



Talent Bridge

High-Level Feasibility Study

Submitted to:

The Ministry of Digital Economy and Entrepreneurship

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Founders and investors considering this project are advised to conduct further analysis on projected adoption rates, development costs, and ongoing operational expenses. This additional scrutiny will help mitigate potential risks related to technology challenges, changes in regulations, market penetration, and competitive pressures.

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A National Entrepreneurship Policy Project



Ministry of Digital Economy
and Entrepreneurship



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Executive Summary

Talent Bridge addresses a critical challenge in Jordan and the broader MENA region: the growing disparity between Higher Education and Technical and Vocational Education and Training (TVET) outcomes and market demands, particularly in blue-collar professions. By leveraging a mobile application, Talent Bridge facilitates direct connections between a diverse range of skilled professionals, students, and local businesses. This platform aims to streamline hiring processes by offering transparent pricing and quality assurance, ensuring precise matchmaking for project-specific needs. Through training programs and partnerships with TVET institutions, Talent Bridge empowers blue-collar workers to enhance their professional capabilities in essential skills such as customer service, communication, and time management.

The gig economy in Jordan presents a significant opportunity for Talent Bridge, given the prevalence of informal labour among blue collar workers and the government's initiatives to support digital platforms like GrowJo. While international competitors exist, local start-ups such as Aoun underscore the need for a locally tailored solution. Talent Bridge aims to differentiate itself by focusing initially on blue-collar sectors like home maintenance, babysitting and family support services and expanding into sectors such as construction, renovation, and automotive services.

Talent Bridge forecasts revenue growth over the next five years, driven by transaction fees, B2B subscriptions, and managed project packages. With projected revenues growing from JOD 50,000 in Year 1 to JOD 450,000 by Year 5, the platform demonstrates robust market potential and scalability. Cost of Goods Sold (COGS) and operational expenses (OpEx) are carefully managed to support this growth trajectory, while investments in technology development and strategic sector integrations position Talent Bridge for sustained profitability and impact in the Jordanian and potentially replicating the model in other MENA markets.

I. Introduction

Talent Bridge emerges as a solution amidst the evolving landscape of Jordan and the MENA region, where the disconnect between higher education and TVET outcomes and market demands continues to widen. This platform is designed to bridge this gap by seamlessly connecting a diverse array of talents, ranging from blue-collar workers to aspiring white-collar professionals, with real-world opportunities for skill development and professional growth. Leveraging technology via its mobile application, Talent Bridge facilitates direct connections between service providers and clients, ensuring transparent and efficient matchmaking for project-specific needs. With a focus on enhancing user capabilities through online training and certifications made possible through partnerships with TVET and higher education institutions, the platform aims to empower individuals while meeting the dynamic workforce needs of local businesses and individuals.

I Market Analysis

The gig economy is a type of labour market characterized by economic activities and the execution of on-demand services on a short-term contract or freelance work basis, as opposed to a permanent long-term salary job model. According to a report published by Jordan Strategy Forum, in Jordan, the International Labour Organization (ILO) estimates that about **1.207 million Jordanians** earn their living in the informal economy, and most of them are males¹.

Jordan's Ministry of Digital Economy has created an incentive program called **GrowJo** (gig) incentive, where they could provide matching grants (up to USD 200,000) to cover up to 80% of the total costs of the proposed project for the NGOs/NPOs/ CSOs, and, for the private sector companies (Tech and tech-enabled), including outreach, upskilling/quality training, onboarding on the digital platform.

Similar start-ups in the MENA region include **JustMop** (prevalent in the GCC countries) which offers maid services, as well as handymen or **Aoun** (used to be in Jordan then closed down). There is a lot to be learned from international start-ups and companies offering a similar service such as **TaskRabbit** which is available in over 67 cities across the U.S. Other examples include **Upwork**, and **Fiverr**. While Fiverr is more focused on digital services such as graphic design, writing, and programming, it also competes with TaskRabbit in the gig economy space. **Thumbtack** is a platform that facilitates connections between customers and skilled professionals across an array of tasks, spanning home repairs, event planning, and personal services.

2. Business Model

Talent Bridge is a B2C platform with one B2B service designed to connect a diverse range of talents—including blue-collar workers, students, and potentially in the future white-collar professionals, with opportunities for real-world experience and skill development. The platform leverages a mobile app to facilitate direct connections between blue collar professionals, students, and consumers in need of specific services such as handymen, electricians, plumbers, babysitters, elderly caregiver, auto-mechanic, contractors, housekeepers among others. Talent Bridge aims to be the go-to platform for businesses and individuals looking to hire blue collar workers efficiently.

