



Fluency

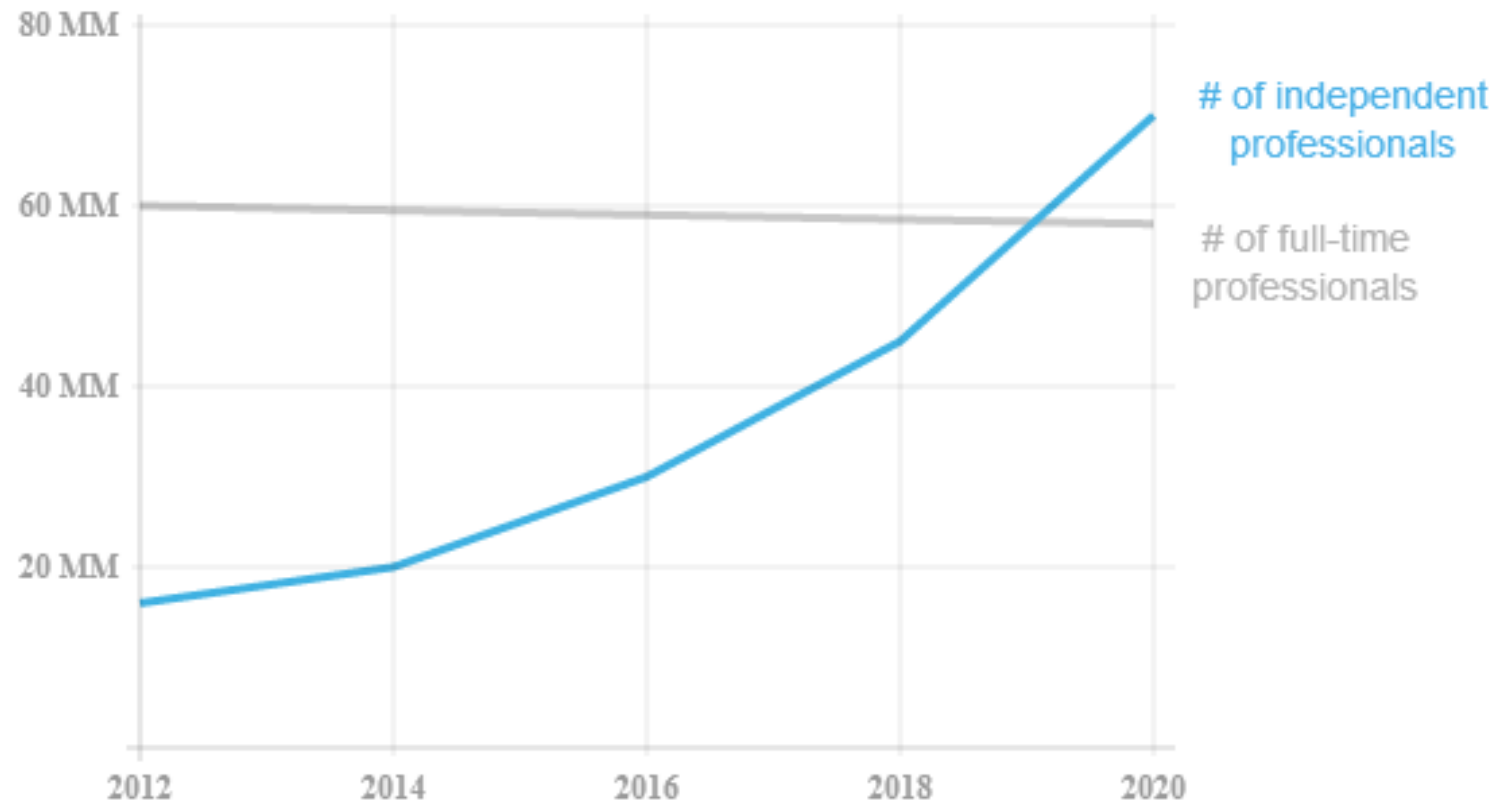
The future of work

@getfluency

The world of
work is changing

...

