



THE FUTURE IS

FREELANCE



MATT DOWLING

Founder @  FREELANCER CLUB

- **Ex-freelancer**
- **4 x Founder**
- **Speaker**
- **Consultant**
- **Campaigner**
- **Thought-leader**
- **Freelancer Club**

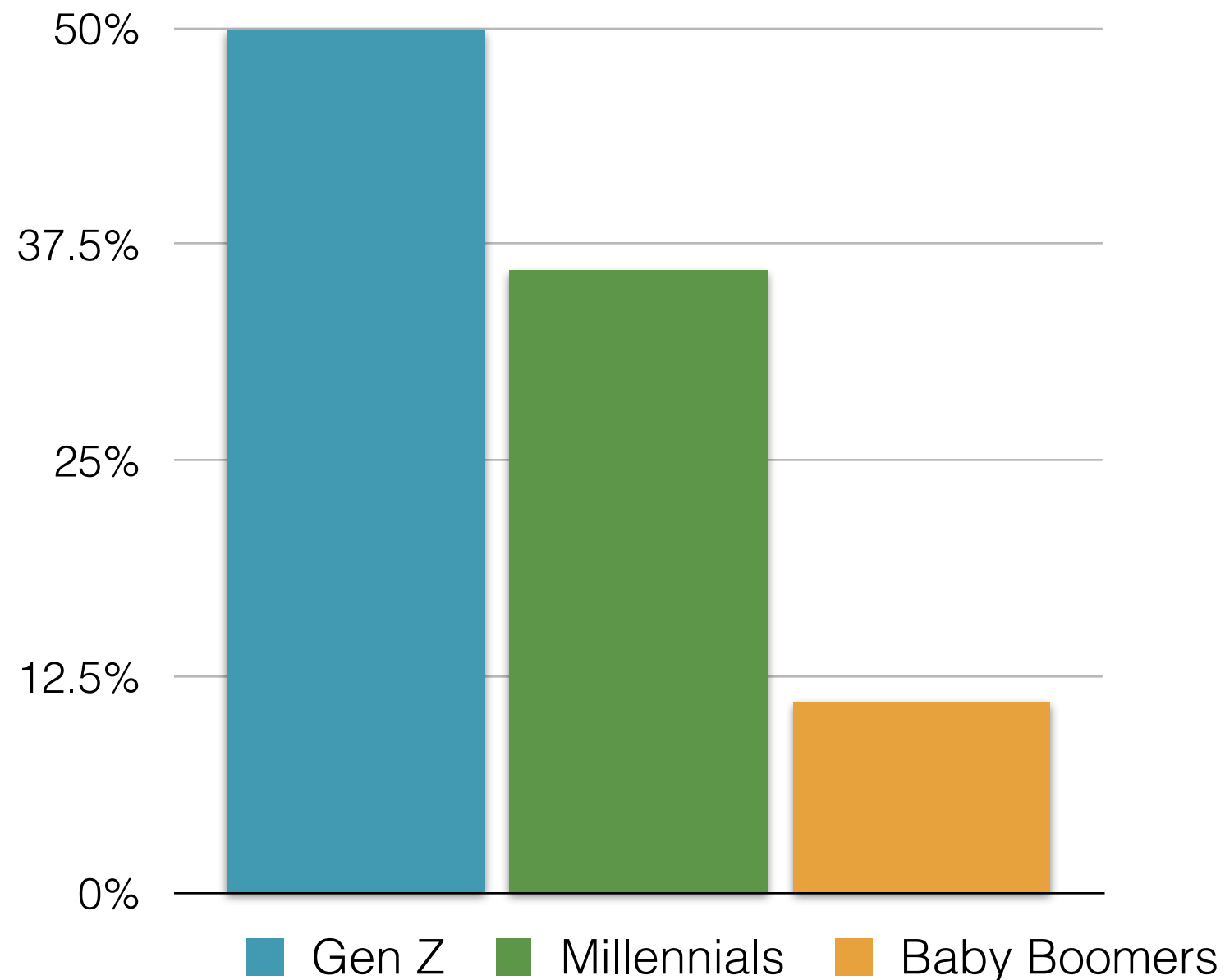
FREELANCER CLUB

- **Award-winning platform**
- **60,000 members**
- **200,000 freelance jobs**
- **300,000 supported**
- **Rise, Freelancer**



**It is projected that in
2027, 86.5 million people will
be freelancing in the United
States and will make up 50.9%
of the total US workforce.**

