



# BANIGIG DECK

Connecting Talent with  
Unmatched Value

# WELCOME BANIGIG

We're excited to share our vision for transforming the freelance marketplace. At Banigig, we believe in empowering both businesses and freelancers by creating a seamless platform where talent meets opportunity. Our commitment to transparency, flexibility, and growth has driven us to build a space where buyers can easily find the right professionals, and freelancers can thrive by doing what they love.

*Ben Jalilian*

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CONNECTING  
PASSION  
**WITH**  
**PURPOSE**

—



BUILDING  
CAREERS  
**FUELING**  
**GROWTH**

# ABOUT US

Banigig is a dynamic freelancer marketplace designed to connect businesses with top-tier freelance talent across a wide range of digital services. Founded on the principles of accessibility, transparency, and efficiency, Banigig offers an extensive catalog of services in over 100 categories, catering to diverse business needs. Our platform empowers freelancers to showcase their skills, manage their own schedules, and grow their careers, while providing businesses with a streamlined process to find the right professionals quickly and affordably.

With a focus on innovation and user satisfaction, Banigig is committed to fostering a thriving digital economy where both buyers and sellers can succeed. We're not just a marketplace—we're a community where talent meets opportunity, driving growth for all.

*Ben Jalilian*

# OUR VISION

01

We envision a world where freelance work is accessible to everyone, providing equal opportunities for talented individuals to succeed regardless of location.

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02

We strive to create a trusted platform where businesses can easily connect with skilled freelancers, fostering innovation and efficiency.

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03

Our goal is to lead the transformation of the digital economy, empowering freelancers and businesses to achieve their full potential through seamless collaboration.

# OUR MISSION

01

To provide a frictionless platform that connects businesses with top-tier freelance talent across a wide range of digital services.

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02

We aim to support freelancers in building successful careers by offering tools and resources that enhance their visibility and growth.

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03

Our mission is to deliver a transparent and efficient marketplace that ensures quality, trust, and satisfaction for both buyers and sellers.

# Problems

Businesses face significant challenges in finding reliable, skilled freelancers quickly and affordably. The process of sourcing the right talent is often time-consuming, as companies must sift through countless profiles, many of which do not meet their specific needs. This lack of efficiency can delay projects and increase costs, impacting overall business productivity.

Moreover, the lack of transparency on many freelance platforms complicates the decision-making process. Unclear pricing, vague service descriptions, and inconsistent quality make it difficult for businesses to trust that they are getting value for their money. This uncertainty can lead to dissatisfaction and wasted resources on subpar work.

For freelancers, the issues are equally pressing. Many platforms offer limited flexibility, making it hard for freelancers to control their work environment, set fair prices, and secure consistent opportunities. This inflexibility hinders their ability to grow their careers and achieve financial stability.



## Hard to Find Talent

Businesses struggle to find qualified freelancers that match their specific needs.

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## Lack of Transparency

Unclear pricing and inconsistent quality make it difficult to trust freelance platforms.

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## Time-Consuming Process

Sifting through unqualified candidates wastes valuable time and resources.

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## Inflexible Freelance Work

Freelancers face challenges in controlling their work environment and securing steady opportunities.

# OUR SOLUTION



## Flexible Freelance Opportunities

Freelancers enjoy control over their schedules, pricing, and services, allowing them to work on their terms.

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## Quality Assurance

A reliable rating system provides transparency, helping businesses make informed decisions based on freelancer reviews and past work.

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## Advanced Talent Matching

Our platform uses smart filters to quickly connect businesses with qualified freelancers that meet specific needs.

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## Transparent Pricing

Clear pricing structures and detailed service descriptions ensure businesses know exactly what they're paying for.

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## Efficient Project Management

Streamlined tools and processes reduce time spent on hiring, allowing businesses to focus on project completion.

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# MARKETING STRATEGY



## Digital Advertising Campaigns

Leverage targeted ads on search engines, social media, and industry sites to attract buyers and freelancers.



## Advanced Content Marketing & SEO

Implement data-driven content strategies, including keyword optimization, link building, and AI-powered SEO tools, to enhance search rankings and drive qualified organic traffic.



## Retention Programs

Deploy machine learning algorithms to optimize referral incentives and customer retention strategies, enhancing user lifetime value and driving exponential growth.



## API Integrations & Strategic Partnerships

Develop API integrations with complementary platforms and establish strategic partnerships with leading tech companies to extend Banigig's reach and embed services within broader ecosystems.

