South Africa Jobtech Landscape

Jobtech Alliance

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www. jobtechalliance.com

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Jobtech
Alliance

01 South Africa Jobtech Context

Jobtech is growing from a low base in urban areas

3.9M gig workers in South Africa as of 2021, 1% of workers

Platform workers are rather young, mainly under 30 years of age

Live in urban areas i.e., Cape Town and Johannesburg

Numbers of gig workers growing by 10% a year

Almost all platforms operating in South Africa pay at least the legislated minimum wage R21.69/hour*

Growth in the gig economy is concentrated mostly in the service sector, particularly in transport, personal services, and trades, because of a high concentration of independent workers in transport and personal services

Distribution of Independent Workers (2021)		
Province	Independent workers with employees	Own account workers
Western Cape	12.56	10.79
Eastern Cape	7.87	7.49
Northern Cape	0.62	0.38
Free State	4.98	3.75
KwaZulu-Natal	15.26	15.75
North West	4.02	7.40
Gauteng	39.90	34.45
Mpumalanga	6.13	9.89
Limpopo	8.67	10.11
Total	100	100

Number of independent workers across South African provinces. N=2.5M
Source: eastern cape socio economic consultative council
Independent workers with employees (employers) vs independent workers without employees (own account workers)

*Only three platforms demonstrated they paid what Fairwork called a "living wage" of R41/hour i.e M4Jam, NoSweatWork, and Home+ (previously getTOD)

South Africa features the initial building blocks for a robust jobtech sector

72% of South Africans are internet users

97.6% of internet users access internet via their mobile phones

38% of the population has a smartphone

Eight out of 10 South African adults have a bank account, But cash remains the primary form of payment, accounting for 50% of consumer transactions

Ranks 84th out of 134 countries on the Global Digital Skills Index with a score of 4.4

$1.2 B Investment in jobtech startups in 2022

Young bulge The median age of South Africa's population is **27.5**

62.1% of the population is under the age of **35** and nearly half of South Africans are younger than **24**

Reference
https://intelligence.briterbridges.com/?f=W3sidHlwZSI6InNlbGVjdC1vciIsImtleSI6Im9wci9jb3VudHJpZXMucmVnaW9uLmtleXdvcmQiLCJ2YWx1ZSI6WyJBZnJpcY2EiXX1d&tab=2
https://datareportal.com/reports/digital-2023-south-africa
https://www.statista.com/statistics/625448/smartphone-user-penetration-in-south-africa/
https://www.genesis-analytics.com/projects/quantifying-the-true-cost-of-cash-in-south-africa

Jobtech could help provide work for South Africa's young people

49.3%

of youth unemployed in 2021

44.7%

labour participation among the youth

34.3%

Of young people (15-24 years) are idle; they are not in education, employment or training (NEET)

43.9%

of NEET youth are searching but unemployed, and 24.4% are discouraged job seekers. Just under a third (31.7%) are inactive (i.e., 'disengaged' from the labour market)

25%

Of young women (25-34) participate in the labour force; 10% lower than men

Reference
https://www.statssa.gov.za/publications/Report-03-19-07/Report-03-19-072020.pdf
https://www.saldru.uct.ac.za/2022/06/30/profile-of-young-neets-in-south-africa/
https://www.statssa.gov.za/?p=16533

Barriers of youth employment in South Africa may be less constraining for jobtech

Preparation

Reliable information on how to apply for a job, draft a resume, and access further education opportunities is in short supply.

There is limited access to post-secondary education and training, and overall academic attainment is low (50% of 25-34 year olds have not attained a secondary education).

Many jobtech platforms have integrated e-learning.

Geography & costs of work-seeking

Apartheid-era spatial planning has resulted in the country's Black population paying high transportation costs to travel from townships and rural areas to work opportunities.

The median monthly work-search costs were found to be US$38 for youth, even though individuals from food-insecure households earn only US$36 a month.

Remote work and matching, enabled by jobtech, can avoid these costs.

Experience and social capital

Young people wait longer to find their first job so it is difficult to accumulate work experience.

Young people have limited social capital as many live in households where nobody is employed.

With low barriers to entry, kobtech allows young people to build work experience.

Reference
National Research Foundation (NRF). 2022. Exploring the Intractability of Youth Unemployment in South Africa. Online. (Available).
https://www.nrf.ac.za/wp-content/uploads/2022/03/NRF_SMM_Vol4_Issue2.pdf (Accessed August 2023).
https://www.nrf.ac.za/youth-unemployment-in-south-africa-drivers-and-interventions/

02 Landscape of jobtech companies

Jobtech could offer promise for South Africa

The McKinsey Global Institute estimates that **540 million people worldwide will find work through digital matching platforms by 2025**