FREELANCED IN SOME FORM



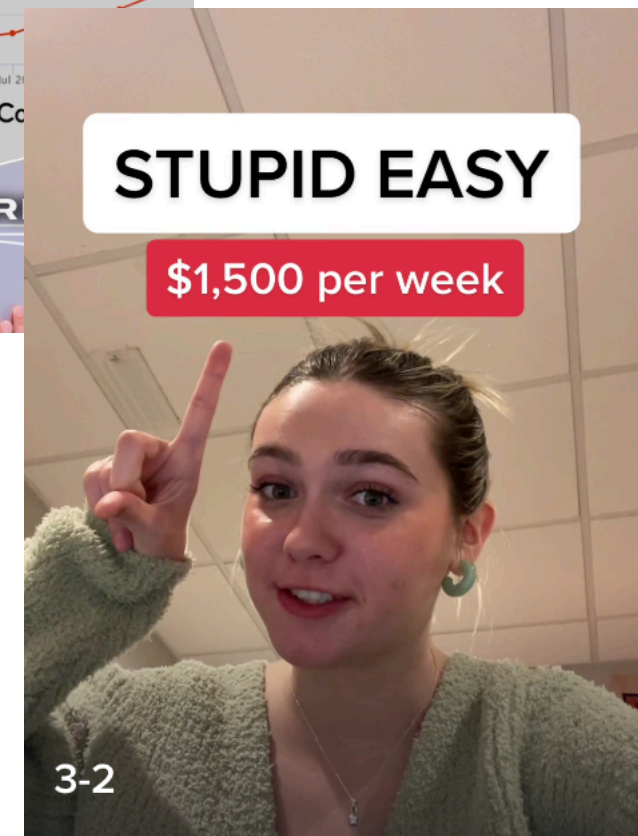
83% of 18 to 24-year-olds dream of self-employment

FREELANCE STATS

80.3% of graduating students expressed dissatisfaction with universities' ability to adequately prepare them for freelance careers through the provision of effective tools, courses, and guidance.

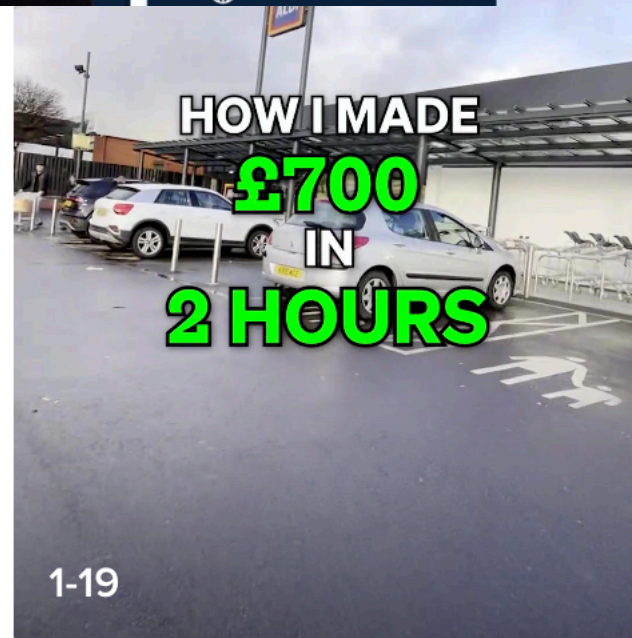
Only 23% of students that we spoke to go on to set up some form of freelance business after graduation.

THE STUDENT FREELANCE JOURNEY



livaubs

▶ 1.4M



How I made £700 in 2 hours!🕒

#retailarbitrage...

aftermarket...

