



NIGF 2013 SPECIAL WORKSHOP FOR THE NIGERIAN YOUTHS



Global Opportunity in IT-based Services

- USD 1.7 trillion global technology spend.
 - New Technologies driving business
- 7.65 Billion (45%) market share of IT Services and BPO in global technology spend
- 118 Billion USD global sourcing market – growth of 12%.
 - Sustained growth, enhanced value creation



WHAT IS MICROWORK / ELANCING?



The Difference

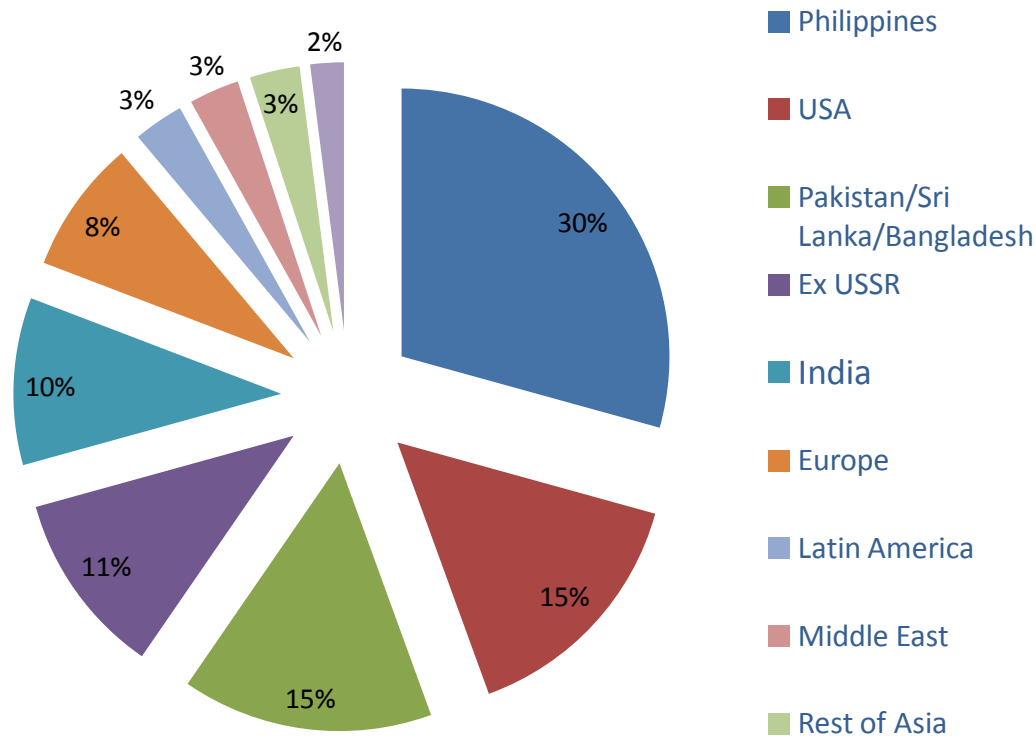
BPO takes whole business processes that are well defined, and transfers them to a region with lower pay-scales.

In contrast, microwork provides discrete units of work to workers located anywhere in the world.