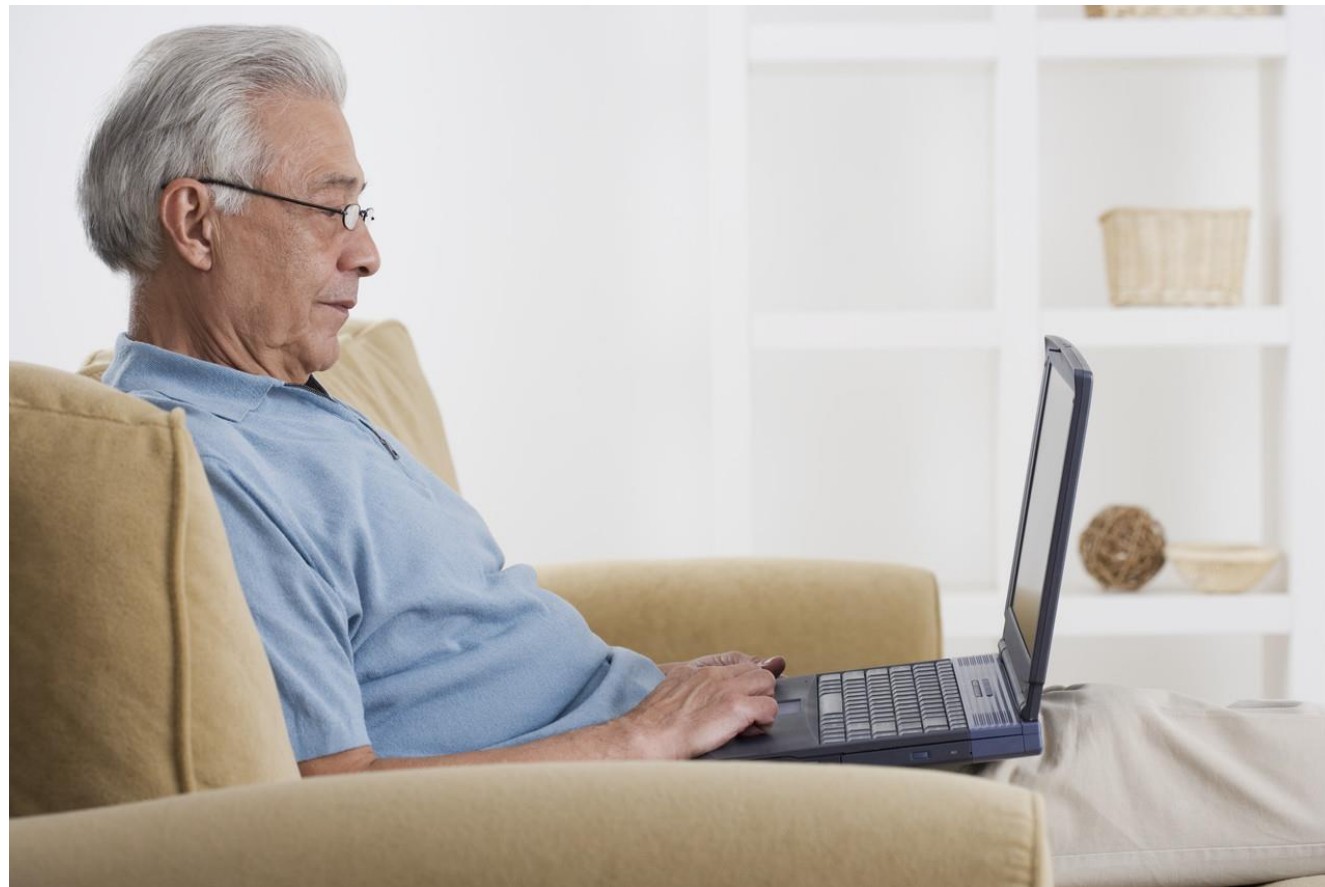
Trends



By 2020, 1 in 3
workers will be working
online

Source: Elance

Trends



By 2020, 1 in 6
Americans & 1 in 5
Europeans will be 65+
Many will not retire but start a SME

