

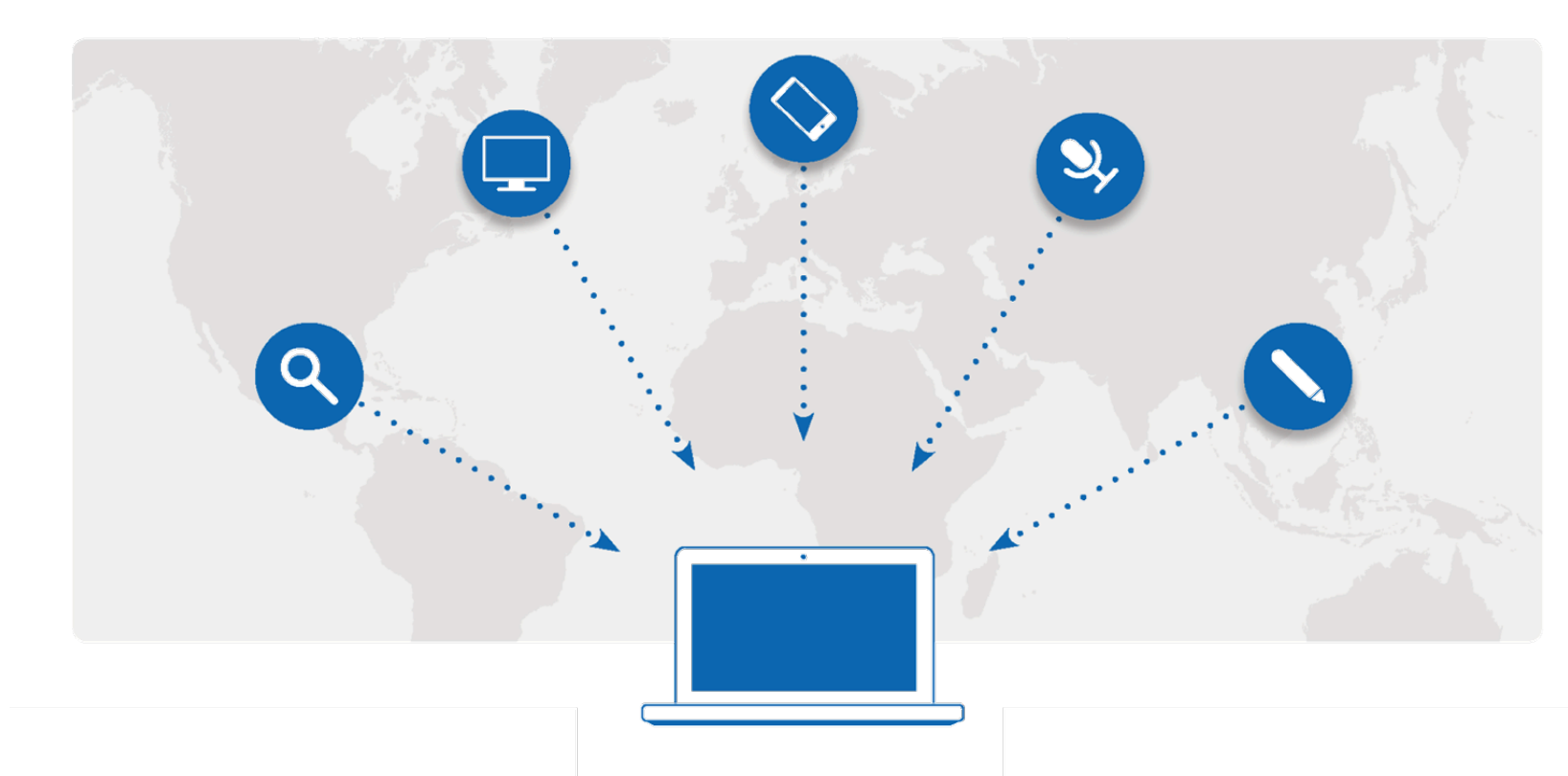


The State of the Filipino Freelance Market 2013

Ron Cirujano
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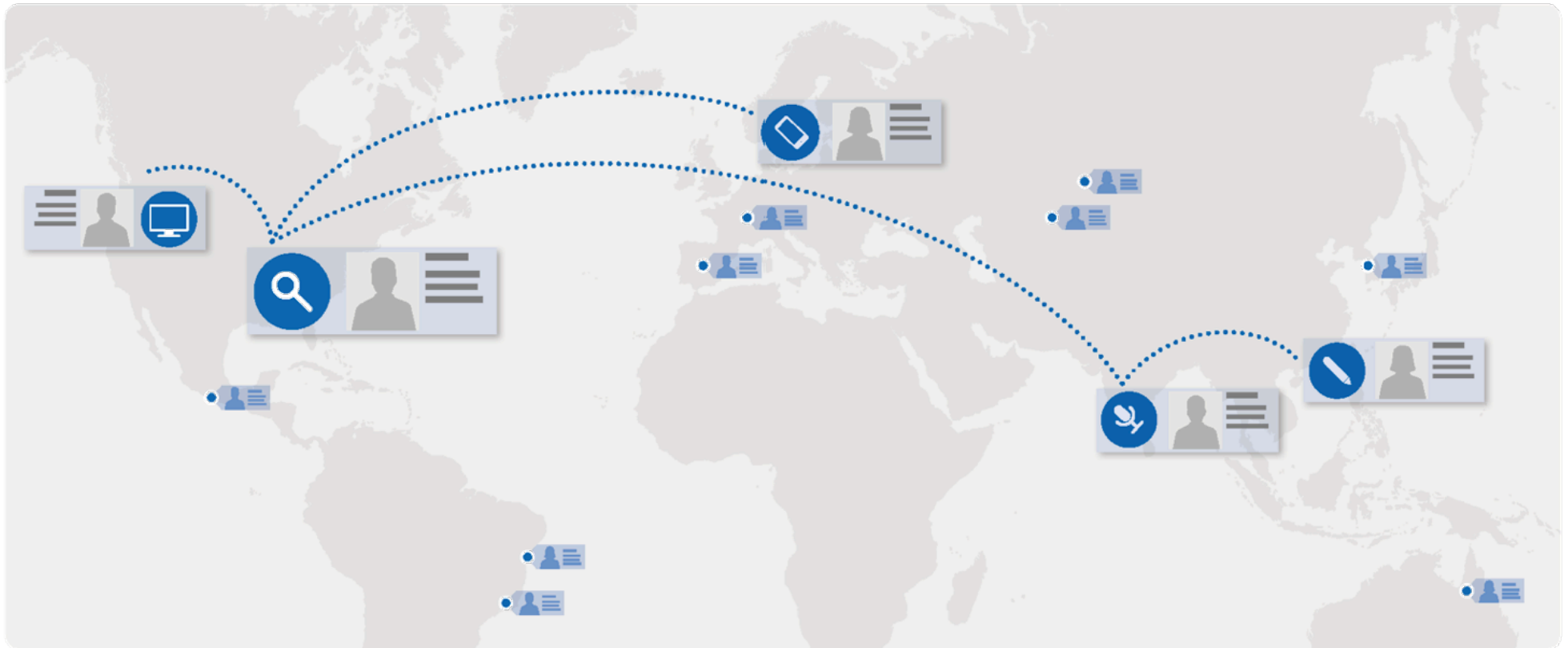
Work Differently

Online Work



Online work is not outsourcing

online work ≠ outsourcing



How big is online work?

\$5 billion

in projected annual earnings by freelancers by 2018



\$1 billion earned
online today



1.3 billion estimated
freelancers by 2015
globally

The freelance movement

one in two

people will soon work online



79% freelancers feel they are more productive than they were in traditional jobs



69% freelancers say they are happier now than they were with traditional jobs



67% freelancers expect their income to rise

Why freelance?

