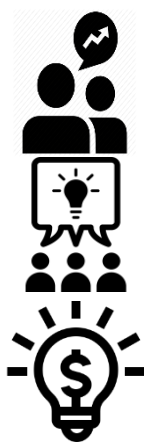


Rise Up on Upwork Boot Camp Achievements Report



EVENT IMPACT



- 100 Youth Mentored
- 19 Jobs obtained one week after the bootcamp
- 40% Received Client Responses one week after the bootcamp
- 19% got at least one freelance job one week after the bootcamp
- 28 Jobs obtained two weeks after the bootcamp
- 63% Received Client Responses two weeks after the bootcamp
- 31% got at least one freelance job two weeks after the bootcamp
- +30 Online Jobs Obtained
- + \$2.4k income generated

August 2018

Background

Gaza Sky Geeks/Mercy Corps conducted the first freelancing bootcamp named “RiseUp on Upwork” in July 2018. The reason behind running this training primarily on Upwork is that Upwork not only the biggest freelancing platform, but also there are over 1380+ freelancers from Gaza registered on the platform, out of those around 85% made little income or won zero jobs.

The main objectives of the bootcamp were:

- spreading a better reputation of Gaza’s freelancers on Upwork
- Help struggling freelancers who have zero or little income on Upwork breakthrough and get their first projects on the platform (%10-20 2 weeks after the bootcamp, %30-40 three months after the bootcamp)
- Build a real network of freelancers in Gaza

The bootcamp targeted 100 Gazans freelancers from Upwork.com who had zero jobs or little income on the platform, the bootcamp was held for 3 intensive full days from July 9th to July 11th with support from over 20 top rated freelancers from Gaza as well as a manager from Upwork who came for this event and gave training workshops during the bootcamp.

This report serves as analysis report for both a feedback survey that conducted with participants at the end of the bootcamp and a follow-up survey that conducted two weeks after bootcamp completion.

Methodology

Online survey tool was used to collect bootcamp participants’ feedback and information about their achievements one week and two weeks after the bootcamp. The survey tool is designed to measure the level of satisfaction as well as the returned benefit on participants in terms of jobs, revenue and knowledge. The tool included a set of questions that not only covered jobs and revenue but also cover other aspects such as number of bids and proposals submitted. The feedback survey was disseminated one week after the bootcamp. Two weeks later, a follow-up survey was sent to participants in order to get updates about their achievements. The follow-up survey focused mainly on jobs obtained, proposal submitted, and revenue generated. 66 respondents completed the one-week after survey and 54 respondents completed the two-week follow-up survey, while 39 completed both surveys. Entirely, 81 participants completed at least one survey.

Table 1: Survey Participants

Survey	No. of Participants
Feedback survey	66
Two-weeks follow-up	54
Both Surveys	39
Feedback or follow-up	81

Results and Analysis

The results and analysis section will mainly focus on the one-week after survey and will highlight any key findings from the two-week follow-up survey. The respondents section will consider who fill any of the two surveys.

I. Survey Respondents

Respondents Gender

81 respondents completed either the feedback or the follow-up survey; 56% out of the participants are males, while 44% are females.

