WASEEM AKRAM'S INSTITUTE OF DIGITAL SKILLS (WAIODS)

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(2023)

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A thesis submitted in partial fulfillment of the requirements for the degree of

MS Innovation and Entrepreneurship

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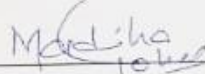National University of Sciences and Technology (NUST)

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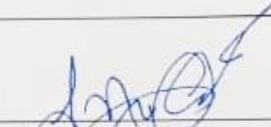
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Declaration

I certify that this research project work titled "*Waseem Akram's Institute of Digital Skills"* is my own work. The work has not been presented elsewhere for assessment. The material that has been used from other sources has been properly acknowledged/referred.

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Acknowledgments

In the pursuit of knowledge and the fulfillment of this thesis, I stand humbly awed by the guiding presence of Allah Subhana-Watala. Every spark of insight, every glimmer of understanding, and each helping hand extended to me was a manifestation of His divine will. All praise belongs to Him alone, the source of all wisdom and strength.

To my parents, whose unwavering love has been my anchor and whose sacrifices have shaped me, I owe a debt of gratitude that words can scarcely encompass. You nurtured me when I was weak and stood by me as I grew, never faltering in your support. Your faith in me has been the wind beneath my wings.

Dr Owais Anwar Golra, my supervisor, has been a beacon of guidance and wisdom. Your dedication, patience, and encouragement have not only guided this thesis to completion but also enriched my journey of learning. I am profoundly grateful for your mentorship.

Special recognition must be extended to my business partner Faraz Mujeeb, whose collaboration, innovative thinking, and ability to decipher the most perplexing challenges have made this thesis possible. Your dedication and friendship have been invaluable, and I am immensely grateful for your unwavering support.

I extend my sincere thanks to Dr. Madiha Gohar and Dr. Adnan Waseem for their vital roles on my thesis guidance and evaluation committee. Your insights and expertise have added depth and rigour to this work.

A heartfelt acknowledgment goes to Mr.Pir Amad, the industry expert who brought a practical and informed perspective to my project.

Finally, I extend my gratitude to all those unnamed individuals whose contributions, big or small, have made this thesis a reality.

May this work stand as a testament not only to my efforts but to the collective wisdom, encouragement, and faith of all those who have touched my life. Thank you.

Dedicated to my exceptional parents and adored teachers whose tremendous support and cooperation led me to this wonderful accomplishment.

Executive Summary

WAIODS embarked on a transformative journey to bridge the gap in the digital skills landscape, especially within Pakistan. The research commenced with a profound analysis of the digital skills history, the industry's backdrop in Pakistan, and the personal story of the company's founder, highlighting existing challenges in the sector. The significance of addressing these challenges forms the foundation of this business research project.

A comprehensive review of current literature underscores the critical role of digital skills in freelancing, highlighting key areas such as language inclusivity in digital education, community empowerment, fostering digital collaborations, blending learning environments, and the imperative of gender equality in digital transformation.

A detailed Strategic Market and Industry Assessment was conducted to understand the digital skills sector's nuances in Pakistan. Renowned analytical tools like PESTEL, SWOT, Porter's Five Forces, and competitor analysis offered a 360-degree view of the industry's landscape. These insights laid the foundation for strategic recommendations and interventions.

WAIODS emerged as a beacon of hope for budding freelancers, addressing their significant barriers and offering holistic solutions. Rooted in the region of Khyber Pakhtunkhwa, WAIODS's strategic approach, combined with its vision, mission, and values, paves the way for creating a generation of skilled freelancers competitive on a global scale.

The research further unravels the methodology and operational strategies behind WAIODS's success, emphasizing the significance of market understanding, branding, tech-enabled outreach, and proactive risk management. The subsequent exploration into WAIODS's journey in digital education offers a vivid account, of course, ed-tech tools integration, and the determination to enroll and sustain a significant student cohort.

A deep dive into WAIODS's financial landscape elucidates its revenue streams, expenditures, and the balance between ambition and fiscal prudence. Beyond the numbers, the research highlights

WAIODS's significant milestones, charting its trajectory from initial market tests to future-oriented plans.

Every journey face challenges, and WAIODS's path was no exception. The research introspectively navigates through these challenges, from dealing with non-serious participants to technical constraints, illuminating the resilience and innovation that characterize WAIODS's response.

The digital world's complex ethical landscape makes WAIODS's commitment to upholding the highest ethical standards evident. The research articulates the ethical guidelines steering WAIODS, highlighting the ethical dilemmas encountered and the robust responses formulated.

In conclusion, this business research project provides a panoramic view of WAIODS's expedition in digital skills and freelancing. Through reflections, recommendations, and an outlook towards the future, the research embodies WAIODS's undying commitment to fostering excellence and innovation and positively impacting the digital skills sector.

Key Words: *WAIODS, Digital Entrepreneurship, freelancing in Pakistan, online education.*

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CHAPTER 1: INTRODUCTION

This chapter provides details about the introduction of this business research project. By delving deep, this chapter focused on the history of digital skills, background of digital skills industry within the context of Pakistan and personal history of the founder of the company, existing problems within the digital skills industry resulting in the problem statement for this project as well as significance of this project. The chapter ends with the overall objectives of this research project along with the structure of this report mentioning the composition of each upcoming chapter of this report.

1.1 Industry's History

The history of digital skills industry has stretched out across several decades, intricately linked with technological progressions as well as social progress. This evolution has led to the comprehension that digital skills are not just about technological competence, but also about leveling the playing field for marginalized communities. The evolution of digital skills industry could be divided into various phases.

The foundation of digital literacy, a cornerstone of the digital skills industry, was particularly laid between the transformative decades of the 1950s and 1970s (Bartolomé et al., 2022). This critical period marked the materialization of computers, leading a massive shift in the technological landscape. Emerging from the minds of visionaries, these early computing machines held the promise of revolutionizing human abilities. Nevertheless, in their blossoming form, programming and operating these computers required a level of dedicated knowledge that was limited to a selected group of engineers, scientists and researchers (Urquizo et al., 2020).

The details of these early systems demanded a close familiarity that was mostly beyond the reach of the general public. As such, access to the world of computing was confined to a selected few, primarily within the realms of academia and corporate enclaves. The burgeoning digital skills, encompassing the mastery of programming languages and the inner workings of these computational marvels, were thus mainly cultivated within these limited spheres, setting the initial parameters for a domain that would later transform into a global industry (Vanek, 2022). This

developing phase not only set the route for digital skills attainment but also laid the foundation for the digital revolution that would come to redefine the relationship of society with technology.

Another era is characterized with the rise of personal computing and democratization that spans in between 1980s and 1990s. The 1980s brought a noteworthy shift with the introduction of personal computers (Wannapiroon et al., 2022). This period marked the beginning of a new era in the field of technology as computers became more affordable and accessible to the general public. Basic programming languages like BASIC (Beginners' All-purpose Symbolic Instruction Code) enabled individuals to engage with computing on a personal level (Salma et al., 2020). However, the digital divide was still obvious, as marginalized communities lacked the resources to chip in fully.

Next starts the internet era as well as digital inclusion and timed in between 1990s and 2000s. The 1990s led towards in the era of the internet, revolutionizing how people connected with technology (Bartolomé, Garaizar & Larrucea, 2022). Online communication, web development and digital marketing skills materialized as valuable assets. Nevertheless, the digital divide remained a challenge, as communities without sufficient access to technology found them further marginalized. Efforts began to emerge to address digital inclusion, recognizing that access to technology was a precondition for the acquisition of digital skills. This era is characterized as the inclusivity and skill diversity phase and started in 2010s. 2010 brought a diversification of digital skills, ranging from data analytics and mobile app development to artificial intelligence and machine learning (Vanek, 2022).From 2010s to present era, digital skills and freelancing for different communities became accessible and common. The significance of digital skills in breaking the cycle of poverty and exclusion gained prominence. Governments, non-profit organizations, and private sector entities launched initiatives to offer training programs and digital literacy to the individuals from marginalized communities who have lesser access to the resources (Ng et al., 2023). These initiatives aimed not only to teach technical skills but also to infuse confidence and promote a sense of belonging in the digital age. By equipping different communities with the tools to navigate the digital landscape, these programs wanted to create pathways to economic steadiness and independence.

In recent past the COVID-19 pandemic acted as a channel for change, revealing the conspicuous disparities in digital access. With remote work becoming the norm, digital literacy became an indispensable skill for maintaining employment and accessing education and services (Vanek, 2022). The pandemic highlighted the importance of bridging the digital divide, prompting accelerated efforts to offer online training about freelancing and resources to different communities (Salma et al., 2020). It reinforced the conception that digital skills were not just a means of empowerment but a precondition for continued existence in an all the time more digital world.

Looking forward, the digital skills and freelancing industry is progressively more tilted towards the hunt of inclusive technological futures. The efforts to offer training to different communities have elucidated the potential of technology to take apart the barriers, promote innovation from diverse perspectives, and drive societal progress. By ensuring that everyone has access to digital education and the skills needed to participate in the digital economy, we move closer to a world where technology is an enabler of equality rather than an amplifier of disparities. The need for digital skills also increased due to the increased inflation, resulting in demand for second source of income from masses.

Since labor rates in Pakistan are much lower than those in developed countries (Muzamil et al., 2022), international clients preferred to hire freelancers from Pakistan, which helped them save much money. This demand and the people's desire to be their bosses and have flexible working hours have led to a massive increase in the number of freelancers in Pakistan in recent years. The recent corona pandemic, during which people were forced to sit at home, led to more people exploring the world of freelancing. As a result, Pakistan's freelance market growth rate shot up from 4% in 2018 to 47% in 2020 (Abbas et al., 2022). This helped Pakistan stand 4th in the ranking of countries with the fastest-growing earnings through the freelance industry (Zaman et al., 2022).

This shift of people towards freelancing also led to an increased demand for sources to learn and build skills, and a dramatic surge was seen in subscribers of YouTube channels providing relevant courses (Abbass et al., 2022). As a result, channels with a few thousand subscribers, previously thought of as drawing back from the platform, are now enjoying millions of followers.

All these contextual situations and the personal experiences within the industry let towards a great demand of learning for digital skills and most importantly freelancing.

1.2 Background

In 2018, when Waseem Akram (the founder of WAIODS) was involved in various societies and extracurricular activities at university level during his studies, he always searched for new opportunities to try. During the same time, the governmental scheme "Youth Employment Program" was introduced, offering courses in digital skills to young people so they could support their financial needs through freelance marketplaces. Waseem also registered for a course in "Digital Business Communication" from the program, which helped him improve his skills. Being an integral part of the logistics team in social societies of university, he also explored the printing services market. His acquired skills and exposure to the market led him to start a company that could provide physical printing and digital services in the branding category. The company, named "Shuhrat," was inaugurated in Aug 2018 and officially incorporated in Dec 2019, with Waseem Akram as the founder of the company.

The company listed its first freelance account on Fiverr.com in September 2018. Efforts of the company helped it rank in the video editing section, making $1080 in its first 18 days of ranking (Dec. 2018). The team saw the potential in the freelance platform as they could make 20 times more than they were making from physical printing services. The next year (2019) was difficult as the initial profile was banned from the platform due to violating the terms of service. As new to the industry, Waseem needed to know the basic rules and terms of service.

After being removed from the online platform made Waseem recognize the need to improve the knowledge of freelance platforms. To do so, Waseem took a two-month break to create new profiles on different freelance platforms and portfolios and understand the algorithms of those platforms. This time, the team made about $2,000 in the whole year (2019). Although it could have been a better year in terms of revenue, it was a productive year for Waseem in terms of learning.

Waseem graduated from the University of Engineering and Technology, Mardan Campus, in August 2019. It was time to expand the startup. He acquired new staff and interns and extended

their services to 12 different domains, including but not limited to: video editing, graphic design, development, content writing, and branding. The company operated with the new setup for almost seven months, during which Waseem developed excellent talent management skills. Working on almost 200 projects online, he recruited and trained more than a dozen employees out of the hundred applicants he interviewed. Unfortunately, this was when the corona virus hit the country.

A country-wide lockdown was announced in March 2020, which forced the company to evacuate the building. During their time at home, Waseem's digital services became the only source of revenue for the company as they shifted to virtual operations. Shuhrat was one of the few fortunate businesses during the lockdown as it grew digitally. The new ranking in the graphic design category helped him complete over 300 new projects in just two months. Looking back on his journey, Waseem always wished he had started his freelance journey earlier than in 2018, as it was a field of excitement and learning for him. He wanted others to benefit from it, so he offered to help beginners in the freelance field with guidance and mentorship. Waseem reached out to hundreds of freelancers for guidance services and mentored more than 150 of them; today, many attribute their success to Waseem.

Until now, Waseem Akram has worked on over 2200 projects, interviewed hundreds of applicants for his projects, recruited dozens of them, and alongside providing them with work, he mentored them to grow in the freelance industry. While informally counseling multiple people, Waseem noticed that the conversion rate from those people to freelancers was only 4%. Most of them were Pashto speakers, and as part of that market himself, Waseem realized that we generally don't value things that come to us easily and for free.

It was felt that to make it official and improve the conversion rate, a business model is needed where people will pay for the counseling they receive and then be given personalized courses. The edge will be that the courses will be taught in real-time, unlike the pre-recorded courses of competitors. Waseem took the initial steps of testing the market and received a good response from followers. Through informal interviews and interactions with those followers on different occasions, he received positive responses to his market test. He is now ready to execute the idea to a larger portion of the target market. Exhibit 2 provides evidence for the market test.

1.3 Problem Statement

In Pakistan's province of KPK, including cities like Peshawar, Mardan, Swat, Swabi, and Nowshera, it was found through that misconceptions and lack of proper guidance related to online work and freelancing have created significant barriers. Since no published study is available in this context from the above mentioned regions, personal experience and informal discussion with people from those areas revealed that online earnings are considered as a scam or unattainable dreams, reflecting a broader lack of awareness and understanding. This lack of awareness not only stifles individual growth but also hampers the region's overall economic development.

The problem is further exacerbated by the need for more tertiary education focused on digital skills. Traditional education systems may need to adequately prepare students for the opportunities and challenges of the digital era. The curriculum might not align with the fast-evolving digital landscape, leading to a mismatch between the skills taught and those needed in the market. Without targeted digital training, young individuals are ill-equipped to leverage the Internet's vast potential for entrepreneurship, innovation, and global engagement.

Moreover, the cultural context of the region adds another layer of complexity. Language barriers, social norms, and regional traditions may further restrict access to digital learning and acceptance of online work as a legitimate career path. While globalization has brought many opportunities closer to home through the internet, the need for localized content and tailored training has increased for many in the province of KPK.

Based on the above mentioned problems, WAIODS felt the challenge of imparting digital skills and reshaping attitudes towards online work. The institute must navigate societal skepticism, limited access to technology (Amir et al., 2020), and a scarcity of relatable success stories. The task is to educate, inspire and motivate people, creating a paradigm shift in how the local population views and engages with the digital world.

The need for a solution is urgent. As the world moves into the digital age, regions that fail to adapt risk falling further behind, widening economic disparities, and limiting future growth potential. WAIODS aims to fill this significant void, crafting an approach that acknowledges the unique barriers faced in KPK while offering actionable pathways to overcome them.

1.4 Objectives

Keeping in view the problems faced by individuals of KPK (and mentioned above in problem statement section), WAIODS's comprehensive objectives are thoughtfully crafted to address the complex and multifaceted challenges. These objectives reflect the institute's mission, vision, and strategic focus, aiming to transform the digital skills landscape. They are outlined as follows:

1. Create freelancing courses in native languages of the KPK, fostering comprehension and participation among the local community and dismantling entry barriers by providing inclusive digital education irrespective of English proficiency.

2. Empowerment of individuals through comprehensive skill development, including customized training, mentorship, and ongoing assistance.

3. Cultivate a sense of community through interactive platforms, courses, and forums, fostering a harmonious network that encourages collaboration and support.

4. Transition from an entirely online presence to a blended presence where physical centers dispersed throughout the region.