Microwork is Geographically Dispersed

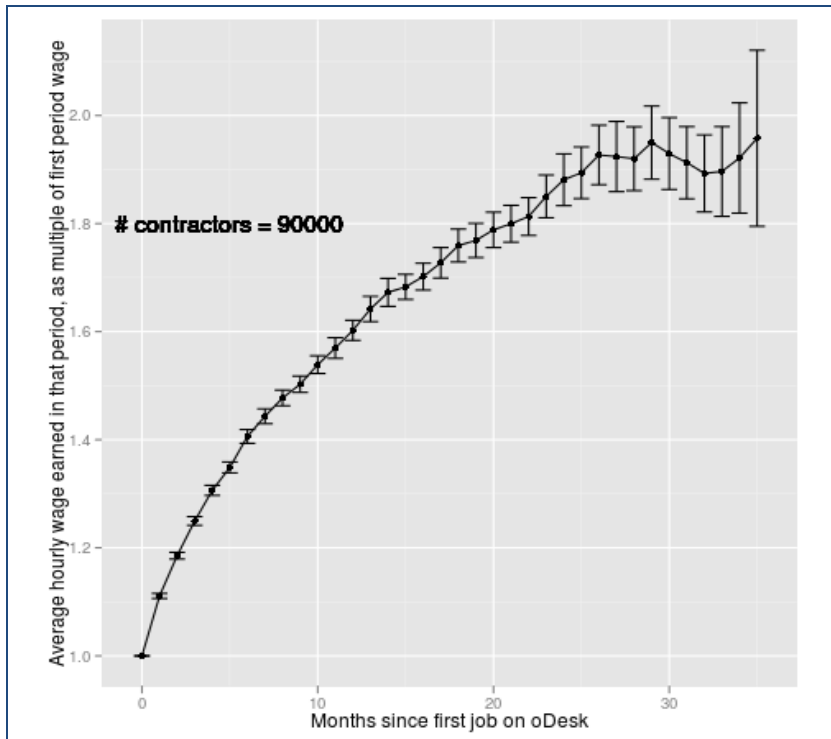
oDesk Contractors in 2012



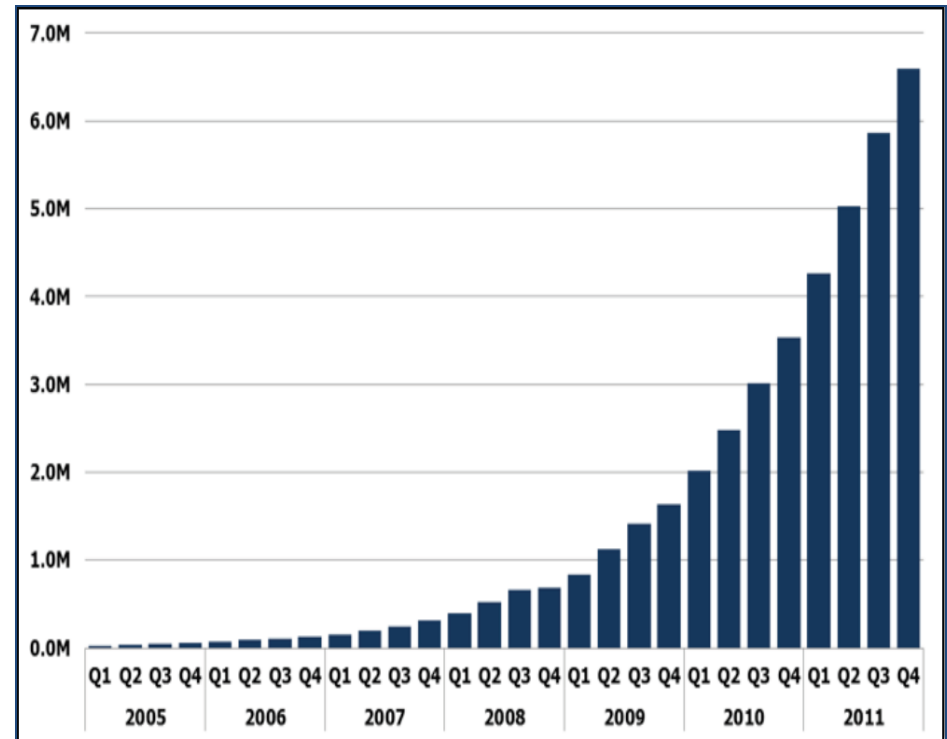


Microwork Offers Growing Income Potential

Wage growth through oDesk



Hours worked on oDesk by quarter since 2005





World Bank's Microwork Activities



Microwork Feasibility Study for West Bank & Gaza, by ICT Unit



Microwork strategy for STEP-B in Nigeria, with support from the ICT Unit



Creating new job opportunities for Jamaica's youth, with support from the ICT Unit



