



Upwork Investor Funding Elevator Pitch Deck

Creating a World of Work Without Limits

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Your Company Name

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Upwork Mission and Vision

This template covers company's mission and vision statement such as creating job opportunities and flexible talent solution.



Mission

To create economic opportunities so people have better lives.

Vision

To be the #1 flexible talent solution in the world.



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Our Marketplace Enables a New Work Paradigm

This template depicts that Upwork has contributed towards a new working environment for the freelancers and clients



Freelancers

Highly Diverse

- Global freelancer base
- Diverse skill sets
- Individual freelancers to high quality agencies

Highly Qualified

- 80%+ with college degree(2)
- 34% with post-graduate degree(2)
- Highly curated



Clients

SMBs (~80% of GSV⁽¹⁾)

- Sole proprietors (some with no employees)
- VSBs (1-10 employees)
- SMBs (< 100 employees)

Enterprise (~20% of GSV⁽¹⁾)



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Upwork at a Glance : Financial Summary

This template covers financial summary of the company including KPI's such as platform size, revenues, EBITDA, Client spend retention, core clients, gross search volume, etc.

- **Financial Summary** summarises a company's financial activity over a specific time period.
- Summaries can be created for a week, month, or quarter, as well as for longer time periods like a year, three years, five years, or ten years.



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→ Market leadership, proprietary technology ownership, significant revenue growth, strong alliances and/or partnerships, an extensive sales network, superior production capabilities, an experienced management team, and so on are examples of **Investment Highlights**.

Upwork Investment Highlights

This template covers Upwork investment highlights such as Large market, Predictable business model, competitive moats, growth opportunities, experienced management team etc.



There is a sizable business opportunity with several macro factors.



Deep and widening competitive moats



The world's largest online international freelancer marketplace, powered by software and data



Several opportunities for growth



Market model that is predictable and has high retention indicators



Management team has a track record of achievement and experience

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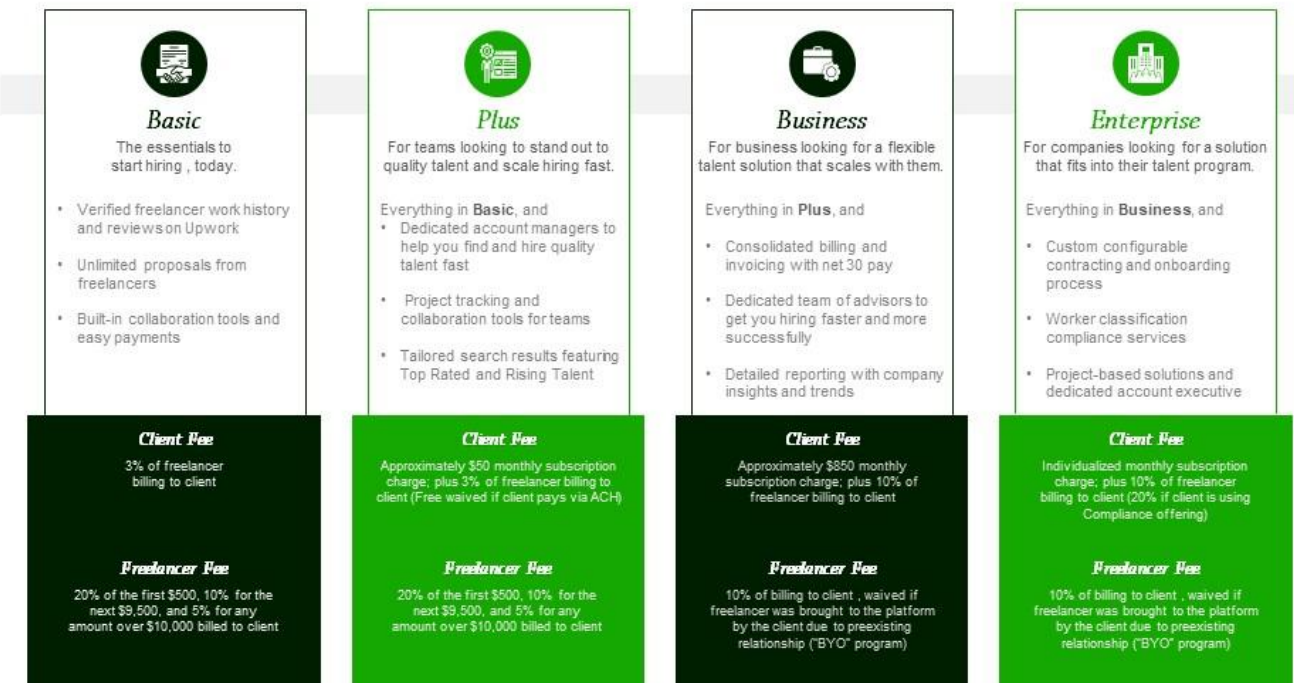
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- **A Product Offering (PO)** represents how the Product Specification is sold and includes market information for a specific time period.
- **Client Fees** include:
 - (a) the number of hours recorded by the Client in the Time Logs multiplied by the hourly rate set by the Client;
 - (b) the fixed fee agreed between a Client and a User;
 - (c) any bonuses or other payments made by the Client.

