

inluzion

Inluzion.co

A marketplace for recruiting diverse talent for freelance, contract & long-term jobs.

<https://inluzion.co>
founders@inluzion.co

Executive Summary

In the US professionals collectively earn 1.2 trillion dollars each year performing **freelance, project, contract, consultant, or independent based work**. 30 million additional professionals are estimated to become freelancers over the next 10 years. We have emerged as the only diversity focused talent marketplace that facilitates work between companies and diverse talent.

Problem

- Global competition from talent using advanced project procurement tactics
- Studies indicate bias exists on existing platforms for freelance talent
- Studies indicate women freelancers earn 30% less than men

Market Potential

- 57.3M professionals freelance
86.5M by 2027
- 47% millennials are freelance workers
- Freelance Talent in US:
Women-23.5M
Latinix-8.5M Black-6.3M

Milestones

A marketplace for hiring diverse agile talent. (A diversity themed & US-focused Upwork)

- Marketplace that provides agile talent located in the US with exposure to project opportunities and facilitate projects from diversity aware companies.

Milestones

October 7, 2018
Launched MVP

May 2019
750+ Talent Candidates
150+ Companies

Partnerships:
2 Coding Bootcamps
5 D&I Focused Orgs.

Revenue Model

- 20% surcharge for payments to talent (ex: \$800 Project = \$160 fee)
- 20% of contract or salary for recruiting placement (ex:\$40,000 Salary = \$8000 commission)

Management

- We're 2 founders addressing the "Future of Work" with 17 years of entrepreneurial experience, 19 years of senior HR experience, previous participation in 2 incubators, 2 pre-accelerators and a startup boot camp.

Product/Service Summary

The Inclusion market facilitates the recruiting of talent, skills matching, the bidding process, communication, payments and even disputes.



SCHEDULE A CALL TOP 10% HIRE FREELANCERS FIND WORK PARTNER LOGIN

Digital Marketing, VAs, Writers, Web Developers, Designers and more



Kimberly Harris \$40.00/hr
Front End Developer/Designer
1 year experience
Frontend Web Application Development, Web Interface Design, Website Design



Damien Johnson \$35.00/hr
Video-Content Specialist/Video Editor
10 years experience
Photo Editing, Photography, Video Editing, Video Production



Lorisa Griffith \$25.00/hr
Freelance Writer | Writing Consultant
2 years experience
Article & Blog Writing, Creative Writing, Editing & Proofreading



Shelia A. Huggins \$85.00/hr
Attorney | Business Strategist
15 years experience
Contract Law, Corporate Law, Non-Disclosure Agreement

Company Details

Industry: Talent Marketplace, Recruiting, Fintech

Location: Atlanta, GA



Funding Goals

Salaries, Biz Dev, Legal, Marketing, R&D



- 30% Biz Dev
- 20% Marketing
- 20% Salaries
- 15% R&D
- 15% Legal

FAQ

How do you acquire customers?

Through targeted social media ads, emailing/calling companies to procure jobs for listing, college campus engagement, small business organization engagement, fortune 1000 company engagement.

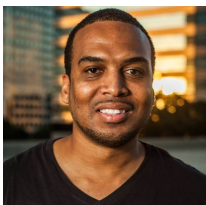
How long is the runway for your target raise?

18 months

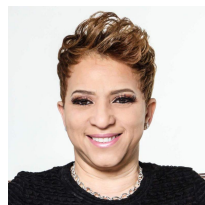
Why not partner with a larger competitor like Upwork.

Upwork has 200K US freelancers out of 1.8M global freelance users. Of that 29K earned \$1 or more through the platform, totaling \$260M. However freelance talent collectively earns 1.4 trillion dollars in payments each year. There is opportunity to build a company without such a partnership.

Leadership Team



Jibril Sulaiman
Technical Founder & CEO
Previous startup on 2016 Inc. 5000 list
<https://linkedin.com/in/jibrilsulaiman>



Maxine Cain
Co-Founder & COO
20+ years in HR experience
<https://linkedin.com/in/maxinecain>