Analytical work on the new frontiers and opportunities for jobs, by ICT Unit



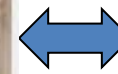
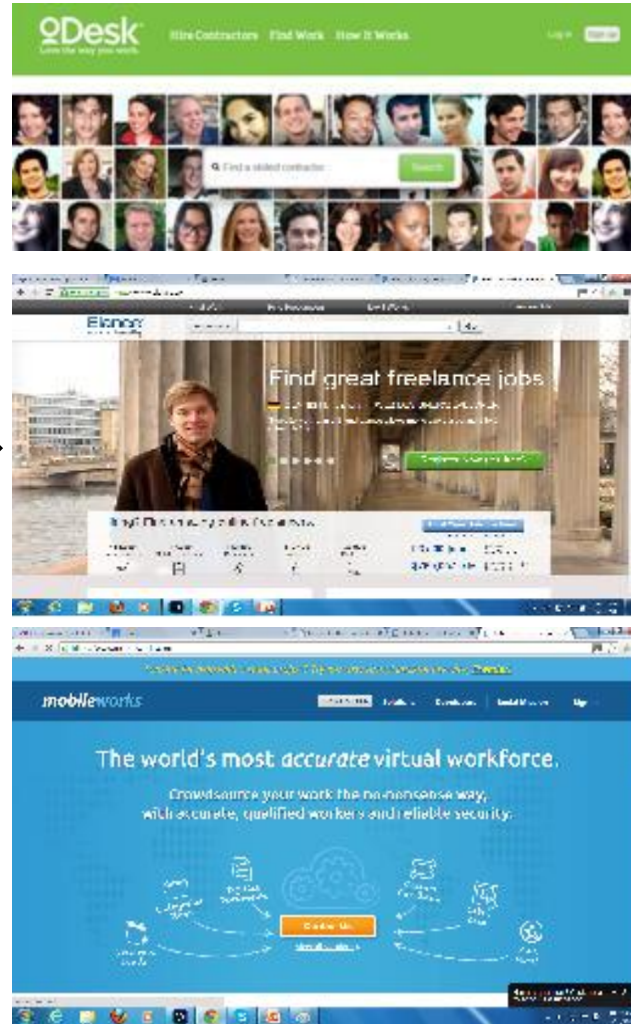
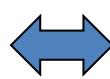
Global Mindset





Microwork / Elancing

Microworker /
Elancer



Client



About Microwork

COMPANY

NON-PROFIT MISSION

DIGITAL SERVICES



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Microwork

- **\$311 million market to reach multibillion \$**
- **Already over a million microworkers**
- **Average age 21-29 years, over 30% women***

There are limited and highly varying estimates of the global market size for microwork. Estimates range from less than \$10 million to \$4.5 billion when microwork is included as part of impact sourcing (infoDev, 2011; Monitor, 2011).

In order to provide a more realistic perspective this study developed an analysis (Annex II), which appraised the current global market size to be \$311 million, and is reflected in employment of 997,250 microworkers. Impact sourcing is referred to in the Monitor study as the use of business process outsourcing services to employ people at the base of the pyramid, to provide high-quality, information-based services to domestic and international clients. The definition includes microwork, and the study also includes microwork aggregator such as Jana and Samasource for its estimates.

* In developing countries, based on AMT



Typical Microwork Tasks

Market Research

Image Classification

Media Tagging

Information Gathering

Data Input

Data Verification

Proof-Reading

Translation

Copyediting

Graphic Design

Technical writing



Typical Elancing Tasks

IT Programming

Writing and Translations

Design & Multimedia

Sales & Marketing

Admin Support

Engineering & Manufacturing

Finance & Management

Legal



Pre-Microwork Event

Where were we?

	#	
Active Local Platforms	0	
Registered Microworkers/Elancers:		
oDesk	5,969	
Elance	13,100	
Active Microworkers /Elancers:		
oDesk	48	
Elance	398	
Revenue Earned:		
oDesk	\$23,000.00	
Elance		
Local Jobs Outsourced to Platforms (Registered / Active)		
oDesk	674 - 60	
Elance		



Post-Microwork Event

Where are we?



ODESK

1. The average number of new Nigerian contractors joining oDesk every week has increased by 41% since the event
2. The average number of new Nigerian contractors earning their first job on oDesk each week has increased by 55% since the event
3. The average number of new Nigerian companies making their first hire on oDesk has increased by 9% since the event
4. The average number of new Nigerian companies actively paying contractors on oDesk has increased by 13% since the event

So again, while the gross numbers are still relatively small, this is exactly the type of result we were hoping to see.

To give you some perspective, in 2008-2009, Bangladesh barely registered on our list of contractor countries.

Today, it's the #3 country in terms of hours worked. We look forward to Nigeria's rapid growth in online work!



Where are we?

ELANCE

1. Nigerian freelancer registrations: +45% m/m (Monthly baseline growth rate 5%)
2. Nigerian freelancers hired: +28% (Monthly baseline growth rate: 2%)
3. Nigerian freelancer earnings: +27% (Monthly baseline growth rate: 14%)

New Registered Nigerian Freelancers: 3,511

New Active Nigerian Freelancers: 2,017

New Registered Nigerian Clients: 87

New Active Clients: 42

Revenue earned by New Nigerian Freelancers: \$121,163 USD

Revenue paid by New Nigerian Clients: \$4,600 USD

As at May 15, 2013

From our standpoint, it has been a solid success – in previous initiatives, we've seen a bigger short term bump; however our outlook is definitely longer-term in Nigeria.