The platform offers several key features and benefits. It streamlines the hiring process of blue collar workers with transparent pricing and quality assurance (i.e. clients can rate service providers and submit complaints which reflect negatively on the service providers who receive who might end up being removed from the platform), making it easier for consumers to find and engage blue collar workers. Detailed project roles and service requirements, including duration, compensation, and necessary skills, ensure precise and efficient matchmaking. Additionally, through partnerships with TVET centers, it provides training programs and bite-sized digital educational content, enhancing essential work-related skills like customer service,

¹ https://jsf.org/uploads/2023/05/03/Jordan_s%20Informal%20Economy-1683108306.pdf

communication, and time management important for delivering services with quality and hence differentiating the app and its service providers within the market. The application is designed to offer a user-friendly experience in Arabic, removing any language barriers alienating capable blue-collar workers from engaging through digital channels.

Revenue Sources

- **Transaction Fees:** Talent Bridge can earn revenue through transaction fees, which are charged on successful transactions facilitated through the platform. Average transaction fee is 10% (5% from the buyer and 5% from the service provider) assuming an average full fee of JOD 50.
- **B2B Subscription Fees:** Businesses can subscribe to Talent Bridge to access premium features and services tailored to their hiring needs. These subscriptions provide businesses with packages for enhanced tools for recruitment, such as priority listings, advanced search filters, and analytics on candidate profiles and hiring trends. This subscription model allows businesses to access customer support services and streamline their hiring processes gaining access to a curated pool of skilled professionals through one application. This offers scalability and recurring income as more businesses subscribe.
- **Packages for Managed Projects:** Businesses can hire a project manager through the platform to oversee and coordinate comprehensive service deliveries. This includes assembling a team of service, managing project timelines, and ensuring budget and quality control throughout the project lifecycle. These packages are particularly beneficial for businesses needing specialized services or large-scale projects that require expert management on a budget. Talent Bridge earns revenue by charging a fee for each managed project package, reflecting the added value of project management expertise, and ensuring seamless execution for clients.

The revenue projections for Talent Bridge over the next five years indicate a strong upward trend across all revenue streams.

Table 1: Revenue projection

Description / Year	1	2	3	4	5
Projected Demand (Quantity) Transaction Fees	4,000	7,500	15,000	30,000	40,000
Price / Unit Transaction Fees	5	5	5	5	5
Sub-total Transaction Fees	20,000	37,500	75,000	150,000	200,000
Projected Demand (Quantity) B2B Subscription Fees	15	40	60	85	100
Price / Unit B2B Subscription Fees	1,000	1,000	1,000	1,000	1,000
Sub-total B2B Subscription Fees	15,000	40,000	60,000	85,000	100,000
Projected Demand (Quantity) Packages for Managed Projects	15	36	50	100	150
Price / Unit Packages for Managed Projects	1,000	1,000	1,000	1,000	1,000
Sub-total Packages for Managed Projects	15,000	36,000	50,000	100,000	150,000
Total Revenues	50,000	113,500	185,000	335,000	450,000

- **Transaction Fees:** Starting with transaction fees, the projected demand could increase from 4,000 units in Year 1 to 40,000 units by Year 5, with a consistent price per unit of 5 and a 10% transaction fee. This could result in revenues growing from JOD 20,000 in the first year to JOD 200,000 by the fifth year. This represents a tenfold increase, showcasing a steady and substantial rise in demand and transactions.
- **B2B Subscription:** For B2B subscription fees, the initial projected demand is 15 units in Year 1, expanding to 100 units by Year 5, with a constant price per unit of 1,000. The revenue from these subscriptions could start at 15,000 in the first year and reach 100,000 by the fifth year. This growth indicates a more than sixfold increase, with moderate but consistent annual increments.
- **Managed Projects:** The revenue from packages for managed projects could also see significant growth. Starting with a projected demand of 15 units in Year 1 and increasing to 150 units by Year 5, and a price per unit fixed at JOD 1,000, the revenue could grow from JOD 15,000 in the first year to JOD 150,000 by the fifth year. This tenfold increase indicates a rapid expansion in the demand for managed project services, particularly accelerating from Year 3 onwards.

Overall, the total revenue for Talent Bridge could exhibit robust growth, rising from JOD 50,000 in Year 1 to JOD 450,000 by Year 5. This ninefold increase reflects a strong and sustained upward trend across all three revenue streams, highlighting the platform's potential for significant market penetration and financial success over the coming years.

