Product Management Strategy for scaling a digital gig assistant product and driving its growth in the gig economy

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Abstract

This paper presents the product management-driven sales strategy for a gig assistance product, a digital platform designed to support gig workers in efficiently managing their engagements. With a target audience of over 57 million gig workers in the U.S., a gig assistance product aims to become a centralized solution for job discovery, application management, and work tracking, offering users a seamless end-to-end experience.

The product strategy encompasses a phased development approach: brand awareness, strategic market positioning, and gradual expansion into new territories. The product roadmap outlines key milestones, focusing on scaling user acquisition and transitioning the platform from a freemium model to a subscription-based revenue model once user retention targets are met. This approach emphasizes the product management principles of iterative development, user-centric design, and data-driven decision-making.

To optimize growth, the strategy leverages targeted marketing, a detailed three-year sales plan, and customer retention programs, ensuring a cohesive alignment between product development and sales objectives. The product management framework applied includes thorough market analysis, agile product iterations, and performance metrics that guide product enhancements and marketing tactics.

By embedding scalability and profitability into the product lifecycle, the strategy aims for a gig assistance product to achieve significant market penetration and profitability by 2026, setting the foundation for global expansion and long-term revenue growth. This approach illustrates how effective product management can drive strategic alignment between development, marketing, and sales functions to maximize user acquisition and retention.

Keywords: Product Management, Gig Economy, Sales Strategy, User Acquisition, Subscription Model, Freemium Service, Revenue Growth, Market Penetration, Digital Platform, a gig assistance product, Retention Strategy, Monetization, Product Development, Customer Retention, Agile Iteration, Data-Driven Decisions, User-Centric Design, Market Expansion, Profitability, Global Scaling.

Introduction

In the rapidly evolving gig economy, platforms that effectively manage and optimize the gig worker experience are increasingly critical. a gig assistance product is designed with a product management focus to provide a comprehensive, end-to-end solution for independent contractors and freelancers, integrating various services into a unified, user-friendly interface. The platform streamlines the entire gig journey, from job discovery and application to management and payment, aiming to become the go-to digital assistant for the estimated 57 million gig workers in the U.S.

This paper explores a gig assistance product's product management strategy, detailing how the platform can be scaled efficiently and effectively to meet evolving user needs while achieving business objectives. Central to this strategy is a phased approach encompassing brand awareness, market positioning, and gradual expansion into key territories. The platform's sales model is built on product management best practices, utilizing a freemium structure to attract users and leveraging advertising and referral incentives. As the user base grows, the strategy transitions to a subscription-based revenue model, aligning monetization with the value delivered to users.

Guided by product management principles, a gig assistance product's growth plan is not only technical or sales-driven but is deeply rooted in user-centric design, agile development, and data-driven decision-making. The paper highlights how these principles are embedded in every aspect of the platform's development, from user acquisition and retention tactics to the optimization of the sales funnel. The goal is to illustrate how effective product management frameworks can create alignment between development, marketing, and sales efforts to drive scalable, profitable growth in a competitive gig economy market. Through detailed analysis and insights, this paper provides a roadmap for using product management to build, scale, and sustain digital platforms successfully.

Executive Summary

A gig assistance product is a platform that supports gig workers to be efficient and effective in their gig journey. It is estimated that there are 57 million gig workers in the U.S. a gig assistance product acts as a one-stop-shop to complete all the tasks required for the entire gig journey (from researching, applying, tracking, managing, and getting paid) in a centralized platform. With a gig assistance product, consumers can not only utilize one profile and validation for multiple job applications but also personalized recommendations.

The goal of this report is to outline a gig assistance product's sales strategy. And furthermore, drive this to build our revenue strategy. We have set prices for our products and services and decided on the various techniques to be used to sell them. The target audience for the report is potential investors to make investment decisions.

Current Position

A gig assistance product's mission is to organize the world's gig opportunities and help gig workers get things done throughout the entire job search/application/hiring process. Based on this mission, it aims to be a one-stop-shop for all gig workers. We believe it will cost about 1.1M to build our platform and staff our platform and plan to budget 250k to market promote the platform. Once the platform is built, we will expand our and grow our presence through four phases.