Focusing on inclusivity, advancing gender equality by offering tailored interventions and support to female learners, aiming to empower them as leaders and contributors in the digital transformation process.

1.5 Scope of the Project

WAIODS encompasses a multifaceted plan aimed at enhancing digital education and empowerment within a specific region. This includes the creation of courses in native languages like Pashto to ease the understanding and engagement among the local community, thus addressing language-related limitations and promoting comprehensive digital learning. Furthermore, the project aims to promote wide-ranging skill development through customized training, mentorship, and ongoing support, with an explicit focus on empowering individuals to succeed in freelancing.

Furthermore, the project seeks to set up a sense of community through interactive platforms, courses, and forums, promoting teamwork, inclusivity, and support within a dynamic digital ecosystem. To inflate its reach, the project envisions transitioning from an exclusively online presence to a blended approach, with physical centers strategically dispersed throughout the region to furnish to diverse learning needs. This will be harmonized by the continuation of the virtual platform to guarantee the accessibility for remote learners.

Lastly, the project highlights its commitment to inclusivity by prioritizing gender equality. It aims to provide adaptable involvements and support to female learners, empowering them to become active leaders and contributors in the ongoing digital revolution process. Overall, the project's scope includes a wide-ranging strategy to overcome hurdles, promote learning, and create a flourishing digital community marked by engagement, diversity and empowerment.

1.6 Ethical Considerations

Given the objectives and scope of this project, several ethical considerations are taken into consideration to make sure that the initiatives are in line with the ethical standards and best practices. Few of the ethical considerations for this project are mentioned below:

1. When creating courses in native languages, it's important to approach cultural nuances and dialects with compassion and respect. Stereotyping will be avoided because it could perpetuate cultural biases. Collaborations with local experts are made to ensure accurate portrayal and respectful representation of the community's values and practices.
2. As the project involves online platforms, data privacy and security are paramount. Collection and storage of user data will be done with responsibly, adhering to the regulations of data protection.
3. When tailoring interventions for female learners, a commitment will be maintained to equal opportunity. Reinforcement of stereotyping will be avoided and it will be ensured that interventions are empowering without marginalizing other groups.
4. There will be clear communication about project's objectives, data usage policies, and how collected information will be used. Informed consent will be obtained from learners to

participate in the program and share their data. This transparency fosters trust and allows participants to make informed decisions.

5. Local stakeholders, communities, and organizations will be collaborated closely to ensure that the initiatives align with their needs and aspirations. Engagement in open dialogue and involvement of the community in decision-making processes will be encouraged.

6. Ethical mentorship and guidance will be provided to the learners, emphasizing honest and responsible practices in freelancing and digital interactions. Potential issues such as plagiarism, data integrity, and professionalism within the digital community will be addressed properly.

7. Environmental impact of physical centers, such as energy consumption and waste generation will be considered. Minimizing the ecological footprint by adopting sustainable practices in design, construction, and daily operations will be encouraged.

8. There will be mechanisms for learners to provide feedback on the courses, platforms, and physical centers. Feedback will be valued to continually improve the learning experience.

By following all these ethical considerations, the project can make sure that its initiatives are in line with principles of respect, fairness, transparency, responsible digital engagement and contributing to the positive and sustainable outcomes for the society.

1.6 Structure of the Project

This project report contains a total of 11 chapters. Chapter 1 contains the introduction to the digital skills and freelancing industry along with the founders' background, objectives, and scope of the project. Chapter 1 also sheds light on the ethical considerations of this project. Chapter 2 reviews the existing literature on learning digital skills and freelancing and other relevant topics. Chapter 3 provides strategic market and industry analysis; chapter 4 focuses on proposed solutions for the problems currently being faced by the freelancing and digital skills industry. Chapter 5 sheds light on the methodology while the focus of chapter 6 is on the deliverables and ongoing progress. Chapter 7 details the finances of the project while chapter 8 highlights the milestones achieved and future plans. Chapter 9 talks about the issues faced throughout the incorporation of this project, chapter 10 details the ethical concerns while chapter 11 concludes the project by giving concluding remarks.

CHAPTER 2: LITERATURE REVIEW

This chapter reviews the current literature available in the field of digital skills and freelancing. Keeping in view the objectives of this research project, chapter covers the literature on importance of digital skills and freelancing, inclusivity of language in digital education, empowering communities through skill development and freelancing, fostering digital community and collaboration, blending physical and virtual learning environments and gender equality and inclusive digital transformation.

2.1 Digital Skills and Freelancing

Within the paradigm of this project, digital skills refer to the specific competencies and proficiencies needed for remote, online work, including technical expertise, communication, and online marketing abilities. Furthermore, this project operationalized freelancing as a working arrangement where individuals, often referred to as freelancers or self-governing contractors, provide services or work on specific projects for clients or businesses on a temporary, contract basis, usually without long-term employment commitments

During the time period of Covid-19 pandemic, lockdown restrictions has created new avenues for work from home which is beneficial for both employees and employers in the form of saving precious resources i.e. travelling time, travelling cost, office space saving etc. It has also created informal employment for those who are unemployed or in search of extra income to meet their daily needs (Huu, 2023). Since the eruption of Covid-19, world has been divided in two eras; pre-pandemic and post-pandemic era. In post pandemic era need for digital skills is increasing because of an increased need and trend of work from home.

The literature on digital skills and freelancing highlights the insightful impact of technological advancements on the nature of work and the economy (Yende, 2022). Digital skills have emerged as essential assets in today's age of digitalization, empowering individuals to navigate multifaceted technological landscapes and connect in diverse endeavors of online platforms. Research highlights the mounting demand for digital competencies across a range of sectors, as well as the role of these skills in increasing entrepreneurship, employability and innovation (Helgason et al., 2023). In addition, the materialization of freelancing, fueled by the rise of online platforms and opportunities for remote work, has redefined traditional employment

models. Studies emphasized on the dynamic nature of freelancing, characterized by autonomy, flexibility and the capacity to reach a global clientele (Antonijević et al., 2023).

Moreover, the literature highlights the importance of not only technical skills but also the ability to manage projects independently, market oneself and maintain strong relationships with clients (Helgason et al., 2023). As freelancing continues to shape the future of work, understanding the relationship between acquisition of digital skills and freelancing success becomes essential in preparing individuals for the evolving landscape of digital employment (Huu, 2023). Despite the importance of this platform for employability and overall economic development, there are still lack of awareness and training which is creating hindrances for the growth of this important sector. Individuals looking for this skill face some issue including, but not limited to the, language barriers, unavailability of a likeminded community as well as unequal opportunities with regard to gender and locality.

2.2 Inclusivity of Language in Digital Education

Language inclusivity in digital education has garnered substantial attention in educational research due to its essential role in learning accessibility and engagement. Language plays a multifaceted role, influencing how learners comprehend and interact with educational content (Addy et al., 2023). The Role of Language in Learning and Access to Education underlines how language proficiency can either facilitate or hinder learners' ability to access and benefit from educational materials, particularly in diverse linguistic environments. Language Barriers and Challenges in Digital Learning have been identified as significant obstacles, especially in regions rich with local dialects (Gurjar & Bai, 2023). Studies reveal that learners encountering content primarily delivered in a non-native language may experience reduced comprehension, leading to diminished engagement and discouragement (Liao, 2023). This shows that how native language is important for learning digital skills.

Strategies for overcoming language barriers in educational settings are very important for fostering equitable learning experiences. Research suggests that multimodal approaches, such as incorporating visuals and interactive elements, can enhance content comprehension (Chen, Hughes & Ranade, 2023). Additionally, employing machine translation or language localization tools can

mitigate language-related barriers but not proven much effective in comparison to real time learning in native language (Addy et al., 2023). Moreover, cultivating a supportive and inclusive learning environment where students feel comfortable seeking clarification can also promote active participation enhanced efficiency.

The impact of native language course offerings on comprehension and engagement underscores the potential benefits of delivering courses in learners' native languages. Studies show that such an approach fosters higher comprehension, engagement, and participation rates (Gurjar & Bai, 2023). Learners are more likely to grasp complex concepts and actively engage in discussions when they can engage with content in their familiar language. The literature underscores that language inclusivity is pivotal in digital education (Antonijević et al., 2023). Addressing language barriers through tailored strategies and native language course offerings can augment learning outcomes, promote engagement, and bridge the gap in educational access, particularly within linguistically diverse contexts.

2.3 Empowerment through Digital Skill Development and Freelancing

The literature highlights the complex connection between digital skill development and empowerment, predominantly within the context of freelancing and the developing gig economy (Zaman et al., 2022). Before going deep into the discussion of this relationship, within the context of this project, empowerment refers to the process of granting individuals the ability and resources to gain control over their careers, achieve financial self-sufficiency, and advance their professional and personal development by acquiring and applying digital skills. Skill acquisition is considered as a key driver of empowerment, as individuals equipped with miscellaneous and applicable competencies are better poised to navigate the dynamic demands of contemporary work. Trends in freelancing and the gig economy disclose a shifting landscape where traditional employment models are giving way to flexible, project-based arrangements (Cueto et al., 2022). The literature highlights how freelancing offers individuals increased autonomy and the potential for diverse income streams (Henderikx & Stoffers, 2022). However, this dynamic environment necessitates freelancers to hold not only technical skills but also a comprehensive skill set that includes communication, adaptability and business acumen.

The significance of tailored training, mentorship, and ongoing support plays critical role in nurturing freelancing. Research suggests that formalized training programs and mentorship initiatives can bridge skill gaps and enhance freelancers' overall competitiveness (Cueto et al., 2022). Tailoring these initiatives to individual needs can promote self-confidence and effectiveness in navigating the challenges of freelancing. Moreover, success factors for freelancers encompass a blend of confidence, competence and adaptability. Studies emphasize how freelancers who continually develop their skills, coupled with a strong self-assuredness in their abilities, are more likely to thrive (Ghosh, Zaidi & Ramachandran, 2022). Adaptability emerges as an essential trait, enabling freelancers to respond to market shifts, clinch change and seize new opportunities.

Digital community building has emerged as a critical factor in enhancing engagement, motivation, and overall learning outcomes (Moore & Miller, 2022). The importance of digital community building in online learning environments is rooted in the understanding that learning is not solely an individual endeavor rather it requires some input from the other members of the digital society. Interactive platforms and forums for digital engagement are pivotal components in creating this sense of community. Studies highlight the importance of platforms that facilitate real-time interactions, discussion forums, and social networking, allowing learners to exchange ideas, seek clarifications, and form meaningful connections regardless of geographical boundaries (Ali, 2022).

Collaboration emerges as a catalyst for learning and innovation within digital communities. Literature underscores that collaborative activities stimulate critical thinking, problem-solving, and creativity (Santos, Coelho & Rita, 2022). Through shared projects and group discussions, learners develop a deeper understanding of subject matter and engage in knowledge co-construction. This collaborative ethos extends beyond the classroom, fostering an environment that nurtures innovation and prepares individuals for collaborative endeavors in the professional world (Moore & Miller, 2022). Inclusivity, diversity, and the value of participants' contributions are integral facets of a thriving digital community. The literature emphasizes the need for inclusive practices that accommodate various learning styles, preferences, and cultural backgrounds (Ali,

2022). Diverse participant contributions enrich discussions and broaden perspectives, creating a dynamic learning ecosystem that prepares learners for a globally interconnected world.

2.4 Blending Virtual and Physical Learning Environments

Blending physical and virtual learning environments represents a dynamic approach that bridges traditional and digital modes of education, aiming to optimize learning outcomes and accessibility. The evolution of blended learning traces the progression from early online courses to the integration of physical learning centers (Divaharan & Chia, 2022). Literature also acknowledges the intrinsic advantages of this blended approach, which permits for personalized learning experiences, combining the flexibility of online instruction with the engagement of face-to-face interactions (Papadimitropoulos et al., 2021; Santos, Coelho & Rita, 2022). Advantages and challenges of physical learning centers emphasize the benefits of in-person engagement, including direct interaction with instructors, peer collaboration, and hands-on training. It was also acknowledged by the literature that potential challenges such as resource allocation, logistical complexities, and the need for adaptability in designing physical spaces that foster effective learning (Ritella & Loperfido, 2021).

Strategies for ensuring consistency and accessibility across blended platforms are essential for maintaining a seamless learning experience. Research highlights the significance of aligning content, assessment methods, and learning outcomes across both virtual and physical components (Grzegorczyk et al.,, 2021). Ensuring accessibility, predominantly for the remote learners, involves providing equivalent resources and opportunities for engagement. Studies also found that maximizing reach and impact is a central consideration in blended learning. The literature underscores the importance of carefully balancing virtual and in-person engagement to cater to diverse learning preferences and needs (Ali, Khan & Alouraini, 2023). By offering the advantages of both modes, institutions can expand their reach to a wider audience while retaining the advantages of physical interactions.

2.7 Summary

To sum it up, above literature review provides a comprehensive understanding of the multifaceted environment in which WAIODS's business proposal is positioned. A detailed review is provided about the important factors which are being faced by digital skills learners and the organizations looking forward to train those individuals. The insights from global and local studies offer a robust theoretical foundation for subsequent chapters, where the business idea will be critically analyzed and strategies developed.

CHAPTER 3: INDUSTRY AND MARKET ASSESSMENT

This chapter delves into a comprehensive industry and market assessment, which is critical to understanding the intricate dynamics of the digital skills industry in Pakistan. Adopting well-established analytical frameworks, the chapter provides a thorough exploration using PESTEL analysis to evaluate macro-environmental factors influencing the industry. Keeping in view the wider canvas of market a SWOT analysis of WAIODS also conducted and presented which casts light on the strengths, weaknesses, opportunities, and threats the digital skills sector faces. Porter's Five Forces analysis is harnessed to assess industry competitiveness and potential profitability. Furthermore, a competitor analysis is conducted to offer insights into current market positions, strategies, and potential challenges faced by leading industry players. This multi-faceted analysis ensures a well-rounded understanding, setting the stage for strategic recommendations and insights in subsequent chapters.

3.1 PESTEL Analysis

A PESTEL analysis is a management framework and diagnostic tool. The analysis's outcome will help you understand factors external to your organization that can impact strategy and influence business.

P-Political factors

E-Economic factors

S-Social factors

T-Technology related factors

E-Environmental factors

L-Legal factors

3.1.1. Political Factors

The former prime minister of Pakistan, Mr. Imran Khan, always believed in self-employment instead of looking for jobs and initiated many programs to equip the youth with skills and financials to run their firms. Apart from this, the KPK IT board is striving day and night to spread awareness of Freelancing, Ecommerce, and crypto currency around the province, which is a plus point for WAIODS's rapid growth as it is being seen that the IT board was more than supportive when it comes to local IT influencers, startups, and tech-loving students.

The success of the Digital Youth Submission event organized in Peshawar, Khyber Pakhtunkhwa (KPK), by the KP IT Board since 2014 has been nothing short of remarkable. This idea has not only tied together the enormous potential of the region's youth but has also catapulted Peshawar onto the national and international tech stage. The event offered a platform for young innovators and entrepreneurs to showcase their creative and technological competencies, fostering a vibrant ecosystem for tech enthusiasts and startups. It has resulted in the incubation and augmentation of various tech-driven businesses, thus contributing considerably to the region's economic development and job creation. In addition, the event has played an essential role in promoting digital literacy and wakefulness, empowering the youth of KPK to actively participate in the digital transformation of Pakistan.

The remarkable success of the Digital Youth Submission event underscores the KP IT Board's commitment to fostering innovation and harnessing the potential of the youth in KPK, marking an essential step in the region's digital journey. These, along with personal coaching, access to the board's assets use, and a helping hand to the startups to approach investors helped WAIODS in achieving its objectives smoothly.

Furthermore, the tax exemption policy by the Pakistani Government is also applicable to WAIODS, where the firm's income shall be exempt from income tax for three years. The Policy is as below*: "A startup is assessed for taxation like a normal business entity; however, there are income tax exemptions available to tech-based startups subject to the following conditions:

- It has commenced its business on or after 1st July 2012.

- It is engaged in or intends to offer technology-driven products or services.

