Microsoft

Microsoft Experts Marketplace

Connecting enterprises and specialized experts for projects on-demand

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Agenda

Hi.

Purpose

This deck is intended to serve as a product proposal for Microsoft to bring forth a new working world by connecting gig workers and enterprises of all sizes together, unlocking the future of collaboration and productivity

Given the nature of this proposal, this slidedeck only contains the high-level overview of the vision and direction of the product and does not contain any granularity in respect to how this vision can be tactically realized[1]

1. A key assumption in this proposal is that Experts Marketplace will not be a collaboration/joint venture with LinkedIn, as LinkedIn has largely operated independently of Microsoft and LinkedIn already offers a freelance service; however, leveraging LinkedIn's pre-existing network of professionals, as well as its technology, should be considered

Problems

There are four problems that prevent the gig economy from accelerating even faster

1

Enterprises have many PTBD

Enterprises have many backlogged tasks and ad hoc projects-to-be-done (PTBDs) on-hand. Completing these tasks will enable enterprises to get closer to achieving their respective missions

2

Reliability and Consistency

Reliable and consistent quality of project deliverables is a concern for enterprises working with freelancers, as there is high variability of skills and standards

3

High Friction

Onboarding and providing the necessary context is difficult; there is high friction in on-boarding freelancers and project kick-off

4

Unpredictable Income

Freelancers don't know when or what their next job will be due to the unpredictable nature of gig work

Enterprises, ranging from local small businesses to international corporations

Skilled gig workers

Solution

Microsoft Experts Marketplace is a platform where enterprises can seamlessly find and onboard skilled and specialized freelancers to complete ad hoc or backlogged tasks

Connecting enterprises and skilled gig workers, Experts Marketplace will enable:

1

Enterprises to complete their PTBDs

Experts Marketplace will enable enterprises to complete backlogged or ad hoc PTBDs at scale

2

Enterprises to receive consistent, high quality deliverables

The level of standard for freelancers on Experts Marketplace will ensure that enterprises can have confidence in receiving consistently high quality deliverables

3

Enterprises and gig workers to seamlessly kick-start a project

Leveraging tools powered by software and AI, Experts Marketplace will enable enterprises and gig workers to onboard seamlessly

4

Reliable income for freelancers

With access to Microsoft's pre-existing business partners and enterprises, freelancers on Experts Marketplace will always have projects to take on

Insights

There is undeniable tailwind for the gig economy

Some estimates predict that **gig workers represent around 35 percent of the U.S. workforce** in 2020, up from between 14 and 20 percent in 2014.

That means roughly **57 million Americans** currently engage in some type of gig work that contributes more than **_$1 trillion_** to the U.S. economy annually.

Source: Forbes

Market trends indicate a growing supply of freelancers

More than **50% of Gen Z college graduates** and **59 million Americans** are now freelancers[1]

Freelance contributes nearly a trillion dollars each year to the U.S. economy – almost 5% of GDP

45 %

Sell skilled services / labor

$28

Median hourly rate among skilled freelancers[1]

1. Among freelancers overall, the median hourly rate is $20
Source: Edelman Intelligence 2019

Experts Marketplace can further Microsoft's mission

Experts Marketplace not only can empower more people and organizations on the planet, but also aligns to Microsoft's two key focuses for the next decade[1]
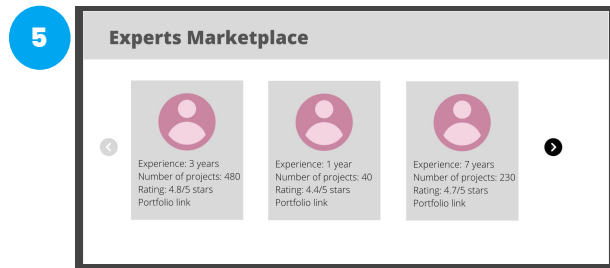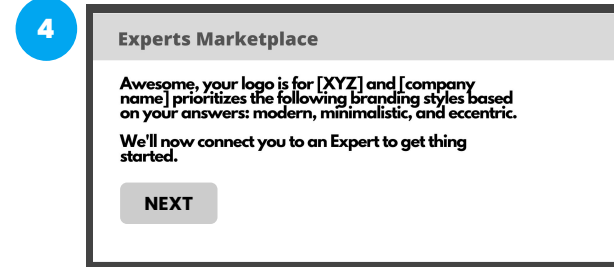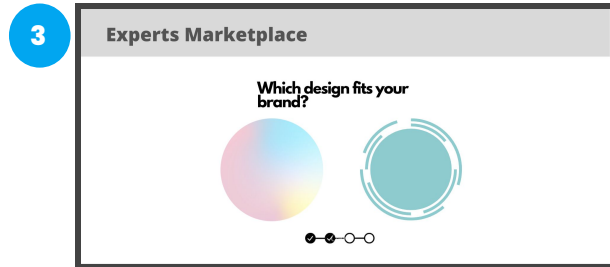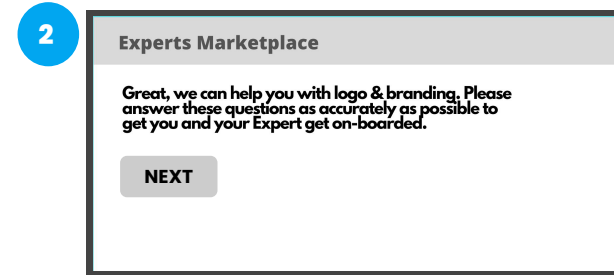
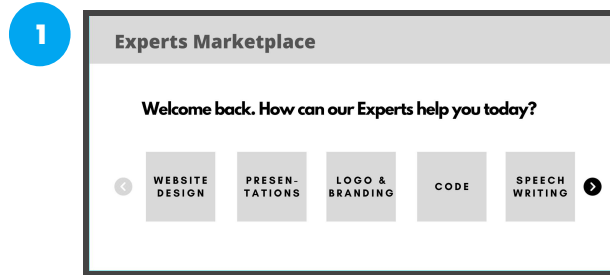1. **To empower creators and communities everywhere, democratizing creation and expanding connections and collaborations in a relatively nascent and rapidly growing gig economy**