- **Phase 1:** Raise Brand Awareness
- **Phase 2:** Effectively position the product to the target audience and market
- **Phase 3:** Expand the product to new territories
- **Phase 4:** Attract new customers and retain user engagement via continuous product improvement Based on the key strategies, we have set ambitious goals into 3 key milestones:
- **Short-term (1-3 yrs):** Generate $250,000 revenue and acquire 100,000 users
- **Mid-term (3-5 yrs):** 2x the revenue by 2025 and 10x the revenue by 2026. Become profitable by the end of 2026 (15% profit over revenue). Market penetration to new territories within the US to reach 15 mn potential customers and acquire 750,000 users by the end of 2026.
- **Long-term (5yrs+):** Expand to global markets and increase the reach the revenue target of $50 mm by the end of 2028 with YoY profit of 40%. Market penetration to new countries to reach 150 mn potential customers and acquire 10 mn users by the end of 2030.

From this plan, we believe we can achieve the following projected revenue:

a gig assistance product Projected Revenue	Year 2021	Year 2022	Year 2023
Expected Sales Revenue	$ 67,435.88	$ 1,102,364.44	$ 16,711,420.97
Cost of Sales	$ 799,300.00	$ 2,180,864.45	$ 15,579,017.97

Sales Strategy

Pricing Strategy

A gig assistance product offers a simple strategy targeted to grow the user base and community over time and then charging a small fee. a gig assistance product would launch free to users, aka, a "freemium service" until the platform reached 250,000 active users. An active user is a registered member that uses the site to find and obtain work. During this period, our revenue source will be from advertisement.

Once we have acquired over 250,000 users by 2025, and considering we have created enough stickiness to the customer, that your Monthly Active users are 70% of the total users on the platform, the plan from the 5th year is to **start monetizing the product by charging a subscription fee** of $6.99/month or $59.99/year which will make the company start generating profit from 2026 onwards

Sales Objectives, Strategy, and Tactics

Target Market
Our plans are to target the Bay Area year one targeting Gig service workers and contractors. Over time we will expand the market reach to other key cities in the United States where the cost of living is significantly higher than the standard base income.

Year 1			Year 2			Year 3		
Location	Audience		Location	Audience		Location	Audience	
	Segment	Industry		Segment	Industry		Segment	Industry
Bay Area Market	Diversified Workers & Independent Contractors	Transportation - Lyft, Uber, DoorDash, etc / Business/Professional Services - Care, welness, Teaching, etc	Bay Area Market + Chicago	Diversified Workers & Independent Contractors	Transportation - Lyft, Uber, DoorDash, etc / Business/Professional Services - Care, welness, Teaching, etc / Miscellaneos services - Handy man, restaurant workers, other shift workers	Bay Area Market + Chicago + New York	Diversified Workers + Independent Contractors + Moonlighters	Transportation - Lyft, Uber, DoorDash, etc / Business/Professional Services - Care, welness, Teaching, etc / Miscellaneos services - Handy man, restaurant workers, other shift workers / Public Sector - Government Jobs, hospitals, university

Strategy

This section will review how our customer touch points will support our overall sales strategy that will focus on user acquisition and retention. Our sales strategy and goal is to attract and retain users through the following customer touch-points:

Touch Point Sales Strategy	Sales Objective
a gig assistance product provide relevant and engaging content w**ebsite** to the potential worker	Get users to sign up for a gig assistance product
Website Cookies Improve experience over time by knowing more about the user	Enables user profiling in the background to provide customized content to the worker - Retargeting efforts
Web Extension Identifies potential users from the web extension on partner sites	Shows end user the benefits of a gig assistance product and is an opportunity touch point to get the user to sign up
Social Online Ads Identifies potential users from social marketing	Retarget and convert users from social campaigns
Referrals Incentivise users to refer friends	Increase users via reward program
Sales Team Drive user personalization and targeting	Increase users via personalization

Tactics

The high-level sales strategy can be shown as follows:

Figure 1: Overall sales strategy for a gig assistance product

Considerations about how the sales strategy leverage the key tactics to achieve the needed sales objectives to drive user acquisition:

Sales Strategy Objective	Tactics to Achieve Sales Objectives
Understand the buyer: Create a buyer profile-based job type	● Build Customer/Buyer Personas and User Cases ● Develop communication frequency plan based on user personas ● Bottom-up strategizing to understand what matters to gig workers culturally, strategically, and personally for each specific work category
Understand the market and competitors: Understand the markets with income / cost of living is high	● Understand local economy ○ Cost of living ○ Job accessibility
Lead Generation: Convert free customers to paid users	● Communication when new features are available ● User testimonials promoting ease of use ● Work partnerships with job opportunities
Develop and implement a bottom-up strategy: Develop a localized strategy that targets workers and implement the strategy to convert them to paid users	● Communication when new features are available ● User testimonials promoting ease of use ● Work partnerships with job opportunities ● Send direct personalized mail based on job interests ● Analyze Sales Strategy ● Define Important US Sales Territories ● Update Sales Activities and Strategies