- It is registered with and duly certified by the Pakistan Software Export Board (PSEB); and

- The annual turnover should have been less than Rs. 100 million (Approx. $622,000) during the last five years. (Reference: Section 2(62A) of the Income Tax Ordinance, 2001)

If a startup qualifies for the above four conditions, its income shall be exempt from income tax for three years (Clause 143 of Part 1 of Second Schedule of ITO, 2001, invest.gov.pk)". Keeping in view the tax exemption policy and other initiatives by KP government, WAIODS and other IT related ventures in the industry became successful since there was full support from the political perspective.

3.1.2. Economic Factors

The existing dearness in the country, predominantly concerning exported products, has become an imperative issue with multifaceted economic implications. Economic factors such as inflation, fluctuating exchange rates, and supply chain disruptions have led to the rising cost of goods, which, in turn, affects the prices of exports. This dilemma not only reduces the competitiveness of domestically produced goods in international markets but also impacts the income generated from exports. However, amidst these challenges, freelancing industry has emerged as a silver lining.

Freelancers, through online platforms, have harnessed their skills to earn foreign exchange, thereby mitigating the adverse effects of dearness on the country's economy. As a growing sector of the workforce, freelancers are not only contributing to foreign exchange earnings but also providing a buffer against the fluctuations in the traditional job market. Their ability to work remotely and serve clients globally has made them an important economic resource in these times of dearness and economic uncertainty. Since the freelancing firms operate online initially, there is no direct impact on the firms regarding assets, but the management's benefits will require updates now and then.

Furthermore, freelancing helps in controlling unemployment while the graph of the employment rate of Pakistan is wavering with a few percent each year (as shown in Figure 1), where most of the population is grieving about unemployment. The Government is now working on supporting entrepreneurial firms (Nazir et al., 2023), which are creating employment opportunities. This concern in people and the awareness about technology in the recent corona pandemic is making people think about e-learning. The increase in the foreign exchange rate also produces a charm in earning foreign currency, guiding people towards earning online.
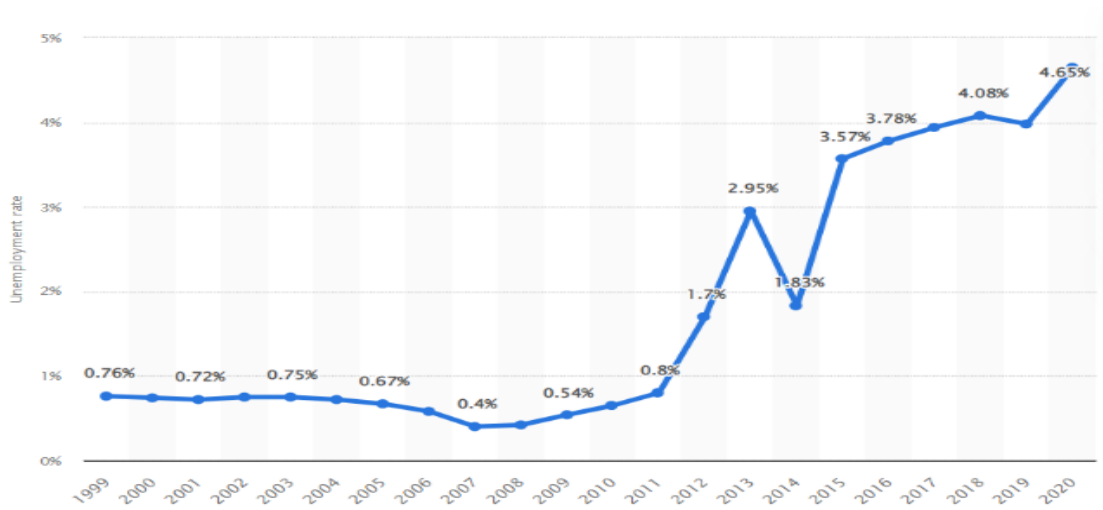
Figure 1: Graph of Employment Rate of Pakistan

3.1.3. Social Factors

The trend of internet usage has gone through an extraordinary evolution over the past few decades, with an upward trajectory that accelerated exponentially during the COVID-19 pandemic. From 300 million users in 1997 to 402 million in 2018, the internet's reach had been progressively growing (Irfan, Ali & Sabir, 2022). However, the pandemic acted as a catalyst, propelling this development to unprecedented levels. The unexpected necessity for remote work, online education, and virtual social interactions transformed the internet from a luxury to an indispensable lifeline. This shift not only altered the way we use the internet but also influenced the way of life and preferences. Individuals now demonstrate a heightened interest in online and remote job opportunities, valuing the suppleness and freedom that digital workspaces offer over traditional office environments. The trend of online shopping, too, experienced a surge during the pandemic,

with people turning to e-commerce for their daily needs. However, this convenience often led to increased spending, with individuals sometimes shelling out up to three times more than they did when shopping in physical stores.

These shifts in behavior, coupled with other societal preferences, have resulted in a prominent change in the way people approach their financial comfort. With the rising cost of living and the increased dependence on internet-based activities, individuals are now striving to earn at least twice as much as they were making in their pre-COVID lives. This expedition for higher income is not exclusively driven by material desires but also by the need to acclimatize to a speedily changing world. As digitalization continues to reform our lives, the quest of financial steadiness has taken on a new dimension, emphasizing the significance of adaptability, continuous learning, and diversified income sources in an epoch where the internet plays an essential role in our daily routines. So this increased use of internet and increased consumption is also a result for increased need for freelancing and digital skills resulting in growth of firms offering freelance services or training for freelancers of the future.
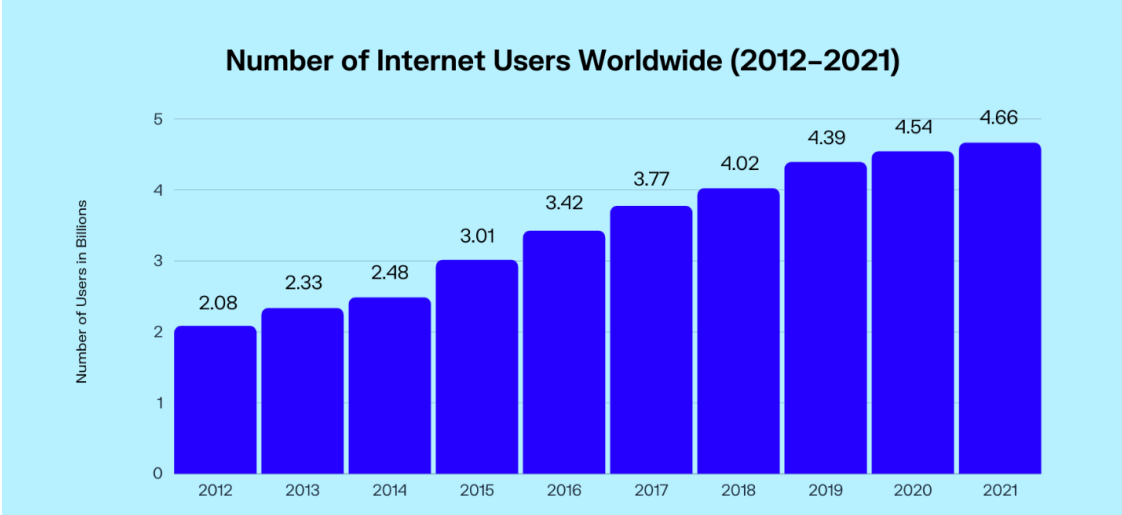
Figure 2: Number of Internet Users Worldwide (Source: DataReportal)

3.1.4. Technological Factors

Many new technologies were developed in the 20th century, where the X, Y, and Z generations saw the new technology intervention and adoption with their own eyes. Our target market is mostly Generation Y, who got adapted to the rapid evolution of technology in the 21st century. Since our services are purely technology (internet) based, the trend of technology adaptation will help WAIODS grow positively. The progression of technology and its extensive adoption by the general population can have an insightful and highly advantageous impact on freelancing startup businesses in several ways:

Firstly, technology enables freelancing startups to enter a global market. The internet has successfully detached geographical barriers, permitting freelancers to connect with clients from around the world. This global reach not only expands the potential customer base but also diversifies the range of projects and industries that freelancers can tap into. Furthermore, it facilitates cultural multiplicity and a rich exchange of ideas, making collaborations more innovative and elevating. Freelancing startups can influence this global network to magnetize a broader clientele, leading to increased revenue and business growth.

Secondly, the adoption of technology has given rise to the prevalence of remote work. This shift in the work culture has been a game-changer for freelancers and startups alike. It enables freelancers to choose work arrangements that suit their preferences, resulting in a happier and more productive workforce. Startups can benefit from this trend by tapping into a pool of remote talent, often at a lower cost compared to traditional, in-house employees. This remote work model also reduces the overhead costs associated with maintaining a physical office, allowing startups to allocate resources more efficiently and invest in crucial aspects of business development. In addition, the availability of advanced collaboration tools and project management software has made remote teamwork faultless, fostering a highly efficient working environment for both freelancers and startups and WAIODS is not an exception.

3.1.5. Environmental Factors

Environmental factors have a multifaceted influence on the freelancing industry. One key consideration is geographic location, where access to opportunities and the availability of a

vigorous tech infrastructure play essential roles. Freelancers in urban centers often benefit from greater access to clients and networking opportunities, while those in remote or less-developed areas (which are also the focus of this research project) do face a lot of challenges related to the limited access to high-speed internet, co-working spaces, and local and regional demand for freelance services.

Furthermore, the global shift toward sustainability and eco-consciousness is also reshaping the freelancing industry. Freelancers with expertise in eco-friendly practices, renewable energy, and sustainability are witnessing increased demand. This includes roles in eco-conscious content creation, green tech, and environmentally responsible product design. As environmental concerns continue to cultivate, businesses and organizations are more and more seeking the expertise of freelancers who can help them align with sustainable practices and reduce their carbon footprint.

In addition, the adoption of remote work has also increased due to the both environmental concerns, such as urban overcrowding as well as pollution, and the impact of the COVID-19 pandemic. This has prolonged opportunities for freelancers who can offer their services online, providing greater flexibility and reducing the environmental footprint associated with commuting and maintaining physical offices. As freelancers influence their expertise and adapt to these evolving environmental dynamics, they position themselves for success in an ever-changing freelancing landscape.

3.1.6. Legal Factors

Freelancing startups in Pakistan need to consider numerous legal factors to make sure they function within the boundaries of the law. First of all, business registration is considered an important step. Freelancers can choose to function as sole proprietors or register as a company, just like a Single Member Company (SMC) or a Private Limited Company. The choice of business structure has repercussions for taxation, liability and regulatory conformity. Registering with the Securities and Exchange Commission of Pakistan (SECP) is normally essential for companies to operate in Pakistan, while sole proprietors may need to get a Sales Tax Registration Number (STRN) and National Tax Number (NTN) from the Federal Board of Revenue (FBR). Conformity

with tax regulations is necessary, and freelancers should uphold precise financial records and accomplish their tax related obligations to stay away from legal issues.

Secondly, freelance startups should be conscious about the labor laws and employment regulations. Pakistan's labor laws cover a variety of facets of employment, which include working wages, hours and rights of employees. Freelancers, hiring employees or engaging in subcontracting must hold fast to the labor laws. Furthermore, intellectual property considerations are very important, as freelancers frequently create innovative content or digital assets for their clients. It is necessary to have clear agreements and contracts in place to guard the intellectual property rights of both clients and freelancers. Understanding and fulfilling with trademark and copyright laws can put off legal disagreements and make sure the security of intellectual property assets. To steer these legal factors effectively, it's sensible for freelancers in Pakistan to consult with legal professionals or business advisors who concentrate in the local regulatory environment and can offer direction on conformity and risk lessening.

As there are legal restrictions on a few skills considered illegal to teach, WAIODS is careful not to include such courses in the curriculum. Furthermore, WAIODS is vigilant about labor laws and tax related issues and in process of getting NTN, although there is tax exemption for startups, as mentioned in section 3.1.1. Furthermore, Pakistan is a member of the Berne Copyright Convention (1886) and the Universal Copyright Convention (1952); accordingly, all of these Convention countries enjoy the same rights with regard to copy rights as Pakistanis, so WAIODS can benefit from having its copyrights while being careful about not violating these terms.

3.2   SWOT Analysis

SWOT analysis is a key tool to develop a strategic plan. SWOT is the acronym for strengths, weaknesses, opportunities, and threats. Normally, strengths and weaknesses are labeled as internal factors whereas opportunities and threats are labeled as external factors. SWOT analyses are classically carried out internally within the organization to make an assessment of its current position and to make informed decisions about the future directions of a business. By weighing up strengths and weaknesses, businesses can categorize internal factors that have impact on their performance, just like their core competencies and areas needing the improvements.

Examining of the external factors, including the opportunities and the threats helps companies comprehend their competitive landscape, market trends as well as potential risks.

SWOT analyses are critical in the formulation of the business strategies, whether it is for launching a new product, entering a new market, or addressing challenges in the current business environment. The insights gained from a SWOT analysis facilitate businesses to influence their strengths, concentrate on their weaknesses, make the most of their opportunities, and alleviate their threats, eventually guiding their decision-making processes and increasing their chances of success.

Table 1: SWOT Analysis (Generic)

Strengths	**Weaknesses**
1) What do we do at an extraordinary level? 2) What valuable assets do we have?	1) What could we do better? 2) What could cause us problems? 3) What are the last complaints we received?
Opportunities	**Threats**
1) What opportunities do we know we can catch? 2) Are there any new trends that we can enter?	1) What could block our progress? 2) Are there any weaknesses that are potentially critical? 3) Are economic conditions affecting our financial viability?

A detailed SWOT analysis is also conducted to analyze our target market.

Table 2: SWOT Analysis (Defined)

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Strong social networking in the Freelance industry. Prior experience of five years in Mentorship and Freelancing. Existing team expertise in Branding. Prior professional links with different incubation centers in KPK.	Startup funding for the initial six months is provided by the founder with no external funds available. The founder is residing in Islamabad while the target market is away in KPK. First time in the education industry which leads to limited experience. Started as a one-man army – the founder The Business Model is an easy one where anybody can replicate the model and be a competitor. The business model will be exposed to almost all the team members, which can result in their separation from the team and being a service provider by themselves.	Increasing demand for freelancing will attribute to our fast growth. Can Attain market share through commitment and deliver quality services due to the novelty of freelancing in the locality. Universities and Colleges are willing for strategic alliances which are helping in increasing the reach and generating audience and customers. The support provided to IT startups by the KP IT board can help promote the firm.	Network problems in different cities and regions of the target market. Conservative societal behavior can be a hurdle for females to avail the service. The basic requirement to avail our services is internet while due to sensitive conditions in some of the areas of the target market, Govt. can cut of the internet anytime leading to a huge problem for our clients. Existing indirect competitors have the potential to challenge us directly in our provided services with their well-managed resources and experiences.

Based on the above mentioned SWOT analysis, since WAIODS is still in its initial phase, it has more threats and weaknesses, but with the passage of time and through persistence, threats are being converted into opportunities and weaknesses are being converted into strengths.

3.3   Porter's Five Forces

Porter's Five Forces is a strategic framework presented by the great Michael Porter that looks into the competitive dynamics of an industry. It looks into the five major factors that outline a company's competitive environment. These include the "bargaining power of suppliers and buyers", the "threat of new entrants", the "threat of substitutes", and the "intensity of rivalry among existing competitors". By analyzing these forces, businesses can put on important insights into their industry's magnetism and their competitive positioning, permitting them to devise useful strategies to steer and succeed in the market. This framework is extensively used across industries to make conversant decisions about market entry, differentiation, pricing and overall business strategy.

Below is provided a Porter's five forces analysis with regard to WAIODS.

3.3.1   The Threat of New Entry

Since we are going for an un-served market, our success can grab the attention of new entries in the market. Therefore, we will focus on the following main points to overcome the problem.

- Partnerships with market-lead freelance individuals in our services will help reduce the risk of establishing new companies by them or by people who can be empowered through them.