freedom

is the top reason why people go freelance



No Commute

74.8%



Be the Boss

67.4%

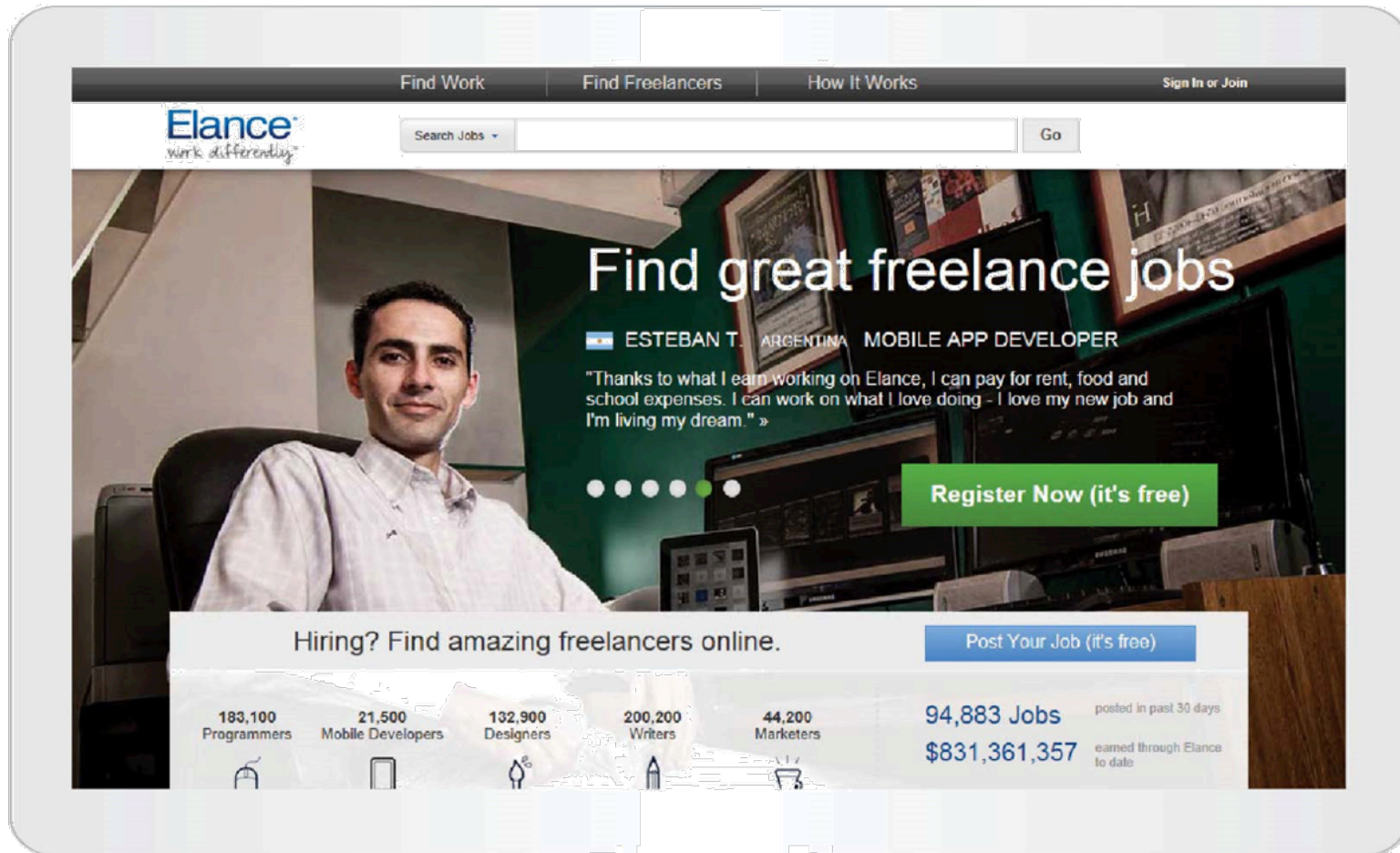


Control over Schedule

76.9%

What is Elance?

What is Elance?



