



Collabrio Concept Video

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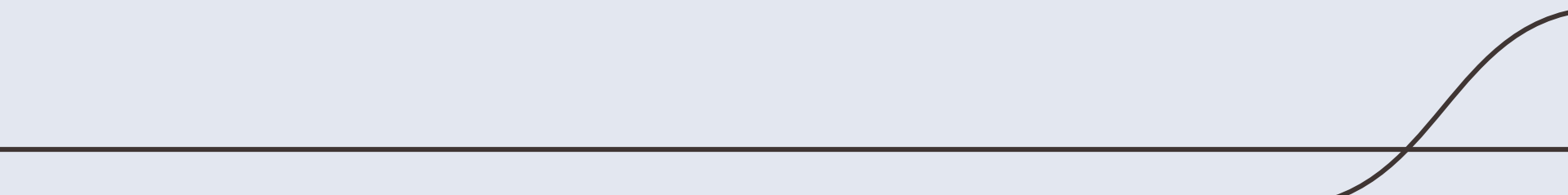
Collabrio

Through brainstorming on a whiteboard, we landed on this name because it is short, memorable, and focused on our core value, which is long-term collaboration.



One-Liner

A platform where an employer's network is used to match them with freelance collaborators for long-term project partnerships.

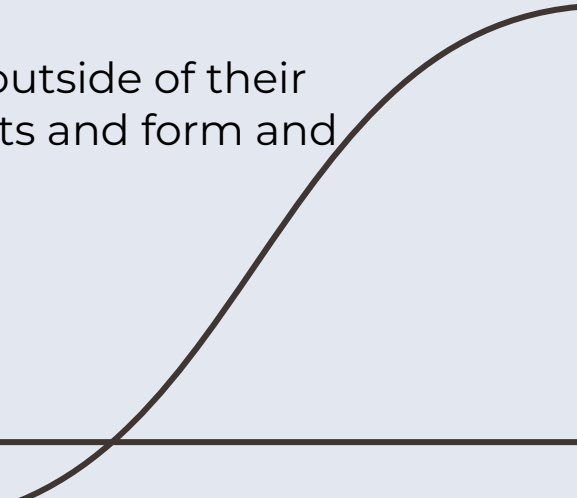


Problem & Solution

Problem: It is very hard to find people outside of one's typical network when you have a specific need

Primary User: Freelancers

Solution: Collabrio aims to connect people with those outside of their typical network in order to work on collaborative projects and form and maintain professional relationships



Market Analysis - LinkedIn



What Works

- ❖ Facilitating **professional, networking** across **degrees** (first, second, third)
- ❖ Top tool for **finding jobs** and **recruiting** talent
- ❖ Visibility across multiple **diverse industries**



What Doesn't

- ❖ Overly **broad focus** and tailored to **traditional career paths**
- ❖ Noise and **irrelevant content** from unsolicited sales pitches and posts
- ❖ **Underutilized features** such as event planner



Takeaways

- ❖ Greater for **traditional careers** and long-term paths
- ❖ Less suited for freelancers and **project-based collaborations**
- ❖ Opportunity for niche platform to create more **streamlined experience** for freelancers

Market Analysis - Upwork



What Works

- ❖ **Organization** of industries for freelancers
- ❖ Jobs **suggested** based on matching tags
- ❖ Can **import** your resume from LinkedIn
- ❖ Reviews post-gig to **build credibility**



What Doesn't

- ❖ Have to **pay** for “connects” just to **bid** on jobs
- ❖ Employers are **impersonal** with no profile besides stats
- ❖ Freelancers **compete** by paying for ads
- ❖ **Limited** tags - only pre-existing options



Takeaways

- ❖ Import your **resume**, not just your network
- ❖ Allow users to **self-describe** and then organize
- ❖ Focus on the **connection** between employer and employee

Market Analysis - Sprout



What Works

- ❖ **Connects** musicians with one another quickly
- ❖ The music train product is a **creative** solution
- ❖ Creates a space for content creators to **network**



What Doesn't

- ❖ Doesn't foster **long-term** relationships
- ❖ Doesn't **leverage** a user's existing network
- ❖ Only targets **musicians**
- ❖ **Unclear** whether it is a content creator tool or networking tool