|	
Retention, Churn, and Evangelism: Have over 95% retention, and develop relationships with customers so site users evangelize the benefits of using a gig assistance product	● Develop Customer Retention Strategy ● Set Up Customer Retention Program ● Churn Analysis ● Document Customer Challenges ● Customer Satisfaction Surveys ● Feedback Touchpoints ● Identify At-Risk Key Clients ● Strategize on US Territories
Administration: Track sales, costs, resources, and revenue to optimize processes and incentivize high performers	● Analyze operational costs ● Financial Reporting ● Plan to more sales representatives ● High more sales representatives
Stack + Workflow: Track user interaction metrics, optimize content and processes	● Sales dashboard and CRM ● Implement live chat

Three Year Sales Roadmap
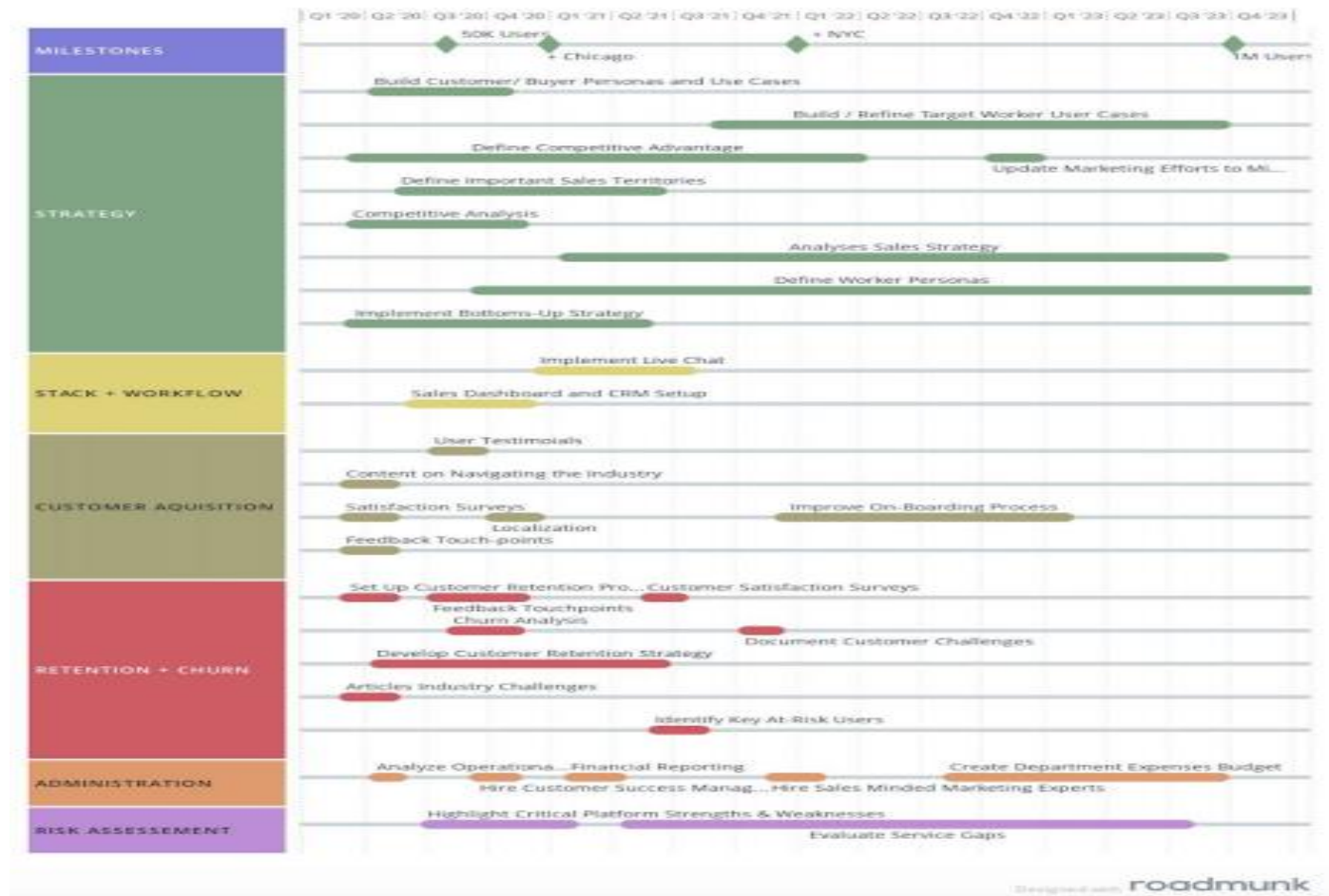
Figure 2 Three-year roadmap of sales activities based on the sales strategy.

