

Upwork Fact Sheet

About Upwork: [Upwork](#) is the world's largest freelance talent marketplace. As an increasingly connected and independent workforce goes online, knowledge work—like software before it— is shifting online as well. This shift is making it faster and easier for clients to connect and work with talent in near real-time and freeing professionals everywhere from working at a set time and place. Freelancers are earning more than \$1 billion annually via Upwork.

What does it mean to “Upwork”?

*“There is an earth-sized talent pool of freelance professionals out there, yet most businesses still limit their thinking to rigid local hiring models. These traditional hiring models were built for the Industrial Era, not the Information Age. **Upwork signals a new chapter of work in which people are able to hire quality talent — regardless of where the professional happens to be — in minutes.** Freelancers were already earning \$1 billion annually via Elance-oDesk — I predict they will earn \$10 billion annually via Upwork within six years.”* -- Stephane Kasriel, CEO, Upwork

Key Stats:

- Globally, independent professionals earn more than \$1 trillion¹ per year.
- In the U.S. alone, 53 million professionals freelanced last year².
- Upwork is the [first online marketplace large enough to qualify for a ranking of top U.S. staffing and talent engagement firms](#)

The Three Chapters of Work's Shift Online:

Chapter 1 (2000). Resumes and job classifieds move online *Hiring time = around 3 weeks*

- Job boards (such as Monster.com and Craigslist) and professional profile sites (such as LinkedIn) made information more readily available, but didn't indicate whether professionals were currently motivated to find new work. They also focused on traditional hiring of full time employees.

Chapter 2 (2005 - 2015). Online workplaces launch *Hiring time = around 3 days*

- Elance.com and oDesk.com launched and — in addition to providing job listings, profiles and other context needed for hiring — enabled the actual work to happen online, thereby reducing geographical dependencies and opening up a global talent pool. These sites start disrupting traditional hiring models and empowering flexible work by connecting clients with independent professionals actively looking for freelance work.

Chapter 3 (2015 - future). Online work goes real-time *Hiring time = 3 minutes*

- Upwork represents a new chapter in which real-time hiring will be realistic for businesses. Traditionally it took around three weeks to hire; now, Upwork is at an average of three days to hire, and within the year it will be possible to hire in minutes or less. With a clear indication of the best professionals actively available across a global talent pool, the biggest barriers to hiring — bandwidth and availability of specific skills — will disappear.

For more information see Upwork's:

- [“Freelancing in America” study](#) - the first study to quantify all freelancing activity in the U.S.
- [Annual Impact Report](#) - online freelancing's socio-economic impacts, including personal stories

¹ As of 2013, according to Staffing Industry Analysts “Global Contingent Labor Estimate,” March 10, 2015

² Elance-oDesk and Freelancers Union “Freelancing in America” study