

Gig economy re- shaping enterprises and how on-demand workers is helping corporations in disruptive times



Today's agenda

- What is a gig marketplace?
- Gig economy: Insights Report
- Need of Gig workers for Enterprises
- Top Brands hiring Gig workers
- Why is it the right time to start your Gig platform?
- How Husky can assist you to build your Gig Marketplace for your business?



What is a gig marketplace?

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A gig economy is a type of market system where temporary positions are more prominent than full-time engagements. Organizations in a gig economy recruit freelance workers for short-term jobs and tasks. The word *gig* in itself means a job that is designed to last a specific period. Some examples of employees in a gig marketplace include independent contractors, part-time hires, freelancers, and project-based workers.

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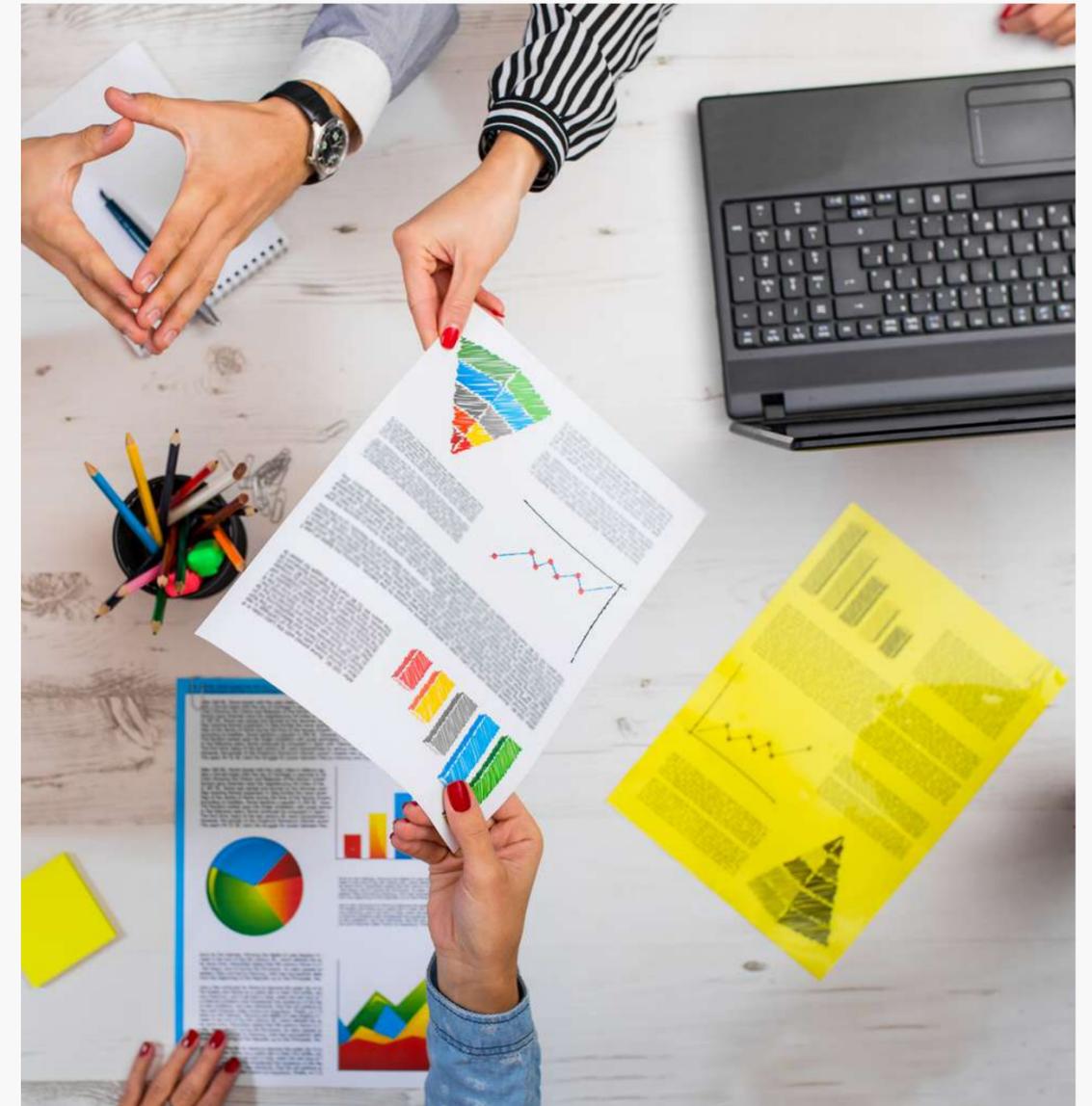
Some reasons why the gig economy is here to stay are the financial pressures on companies to have a flexible workforce as opposed to full-time employees. The growth of digitization has also majorly contributed to a decrease in jobs as software replaces certain types of work to maximize efficiency and minimize time. What started as changing jobs through the career has evolved into the gig economy trend. Many people prefer the independence and opportunities that come with being a part of the gig economy. If you're planning to set up your freelance marketplace to help contract workers and employers come together, we have just the solution for you. Read our in-depth research into everything about the gig economy to make an informed decision.