- Strategic alliances with KP IT Board, Technical Board, and Pak Army's CSR department to grab as many projects from them as possible so we can go deeper into the un-served market, making us one step ahead all the time from competitors.

3.3.2 The Threat of Substitution

The primary concern is if academies that are providing courses on the E-commerce side start providing digital skills too. As they will already be in demand for their mainstream services, they can affect our market initially.

To avoid this type of risk, we are constantly focusing on some perks with our services to help customers consider us first. Our CSR of focusing on teachers and females significantly is helping us predominantly. Other than that, the initial freelance course which is being offered free of cost is also helping to retain the viewers to avail our other courses which are being offered on payment basis.

3.3. 3 Bargaining Power of Suppliers

The bargaining power of suppliers, including internet service providers (ISPs), within a freelancing startup is often considerable because of their role as significant infrastructure providers. ISPs, for example, typically hold noteworthy influence in setting prices, terms, and service quality standards, as they provide a necessary resource without which the freelancers' operations would be harshly damaged. Given the limited number of reliable ISPs in many KPK and even other regions of Pakistan, we have very few alternatives, which is amplifying the bargaining power of suppliers. Nevertheless, the startup's ability to negotiate constructive terms or seek competitive offers moderately mitigates this power disparity and makes sure cost-efficient, trustworthy internet access, which is elementary to the success of any freelancing activities.

3.3.4 Bargaining Power of Buyers

Most of our target market is unaware of the exact value they will get from our services, so we see buyers will only be willing to pay higher fees. To avoid that, we are going with cost-plus pricing initially.

Once we successfully provide our services to the initial few badges, their success will ultimately reveal their worth to the market, and that will be when the bargaining power of the buyers will be lower. We can then switch to Value-based pricing.

3.3.5 Competitive Rivalries

There is the existence of competitors in the market. However, most indirect competitors provide digital skills courses relevant to e-commerce, while we provide digital skills related to the online marketplace. Our competitive edge of serving the un-served market and providing consultation can help while competing in the market.

3.4 Competitors Analysis

Competitor analysis is a must activity before going for the market as different attributes associated with the competitors guide our strategy. As an Italian philosopher and strategist Niccolò Machiavelli once said, "keep your friends close, keep your enemies closer" this can best describe the importance of competitor analysis.

Taking into consideration for competitors in our market, below are the description of their services and market share and how we are going to be different from them in achieving a competitive edge.

3.4.1 NFTP (National Freelance Training Program):

The Ministry of Information Technology & Telecommunication (MoITT) aims to empower youth through Freelancing Training. To achieve this, the National Freelance Training Program (NFTP) has been designed to provide contemporary training to aspiring freelancers across all provinces of Pakistan.

While the NFTP addresses the same pain point as our business, they only offer courses in our target market at three universities - UET Mardan, University of Malakand, and IM Sciences Peshawar. The program has the following limitations: they only include four options in the courses - content writing, technical web design, graphic design, and UI design - and are offered only once per year at each center, with a maximum enrollment of fifty students. While the NFTP does not charge a fee, they have given the authority to the universities to charge any amount they wish. Currently, on average universities are charging Rs. 1,000/- per head from their students. The rules also prohibit non-university students from enrolling in the courses.

According to records from the past two years, the program will expand to other regions of KPK and add more course types. Our business could potentially turn the competition into a partnership by aiding the NFTP as it expands to the underserved market.

3.4.2 Urraan by Codematics

URRAAN is a Corporate Social Responsibility (CSR) project of CODEMATICS Services Pvt Ltd. Its goal is to empower youth by providing them with a platform to learn essential digital skills, enabling them to contribute to Pakistan's digital economy positively.

CODEMATICS is one of the fastest-growing IT companies in the country, with its products being used by over 100 million users worldwide. They are also in a strategic partnership with Google Inc. in the Asia Pacific. URRAAN offers two months of free, hands-on training and internship in various digital skills within Abbottabad city from Monday to Friday, 9 am to 6 pm. This CSR project can benefit those available full-time for the classes, as the time is 9 am to 6 pm, and the course requires travel to Abbottabad. Although the program is offering its services in our market, WAIODDS can help them reach more people with its services. The founders of Codematics were seniors of Waseem Akram at university, and 40% of Codematics' staff were colleagues of Waseem, which gives him confidence in positive future relations with Codematics.

3.4.3 Softhat School of Skills

Softhat School of Skills is a private institution that offers training in various digital skills, including web development, digital marketing, and graphic design. They are providing the courses in F2F mode while their prices are two to three times higher than what we are thinking of offering.

3.4.4 BeOner

BeOner is a digital skills training platform offering various online courses. However, the institute's primary focus is to provide courses on e-commerce while it is an indirect competitor to WAIODS with its target courses.

In addition to these specific competitors, it is essential to consider the potential threat of generic competitors or companies that offer digital skills training in various areas that may overlap with our course offerings. These competitors may include online learning platforms, traditional educational institutions, or private training providers.

To differentiate our startup from these competitors, we may consider offering personalized or interactive courses, targeting a specific niche within the freelance market, and offering flexible pricing options or in-person training. Further research on freelancers' specific needs and preferences in our target market may also help inform our course offerings and pricing decisions. By carefully considering the strengths and weaknesses of our competitors and identifying opportunities to differentiate our offerings, we can develop a plan of action that positions our startup for success in this market.

3.5 Business Model Canvas

Business Model Canvas			*Designed for:* WAIODS	*Designed by:* Waseem Akram	*Date:* 11/22/2022	*Versio* B
Key Partners • Top rated Freelancers • Branding Hubs	**Key Activities** • Online Sessions • Physical Sessions • Marketing • Sales **Key Resources**		**Value Propositions** • Digital Skills Consultant • Providing Courses in the Pashto Language	**Unfair Advantage** First Mover Social Connections Existing Mentees **Channels**		**Customer Segments** Unserved Pashto speaking Market of Major Cities of KPK like Peshawar, Mardan, Swabi, Swat, and Nowshera.

• Software Engineers in Social Circle • UET Mardan	• Website • Social Media Platforms • Social Connections	• Empowering Teachers and Females • Free Guidance in the shape of a specific Course.	• Facebook • Instagram • Tiktok • Whatsapp • F2F Sessions • Youtube • Website •	For our Courses Services, Pashto Speakers are our main target while the consultancy can be available to anyone who is working in the freelance marketplace. For Courses, the Majority is not even earning as they are students or middle-class earners who are looking for a part-time job.

Cost Structure

STAFF:
- Video Editor
- Graphic Designer
- Website Developer
- Customer Care Manager
- Digital Marketing Manager

- Website Development
- Mentor's Pay
- Instructor's Pay
- Marketing Expenses

Revenue Streams

- Courses (40%)
- Consultation (30%)
- Google Adsense (15%)
- Mentorship Subscription (15%)

33

CHAPTER 4: PROPOSED SOLUTIONS TO THE PROBLEMS

This chapter delves into the heart of budding freelancers' challenges and offers a holistic solution poised to revolutionize the digital skills landscape. By first identifying the barriers that prevent new freelancers from taking off—namely, the absence of experience and adequate guidance—the chapter introduces WAIODS, an innovative initiative by Waseem Akram. Designed with a local-global nexus, WAIODS endeavors to capture the vast potential within Khyber Pakhtunkhwa. The chapter meticulously maps out the strategic approach of WAIODS, elucidating its three-phased model, which seamlessly transitions from awareness to learning and consultancy. Moreover, the chapter outlines WAIODS's vision, mission, and core values, reaffirming its commitment to fostering a generation of skilled, globally competitive freelancers. This is followed by an in-depth market analysis, shedding light on target segmentation, go-to-market strategy, and pricing, ensuring the proposed solution is grounded in reality and primed for success.

4.1 Problem Statement

The freelancing industry has become a prominent part of the global economy but is full of obstacles. It has unquestionably gained importance within the global economy, offering unparalleled opportunities to professionals for suppleness and remote work. Nevertheless, it is not without its share of challenges. Freelancers often compete with issues like incoherent income, lack of job security, and the need to navigate complex tax and legal obligations. Additionally, severe competition on online platforms can make it challenging for freelancers to ascertain themselves and secure a stable brook of clients. In spite of these obstructions, the freelancing industry continues to nurture, driven by the appeal of independence and the potential for a worldwide client base, highlighting its pliability and adaptableness in an ever-evolving job market. Despite of all this, new freelancers often face two main challenges. Those are:

4.1.1 Lack of Portfolio and Experience

New freelancers face an uphill battle in securing projects due to a lack of experience and a well-defined portfolio. This barrier affects the trust and credibility they can establish with potential clients, resulting in a challenging initiation phase in the competitive market.

4.1.2 Limited Awareness and Guidance

Another widespread issue is limited access to proper guidance and mentorship. Many newcomers to the freelancing world find themselves struggling to bridge the skill gap due to the need for adequate training resources, personalized guidance, and mentorship. More direction must be needed to ensure both project acquisition and delivery quality.

4.2 Solution - WAIODS

WAIODS (Waseem Akram's Institute of Digital Skills) has identified these challenges and developed a comprehensive, structured approach.

4.2.1 Strategic Approach: "Start Local, go Global."

WAIODS follows the philosophy of connecting with local communities to make global impacts. By initiating services in major cities in Khyber Pakhtunkhwa, WAIODS aims to utilize the untapped market of Pashto-speaking tech enthusiasts, offering tailored solutions that recognize the local culture and potential.

4.2.2 Three-Phased Process: Awareness, Learning, Consultancy

WAIODS aims to enable technology enthusiasts through the following three-phased process:

Awareness and Counseling

Learning Academy

Awareness and

Consultancy
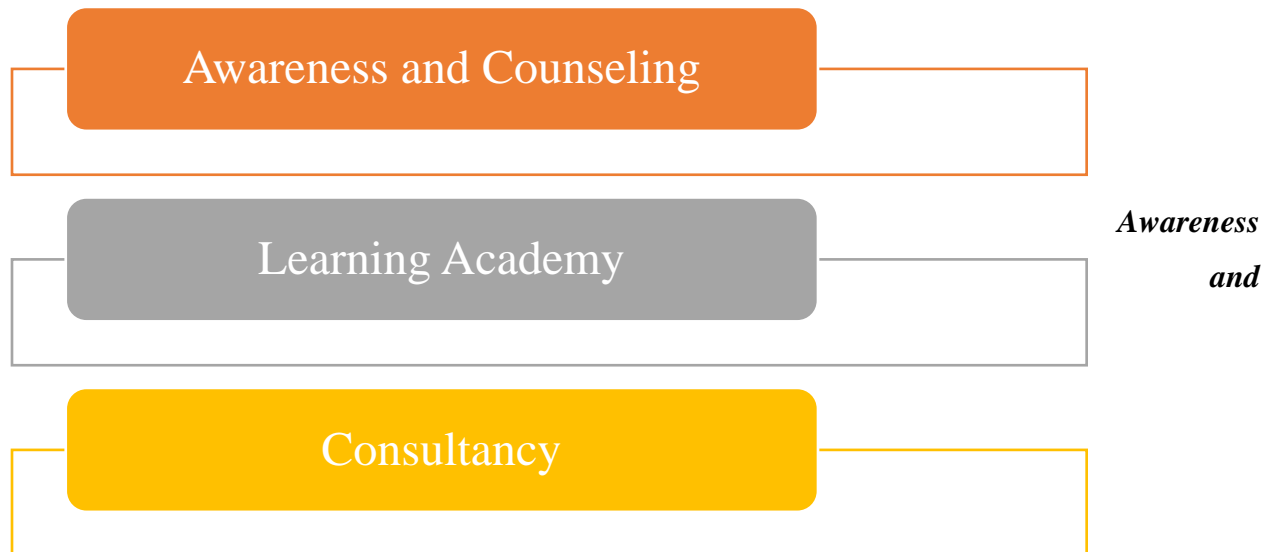
Figure 3: 3-Phased Process

Counseling

This stage is focused on a potential market where people got the potential to be freelancers but need to be aware of it. A course named "Learn Freelancing – Beginner level" later on named as "skill selection for freelancing" is available on our YouTube channel for free, giving you knowledge about what freelancing is, who can do it, and how to do it. In addition, efforts are being made through social media platforms and face-to-face sessions to spread awareness about this course to the maximum of the target market. The message is being conveyed through various social media platforms as a marketing activity.

Based on the feedback, once the need is created in that market, they will seek someone to help them decide where to start. A person who introduced them to freelancing will be an ideal choice for them to counsel with. Hence, we will then offer a paid counseling option where anybody can book a 1-2 hours session with Waseem Akram where the student can seek guidance regarding their freelance journey from him.

Learning Portfolio

Once a customer decides to go with freelancing through a skill that he shortlisted either with consulting option above or their own research, they will need somebody to learn from. So we

will be offering those courses where a top-level freelancer in that skill will teach the skill. Initially, the classes will be online, and we will gradually add the physical option.

Each class will consist of a maximum of 15 students. Course duration will be 30 days, with total contact hours of 30. The competitive edge will be that at the end of the course, the class will be taken through a practical experience of dealing with and executing a project online with an international client that will help the class to explore the practical side of the skill.

Consultancy

A portal will be created on our website to help connect digital skill specialists with learners. Any expert can come to the website, create his profile and add his available hours for consultancy. The one who requires guidance in that skill will click on the profile, and if satisfied with the mentor's qualifications and experience, he will book a meeting with him.

The WAIODS will act as a third party to connect the mentors with the mentee. A second model will also be a part of consultancy where the mentee can subscribe to a specific mentor's chat and buy a package of specified number of questions each month.

4.3 Mission, Vision, and Values

4.3.1 Mission Statement

To enable technology enthusiasts of Khyber Pakhtunkhwa to earn online through freelancing by offering courses, facilitating portfolio building, and freelance consultancy.

4.3.2 Vision Statement

A WAILANCER in every home of Pakistan.

4.3.3 Our Values

We provide freelancers across Pakistan an end-to-end platform to learn, grow and achieve their vision as professionals in the industry. We are here to help you achieve your goals through skill-building opportunities, and access to mentorship along with an array of professional

opportunities. What sets us apart from the rest is our innovative approach and commitment to growth and progress!

4.3.4 At WAIODS, we aim to:

- Become the opportunity provider for freelancing professionals in the Pakistani market.
- To play an integral role in the overall social, intellectual, and professional development of potential freelancers.
- To create an expert community of dedicated professionals that can perform well on international projects.

4.4 Market Analysis

WAIODS has looked at the current freelancing market to ensure successful implementation of our marketing strategy.

4.4.1 TAM, SAM, SOM

WAIODS has defined its market segments:

TAM

The Total Addressable Market for our services is all the tech users in overall Pakistan which is 71.7 million according to a report published by govt of Pakistan in 2021.

SAM

We are targeting the un-served market of Khyber Pakhtunkhwa who are technology users and speak Pashto and reluctant to start in English at first.

SOM

The serviceable obtainable market is currently the technology users in major cities of KPK like Peshawar, Mardan, Nowshera, Swat, and Swabi.
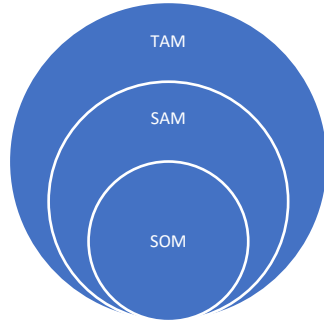
Figure 4: TAM, SAM, SOM

4.4.2 Go to Market Strategy

A month ago (Feb 2023), we started a social experiment to check the demand for our idea in the market and got a tremendous response. Within a month, our short introductory clips got us two thousand plus followers on TikTok and the same number on Facebook. (See Exhibit 2)

With the presence on social media and through organic reach, we have already made hype in the market for WAIODS.

To check the validity and seriousness of those followers, we did an experiment where we posted a video at 1:00 am to announce a meetup at Mardan at 2:00 pm the same day. As a result, thirteen people joined the meetup, while many others commented and inboxed us that they got the news late; otherwise, they wanted to be a part and requested to arrange another demonstration. (See Exhibit 3)

Hence, we decided that social media platforms and personal meetups would initially be the main tools to reach our target market.