1.2M+

JOBS POSTED ANNUALLY

800,000

ACTIVE BUSINESSES

\$989M

IN EARNINGS

3.2M

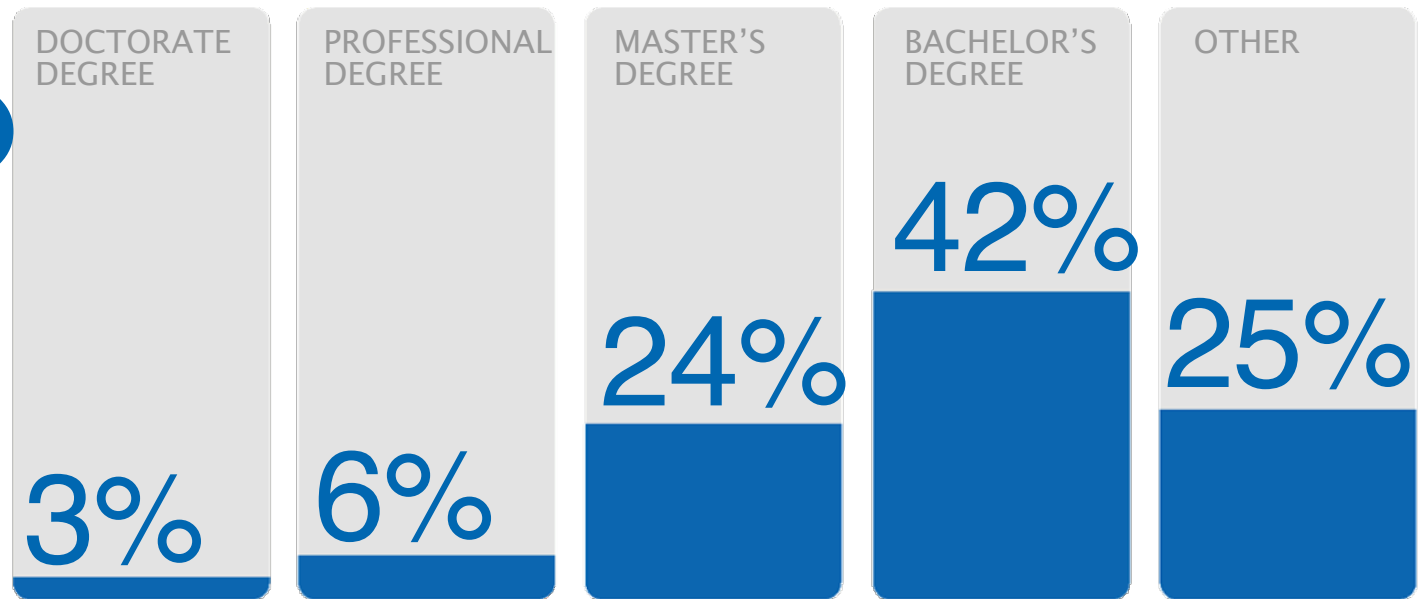
REGISTERED USERS

Who is freelancing on Elance?

Top talent from over 160 countries

75%

of freelancers have Bachelor's Degree or higher degrees of education



Top Freelancing Countries

United States

India

Pakistan

Philippines

United Kingdom

Top Skills

writing & content

web programming

graphic design

research

web design

Who is hiring on Elance?