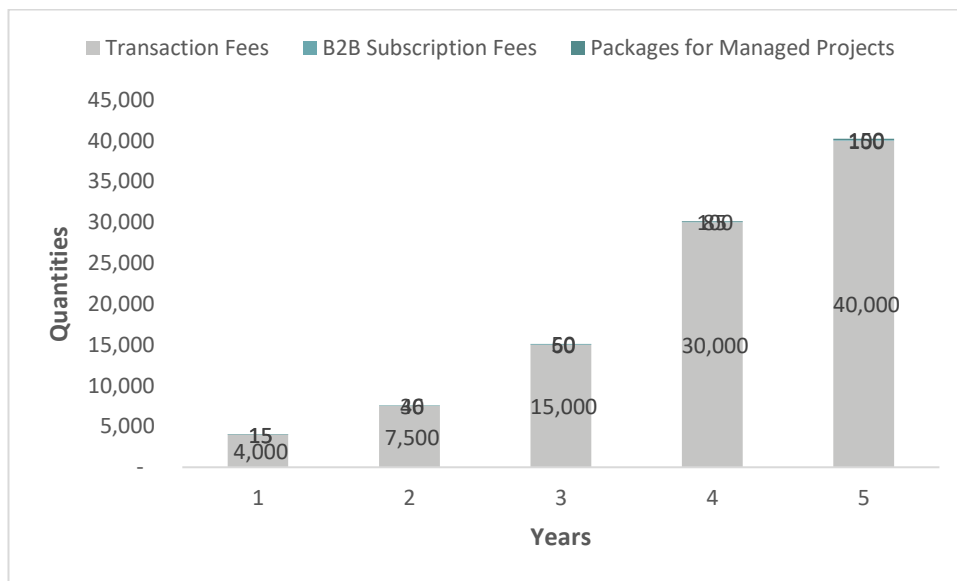


Figure 1: Product Mix by Quantity

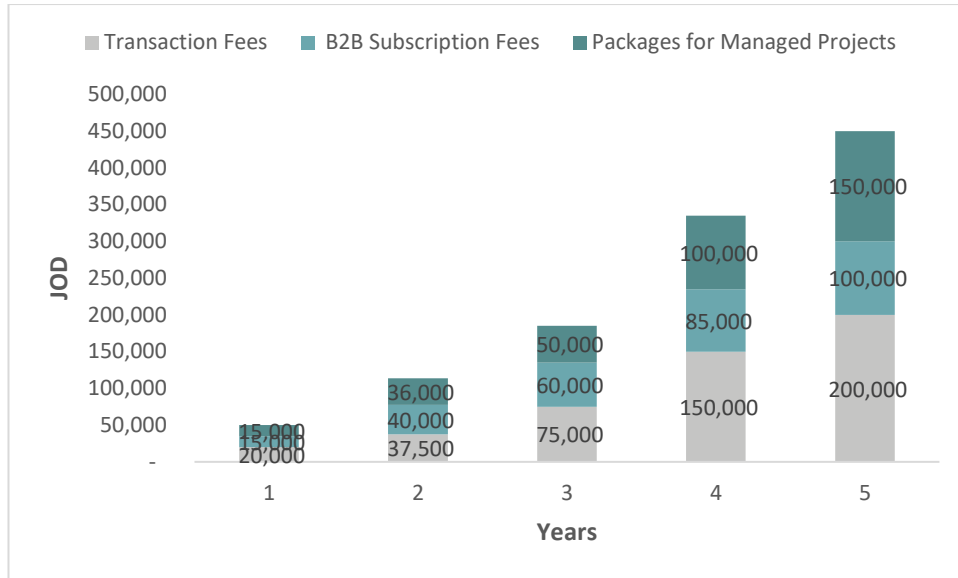


Figure 2: Product Mix by Revenue

3. Technical Analysis

COGS

The Cost of Goods Sold (COGS) for Talent Bridge shows a clear upward trend across all categories over the five-year period.

Table 2: Cost of Goods Sold – Five Year Projection

Description / Year	1	2	3	4	5
Projected Demand (Quantity) Transaction Fees	4,000	7,500	15,000	30,000	40,000
COGS / Unit Transaction Fees					
Sub-total Transaction Fees	-	-	-	-	-
Projected Demand (Quantity) B2B Subscription Fees	15	40	60	85	100
COGS / Unit B2B Subscription Fees	400	500	500	500	500
Sub-total B2B Subscription Fees	6,000	20,000	30,000	42,500	50,000
Projected Demand (Quantity) Packages for Managed Projects	15	36	50	100	150
COGS / Unit Packages for Managed Projects	600	600	600	600	600
Sub-total Packages for Managed Projects	9,000	21,600	30,000	60,000	90,000
Total COGS	15,000	41,600	60,000	102,500	140,000

For Transaction Fees, the projected demand increases significantly from 4,000 units in Year 1 to 40,000 units by Year 5. However, there are no associated COGS for this revenue stream, leading to a sub-total of zero throughout the period.

