

Katrin Hippler
Talent Marketing Manager, Elance

FROM FREELANCER TO ENTREPRENEUR



33rd Degree Conference
Conference for Java Masters

13-15 March 2013
Warsaw, Poland

THE CLOUD IS REVOLUTIONIZING WORK

The cloud contains six freelancer profiles, each with a photo, name, skills, a 'Contact' button, an average rating (represented by stars), the number of jobs completed, and an hourly rate.

Name	Skills	Contact	Avg. Rating	Jobs	Rate
Mark Publicew...	Advanced Java, iPhone iOS 4.0, Ruby on Rails, ...	Contact	★★★★★	4	\$75/hr
Karine H.	Internet Marketing, French Word Usage, ...	Contact	★★★★★	42	\$25/hr
Gabriel P.	CSS 2.0, HTML5, WordPress 3.1, jQuery, XHTML 1.0, ...	Contact	★★★★★	22	\$15/hr
WhooshTranscr...	Audio/Video Transcription, Microsoft Word 2007, ...	Contact	★★★★★	37	\$10/hr
Michal S.	Joomla! Coding Techniques, Joomla! 1.5, VirtueMart, ...	Contact	★★★★★	13	\$36/hr
Matias C.	HTML5, iPhone iOS 4.0, AJAX, Data Modelling, Ecommerce, ...	Contact	★★★★★	6	\$22/hr

Below the cloud, a dashed line separates it from a row of company logos: J&J, Doodle®, amazon.com®, a red square logo with green dots, HomeAway®, R&E MEDIA, and GUIDE PAL™.

Find great freelance jobs



ESTEBAN T. ARGENTINA MOBILE APP DEVELOPER

"Thanks to what I earn working on Elance, I can pay for rent, food and school expenses. I can work on what I love doing - I love my new job and I'm living my dream." »



Register Now (it's free)

Hiring? Find amazing online freelancers.

149,300

Programmers



16,100

Mobile Developers



106,500

Designers



158,900

Writers



34,300

Marketers



Post Your Job (it's free)

Have a large business?

99,977 jobs

posted in
past 30 days

\$711,093,203

payments through
Elance to date

- **2.3m freelancers** – rated and tested
- **256,000 active clients** – last 12 months
- **100,000 job posts** last 30 days
- **\$710m** in lifetime freelancer earnings

MEET MARK P.



Name: Mark P.
Location: Poland
Category: IT & Programming

Passionate Java Developer with 13+ years of industry experience.

Rated 1st out of all Polish providers in the IT & Programming category and has worked more than 1,000 hours on Elance in the last 12 months.

My Snapshot

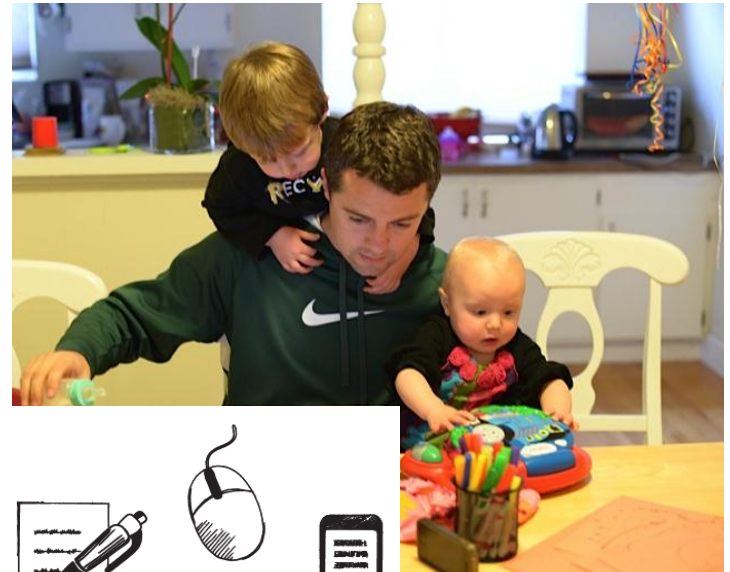
IT & Programming ▾

LEVEL
13

12 months | Lifetime

Jobs	4	Total
	0	Milestones
	1,003	Hours
Reviews	1	★★★★★ 5.0
	N/A	Recommended
Clients	5	Total
	0%	Repeat
Earnings	\$67,335	Total
	\$13,467	Per Client