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Considerations about why certain activities happen at their frequencies in the roadmap

- Strategy: Understanding the worker's job needs best will make our service compelling. It is important for a gig assistance product to target the right workers
- Stack and Workflow: A sales dashboard and CRM tool will be implemented to understand our user acquisition. Live chat will be released to support market expansion
- Customer Acquisition: It will be key to have up-to-date and relevant content for workers to use as a resource. These areas will shift and move as we get data on our site stickiness and marketing effectiveness
- Retention and Churn: There will be personalized touch-points aimed at workers to personalize their needs.
- Administration: To track the efficiencies of our money and people
- Risk Assessment: Continual risk assessments will take place on average every quarter to ensure that continuous improvement within sales and marketing efforts and to ensure there is a continued understanding of the competitive landscape.

Revenue Model

Based on our sales strategy, we were able to incorporate the market dynamics, pricing structure, associated costs to build a revenue model. The following section details the aspects of our revenue model as determined for the next 5 years. A gig assistance product's revenue model is similar to many Software as a Service (SaaS) companies. We are going to initially drive the monthly active users (MAU) and focus on stabilizing our bottom line. After we are confident in our ability to capture the market strategically and financially, we are going to start expanding our top line growth. For each of the following sections, the spreadsheet attached with this document shows complete details as well as the appendix
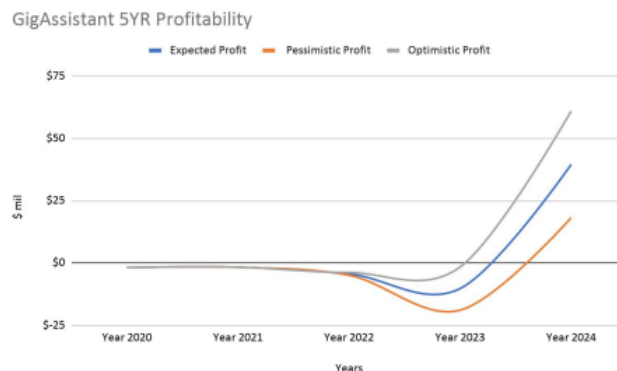
Profitability

Our profitability follows a typical S curve where **Year 2020 (Pre-launch)**: High development costs without revenue
Year 2021-2022: High user acquisition cost with only advertising revenue
Year 2023-2024: Subscription revenue from sticky users with rapid expansion into new markets leading both to higher revenue and higher marketing costs.

The chart above shows this profitability within reasonable scales. We expect that in the most **1. Optimistic Case:** Profitable starting **Mid-2023** with peak of **$63 mil in Year 2024**

Expected Case: Profitable starting **End-2023** with peak of **$38 mil in Year 2024 3. Pessimistic Case** Profitable Starting **Start-2024** with peak of **$20 mil in Year 2024**

Market Analysis

The size of the market we are targeting goes from **Bay Area** in **Year 1** to **USA & Canada** by **Year 5**. Furthermore, it expands from just transportation services and miscellaneous services to the majority of the sectors by which gig-workers are defined as elaborated here.

The assumptions around the markets were of two types:

Market Reach *(Based on previously collected statistical data here)*
- Number of Gig-Workers by geography, sector and type.
- Number of GigPartners by geography sector and type
- Anticipated growth in each category.

Below is the breakdown of YoY market reach and expected users to become members (Sign-Up users) of our website. Note: All years noted here are post-launch.
By the end of first year (Year 2021), we are expecting to target cumulative 565,500 potential users in the Bay Area and expecting 29,689 users to become members of our website

2021		Q2	Q3	Q4
Target Market - Bay Area				
Market Reach	75,000	187,500	345,000	565,500
Website Visitors	18,750	46,875	86,250	141,375
Expected Users Converted	3,938	9,844	18,113	29,689

In the second year, the plan is to expand the territory and target the Chicago market also in addition to the Bay Area market which will make our total market reach to ~4m potential users by the end of 2022, out of which we are expecting 18,900 users to become members of our website.

