chat

Time tracking for everyone
Offline time tracking, easier invoicing and payments

New project management page
Real time surfacing and ranking of bids & easier management of teams
The World's Largest Internet Marketing Forum & Marketplace Since 1997

The #1 Internet Marketing Forum Since 1997

USERS
1,065,000+

POSTS
9,600,000+

DISCUSSIONS
870,000+

Warrior Forum
Marketing, Redefined.
Request Access

Sujan Patel
Content Marketer, Warrior since 2007.
Australia’s Biggest Startup & Growth Conference

New Higher Capacity Venue
3000+ PAX
International Lineup Of Speakers
Hundreds of Exhibitors

Sold Out 6 Years In a Row | StartCon.com | November 26 - 27th 2016
INDUSTRY DRIVERS
The other 55% of the world’s population are about to join the Internet.
It’s 2016

The other four billion are connecting at a tremendous pace

- World population\(^1\): 7,259,902,243

Number on the Internet: 3,366,261,156 (46.4%)

<table>
<thead>
<tr>
<th>Region</th>
<th>Users</th>
<th>Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>313 million</td>
<td>88%</td>
</tr>
<tr>
<td>Europe</td>
<td>604 million</td>
<td>74%</td>
</tr>
<tr>
<td>Asia</td>
<td>1.6 billion</td>
<td>40%</td>
</tr>
<tr>
<td>Latin America</td>
<td>345 million</td>
<td>56%</td>
</tr>
<tr>
<td>Africa</td>
<td>330 million</td>
<td>29%</td>
</tr>
<tr>
<td>Asia / Caribbean</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oceania / Australia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td></td>
<td></td>
</tr>
<tr>
<td>World, Avg</td>
<td></td>
<td></td>
</tr>
<tr>
<td>World, LDCs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Source: Internet World Stats (Jan 2016)
The first thing they are looking to do online is raise their socio-economic status

But it’s never been easier to learn a trade

- The wealth of human knowledge is available online
- A revolution is also occurring in online education: Coursera, Udacity, Khan Academy, edX

The other 4 billion are rapidly self educating

$10 per day to $10 an hour+

86% of users of top 10 US sites are already foreign

Twice as many Chinese on the Internet as Americans

1. Source: comScore Global, 8/11.
pufutama
Illustrator | 2D Animator | Concept Artist

Passionate award-winning Director and Animator, with strong ability to translate from written descriptions or early concepts into more refined illustrations, 2D Animations, as well as App and Game Assets.

My specialities include, but are not limited to, the following:
- 2D & 2.5D Animation & Motion Graphics
- Background Design
- Character Design
- Concept Design
- Cartoon
- Drawing
- Illustration
- Storyboard

$17 USD/hr

81% Jobs Completed
100% On Budget
84% On Time
16% Repeat Hire Rate
Software is eating the world

“We are in the middle of a dramatic and broad technological and economic shift in which software companies are poised to take over large swathes of the economy”

- Every industry is being disrupted rapidly, and becoming dominated by software companies
- White collar job functions are all headed to software, and moving into the cloud

The world is repeating itself 20 years later

DEVELOPED WORLD

amazon.co.uk

ebay

PRODUCTS

DEVELOPING WORLD

freelancer

SERVICES
Freelancer.com acquired Escrow.com November 1st 2015

Freelancer.com
#1 Online Services Marketplace
Over **US$3.0 billion** in projects posted

Escrow.com
#1 for Secure Online Payments
Over **US$2.7 billion** in secured transactions
Escrow.com
The world’s #1 provider of secure online payments

More than US$2,700,000,000 of transactions protected

SAFEGUARDING YOUR ONLINE TRANSACTIONS
**Escrow.com**

The world’s #1 freelancing & crowdsourcing marketplace adds the world’s #1 provider of online secure payments

### Financials

- Licensed, bonded & certified, processed over US$2.7 billion in secured transactions to date
- FY15 gross payment volume of US$430 million (up 34% from US$320m in FY14)\(^1\)
- FY15 net revenue US$6.1m (up 20% from US$5.0m in FY14)
- As at 31 December 2015, Escrow.com’s off-balance sheet trust accounts had balances ~$27 million