2. **To expand economic opportunity for every member of the global workforce, creating opportunities and distributing work on a global scale**

1. Retrieved from Microsoft Ignite 2021

Product

Product - Low fidelity mockup

Experts Marketplace will offer a frictionless, personalized onboarding experience[1]

Experts Marketplace will have built-in questions for each type of project (e.g. website design, presentation design) to better understand the preferences and needs of the enterprise user and ensure a smooth kick-off

1
Experts Marketplace

Welcome back. How can our Experts help you today?

| WEBSITE DESIGN | PRESEN-TATIONS | LOGO & BRANDING | CODE | SPEECH WRITING |

2
Experts Marketplace

Great, we can help you with logo & branding. Please answer these questions as accurately as possible to get you and your Expert get on-boarded.

NEXT

3
Experts Marketplace

Which design fits your brand?

4
Experts Marketplace

Awesome, your logo is for [XYZ] and [company name] prioritizes the following branding styles based on your answers: modern, minimalistic, and eccentric.

We'll now connect you to an Expert to get thing started.

NEXT

5
Experts Marketplace

Experience: 3 years
Number of projects: 480
Rating: 4.8/5 stars
Portfolio link

Experience: 1 year
Number of projects: 40
Rating: 4.4/5 stars
Portfolio link

Experience: 7 years
Number of projects: 230
Rating: 4.7/5 stars
Portfolio link

6
Experts Marketplace

Screenshare

Measures of Success

North Star Metrics

1. High customer satisfaction from the enterprise side, with NPS greater than 60
2. Customer satisfaction score of 6 or higher (out of 7)

1. Retrieved from Microsoft Ignite 2021

These other key metrics will serve as additional indicators of success in tandem with the two key North Star metrics:

- Number of users
- Churn
- User session time
- Number of sessions and projects per month
- Interval between session
- Referral rates and viral coefficient

Roadmap

Roadmap – Rough Outline

Milestone 1: Discovery and Alignment[1]

- Gather qualitative data & validate assumptions
- Evaluate whether leveraging Experts for PowerPoint is in scope
- Prioritize project offering (likely best to pick a high-end offering, such as video creation)
- Align team and all relevant stakeholders
- Create prototype
- Plan for MVP
- Onboard, align, and train freelance workers
- Technical validation

Milestone 2: MVP

- Launch MVP to select number of partners, then to wider markets
- Iterate upon learnings and tweak core offering as required

Milestone 3: Rollout & Beyond (TBD)

- This milestone is largely TBD because it depends on our findings from Milestone 2
- Iterate upon learnings from experiment (assuming key metric targets are met)
- Build out and plan next milestone and expand offerings outside of the initially prioritized segments (e.g. expanding from just video creation to web design)

Competition

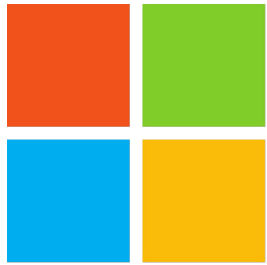**There are many established players in the freelance marketplace space**
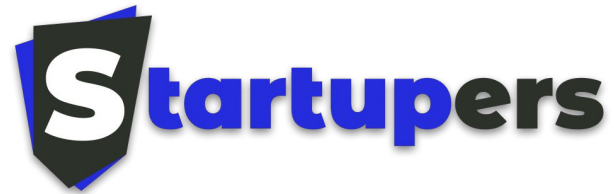
Microsoft's strengths and value proposition can differentiate Experts Marketplace

1. Strong and reliable brand

2. Established relationship with business partners

3. Software and AI-enabled tools for freelancers that enable better collaboration and end-product

4. Ease of use and frictionless onboarding experience

5. Consistent delivery of high quality of project deliverable

6. High standard and quality of Experts

Questions?

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