Source: Intuit, 2020 Report

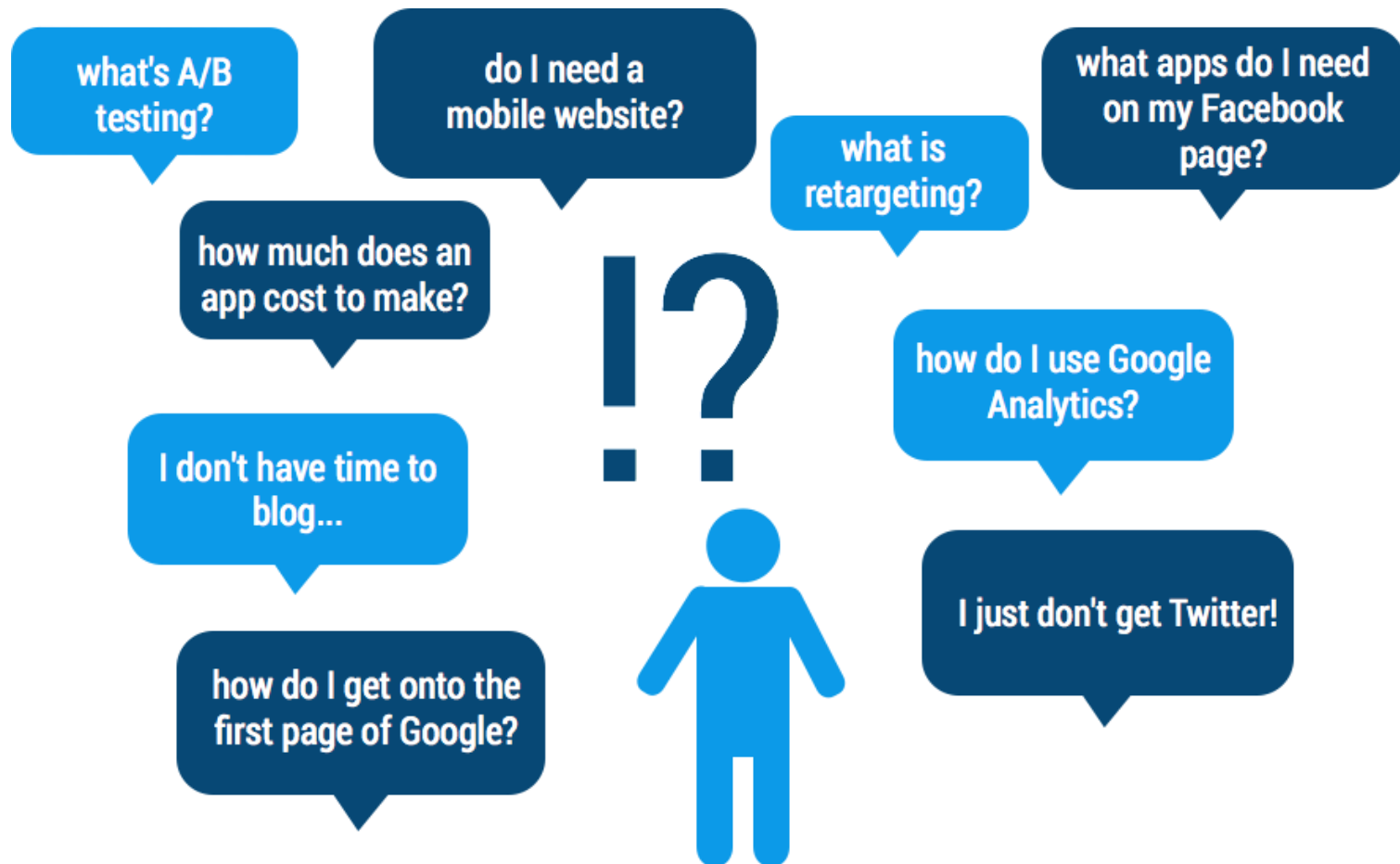
Trends



By 2025, 75% of the
global workforce will be
Millennials

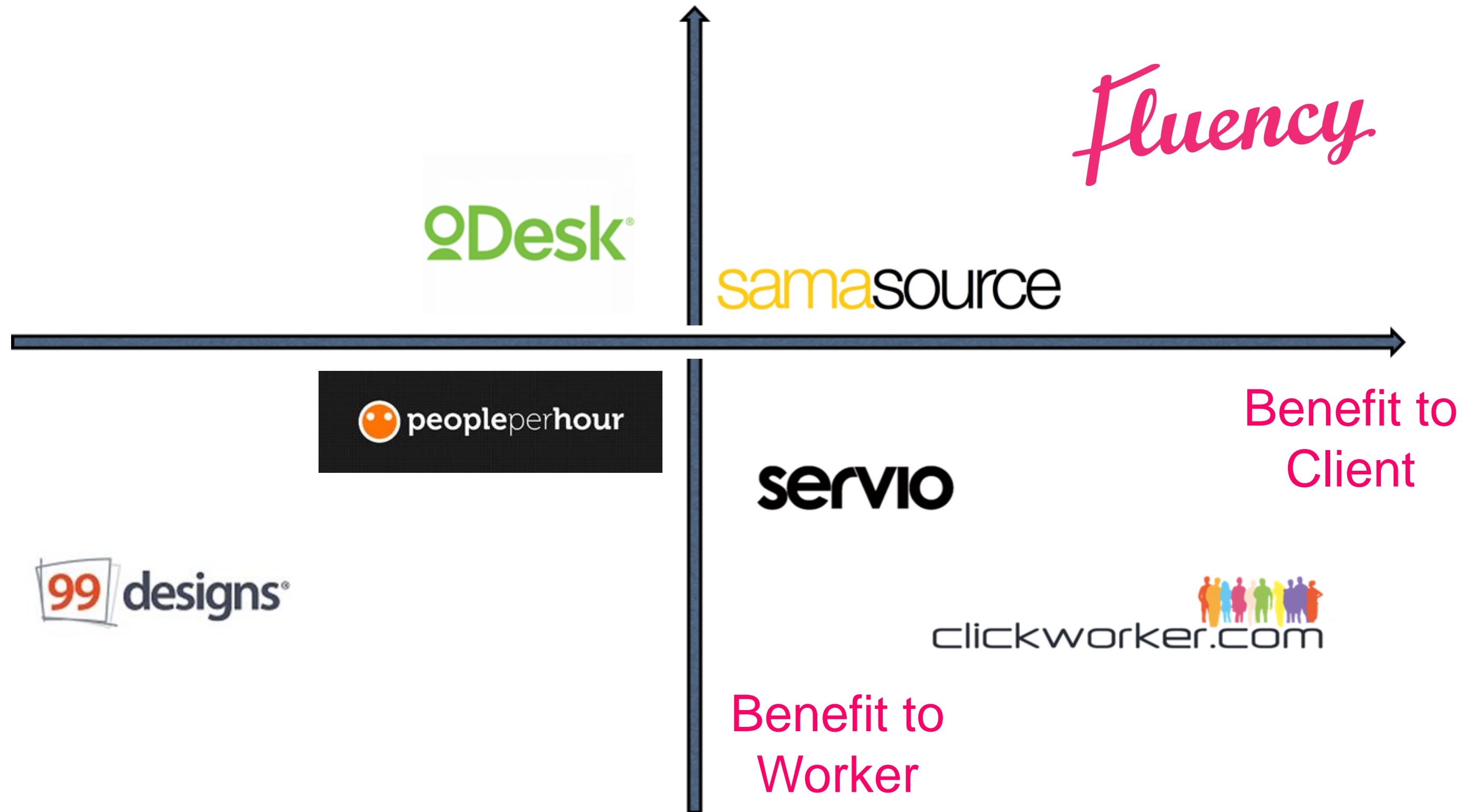
Source: Intuit, 2020 Report

Problem



SMEs need digital work done but don't have the budget to hire or have in-house expertise

Existing Solutions



Existing Solutions

 oDesk®

 servio

 samaSource

 peopleperhour

 Elance®
work differently

 99 designs®

 clickworker.com

- SMEs give poor project briefs on marketplaces
- Issue of work quality
- Time intensive to manage workers
- Crowd Labour not designed for SMEs
- Are competitions fair to workers?