### History

- Founded in 1999 by Fidelity National Financial, a Fortune 500 company and the United States’ largest provider of commercial and residential mortgage and diversified services
- In 2002, after the first dot-com crash, Fidelity exited the business, merging Escrow.com into iLumen
- In 2004, Escrow.com was purchased by a private investor
- In 2015, Freelancer.com acquired Escrow.com effective 1 November

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\(^1\) Calendar year financial years, GPV defined as all cash inflows into Escrow.com bank accounts
Escrow.com historical user growth

Almost 1 million users with solid demographics from mostly high income OECD nations

- An exceptionally high quality user base of ~1 million users with high transaction value
Escrow.com’s **Online Economy in 2013**

*Note: Sample of transactions. The pink lines indicate where Escrow transactions are being originated by buyers, and the blue lines indicate where transactions are being fulfilled by sellers. Thicker lines indicate higher volume. White dots indicate the location of Escrow.com’s users.*
Note: Sample of transactions. The pink lines indicate where Escrow transactions are being originated by buyers, and the blue lines indicate where transactions are being fulfilled by sellers. Thicker lines indicate higher volume. White dots indicate the location of Escrow.com’s users.
Escrow.com’s **Online Economy** in 2015

**Note:** Sample of transactions. The pink lines indicate where Escrow transactions are being originated by buyers, and the blue lines indicate where transactions are being fulfilled by sellers. Thicker lines indicate higher volume. White dots indicate the location of Escrow.com’s users.
You wouldn’t sell your car with PayPal

Car Purchase Scam

I have become suspicious about a buyer for our car we had for sale on ebay ‘Jodie Williams’ is the email name requesting that the sale only be undertaken through PayPal and that a courier would collect the car. They have asked no details about the car other than agreeing to pay the full price. Having become suspicious I searched the internet and found a few threads relating to this person ‘wjodie401’. I think it is part of the same scam others have mentioned. So please beware.

Everyone’s Tags: we have also been subjet... which is supermans mi... View All (2)
In fact, eBay doesn’t think so either: “Important: Only use Escrow.com”
Escrow.com is used to secure a wide range of transaction types:

- Domains
- Antiques
- Computer Equipment
- Jewellery
- Motorcycles
- Consultants
- Boats
- Classic Cars
- Contractors
- Refurbished Equipment
- Websites
- Heavy Equipment
- IT Services
- Copyrights
- Electronics
- Legal Services
- RVs
- Wholesale Goods
- Musical Instruments
- Auction Items
Audited
Licensed
Bonded

0% chargebacks
Escrow.com is the only licensed, bonded & audited secure online solution that protects both the buyer and the seller with a simple, 5-step trust process.

1. **Buyer & seller agree to terms**
   Both parties agree to terms of the transaction, which includes a description of the merchandise, sale price, number of days for the buyer's inspection, and any shipping information.

2. **Buyer pays Escrow.com**
   The buyer submits funds via available payment options. Escrow.com verifies the payment. Processing time varies by payment method.

3. **Seller ships merchandise**
   Upon payment verification, the seller is authorized to ship merchandise to the buyer and submit tracking information. Escrow.com verifies that the buyer receives the shipment.

4. **Buyer accepts the merchandise**
   The buyer has set a number of days for merchandise inspection and the option to accept or reject the merchandise.

5. **Escrow.com pays the seller**
   Upon buyer's approval of merchandise or expiration of inspection period, Escrow.com pays the seller by the method selected by the seller. The transaction is then complete.
Escrow.com secures transactions from $100 to $10,000,000+

Transact in US Dollars or Euros
Escrow.com makes import / export simple

No more expensive & complicated letters of credit
Industrial & heavy equipment sold through Escrow.com

2014 FANUC Industrial Robot

2006 Caterpillar D5N Dozer
Escrow.com protects the sale of jewellery and fine art including the purchase of Andy Warhol’s “Queen Elizabeth Suite”
Escrow.com also protects the supply of services such as holiday rentals or designing a website.
Where the Internet is bought and sold

Uber.com
Snapchat.com
SpaceX.com
Twitter.com
Instagram.com
Freelancer.com

Gmail.com
Foursquare.com
WeChat.com
Slack.com
Chrome.com
WarriorForum.com & Business