Gig economy: Insights Report

According to reports, almost 25% of workers actively engage in the gig economy in some capacity. This includes workers who do non-standard work either offline or online on a regular or occasional basis. The quarter % also includes workers who engage in the gig economy as a source of primary or supplementary earnings. Many workers hold full-time jobs and take up additional gigs for extra income while many others only do gig work.

In the online surveys of the national workforce conducted by MBO Partners, the Freelancers' Union, and McKinsey Global Institute, between 25-35% of workers had done non-standard or gig work either as their full-time source of income or on a supplementary or basis in the previous month. The estimates differ according to the definition of gig work used, the time considered, and the population that was sampled for the survey. According to the Government Accountability Office analysis of General Social Survey (GSS) data, the largest estimate of non-standard work available, i.e. 40 percent of the workforce, also includes standard part-time work is not considered a non-standard arrangement according to many experts.



Need of Gig workers for Enterprises

The gig economy has fundamentally altered how businesses interact in many different ways. One of the reasons why a thriving gig marketplace is the need of the hour for both businesses and freelancers/contract workers.

Flexible Environment

One of the most obvious advantages of the gig economy is the flexibility on offer. The gig economy creates a more workable business environment for everyone involved. Workers don't waste time commuting or socializing at work and can start at a time discussed with the employer. Some businesses give freelancers and contract workers the freedom to choose their own time of work. Legally, a company cannot tell a contractor when to work and is expected to accommodate their schedule. However, since people work in different time zones, communicating in real-time can be difficult. If a particular project needs specific hours during which the contractor is unable to work, they can terminate the contract.



Important Legalities

The gig economy has evolved drastically in the past couple of years and has even been under a lot of scrutinies. With the increasing use of smartphones, marketplaces, and other technology, an unprecedented number of workers have found themselves in the freelance market without any legal body governing the rules. 44% of freelancers in the gig economy use the contract as their main source of income, which means there's no playing around with the money. Previously many companies have treated employees and contractors the same, which can be illegal. Having high expectations with a low payout is hardly the right way of doing business. Now, there are rules and contracts in place to safeguard the interest of freelancers and contract workers to ensure they get paid fairly and on time.

Batch Work

Freelancing and online platforms have changed how jobs are performed. When a freelancer is assigned a project, there's a beginning, middle, and end that's been defined by the company. Since most freelancers are paid on a project basis, they receive formats, parameters, and deadlines pertaining to the project before they start the work. This helps businesses be more proactive the moment the job is being performed and also helps freelancers better utilize their time and plan their assignments accordingly. The only disadvantage of working strictly on projects is that once they're over, freelancers need to look for more work to keep a steady income.

Greater Expectations

Today's consumer has heightened expectations from the brands they consider since they have plenty of options to choose from. This puts pressure on businesses to be at their very best. This trend in consumerism has also become a driving force in the gig economy. Now, proactive companies look to leverage customer expectations by recruiting more freelancers as and when needed. For instance, since consumer demand shoots up during the holiday season, hiring more freelancers to handle the additional workload is a great way to keep your customer expectations aligned. Hiring freelancers during stress periods is also great since businesses can expect high quality from a contractor. This is because freelancers and contract workers are usually more current on their job skills, industry knowledge, and tools of the trade.