WE PROMOTE WORKING DIFFERENTLY



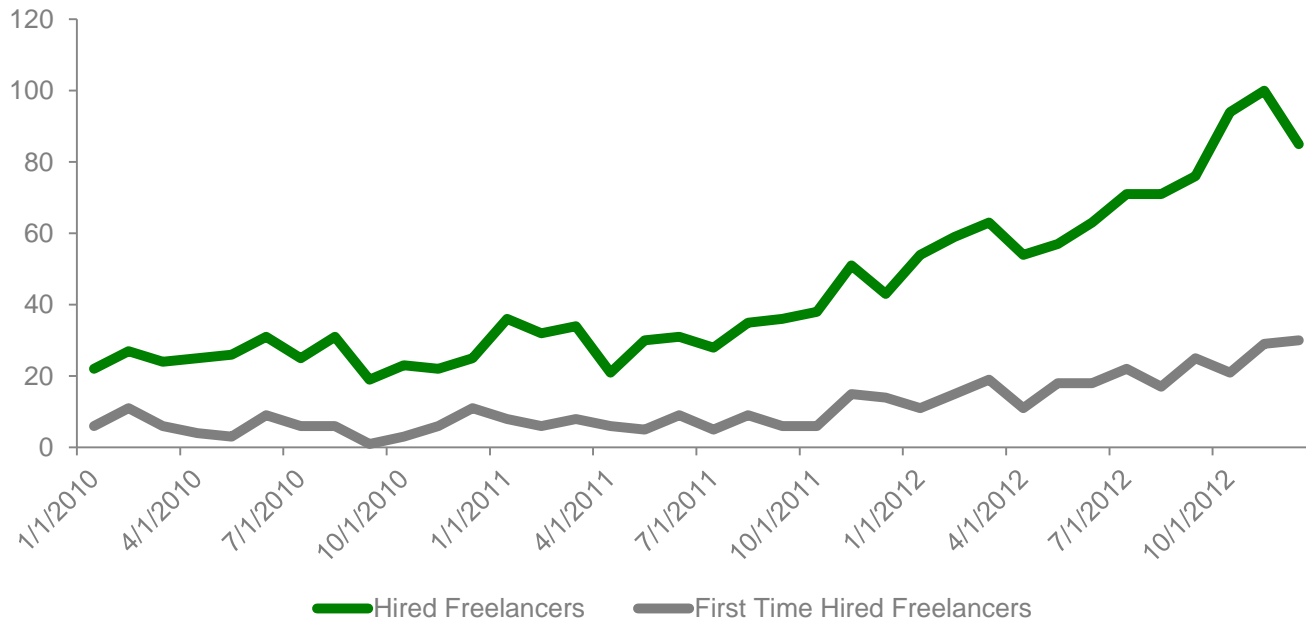
WHY FREELANCE?

	Very Important	Important	Slightly Important	Not Important
Being my own boss	69%	21%	7%	3%
Following my passion	64%	25%	8%	3%
No commute / Work from anywhere	60%	25%	11%	4%
Control over my own schedule	70%	24%	5%	1%
More choice over the projects that I can do	59%	29%	9%	3%
No office dress code	31%	15%	21%	33%

THE STATE
of the
POLISH
FREELANCE
MARKET

SUCCESS FOR NEW FREELANCERS

Hired & First Time Hired Freelancers / Month



236

First Time Hired
Freelancers

143%

YoY Growth
(2012 over 2011)

324

Freelancers
Hired in Total

106%

YoY Growth
(2012 over 2011)