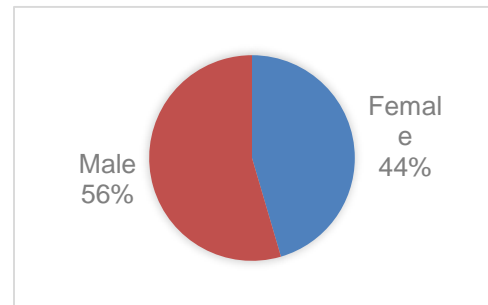


Figure 1: Survey Respondents by sex

Respondents Specialization

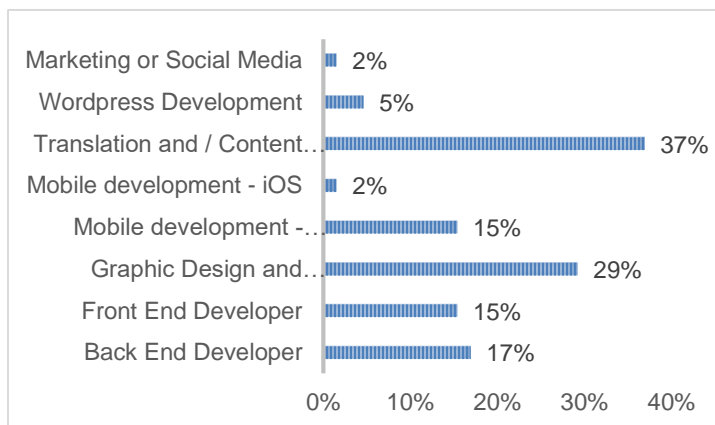


Figure 3: Survey Respondents by Specialty

Translation and Graphic Design represent more than two-third of the participants. While, Back End, Front End, Mobile Development, WordPress and Social Media represent the remaining one-third. Some of the specialties are represented by few percentages such as Social Media and Mobile Development - iOS.

II. Feedback Survey (one-week after the bootcamp)

One week after the bootcamp, 12 participants out of 63 (19%) who completed the feedback survey within one week obtained at least one job. Out of those submitted proposals, **40% got responses from clients**. 13% of participants got one job, 3% got two jobs, and 3% got three and more.

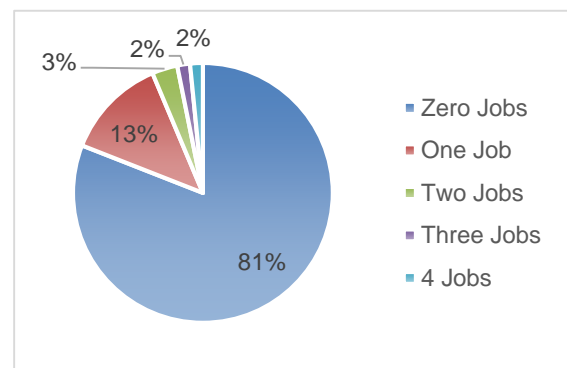


Table 2: Jobs Achievements after one week of the bootcamp

Category	No of Participants	Total	Average
# of online freelancing jobs obtained	12	19	0.30
# of proposals submitted	62	386	6.1
# of clients responded	25	41	0.65

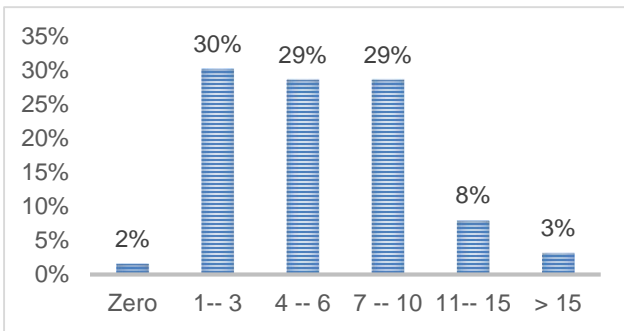


Figure 5: Distribution of participants by number of proposals submitted after one week.

Figure 5 shows that 22% of the participants got one-client response after one week of the bootcamp, 11% got 2 responses and 7% got three and more. 32% of those received responses obtained at least one job.

88% of the participants submitted between one to ten proposals, while 11% submitted more than ten proposals. On the other hand, only one participant failed to submit any proposal.