Problem

Youth unemployment figures 'shame the government'

More than 1m young people are still out of work, education and training - and numbers are barely dropping

JESS DENHAM  THURSDAY 22 AUGUST 2013

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Meeting the EU's lost generation

With youth unemployment reaching unprecedented levels across the EU, I want to find out what life is like for Europe's jobless

Youth unemployment
is 6.3 million in
Europe

(63% & 56% in Greece & Spain)

But ...



Young people have a
'killer app' that SMEs
need...

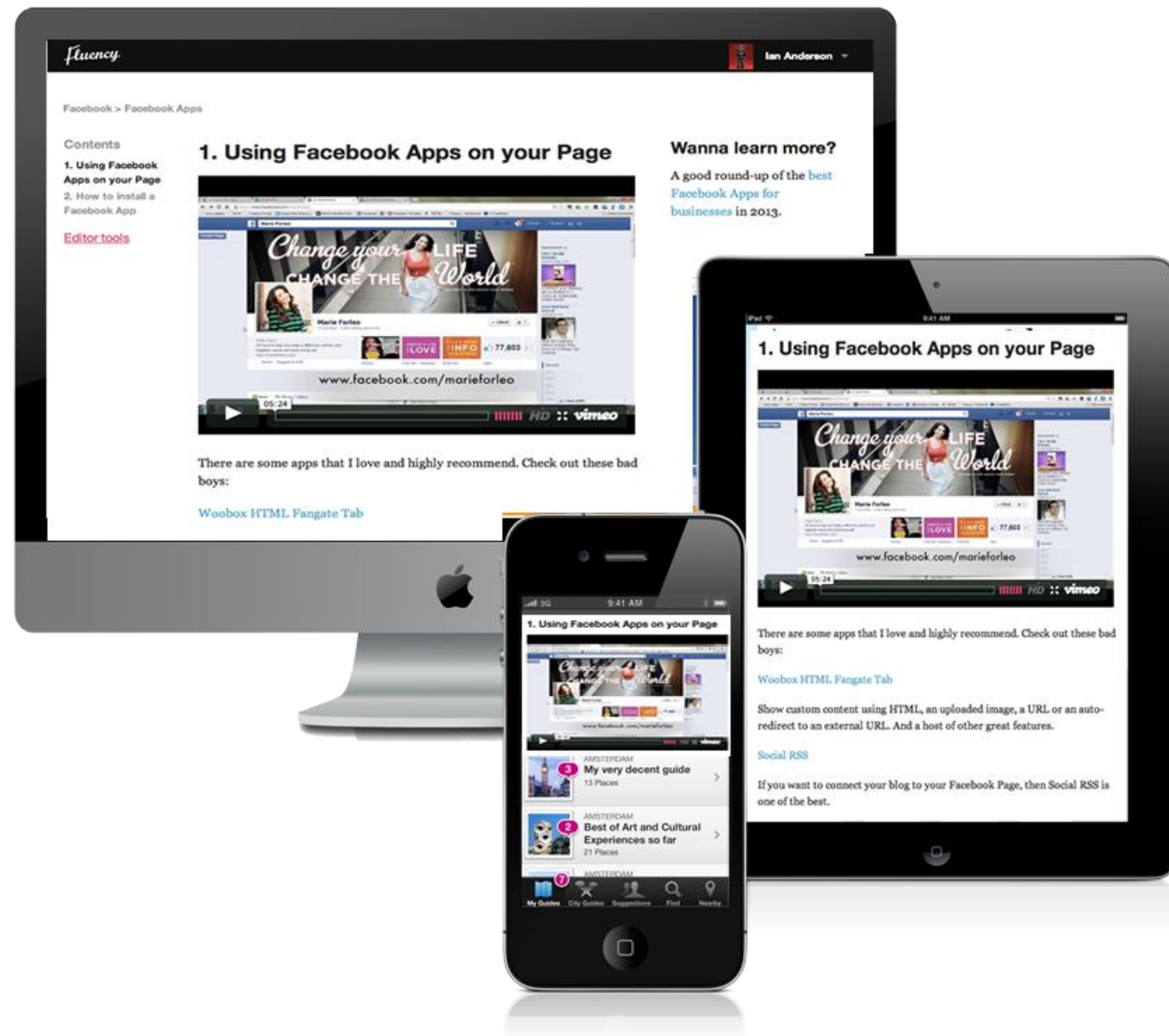
They are 'digital
natives'

