

# The Future of Work

Matt Cooper // VP, Enterprise Services

June 4, 2014





# The world of work is changing





# How we hire today is holding us back

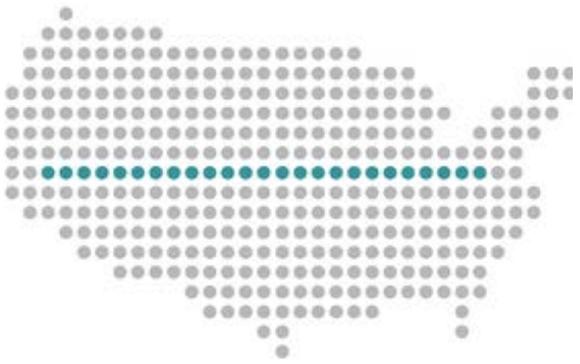
“66% of multinational companies say talent shortages are likely to affect their bottom line in the next 5 years”

*–Economist Intelligence Unit*

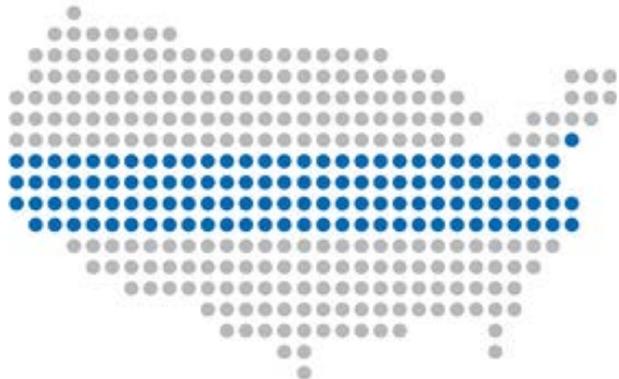


# 50% of US workers will be independent by 2020<sup>1</sup>

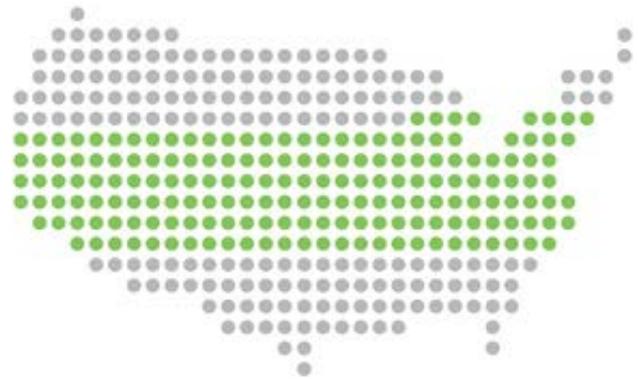
2005



2014



2020

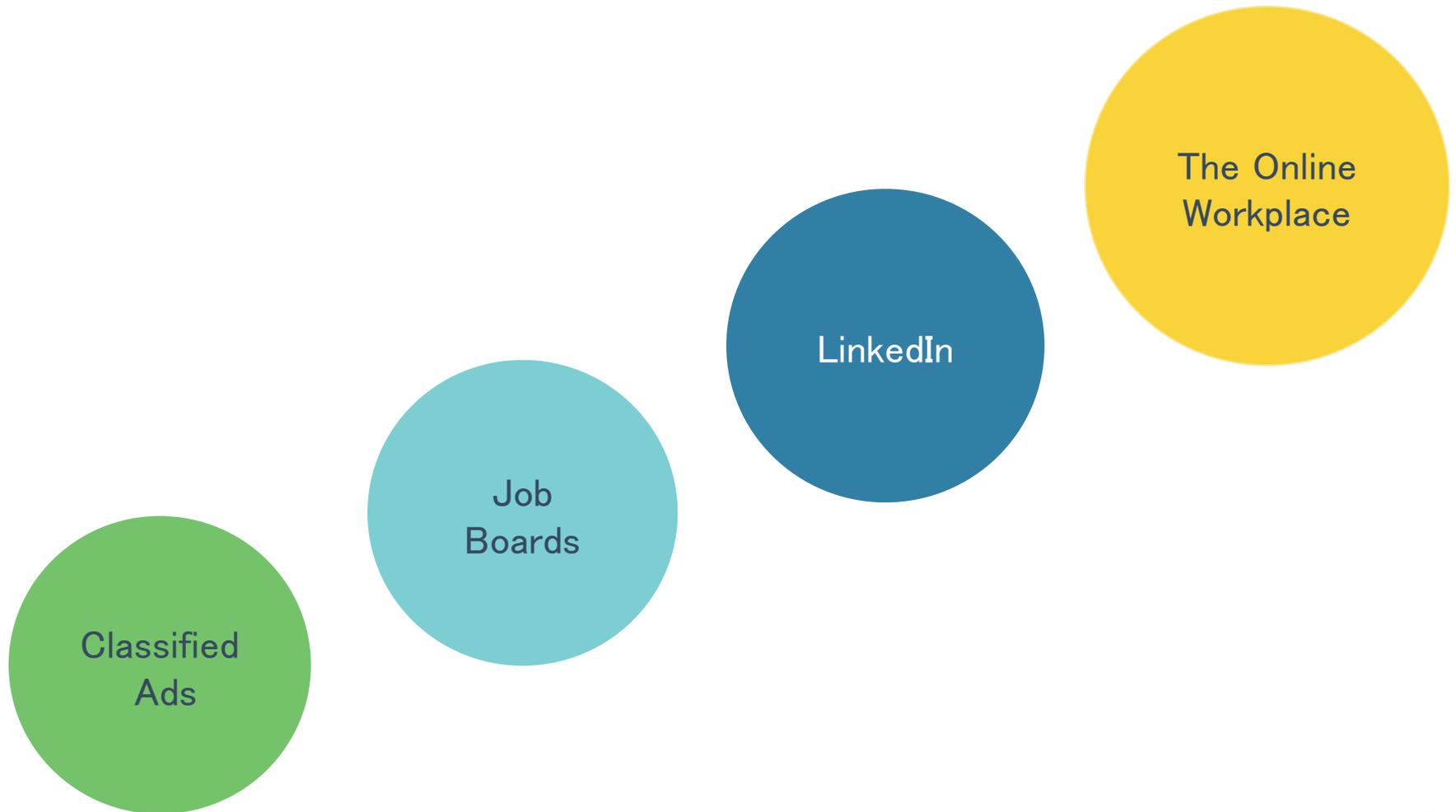


(and more than 2 billion people globally have internet access)