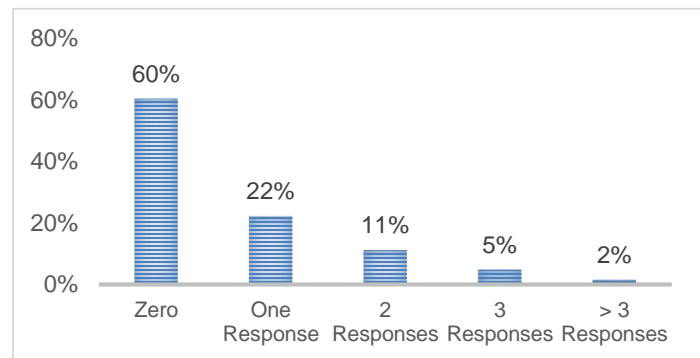


Figure 6: Distribution of participants by number of client responses received

Table 3 summarizes the achievements categorized by number of proposal submitted. 31% of participants submitted between one and three proposals with a total of 47 proposals, having 3 client responses and obtaining 2 jobs with an average conversion rate of 6%. It is notable that category 2 (4 to 6 proposals), had the highest number of jobs obtained and highest conversion rate. Whereas, all of those who submitted more than 12 proposals got responses from clients achieving 13% conversion rate.

Table 3: Summary Achievements one week after the bootcamp

Proposal Submitted Range	No of Participants	Total Proposal Submitted	Total Clients Responses	% who got responses	Total Jobs Obtained	% who got jobs	Conversion Rate	Total Revenue
1 to 3	19	47	3	16%	2	11%	6%	\$8
4 to 6	18	86	15	50%	10	33%	17%	\$335
7 to 9	16	132	9	44%	4	13%	7%	\$124
10 to 12	4	43	4	25%	1	25%	9%	\$25
> 12	5	78	10	100%	2	20%	13%	\$50

Figure 8 illustrates a proportional relationship between number of proposal submitted and total received responses with a correlation coefficient of 0.58, that means as the total proposals submitted increases, the possibility to get client response increases.