Wordpress.com
Medicare.com
Lotto.com
Dating.com
California.com
Outlook.com

FullTilt.com
InternetBrands.com
Centurion.com
Hulu.com
Orbitz.com
Upwork.com
Estimated demand for Web Design services alone

Freelancer’s global web design revenue opportunity estimated as $2.7 billion per annum ($10.5b GPV)

- Freelancer’s estimated global web design revenue opportunity at c.$2.7 billion ($10.5b GPV)
- This is as a replacement of existing business only and there is potential upside from opening up of new demand from lower cost labour services globally
  - e.g., for the first time, a café can get a website for c.$100
- Indicative calculation:
  - web design in the US alone is US$20 billion + industry\(^1\)
  - wages constitute US$12 billion of this
  - more than 50% of software engineering jobs can be outsourced at 30% of US wages\(^2\)
  - US$1.74 billion in wages outsourced @ 26% take rate
    = c.A$620 million revenue opportunity for Freelancer in the US (Total Available Market)\(^4\)
  - there are 28 million small businesses in the US, but at least 96 million more in other mid-high income OECD countries\(^3\)
  - from this we estimate the global opportunity is (96+28)/28 = c.4.4x larger than the US market

\(^1\) IBISWorld, “Web Design Services in the US” (August, 2013).
\(^3\) Based on 28m SMEs in the US, 96m MSMEs outside the US in mid-high income OECD countries.
\(^4\) Based on AUD/USD exchange rate of 0.73.
Estimated demand from Small Businesses

Global small business revenue opportunity estimated as $31.9 billion per annum (571 million projects, $122 billion GPV)

- There are about 28 million small businesses in the US
  - 22 million of these are informal non-employers (yet generate >$1 trillion per annum in revenue)\(^1\)

- US job posters who posted more than one project posted on average 3.13 projects in 2013\(^2\)
  - then this same cohort posted 4.60 projects in 2014
  - then this same cohort posted 5.64 projects in 2015

- Average project size in 1H15 was US$159 (A$217) generating revenue of A$56 to Freelancer (26% take rate)\(^2\)
  - Implies A$7.2 billion TAM (A$28 billion GPV, 129 million projects) from US SMEs

- But there are 420 – 510 million micro, small and medium enterprises (MSMEs) globally\(^3\)

- 96 million are formal employer MSMEs outside the US in mid-high income nations\(^4\)
  - Additional A$24.7 billion TAM (A$95 billion GPV, 442 million projects)

- Estimated global TAM from MSME market of c.$31.9 billion ($122 billion GPV, 571 million projects)

- This excludes another 100m+ informal (unregistered) MSMEs in high income nations globally including non-employer firms, sole proprietors and partnerships which could add materially to Freelancer’s revenue opportunities

---

2. Based on Freelancer internal statistics. Average paid value of completed project was A$194 in 1H15 (based on AUD/USD exchange rate of 0.73 converted spot at 29 July 2015).
3. McKinsey Global Institute, “Two trillion and counting: Assessing the credit gap for micro, small, and medium-size enterprises in the developing world” (October, 2010).
Estimated demand from Consumers

Engaged active users on major product marketplaces are low hanging fruit for online services. Major product marketplaces as a proxy of consumer demand indicates TAM of c.$40 billion (700 million projects, $155 billion GPV)

- **242 million** active consumers on average across eBay, Amazon and Alibaba
- 155 million active consumer buyers on eBay (sellers are SMEs)
- **Taking 155m buyers as consumer proxy**
- 4.6 projects / user
- A$217 / project
- 26% take rate

**GPV of c.$155 billion**
Global Total
Available Market (TAM) c.$40 billion (c.700m projects)

<table>
<thead>
<tr>
<th></th>
<th>eBay</th>
<th>Amazon</th>
<th>Alibaba</th>
<th>Freelancer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2014 Revenue</strong></td>
<td>US$8.8 billion¹</td>
<td>US$89 billion</td>
<td>c.US$22.7 billion</td>
<td>A$26.1 million</td>
</tr>
<tr>
<td><strong>2014 GMV/GPV</strong></td>
<td>US$83 billion</td>
<td>c.US$111 billion²</td>
<td>c.US$248 billion</td>
<td>A$103.7 million</td>
</tr>
<tr>
<td></td>
<td>US$228 billion ECV (with Paypal)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2014 Users</strong></td>
<td>155 million active buyers</td>
<td>c.237 million active buyers</td>
<td>c.334 million active buyers</td>
<td>14.3 million total registered users</td>
</tr>
<tr>
<td><strong>Geography</strong></td>
<td>Global</td>
<td>Global</td>
<td>Predominately China</td>
<td>Global</td>
</tr>
</tbody>
</table>