Solution



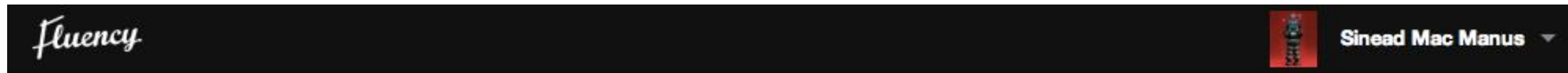
A crowdsourcing
platform
using young
digital talent

How it works: learners



Young users upskill
and get certified on the
learning platform

Demonstrating Learning



Edil Samatar

✉ edil@gmail.com
☎ 03737 030 0202
🌐 flavors.me/edil
🐦 [@edilsamatar](https://twitter.com/edilsamatar)
📘 facebook.com/edilsamatar

Achievement points: 23,030

Badges

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Recommendations



Sarah-Louise Burns
Project Administrator at Bradken

Having worked alongside Edil for a number of years, I can attest to her strong marketing capabilities and ability to implement and develop the blogging strategy. She also has excellent technical writing abilities, which



Chris Greco
Channel Manager | The Americas

Edil is a fundamental contributor with in-depth knowledge, commitment, a tireless work ethic and a strong business acumen. Edil has remarkable technical skills and a significant impact in managing the marketing strategy. She has overseen very detailed competitive