Social connections, one of our core competencies, have our back and can be an excellent source for organically reaching out to our target market; hence we are not relying on paid advertisement initially. Another reason is that we want to test our services within our social circle so we can make the services perfect up to the best of our possibilities with help from feedback from that circle before going for the whole market.

Personal Meet ups will be organized in colleges, universities, and other public-gathering places where we can market our services to the clients. The idea is that seminars and meetings will be arranged and conducted in collaboration with Entrepreneurial societies of universities and District youth offices of each region where people will be given awareness about freelancing, who can do it and how to do it and will then extend the speech with sharing information about our services.

4.4.3 Pricing Strategy

While being a part of multiple organizations, like YES Network Pakistan, UETM Academic Society, and SPEAK Debating Society, during organizing different seminars, workshops, and tournaments in our target market, we concluded that people here are not willing to pay high prices initially, especially with new entries with whom they have no past experiences. With those experiences and consulting with our project's industry expert and Supervisor, we decided to use a "penetration pricing strategy". It is a strategy of pricing where a service or product is at first offered at a lower price than the prices of competitors to get a larger share in the market swiftly. The goal is to magnetize customers, create awareness of brand, and set up a grip in the market. With the passage of time, prices may be raised as the business gets bigger and establishes a customer base.

The initial low pricing is helping us magnetize and convince most of the target market to avail our services, and once we hold enough market shares, the pricing will penetrate with an increase.

WAIODS's "penetration pricing strategy" reflects understanding the target audience's financial sensitivities. By initially offering attractive pricing to build market share, the plan is to increase prices, fostering long-term brand loyalty gradually. (See exhibit 4)

4.5 Customer Segmentation

4.5.1 Customer Segmentation

The four types of customer segmentation are described for the target market:

1) Geographic segmentation
2) Demographic segmentation
3) Psychographic segmentation
4) Behavioral segmentation

4.5.2 Geographic Segmentation

1) **City**

   Peshawar and nearby areas such as Nowshera, Charsadda, Kohat, Mardan, Swabi, and Swat (Local approach)

2) **Country**

   Pakistan (Global approach)

3) **Region**

   Khyber Pakhtunkhwa

4) **Dominate language**

   Pashto

5) **Population density**

   2,272,812 people approx.

4.5.3 Demographic Segmentation

1) **Age**

   18 onwards (since we mostly have university students reaching out to us)

2) **Gender**

   Male/Female/Other

3) **Income**

   From no income (Mostly Students) to kitchen money earners (Job Holders who are looking for an additional source of income).

4) **Occupation**

   No restriction

5) **Family size**

   No restriction

6) **Race**

   No restriction

7) **Religion**

   Most of our customers would be Muslims but we intend to impose no restriction on any person of any religion

8) **Marital status**

No restriction

9) Education

College student and onwards

10) Ethnicity

No restriction

4.5.4 Psychographic Segmentation

1) Hobbies

Internet users especially the ones involved in social media use, google surfing, games, and entertainment online. People who are interested and want to learn any freelancing service. It can be article writing, virtual assistance, web development, website designing, etc

2) Values

Has high self-esteem

3) Goals

Any person who wants to be independent with his/her expenses and wishes to avoid looking toward others in financial needs. People who want to earn additional to cover their home expenses.

4) Interests

Earning, internet use, Creative writing, designing, basically a technology enthusiast

5) Sexual orientation

No restriction

6) Political party association

No restriction

7) Needs

Financial independence

8) Personality traits

Hard working, Passionate learner, Punctual

4.5.5 Behavioral Segmentation

1) **Usage Frequency**

   Medium Users.

2) **Occasion Based**

   Usually busy from 9 am-5 pm

3) **Benefits Sought:** People who sought quality in fair price.

4) **Brand Loyalty:** Those who can be used for referral marketing purposes

CHAPTER 5: METHODOLOGY

In Chapter 5, the methodology and the strategies are presented which are helping WAIODS in gaining more prominence in the market. This comprehensive exploration ranges from the research process, characterized by a keen understanding of market gaps, to the implementation strategies that span from branding to revenue projections. Furthermore, the chapter touches on the instrumental role of various tools and technologies that enhanced their outreach and efficiency. A prudent risk management framework also gets spotlighted, highlighting the importance of foresight and strategic planning. By the end of this chapter, readers will gain an in-depth understanding of the myriad elements that contributed to the thriving venture of WAIODS.

5.1 Research Methods

The research process for WAIODS was both multifaceted and exhaustive, involving meticulous planning and exploration. Key steps in this process included:

1. Identifying Core Needs: Understanding the digital skills market's gaps and requirements was pivotal. This foundational need identification informed all subsequent decisions, strategies, and course offerings.

2. Team Selection: Choosing the right team was crucial, given the project's scale and complexity. The experience of Waseem Akram guided this selection, choosing Faraz Mujeeb due to shared values, trust, and aligned objectives. This relationship became a cornerstone of WAIODS's success. Although Faraz Mujeeb was not a shareholder but his role as Creative Director help win the game.

3. Investment Planning: Waseem invested four hundred thousand Rupees. Financial planning, including revenue projections and budgeting, was conducted in alignment with the startup's immediate and long-term goals.

5.2 Implementation Strategies

The strategic planning was both detailed and adaptable, consisting of several key components:

5.2.1 Branding and Talent Management:

Personal Branding: By leveraging Waseem Akram's branding as a freelancer, the team managed to build a significant following. This was a unique approach, and the 6k Facebook and 2k TikTok followers marked a critical milestone.

Transition to Official Pages: Shifting the focus to WAIODS's official pages was a strategic move that capitalized on the existing follower base, reducing marketing costs and enhancing reach.

5.2.2 WhatsApp Communication:

Leveraging Popular Platforms: The team recognized the importance of using a platform that resonated with the target market. WhatsApp proved to be a perfect choice.

Dedicated Customer Care: Hiring a customer care manager to respond promptly to inquiries helped in maintaining a personal connection with potential customers, resulting in a 70% conversion rate.

5.2.3 Influencer Collaboration:

Influencer Selection: Partnering with influencers like Mr Afsar Afghan without financial investment was an innovative strategy to reach an even broader audience.

Strategic Timing: A decision was made to delay this collaboration, ensuring that WAIODS was ready to manage the expected response, showcasing adaptability and foresight.

5.2.4 Social Media Management and Content Development:

Content Creation: A social media manager was responsible for shooting and editing reel videos, adding professional quality to the content.

YouTube Outreach: The team's planned professional recording for YouTube, beginning with the "Skill selection for freelancing course," is another strategic move to expand reach.

5.2.5 Revenue Generation and Projections:

Initial Success: The team generated 0.2 million PKR in revenue with a 70% profit margin in the initial phase.

Growth Expectations: Ambitious projections of a five-fold increase this year and twenty-fold in the following year underscore the team's confidence in their strategies and market position.

5.3 Tools and Technologies

1. Digital Platforms: Utilizing various platforms like Facebook, TikTok, LinkedIn, and WhatsApp not only diversified the reach but also allowed for targeted communication.

2. Video Creation and Editing Tools: The hiring of a professional for video content creation underscores the importance of visual platforms like YouTube for modern digital ventures.

3. Customer Relationship Management (CRM) Tools: WhatsApp and other CRM tools helped manage customer interactions efficiently, centralizing communication and streamlining processes.

5.4 Risk Management

1. Partnership Risks: Learning from past experiences, open communication was established between partners, laying the groundwork for trust and collaboration.

2. <u>Financial Risks:</u> Bootstrapping, careful investment planning, and collaboration without upfront costs minimized financial risks.

3. <u>Operational Risks:</u> A phased approach, beta testing, and ongoing evaluation allowed the team to adapt and grow strategically without overextension.

5.5 Conclusion

WAIODS's journey offers profound insights into modern digital entrepreneurship. The blend of rigorous research, innovative strategies, careful use of tools and technologies, and a robust risk management framework created a successful venture that continues to grow. By aligning with the market's unique characteristics and employing both traditional and non-traditional methods, WAIODS sets a noteworthy example for others in the field. The success, growth projections, and ongoing evolution highlight a resilient and dynamic entrepreneurial spirit that is not only adaptable but also visionary in its approach.

CHAPTER 6: DELIVERABLES AND ACHIEVED MILESTONES

In Chapter 6, the ambitious journey of WAIODS as it ventured into the realm of digital education, aiming to sculpt the future of aspiring professionals is presented. This deep dive explores the accurate process of course curation, determined by a blend of industry demand and forward-looking expertise. Further, the chapter clarifies the strategies adopted to create a vibrant and compelling learning ecosystem while leveraging the latest ed-tech tools and platforms. The challenges faced in enrolling and retaining a cohort of at least 100 students within a tight timeframe are also brought to light. By the conclusion of this chapter, readers will witness the resilience and innovation that drove WAIODS to pioneer a new horizon in digital learning.

6.1 Deliverables Identification

The following deliverables were promised in the proposal of which detailed descriptions are given below:

Task	Accomplishment Date
Availability of free freelance course on YouTube.	March 2023
Presence on social media.	March 2023
At least ten visits for seminars and gatherings.	April 2023
Website and setting up the proper customer communication channel.	April 2023
Offering counseling to at least 50 students.	April/ May 2023
Offering courses to at least 100 students.	May/ June 2023
Enrolling at most minuscule 20 consultants on the website.	May/ June 2023
Shifting to a physical setup in parallel	2024

Each deliverable is discussed below in details.

6.1.1 Availability of Free Freelance Course on YouTube

Deliverable Identification

To spread awareness about freelancing opportunities and provide essential skills for beginners, a course titled "Skill Selection for Freelancing with Waseem Akram" was initially planned for YouTube. The core purpose was to offer a comprehensive introduction to freelancing, skill selection, and navigating various platforms.

Progress and Adaptations

The team underwent several strategic adaptations during the rollout of this deliverable:

Initial Approach and Adaptation: Rather than publicly launching the course on YouTube, the team offered it privately to known individuals, focusing on refining the course content and gauging the market's response. The initial fee was set at Rs. 1500, with discounts and support for females, teachers, and financial aid seekers.

Course Evolution and Success: The course's overwhelming success led to its renaming from "Intro to Freelancing by Waseem Akram" to "Skill Selection for Freelancing with Waseem Akram." The focus shifted towards a more comprehensive introduction to digital skills, laying the foundation for participants to explore specific freelancing pathways.

Course Details:

Duration: 6 Days

Course Content: Covering freelancing introduction, skill selection, platform navigation, case studies, live demos, and planning.

Target Audience: Individuals interested in freelancing at all experience levels.

Instructor: Waseem Akram, an industry expert in freelancing.

Batch Progression and Learning:

1. Batch 1: Comprised of 40 participants, over 40% enrolled with financial support. The response was positive, but severe engagement varied.

2. Batch 2: Consisting of 18 participants, stricter fee payment policies were implemented, leading to better engagement.

3. Batch 3: With an increased fee of 3000 and 8 enrolled participants, this batch proved to be the most serious and engaged, leading to 80% enrolling in subsequent courses.

Key Takeaways and Future Plans**:** The three batches provided invaluable insights into pricing, student engagement, course demand, and content refinement. The success of the course not only fulfilled the initial deliverable but paved the way for additional courses. The experience also demonstrated the importance of aligning course offerings with market demands and ensuring that participant investment (financially and otherwise) corresponded to serious engagement.

Conclusion

The transition from a free YouTube course to a paid and refined private offering was an organic process driven by the market response and internal capability assessment. The progression through three different batches with distinct characteristics and outcomes provided a robust foundation for future course offerings. The focused approach towards skill selection for freelancing proved effective and relevant, creating a pipeline for specialized courses. The learning from these initial stages will continue to inform and shape the development and delivery of future education initiatives within the freelancing field. (See exhibit 5).

6.1.2 Presence on Social Media

Deliverable Identification

Establishing a robust online presence in the digital age is pivotal for startups. WAIODS aimed to create a solid footprint across various social media platforms, including Facebook, TikTok, Instagram, YouTube, and WhatsApp. The strategy revolved around building explainer profiles, engaging content, and a marketing strategy to promote the services.

Progress and Execution

Here is a breakdown of the strategic approach and progress made in achieving a good presence on social media:

Brand Building & Strategy Formation: Personal Digital Branding: Starting with creating a logo, selecting theme colors, fonts, and other essential elements. (Exhibit 6)

Personal Branding through Waseem Akram: Utilizing Waseem Akram's pages and profiles to build an audience and foster interest in freelancing before transitioning to promote WAIODS. (Exhibit 7)

Platform Utilization and Focus

WhatsApp Group Formation: A strategic decision to divert all traffic to a dedicated WhatsApp group, creating a centralized communication channel. The group attracted more than 300 inquiries. (Exhibit 8)

Emphasis on Facebook and TikTok: Observing higher potential customer interaction on these platforms, the team focused efforts on Facebook and TikTok. (Exhibit 9)

Content Development and Studio Setup:

Studio Room Design: Investment in the visual aspect of content, including lighting, tables, and room design, while maintaining a lean approach. (Exhibit 10)

Content Strategy: Personal branding, paid marketing, and cross-post sharing between Waseem Akram's and WAIODS's pages.

Online Assets and URLs:

- Facebook:

    https://www.facebook.com/waiods

    https://www.facebook.com/waiodsofficial

- Instagram:

  https://www.instagram.com/waiods/

- LinkedIn

  https://www.linkedin.com/company/waiods/

- TikTok:

  https://www.tiktok.com/@waiods

Key Insights and Achievements

Utilizing Personal Branding: Leveraging Waseem Akram's brand to attract attention and gradually diverting the audience to WAIODS's official pages demonstrated an intelligent strategy that capitalized on existing reputation and reach.

Tailored Platform Approach: The ability to analyze traffic and focus efforts on Facebook and TikTok allowed for effective utilization of resources.

Integrated Communication Strategy: Creating a central WhatsApp group proved innovative in handling inquiries and fostering communication, enhancing overall customer engagement.

Conclusion

Achieving a good presence on social media was executed through meticulous planning, brand building, targeted content creation, and leveraging personal influence. By focusing on critical platforms, centralizing communication, and investing in visual content creation, WAIODS successfully built a significant online presence. The strategy provided visibility and a platform for potential customer engagement and conversion. It sets a firm foundation for further growth and promotional activities, aligning well with the company's vision to become a recognizable name in the freelancing field.

6.1.3 Market Outreach Through Visits and Gatherings

Deliverable Identification

To raise awareness about WAIODS, the team conducted a series of visits to key target markets. Rather than simply advertising online, these visits allowed Waseem Akram and the team to engage directly with potential customers and stakeholders. The goal was to make at least 10 visits to different locations to convey the message of WAIODS. ([Exhibit 11](#))

Progress and Execution

Here is an overview of the progress made in achieving this unique market outreach strategy:

Initial Visits by Waseem Akram:

Locations Visited: Peshawar, Mardan, Swat, Shangla, and Abbottabad.

Purpose: To engage with gatherings and convey the mission and services of WAIODS.

Leveraging External Events:

Strategy Development: Realizing the expense of arranging exclusive events, the team innovatively planned to utilize others' events for advertising WAIODS.

Execution: Successfully addressed six such gatherings, turning these opportunities into a platform for introducing and promoting WAIODS.

Future Plans

Further Engagements: More gatherings are planned shortly, especially targeting colleges and universities, pending their reopening after summer breaks.

Key Insights and Achievements

Strategic Utilization of Gatherings: The ingenious idea of utilizing other events for advertising saved costs and provided an engaging platform to interact with potential customers and partners.

Direct Market Engagement: By physically visiting locations, Waseem Akram established a personal connection with the audience, effectively communicating the brand's value proposition.

Adaptability and Planning: The flexibility to adapt to existing opportunities and align them with WAIODS's mission exemplifies a creative approach to market outreach.

Conclusion

The strategy of engaging directly with the target market through visits and utilizing others' events as platforms for promotion is a testament to WAIODS's innovative approach to marketing. By capitalizing on existing opportunities and maintaining adaptability, the team has effectively conveyed their message without incurring excessive costs.