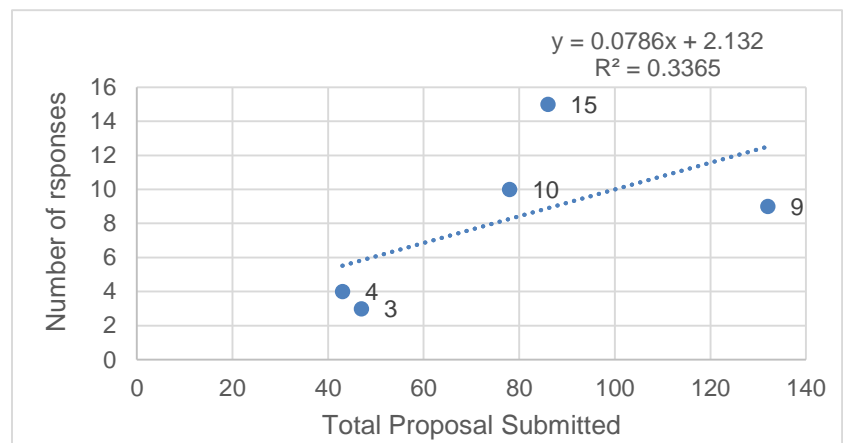


Figure 7: Correlation between proposals submitted and received responses

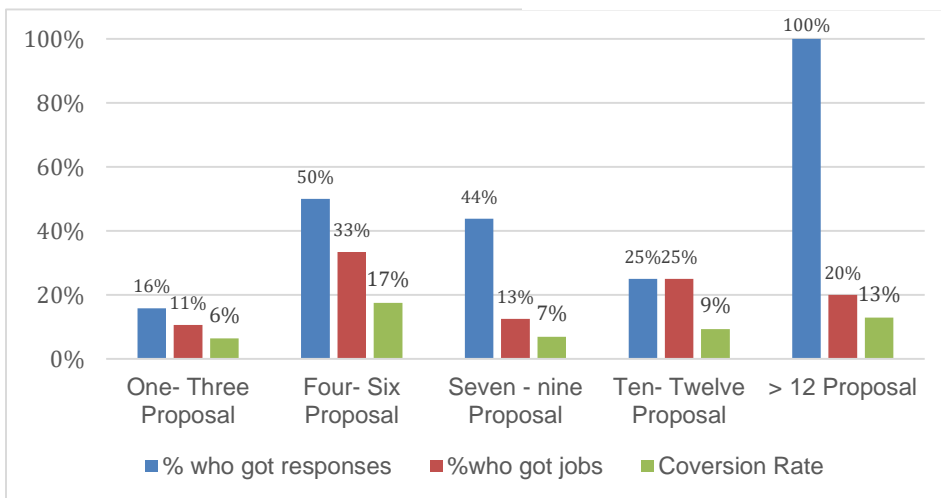


Figure 8: Summary Achievements one week after the bootcamp

Figure 9 shows summary achievements of participants with regard to percentage who got responses, percentage got jobs, and conversion rate according to the number of proposals submitted. Highest response rate was for those who submitted more than 12 proposals and highest percent of those who obtained jobs was for those submitting four to six proposals

Regarding revenue, the participants generated a total of \$542 during and after one week the RiseUp on Upwork bootcamp. 13% generated income between \$8 and \$240, while 86% of the participants did not generate any income, while. The average income generated was \$8.6 (higher average for male participants).

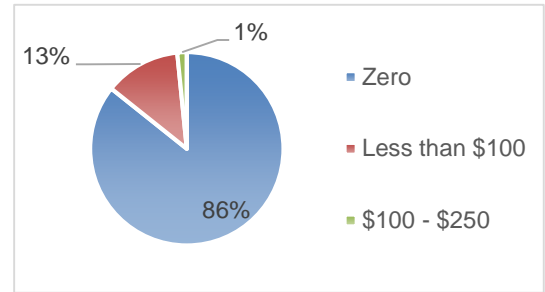


Figure 9: Distribution of participants by generated revenue

III. Follow-up Survey (Two-week after the bootcamp)

The following two weeks' results are inclusive/ accumulative for the first week results

Two weeks after the bootcamp, 17 participants out of 55 (31%) who completed the follow-up survey after two week obtained at least one job. Out of those submitted proposals, **63% got responses from clients**. Figure 12 shows that 15% of participants obtained one job, 11% obtained 2 jobs, and 5% obtained 3 jobs two weeks following the bootcamp. Table 4 and figure 12 summarize the jobs achievement two weeks after the bootcamp.

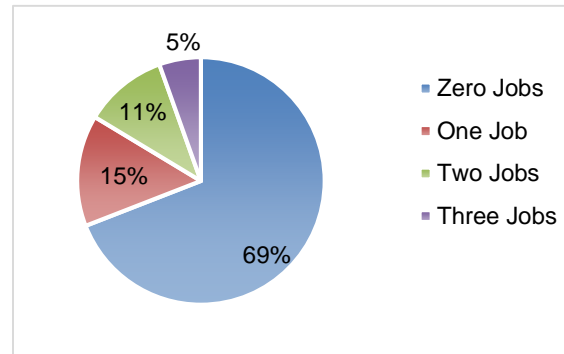
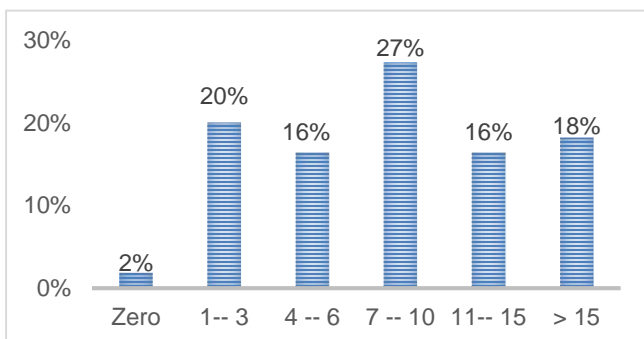


Figure 10: Distribution of participants according to number of jobs obtained after two weeks

Table 4: Jobs Achievements after two week of the bootcamp

Category	Total Participants	Total	Average
# of online freelancing jobs obtained	17	29	0.53
# of proposals submitted	54	520	9.4
# of clients responded	34	84	1.65



Two-third of the participants submitted between one to ten proposals, while 16% submitted between 11 and 15 and the noticeable increase in those who submitted more than 15 proposals, which reach 18% after two weeks. On the other hand, only one participant failed to submit any proposal.