This amounts to 15% of the global workforce

South Africa already boasts a number of jobtech companies

The number of jobtech platforms promises to grow
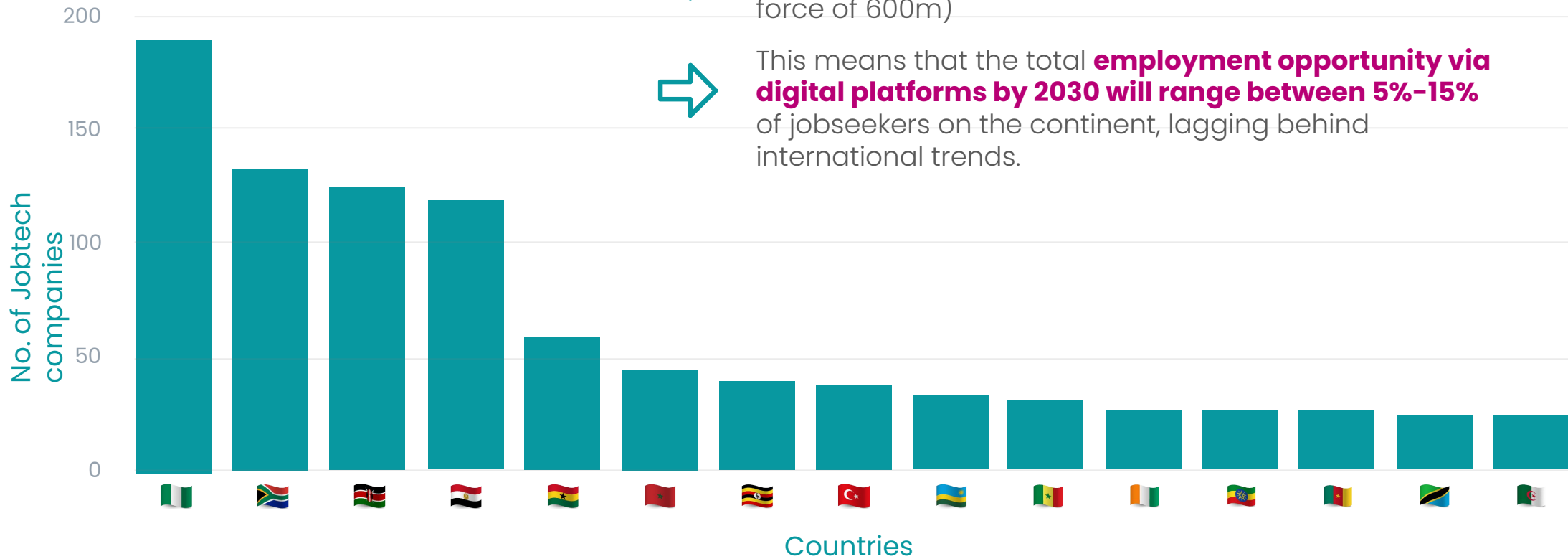
→ [BFA Global](#) estimates that there could be 30-88 million 'iWorkers/gig workers' in Africa by 2030 (of a total labor force of 600m)

→ This means that the total **employment opportunity via digital platforms by 2030 will range between 5%-15%** of jobseekers on the continent, lagging behind international trends.

Reference
- *Current estimated labour force is 3.4 Billion (2022), at an annual growth rate of 1.9%*
- *Graph Source: Briter intelligence data:*
  https://intelligence.briterbridges.com/?f=W3sidHlwZSI6InNlbGVjdC1vciIsImtleSI6InNlY3RvcnMubmFtZS5rZXl3b3JkIiwidmFsdWUiOIsiSm9idGVjaCJdfV0

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South Africa features varied jobtech platforms

Platforms for Offline Work
- Job Matching Platforms
- Gigmatching
- Distributed Manufacturing

Platforms for Digitally-Delivered work
- Online Freelancing
- Microwork
- X-to-earn

Digital Services for Microenterprises
- E-commerce Marketplaces
- Business Management & Growth Tools
- Logistics & Finance

Tech-Enabled Skilling
- Testing & Credentialing
- Technical & Professional Skill-building

Digital Tools for Worker Enablement
- Professional Identity
- Insurance & Social Benefits
- Representation & Collective Action

More about this ILO taxonomy can be found here

* Adjacent Sectors (Fintech, Agritech, E-logistics) are critically important but not considered jobtech unless jobs outcomes are key business component

Offline jobtech is dominated by ride-hailing

Ride-hailing is expected to grow by 18% a year

Ride-hailing platforms like Uber, Bolt, and inDrive account for the lion's share of the online-to-offline gig market. The South Africa e-hailing market is expected to grow at a compound annual growth rate of 17.45% over the forecast period to reach a market size of US$1,881.776 million in 2027, from US$610.375 million in 2020.

The online-to-offline platforms present a unique opportunity for workers to independently gain work experience as they earn a living.

But there are concerns about the quality of ride-hailing work

Uber claims to provide more than 29,000 jobs in South Africa. Absence of regulatory framework means there is no guarantee of quality of work and leaves workers prone to exploitation. Some reporting suggests they make less than the minimum wage.

Furthermore, ride-hailing offers few opportunities for women.

Fewer than 4% of Uber drivers in South Africa are women.

EXAMPLES

kandua — Listing fee

Kandua is an online marketplace for home services that also provides small, independent contractors with financial, operational and marketing tools to improve their professionalism.

Global home services market was valued at USD 370.86M in 2021 and grew at a CAGR of 21.14% in 2022. In South Africa, $4B is spent every year on home services.

Kandua has 40,000 contractors; fewer than 10% are women.

*Safeboda* — Commission

Safeboda is a ride-hailing app that is creating a network of drivers and delivery workers by enabling them to earn a living through their platform.

They have 25,000 subscribers on their platform but only 4,000–6,000 workers a month on average and only eight women.

The global ride-hailing market size was valued at USD 151.6B in 2021, with an anticipated CAGR of 19%
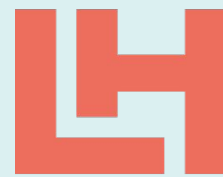
Laborhack — Subscription

Laborhack is a digital platform for construction businesses looking to access a pool of trained, tested, and vetted skilled workers.

They have 1,500 artisans on their database and another 4,500 on the waiting list.

Jobberman — Freemium

Jobberman is an online job portal and career platform that lists candidate job applications and connects them with companies..

Jobberman has 2.65M users, 7,500 talent placements MOM, and 606K monthly active users (41% women).

Global Online Recruitment technology market size was valued at USD 10.01 Billion in 2022, and growing at a CAGR of 15.2%

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Digitally delivered work is still nascent

Opportunities in cloud work are virtually absent, though the space is growing rapidly.

A few platforms doing cloud work are present in the category, but there is room for growth and South Africans are well positioned to serve anglophone clients.

The global talent management software market is projected to grow from $9.05 billion in 2023 to $20.59 billion by 2030, at a CAGR of 12.5%. The global influencer marketing platform market size was valued at USD 10.39 billion in 2021, with a CAGR of 33.4% from 2022 to 2030.