mozilla

OpenBadges

Partnerships



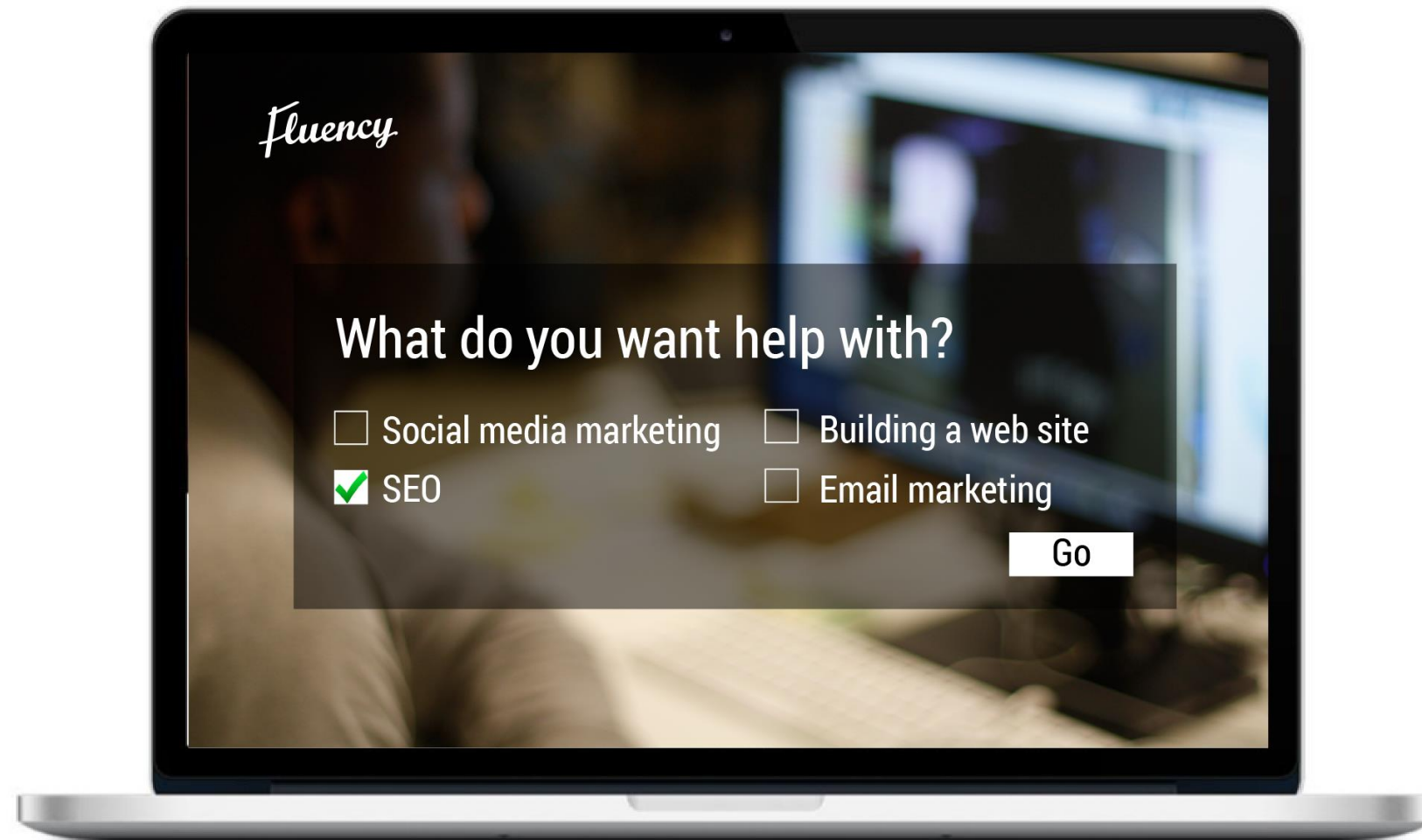
Prince's Trust



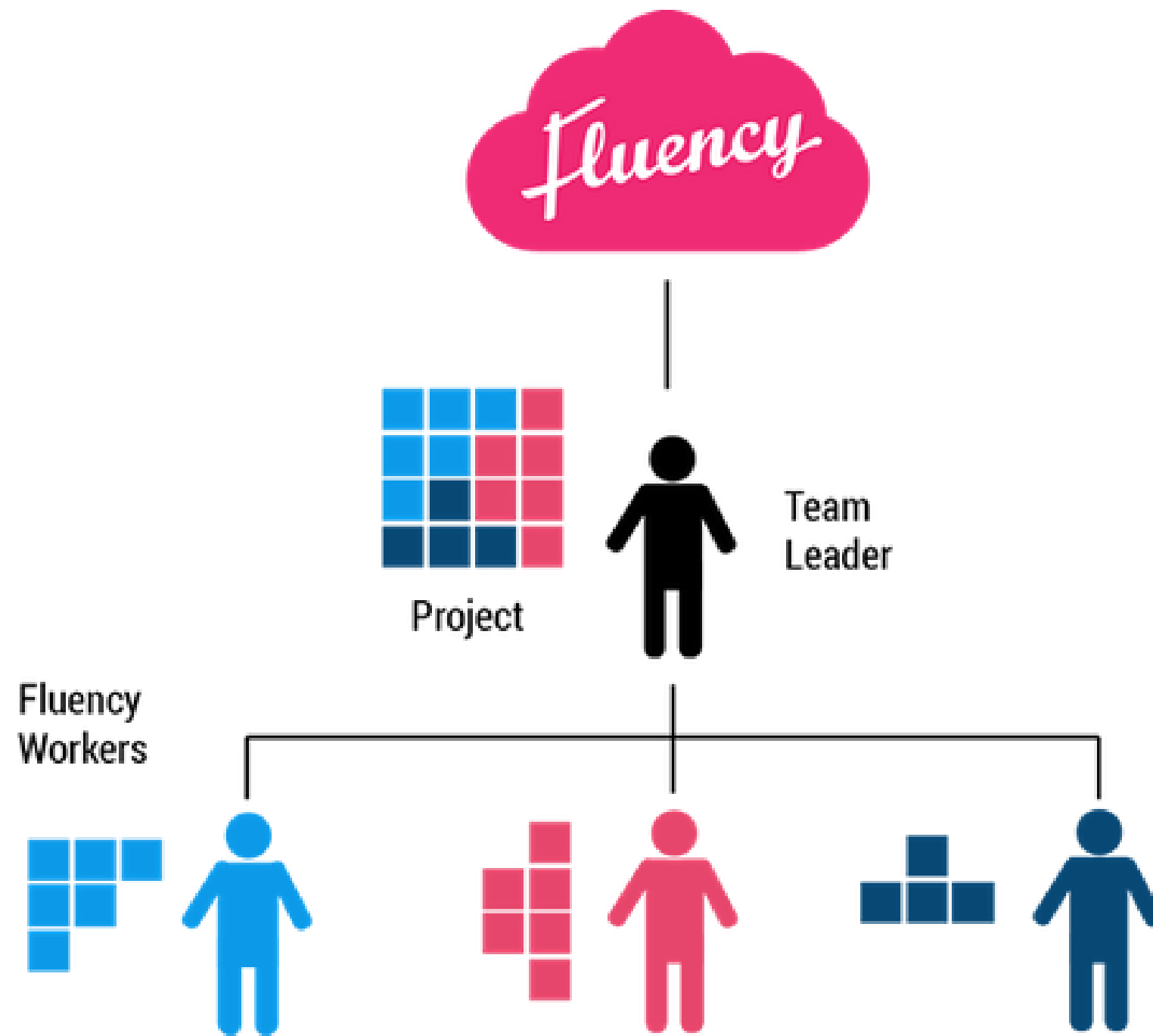
MyBnk



How it works: clients



Client chooses
from menu of
digital options

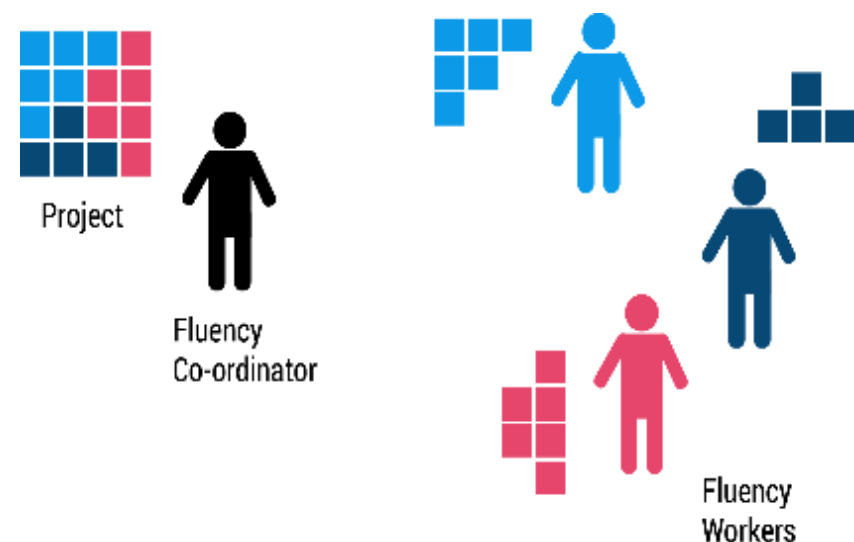
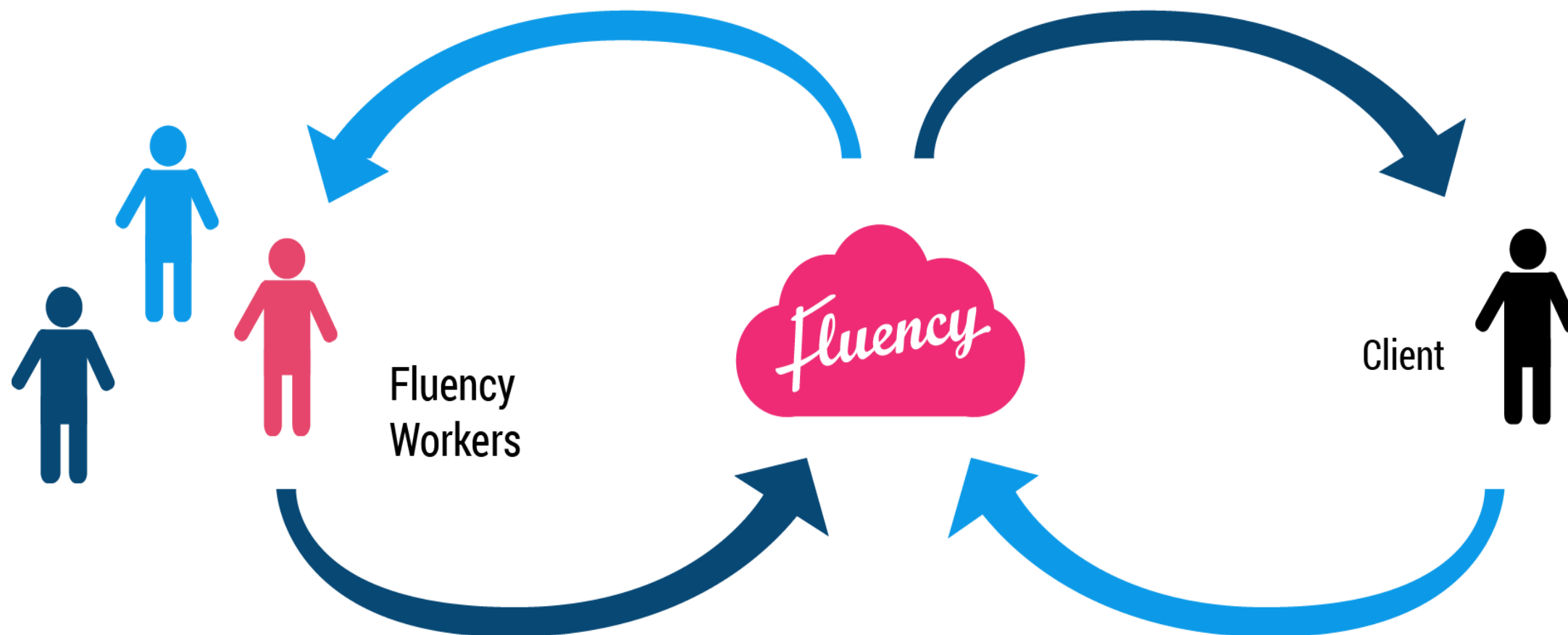