Target Market - Bay area + Chicago				
2022		Q2	Q3	Q4
Market Reach	1,006,500	1,668,000	2,594,100	3,983,250
Website Visitors	251,625	417,000	648,525	995,813
Expected Users Converted	52,841	87,570	136,190	209,121

In the third year, the plan is to expand to the major US cities and reach ~23mil users with 1.2 mil to become members

Target Market - Bay area + Chicago + New York				
2023		Q2	Q3	Q4
Market Reach	6,761,550	10,651,170	16,096,638	23,720,293
Website Visitors	1,690,388	2,662,793	4,024,160	5,930,073
Expected Users Converted	354,981	559,186	845,073	1,245,315

By the last year, we will saturate the US and start on Canada with reach of $132mil users and ~7 mil member

Target Market - USA + Canada				
2024		Q2	Q3	Q4
Market Reach	38,967,604	60,313,838	90,198,567	132,037,186
Website Visitors	9,741,901	15,078,460	22,549,642	33,009,297
Expected Users Converted	2,045,799	3,166,477	4,735,425	6,931,952

Sales Funnel Conversion Rates *(Based on analysis of statistical data to marketing campaigns defined - including ad strategies)*

The data above relies on our marketing funnel from **Inbound and Outbound** marketing channels.

- We are expecting that our market reach will convert 25% of the potential customer to website visitors.
- Considering a 30% bounce rate, we are expecting to have a total ~18% of the potential customers to be the readers of our website.
- Further, we are expecting that 30% of the readers will convert into sign-up users which is 5.3% of the total market reach.

This is summarized below.

Prospects (Sales Funnel)	Conversions	% users left
Inbound and Outbound Marketing		100%
Website visits (25% website visits from I/B and O/B Marketing)	25%	25%
Bounces (30% Bounce Rate)	30%	8%
Readers (Website visits - Bounce)		18%
Sign-Up Users (30% Conversion Rate)	30%	5.3%

Ad Success Rates (*Based on demographic response to ad strategies)*
The marketing funnel above relies on various assumptions about our marketing strategies. Primarily driven by

- **Inbound Marketing:**
  - Click Through Rates (CTR)
  - Cost-Per-Clicks
- **Outbound Marketing:**
  - Reasonable Estimates were taken based on marketing strategies

The distinct ones are defined below.

GigWorker	
Click-Through-Rate (CTR)	6%
Cost-Per-Click (CPC)	$1.50

| GigPartner	
Yearly Partner Relationship Growth	2x
Gig Partners Cost-Per-Click	$1.5
Gig Partner CTR	25%

Products, Pricing & Costs

This section focuses on the products as a means of pricing, their associated pricing and costs. GigAssistants primary offering relies on providing a service. The service is around providing its customers value in the consumption of the platform. The model for us is simple, initially the products we are offering will be free but our revenue will be from the ad platform. Going forward, our users will pay us for subscription revenue for our value offering. The only other revenue product that we will focus on is incentivizing referral revenue with benefits

Initial Offering: No product revenue, only Ad revenue based on similar data (CTR & CPC) for the markets section above. Ads for Gig-Economy and for Gig Partners will be displayed on our websites. This will help drive revenue from the number of users we are able to funnel to our website. The funnel in the previous section is to drive engagement to our site, the ad funnel will be applied on top of that to drive users to ad providers.

- *Example:*
- *100 users* targeted,
- *18 users* visit website *(target for ad-funnel),*
- *5 users* sign-up *(*first funnel) - **Drives MAU and hence subscription revenue** ■ *1 user* clicks on *Ad (*second funnel) - **Drives Ad Revenue**

Subscription Offering: By Year 2023 we will start capitalizing on our active users with a freemium subscription revenue at **$6.99 per month.** We wanted to keep our options simple, the price low enough for justified value. This will offer truly unlocked value on features and intelligence