Digitally-delivered work may require higher skill levels as well as greater digital access.

Higher quality work as most of the gig/jobs would require higher level of education or skill set. In some cases, they end up being full-time jobs.

EXAMPLES

Listing fee

Commission fee

Freemium

Managed services

Terawork is a one-stop freelance marketplace helping African talent earn income globally.

Founded in 2017. Terawork has 6000+ users who have completed >4,000 jobs.

Wowzi is a digital advertising e-commerce platform that connects brands and ad agencies with social media content creators (influencers).

Founded in 2019, Wowzi has 100,000+creators and 150 clients, and has executed over 15,000 campaigns.

HustleSasa is a mobile app for creators to sell directly to their fans and allows entrepreneurs to start and develop businesses, both online and offline.

Founded in 2020.

Tana is a tech-enabled marketplace that connects global companies to vetted & trained remote team members on the African continent.

Founded in 2022.

Platforms for worker enablement are virtually absent

The sector is still nascent but seeing some KYC and identity platforms, which could have greater benefits for women.

These platforms would support growth of other jobtech platforms. There is an opportunity for portable identity platforms.

EXAMPLES

Smile ID

Identity/Reputation

Unveel

Benefits

SmileID is a digital identity verification platform providing onboarding, and user authentication service for fast growing businesses and startups in Africa

Founded in 2016, have completed 75M identity verifications.

The Identity Verification Market size is estimated at USD 11.63 billion in 2023, and is expected to reach USD 21.07 billion by 2028, growing at a CAGR of 12.62% during the forecast period (2023–2028).

Unveel is a Swedish-based data scraping platform that verifies gig-workers incomes and work history in real-time

Founded in 2017, now support 65M gig-workers globally.

The global web scraper software market was valued at USD 586 million in 2022. It is estimated to reach USD 1,803 million by 2031, growing at a CAGR of 13.3% during the forecast period (2023–2031).

Digital platforms for MSEs are growing from a low base.

Several platforms facilitate payment and e-commerce for the large MSE sector (Yoco, Ozow, Jumia etc). MSEs account for 4.8 million people work at 3.3 million micro and informal businesses.

There is greater potential to include women. 63% of all e-commerce companies in South Africa are started by women.

The e-commerce market is growing but still only accounts for 2% of South Africa's total retail spend. South Africa's e-commerce market was valued at US$ 4.5B. in 2021. Yebo Fresh estimates the size of the township market to be at USD 17B.

But low adoption of digital payments in a barrier. 54% of South African shoppers like to pay cash on delivery for e-commerce transactions. Only 1% of informal retailers accepted electronic payments as of 2020 and more than half don't have a bank account. Only 2% have a card machine and 1% offer QR codes.

EXAMPLES

Listing fee	**Commission fee**	**Supply chain**	**Warehousing**
Jiji is an African online marketplace that provides buyers and sellers with an avenue to meet and exchange goods and services	Jumia is an online Shopping solution built around a marketplace, logistics service and payment service	Tendo is an online platform that connects independent resellers to businesses.It enables anyone to start their online business without investing any capital.	Yebo Fresh is an ecommerce platform providing township entrepreneurs and community organizations ease of access to high quality goods and services through their smart technology.
Founded in 2014, Jiji has 160K+ sellers on their platform, and 7M unique users per month.	Founded in 2012, across the African continent Jumia has 100K+ sellers on their platform, 100K+ JForce agents in their network, and work with 100+ brands and marketing agencies.	Founded in 2021, Tendo has approximately 1,100 active sellers on their platform.	Founded in 2019, Yebo Fresh has relationships with 7000+ businesses. 45% of employees at Yebo Fresh are women.

Services for tech-enabled skilling are more evolved

E-learning is growing as a sector.
Revenue from the online learning platforms is projected to reach US$105.50M in 2023 and US$187.80m by 2027, thanks to 11.3M users by 2027 and 9.9M by 2027. The global upskilling industry market size is estimated to be USD 370B and global online coaching platforms was valued at USD 2,133.61M in 2022

E-learning in South Africa is promises to increase access to education, regardless of location.

But access for women is challenging.
A gender gap in digital literacy means that adolescent girls and young women (AGYW) struggle to access and benefit from online learning, including social inequalities and technological constraints.

Lack of access to devices and the high cost of internet access limited growth.

EXAMPLES

B2C

Zydii is a workforce upskilling platform providing accessible, transformative digital training that's designed for Africa

It includes 15,000+ learners who have worked with over 6,000 small businesses.

B2B

CoffeeChat is a coaching platform that helps democratize access to personalized coaching sessions with peers and professionals to accelerate their growth.

B2G

Ajira Digital Program is a government-driven initiative that seeks to raise the profile of digital work, promote mentorship, collaborative learning approaches, access to digital work, and Kenya as a destination for online workers.

It includes:
~ 320K+ members
~ 229 centers

Donor funded

Moringa School is a multi-disciplinary learning accelerator committed to closing the skills-gap in Africa's job markets delivering transformative tech-based learning to high-potential jobseekers.

It serves 4000+ students and 300+ employer partners, with 85% employment rate for over 3000+ graduates.

03 Barriers to growth

Several barriers to platform growth are present throughout the jobtech sector

Slow economic growth: [According to the IMF](#), South Africa's economic growth has slowed due to loadshedding. Growth is expected to pick up again in 2024, but the pace is too slow to meaningfully reduce unemployment.

Crime and social unrest: Security concerns are negatively impacting business operations. For example, the recent taxi strike in Cape Town negatively impacted platforms such as Sweep South, which struggled to ensure their workers were able to get to their places of work.

Lack of an ecosystem to support lesson sharing and the evolution of the sector overall .

That same lack of ecosystem means there are few regulatory frameworks but few guarantees of quality of work or worker wellbeing.