Takeaways

- ❖ Target **user base** needs to be well-defined
- ❖ Need way to effectively match **collaborators**
- ❖ Prioritize aspects of product which **promote** long-term relationship growth

Market Analysis - TaskRabbit



What Works

- ❖ Taskrabbit helps connect people to solve problems
 - Targeted problem: home improvement
 - Customers **sometimes** reach out to the same workers if satisfied



What Doesn't





















- ❖ Taskrabbit fails in fostering long term-relationships
 - Workers > users for their app
 - Lack of accountability / visibility between groups



Takeaways

- ❖ Taskrabbit:
 - Connects People
 - Solves short-term problems
 - Helps maintain employer / customer relationships
- ❖ We must help foster connections more as equals

Market Analysis - Overall

	Collabrio	LinkedIn	Upwork	Sprout	TaskRabbit
Sets freelancers and employers as equals					
Builds long-term relationships					
Works for gig work					
Works for niche projects					

Direct & Indirect Stakeholders

Freelancers

Direct: Independent professionals looking to collaborate on projects and expand their work opportunities



Clients of freelancers

Indirect: Individuals and businesses who benefit from higher quality work

Project managers

Direct: Individuals overseeing freelance projects and looking for skilled people to join a team

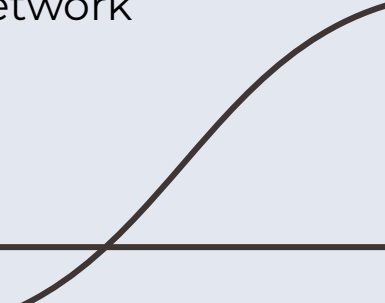
Productivity Platforms

Indirect: Platforms like Google Workspace, and Notion may see increased usage as freelancers find project partners

Ethical Implication #1

- ❖ Over-reliance on digital connections
 - Can lead to lack of personal interactions, making it more difficult to maintain long-term relationships
 - ❖ Reflects a tension between the value of efficiency (finding collaborators quickly online) and authenticity (fostering genuine relationships)
 - Relationships are instrumental to Collabrio as we focus on long-term partnerships and connections
 - ❖ Can be addressed through opportunities for virtual or in-person meetings, video calls, and collaboration sessions
 - Build rapport
-

Ethical Implication #2

- ❖ Collabrio utilizes one's existing network, so two friends can become collaborators. Challenges that may arise:
 - Their relationship can become transactional
 - They may not work well together / get into conflict
 - Someone may anticipate to be picked for a project solely on the basis of their connection
 - ❖ Can be addressed by offering tools to set clear expectations, professional boundaries, and to resolve conflicts
 - ❖ Prioritize finding the people with the right skill set before network
- 

Simple Task

Find someone from your extended network for a specific project

This task is defined as simple because it is the main functionality of our app, and a goal of almost every user. It is constant because freelancers often need multiple collaborators for simultaneous projects.

TIME IN VIDEO: 0:51

Moderate Task

Share the project you worked on and connect it to a new tag

This task is defined as moderate because most users will want to share and organize their work as it furthers their portfolio and resume. This task is frequent as freelancers are often completing projects.

TIME IN VIDEO: 1:21

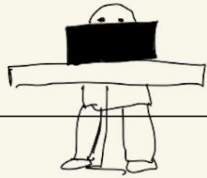
Complex Task

Organize your portfolio and profile with AI

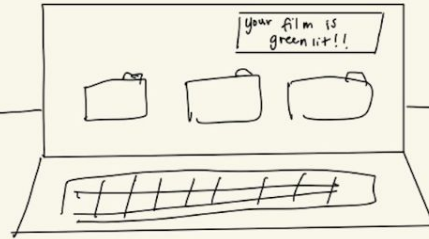
This task is complex as profile organization is infrequent and not every user will feel the need to get assistance. However, for freelancers who want to enhance their portfolio, it is a helpful tool.

TIME IN VIDEO: 0:43

Storyboard - Premise



The director sits at his laptop and boots it up.



Film is greenlit! But need a unicyclist musician.

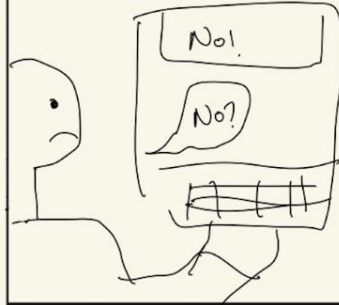


The director searches LinkedIn for a musician who is also a unicyclist.