In support of this, we have hired 3 mobilizers in Nigeria to continue the education and training process throughout the country.



TO BE.....

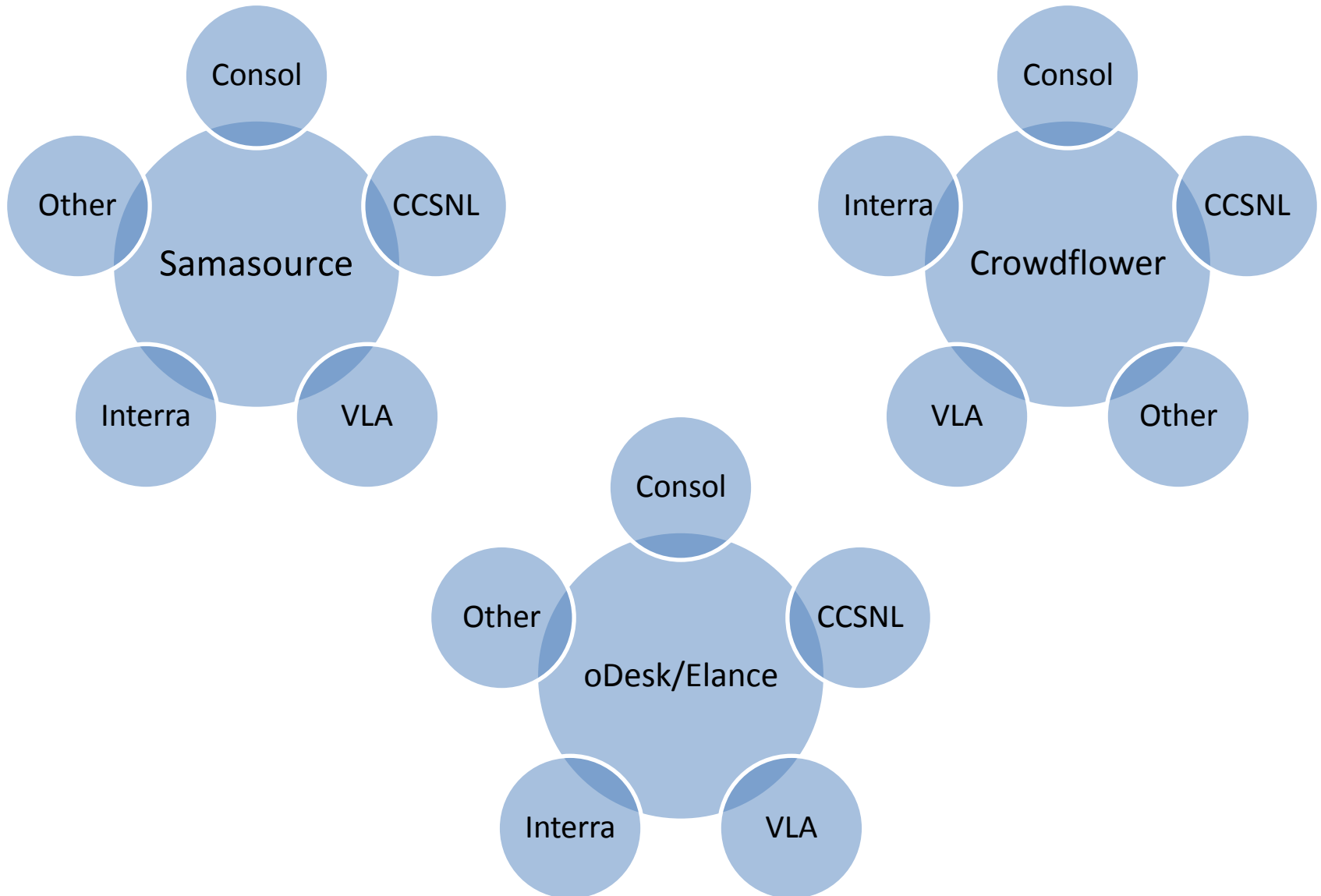


March 2014

	#	
Active Local Platforms	2	
Registered Microworkers/Elancers:		
oDesk	40,000	
Elance	100,000	
Active Microworkers /Elancers:		
oDesk	25,000	
Elance	75,000	
Revenue Earned:		
oDesk	\$500,000.00	
Elance	\$1,500,000.00	
Local Jobs Outsourced to Platforms (Registered / Active)		
oDesk		
Elance		