Cost of operations: Platforms have to incorporate training into their models, which is costly, contributing to overall business economics that may be limiting opportunity to scale.

Low supply of workers: Some of the factors attributed to the skills shortage include [immigration](#), the perception that artisan and technical work are of lesser status compared to a university graduate qualification, and Bantu education.

Access to finance: Workers need financing to buy inputs such as a car or inventory to enter the jobtech sector. Also, to finance transport costs to get to jobs far from one's place of residence.

There is some regulatory guidance, but no policy that addresses quality of work and worker wellbeing

Several schemes guide the sector including the Presidential Youth Employment Initiative, Broad-based Black Economic Empowerment and the Protection of Personal Information Act (POPIA Act)

- **Presidential Youth Employment Intervention (PYEI)**: Launched by President Ramaphosa to address youth unemployment, its goal is to help young people successfully transition from learning to earning. To this end, the intervention brings together the strengths of numerous government institutions and social partners to deliver more opportunities for young people.

- **Broad-Based Black Economic Empowerment**: Employers can earn points for hiring youth under the PYEI. It was previously only applicable to senior-level positions but has been extended to incentivize employers to offer more opportunities to youth.

- **Protection of Personal Information Act (POPIA Act)**: This legislation which governs the law of data protection and privacy in South Africa, can hamper jobtech.
    - Some platforms mentioned that POPIA Act limits data portability across platforms. Platforms can comply with the POPIA Act through ensuring they source permission from jobseekers
    - Another way to get around this for jobtech platforms is to declare jobtech platforms a social good as they address unemployment which is a social issue.

- In the absence of a dedicated regulator, Fair Work was mentioned as an entity or institution that could stand in and fill this role.

In-person engagement and trainings can challenge jobtech business models

- Training enhances a platform's reputation and value proposition because it de-risks potential hires. Training often focuses on soft skills.

- Most platforms we interviewed included in-person interactions and training as part of their onboarding process and business model, both of which increase costs.:

- Blending virtual and in-person trainings can help to manage costs. Although digital training provides opportunities for extended reach, it decreases quality of engagement and digital connectivity is also a challenge. Some platforms noted that the shift away from in-person programs makes the team feel they are disconnected from the employers and employees (what is happening on the ground).
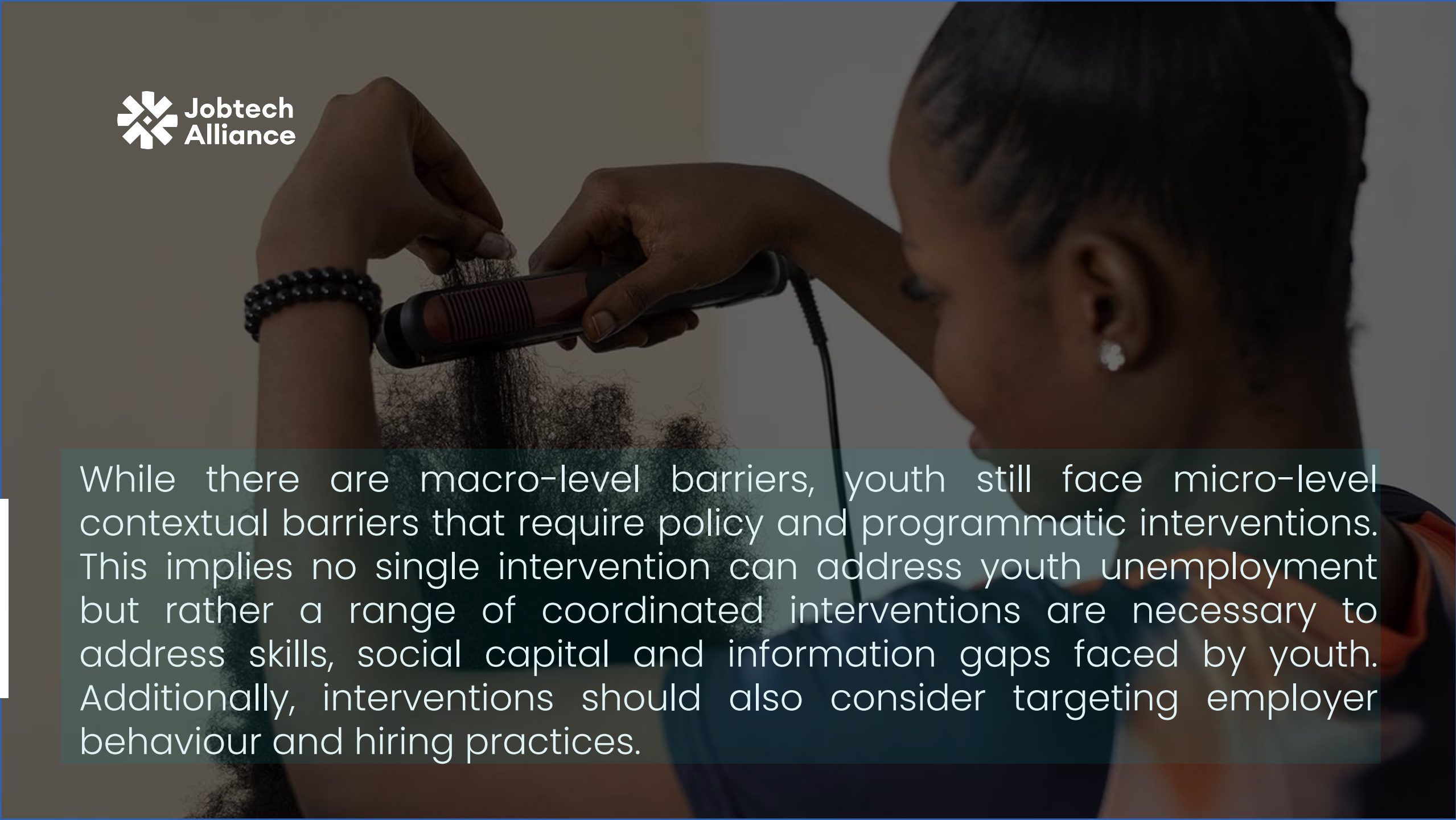
A key component for platforms to take off is not neglecting the onboarding and in-person aspect. It is important for platforms to be careful on who they onboard as they will be ambassadors for their brand. "Poor representation could kill the platform before it starts.