Storyboard - Problem Space



The director texts his network to ask if they know anybody.

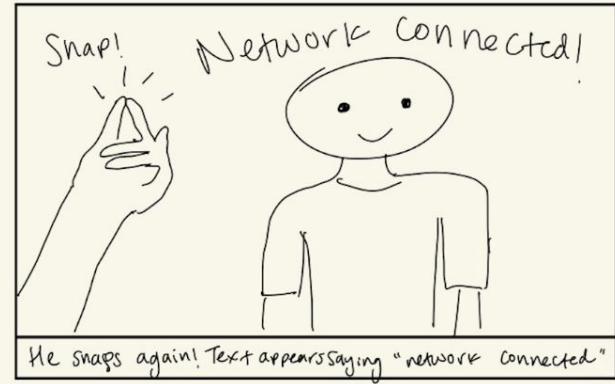
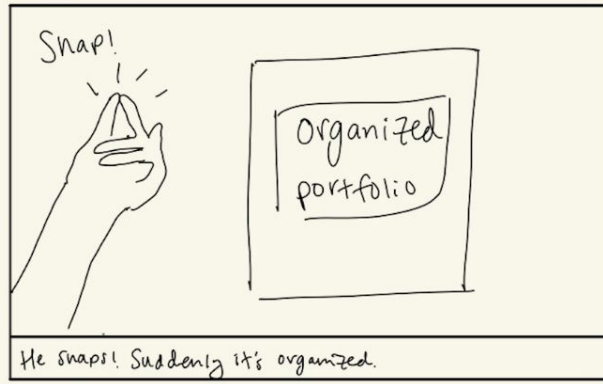
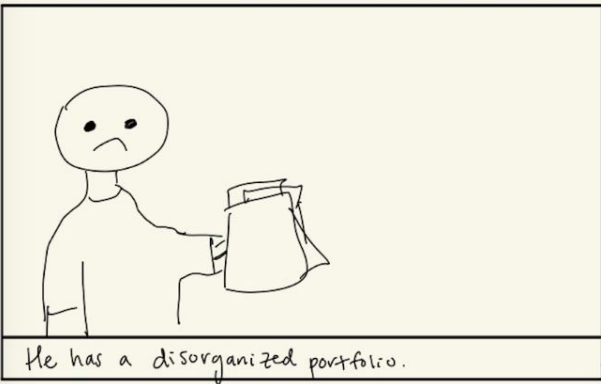


They all respond no.



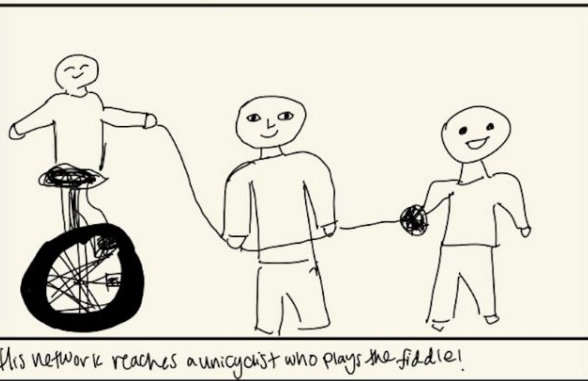
One friend suggests Collabrio!

Storyboard - Onboarding

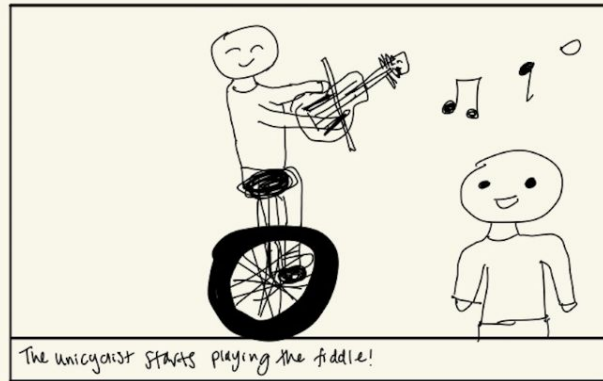


**Complex
Task!**

Storyboard - Resolution



**Simple
Task!**



**Moderate
Task!**

<https://youtu.be/L2YgkFx09ps>