from Hopstop all the way
to Johnson & Johnson

Johnson & Johnson


CISCO™

amazon.com®

WALT DISNEY

 Microsoft

mozilla

 WeClickd
the social network for weddings

NOCHAINS


GLOBAL WINE
ALLIANCE

 BLOG
into BOOK


HOPSTOP
YOUR WAY TO GO

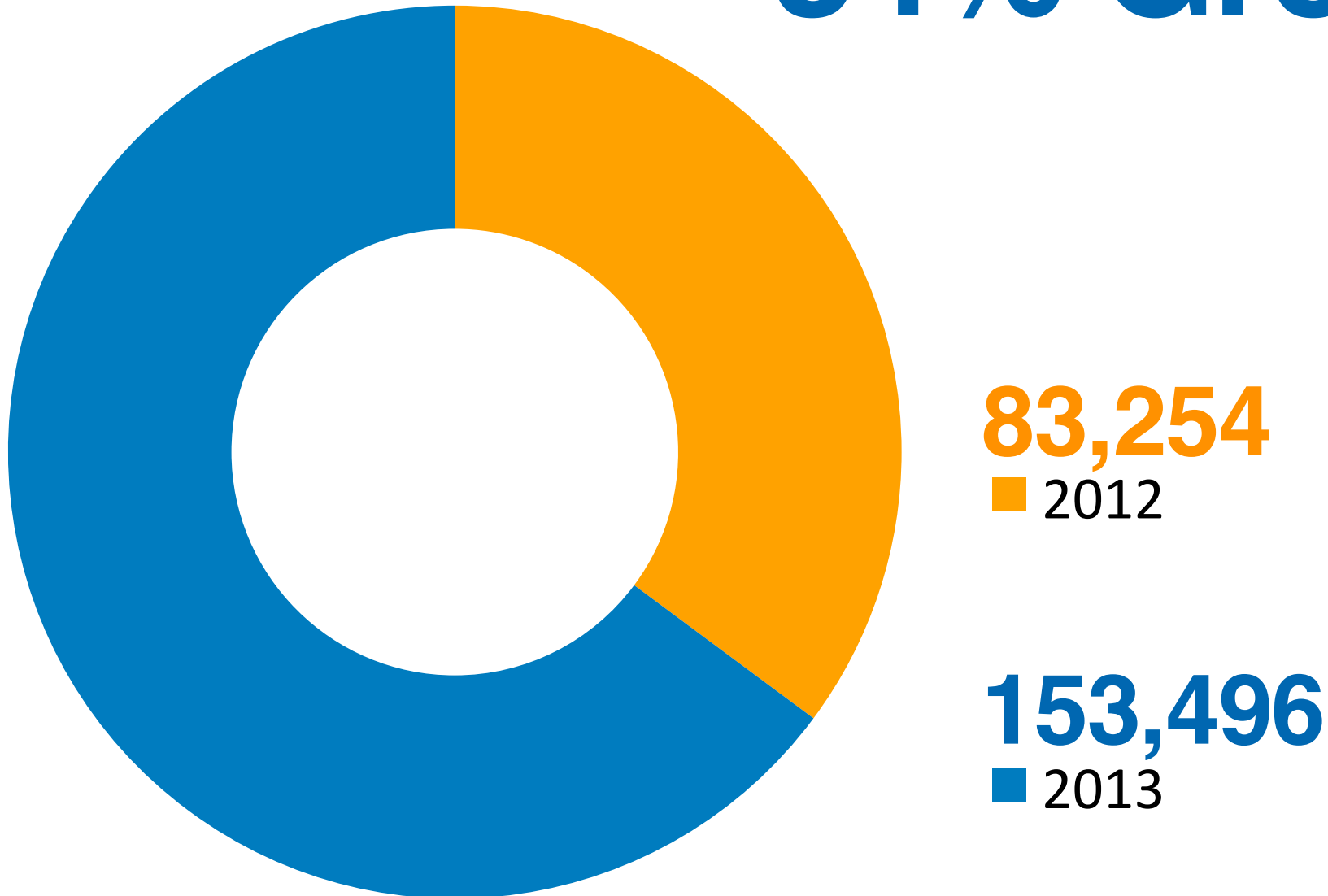
Elance in The Philippines



Registered Freelancers

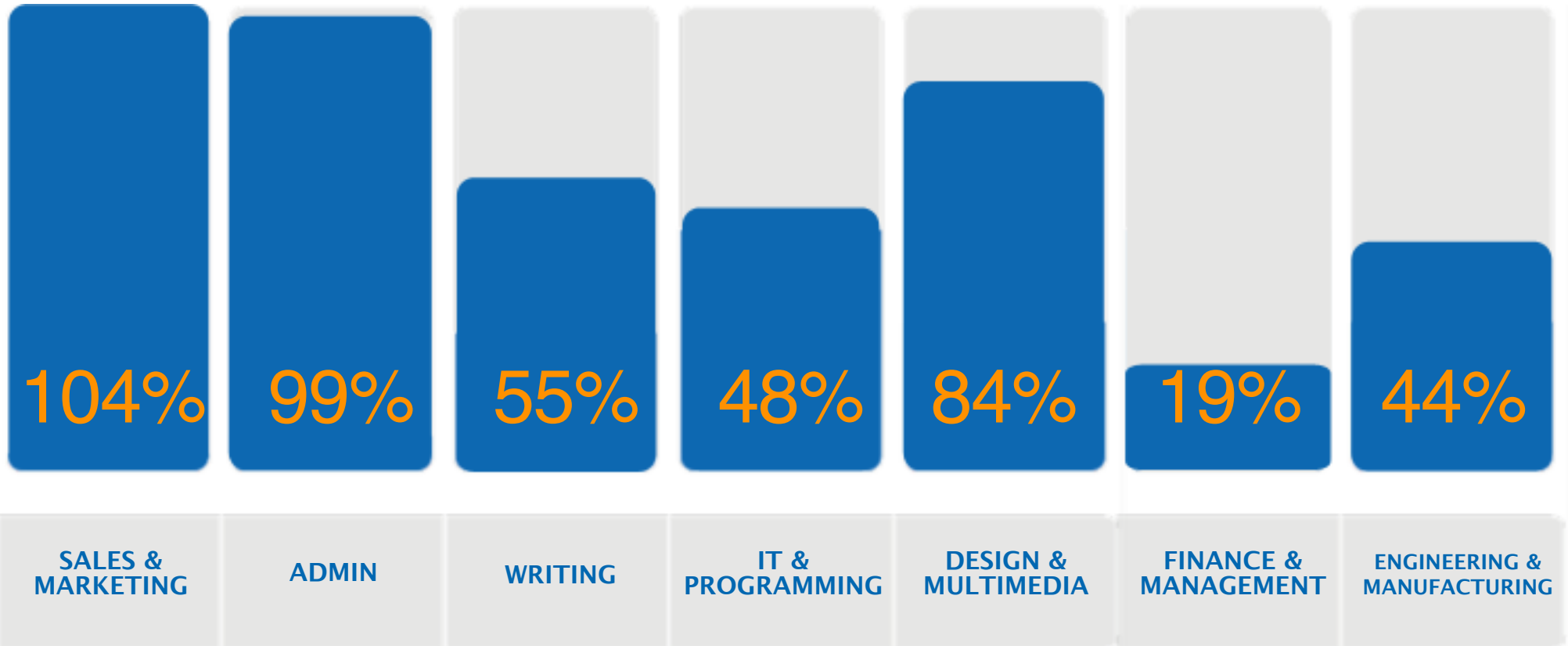
Talents from all over The Philippines

84% Growth



Filipinos Hired on Elance

Year on Year Growth: 2013 vs 2012



Filipinos Hired on Elance

2013 Average
Hourly Rates



Overall Average
P403.6



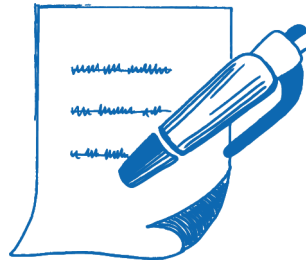
P 640.6

SALES &
MARKETING



P 268.8

ADMIN



