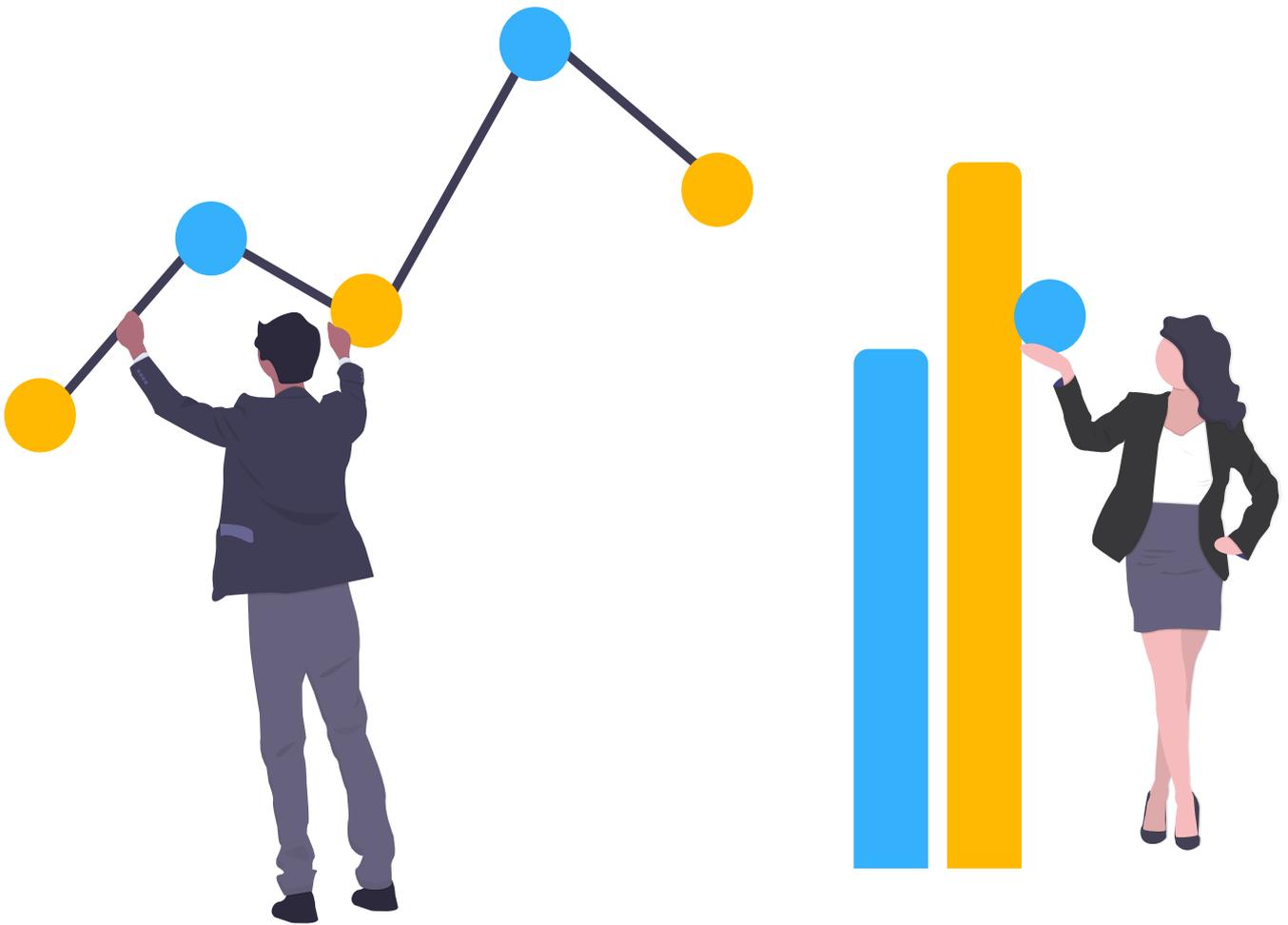


# The Gig Economy Rise and Growth



BLACKBEAR<sup>®</sup>

# The Gig Economy in The Netherlands

In 2020, the gig economy is **rising** and **growing**. Through this new way of working, companies see a big opportunity to provide people with **new ways of job** opportunities, services, solutions and innovation. To make it easier to understand, the gig economy is made of **workers** who get and **deliver** a project or a **job** that is assigned **through online platforms**, such as apps or websites.



In 2018, the current size of the gig economy in The Netherlands was relatively small. Only 0.4% of the working population (34,000 workers) was active as a worker in the gig economy. Companies in the field of delivery services, cleaning, driving, freelance and pet sitting/dog walking, such as Uber, Deliveroo, Thuisbezorgd, Charly Cares Babysitter among others are part of that 0.4%.

According to the Mastercard and Kaiser Associates report, the global gig economy generated USD 204 billion in gross volume in 2018. It also mentions that this year, 43% of the United States population will develop gig economy jobs and by 2023, the value generated by the digital platforms is projected to more than double to USD 455 billion.