Based on this, the revenue projections can be seen below:
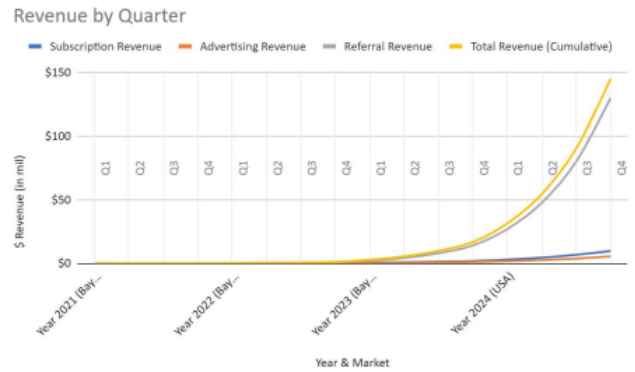
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Based on this, the cost projections can be seen below:
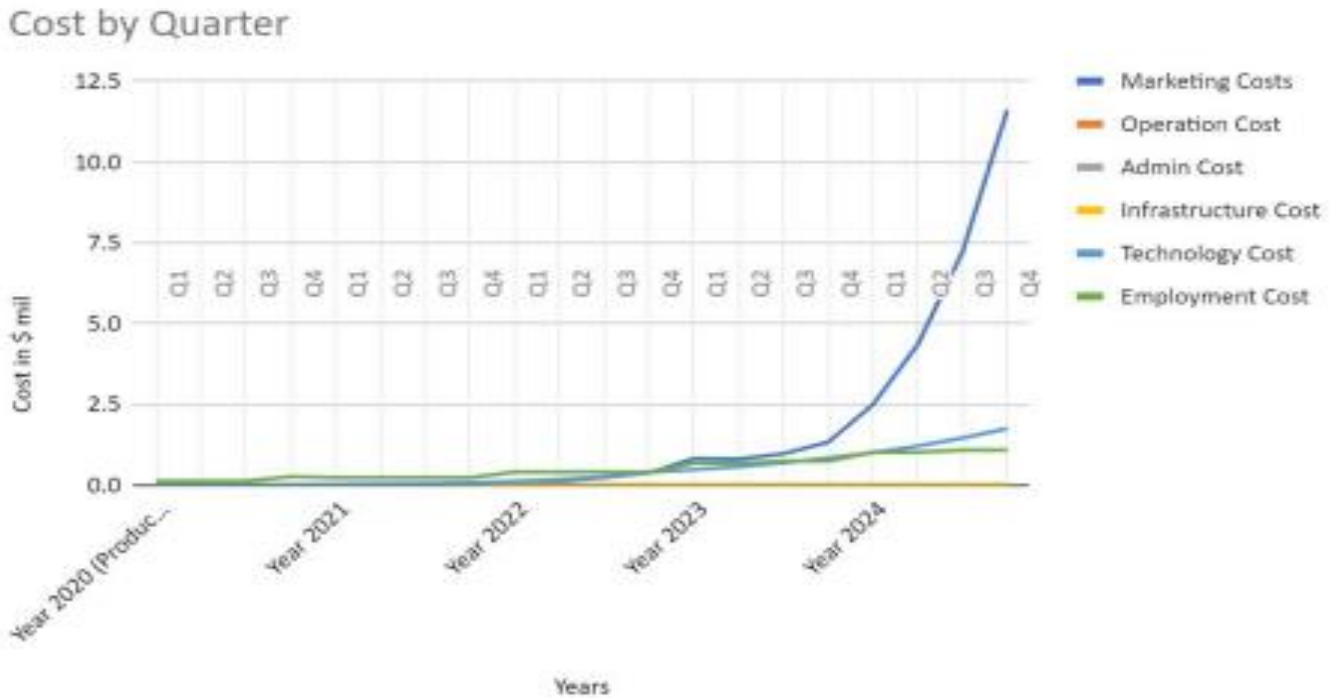
Detailed Revenue & Costing

The next section details the revenue and cost analysis based on the information above.

Year 2020

- Revenue Plan - Development and Launch phase, so no revenue
- Cost of Sales - High Development cost

Year 2020 (Development + Launch)	Q1	Q2	Q3	Q4
Total Sales Revenue	**$ -**	**$ -**	**$ -**	**$ -**
Subscription Revenue	$ -	$ -	$ -	$ -
Advertising Revenue	$ -	$ -	$ -	$ -
Referral Revenue	$ -	$ -	$ -	$ -
Total Cost	**$ 158,000.00**	**$ 316,000.00**	**$ 474,000.00**	**$ 799,300.00**
Marketing Costs	$ -	$ -	$ -	$ 24,300.00
Operation Cost	$ 13,000.00	$ 13,000.00	$ 13,000.00	$ 13,000.00
Technology Cost	$ 15,000.00	$ 15,000.00	$ 15,000.00	$ 18,000.00
Employment Cost	$ 130,000.00	$ 130,000.00	$ 130,000.00	$ 270,000.00
Profit/Loss	**$ (158,000.00)**	**$ (316,000.00)**	**$ (474,000.00)**	**$ (799,300.00)**