Job is split into
micro-sized units
& distributed to
workers



2. Fluency distributes tasks to virtual workforce

4. Fluency performs quality check and returns work to client for payment



3. Workers complete work supervised by team leader

1. Client posts digital job

Team and Advisors



Sinead Mac Manus
CEO and co-founder



Ian Anderson
CTO and co-founder



Edil Samatar
Content & Comms



Ollie Brown
Sales



Head of Digital
Learning



Ahmed Al-Aagam
Youth engagement
advisor



Hayley Collen
Investment and
financing

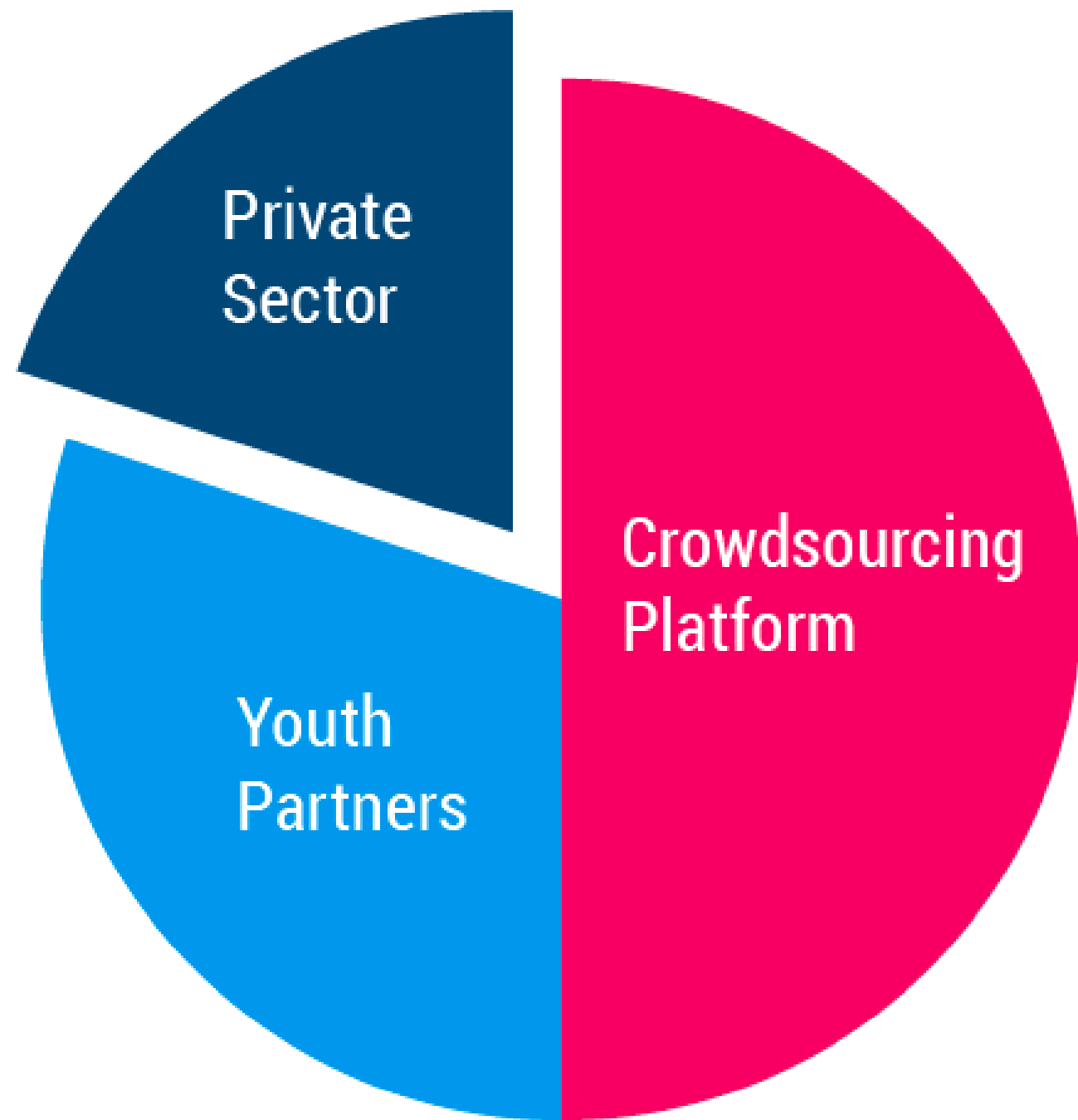


Tim Powell-Jones
Online learning advisor



David Gilbey
ex-AOL UK, Strategic
advisor

Business Model



Per user fee from youth partners

Licensing to private sector training providers

Crowdsourcing platform

Market Size: UK



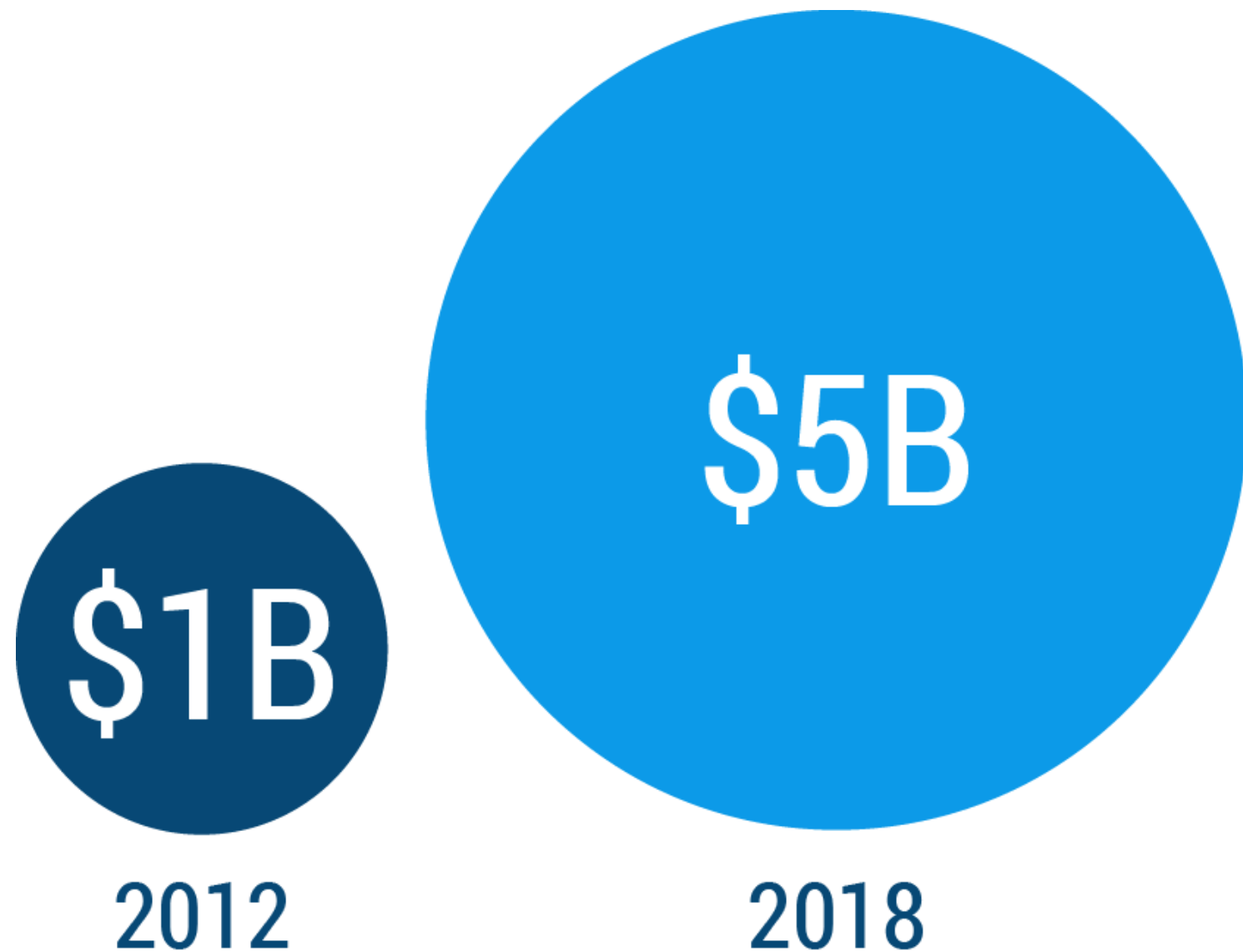
33% of SMBs do not have a digital presence

2.13 million SMBs want to digital further

500,000 new SMBs start every year

Source: Go ON UK

Market Size: Global



Online work market:

\$1billion in 2012

\$5billion by 2018

Growing 31% annually

Getting Customers

Events

Targeted business events
Free digital seminars
Popup events at SME supportive brands with retail presence e.g. Talk Talk, EE, Lloyds Bank

Partners

Go ON UK
Enterprise Nation
Startup Britain

Content and Search

Guest blogging: Guardian, Huffington Post
Targeted ads

Press

Use the Fluency / youth / female CEO stories to get significant coverage in media

Referral & Invite Mechanisms

Affiliate Programme

Measuring Impact



JOURNEY TO EMPLOYMENT FRAMEWORK (JET)



PERSONAL CIRCUMSTANCES <ul style="list-style-type: none">● Access to transport● Internet access● Access to childcare● Access to support for young carers● Access to support for disabled people● Reduced substance abuse● Reduced or offending/anti-social behaviour
EMOTIONAL CAPABILITIES <ul style="list-style-type: none">● Self-esteem● Autonomy and control● Grit and determination● Empathy
ATTITUDES <ul style="list-style-type: none">● Attitude to work● Aspirations
EMPLOYABILITY SKILLS <ul style="list-style-type: none">● Teamwork● Communication● Problem solving● Self-management● Leadership
QUALIFICATIONS, EDUCATION & TRAINING <ul style="list-style-type: none">● Basic skills● Achieving qualifications● Attendance and behaviour
EXPERIENCES & INVOLVEMENT <ul style="list-style-type: none">● Work experience● Perception of value of work experience● Networks● Community involvement
CAREER MANAGEMENT <ul style="list-style-type: none">● Career direction● Job search skills● Presentation to employers
EMPLOYMENT <ul style="list-style-type: none">● Entry into employment● Sustaining employment● Quality of employment● Satisfaction with employment



External factor: The labour market

DRAFT

theguardian

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Professional Social Enterprise Network Blog Live Q&As Advertising Guidelines Advertise

Innovation hub

New thinking to maximise growth

Getting young people fluent in digital

London-based social enterprise combines online and classroom learning to tackle youth unemployment

Sinead Mac Manus

Guardian Professional, Friday 2 August 2013 14.00 BST

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Bonnie Greer
Laura Bates

Stephen Fry
Cherie Blair

Sinead Mac Manus
Founder of 8fold and The Digital Academy

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Helping Women from Low Income Backgrounds to Gain Digital Skills