▶ 5.6M

My first \$1,000 per week

all I had was a phone a laptop and maybe \$100

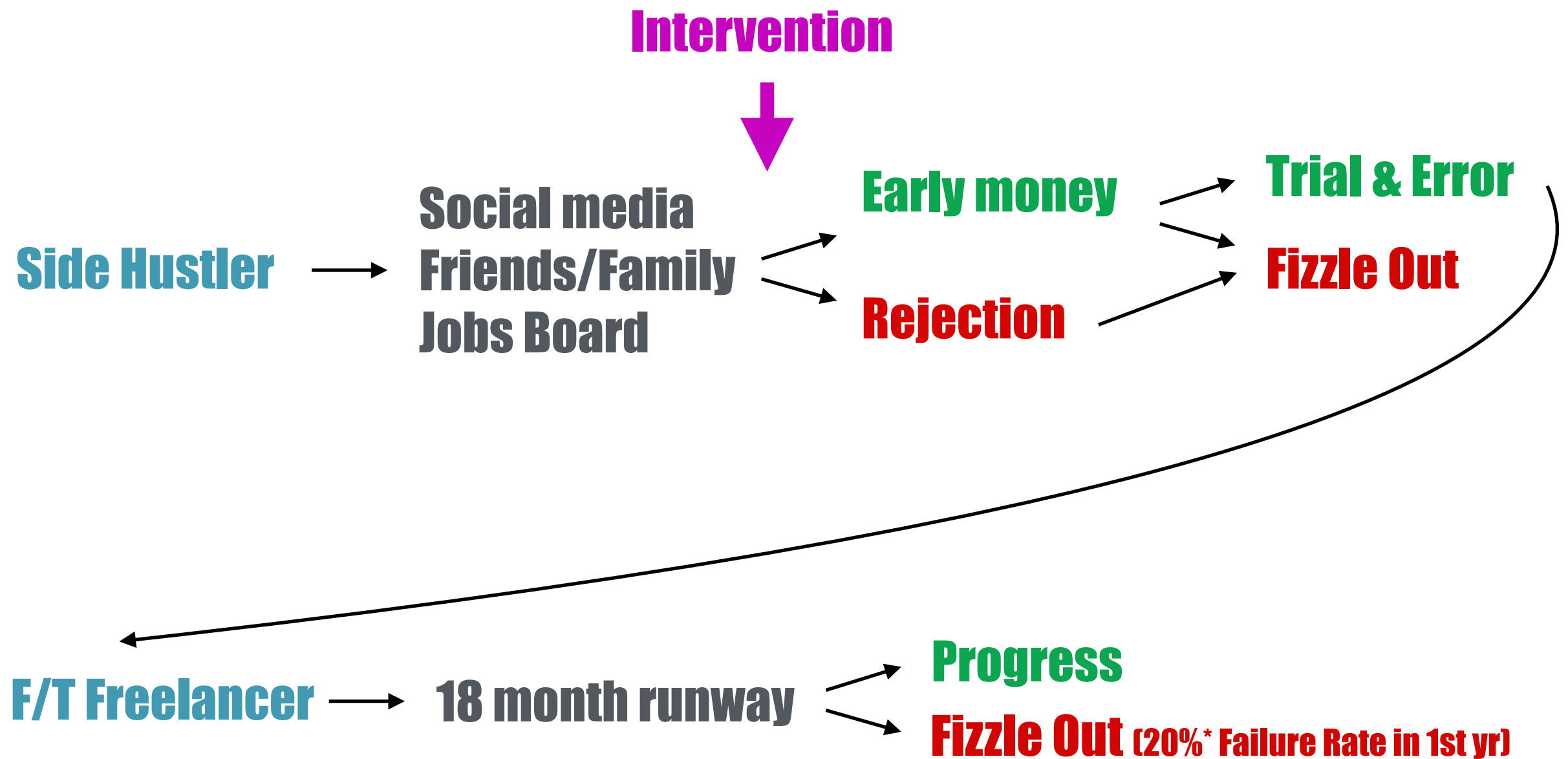
4-13

✓ Probably the best method to make money with no bank th...

carter.simpli... ▶ 955.5K

- Social Media and blogs
- Speaking with friends
- Receiving an enquiry

THE STUDENT/GRADUATE FREELANCE JOURNEY WITHOUT SUPPORT



***20%** based on individuals that have registered as self-employed

DEFINE, ADJUST LANGUAGE, INTERVENE AND CHANGE THE CULTURE

- **Define, Acknowledge and Distinguish (side hustle & full-time freelancer)**
- **Outcome-focused language and avoid business jargon**
- **Coordinate with departments, lecturers and marketing departments (comms)**
- **Explore how you view and value freelancing**

UNIVERSITY PARTNERSHIPS

- **University partnerships**
- **In-person talks, workshops**
- **Academy License access**
- **Data-driven reports**
- **Graduate Outcome Survey**