This approach reflects a deep understanding of the market and the ability to turn seemingly unrelated events into valuable platforms for growth and brand awareness. As WAIODS plans further engagements, this strategy positions them well to make an impactful presence in freelancing, leveraging both online and offline channels.

With six gatherings addressed and more planned, WAIODS is well on its way to achieving the targeted 10 visits, reinforcing the brand's commitment to outreach, engagement, and innovation.

This section encapsulates the strategic market outreach through visits and gatherings. Please let me know if there are additional deliverables or details you would like me to cover!

6.1.4 Website Development and Customer Communication Channel

Deliverable Identification

In an era where digital presence is paramount, WAIODS recognized the importance of having a responsive and user-friendly website. The team prioritized setting up a proper customer communication channel alongside the website, leveraging WhatsApp's business profile to enhance customer engagement and support.

Progress and Execution

Here is an overview of the progress made in achieving these digital assets:

Website Development

UI Design: A professional UI was meticulously designed, focusing on user-friendliness and ease of navigation. (Exhibit 12)

Development: Transformed the design into a functional website, keeping it simple and lean to enhance user experience.

Live Site: The website is live and accessible at https://www.waiods.com

Recognition: The website design received praise from a UK-based firm, reflecting the quality and professionalism embedded in its creation.

WhatsApp Business Profile Setup:

Creation: A dedicated WhatsApp business account was created for WAIODS, utilizing the golden number 0332-0004-005.

Customer Care Manager: Hiring a manager ensured timely responses and facilitated effective customer communication.

Integration: All digital platforms and advertisements direct potential clients to this WhatsApp number, enhancing lead conversion.

Key Insights and Achievements

Holistic Digital Strategy: By developing a user-centric website and integrating it with an accessible communication channel, WAIODS has created a seamless digital experience for customers.

Optimized Customer Engagement: Utilizing WhatsApp as a primary communication channel has allowed real-time interaction and support, aligning with modern customer expectations.

Quality Recognition: A UK-based firm's acknowledgement of the website design underscores the international standards adhered to in the development process.

Conclusion

WAIODS's commitment to creating a cohesive digital presence through a well-designed website and a robust communication channel reflects a clear understanding of today's virtual business landscape. The synergy between the website and WhatsApp business profile showcases a concerted effort not only to attract but also to engage and convert potential clients into users.

By focusing on the user journey, from the first click on the website to immediate support via WhatsApp, WAIODS has demonstrated a forward-thinking approach that aligns with contemporary customer behavior. The resulting digital ecosystem serves as an information hub for WAIODS's services and offerings and facilitates smooth communication, fosters trust and enhances the overall customer experience. This comprehensive strategy solidifies WAIODS's digital footprint and sets a precedent for effectively navigating the virtual model of selling services.

6.1.5 Offering Counseling to Aspiring Freelancers

Deliverable Identification

Recognizing the need for personalized guidance in the complex world of freelancing, WAIODS set forth an ambitious target: offering counseling to at least 50 individuals within the next five months. This counseling was aimed at helping students and professionals understand their unique skills, identify market opportunities, and develop strategies to launch successful freelancing careers.

Progress and Execution

Here is a detailed look at the progress made in this significant endeavour:

Counseling Success

Exceeding Expectations: The team did not only meet the target but also significantly exceeded it, providing 1-1 counseling to over 65 students who attended their introductory course.

Extended Reach: Beyond the course attendees, WAIODS reached out to more than 80 individuals in their social circles, guiding them on freelancing opportunities and benefits. (Exhibit 13)

Ongoing Demand: The success of these counseling sessions has led to an increase in demand, with numbers growing daily.

Key Insights and Achievements

Personalized Guidance: The 1-1 counselling approach ensured that each individual received tailored advice, considering their unique skills, interests, and goals.

Wider Impact: The extended outreach beyond course attendees demonstrates WAIODS's commitment to empowering students and a broader community of aspiring freelancers.

Trust and Credibility: The growing demand for counselling services is a testament to the trust and credibility WAIODS has built within the community.

Conclusion

WAIODS's counseling initiative is a shining example of its dedication to providing education and fostering personal growth and empowerment. By exceeding their target and expanding their reach, they have shown a relentless commitment to nurturing the next generation of freelancers.

Their success in this area not only underscores the effectiveness of their approach but also sets the stage for continued growth and impact. The increasing numbers of individuals seeking their counseling services bear witness to the valuable guidance they offer and the difference they are making in the lives of many. Through these counseling services, WAIODS has equipped aspiring freelancers with the knowledge and confidence to start their journey and strengthened their position as a leader in freelancing education and support.

6.1.6 Offering Courses to Aspiring Digital Professionals

Deliverable Identification

With a focus on digital empowerment and skill development, WAIODS embarked on an ambitious journey to offer specialized courses to at least 100 students over the next five months. The goal was to craft a learning environment that educates and inspires, fostering a new generation of digital professionals.

Progress and Execution

Here is an overview of the progress and achievements in this significant area:

Reaching the Milestone: WAIODS successfully reached the target, providing courses to diverse students. The breakdown of enrollment is as follows:

Skill Selection for Freelancing: 67 students

Graphics Designing: 12 students

Shopify Store Design: 12 students

Talent Management: 10 students

Future Plans: Buoyed by this success, WAIODS plans to enrol 50 more students in different courses in the upcoming month.

Key Insights and Achievements

Dicese Learning Paths: The variety of courses offered demonstrates WAIODS's commitment to providing a broad spectrum of learning opportunities, catering to different interests and career paths.

Quality over Quantity: By limiting a course to fifteen students, WAIODS ensured personalized attention and quality interaction, enhancing the learning experience.

Building a Learning Community: The blend of different subjects and the community-centred approach is building a network of like-minded individuals eager to explore, learn, and grow.

Conclusion

WAIODS's achievement in offering courses to over 100 students is a milestone not just in numbers but in the impact it creates. Through a carefully curated selection of courses, they are shaping the future of individuals, equipping them with the tools, insights, and confidence to thrive in the digital age.

The success of this initiative is a testament to WAIODS's vision, dedication, and ability to deliver quality education. Their continued commitment to expanding offerings and reaching more students reflects a forward-thinking approach that promises to foster innovation, creativity, and empowerment. (Exhibit 14)

By nurturing talent, fostering collaboration, and providing tailored educational experiences, WAIODS is not merely teaching skills; they are igniting passions and helping individuals discover their potential.

6.1.7 Enrolling Consultants and Mentors

Deliverable Identification

A vital part of WAIODS's mission is to facilitate mentorship in digital skills. Recognizing the importance of personalized guidance and real-world insights, the goal was to contract at least twenty seasoned mentors within five months.

Progress and Execution

Here is an overview of the current status and future planning in this essential area:

Strategic Phasing: WAIODS operates in a three-phased solution - counselling, courses, and mentorship. Currently, the focus is on successfully executing the first two phases.

Interest from Potential Mentors: The project has already garnered interest from dozens of qualified freelancers willing to serve as mentors. However, a deliberate decision has been made to postpone their enrollment.

Future Plans: WAIODS aims to provide 10 courses, 3 of which have been delivered. The enrollment of mentors is planned after the successful launch of all 10 courses.

Key Insights and Considerations

Cautious Expansion: WAIODS's approach to postpone mentor enrollment illustrates a thoughtful and strategic expansion. By ensuring the success of initial phases, they are laying a robust foundation for subsequent growth.

Building a Talent Pool: Even in the preparatory stage, the interest from potential mentors reveals a positive market response and the opportunity to build a rich talent pool for future needs.

Alignment with Vision: The phased approach aligns with WAIODS's holistic vision of guiding learners through a well-structured pathway from counselling to courses and mentorship.

Conclusion

WAIODS's strategy for enrolling consultants and mentors showcases a methodical and vision-aligned approach. By concentrating on successfully delivering initial phases, they are ensuring that subsequent steps are built on a solid and well-proven base.

The thoughtful planning, positive market response, and alignment with the overall vision set a promising stage for the mentorship phase. With a pool of interested mentors and a clear roadmap, WAIODS is poised for successful execution when the time is right.

6.1.8 Expansion to In-Person Education

Deliverable Identification

The transition from a virtual learning model to a physical setup represents a significant milestone in WAIODS's growth journey. While initially leveraging online platforms to offer courses and mentorship, WAIODS has now set its sights on serving a market segment that prefers in-person learning.

Progress and Execution

Here is an update on the current state and planning for this crucial phase:

Office Setup: An office space has already been established for the WAIODS team. This provides a foundation upon which the expansion to physical classrooms can be built.

Timeline: The transition to a physical setup is expected to be completed in the first quarter of 2024.

Preliminary Planning: Although the complete transition is in the future, the groundwork has been laid, and the necessary expansion is perceived as a manageable extension of the existing office space.

Virtual Model Success: The online education model's effectiveness lays the foundation for this transition and contributes to the revenue generation that will fund the physical expansion.

Key Insights and Considerations

Flexible Approach: WAIODS's capacity to operate in virtual and physical learning environments illustrates a flexible and responsive approach to market demands.

Investment in Quality: By first focusing on hiring the right talent for teaching and mentoring online, WAIODS has set a quality standard that will likely carry over into the physical classrooms.

Strategic Scaling: The gradual transition from virtual to physical represents a strategic scaling of services, ensuring sustainability and alignment with market needs.

Conclusion

WAIODS's plan to shift to a physical setup exemplifies a thoughtful and well-orchestrated growth strategy. The foundation has been laid through a successful virtual model, and a clear timeline is in place for the physical expansion. This transition holds potential benefits, such as reaching new market segments, offering diverse learning experiences, and enhancing WAIODS's profile as a comprehensive educational provider.

The preliminary preparations, ongoing success in virtual education, and the ability to adapt to the market's demands all bode well for this ambitious yet attainable transition. As WAIODS continues to evolve, its commitment to quality, flexibility, and strategic growth remains evident.

6.2 Achieved Milestones

This section provides details about the milestones so far achieved by WAIODS.

6.2.1 Market Test

Duration: 10/10/2022 - 10/11/2022

Objective: The market test was conducted to identify potential areas of interest, analyze market demand, and set the direction for product offerings.

Outcome: The test provided invaluable insights into the market's needs and preferences. It shaped the way for targeted service offerings, resulting in a strong alignment between the company's offerings and market demand.

Learning: Through this exercise, the team learned about the nuances of customer needs, enabling them to design services tailored to specific customer segments.

6.2.2 Personal Branding

Duration: 10/11/2022 - Ongoing

Objective: To leverage the individual brands of company leaders to build trust and awareness.

Outcome: Though still in its initial stages, personal branding has begun to create an emotional connection with the target audience.

Challenges and Solutions: The challenge of creating a unique and relatable brand has been met with a strategic approach that emphasizes authenticity and values.

6.2.3 Social Media Presence

Duration: 10/11/2022 - Ongoing

Objective: To create a robust online presence through various social media platforms.

Outcome: The current efforts have led to a growing community of followers who actively engage with the content.

Strategies: Using cross-promotion, collaboration with influencers, and quality content to increase engagement and reach.

6.2.4 Website Development

Duration: 03/03/2023 - 10/03/2023

Objective: To establish a comprehensive online platform for information and registration.

Outcome: Successfully launched a user-friendly website that serves as a one-stop destination for all inquiries and registrations.

Technology Used: The website was developed using modern frameworks and technologies to ensure smooth navigation and an attractive design.

6.2.5 Ongoing Initiatives

Offering 1-1 Sessions, Personal Meet ups, Courses, and Consultancy: These ongoing efforts have allowed WAIODS to connect with a diverse audience, offering personalized services and comprehensive courses.

Progress: Successfully engaging clients and students through these various channels.

6.2.6 Scheduled Activities

Interim Project Report, Deliverables Analysis, Report Writing, and Final Defense: Essential for maintaining clarity and alignment within the project. The scheduled activities are in place to ensure consistent progress and accountability.

6.3 Future Objectives

6.3.1 Expanding Course Offerings

Objective: To grow the course catalogue from three to ten offerings.

Methodology: Including thorough market research to identify the right courses, hiring qualified instructors and implementing rigorous training programs.

Expected Impact: Broadening the reach and providing more opportunities for students and professionals.

6.3.2 Revenue Generation

Objective: To achieve a revenue target of up to 1 million PKR.

Strategy: Through increased course offerings, better marketing, and expanding into new markets.

Sustainability: Focus on creating sustainable revenue streams through continuous improvement and quality control.

6.3.3 Automation and Efficiency

Objective: To create an automated and efficient management process.

Technology Utilization: Using modern tools and software to streamline administrative processes.

Benefits: Reduce manual efforts, minimize errors and improve customer experience.

6.4 Expansion Plans

6.4.1 Introducing Mentors

Objective: To introduce experienced mentors to guide aspiring individuals.

Implementation: Collaborative training, workshops, and continuous professional development programs for mentors.

Impact: Enhance the quality of education and provide personalized guidance.

6.4.2 Community Building

Objective: To create platforms for students to interact and share experiences.

Tools: Utilizing social media, forums, and physical meet ups.

Benefits: Fostering a sense of community, collaboration, and shared growth.

6.4.3 Physical Setup in KPK

Objective: To establish a physical presence in a strategic major city of KPK.

Feasibility Study: Assessing the location, costs, and potential challenges.

Outcome: Provide accessible education to those facing online barriers.

6.5 Long-Term Vision

WAIODS' long-term vision is built on several pillars that encompass the organization's essence:

6.5.1 Commitment to Learning and Improvement

Continuous Education: Offering diversified courses and updating them as per industry standards.

Innovation: Emphasizing research and development to stay ahead of industry trends.

6.5.2 Community Engagement

Building Networks: Establishing connections between students, mentors, and industry leaders.

Collaborations: Working with institutions, governmental bodies, and other stakeholders for joint initiatives.

6.5.3 Global Reach

Expanding Internationally: Exploring possibilities to offer courses and services beyond local boundaries.

Partnerships: Collaborating with international organizations to widen the scope of offerings.

6.5.4 Sustainability and Ethics

Responsible Business Practices: Adhering to ethical guidelines and maintaining transparency.

Environmental Considerations: Implementing eco-friendly practices in operations.

The journey of WAIODS, through its various milestones, future objectives, expansion plans, and long-term vision, paints a picture of an organization that is not only aware of its purpose but also fiercely committed to achieving it.

WAIODS is navigating the complex landscape of digital skills development with a clear roadmap, a willingness to adapt, and a relentless pursuit of excellence. The blend of strategic planning, actionable initiatives, and a focus on community and global impact sets the stage for a future filled with growth, innovation, and meaningful contributions to the industry and society at large.

CHAPTER 7: FINANCIALS

Chapter 7 embarks on a numerical odyssey, decoding the financial backbone supporting and driving WAIODS. This chapter meticulously dissects revenue streams and expenditure channels from the present-day fiscal contours to the envisioned financial landscape of the coming year. Highlighting the real-world contrast between initial proposals and actual financial outcomes, the chapter offers a transparent look at WAIODS's adaptability amidst fluctuating market dynamics. As we traverse this financial terrain, we unveil the strategic underpinnings guiding WAIODS's fiscal decisions. By the close of this chapter, readers will not only grasp the financial trajectory of WAIODS but also appreciate the blend of ambition, pragmatism, and foresight that shapes its monetary blueprint.

7.1 Budget Breakdown

The budget has been broken down into two distinct phases: current, and expected. This multifaceted approach enables the analysis of the financial journey of WAIODS from the inception of the plan to the future projections.

7.1.1 Current Budget:

The current budget reflects the actual investments, revenues, and expenses incurred thus far in the fiscal year.

7.1.2 Future Expectations:

The future expectations encompass the anticipated revenue, profitability, and growth investments for the upcoming year.

7.2 Revenue and Expenses Streams

7.2.1 Current Revenue Streams

The actual revenue generated is divided among various courses which are also presented in Table 3:

- Skill Selection for Freelancing Course: Rs. 82,000

- Talent Management: Rs. 35,000

- Graphic Designing: Rs. 40,000

- Shopify Store Designing: Rs. 45,000

7.2.2 Current Expenses

The detailed expenses incurred include office furniture, marketing, technology, salaries, and miscellaneous, totaling Rs. 237000 and shown in table 3. Table 4 presents the balance sheet.