Year 2021

- Revenue Plan - Advertising Revenue
- Cost of Sales - Increasing Marketing Cost

Year 2021	Q1	Q2	Q3	Q4
Total Sales Revenue	**$ 5,990.63**	**$ 14,976.56**	**$ 34,349.06**	**$ 67,435.88**
Subscription Revenue	$ -	$ -	$ -	$ -
Advertising Revenue	$ 3,037.50	$ 7,593.75	$ 13,972.50	$ 22,902.75
Referral Revenue	$ 2,953.13	$ 7,382.81	$ 20,376.56	$ 44,533.13
Total Cost	**$ 158,000.00**	**$ 316,000.00**	**$ 474,000.00**	**$ 799,300.00**
Marketing Costs	$ 30,375.00	$ 37,968.75	$ 47,460.94	$ 59,326.17
Operation Cost	$ 13,000.00	$ 13,000.00	$ 13,000.00	$ 13,000.00
Technology Cost	$ 26,250.00	$ 38,437.50	$ 56,484.38	$ 83,261.72

	Employment Cost	$ 237,500.00	$ 237,500.00	$ 237,500.00	$ 237,500.00
Profit/Loss		**$ (152,009.38)**	**$ (301,023.44)**	**$ (439,650.94)**	**$ (731,864.13)**

Year 2022

- Revenue Plan - Advertising Revenue & Referral Revenue
- Cost of Sales - Increasing Marketing Cost

Year 2022		Q1	Q2	Q3	Q4
Total Sales Revenue		**$ 159,656.06**	**$ 330,264.00**	**$ 615,774.49**	**$ 1,102,364.44**
	Subscription Revenue	$ -	$ -	$ -	$ -
	Advertising Revenue	$ 40,763.25	$ 67,554.00	$ 105,061.05	$ 161,321.63
	Referral Revenue	$ 118,892.81	$ 262,710.00	$ 510,713.44	$ 941,042.81
Total Cost		**$ 1,106,425.00**	**$ 1,433,331.25**	**$ 1,787,776.56**	**$ 2,180,864.45**
	Marketing Costs	$ 63,862.43	$ 132,105.60	$ 246,309.80	$ 385,827.55
	Operation Cost	$ 13,000.00	$ 13,000.00	$ 13,000.00	$ 13,000.00
	Technology Cost	$ 123,061.52	$ 182,303.47	$ 270,594.18	$ 402,314.99
	Employment Cost	$ 340,000.00	$ 340,000.00	$ 340,000.00	$ 340,000.00
Profit/Loss		**$ (946,768.94)**		**$ (1,172,002.08)**	**$ (1,078,500.02)**

Year 2023
- Revenue Plan - Subscription revenue coming from 20% of the users w/ at $6.99 ● Cost of Sales - Increasing Marketing Cost

Year 2023		Q1	Q2	Q3	Q4
Total Sales Revenue		**$ 2,766,876.97**	**$ 5,407,013.19**	**$ 9,755,890.60**	**$ 16,711,420.97**
	Subscription Revenue	$ 496,263.96	$ 781,742.62	$ 1,181,412.75	$ 1,740,950.92
	Advertising Revenue	$ 273,842.78	$ 431,372.39	$ 651,913.84	$ 960,671.87

		Q1	Q2	Q3	Q4
	Referral Revenue	$ 1,996,770.23	$ 4,193,898.19	$ 7,922,564.02	$ 14,009,798.17
Total Cost		**$ 7,181,309.20**	**$ 9,238,276.45**	**$ 11,899,253.48**	**$ 15,579,017.97**
	Marketing Costs	$ 830,063.09	$ 811,051.98	$ 975,589.06	$ 1,336,913.68
	Operation Cost	$ 13,000.00	$ 13,000.00	$ 13,000.00	$ 13,000.00
	Technology Cost	$ 599,002.13	$ 892,915.26	$ 1,332,387.98	$ 1,989,850.81
	Employment Cost	$ 340,000.00	$ 340,000.00	$ 340,000.00	$ 340,000.00
Profit/Loss		**$ (4,414,432.23)**	**$ (3,831,263.25)**	**$ (2,143,362.88)**	**$ 1,132,402.99**

Year 2024

- Revenue Plan - Increased subscription revenue
- Cost of Sales - Increasing Marketing Cost