Figure 11: Distribution of participants according to number of proposal submitted after two weeks

Figure 14 shows that 20% of the participants got one client response after one week of the bootcamp, 15% got 2 responses and 27% got three and more which 20% higher than the one-week after.

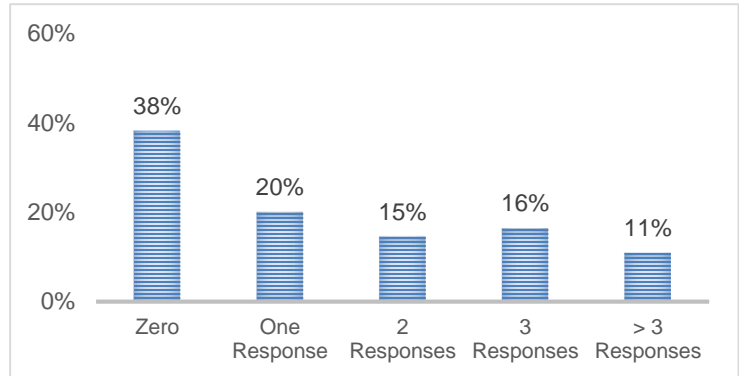


Figure 12: Distribution of participants by number of client responses received after two weeks

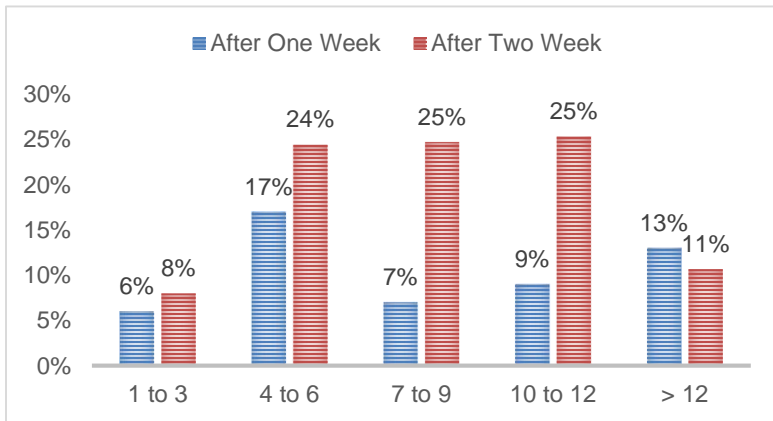


Figure 13: Comparison between Conversion Rate achieved after one and two weeks according to number of proposals submitted

53% had a conversion rate between 1% and 40% after two weeks, while the percent was 39% after one week. 12% achieved more than 40%. On the other hand, percentage of those had zero conversion rate considerably declined to 35% after two weeks. Figure 14 shows that the conversion rate increased in all categories except for those who submitted more than 12 proposals. The conversion rate of category 4 and 5 increased by 17%-18% after two weeks, which attributed to the increase in number of responses received and quality of proposal submitted.

Table 5 summarizes the achievements categorized by number of proposal submitted after two weeks. 30% of participants submitted more than 12 proposals, having 31 client responses and obtaining 12 jobs with an average conversion rate of 11%. It is notable that the conversion rate of category 2, 3, and 4 are close to each other. While category 4 had the highest percentage of those who obtained jobs and category 3 had the highest percentage of those who got responses.

Table 5: Summary Achievements one week after the bootcamp

Proposal Submitted Range	No of Participants	Total Proposal Submitted	Total Clients Responses	% who got responses	Total Jobs Obtained	% who got jobs	Conversion Rate	Total Revenue
1 to 3	11	25	2	18%	3	27%	8%	\$33
4 to 6	9	45	11	56%	1	11%	24%	\$500
7 to 9	11	85	21	91%	4	27%	25%	\$115