# SALES STRATEGY

01

## **Targeted Outreach & Lead Generation**

Utilize CRM tools and data analytics to identify and target high-potential businesses and freelancers, driving personalized outreach and nurturing leads.

02

## **Conversion Optimization**

Implement A/B testing, personalized landing pages, and AI-driven recommendations to increase conversion rates and streamline the sales funnel.

03

## **Automated Sales Workflows**

Leverage automation tools for email campaigns, follow-ups, and customer onboarding to scale sales efforts efficiently and maintain consistent engagement.



# CASE STUDY



## Increased Efficiency for Small Business

A small e-commerce business needed cost-effective digital marketing. Using Banigig, they quickly found a top freelancer, reducing their marketing spend by 30% and increasing online sales by 20%.

## Rapid Scale-Up for Tech Startup

A tech startup required specialized developers for a tight deadline. Banigig provided access to qualified freelancers within 24 hours, allowing the startup to launch their app on schedule and under budget.

## Global Expansion for Creative Agency

A creative agency needed multilingual content creators for international clients. Banigig connected them with freelancers from various countries, enabling the agency to expand into five new markets within six months.



# OUR Flagship PRODUCT

## Banigig SmartMatch™ Algorithm

Our proprietary SmartMatch™ algorithm connects businesses with the most qualified freelancers quickly, ensuring a perfect match every time.

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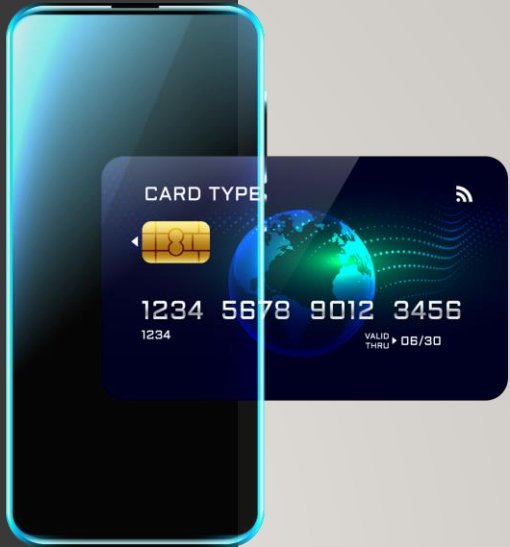


## Gig Extras & Upsells

Freelancers can enhance their service offerings with gig extras, providing businesses with customizable solutions that fit their specific needs.

# Seamless Payment Integration

Our frictionless payment processing system ensures secure, hassle-free transactions, with multiple payment options to suit global users.



# Advanced Analytics Dashboard

Banigig’s analytics dashboard provides real-time insights for freelancers and businesses, tracking performance, transactions, and project progress efficiently.



# BANIGIG STATUS



## Platform Development Milestones

Achieved key milestones in enhancing user experience, including the integration of advanced algorithms and upgraded UI/UX design.



## User Acquisition & Growth

Surpassed initial user growth targets with a 50% increase in active buyers and freelancers within the first year.



## Revenue & Monetization

Implemented successful monetization strategies, generating consistent revenue through commissions, gig extras, and promoted services.

# Market & Competition

The online freelance marketplace is rapidly expanding, driven by businesses seeking flexible and cost-effective solutions for digital services. Banigig.com operates in a competitive landscape alongside established platforms like Fiverr and Upwork. However, our focus on transparency, ease of use, and a diverse service catalog differentiates us from the competition. By offering a seamless experience for both buyers and freelancers, Banigig positions itself as a strong contender in the freelance economy, appealing to a broad range of industries and professionals.



# Competitive landscape



## Established Competitors

Competing with major platforms like Fiverr and Upwork, which dominate the market with large user bases and extensive service offerings.



## Price Competition

Many platforms engage in aggressive pricing strategies, often leading to lower profit margins for freelancers and commoditization of services.



## Niche Specialization

Smaller platforms focus on specific industries or skills, creating tailored experiences for specialized markets but with limited reach.



## Platform Differentiation

Platforms differentiate through unique features, user experience, and service quality, aiming to attract and retain users in a competitive market.



# Why We're Different



## Flexible Freelancer Control

Freelancers have full control over their pricing, schedules, and service offerings, promoting better quality work.



