PeoplePerHour is the UK's No1 freelancing community.

At the centre of the growing on demand economy, the freelancer is the lynchpin to the SME's success. PeoplePerHour is the UK's premier enabler, providing an unparalleled platform for niche experts and potential employers to find each other.

About PeoplePerHour

Launched in 2007 by entrepreneur Xenios Thrasyvoulou, PeoplePerHour has experienced exponential growth and unprecedented success, with 1.5m users visiting the site every single month.

Originally launched in Athens, the company now has offices in London, New York and Berlin, and users based in 226 countries throughout the world.

With Xenios still taking an active role at helm, during the last three years PeoplePerHour has seen:

- Over 0.6m jobs posted
- More than a quarter of a million 'Hourlies' sold
- In excess of 150k satisfied buyers
- And the earnings of hand-picked freelancers exceeding £40 million

While the brand remains true to its original concept – the creation of a platform that would allow expert freelancers from all areas of business to come together with employers searching for individuals who could deliver niche skills; whether for individual jobs, or for an ongoing relationship – in the last twelve months PeoplePerHour has diversified, providing enhanced business services through their **SuperTasker** and **PeoplePerHour Enterprise Accounts**.

SuperTasker employs algorithmic intelligence to help businesses to find and manage the very best people to complete outsourced work, using a list of predefined tasks before the computer takes over to set the market rate, delivery time and allocate the job to the most relevant, available tasker within minutes.

PeoplePerHour Enterprise Accounts allow businesses to hand over all of their outsourcing needs to a single account manager, who will match up projects to the best qualified talent, monitor deadlines and handle invoices, removing an unnecessary layer of complication from freelance management and company bookkeeping.

The Freelance Community

PeoplePerHour isn't just about building businesses, but about creating a unique freelance community.

- PeoplePerhour connects businesses with an online workforce of 750,000 freelance workers globally
- There has been a 433% increase in UK freelance working since 2012
- In June 2014, the Office for National Statistics reported that there were 4.2 million 'home workers' in the UK – providing PPH with the potential for unprecedented growth
- Through genuine customer ratings and reviews, PeoplePerHour maintains quality control, allowing true experts to flourish in their fields.

Almost 15% of the entire UK workforce is currently self-employed. It is predicted that by 2020 that figure will have increased to a staggering 50%, drastically transforming the face of British industry and all aspects of the economy. The knowledge, digital and on-demand economies will be at the heart of this revolution.

About the Digital Economy

The 'on-demand' ethos has become an inescapable and intrinsic part of contemporary culture. Technological advances mean that consumers expect to be able to access goods and services as they want them, rather than waiting for a time convenient to the provider. This means that business has had to change.

Freelance workers fill the gaps between the resources a company has and the jobs that they need completed, allowing a reduction of overheads while ensuring that deadlines are consistently met.

- The digital economy is predicted to have reached a value of £1.8trillion in 2015
- Customer order fulfilment times have been reduced by an estimated 59% through web-based technologies
- A survey conducted by PeoplePerHour in May 2015 revealed that the average worker wasted 1.9 hours per day. The on-demand economy enables individuals to monetise this wasted time with an average uplift in earning potential of £6,297.17 per annum

Venture Capitalist, Brian Sheng, says that 'the On-Demand Economy delivers a closed-loop experience by collapsing the value chain including, discovery, order, payment and fulfilment.' PeoplePerHour is the first link on that chain for more than 150,000 businesses and entrepreneurs, and with the market changing so rapidly, that number is set to dramatically increase.