2,076

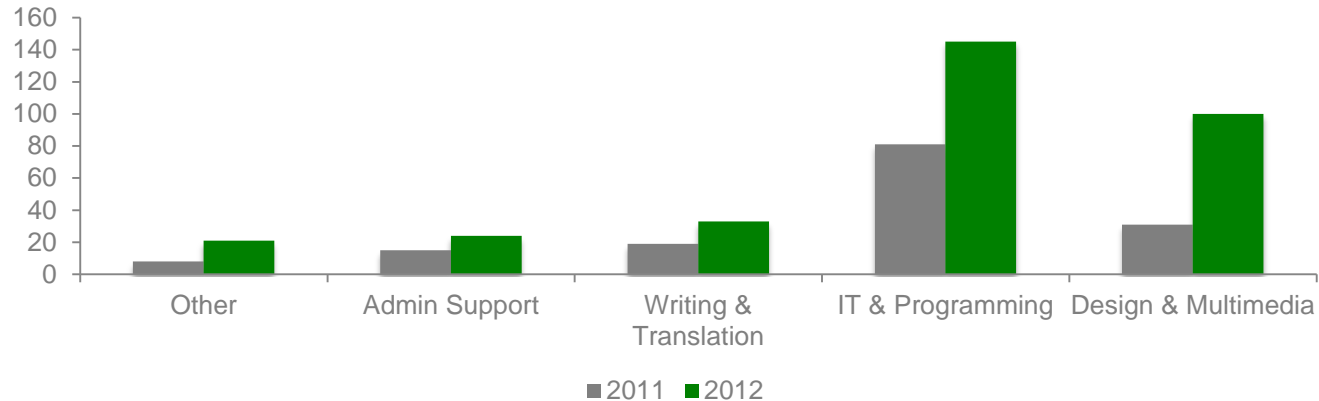
Jobs awarded to
PL freelancers

116%

Growth
(2012 over 2011)

IT & DESIGN FREELANCERS LEAD THE WAY

Earning Freelancers per Category



324
Earning
Freelancers

106%
YoY Growth
(2012 over 2011)

Development Hourly Rates 2012 over 2010



\$22.3
Avg. Hourly Rate

27%
Growth
(2012 over 2010)

TOP 10 IT & PROGRAMMING SKILLS IN DEMAND

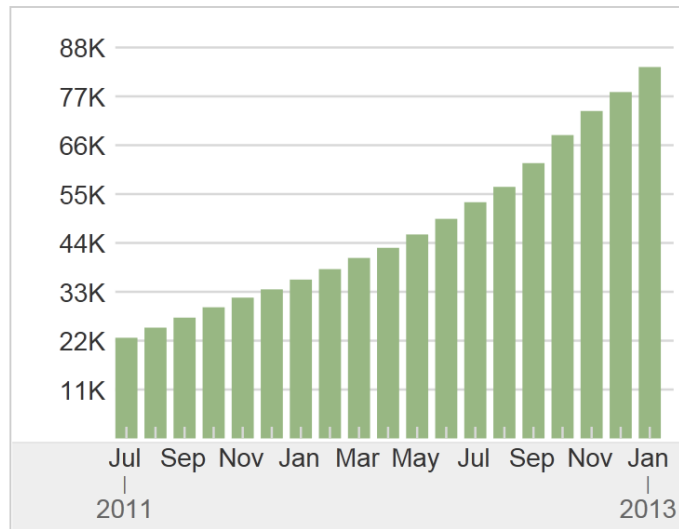
1. SQL Programmers
2. HTML Programmers
3. PHP Programmers
4. C Programmers
5. Java Programmers
6. CSS Programmers
7. MySQL Programmers
8. JavaScript Programme...
9. HTML5 Programmers
10. WordPress Designers

