



FreeLink

Business Plan

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Executive Summary

My name is Will OHurley. I am a 17 year old, Junior in high school at Oaks Christian in Southern California and I have always had a real knack for business. I grew up deeply-rooted in the golf industry, as my mom was one of the founding members of the Golf Channel. She instilled in me a great business mindset that she used to launch her own golf business off the ground. My passion is aviation. I have over 80 in flight hours, and have been a pilot for the last 3 years. I love flying airplanes and it is my absolute dream to fly professionally. However, when not flying, I want to be able to run a business too.

In my life, and like many other young people, I have always been looking for side jobs to make a little extra money. I've done it all, from mowing lawns, to lemonade stands, to extra chores, to washing cars. However, the one thing that I have never felt is that finding these freelance jobs was never as easy as it should be. I've ventured into countless large websites that advertised themselves as easy ways to find jobs, and being 'for the freelancer', but then I enter their website and barely any jobs are posted, and the user experience feels like it's straight out of the 1990s. What I, and many other freelancers, are looking for is a place that not only feels like it's from the modern-age, but can actually deliver jobs. FreeLink is exactly that. FreeLink is an application that aims to give aspiring freelance workers a place to find jobs, easily, and quickly. We aim to put the user first, and believe that the user experience is by far the most important aspect of running an online-business. We would be corporately operating out of the Los Angeles area but would focus our attention across the country, and possibly internationally in the future.

In this industry, many other businesses have had the model of profit first. This model disregards the user experience and leads to these platforms receiving many complaints and bad reviews from their users. With this influx of customer reviews on other platforms in the industry, we can benefit off of others' oversights by implementing user-focused features on our platform, **THAT USERS ARE PROVEN TO ACTUALLY WANT!** Another issue for many freelancers, is that other platforms advertise freelance jobs, part-time jobs, and full-time jobs simultaneously, and all in the same spot. This can be a real hassle for aspiring freelancers to sort through.

Our main demographic for FreeLink would be young adults, with an age range from 16-25. We believe this to be most strategic because they are not only the easiest to advertise too, but are also the newest to the job market, so offering them secure jobs, on their own schedule will be very appealing to them.

Many young freelancers spend a lot of time online looking for the next gig. This is our top priority for marketing. We would advertise our platform on large social sites like Instagram, TikTok, and YouTube because that is by far where young people spend the majority of their time online. Other methods of marketing could possibly be radio ads, influencer marketing, or even advertising through other freelance platforms.

Service Description

My company's name is FreeLink. It is short and simple, yet effective at carrying the message that we are a platform that links freelancers with gigs. I am creating a platform that helps young freelance workers get jobs easier. I want my customers to feel satisfied with my work. I will provide a platform for both job posters and job applicants to find each other, it will hopefully be a two-way market. ex. Airbnb. My competition in the field is weak. Their user interface is that of a 1990s AOL website. Freelance job gig sites are dangerously outdated and need a refresh to give it modern spunk. I will be the one to bring freelancing to the modern age.

Mission Statement

Empowering Los Angeles' freelancers and employers alike, FreeLink is dedicated to revolutionizing the job-finding experience by offering a seamless platform for connection. Our mission is to provide freelance professionals with unparalleled opportunities while offering employers a premier job-posting platform. We are committed to crafting an intuitive, user-friendly, well-designed platform that streamlines the hiring process for all.

Industry Analysis

FreeLink is rooted in the Job-Finding industry along other businesses like Craigslist, Indeed, ZipRecruiter, Snagajob, and SimplyHired. Collectively these businesses make up what is the majority share of the job-finding industry. The job-finding industry is not specifically keen on stocks, with the two largest companies: ZipRecruiter, and Indeed, both losing value as of now. The brand that is most similar to mine, Craigslist, does not currently have a place on the ticker board.

One dangerous aspect of the market is the extremely high barriers to entry as seen in Porter's Five Forces. The most daunting part is definitely needing to build two different customer bases at the same time. One is the worker side, needing enough jobs to fill time through every worker on the site. The other, being the job poster side, needing enough workers to fulfill their jobs quickly. I plan to study other business techniques used by businesses that 'suffer' this same issue like Airbnb, Ebay, YouTube, Sony, Microsoft, and many more businesses.

Indeed is a full-time job finding site that is headquartered in Austin, Texas. Founded in 2004, Indeed has provided millions of people with industry standard jobs across the board. They use an innovative algorithm to match employees with jobs based on key aspects in their resume and/or past working experience. Similar to Indeed, ZipRecruiter is a website that focuses on landing people full-time jobs, however, for the most part, ZipRecruiter is used more for office-like positions, whereas Indeed is used for more blue-collar-esque work. Uniquely, Craigslist is a website for everything, from shopping to forums, to real estate; however, they do offer job finding services, one of them, is focused on freelance work. I want FreeLink to be similar to Craigslist's 'Gigs' tab but I want it to specifically show freelance work; excluding full-time jobs, and with a MUCH better user interface, which is something young people really value. Snagajob is a website specifically geared towards people landing part-time jobs. This is evident from their website advertising the pay of jobs specifically in hourly wages, not by salary like Indeed or ZipRecruiter. This is much different from what I envision FreeLink becoming, because part-time jobs are much different than freelance jobs. SimplyHired is leaning more towards the direction that I want FreeLink to go. This is because they show freelance jobs like nannying among their job board; however, for a freelancer, scrolling through a lot of full-time and part-time jobs is annoying, and worst of all, there's not even a sort feature to sort which jobs you're looking for.