External stakeholder

Cannot go completely digital - the need for handholding will always be there.

External stakeholder

While there are macro-level barriers, youth still face micro-level contextual barriers that require policy and programmatic interventions. This implies no single intervention can address youth unemployment but rather a range of coordinated interventions are necessary to address skills, social capital and information gaps faced by youth. Additionally, interventions should also consider targeting employer behaviour and hiring practices.

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04 Opportunities for Jobtech platforms

Jobtech platforms have the four critical opportunities

Platforms can offer opportunities to women workers by removing/ reducing barriers like startup costs.

Platforms that have women workers have commented that they find women dedicated to their work. E.g M4Jam typical persona of their jobbers were women who are above 25 years of age have proved to be the best workers

Jobtech platforms can bridge the gap to the digital economy via MSE models and superapps.

MSE models can allow merchants to become one-stop shops in townships, connecting them to formal markets and e-commerce.

Platforms can intermediate financial services – e.g insurance, credit – leveraging their position, resources and data collected abilities. Some platforms already offer workers benefits e.g., Safeboda and Turaco.

For example, Yebo Fresh partners with JP Morgan(underwriter) to offer credit. Additionally, Yebo Fresh is engaging with various banks to discuss offering credit to microenterprises.

There is an opportunity address training to unlock growth since this is a major cost for platforms. Platforms offering training:
- Kuba Technologies provides capacity building
- A2Pay provides training on various business modules and merchants participate in a mentorship program via the call centre coaching team.
- Ripples for Change supports youth digital upskilling
- Cisco Networking Academy, Coursera and Google's Skillshop.

However, courses aren't always customised to their needs. In those cases, students often don't finish courses.

Women's participation Case Study: Meesho

Meesho is one of India's leading social commerce platform that was started with a focus on driving entrepreneurship among Indian women. Meesho provides a platform for resellers to connect with manufacturers and suppliers, and sell products through their own social media channels like Facebook, WhatsApp, and Instagram at their own set price, and earn a margin rate. However, their business model has evolved over the years from commission based to supply chain and advertising models, with over 18 million registered users on their platform.

Founded: 2015

No. of resellers: 15M (2022)

Valuation: $4.9 billion

How Meesho Works

Step 1
Sellers lists the product on the Meesho app. And Resellers comes across the product.

Step 2
Reseller share's the Product images across his/her WhatsApp groups.

Step 3
A group member shows interest to buy the product. Reseller ask's customers to share his/her address details

Step 4
Reseller adds profit margin and places the order.

Step 5
Sellers receives the order, pack it and Meesho logistic partner delivers it to end-user.

Out of Meesho's 15M resellers, 9M are women with 55% of all registered reseller being MAU's.

On average, most resellers earn up to Rs.25000 ($300) per month.

Value proposition
For Resellers: Provides them with a platform to start and grow their own business with zero investment.

For Customers: The biggest problem with online shopping is the lack of trust because customers fear being scammed or duped. Meesho solves for this by making a person's acquaintance (reseller) their point of contact in buying products online.

Partnerships:
Meesho has partnered with financial institutions such as SoftBank to provide financial services to sellers, and Klub (fintech) to offer financing to MSMEs.

How do they make money?
Meesho does not charge:
- commission on product margins
- penalty charge for order cancellation, late dispatch, or for any other mishaps
- listing fees

However, they make money from shipping, and advertisements and promotions

Digital intermediation case study: A2Pay

A2Pay is a fintech company offering a combination of hardware and digital tools tailored to spaza shop needs, as well as digital credit, business training, and coaching solutions

Their point-of-sale (POS) machine allows merchants to sell business, cellular, and financial services.

A2Pay also facilitates e-commerce. Customers can shop online via a' catalog Once they select an item, customers pay for in cash. The merchant accepts the payment and settles with the retailer. Customers can then collect goods from the A2Pay merchant. A2Pay plans to expand its online shopping offering to include dedicated kiosks and staff for "assisted online shopping."

📅 **Founded in 2009**

👥 **Users: 4000 spazas**

💲 **Currently, A2Pay has done more than 1,900,000,000 transactions, and has servers more than 4,199,990 consumers**

Value proposition
- Merchants are able to track their business performance
- Access to base lending

Business Model
A2Pay has adopted the subscription model where the spaza owners pay a POS license fee of R250 to access their services

Partnerships
A2Pay has signed off to integrate with Post Bank's system to become a pension grant collection point through its merchant

Super app case study: Indonesian GoTo

GoTo is a is a digital ecosystem offering technology infrastructure and solutions comprised of on-demand transport, ecommerce, and financial services
The company was formed out of a merger between Gojek, a ride-hailing platform for motorbike taxis, and Tokopedia, an e-commerce marketplace that connects small merchants with buyers, started in 2010 and 2009 respectively.

Founded: May 2021

Driver fleet of 2M

11M merchant partners

100M MAU's

Contributes 2% of Indonesia's GDP

Value proposition
Incorporating multiple services under a single platform.

How do they make money?
GoTo charges a commission for any transaction that happens on the platform.