## Advanced Matching Algorithms

Smart filters and algorithms quickly connect buyers with the most qualified freelancers for their specific projects.



## Reliable Quality Assurance

A robust rating system ensures that buyers can trust the quality and reliability of freelancers on the platform.



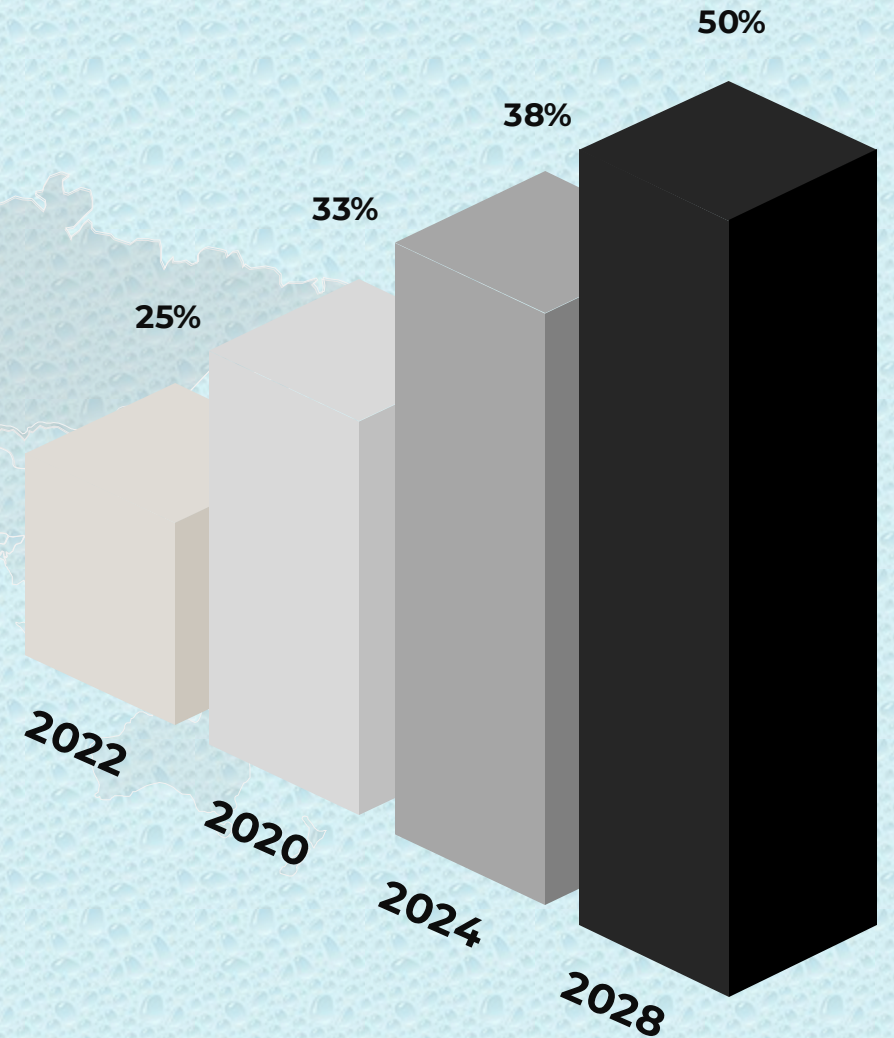
## Extensive Service Categories

Over 100 service categories, offering a wide range of options to meet diverse business needs.