In my head, FreeLink will be the all-in-one stop for freelance workers; from nannying, to social media managing, to web-designing, to tutoring. Empowering Los Angeles freelancers and employers alike, FreeLink is dedicated to revolutionizing the job-finding experience by offering a seamless platform for connection. Our mission is to provide freelance professionals with unparalleled opportunities while offering employers a premier job-posting platform. We are committed to crafting an intuitive, user-friendly, well-designed platform that streamlines the hiring process for all.

SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Two-Way Market: • User Interface • Market Size • Management <p>• Paragraph: FreeLink offers services that benefit both workers and job-posters. The unique UI of FreeLink differentiates it from other competition and asserts it as favorable to young adults who are used to sleek web-design. In Los Angeles, there are over a million people of age 16-30 which is FreeLink's main market. This allows FreeLink an easier time building a loyal, local customer base. FreeLink's Two-Way market allows for FreeLink to have a considerably light workload because both the products and the service is provided by customers. This can be used to have more time for expansion in the future and to have an easier time</p>	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Building a Market: • Resource Management • Technology • Scalability Challenges <p>• Paragraph: While being a new business in the market, FreeLink will probably struggle to gain a loyal customer base that is also large enough to continually fill its own demand. Because FreeLink is so new in the market and needs to build a very large customer-base, managing finances will be difficult as a start up. With FreeLink's reliance on tech, that opens it up to system failures, dependency on other businesses' infrastructure. Scaling operations to meet increasing demand while maintaining service quality and platform stability can pose operational challenges for FreeLink.</p>
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Outdated Industry • Partnerships • Diversification • Expansion <p>• Paragraph: FreeLink aims to capture market share in an industry that suffers from outdatedness. In the freelance job finding world, many sites have outdated features that have not adapted well to today's standards. Many full time businesses hire freelance workers such as Photography and Movie Studios. This opens FreeLink up to opportunities such as paid partnership between us and large corporations. Although FreeLink is now only starting by offering the connection between Employer and Employee, in the future we could offer services such as Training, Masterclasses, or Business Management tools. FreeLink is set to launch specifically in and around LA, this opens us up to a large opportunity to scale into other cities, regions, and countries while still upholding our services and quality.</p>	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Established Competitors • Large Customer Base • Negative Publicity • Government Intervention <p>• Paragraph: There are many large corporations that operate in the job-finding space, so establishing my market will be considerably difficult. FreeLink's sustained operation is defined by having a very large customer base, which can be very difficult for a startup to build. While building our customer base, it is expected that FreeLink will probably have a standard shortage of job postings and freelance workers which can lead to negative reviews by customers. With California's current tax trends, FreeLink will face heavy taxing being headquartered in California, this will impede on profits.</p>

Historical Timeline

FreeLink is all about assisting freelance workers to find gigs in the Los Angeles area and making it super easy. Other businesses in the industry like Craigslist have websites that honestly look like they were designed in the 90s and haven't adapted to the sleek, design oriented internet of today? Well, FreeLink aims to change that. We're taking cues from big players like Apple and Amazon to make sure our platform is polished and user-friendly.

We're hustling to get our platform up and running by spring 2024, and we're not just in it for the numbers. We want freelancers to feel valued and respected. That's why we're promising competitive pay, simplifying the whole process, and teaming up with businesses who want to work with us. But it's not just about the money – we care about how freelancers are treated.

That's where our rating system comes in. We're putting the power in the hands of freelancers to rate gigs based on pay and work environments. This way, we can eliminate tampering from business execs trying to boost their own scores.

Now, let's talk about the real stuff – the ethical concerns. We know it's a jungle out there, and we want to make sure we're not adding to the chaos. One big concern is making sure freelancers get what they're owed. Late payments? Not on FreeLink. We're all about fair compensation and making sure everyone gets their due. We will also be further incentivising businesses to pay on time by implementing a sort of interest feature. If a wage is overdue, and not paid, FreeLink will start amping up how much their Freelancers are owed, that way businesses will be fully incentivised to pay their employees fairly and on time.

One thing that is expected of the modern internet is constant advertisement, but we understand that advertising takes much away from the user experience. Due to this, FreeLink will be completely ad-free. Our main monetization method will be based on employer fees. Kind of how apps like Uber, or DoorDash have Driver or Delivery Fees, we plan to take a 1% fee on any Employer to Employee transaction made on our platform.