NOTTINGHAM
TRENT UNIVERSITY

Goldsmiths
UNIVERSITY OF LONDON

ual: university
of the arts
london

UNIVERSITY OF
WESTMINSTER

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Ulster
University

CITY AND ISLINGTON
COLLEGE

LSE

Lancaster
University

Coleg Penybont
Bridgend College

SOLENT
UNIVERSITY
SOUTHAMPTON

University
for the
Creative Arts

LONDON
METROPOLITAN
UNIVERSITY

PRIFYSGOL
ABERYSTWYTH
UNIVERSITY

UCL

FREELANCER CLUB

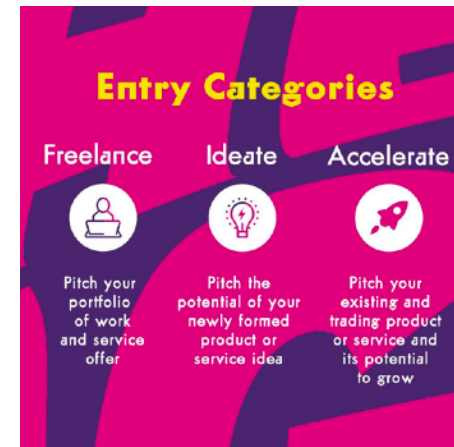
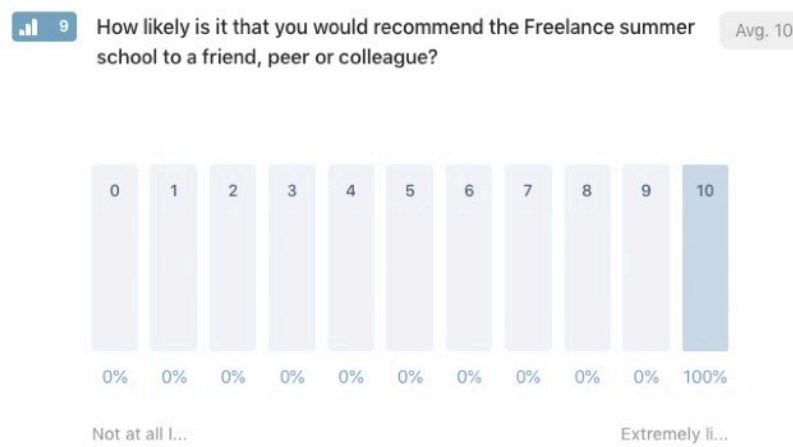


UNIVERSITY OF WESTMINSTER

Business

Mindset

Support



“Based on the university’s **Graduate Outcomes Survey data, there was a **huge jump** in the number of students from the School of Media & Arts **registered as professional freelancers** which are now equivalent to someone getting a grad job in terms of how **universities are ranked in league tables**.**

The Freelancer Club programme makes up most of our engaged audience... so kudos for all of your hard work!”

Shiela Birungi, Student Enterprise Manager, Creative Enterprise Centre, University of Westminster

ACADEMY LICENSE

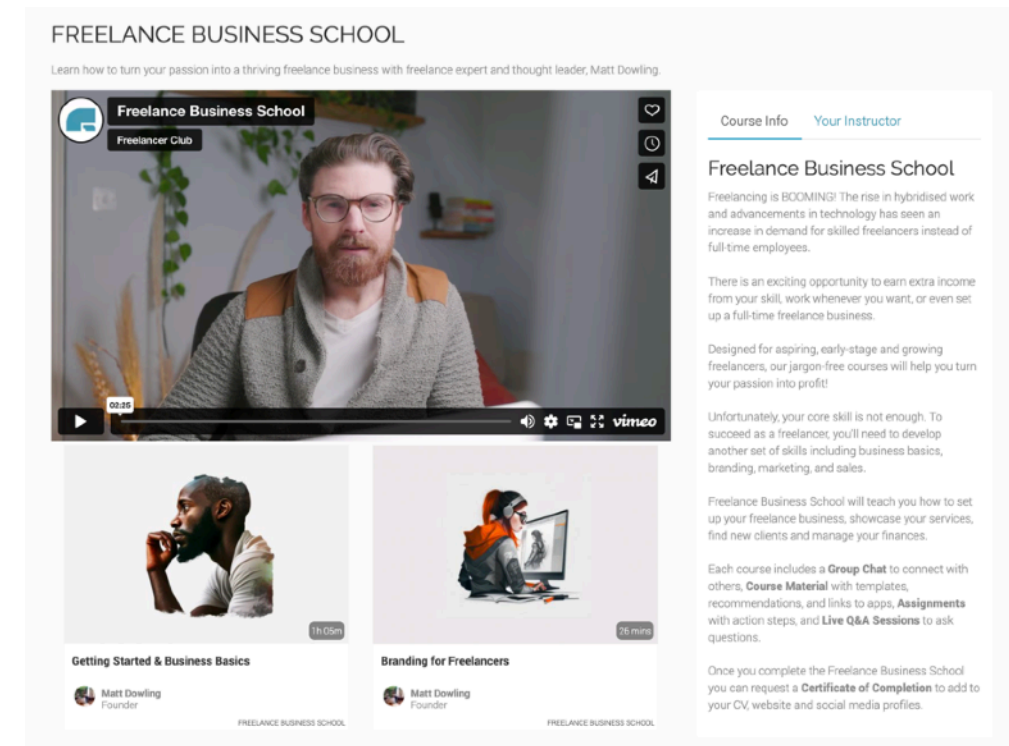
89% Engagement in a Course/FBS

64% Completion (Freelance Business School)