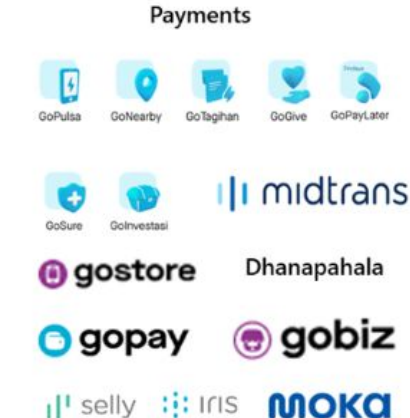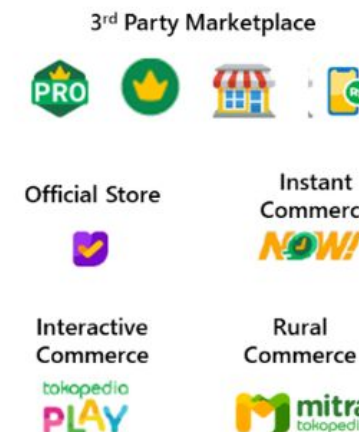#1 On-Demand Services[1]

gojek
~2.5 million driver-partners

Mobility & Logistics
GoRide GoCar GoSend GoBluebird GoBox GoTransit
gocorp GoShop GoTaxi

Food & Groceries
GoFood GoMart Gofresh

Lifestyle & Entertainment
GoTix GoPlay GoNews GoClub GoMed
GoGreener GoService GoFitness

#1 E-Commerce[2]

tokopedia
~12mn merchants, >100mn MAUs[3]
595mn SKU physical goods
> 4000 digital goods use-cases

3rd Party Marketplace
PRO
Official Store
Instant Commerce NOW!
Interactive Commerce
tokopedia PLAY
Rural Commerce
mitra tokopedia

#1 Financial Technology[4]

goto financial
Licensed in E-Wallet, P2P,
Multi-Finance, Banking (via Jago),
E-Money, Payment Gateway

Payments
GoPulsa GoNearby GoTagihan GoGive GoPayLater
GoSure GoInvestasi midtrans
gostore Dhanapahala
gopay gobiz
selly iris moka

Financial services case study: ImaliPay

ImaliPay is a digital financial services platform offering tailored marketplace products and services including business loans, savings accounts, and credit building solutions that promote the inclusion of African gig economy platforms and workers

📅 **Founded: 2020**

👥 **Vendor points: 4500**

Value proposition
ImaliPay works directly with workers, without partnering with platforms. They offer:
- In-kind loans around tools of trade and cash advances for freelance work
- A savings product for workers

Business model
ImaliPay allows gig workers to formalize their digital work history to create a verified and universal credit score that allows the financial inclusion of digital and self-employed gig workers.

ImaliPay makes money from transaction and referral fees.

Partnership
ImaliPay also partners with other jobtech enablers.
- Work with Smile Identity, an identity verification platform solution, to onboard and verify workers
- Have partnered with Renda, a technology-driven third-party fulfilment solution provider, to drive the overall growth of e-commerce in Africa

Training at scale case study: Arifu

Strive is a global initiative of Caribou Digital and the Mastercard Center for Inclusive Growth to unlock the potential of small businesses as catalysts of inclusive growth.

Arifu is a Strive partner, creating digital content and interactive learning platform that offers learners bite-sized, interactive training content on a range of topics, including how to build digital confidence, manage money, secure a business, grow a business, and start a new business

Business Model
Arifu blends the B2C and donor-funded models. Their low-cost platform facilitates omnichannel delivery of education and information in an engaging chatbot-style format to its target audience with or without access to mobile internet.

Impact
Arifu has supported over 1.5 million individuals and small businesses in improving their financial, business, and digital skills.

Strive Community has partnered with Arifu to support micro-retailers in sub-Saharan Africa to digitize their businesses and build resilience to future economic shocks.

Partnerships
Arifu has worked with banks, mobile network operators, and donors to disseminate learnings

Value Proposition
Since their current focus is on farming techniques and financial literacy, their partnership is strategic and creates a feedback loop between stakeholders.

Opportunity
They offer a content marketplace that brings together subject matter experts who wish to earn money by creating licensable courses, and organisations that wish to improve their performance by efficiently delivering these courses to their customers
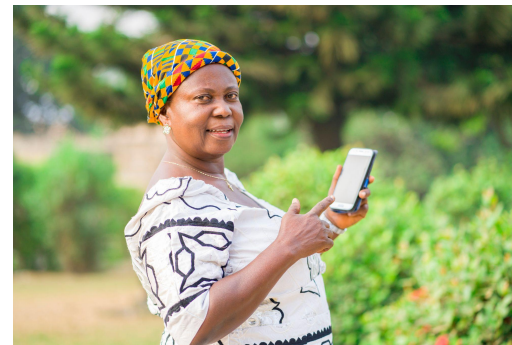
05 Appendix

Definitions

Jobtech
Digital platforms that offer opportunity to work.

Platforms for offline work
Platforms where the work is mediated online but delivered offline. The World Bank calls this 'location-based platforms.

Platforms for digitally delivered work
Platforms where the work is mediated and delivered online. Some people call this 'cloud work'.

Digital services for micro-enterprises
Platforms that improve access to market, business performance, or productivity of self-employed individuals or microenterprises.

Tech-enabled Skilling
Edtech platforms which equip people for the world of work.

Digital tools for worker enablement
Digital platforms which provide workers with tools that enhance their rights, benefits and protections.

Gig
A job, especially one that is temporary or freelance and performed on an informal or on-demand basis.

Jobtech Taxonomy

Platforms for Offline Work
- Job Matching Platforms
- Gigmatching
- Distributed Manufacturing

Platforms for Digitally-Delivered work
- Online Freelancing
- Microwork
- X-to-earn

Digital Services for Microenterprises
- E-commerce Marketplaces
- Business Management & Growth Tools
- Logistics & Finance

Tech-Enabled Skilling
- Testing & Credentialing
- Technical & Professional Skill-building

Digital Tools for Worker Enablement
- Professional Identity
- Insurance & Social Benefits
- Representation & Collective Action

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* Adjacent Sectors (Fintech, Agritech, E-logistics) are critically important but not considered jobtech unless jobs outcomes are key business component

1. Platforms for offline work

Work is mediated online but delivered offline. The World Bank calls this 'location-based platforms'.