PARTNERSHIPS



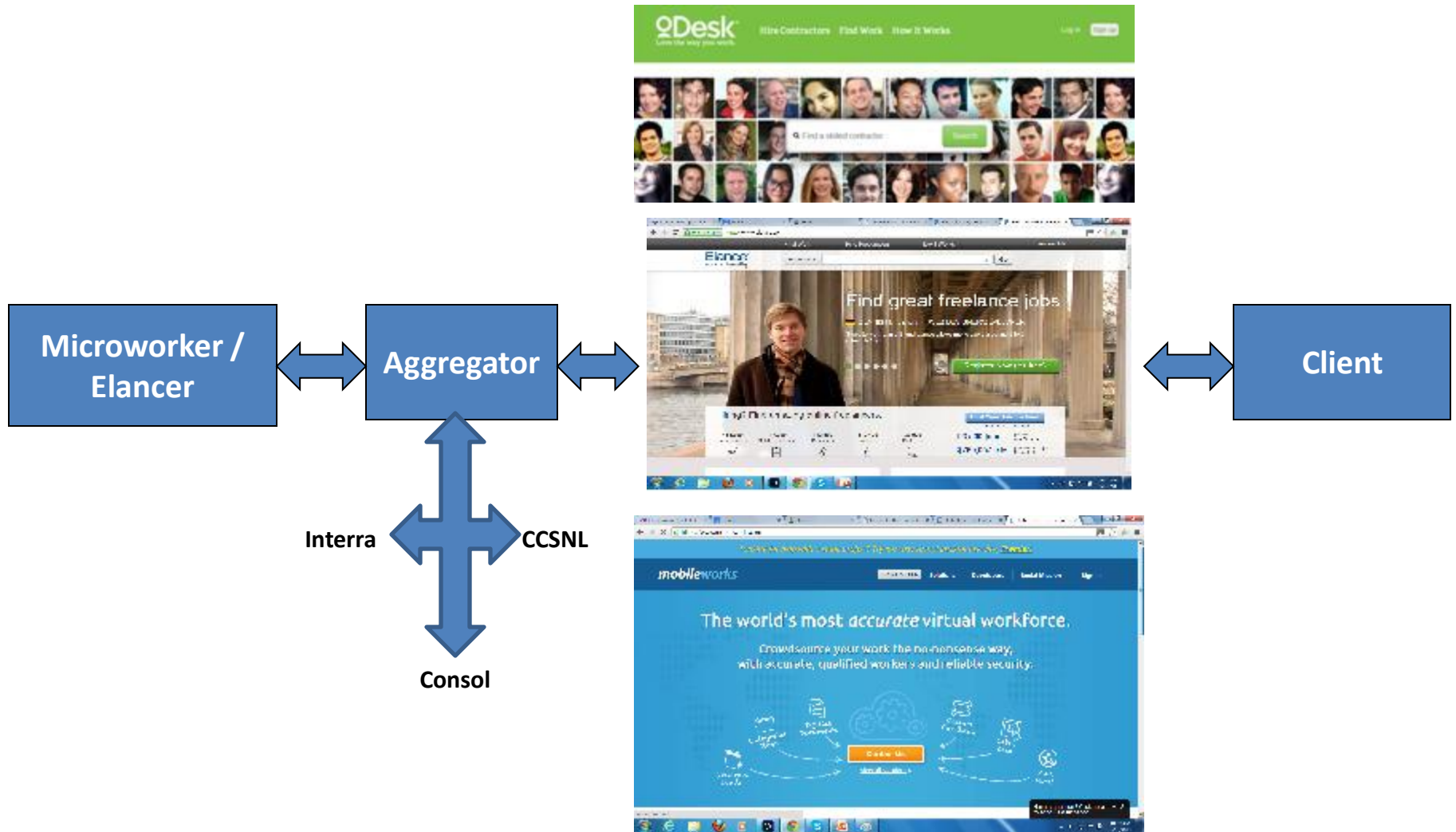


Developing Local Partners

- Provide an enabling environment for local platforms to emerge
- Develop a regulatory framework (steering committee etc.) that would provide guidelines for operation of local platforms
- Encourage development of a local payment platform that would work for both international partners and local platforms



Microwork / Elancing





THANK YOU!