10 to 12	7	75	19	71%	9	57%	25%	\$298
> 12	16	290	31	75%	12	38%	11%	\$1280

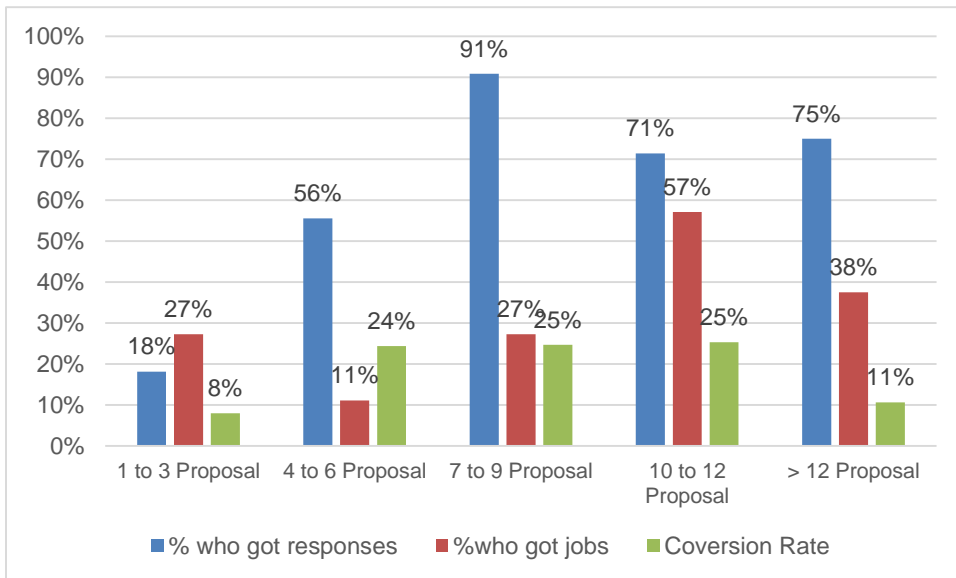


Figure 15 shows summary achievements of participants with regard to percentage who got responses, percentage got jobs, and conversion rate according to the number of proposals submitted. Highest response rate was for those who submitted 7-9 proposals and highest percent of those who obtained jobs was for those submitted 10-12 proposals.

Figure 14: Summary Achievements after two weeks

Regarding revenue, two weeks after the bootcamp generated a total of \$2226 (from 28 jobs) after two weeks the RiseUp on Upwork bootcamp. Comparing to the one-week after survey, the average revenue jumped from \$8 to \$40 as well as percentage of those who generated income increased from 15% to 29%. Percentage of those generating less than \$100 increased to 20% and percentage of those generating more than \$250 jumped from zero to 5%. Figure 16 shows that after two weeks a total of \$1280 for those who submitted more than 12 proposals, while total generated was \$50 after one week.

All of categories showed improvement in total revenue after weeks except those who submitting from 4 to 6. The improvement in revenue attributed not only to the increase in number of proposals submitted but also to quality of proposal submitted and the specialization itself.

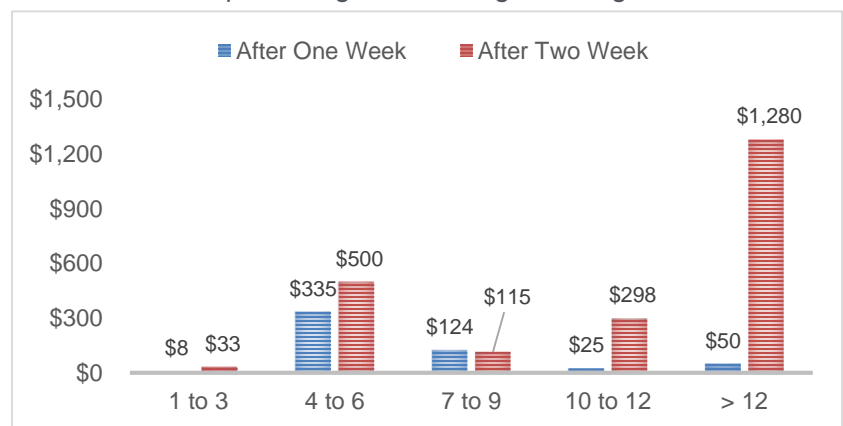


Figure 15: Comparison between generated revenue after one and two weeks of the bootcamp according to number proposal submitted

Translation/content writing, Mobile Development- Android and Front End Developer participants generated more than 75% of the generated income. Mobile Development-iOS has the highest average income among other topics. Android has the second highest average, and Front End has the third one. On the other hand, WordPress and Social Media have zero average income and Back End has the least average.