7.2.3 Future Revenue Streams

WAIODS aims to generate revenue of Rupees 40 lacs in the upcoming year through courses, consultation, and online content.

7.2.4 Future Expenses

Expenses are expected to scale with the growth of the organization, aligning with the revenue targets and strategic expansion plans.

Table 3 Income Statement for Current Year 2023

Income Statement For Current Year 2023	
Revenues	
Skill Selection Course	PKR 82000
Talent Management Course	PKR 35000
Graphic Designing Course	PKR 40000
Shopify Store Designing Course	PKR 45000
Total Revenues	**PKR 202000**
Expenses	
Advertising	PKR 7000
Website Development	PKR 18500
Studio Setup	PKR 35000
Digital Subscriptions	PKR 7000
Digital Gadgets	PKR 61000
Office Supplies	PKR 1500
Office Equipments	PKR 35000
Payout to Instructors	PKR 40000
Travel	PKR 3500
Wages	PKR 10000
Utilities	PKR 3500
Other Expenses	PKR 15000
Total Expenses	**PKR 237000**
Income Before Tax	**PKR (35000)**
Tax Expenses	--------
Net Profit (Loss)	**PKR (35000)**

Table 4: Balance Sheet for Current

Year 2023

Balance Sheet

		2023 current year
Assets		
Current assets:		
Cash (investment by founder)	PKR	358,500
Accounts Receivable	PKR	-
Prepaid expenses	PKR	1,500
		-
Total current assets	PKR	360,000
Property & Equipment	PKR	30,000
Digital gadgets and studio furniture	PKR	95,000
Total Assets	**PKR 485,000**	
Liabilities		
Current liabilities:		
Accounts payable		
Accrued expenses		-
Unearned revenue	PKR	120,000
Total current liabilities	PKR	120,000
Long-term debt	PKR	-
Other long-term liabilities	PKR	-
Total Liabilities	**PKR 120,000**	
Shareholder's Equity		
Investment capital	PKR	400,000
Retained earnings		PKR (35,000)
Shareholder's Equity	**PKR 365,000**	
Total Liabilities & Shareholder's Equity	**PKR 485,000**	

7.3 Financial Projections

7.3.1 Analysis of Proposed vs. Current Financials

While the proposed plan laid a solid financial foundation, the current financials provide insights into the real-world execution. The difference between the proposed and current numbers reflects the adaptability and response to market dynamics.

7.3.2 Future Projections

The financial projections for the upcoming year are ambitious yet grounded in strategic planning. With revenue generation targeted at Rs. 40 lacs and 60% profitability, the financial roadmap sets the direction for sustainable growth.

7.4 Conclusion

The financial journey of WAIODS, as illustrated in the proposed, current, and future financials, reveals a story of vision, execution, and aspiration. The organization has not only navigated the initial phase of its journey but has also set forth robust plans for the future. The alignment between the various financial facets signifies a balanced approach that recognizes the importance of fiscal responsibility, growth investments, and long-term sustainability. This chapter illuminates the financial core of WAIODS, providing transparency and setting the stage for future success.

CHAPTER 8: ISSUES FACED

In Chapter 8, I take an introspective look at the hurdles and challenges faced by WAIODS during its journey. Every venture faces its share of roadblocks, and we were no exception. From tackling issues like non-serious participants and unrealistic expectations to addressing technical limitations, this chapter offers a candid account of our problems. More importantly, it highlights the solutions we devised and the lessons we gleaned from each challenge. Understanding these issues and our responses to them will give readers a holistic view of how resilience, innovation, and adaptability have defined our path forward.

8.1 Non-Serious Attitude

Description: The first issue we encountered was a non-serious attitude from participants who obtained access to our courses through family or friends or without payment. This lack of professionalism jeopardized the overall class atmosphere.

Solution: To address this, we reached out to these individuals and emphasized the importance of class integrity. We also implemented a strict policy that required evaluating the background of applicants before providing financial aid.

Lessons Learned: This experience taught us the importance of maintaining a professional atmosphere and the necessity of having clear guidelines for financial aid and admissions.

8.2 Last-Minute Applications

Description: We were inundated with applications at the last moment, and many prospects requested deadline extensions. Our initial strategy of having the application deadline just 12 hours before class commencement led to operational challenges.

Solution: We adapted by setting an earlier deadline, giving us the flexibility to announce extensions if needed.

Lessons Learned: Strategic planning of application deadlines and flexibility in handling unexpected requests can lead to a smoother enrollment process.

8.3 People Believe in Facts and Figures

Description: We realized that no matter how much we tried to inspire people with suggestions and theoretical knowledge, real-life examples were what truly resonated.

Solution: By incorporating real-life case studies and student success stories into our content, we were able to increase engagement and trust.

Lessons Learned: Connecting with the audience through tangible success stories adds credibility and appeal to the content.

8.4 Internet Issues

Description: We aspired to reach all potential markets but were constrained by the lack of WiFi and mobile network in certain areas. This limitation reduced our potential market by 60%.

Solution: We started providing recorded versions of our courses, allowing those with connectivity issues to still participate.

Lessons Learned: Technology should be leveraged in innovative ways to overcome limitations and reach a broader audience.

8.5 Overnight Success Dreamers

Description: Many were attracted to our program with the unrealistic expectation of instant success, akin to the many scam investment programs in the market.

Solution: We made it clear that freelancing is about investing time and effort rather than money, dispelling the myth of quick riches.

Lessons Learned: Clear communication of the true nature and requirements of freelancing helps align expectations and attracts genuinely interested students.

8.6 Fancy is Not Always the Solution

Description: Initially, we focused on creating a luxurious studio with high-end equipment, only to discover that the content itself mattered more to our audience.

Solution: We shifted our focus towards quality content and resold assets that were becoming liabilities, utilizing available resources more efficiently.

Lessons Learned: Quality content is more valuable than appearance, and wise investment in essential assets leads to better utilization of resources.

8.7 Conclusion

These experiences have shaped our approach and understanding of our business. Each issue brought a new challenge, solution, and lesson, contributing to our growth and adaptation. By recognizing these challenges early and finding suitable solutions, we have strengthened our foundation and are better prepared for future obstacles and opportunities.

CHAPTER 9: ETHICAL CONCERNS

Chapter 9 delves into the complicated landscape of ethical considerations central to WAIODS's operations. Although ethical concerns were discussed in chapter 1, this chapter provided a more detailed view with regard to the ethical concerns of this business research project.The digital realm, especially in education and freelancing, brings myriad ethical challenges that demand unwavering attention. This chapter lays out the foundational ethical guidelines that have steered our journey, illuminates our ethical dilemmas, and chronicles our robust responses to them. Moreover, it underscores our commitment to maintain ethical standards and embed social responsibility in our ethos. As you navigate this chapter, you will understand how WAIODS upholds its ethical mandate, ensuring trust, transparency, and genuine care in every aspect of its operation.

9.1 Ethical Guidelines

Our commitment to ethical practice is enshrined in the following guidelines:

- Transparency: Clear and honest communication with students, instructors, and other stakeholders.

- Integrity: Maintaining high standards of professionalism and honoring our commitments.

- Privacy: Protecting the personal and financial information of all participants.

- Non-Discrimination: Ensuring equal opportunity and fairness in admission, pricing, and all other aspects.

- Quality Assurance: Offering high-value content and ensuring that instructors meet professional standards.

9.2 Ethical Dilemmas Faced

Throughout our journey, several ethical dilemmas have arisen, including:

- Financial Aid Decisions: Balancing the need to support deserving students with limited resources against the imperative to maintain the integrity of the class and avoid non-serious participants.

- Content Authenticity: Ensuring that all educational content is original, free from plagiarism, and respects intellectual property rights.

- Marketing Tactics: Striking a balance between persuasive marketing and the risk of creating unrealistic expectations or overselling our services.

9.3 Resolution

We addressed these dilemmas through a combination of foresight, adherence to our ethical guidelines, and consultation with stakeholders:

- Financial Aid Decisions: By implementing a robust evaluation process for financial aid applicants, we have ensured both fairness and the serious intent of participants.

- Content Authenticity: We have put in place stringent measures to verify the authenticity of content, including regular checks and using plagiarism detection tools.

- Marketing Tactics: We maintain honesty in our marketing messages, avoiding hyperbole, and providing clear and accurate information about our offerings and potential outcomes.

9.4 Social Responsibility Initiatives

In addition to adhering to ethical principles, we have undertaken various initiatives that reflect our sense of social responsibility:

- Environmental Consciousness: Opting for digital delivery and minimizing the use of paper and other physical resources.

- Community Engagement: Offering free or discounted courses to underprivileged communities.

- Supporting Local Talent: Collaborating with local instructors and content creators to foster a sense of community and shared growth.

9.5 Conclusion

Ethics is at the core of our mission and permeates every aspect of our operation. By upholding ethical guidelines and demonstrating social responsibility, we not only foster trust among our stakeholders but also contribute positively to the wider community. Our experiences have taught us that ethical decision-making is not merely a matter of compliance but a continuous commitment to our values and the people we serve. The lessons learned in resolving ethical dilemmas will continue to guide us as we grow and face new challenges.

CHAPTER 10: PROJECT CONCLUSION

In Chapter 10, I come full circle, reflecting upon and summarizing the multifaceted journey of WAIODS. From our nascent vision to the tangible outcomes, challenges, and growth we experienced, this chapter encapsulates our journey in online education and freelancing. We shed light on critical recommendations drawn from our firsthand experiences, discuss our insights' broader implications for the industry, and introspect on the myriad lessons that have defined our course. This conclusion offers a comprehensive overview of our endeavours and sets the stage for the exciting prospects. Join us as we tie together the myriad threads of our story, underscoring our commitment to excellence, innovation, and meaningful impact.

10.1 Summary

Our journey began with a vision to create a platform that would bridge the gap between skill development and financial empowerment. Through offering various courses in freelancing and providing consultation services, we not only managed to generate revenue but also faced unexpected challenges, from logistical constraints to ethical dilemmas. The experience has been both enriching and humbling, providing insights into market dynamics, consumer behaviour, and operational complexities.

10.1.1 Recommendations

Based on our experience, we would like to propose the following recommendations:

- Early Planning for Last-Minute Applications: Implement a more strategic approach to application deadlines to handle the influx of last-minute applications.

- Content Strategy Focus: Shift focus from physical appearance and aesthetics to quality content creation to attract and retain customers.

- Ethical Alignment: Ensure all operations align with ethical principles, including transparency in financial matters, to build long-lasting trust.

- Tailored Solutions for Connectivity Issues: Expand market reach by offering alternatives like recorded versions to cater to areas with limited connectivity.

10.1.2 Implications

The lessons learned have several implications for our future and others venturing into a similar domain:

- Market Perception: People's belief in facts and figures highlights the need to substantiate claims with real-life examples.

- Customer Behavior Understanding: The desire for quick success among some participants emphasizes the importance of clear communication regarding what can be realistically achieved.

- Ethical Sensitivity: Our experiences with financial aid and marketing underline the necessity of ethical conduct not merely as a compliance issue but as a core business principle.

10.1.3 Reflections

Reflecting on our journey, several key insights stand out:

- Learning from Mistakes: From the non-serious attitude of some participants to the limitation of targeting only areas with stable internet connections, we've learned invaluable lessons that have helped us grow.

- Adaptation: Our ability to adapt and respond to issues such as signal problems by offering recorded sessions is a testament to our flexibility and commitment to our students.

- Community Impact: We recognize the impact we've made not just financially but also in terms of empowering individuals to take control of their careers through freelancing and consultation.

- Financial Challenges and Opportunities: The real financials, ranging from revenue generation through different courses to expenses, have taught us to balance our books and anticipate future profitability.

10.2 Conclusion

Our journey has been a mixture of success, challenges, and constant learning. The real-life issues faced and the ethical considerations have shaped our business practices and will continue to guide us as we expand. The projected revenue of Rupees 40 lacs in the upcoming year with 60% profitability indicates the potential for growth and the need for continued diligence. As we move forward, we carry with us the lessons learned, the resilience fostered, and the determination to make a meaningful impact in the world of freelancing and online education.

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Exhibit 1: Counseling given

Waseem Akram
December 19, 2020 · 🌐

Alhamdullilah Completed about **240+ orders** in the **last 3 months** on Fiverr alone and am doing work for direct clients too, Ma sha ALLAH.
jzkALLAH sir Hisham for the motivations and lead.

Being in Freelancing since Aug 2018 and the first time when I completed my order on Fiverr and started earning through it, I wished I started it earlier.

All we need is a counselor, a guide, a mentor.

My skill is **business communication** and had provided projects in almost all domains.

being a founder of Branding Hub, worked on **Video editing, Graphics Designing, Web development, Resume writing,** and **designing,** but mostly one skill at a time, and these days, the designing work is at the peak.

I know that there are thousands of people out there who are in need of a dedicated mentor, guide, and lead, as once I was wishing the same.

I can't help them all at once but can contribute a little from my side and hence decided to dedicate my one hour each day to someone from the freelancing field, who is in need.

so if you are a fresher, completely fresher and don't know anything about freelancing and wanna know about it first, you can contact me.

if you are a beginner and already selected a domain to work in but you are still disparate and wondering around and asking every successful freelancer about his skill, let me know and we can finalize which skills you have to go with.

if you are a pro and ranked on Fiverr and wanna know how to manage a Fiverr account effectively or wanna know how to sustain a ranked position, let's have a discussion in the inbox

I hope I will keep my words and the decision I took will be a reason to glad ALLAH Almighty.

jzkALLAH and looking forward to hearing from you.

Note: 1 hour for 1 freelancer each day. and once connected with a freelancer, I will be available throughout the lifetime for any kind of assistance he/she required.

will reply on a first-come and first-served basis in sha ALLAH

ACTIVE GIGS					LAST 3 MONTHS ▾
GIG		IMPRESSIONS	CLICKS	ORDERS	CANCELLATIONS
	be your personal dedicated graphics designer	5.5K	1.1K	231	5 %	▾
	do an attractive mobile app UI UX design	3.8K	48	5	20 %	▾

What does your Gig® status mean?

