



IT A GOOD “GIG”? HOW DIGITAL PLATFORMS HELP YOUTH THRIVE IN THE GIG ECONOMY

Lessons from the Kenya Gig economy



14M informal sector workers in Kenya

IMPACT LABS

Digital platforms play a critical role in job matching – making finding gigs “easier”

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*“Like the vast majority of people who register on Upwork, many Kenyans are bound to **serious disappointment**. I think it's safe to say that the vast majority of people registered on Upwork don't earn a single dollar on the platform.*

*This is mostly because freelancing is **about selling** expertise and people without any **marketable skill** who come to Upwork out of despair find themselves with nothing to sell at all” Rene K community Guru*

Thriving in the gig economy requires workers to be seasoned entrepreneurs

To succeed in today's gig economy must be great entrepreneurs

... but most gig workers are not

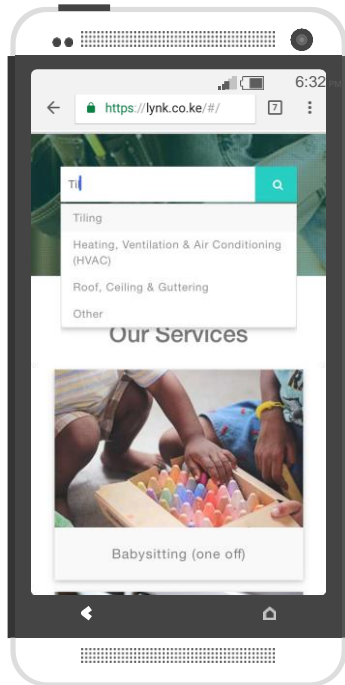


*We need end-to-end
micro-entrepreneurship
support*

End-to-end micro-entrepreneurship support



Lynk provides entrepreneurship infrastructure



Worker profiles

Demand generation

Client relationship management

Payment mechanism

Quality control

Rating system

Lessons from gig work platforms in Kenya

- › **Plug and play gig platforms do not work**; need to contextualize offer to work for different gig worker types
- › It's not enough to provide market opportunities; platforms need to provide **quality assurance** to sustain demand on the platforms
- › Need to provide end-to-end service to provide full infrastructure support including **access to micro-lending and upskilling services**
- › Everyone **cannot** thrive in the gig economy, but we can build infrastructure to support majority to learn and thrive

Role of Youth Impact Labs in the Gig economy

Financial support

- › Support platform design
- › Support UI/UX design
- › Support pilot and marketing

Technical support

- › Embedded Google volunteers to support UI/UX design and marketing strategy