STEADY RISE IN JAVA JOBS

Java Programmers on Elance

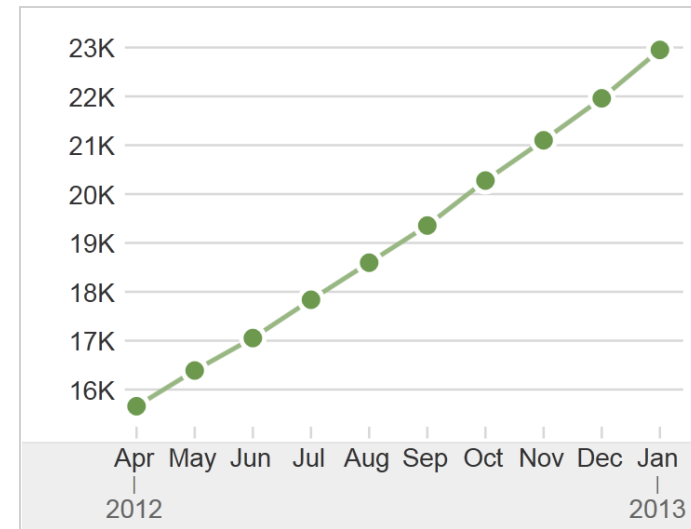
83,611

Registered Freelancers



22,951

Total Jobs Posted



**THOUGHTS
& PREDICTIONS**

on the

FUTURE

of

FREELANCING

ONLINE WORK WILL CHANGE THE LABOR MARKET

2020

- Online work goes mainstream
- 1 of 2 businesses will hire online freelancers
- 10% of all work will be done online

IMPACT - BUSINESSES

- Bypass outsourcing / BPOs
- Rise of hybrid organizations
- Fractional hiring and work

IMPACT - TALENTS

- Escape local labor market
- Freedom to chose
- Increase entrepreneurship
- Educate to skills in demand
- Grow local economies

It's all about what you do
and how well you do it!

CREATING
SUCCESS
as a
FREELANCER

THE PROCESS

MATCH

Search Jobs

Bid for Job

Be Interviewed



COLLABORATE

Job is Awarded
to You

Fixed Price:
Define
Milestones

Agree to Terms

Job Active

Collaborate,
Communicate
and Share Files



PAY

Complete Job
and Raise
Invoice

Be Paid

FOCUS. BECAUSE IT PAYS BACK.



STAND OUT FROM THE CROWD.



SCOUT FOR THE GOOD MATCH.



TAILOR YOUR PROPOSALS.



BE PROFESSIONAL IN EVERYTHING YOU DO.



QUALITY IS THE KEY TO SUCCESS.



PATIENCE. IT TAKES MORE THAN A DAY...