🔵❤️ Shehryar SK, Arshad Khan and 751 others   256 Comments

Exhibit 2: Market test
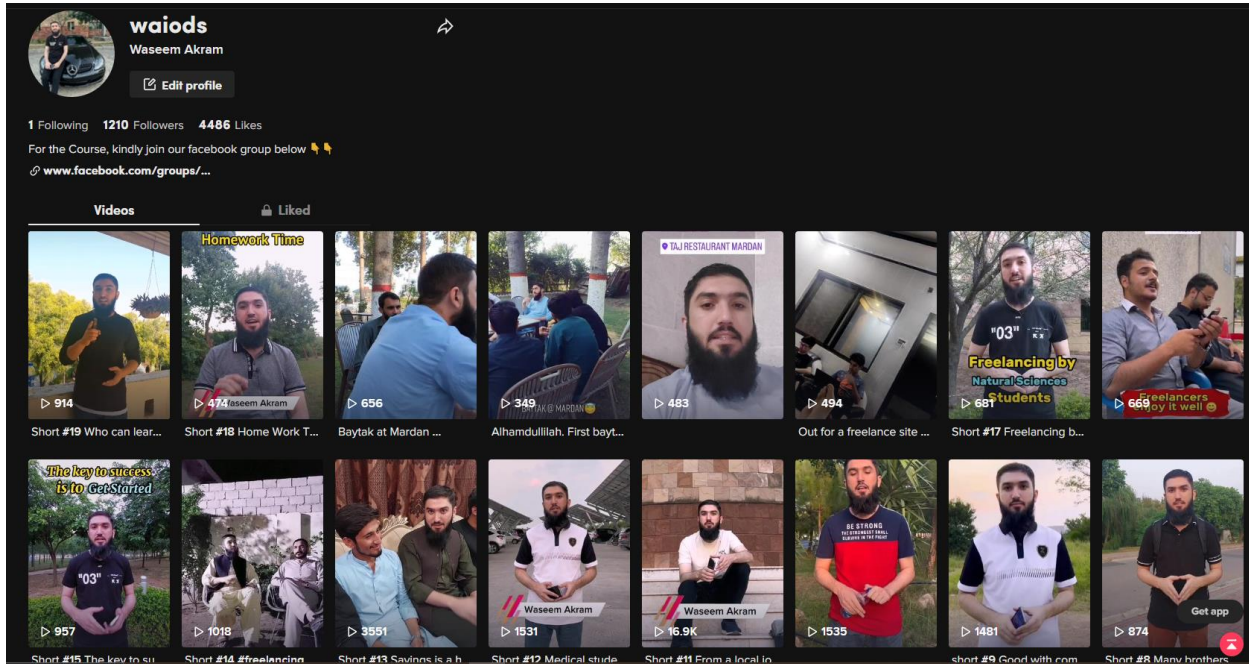
Exhibit 3: First Personal Meet up

Exhibit 4: Pricing Strategy

Exhibit 5: First course offered
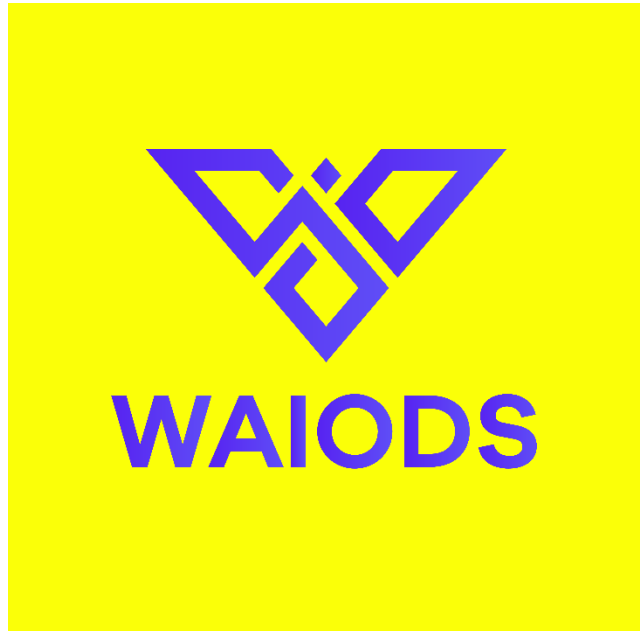
Exhibit 6: Logo (Personal Branding)

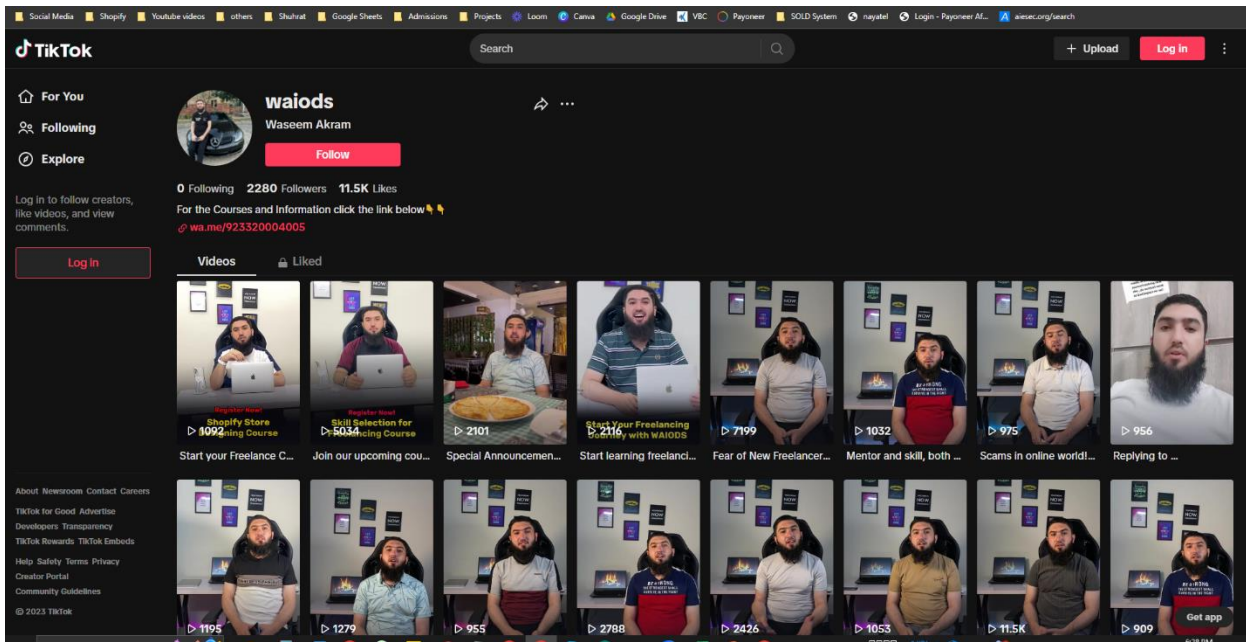Exhibit 7: Personal Pages of Waseem Akram
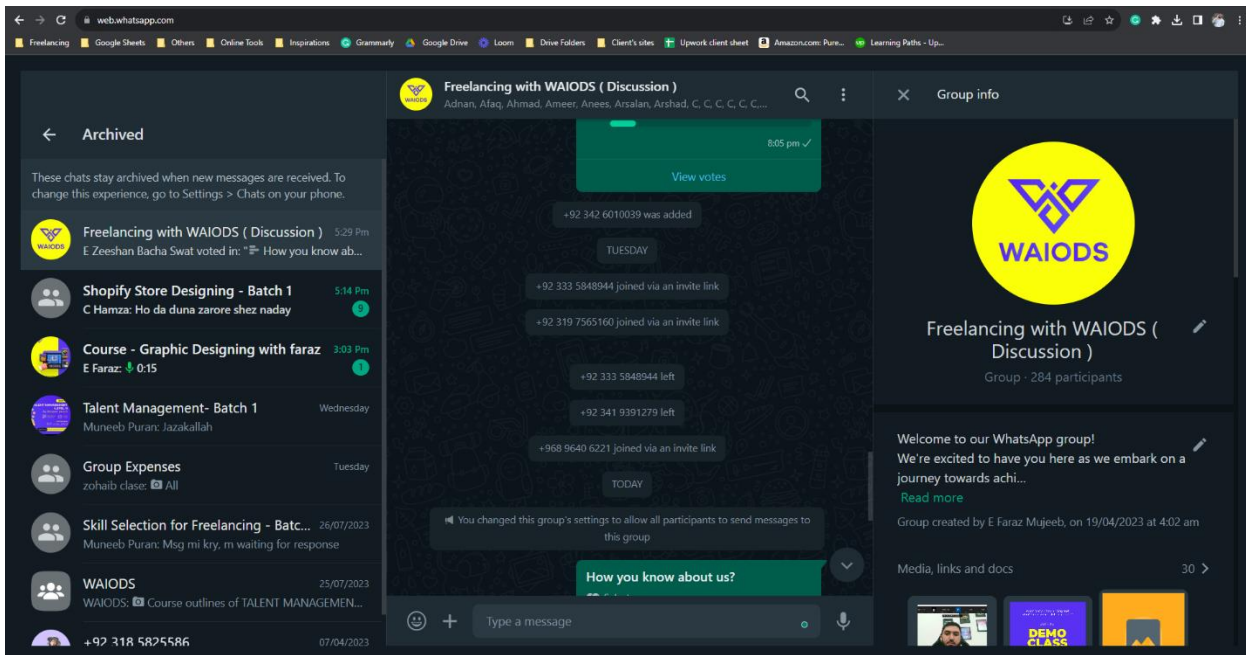
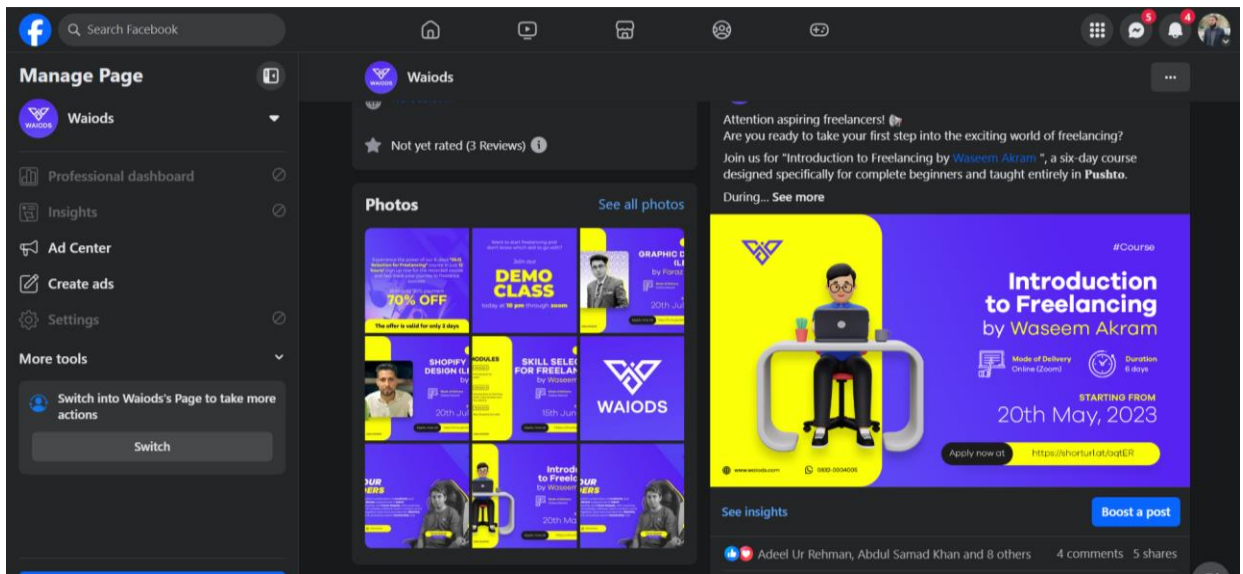Exhibit 8: Whatsapp groups of WAIODS

Exhibit 9: Facebook page of WAIODS.

Exhibit 11: Different local meetups

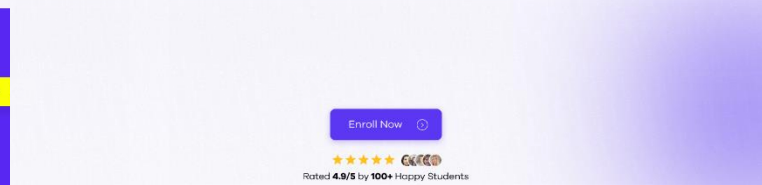Exhibit 12: UI Design of WAIODS' Website.
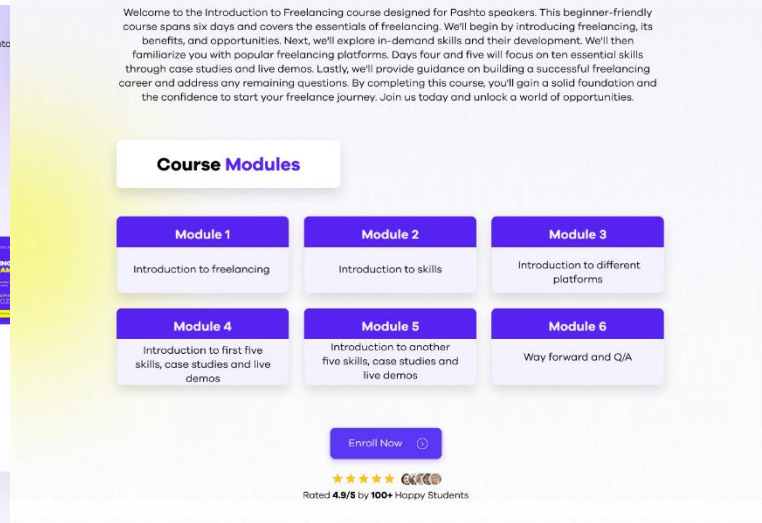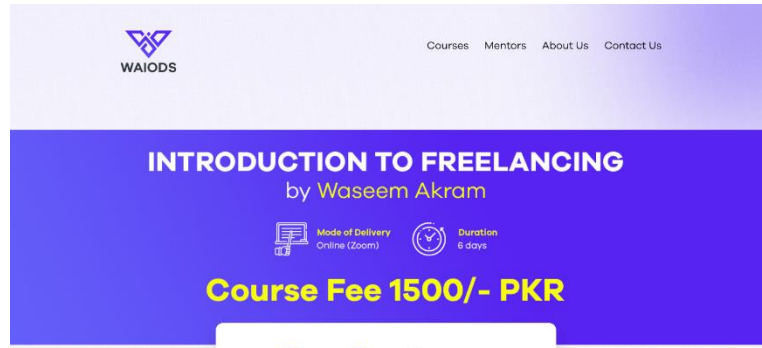
Exhibit 13: List of counseling offered
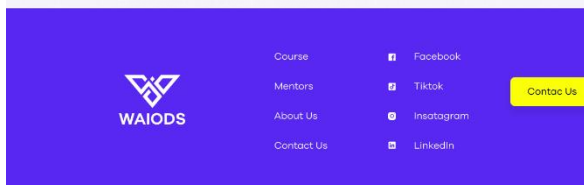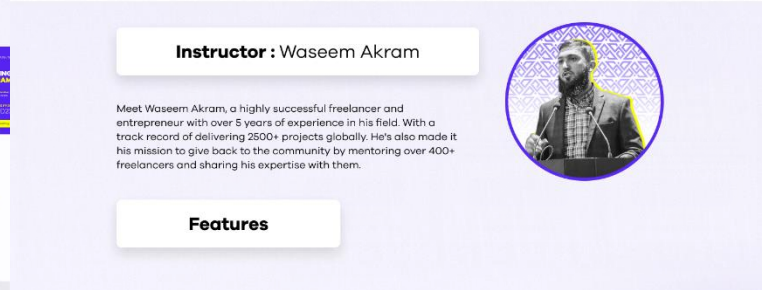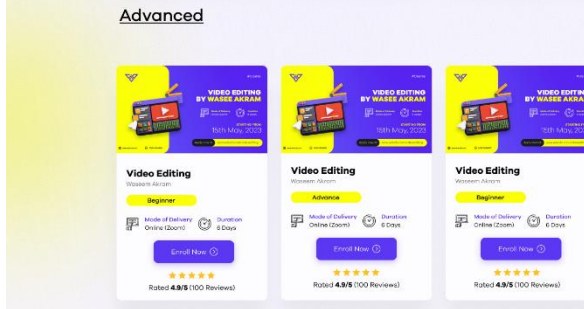
Name	Contact		Name	Contact
Muhammad Waqas	03419765846		Jameela Ali	03180581976
Ziaullah	03129838639		Maaz Rehman	03302535356
Furqan	03431537433		Muhammad Yousaf	03479069826
Abdullah	03451931202		M Yousaf	03479069826
Muhammad Yaseen	03440446320		Muhammad Anees	03109345557
Muhammad Kashif	03329475268		Saad Umar	03127970944
Saad	03429066209		Asif Khan	03438963913
Sajjadkhan	03062332307		Muhammad Anees	03109345557
Shahsawar Khan	03435114137		Danish	+92 312 9583879
Imdadullah	03439282209		Mustafa Khan	03489388458
Syed Hidayat Shah	03461953104		Zafar Iqbal	03479622302
Noor Ullah	03329339112		Shah Faiz	03357752237
Muhammad Yaseen	03440446320		Azmatullahkhan	03475250379
Shahzad Ahmad	+923429259662		Asim Muhammad	03430471074
Muhammad Zubair	03464492124		Kifayat Ullah	3489188448
Inzamam Ul Haq	03468076981		Aziz Ullah	0302 5744248
Zohaib Shah Bacha	03481569996		Ahmed Zaman	+92 341 7620192
Shah Haiyat Shah	03461953104		Numan Khalil Khan	03489414411
Noor Ullah	03329339112		Uzair Khan	03045511344

Exhibit 14: Different Courses Offered