Posted: 01/05/2013 11:25

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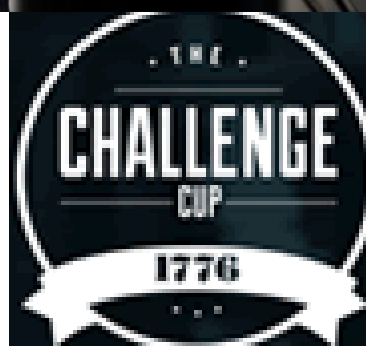
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When I first met Silvana Gambini, who is in her fifties and worked as a careers adviser for 12 years, she had never considered using the internet to earn an income. Like many

RSA

vatorsplash
london

Forward
FOUNDATION



THE CHALLENGE CUP
LONDON



Milestones



MARKETPLACE

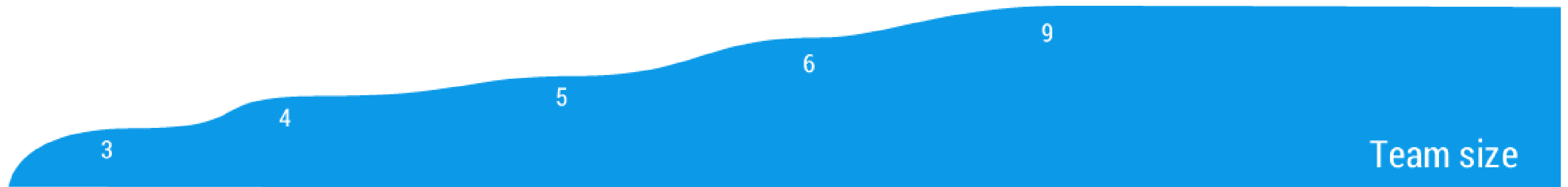


LEARNING PLATFORM

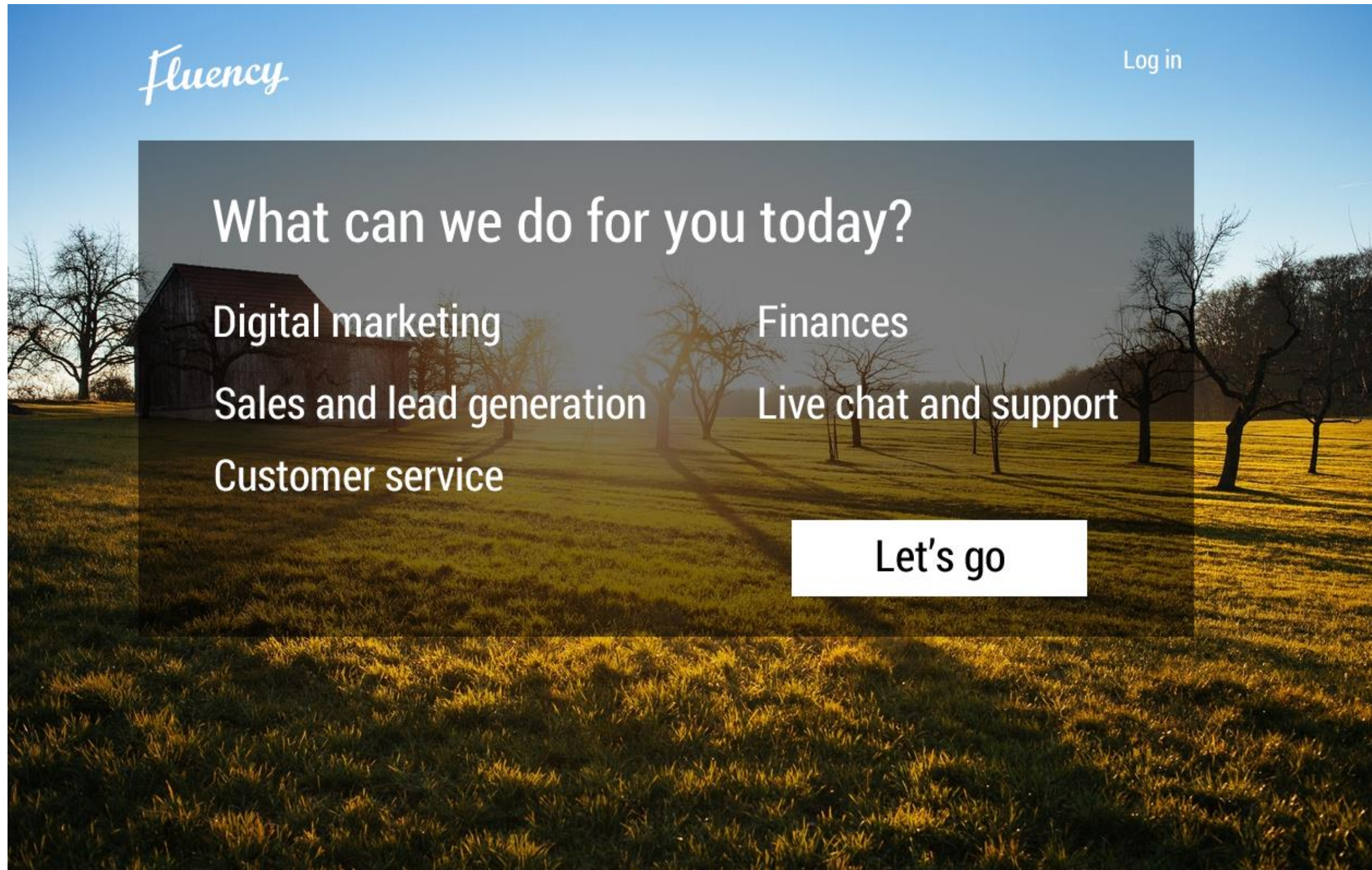


YOUNG PEOPLE

	Manual projects	Limited automation	Beta build	Rollout	Grow and refine
Content	Courses and challenges	Peer assessment	Online mentorship	Community	Collaboration
Pilot 1 & 2	User testing	Charity partners	Private sector prtncrs	Expand	
Q3 2013	Q4 2013	Q1 2014	Q2 2014	Q3 2014	Q4 2014



Bigger Vision



Raising: £250k* for 20%

*£150k SEIS

1. Expand tech & digital team
2. Automate the crowdsourcing platform
3. Sales and marketing
4. 12 to 18 months runway



“a really
effective
way of
learning”

Sofia



Fluency

Sinead Mac Manus | CEO and co-founder

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www.fluency.io