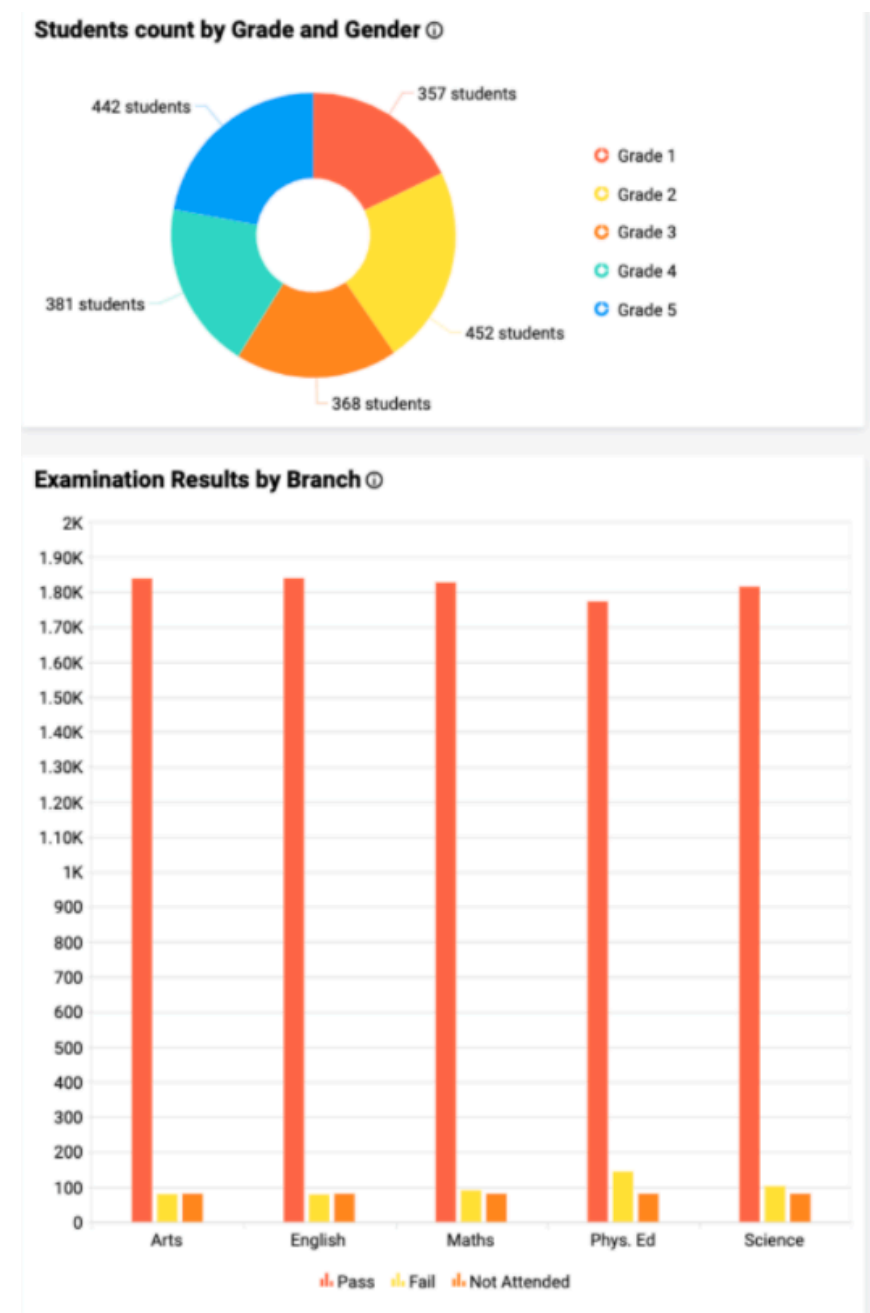
Most Popular Course: How to Set Freelance Rates

59% One-To-One Session

62% Engaged After 9 Months



STUDENT EMPLOYMENT DATA



Accountant x

XERO x Bookkeeping x P&L x Your Skills

Beginner

Are You Registered as Self Employed?

Yes

No



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