1. MBO Partners



# Businesses who embrace the reinvention of work will be ahead of the competition



# Talent is equally distributed – opportunity is not



# Global marketplace for businesses and freelance talent

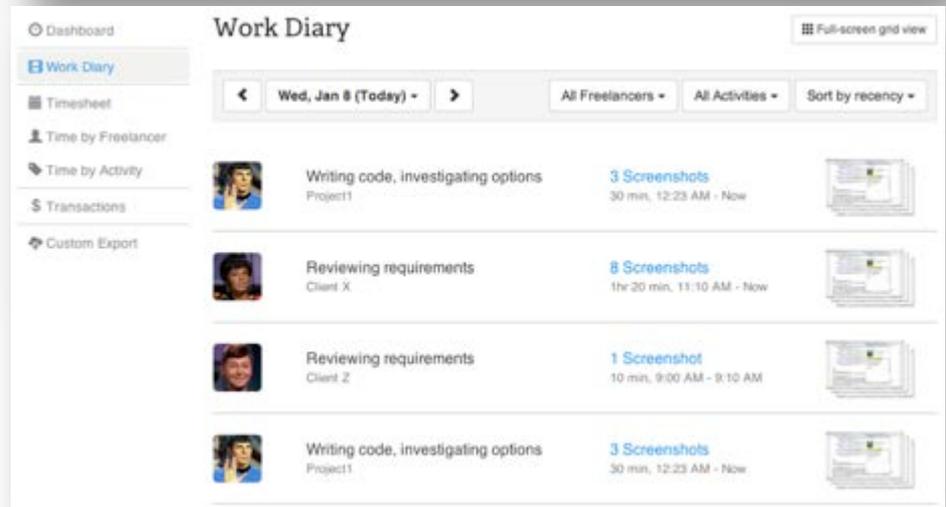
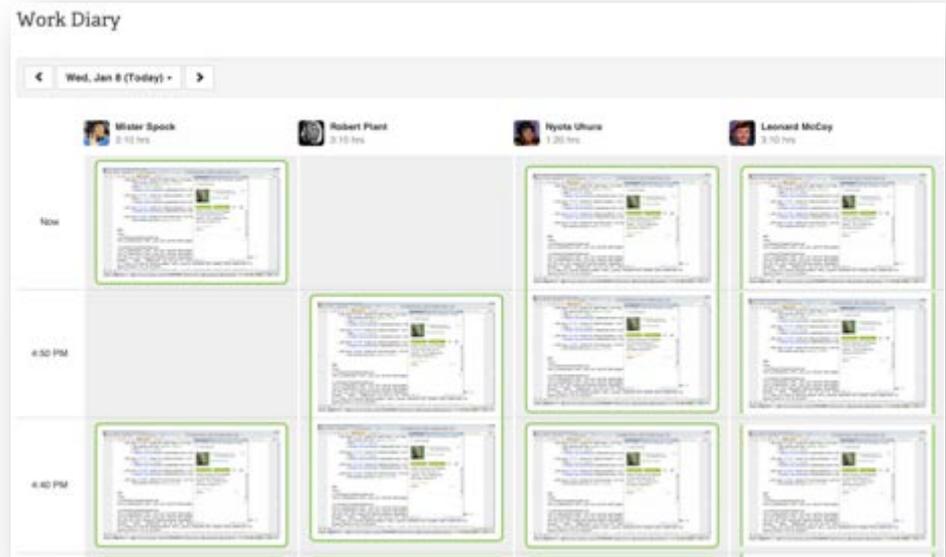
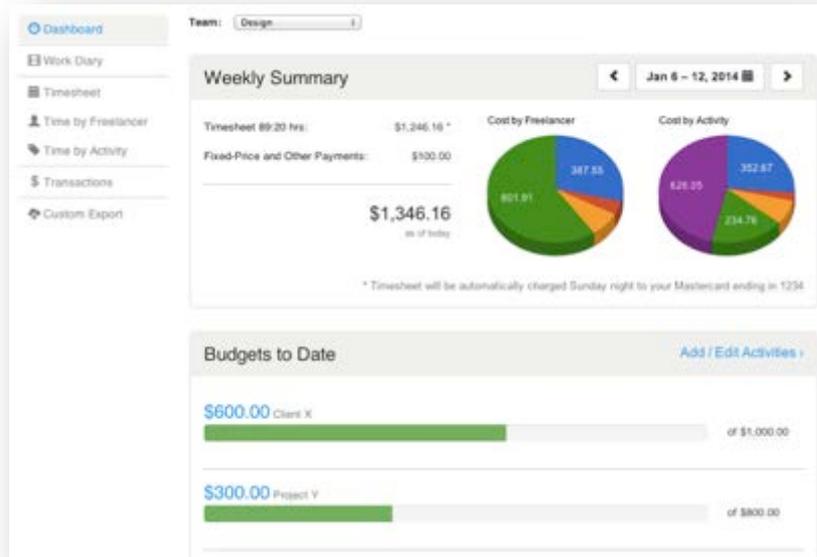