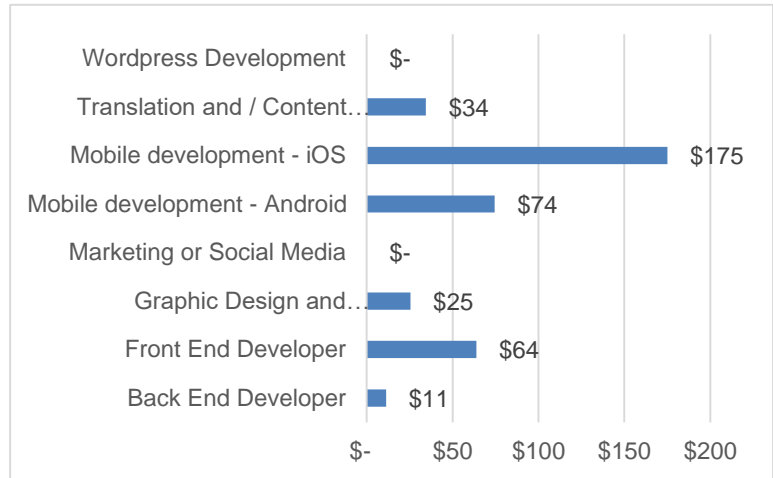


Figure 16: Average revenue generated by topic two weeks after the bootcamp

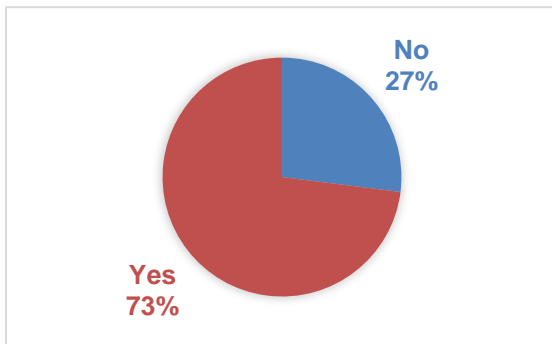


Figure 17: Responses on question "After finishing the Bootcamp, have you shared with others how to freelance"

73% of the two-week after survey (71% after one-week) shared with others on how to freelance resulting of 88 trained/mentored people. Cumulatively, 130 people were trained/ mentored by bootcamp participants after one and two weeks.

IV. Satisfaction and Feedback

Generally, participants showed high satisfaction level about mentors, knowledge gained, internet connection, bootcamp venue and timing. While, they showed less satisfaction about food services.