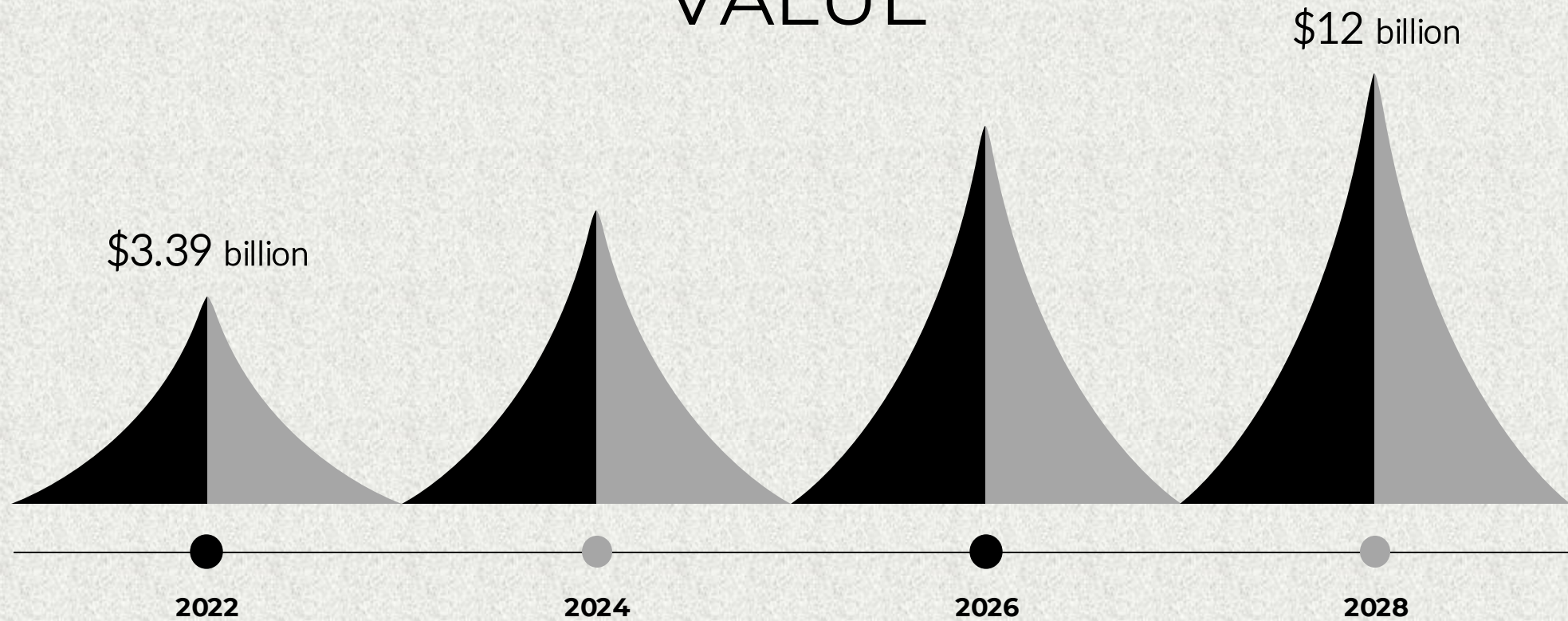
# MARKET SIZE

The global freelance market, worth **\$3.39** billion in 2022, is projected to hit **\$12** billion by 2028, driven by the demand for flexible talent. Covering sectors like tech and design, the market's growth, fueled by the rise of remote work, offers huge opportunities for platforms like Banigig, with **1.1** billion freelancers worldwide.



Growth Rate of the Freelance  
Creative Industry (2022-2028)

# FREELANCE MARKET SIZE VALUE

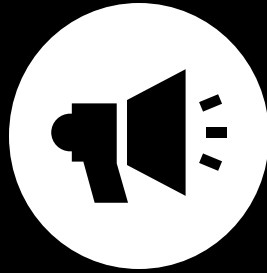


# BUSINESS MODEL



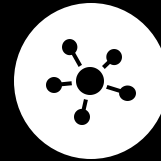
## Commission Fees

Banigig takes a 20% commission on every transaction, ensuring a steady revenue stream.



## Gig Extras

Freelancers can offer additional services, with Banigig earning a commission on these upsells.



## Promoted Gigs

Freelancers can pay to boost their gig visibility, generating extra revenue for Banigig.

Q1 2024

Q4 2024

Q1 2025

Platform Enhancements

- I. Launch advanced matching algorithms to improve buyer-freelancer connections.
- II. Roll out new user interface (UI) updates for a more intuitive experience.
- III. Implement enhanced security measures to protect user data and transactions.

Market Expansion

- I. Enter new geographic markets, starting with key regions in Europe and Asia.
- II. Expand service categories, adding niche and high-demand digital services.
- III. Develop strategic partnerships with industry leaders to enhance platform visibility.

User Growth Initiatives

- I. Increase marketing spend on digital channels to drive user acquisition.
- II. Launch referral programs offering incentives for both buyers and freelancers.
- III. Introduce localized content and language support for global users.

TIMELINE

Q2 2025

Q3-4 2025

2026

Monetization & Revenue Growth

- I. Introduce premium membership tiers with exclusive features for freelancers and buyers.
- II. Expand gig extras and promoted gigs services to increase revenue streams.
- III. Optimize transaction fees to balance platform growth and profitability.