**2M+**  
businesses  
seeking 2500+ skills

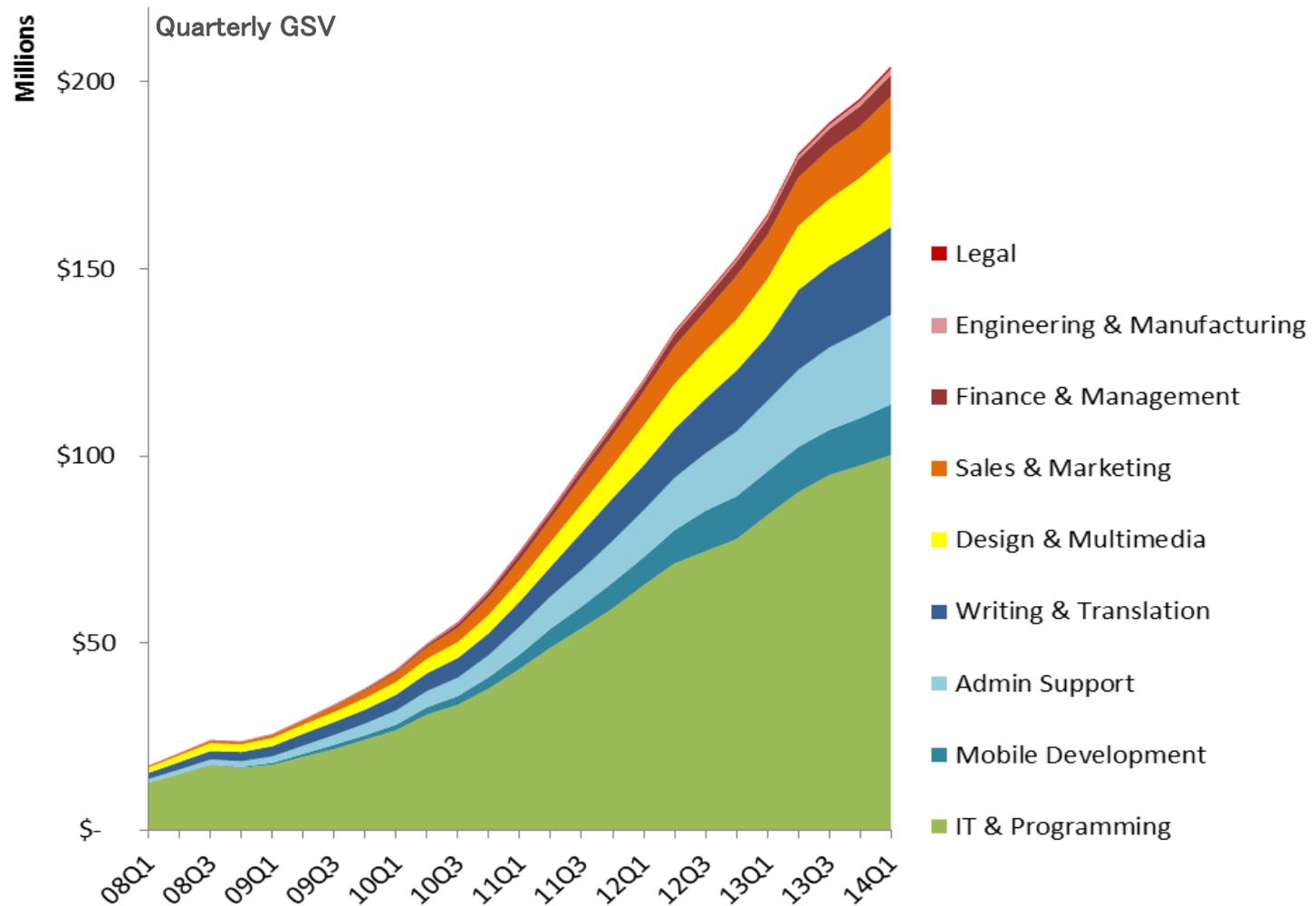
**8M+**  
freelancers  
from 180+ countries

