



Investor Pitch Deck

Sahara Skills
Freelancer Community

www.saharaskills.com



Investment highlights

- 1 **Large market opportunity** with low online penetration
- 2 **Our unique e-commerce approach** creates efficiency and transparency
- 3 **Our Niche is Africa** due to high unemployment rates, our platform is readily embraced
- 4 **Growth and operating leverage**
- 5 **Long-term growth drivers**

Our Mission is to solve the unemployment problem in Africa
Through a digital platform which enables freelancers to sell their
Skills to skill buyers around the world.

1. Large market opportunity

The world is
changing and
the way
people work
is changing
with it. Its time
For Africa to
Embrace this
Change

Traditional Workplace

Long-term employment

Work from the **office**

Local teams

Work **offline**

Work full time, receive **monthly salary**

Study young, **standard profession**

Stability

Sahara Skills Innovation

Experience building and freelancing

Work from **anywhere** (nomads, co-working)

Global & remote teams

Work **digitally** , leveraging collaboration tools

Get paid for action and **results**

Continuous study, gain unique expertise

Fulfillment

Large
market opportunity.

\$1.2 Trillion+

Estimated US total
freelancer economy

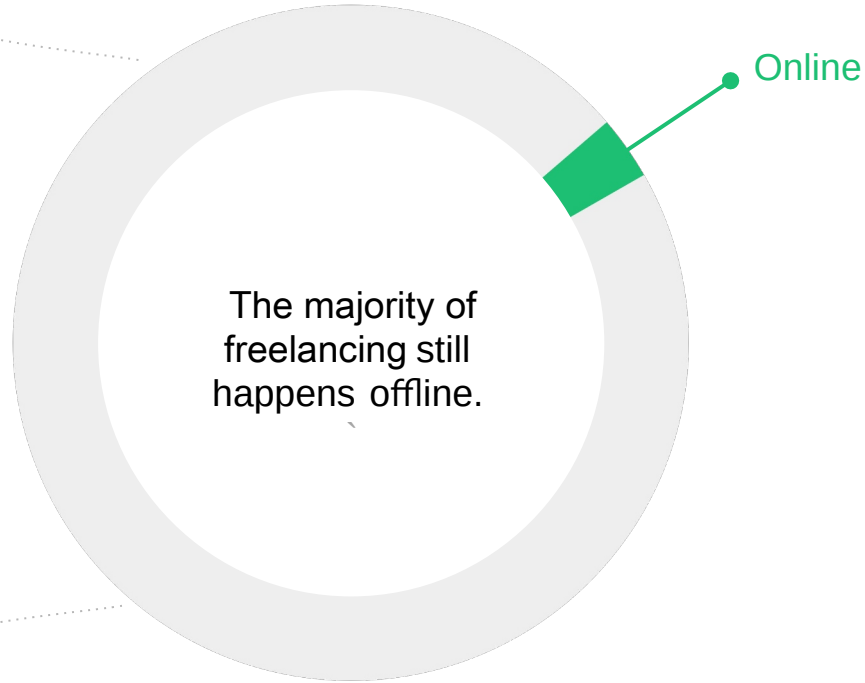
400 Million
Employable Africans



- Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- Advertising, Public Relations, and Related Services
- Business Support Services
- Computer Systems Design and Related Services
- Data Processing, Hosting, and Related Services
- Educational Services
- Independent Artists, Writers, and Performers
- Information
- Motion Picture and Sound Recording Industries
- Motion Picture and Video Industries
- Office Administrative Services
- Other Information Services
- Scientific Research and Development Services
- Sound Recording Industries

Freelancing is still an old-school business.

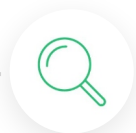
Just like e-commerce in 1994, freelancing activity is gradually migrating to the online world. This is why Sahara Skills is positioning itself as an online Freelancing platform



High friction in traditional freelancing business. The Problem We Are Solving

Every stage of the process has traditionally been disconnected,
with little consistency from person to person.

Buyers



From **finding**
The right talent



To **collaboration
and support** during
transaction

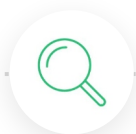


To **reference
and trust**



To **negotiating**
the deal

Freelancers



From **finding**
customers



To **winning**
jobs



To **payment**
uncertainty



To **delivery
and payment**

2. Our unique e-commerce approach

Our
e-commerce
approach to
freelancing.



Service-as-a-Product model

To buy and sell **digital services** in the same fashion as physical goods on an **e-commerce platform** with a comprehensive SKU-like service catalog.



On-demand

No hiring process. No long-term commitment.

Getting businesses help when they need it.



End-to-end platform

So **businesses can focus on meeting deadlines** and **freelancers can focus on doing what they love and Making an income.**



Global community

Bringing together a **global community of businesses and African freelancers** to shape the future of work.

We are not an
online staffing
company.