Source: Company reports.
1. Marketplaces revenue.
2. Based on analyst estimates.
Estimated supply of professional labour in the developing world

370 million people, or 10% of the 3.7 billion working age population in the developing world have a tertiary qualification

- 2010 global working age population: 3.7 billion, labour force: 2.9 billion
  
<table>
<thead>
<tr>
<th>Cluster</th>
<th>Workers Million</th>
<th>GDP per capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing</td>
<td>322</td>
<td>&lt;3,000$</td>
</tr>
<tr>
<td>Young</td>
<td>640</td>
<td>3,000–20,000$</td>
</tr>
<tr>
<td>Young Middle-Income</td>
<td>469</td>
<td>7,000</td>
</tr>
<tr>
<td>China</td>
<td>783</td>
<td>25,000–50,000$</td>
</tr>
<tr>
<td>Young Advanced</td>
<td>290</td>
<td>10,000–20,000$</td>
</tr>
<tr>
<td>Russia &amp; CEE</td>
<td>141</td>
<td>20,000–30,000$</td>
</tr>
<tr>
<td>Southern Europe</td>
<td>60</td>
<td>30,000–45,000$</td>
</tr>
<tr>
<td>Aging Advanced</td>
<td>145</td>
<td></td>
</tr>
</tbody>
</table>

- 2030 predicted global labour force: 3.5 billion

- Of the 3.7 billion working age in the developing world in 2010:
  - 1.7 billion (46%) have a secondary education
  - 370 million (10%) have a tertiary education

- There are 220 million people with a tertiary degree between India, China, Brazil, Philippines, Malaysia, Indonesia, Egypt, Sri Lanka and Nigeria

- In the Philippines, tertiary education rose from 9% to 22% (13m) 1980-2010
  - Brazil, China, India @ 7 to 9%, yet produce c.5m STEM grads per annum

- c.5 billion people to join the Internet over next decade that earn <$10/day

- They have very little assets however are educated and can sell their services

- Freelancer.com is the first stop on the Internet for these people to raise their wages from $10/day to $10/hour +

1. McKinsey Global Institute: The World at Work: Jobs, Pay and Skills for 3.5 Billion People (June 2012)
3. Accenture Institute for High Performance: Where will all the STEM talent come from? (May 2012)
Estimated demand from Local Jobs

Freelancer’s expansion into 100 categories of Local Jobs expands the total addressable market by up to $800 billion

- Online services is already a huge market, with enormous future potential
  - McKinsey Global Institute has estimated that “160 million jobs, or about 11% of the projected 1.46 billion services jobs worldwide, could in theory be carried out remotely, barring any constraints in supply”

- In the US alone, the temporary labour market is estimated to be on the order of $100 billion
  - MBO Partners also found that in 2013 in the US there were 17.7 million independent workers
  - these generated $1.2 trillion in total income per annum
  - Angie’s List estimates the home services industry, which includes electricians, plumbers, dog walkers and other manual labour, alone is worth $400 billion per annum
  - others put it at $800 billion per annum

1. [Link](http://www.theverge.com/2012/7/22/3177860/taskrabbit-15-million-funding-peer-to-peer-labor-market-year-b-done-exec)
3. [Link](http://www.fool.com/investing/general/2015/04/03/does-a-market-exist-for-amazoncom-incs-home-service.asp)
4. [Link](http://www.nytimes.com/2015/04/13/technology/amazon-google-and-more-are-drawn-to-home-services-market.html)
5. [Link](http://www.nytimes.com/2015/04/13/technology/amazon-google-and-more-are-drawn-to-home-services-market.html)
357.9 billion non-cash payment transactions in 2013 (+7.6%)

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