Here at FreeLink, we are all about evolving with the times. So, as we roll out, we'll be listening to customer feedback and making tweaks along the way. Because at FreeLink, it's not just about finding gigs – it's about empowering freelancers to thrive in their hustle.

Market Plan

Advertisement Method	Cost
Flyers and Posters	\$0
Google Ads	\$50
Instagram Ads	\$100
Business Cards	\$0
Website	\$25
Commercial	\$0
App	\$25
Other (TikTok Ads)	\$100

Competitors Websites

1. [Craigslist.org](https://www.craigslist.org)
2. [Indeed.com](https://www.indeed.com)
3. [ZipRecruiter.com](https://www.ziprecruiter.com)
4. [Snagajob.com](https://www.snagajob.com)
5. [Jobs.google.com](https://www.jobs.google.com)

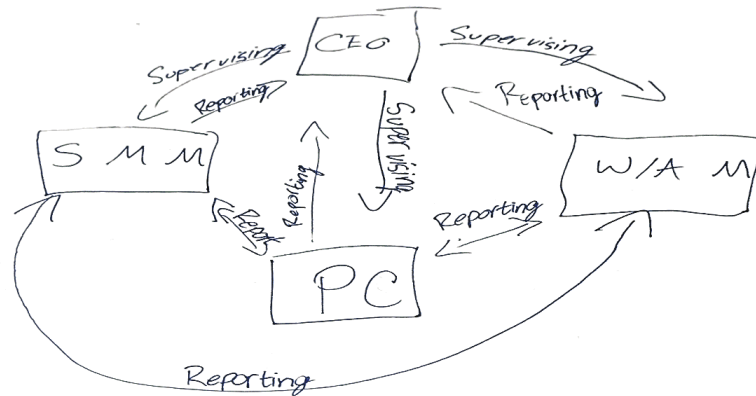
My demographic is young adults in the Los Angeles area. For this reason, I am putting most of my advertising budget in social media. I am choosing to advertise on social media because a lot of young adults in Los Angeles who do freelance work market themselves on social media, so having jobs available on the same platform that their marketing on, would be more convenient. My market strategy probably represents pride the best, because I am looking to give my clients my platform on the platform that they represent themselves the best that they can.

Organizational Chart

FreeLink Organizational Chart

My Position:

Position	Description
CEO - Executive x1	Oversee all operations, communicate with managers to do what is right for the business.
Social Media Manager - Management x1	Manages FreeLink's Social Media pages, main task is overseeing Social Media advertisement as that is FreeLink's main way of advertising.
Website/App Manager - Management x1	Fix bugs in the Website, read customer reviews that involve kinks in our app and website. Responsible for site upkeep.
Partnership Coordinator - Partnerships x1	Responsible for finding businesses willing to partner with FreeLink and to post jobs on our platform



Budget

Fixed Expenses

Website Cost	\$23
Advertising Costs	\$300

Variable Expenses

Brand Partnerships	\$100 - \$10,000
Employee Paychecks	\$1,000

Fixed Income

No Fixed Income, theres no subscription or anything	\$0
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Variable Income

Transaction Fees(1% or 2% off every transaction on the website)	\$10,000
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Total Expenses : \$6373

Total Income : \$10,000

Total Profit: \$3627

Website Cost is taken off of the 'Business' Subscription for squarespace.com.

Advertising Costs are taken off of my Advertising Spreadsheet.

Brand Partnership is estimated off of real-world data.

Employee Pay is calculated based on the fact that I am the only employee, and I don't need more than 1000 per month in high school.

Transaction Fee Income can't be accurately estimated until our customer base is active but I think 10,000 is a good goal if I try to take this business seriously.

Conclusion

I think FreeLink really could create a great space for itself within the industry. So far, no other business has devoted their focus fully to freelance workers which I view as a missed opportunity. Coming out of the COVID-19 pandemic and serieses of lockdowns that we endured during it, freelance workers are being used at large corporations based on their cheaper wages, temporary employment status, and their remote-work ability.

A very key detail about FreeLink that sets it apart from other job-finding websites is the fact that it will always have a growing user base. While other websites like Indeed, or ZipRecruiter focus on landing their clients jobs that they will work for a very long time, FreeLink focuses on offering more short-term jobs, meaning that our users will constantly be using our platform.

For companies, hiring freelancers off of FreeLink is very easy because all payment transactions are done through the app, so there is no need to integrate our clients into their payment systems, just to take them out later.

Even if it proves difficult to build clientele in the Los Angeles area, our Plan B will be to establish ourselves in San Francisco, where there is an even greater abundance of freelance workers. This would be a solution because it gives us the ability to learn from our mistakes in Los Angeles, although I don't believe establishing a clientele will be a challenge, as there are an abundance of freelance workers in Los Angeles currently.

FreeLink is the one-stop-shop solution for finding jobs for freelance workers. Because at FreeLink, it's not just about finding gigs – it's about empowering freelancers to thrive in their hustle.