Staffing company

Short/long term temporary employment

Bidding, vetting and contract negotiation

Opaque and non-standardized scope, timing and cost

Connection only

Sahara Skills

Service-as-a-product (SaaP)

Browse, search, click to order

Transparent timing, price and deliverables

End-to-end platform

Our value to buyers



Transparency and certainty of price, scope of work and quality and speed



Value for money



Access to an expansive catalog of digital services



Access to a diverse pool of freelancers



Trusted brand for customer service

Our value to freelancers



No bidding / negotiation to win projects



Maximize deal-flow



Flexibility and control



Frictionless payment and business support



Credentialed storefront



Success management and support

Our two-sided marketplace creates **powerful flywheel effects.**





Sahara Skills Services

Services bought on Sahara Skills:

- Animation video
- Website optimization
- Legal writing
- Website copywriting

“When you want to create a business bigger than yourself, you’re going to need help. And that’s what Sahara Skills does.”



Seller Case Study

2018

Started her own
offline editing
company

Dec. 2020

Joined Sahara Skills, her
business has since grown
larger and served
more customers.

2021

She continues
Growing on
Sahara Skills



“ Thanks to Sahara Skills. I am excited at my growth. ”

10+

Orders completed

5

Countries covered

More Money

Made on Sahara Skills

3. Powerful business model

Reality & Future of Sahara Skills a glance.

\$200K

Investment Needed
To Scale Up

30%

Of Investment Goes
To Technology Improvement

1M+

Daily
Website Visits

1000K+

Sellers
since inception

50+

Countries

100+

Services

20%

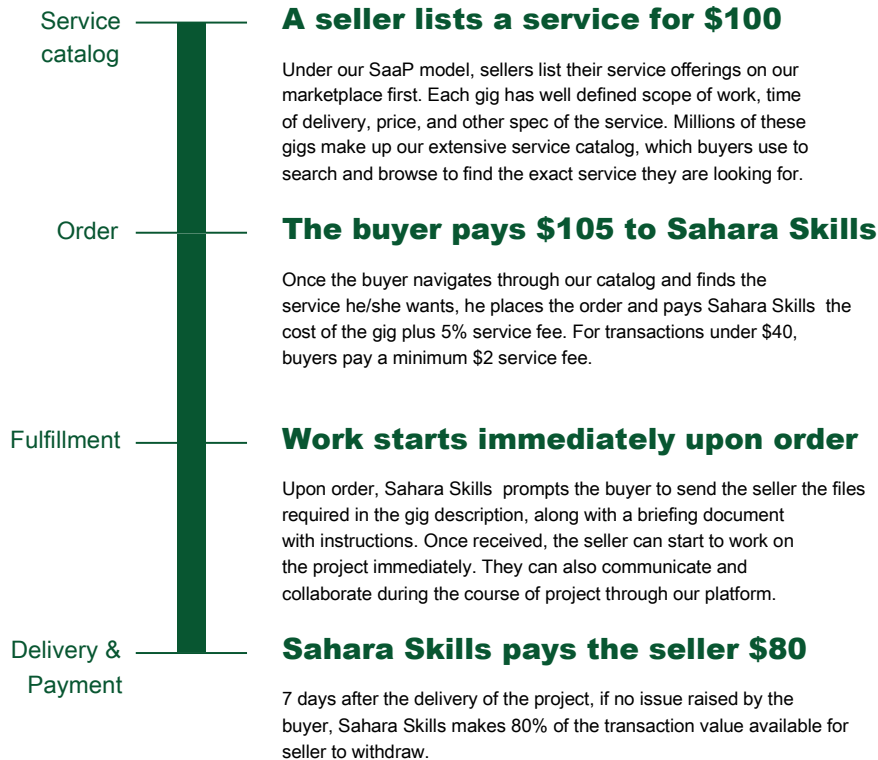
Of Investment Goes
To Hiring Talent

50%

Of investment will be used
for Fund Security/Growth hacking

How we generate revenue.

An illustrative example of a \$100 transaction.



Our strategy to
grow without
a sales force.



Global



Horizontal



Organic network effect drives **majority** of new buyers.



Target audience:
SMEs, or “**Start-ups**” as we call it.



High value creation from transaction #1.



Drive high LTV with repeat and cross-category purchases.

4. Growth and operating leverage

Going upmarket.

We shall **continuously grow spend per buyer** on our platform by **attracting high lifetime value customers** and by offering high-value Gigs.

We strive to provide a one-stop shop of digital services for our buyers through category expansion, leading to **increasing cross-category purchases and expanding wallet share.**

High-value buyers, those with annual spend per buyer of over \$500, will **contribute to over 50% of total revenue**.



5. Long-term growth drivers

Multiple levers expected to drive long-term, sustainable growth.

Encompassing every aspect of the future of work.





Welcome to the future of work in Africa.

...developed, owned & managed
By Gemsbok Group