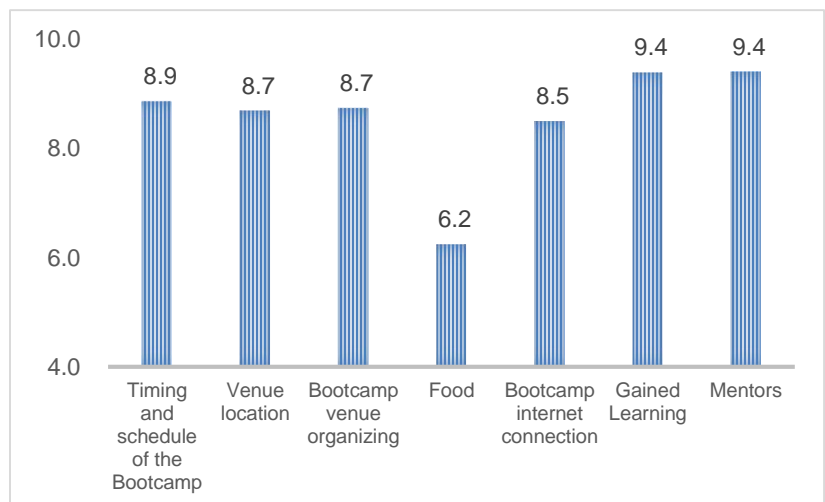


Figure 18: Average satisfaction

Table 6 showed percentage of participants who scored eight and above on each satisfaction question. Participants showed high appreciation and satisfaction about the event and its organization, however they have minor concerns about the crowd level at the venue and the food services.

Table 6: Satisfaction Findings

Question	% scored 8 and above
How satisfied are you with the timing and schedule of the Bootcamp?	90.9%
How much are you satisfied about the Bootcamp venue location?	77.3%
How much are you satisfied about the Bootcamp venue organizing?	81.8%
How much are you satisfied about the food at the venue?	37.9%
How much are you satisfied about the Bootcamp internet connection?	75.8%
How much learning did you gain from this Bootcamp?	97.0%
Overall satisfaction of the Bootcamp mentors	83.3%

Feedback and Suggestions for Improvement

Participants liked exchanging knowledge and experience during the bootcamp. They also liked the motivating and enthusiastic atmosphere and the teamwork spirit they had during the bootcamp. Additionally, they admired having one member from the Upwork team, as well as they reported having good interaction with mentors who have great experience. On the other hand, they have concerns about the food services, the intense of the event and length of hours per day. Few others complained the internet services and not having enough breaks during the event.

Table 7: Participants Feedback

Like	Dislike
<ul style="list-style-type: none"> ▪ The event organization. ▪ Exchange the knowledge. 	<ul style="list-style-type: none"> ▪ The food service. ▪ The limited time for proposal wiring and evaluation
<ul style="list-style-type: none"> ▪ Mentors experience and support. ▪ Organizing team care about participants. 	<ul style="list-style-type: none"> ▪ The event duration was intense ▪ Variation among participants' knowledge.
<ul style="list-style-type: none"> ▪ Having one of the Upwork team attending the event. ▪ The motivating and enthusiastic atmosphere. ▪ Interaction between mentors and participants. 	<ul style="list-style-type: none"> ▪ The prizes were not that valuable. ▪ The place (crowd, ventilation, bathrooms, LCD, ..etc.) ▪ The internet service.
<ul style="list-style-type: none"> ▪ Know how to use Upwork and how to deal with customers. ▪ Getting to know new people. ▪ The information provided. ▪ Teamwork spirit. 	<ul style="list-style-type: none"> ▪ Event timing esp. for south Gaza residents ▪ Not having enough breaks ▪ In need for more motivation

Conclusion and Recommendations

The survey findings reinforce the importance role of the RiseUp on Upwork bootcamp event as a mechanism to help struggling freelancers to generate income. The fact that almost 31% of the event participants obtained at least one freelancing job generating ≈ \$ 2.2k after two weeks of the event emphasizes the importance of conducting such event. The findings also underline that the program helped other people to know about freelancing as more than 100 people were trained and/or mentored by event participants within two weeks of the event. The report shows high satisfaction level from participants about event organization and gained knowledge except the food services and other minor logistic issues.

The following recommendations are devised based on the participant's feedback, which will take into account for future planning:

1. Considering re-setting up the duration and number of participants, some recommendation to increase the mentor's network while reduce the number of participant's to enable the mentors dedicate more time and efforts with less groups with more fruitful results, accordingly more time would be dedicated for proposal development and evaluation with the participants to increase the client's response rate.
2. For program participants' selection, its recommended that we consider extra layer of participants recruitment vetting through interviewing participants before joining the program to ensure selecting the most committed ones with the needed English, Technical and soft skills especially with technical related areas based on mentors feedback.
3. An extra day to be added to the program agenda after one week from the bootcamp completion too as a follow up session with all participants to follow up on their bidding status and proposals submitted.