WORKING IN THE HUMAN CLOUD IS SAFE



TAKING
THE STEP
from
FREELANCER
to
ENTREPRENEUR

ONLINE FREELANCING NURTURES ENTREPRENEURSHIP

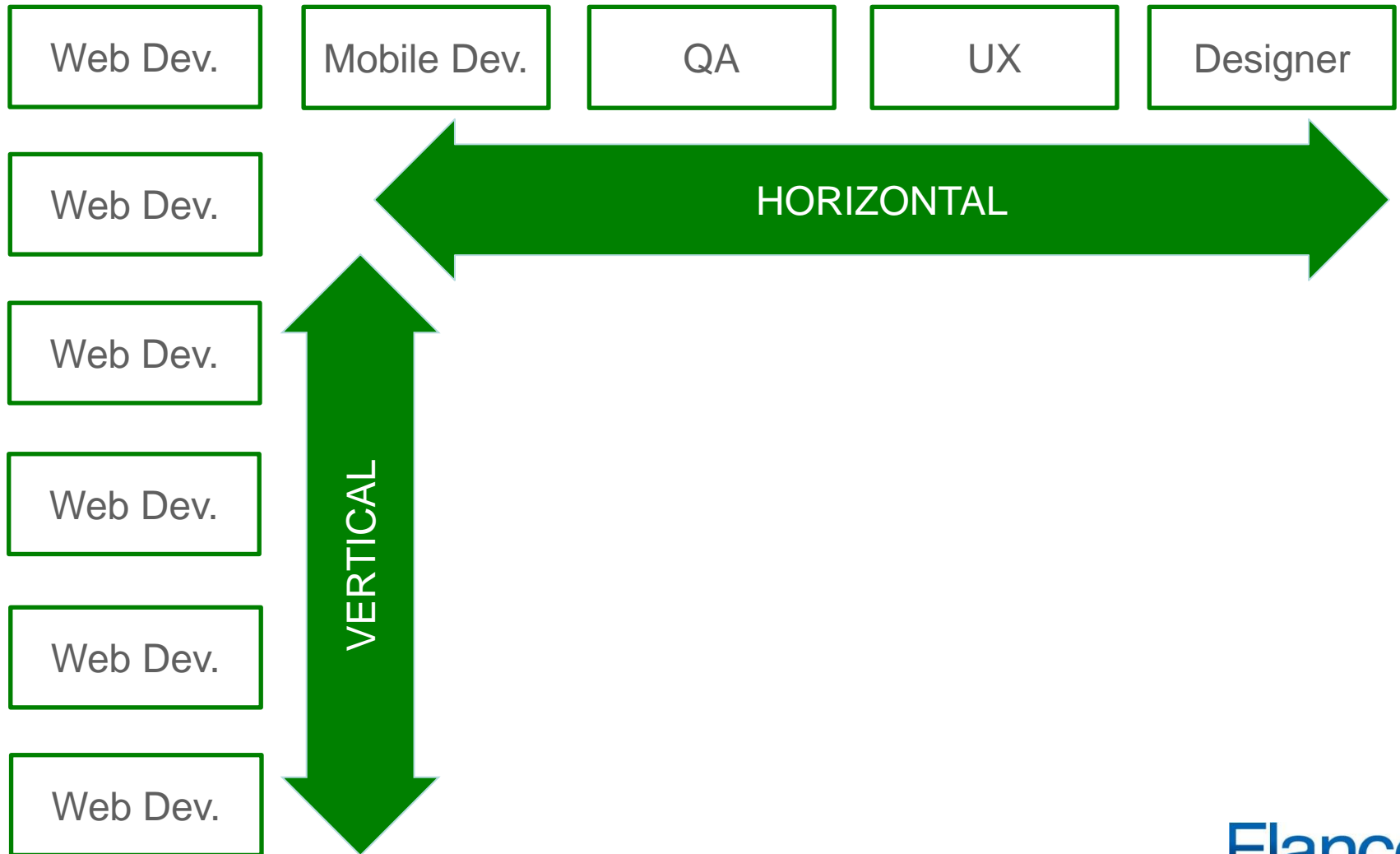
26%

hired others
in 2012

42%

plan to hire others
in 2013

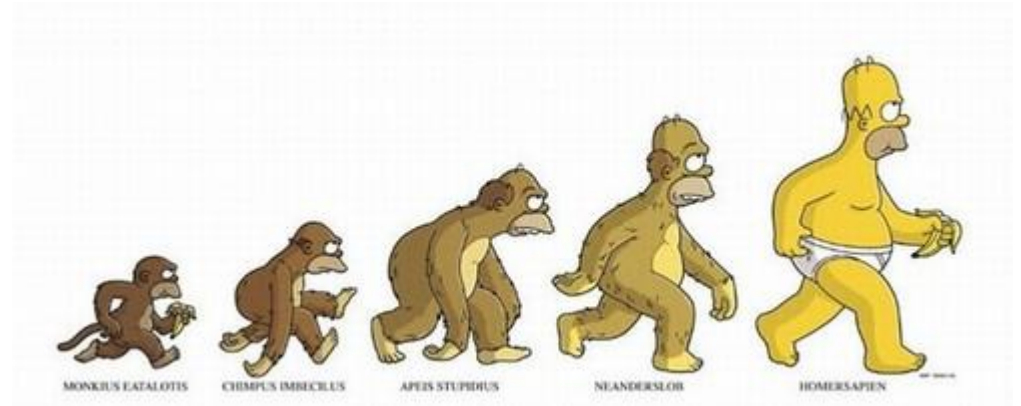
MOVE FROM FREELANCER TO ENTREPRENEUR



SUCCESS CRITERIA

- Test several freelancers to find the best match
- Lead and support them continuously
- Create comprehensive specs
- Use milestones in projects
- See them as team members
- Build long-term relationships

GETTING STARTED...



Q & A



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ELANCE
today!

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