Scaling & Long-Term Growth

- I. Continue expanding into additional international markets.
- II. Invest in AI-driven tools to further enhance matching and user experience.
- III. Focus on achieving profitability through operational efficiencies and scaling revenue.

Global Leadership & Innovation

Banigig aims to dominate the global freelance market, introduce AI-driven personalization, expand service offerings, launch enterprise solutions, implement sustainability initiatives, and prepare for an IPO to secure long-term growth and market leadership.

# OUR TEAM

**01. Ben Jalilian**

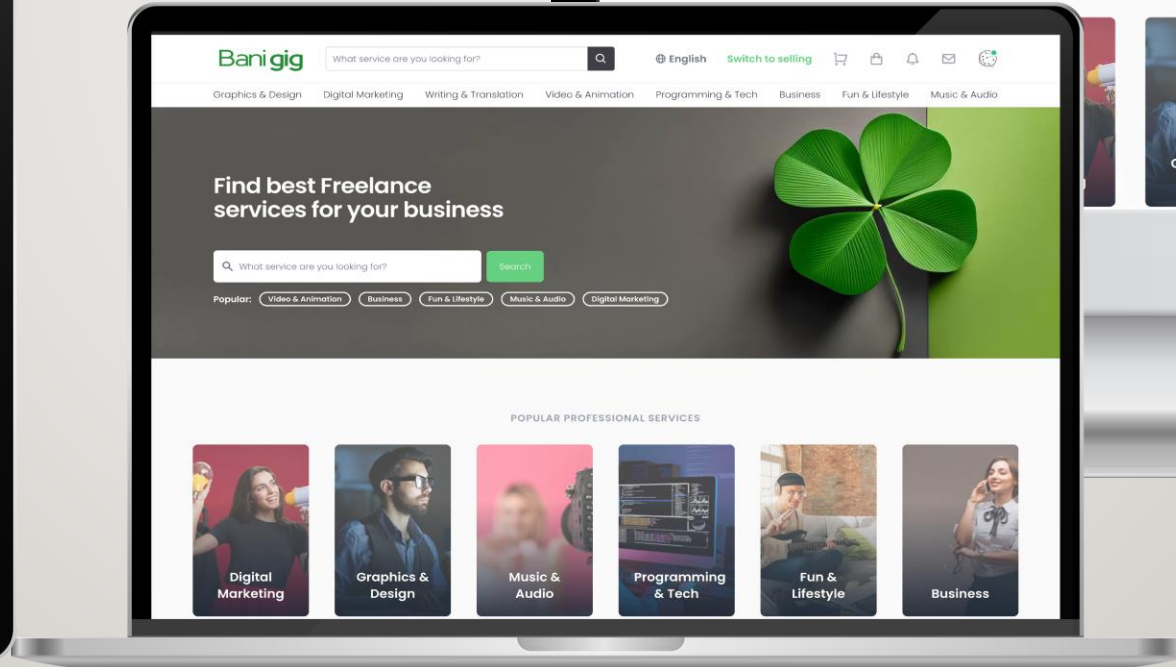
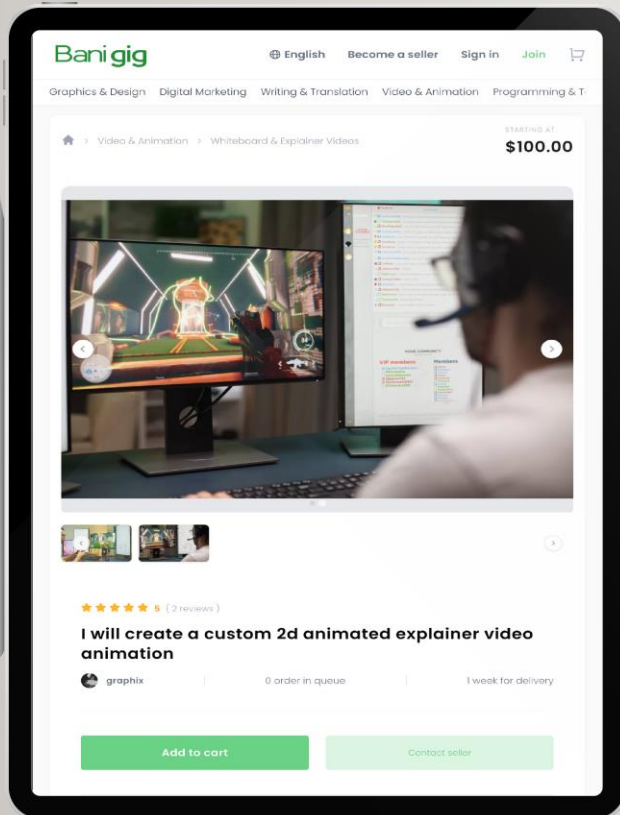
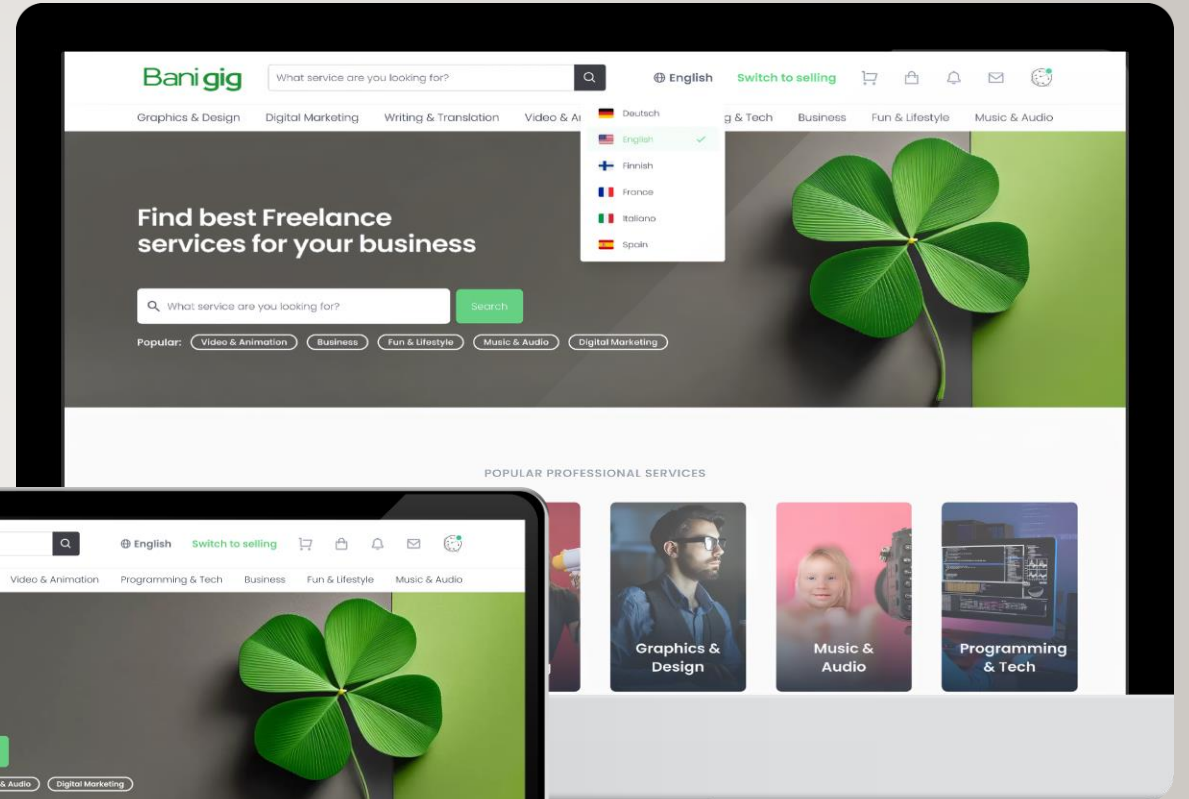
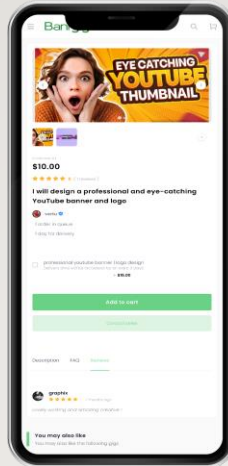
**02. Elham Jalilian**

**03. Faezeh Bagheri**





# BANIGIG SCREENSHOTS SHOWCASE



# OUR CONTACT



## PHONE

+971 58 69 4 1369



## EMAIL

[www.banigig.com](http://www.banigig.com)

[contact@banigig.com](mailto:contact@banigig.com)

# THANK YOU