**\$750M**  
worth of work done  
in 2013

# A platform designed to manage remote, distributed teams

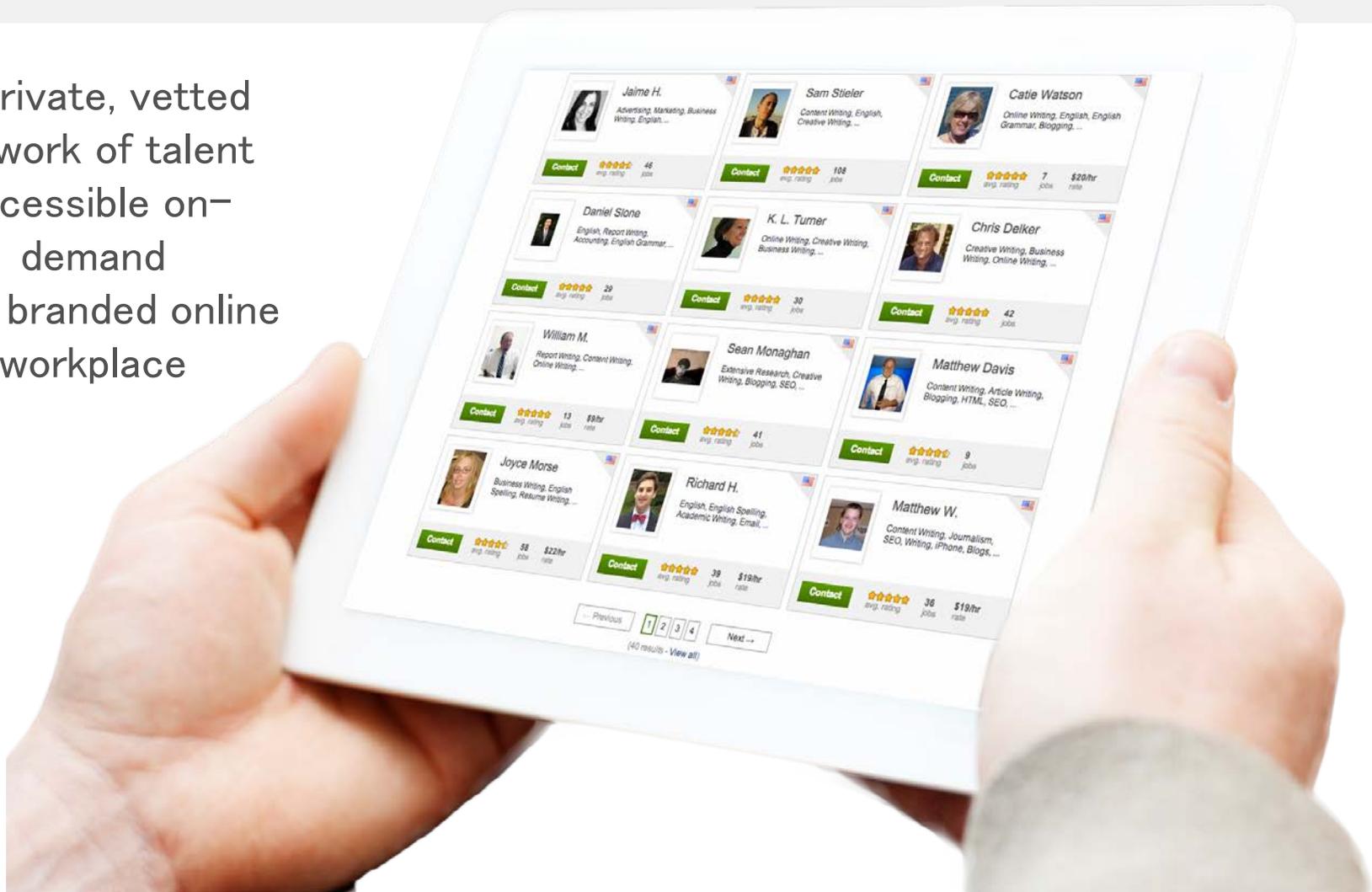


# Rapid growth in expanding categories



# Enterprise model: Private Talent Cloud

A private, vetted network of talent accessible on-demand via a branded online workplace