Year 2024		Q1	Q2	Q3	Q4
Total Sales Revenue		**$ 31,289,329.57**	**$ 54,366,592.15**	**$ 90,183,458.28**	**$ 145,012,480.58**
	Subscription Revenue	$ 2,860,027.27	$ 4,426,734.15	$ 6,620,123.79	$ 9,690,869.29
	Advertising Revenue	$ 1,578,187.95	$ 2,442,710.45	$ 3,653,041.95	$ 5,347,506.04
	Referral Revenue	$ 26,851,114.36	$ 47,497,147.55	$ 79,910,292.55	$ 129,974,105.25
Total Cost		**$ 19,712,410.84**	**$ 26,315,862.87**	**$ 36,096,299.73**	**$ 50,559,873.68**
	Marketing Costs	$ 830,063.09	$ 811,051.98	$ 975,589.06	$ 1,336,913.68
	Operation Cost	$ 13,000.00	$ 13,000.00	$ 13,000.00	$ 13,000.00
	Technology Cost	$ 483,672.05	$ 581,524.05	$ 699,225.85	$ 840,817.25
	Employment Cost	$ 685,000.00	$ 685,000.00	$ 750,000.00	$ 750,000.00
Profit/Loss		**$ 11,576,918.73**	**$ 28,050,729.28**	**$ 54,087,158.55**	**$ 94,452,606.90**

Revenue Forecast Scenarios

The revenue forecast section focuses on possible scenarios due to legal, political, economic, biological, social factors that can affect the outcome of a business at any point in time. We accounted for these with the following **assumptions:**

- Most Likely is the average usage
- Pessimistic assumes 25% less than average usage
- Optimistic assumes 25% more than average usage

TOTAL REVENUE BY CASE				
Most Likely Projections Q1		Q2	Q3	Q4
Year 2021	$ 5,990.63	$ 14,976.56	$ 34,349.06	$ 67,435.88
Year 2022	$ 159,656.06	$ 330,264.00	$ 615,774.49	$ 1,102,364.44
Year 2023	$ 2,766,876.97	$ 5,407,013.19		$ 16,711,420.97
Year 2024	$ 31,289,329.57	$ 54,366,592.15		$ 145,012,480.58
Pessimistic Projections	Q1	Q2	Q3	Q4
Year 2021	$ 4,492.97	$ 11,232.42	$ 25,761.80	$ 50,576.91
Year 2022	$ 119,742.05	$ 247,698.00	$ 461,830.87	$ 826,773.33
Year 2023	$ 2,075,157.73	$ 4,055,259.90		$ 12,533,565.72
Year 2024	$ 23,466,997.18	$ 40,774,944.11		$ 108,759,360.43
Optimistic Projections	Q1	Q2	Q3	Q4
Year 2021	$ 7,488.28	$ 18,720.70	$ 42,936.33	$ 84,294.84
Year 2022	$ 199,570.08	$ 412,830.00	$ 769,718.11	$ 1,377,955.55
Year 2023	$ 3,458,596.21	$ 6,758,766.49	$ 12,194,863.25	$ 20,889,276.21
Year 2024	$ 39,111,661.96		$ 67,958,240.19 $ $ 181,265,600.72	

Team Structure

An important aspect of the sales and business development is the employment strategy. We will initially focus on keeping the team small until we are operationally strong. The following sections summarize the targets.

Founders and Roles

The role of the founders is below. Their ownership is primarily on initially divided equity from their investments. They are assumed to remain constant, unless any unexpected circumstances take place

- **CEO:** Mr X
- **Chief Marketing Officer** (CMO)**:** Ms Y
- **Chief Technology Officer** (CTO): Mr Z
- **Chief Product and Partnerships Officer** (CPO): Ms A
- **Chief Designer** (CD): Ms B

Employees

The employees we will have been shown below. In Years **2020-2022**, we will not experience much growth as we stabilize operations, business, user requirements and structure. However, from Year 2023, we will expand **development** first to start bootstrapping for heavy marketing and product strategies. Soon after, we will be **actively** expanding our sales and marketing team to cater to the high business growth.

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Employees by Quarter

Conclusion

In conclusion, the development and sales strategy for the gig assistance product is centered on a product management framework that ensures scalability, profitability, and market relevance. By adopting a phased approach—raising brand awareness, strategic market positioning, and gradual geographic expansion—the platform aims to attract, retain, and monetize its user base efficiently. Through the integration of data-driven decision-making, agile iterations, and user-centric design, the gig assistance product seeks to become a comprehensive, indispensable solution for gig workers, addressing their needs from job discovery to payment. The strategic shift from a freemium to a subscription model, supported by targeted marketing and robust retention programs, positions the platform for sustainable revenue growth. With clear milestones and financial targets outlined, the plan demonstrates how aligning product development, marketing, and sales objectives under a cohesive product management strategy can drive impactful results. As the gig economy continues to expand, this product's adaptive and user-focused approach not only ensures market penetration but also sets the foundation for long-term global growth. By 2026, the gig assistance product is projected to achieve significant profitability and market leadership, paving the way for further international expansion and a strong foothold in the digital platform landscape.