Sub-categories:

1. **Taxi / ride hailing / delivery / logistics -** Platforms which match drivers/riders to households or businesses for gigs

2. **Home services / technical services -** Platforms which match technicians like beauticians or plumbers to households or businesses for gigs or short-term services

3. **Cleaning / domestic work -** Platforms which match cleaners to gig- or ongoing work with households or businesses

4. **Care services -** Platforms which match care workers like elderly carers, nannies, or medical services to

5. **Jobs boards / recruitment platforms -** Platforms which host job vacancies (including full-time, part-time or internships / apprenticeship). They may offer hands-on recruitment/vetting or additional services to jobseekers like online/offline training

6. **Distributed manufacturing -** Platforms which distribute large manufacturing orders (such as for beauty items) between a distributed workforce where producers make items from home or personal studios

Overview of platforms for offline work

Models	Overview	Examples of companies
Listing Fee Model	Either the employer (more common in job boards) or the service provider (more common in gig marketplaces) pays to list or promote the service or vacancy via the platform. This model facilitates discovery through aggregation	South Africa: Kandua, Adzuna Rest of Africa: Town Connect (KE), InfiniteUP (KE) Global: TaskRabbit (US), MyHome (KW)
One-, two-, or multi-sided commission fee model	Commission is taken from transactions with suppliers, consumers, and/or third parties paying. The platform sets rules regarding openness, governance, logistics and pricing, and puts suppliers and consumers in direct touch with one another.	South Africa: Sweep South, WeSit Rest of Africa: Safeboda (UG), Teliman (Mali), Max (NG), Smoove (GH), Gokada (NG), MamaFua (KE), Mogzit (ETH), Global: Uber (US), Bolt (EU), InDrive (RU), Glovo (ES), Heetch (FR), Batmaid (SWTZ), Housekeep (LDN)
Subscription / membership fee mode	Platforms charge consumers either a flat or a variable fee per month or per year according to a subscription plan based on the frequency of use, specific services or the number of requests. The platform collects the subscription fee from consumers and then releases the money to the service providers without a commission. The demand side is usually charged in this model.	Rest of Africa: Eden-Life (NG), LaborHack (NG), RocketHealth (UG), GeroCare (NG), Tibu (KE) Global: Honorcare (US), Sittercity (US), KoruKids (UK)
Freemium + secondary revenue streams	Platforms offer core services free of charge, but offer additional services at cost. This could involve job boards charging for training or certification, or gig matching platforms charging for financial services or equipment lease. It could involve third parties like advertisers paying to host ads or content.	South Africa: SA Youth, Careers24, CareerJunction, JobMail Rest of Africa: Jobberman (NG), Brighter Monday (KE), Fuzu (KE) Global: Shortlist, Indeed, Jobvine

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2. Digitally-delivered work

Platforms where the work is mediated and delivered online. Some people call this 'cloud work'

Sub-categories

1. **Skilled online freelancing** - Platforms which match skilled workers (clerical, writing, professional services, virtual assistants, software) to gigs or ongoing work delivered through the platform

2. **Managed services / Global business services / BPO (including managed microtasks)** - Businesses which manage projects or contracts (largely for other businesses) delivered by multiple semi-skilled/skilled workers.

3. **Task-based or distributed microwork / microtasks** - Platforms which connect semi-skilled/skilled workers to individual digital microwork tasks

4. **X-to-earn / play-to-earn** - Platforms which provide earning opportunities for platform participants by undertaking certain activities through the service (e.g., playing, voting, creating)

5. **Platforms for creative content producers / influencers** -Platforms which enable influencers or creatives to increase their earnings through increased distribution or market reach, or business management

6. **Trading platforms for digital products** -Platforms which enable people to earn income through the purchase and trade of digital products like cryptocurrency arbitrage platforms or NFT trades.

Overview of digital-delivered work

Models	Overview	Examples of companies
Listing Fee Model	Either the employer or the service provider (more common in gig marketplaces) pay to list or promote the service or vacancy via the platform. This model facilitates discovery through aggregation	South Africa: OfferZen, Nomad now Rest of Africa: Gebeya (ETH), Terawork (NG) Global: Upwork (US), Fiverr (IL), Freelancer, Meaningful Gigs
One-, two-, or multi-sided commission fee model	Commission is taken from transactions with suppliers, consumers, and/or third parties paying. The platform sets rules regarding openness, governance, logistics and pricing, and puts suppliers and consumers in direct touch with one another	South Africa: Secret Agent, M4Jam Rest of Africa: Wowzi (KE), AInfluence (KE), Twiva (KE), Rwazi (MA)
Subscription / membership fee mode	Platforms charge consumers either a flat or a variable fee per month or per year according to a subscription plan based on the frequency of use, specific services or the number of requests. The platform collects the subscription fee from consumers and then releases the money to the service providers without a commission. The demand side is usually charged in this model	South Africa: Zlto, Linkdpro Rest of Africa: Selar (NG) Global: Patreon (US), Substack (US), Axie Infinity (VN)
Freemium + secondary revenue streams	Platforms offer core services free of charge, but offer additional services at cost. This could involve gig matching platforms charging for financial services. It could also involve third parties like advertisers paying to host ads or content	South Africa: NoSweat Work Rest of Africa: HustleSasa (KE), Jambo (CD), Usiku Games (KE)
Managed Services	A BPO (business process outsourcing) or GBS (global business services) company wins contracts and then manages the work with either full-time staff, part-time or freelancers	South Africa: Zindi Rest of Africa: CCI Global (KE), Tana (KE), Tunga (UG), Hodi (KE), Hugo (NG) Global: Sama (US), CloudFactory (UK), Andela (NY), Appen (AUS), Toloka (SWTZ), Scale