Culture

There are a lot of values freelancers can bring to corporate culture. For instance, contractor workers generally work harder and faster than employees since they have other ongoing projects as well. When they are being paid a fixed price irrespective of the hours they put in, they would want to get the job done as quickly as possible without compromising on the quality. This can potentially boost the productivity of your full-time employees and motivate them to work harder. Bringing in highly efficient freelancers and contract workers is a great, natural way to motivate people into healthy competition towards a common goal.

No Commitment

The absence of commitment is an advantage for both businesses looking to hire freelancers and the freelancers themselves. Many companies employ the gig economy to fill permanent positions on a trial basis. This is a better approach than directly hiring someone for a full-time position since the worker goes into a job without the assumption of permanent employment. Freelancers also enjoy a relatively commitment-free work experience since they're not bound by the same rules as full-time employees.



Top Brands hiring Gig workers

Airbnb

One of the flag bearers of the gig economy, Airbnb offers home rentals around the world. While the company has a massive full-time workforce, it's the millions of homeowners who list their property on the website that make Airbnb what it's. Airbnb raised \$1 billion in funding in 2017, making it one of the biggest gig economy brands across industries. On average, Airbnb owners can earn approximately \$924 a month by listing their property on the website. Listing your property on Airbnb is one of the prime examples of a gig economy company done right. The contract and terms of payment are different for listers and full-time employees, keeping in mind the nature of the work involved.

Amazon Flex

The delivery segment of the e-commerce behemoth, Amazon Flex allows licensed drivers to register on the company platform on a flexible model. Drivers can select their work hours, schedule deliveries ahead of time, and pick a block that suits their requirements. Amazon Flex is available seven days a week and can bring drivers an income of \$18-\$25 an hour, which is above the U.S. minimum wage. The Amazon Flex driver app helps driver-partners track payments and delivery schedules along with a host of other features designed for their convenience. This gig economy company is currently active in the US, the UK, and several other countries.



Cabify

An Uber completion that requires drivers to own a vehicle when registering, Cabify is another stellar addition to the gig economy. This company is active across 12 countries in more than 90 cities. To sign up as a driver, the applicant needs to be a licensed driver and own an authorized vehicle. Drivers can choose their work timings and go offline when they want, giving them incredible flexibility to define their experience. Cabify raised \$160 million at a \$1.4 billion valuation in 2018, making it one of the biggest gig economy companies in the world.

Care.com

Boasting a highly unique blend of labor-intensive and non-labor-intensive tasks, Care.com is another addition to highly ranked gig economy companies. Certified care professionals can find jobs ranging from elderly care and special needs care to childcare and more. Education professionals, on the other hand, can choose from different teaching opportunities in varied subjects. This gig economy company also covers home services including pet care, housekeeping, and gardening. At present, Care.com is available in 16 countries around the world.

Etsy

Arguably the one company that'll find its way in every list of top gig economy companies, Etsy allows the global artist community to reach out to high-intent customers. When selling art on Etsy, creators are required to pay \$0.20 per listing. Etsy also charges 5% for shipping transactions and 5% of the total item cost when a sale goes through. Powered by intuitive AI, the Etsy marketplace perfectly matches every product to its target audience. The company also holds the honor of being among the few publicly listed gig economy companies in the world.



Appen

Appen employs a striking approach to freelancing, making it one of the most unique gig economy companies in the world. The company has artificial intelligence (AI) and machine learning (ML) enabled platforms that employ human intelligence to help with technological innovation. Where's the freelance part, you ask? Well, the human intelligence that's expected to help build innovative technology is crowdsourced through the company's collection of gig workers.