Upwork Product Offerings

This template covers Upwork product and services offerings categorized in basic, plus, business and enterprise prices.



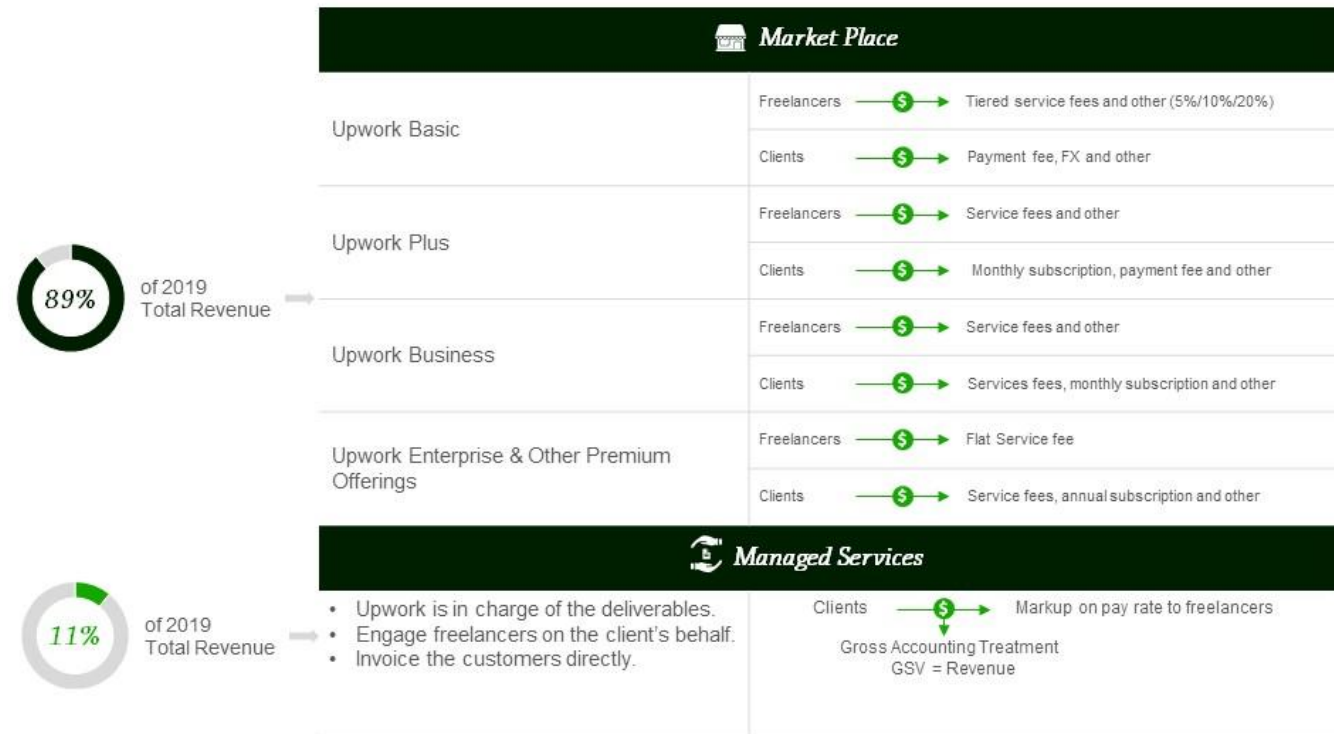
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- A **business model** is a company's profit-making strategy.
- It specifies the products or services that the company intends to sell, its target market, and any anticipated expenses.
- Business models are critical for both new and established companies.

Our Business Model

This template covers business model of Upwork at marketplace and with managed services along with basic, plus, business and enterprise prices



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FAQs



Is Upwork suitable for beginners?

- Yes, Upwork can be a great place to start your freelancing career because you can search through millions of jobs and find the ones that are right for you.

Who invested in Upwork?

- Christian Vizcaino Jordan and EquityZen are among the 19 investors in Upwork.

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Does Upwork pay on a weekly basis?

- When the client makes you a contract offer, the weekly payment terms are specified in the advanced options.
- Your client must end your contract and offer you a new contract with different terms if you want to add, remove, or change the amount of your weekly payment.

Who is responsible for Upwork fees?

- You pay the freelancer service fee on all billings, including hours, milestones, projects, and bonuses, as a freelancer.
- It is included in the amounts displayed to clients on your proposals, contracts, and profile.

What are the most in-demand technical skills on Upwork in 2023?

- Full Stack Development
- Front-End Development
- Back-End Development
- Mobile App Development
- Web Design
- Ecommerce Website Development
- UX/UI Design
- CMS Development
- Manual Testing
- Scripting & Automation

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