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
Find great freelance jobs

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
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.
WE PROMOTE WORKING DIFFERENTLY

I work differently
<table>
<thead>
<tr>
<th>Reason</th>
<th>Very Important</th>
<th>Important</th>
<th>Slightly Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being my own boss</td>
<td>69%</td>
<td>21%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Following my passion</td>
<td>64%</td>
<td>25%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>No commute / Work from anywhere</td>
<td>60%</td>
<td>25%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Control over my own schedule</td>
<td>70%</td>
<td>24%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>More choice over the projects that I can do</td>
<td>59%</td>
<td>29%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>No office dress code</td>
<td>31%</td>
<td>15%</td>
<td>21%</td>
<td>33%</td>
</tr>
</tbody>
</table>
THE STATE
of the
POLISH
FREELANCE
MARKET
SUCCESS FOR NEW FREELANCERS

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)

Hired & First Time Hired Freelancers / Month

Hired Freelancers
First Time Hired Freelancers
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)
<table>
<thead>
<tr>
<th>Rank</th>
<th>Skill</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SQL Programmers</td>
</tr>
<tr>
<td>2</td>
<td>HTML Programmers</td>
</tr>
<tr>
<td>3</td>
<td>PHP Programmers</td>
</tr>
<tr>
<td>4</td>
<td>C Programmers</td>
</tr>
<tr>
<td>5</td>
<td>Java Programmers</td>
</tr>
<tr>
<td>6</td>
<td>CSS Programmers</td>
</tr>
<tr>
<td>7</td>
<td>MySQL Programmers</td>
</tr>
<tr>
<td>8</td>
<td>JavaScript Programmers</td>
</tr>
<tr>
<td>9</td>
<td>HTML5 Programmers</td>
</tr>
<tr>
<td>10</td>
<td>WordPress Designers</td>
</tr>
</tbody>
</table>
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 choose
- 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

Web Dev.  Mobile Dev.  QA  UX  Designer


VERTICAL

HORIZONTAL
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...
Katrin Hippler  Talent Marketing Manager, Europe

khippler@elance.com
Martin Linges vei 25, 1364 Fornebu (Oslo), Norway
phone: +47 452 31 898
www.elance.com
Beers on Elance today!