3. Platforms for micro-enterprises

Platforms that improve access to market, business performance, or productivity of self-employed individuals or microenterprises

Sub-categories

1. **E-commerce marketplaces** -Platforms which enable microenterprises to more easily earn income from selling products through centralised listing platforms or marketplaces

2. **Social commerce / digitally-enabled agent models** -Digital platforms which enable microentrepreneurs or agents to more effectively sell products or services to their networks

3. **Business management tools / vertically** -integrated platforms-Platforms which enable microenterprises to increase earnings or profits through enhanced efficiencies and reduced costs

Overview of platforms for micro-enterprises (1/2)

Models	Overview	Examples of companies
Listing Fee Model	The platform earns revenue from fees charged to sellers to list products or services, commonly on an ecommerce platform. The fee is often paid upfront or as part of a subscription package, and may include tiers around promotion or visibility of the items.	South Africa: JunkMail, Quibids Rest of Africa: Jiji (Regional), Olist (NG), Tonaton (UG), PigiaMe (KE)
Commission	The traditional income stream for ecommerce platforms is a percentage commission on the transaction between the seller and the buyer.	Rest of Africa: Jumia (Regional), Konga (NG), Kilimall (KE), Masoko (KE), Global: Amazon (US), eBay (US)
Subscription	Platforms can charge subscriptions for their professional offerings (bookkeeping software, marketing tools). Although, with generally low uptake of subscriptions in Africa, these tend to be offered as freemium to make services sticky, while monetization takes place elsewhere.	South Africa: A2Pay, Kuba Rest of Africa: Paystack commerce (NG), Flutterwave store (NG) Global: Shopify (CA)
Advertising	Third party advertisers may advertise to sellers or to endpoint buyers, or micro enterprises themselves may pay to promote their products (see listing fees above).	South Africa: Hoorah

Overview of platforms for micro-enterprises (2/2)

Models	Overview	Examples of companies
Sales or supply chain	A platform offers a product that the platform user sells to a final customer. The platform can charge up front for the items (a traditional 'sale') or offer an inventory which the seller earns commission from selling (as is common in social commerce or agent models).	South Africa: Selpal, Rest of Africa: Copia (KE), Tendo (GH) Global: Meesho (IN)
Warehousing, deliveries & fulfilment	Platforms charge micro enterprises for warehousing or delivery of items.	South Africa: Yebo Fresh, ebasket, Vuleka, Takealot.com, Shopit Rest of Africa: Sabi (NG), Marketforce360 (KE), Wasoko (KE), TradeDepot (NG), Global: Zomato (IN)
Layered financial services	Platforms may offer a range of financial services to micro enterprises or to their customers, from buy-now-pay-later (BNPL), stock financing, loans, or other financial products based on the use of these platforms by users.	South Africa: Flash, Yoco Rest of Africa: Moniepoint (NG), Ricive (NG), TrustWave (KE), Bumpa (NG)

4. Platforms for tech-enabled skilling

Edtech platforms that equip people for the world of work

Sub-categories

1. **Course / guided / cohort-based learning** - Edtech platforms on work topics, where students participate in a guided learning experience (may have some offline component

2. **On-demand / self-paced learning** - Edtech platforms where learners can engage in content at their own pace (channels could include SMS, video, gamified)

3. **Digital apprenticeships / Mentorship / internships** - Platforms which facilitate digital apprenticeships/internships, or connect people to mentors

4. **Professional networking / labour market information platforms** - Social network or informational platforms focused on the world of work

5. **Assessment / credentialing** - Platforms which provide professional vetting or credentialing to enhance employability of users

Overview of platforms for tech-enabled skilling

Models	Overview	Examples of companies
B2C	Learners pay directly for access to learning experiences.	**South Africa**: Zaio, Umuzi **Rest of Africa**: Zydii, Fuzu, Arifu **Global**: Andela, Nexford University, Coursera, Udemy,
B2B	Businesses pay for their employees to learn. This might be startups, corporates, digital work platforms, or even private universities or TVETs.	**South Africa**: Yenza, eStudy, digemy **Rest of Africa**: BAG, CoffeChat, Localized, LaborHack (NG) **Global**: LinkedIn, Credly (US), Test Gorilla (NL)
B2G	Government pays for learners to access skill-building platforms. This might be through youth employment initiatives or public institutions at the secondary or tertiary level (public colleges, universities, TVETs).	**South Africa**: Harambee **Rest of Africa**: Ajira digital (KE)
Donor funded	Donors cover the cost of skilling via philanthropic donation to the skilling provider.	**Rest of Africa**: African Management Institute (Regional), Moringa School (KE), Mosabi (SL), Yoma

5. Platforms for worker enablement

Digital platforms that provide workers with tools that enhance their rights, benefits, and protections

Sub-categories
- **Identity / Reputation**- Platforms which enable users to verify or use their professional identity or reputation to enhance livelihoods outcomes
- **Alternative data tools / benefits**- Digital services which enable jobtech platform workers to use their data to improve livelihoods outcomes, access benefits or similar services. This could include some fintechs built on top of platform data
- **Rights / legal / collective engagement**- Digital platforms which build worker rights through collaborative engagement, legal engagement, or others

Overview of platforms for worker enablement

Subcategories	Overview	Examples of companies
Identity/ Reputation	Platforms which enable users to verify or use their professional identity or reputation to enhance livelihoods outcomes	Rest of Africa: Smile Identity (NG), Ledja (KE) Global: GigCV (NL)
Alternative data tools/ benefits	Digital services which enable jobtech platform workers to use their data to improve livelihoods outcomes, access benefits or similar services. This could include some fintechs built on top of platform data	Rest of Africa: Flance (NG), ImaliPay (KE) Global: Nippy (AR), Unveel
Rights/ legal/ collective engagement	Digital platforms which build worker rights through collaborative engagement, legal engagement, or others	Global: CappLATAM (Regional), Symplifica

Thank You

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