

ConnectWork – Product Requirements Document (PRD)

1. Overview

Product Name: ConnectWork

Product Type: Business Management & Freelancing Platform

Purpose: ConnectWork is an all-in-one business management and work connection platform that connects freelancers, skilled workers, and businesses with clients while providing tools for managing operations, payments, banking, invoicing, and team collaboration.

The platform bridges the gap between the gig economy and formal business systems by integrating service discovery, cross-border financial tools, and business management features for SMEs, mid-size companies, and freelancers.

2. Core Objectives

1. Enable freelancers and handworkers to find clients and gigs easily.
2. Provide SMEs and businesses with tools to manage operations, payroll, and transactions.
3. Offer secure, seamless cross-border payments and business banking options.
4. Create a platform that promotes verified professionals and builds trust through transparency.
5. Provide an ecosystem for digital work, management, and payments all in one place.

3. Target Users

User Type	Description	Primary Goals
Freelancers & Handworkers	Independent professionals, artisans, remote workers	Find jobs, receive payments, manage portfolios
Businesses (SMEs & Mid-size)	Registered companies or startups	Hire talent, manage payroll, invoicing, and digital presence
Clients	Individuals or companies seeking professional services	Discover, hire, and pay for services securely
Platform Admins	ConnectWork operations team	Manage users, compliance, payments, and system integrity

4. Key Modules and Features

4.1. User Onboarding & Verification

- Email, phone, and biometric verification
- KYC (Know Your Customer) and ID verification (e.g., NIN, BVN, Passport)
- Role-based onboarding: Freelancer, Handworker, Client, or Business
- Profile completion checklist with progress tracker

4.2. Freelancer & Handworker Module

- Profile Setup:
 - Bio, skills, certifications, work experience
 - Upload portfolio and previous projects
 - Add social links, ratings, and testimonials
- Job Discovery:
 - Search and filter jobs by category, budget, or location
 - AI job matching based on skills and availability
 - Save jobs and set job alerts
- Proposal & Contracts:
 - Submit proposals and quotations
 - Smart contract templates for service agreements
 - Digital signature integration
- Earnings & Payments:
 - Wallet for receiving local and international payments
 - Withdrawal to bank or connected cross-border accounts
 - Transaction history and analytics

4.3. Client Module

- Service Discovery:
 - Browse freelancers and handworkers by skills, rating, or region
 - View detailed profiles and verified credentials

- Hire & Collaborate:
 - Create job posts with detailed descriptions, budget, and deadlines
 - Invite specific freelancers to apply
 - In-app messaging and task board

- Payments & Ratings:
 - Escrow-based payment system
 - Rate and review completed projects
 - Generate receipts or invoices automatically

4.4. Business Management Suite

Designed for SMEs and companies to manage operations seamlessly.

4.4.1. Business Dashboard

- Overview of financials, team activities, and appointments
- Performance and expense analytics
- Smart recommendations (e.g., funding opportunities, tax reminders)

4.4.2. Appointments & Scheduling

- Online calendar and booking system
- Integration with Google Calendar / Outlook
- Automated client reminders and confirmations

4.4.3. Document Management & E-Signature

- Upload and store business documents securely
- Digital signature for contracts and approvals
- Version control and audit trail

4.4.4. Web Presence Builder

- Create a mini business website or profile page
- Integrate social media, service catalog, and reviews
- SEO-ready templates for easy visibility

4.4.5. Invoicing & Payroll

- Auto-generate and send branded invoices
- Multi-currency support
- Automated payroll for employees or contractors
- Tax and compliance calculation tools

4.4.6. Business Banking & Cross-Border Payments

- Create virtual foreign bank accounts (USD, EUR, GBP)
- Local account integration (e.g., Nigerian banks)
- Payment gateway for receiving funds globally
- Currency conversion and settlement reports

4.5. Financial Tools

- Wallet & Escrow: Hold funds securely until job completion
- Split Payments: For team projects or subcontractors
- Analytics: Spending and income reports with visual insights
- Tax Tools: Auto deductions, downloadable tax summary

4.6. Communication & Collaboration

- In-app chat and file sharing
- Voice/video meeting integration (Zoom, Google Meet)
- Shared workspaces for teams
- Task tracker and milestone updates

4.7. Marketplace

- Browse verified freelancers, artisans, and agencies
- Filter by category, pricing, or delivery time
- Featured profiles and sponsored listings
- Ratings and reviews for accountability

4.8. Support & Helpdesk

- Ticket management system
- Live chat and chatbot assistant
- Knowledge base / FAQs

- Dispute resolution center

4.9. Admin & Compliance Dashboard

- Manage users, verification, and transactions
- Fraud detection and reporting
- Audit logs and system activity tracking
- CMS for platform content and announcements

5. Integration Features

Integration	Description
Payment Gateways	Paystack, Flutterwave, Wise, Stripe
Banking APIs	Moniepoint, Sterling OnePay, Providus Bank
Communication Tools	Zoom, Twilio, WhatsApp API
Analytics	Google Analytics, Mixpanel
Identity Verification	Dojah, Smile Identity, VerifyMe

Cloud Storage

AWS S3, Google Cloud

6. Competitive Analysis

Platform	Strengths	Gaps Identified	ConnectWork Advantage
Juniper Africa	Offers business tools and payments	Focused mainly on existing businesses, not freelancers or artisans	ConnectWork bridges both business and gig economy
Upwork / Fiverr	Global freelance marketplace	No business management or cross-border banking	Adds business tools + foreign bank accounts
Flutterwave for Business	Strong in payments	Lacks job marketplace and freelancer tools	Integrated freelance + payment ecosystem
Payoneer / Wise	Cross-border payment support	No job or business management suite	Combines payments + work management + banking
Trove / CowryWise	Financial ecosystem	Not focused on work or SME tools	Adds work + finance + business management

7. Success Metrics

- Number of active users (Freelancers, Clients, Businesses)
- Job postings and successful hires
- Payment transaction volume
- Subscription revenue (for premium tools)
- User satisfaction and trust score

8. Conclusion

ConnectWork aims to be the operating system for work and business in Africa, combining job discovery, digital banking, and business management in a unified ecosystem that empowers individuals and companies to work, earn, and grow globally.