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Fiverr

An end-to-end gig economy company, Fiverr allows domain experts and businesses that require their services to come together. The company focuses on many areas of expertise, including writing, music, video voice overs, design, software development, video editing, and social media marketing. Gigs listed on Fiverr can range anywhere between \$5 to \$10,000, depending on the type of work. The company can also be used to upskill sales capabilities thanks to its library of learning materials. While the company is based out of Israel, it's accessible to freelancers and gig workers from around the globe without any country restrictions.



Why is it the right time to start your Gig platform?

The gig economy has had a major impact on how businesses and companies work over the last decade. At present, firms are much more willing to make gig workers a substantial percentage of their workforce. For businesses, going with freelancers and contract workers is a great option since it allows them to significantly lower their recruitment expenses, both in terms of money and time. The growing popularity of the gig economy can also be attributed to the convenience and feasibility of remote work.

The growing incorporation of the internet in everything we do has inherently modified the labor force landscape. Given the easy access to the Internet, the number of freelancers has increased enormously. Here, gig marketplaces come into play since they can help companies find the right resources for their business requirements and help freelancers find their next gig. The easy availability of independent contractor workers has led to the rise in popularity and functionality of gig marketplaces.





When businesses embrace the gig economy, they save time on long recruitment and selection processes. With today's high-tech and smartly built gig marketplaces, it's extremely easy to find the right person for the job, irrespective of their location. This easy availability of freelancers and contract workers allows businesses to focus on their core operations while calling in external experts as and when needed. Having access to a talented pool of workers also allows businesses to better deal with the unpredictable market. This allows them to be more agile and better respond to the market's unpredictabilities. A well-designed gig marketplace can help companies find everyone from a mechanical engineer to a lawyer for short-term projects.

For freelancers and contract workers, a gig marketplace is their way to ensure they keep getting new projects to work on and stay employed without the hassle of looking for opportunities online. Given the varied types of job opportunities available at gig marketplaces, people can specialize in what they do best, stay engaged, and enhance their productivity. From an artist's or freelancer's point of view, engaging with a gig marketplace is the perfect way to make a living while devoting time to hone their art and upskill themselves.





How Husky can assist you to build your Gig Marketplace for your business?

Husky helps you to build a freelance marketplace platform from scratch to help freelancers and businesses come together. Here are some of the features that make Husky the ideal partner to create your gig marketplace platform:



- With Husky, you can create a private freelance marketplace. Send out invites and approve freelancers and project owners according to your pre-set criteria to maintain the quality level you desire.
- Husky equips you with a customizable and fully responsive mobile responsive website. You'll also get native apps for both iOS and Android to allow for project posting and bidding no matter where you are.
- Enjoy complete control over the look and feel of your freelance marketplace by choosing from our collection of beautiful website and app themes.
- Ratings and reviews are crucial in a gig marketplace. When you build a gig marketplace with Husky, you can allow the freelancers and project owners listed on your platform to rate each other. This helps build trust between both parties and acts as a measure of quality and reliability.
- You can assign an admin for your gig marketplace and get their approval before admitting freelancers and project owners on the platform.
- Husky allows you to create fully customized content pages and link them to your marketplace for a more seamless experience for both freelancers and project owners.
- Allow project owners and freelancers to search your platform for keywords, skills, and categories. You can also allow for filtering and sorting based on budget, ratings, and timelines.
- Allow freelancers to bid on the projects listed on your platform and help businesses make the best choice.
- Husky provides Stripe and PayPal as the payment gateways to facilitate hassle-free transactions between freelancers and project owners.
- Husky allows you to set commission for all the transactions on the platform. You can set a different commission rate for freelancers and project owners.
- Use the powerful admin dashboard to set custom notifications and emails per your use cases.
- Have questions about how to set up your gig marketplace? Husky can connect you with one of our Freelance Marketplace Experts to help you customize your marketplace from the get-go.
- The Husky support team is available 24 hours a day, 7 days a week, by email, live chat, and phone to help you with all your products-related queries.
- Have a custom domain? Husky allows you to connect your custom domain to help you personalize your online freelance marketplace website.
- When you choose Husky for your freelance marketplace project, you get access to our automatic updates. You'll receive the latest features immediately, without any trouble.



Questions?
Clarifications?

We'd love to help!

contact@huskyapp.co