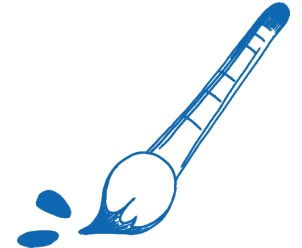
P 416.6

WRITING



P 680.9

IT &
PROGRAMMING



P 676.4

DESIGN &
MULTIMEDIA

Filipinos Hired on Elance

Growth Areas: Center of Excellence

P 6M
BAGUIO

P 11.5
ANGELES

P40M
METRO
MANILA

P 17.5
CEBU

P 5M
ILOILO

P 8M
DAVAO

P 4.5M
CAGAYAN DE
ORO



In 2012 overall earnings on Elance

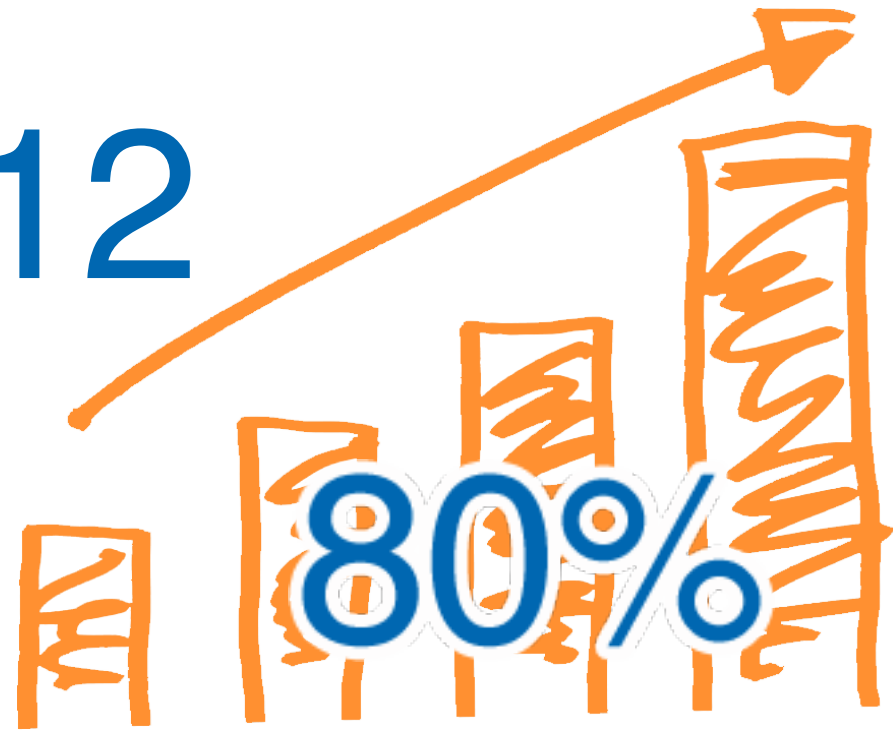
\$ 3,201,918

P 140,884,392

In 2013 overall earnings on Elance

\$ 5,774,323

P 254,070,212



Top Freelancer on Elance

2012 Top Performer

P 1.5M

WRITER

CAGAYAN DE ORO



2013 Top Performer

P 2.6M

WRITER

GINGOOG



**Thank you.
Keep in touch!**

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