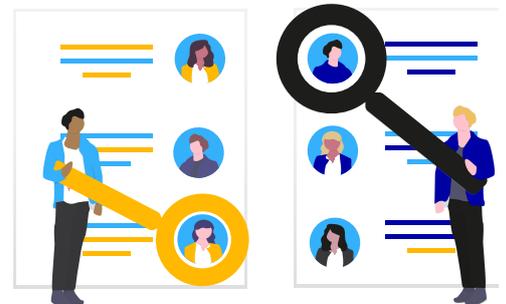


## Why is the gig economy on the rise and growth?

Simple! It is a **combination** of **Internet** + **smartphones** and **supply** + **demand**. Nowadays, apps offer easy and fast services and the demand for these services are getting every day higher. For example, from ordering a taxi service or food delivery to buying different kinds of products. On the other hand, workers increase supply because they can easily indicate their availability to fulfil customers needs. Current platforms have the ambition to at least double in size within a few years by expanding their current services.

## Does the gig economy offer job opportunities?

Yes! It's potential depends on the possibilities to **upscale** current **company's activities** and **development of new ones**. This is the reason why this practice is on the rise and growth. For example, a company needs to tackle challenges as good as possible, and preferably as quickly as possible. However, teams often experience time, budget, skills and knowledge-pressure. The choices for new activities are motivated by opportunities to develop **short-term** and **temporary work** activities for which a sufficient number of qualified workers are available. For this, specialised companies (or platforms) offer new methods, solutions and ideas and even substitute jobs to **bring** achievements and **success** to a company.



### How does the gig economy work?

As a first approach, a **person** is registered or **signed up** within a **platform**. Then, there are the main gig-economy scenarios:

1. A platform selects a **worker** who may **perform a task**. For example, food delivery. According to the location of the registered or signed up worker, the platform will assign the nearest by service to deliver.
2. A group of potential **workers is selected** by a customer. In this scenario, the worker is **rated** by the customer. Rating will play significant decision making for both parties. For example, domestic service or babysitting. The worker is rated by a customer, and the customer will select the most valuable worker.
3. A **platform uploads a task**. The worker who is the first to react may perform the task, without influence from the customer. For example, freelancers.

### The gig economy working hours and profits

The gig economy offers **flexible hours**. The profile of the workers who applied to work through platforms is **young people**, with or without college studies or higher education. In The Netherlands, these workers, spend around **20 working hours per week** and on average make **€787 per month**. The income they'll receive includes paid time (actual performing of tasks) and unpaid time (for example, waiting time). The income also differs depending on the activities and educational level required for a specific task.



### Which benefits does the gig economy bring?

Once a company brings the gig economy to their business, the company itself will immediately have the **benefit** of **integrating diversity** into its business models, **different types of services** and **employment intermediation**. Also, **innovation** is part of the benefits of implementing the gig economy to bring **new out-of-the-box** ideas and the new phenomenon of **microtasks**. Additionally, companies will save money, grow and become future-proof with the work of new manpower.

### Benefits that the gig economy brings to the worker

Workers can **operate** from **wherever** and **whenever**. There are no offices or workplaces where workers come together physically. Instead, there is an app and a flexible team of workers, who are behind it, and help these new workers that apply or are called to **deliver** the **microtasks**. In this way, workers with or without higher education, who want to work temporarily, or who don't want to be involved in HR interviews and processes can deliver these tasks and gain an income.



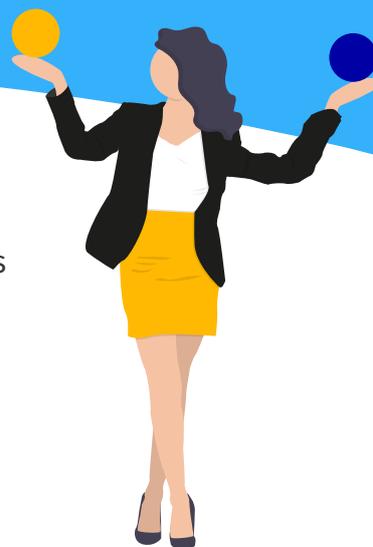
## Which are the Pros & Cons as a company?

### Pros

- Access to a diverse pool of flexible and specialized workers
- Innovation, generate new methods, solutions and new ideas
- Get extra knowledge and skills to achieve success
- Scale quickly as business growth
- Lower costs, no contracts and monthly salaries

### Cons

- Tight regulations on contractor status
- Less reliable workers.



In summary, the gig economy is a **disintegration of tasks**. This means splitting off parts of a job and then offer independently as work or gig. As mentioned before, microtasks are relatively new and mostly comprise parts of an existing job.

Performing **microtasks** through an app is **easy** and **accessible**. Rates are assigned by the customer or by the platform, and the performance of the gig economy offers much freedom. Usually, there are no written contracts, and the average compensation is low.

We can't predict how a business will have to reinvent itself. However, it is predicted how the gig economy is expected to grow, and according to this, we can positively prepare our business to become more **future-proof** with the new way of work that the gig economy offers.

## The gig economy benefits that BLACKBEAR® offers you are:

- **Flexibility:** Flexibility and agility to your budgeting in terms of full-time employees.
- **Reach out specialized talents:** We offer a 2000+ young talent pool that you can use to extend your company and teams to take on business challenges structured and quickly.
- **Finding Success in a new decade:** Thanks to the gig economy, we offer the types of specialized knowledge and talent that your business require.
- **Future-proof your company:** with the help of the new rising generation, find new methods, knowledge and skills to scale and grow.

## The gig economy is here to stay!

BLACKBEAR® helps companies to reinvent themselves, generate new methods, solutions and new ideas, get extra knowledge and skills to achieve success with your teams and employees. All this through the gig economy.



**Now you're ready to make  
your business future-proof.**

**Let's start today!**



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