# Rapid adoption within the enterprise

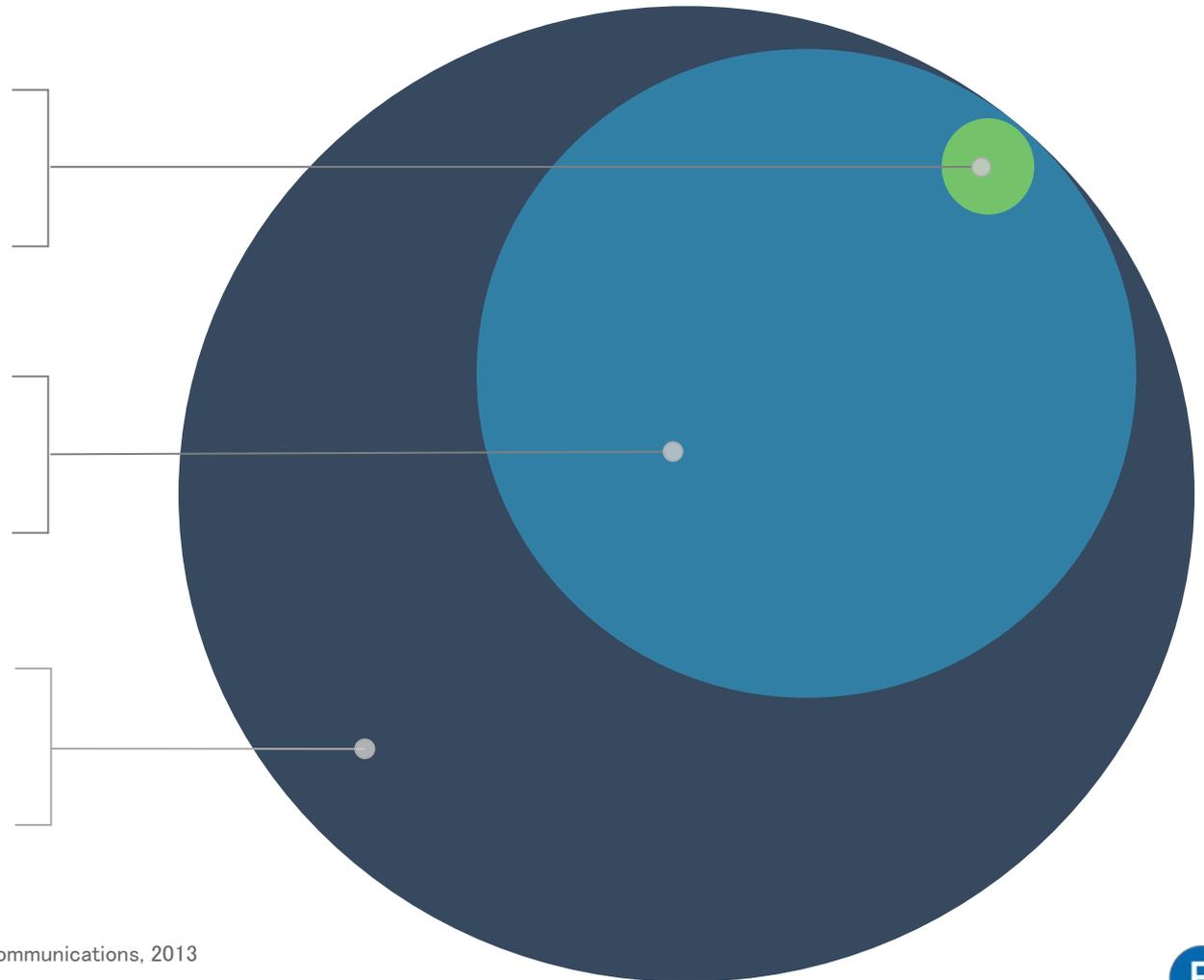


# Megatrends point to a much larger addressable market

**\$0.75Bn**  
Elance-oDesk  
2013 freelancer  
earnings

**\$422Bn**  
Staffing  
Market

**\$2Tn**  
Contingent  
Labor Market



Source: Staffing Industry Analysts; Crain Communications, 2013

© 2000-2014 Elance-oDesk, Inc. Elance-oDesk proprietary and confidential. Do Not Distribute.



# Imagine if 2% of work moved online

Ecommerce is an enormous market, but it still **only accounts for 6% of total retail.**

Work<sup>1</sup> is an even bigger market.

If a relatively conservative 2% of work moves online, this represents **a potential \$40B market.**

1. “Work” market = The global contingent labor market size according to Staffing Industry Analysts





Thank You

[ELANCE.COM/PTC](http://ELANCE.COM/PTC)