In the case of B2B Subscription Fees, the projected demand starts at 15 units in Year 1 and grows to 100 units by Year 5. The COGS per unit is JOD 400 in Year 1, increasing to JOD 500 from Year 2 onwards. This results in a sub-total COGS starting at JOD 6,000 in Year 1 and reaching JOD 50,000 by Year 5. The yearly increase in COGS reflects the consistent growth in subscription demand and the slight increase in unit costs after the first year.

For Packages for Managed Projects, the projected demand rises from 15 units in Year 1 to 150 units by Year 5, with a constant COGS per unit of JOD 600. This leads to a sub-total COGS of JOD 9,000 in Year 1, growing to JOD 90,000 by Year 5. The significant rise in COGS is a reflection of the service providers fees in addition to the project management fees which are incurred on a project-basis to avoid increasing manpower costs.

Overall, the total COGS for Talent Bridge begins at JOD 15,000 in Year 1 and surges to JOD 140,000 by Year 5. This nearly tenfold increase underscores the expanding scale of operations and the corresponding rise in costs associated with servicing the growing demand across all revenue streams. The trend highlights the platform's rapid growth trajectory and the necessity for efficient cost management to sustain profitability.

Human Resources

The projected cumulative salaries for the Human Resources (HR) team at Talent Bridge show a consistent upward trend over the five-year period.

Table 3: Manpower recruitment plan – five-year

Title / Year	1	2	3	4	5
CEO	1	1	1	1	1
Project Manager	1	1	1	1	1
Customer Care			1	1	1

Team composition grows slightly throughout the years, covering the following roles: CEO, Project Manager, & Customer Care. Due to expansion of the business, a Customer Care employee may be needed at the beginning of year 3. The total number of employees in the startup will be 2 employees for the first 2 years (only the CEO and Project Manager) then remains steady at 3 employees from year 3 onwards.

Table 4: Manpower total cost – five-year projection

Title / Year	1	2	3	4	5
CEO	14,400	15,600	18,000	20,400	21,000
Project Manager	8,400	9,600	10,800	12,000	13,200
Customer Care	-	-	9,600	10,800	12,000
Total HR Salaries	22,800	25,200	38,400	43,200	46,200
Social Security Cost	3,249	3,591	5,472	6,156	6,584
Health Insurance Cost	2,000	2,000	3,000	3,000	3,000
Total HR Cost	28,049	30,791	46,872	52,356	55,784

The projected Operating Expenses (OpEx) for Talent Bridge display various trends across different categories over the five-year period, indicating a strategic allocation of resources to support the company's growth.

Table 5: Operational Expenditures – five-year projection

Description / Year	1	2	3	4	5
Office in Serviced Business office	3,600	3,600	3,600	3,600	3,600
Advertising	5,000	10,000	15,000	15,000	10,000
Sub-total OpEx	36,649	44,391	65,472	70,956	69,384
Other Costs	3,665	4,439	6,547	7,096	6,938
Total OpEx	40,314	48,830	72,019	78,052	76,322

The total OpEx, combining all these categories, starts at JOD 40,314 in Year 1 and grows to JOD 76,322 by Year 5. This nearly doubles over the five-year period, reflecting the overall scaling of Talent Bridge's operations. The strategic investments in advertising, legal and accounting services, and maintaining office space are crucial for supporting the company's growth and ensuring smooth operational management as the business expands.

Overall, the trend in operating expenses shows a well-planned increase in resource allocation, supporting Talent Bridge's projected growth and expansion while maintaining a balance between fixed and variable costs.

The projected Capital Expenditures (CapEx) for Talent Bridge over the five-year period indicate a focused approach towards app development, upgrades, and consultancy services.

Table 6: Capital Expenditures Cost – five-year projection

Description / Year	0	1	2	3	4	5
App Development and upgrades	10,000	7,000	3,000	2,000	1,000	1,000
Consultants			15,000	15,000	15,000	15,000
Total CapEx	10,000	7,000	18,000	17,000	16,000	16,000

In the area of app development and upgrades, the initial expenditure starts at JOD 10,000 in Year 0, combined with JOD 7,000 in Year 1, and further dropping to JOD 3,000 in Year 2 assuming that the app will be in a great status with solid feedback from users being collected and acted upon and hosting packages are accounted for with an expected non-linear increase in such costs as the user base grows.. From Year 3 onwards, the costs stabilize at JOD 2,000 in Year 3, and JOD 1,000 annually in Years 4 and 5 to ensure the continuous development of the app features. This downward trend suggests that the major investments in app development are front-loaded, with subsequent years requiring minimal costs for maintenance and minor upgrades.

Consultancy services show a consistent expenditure of JOD 15,000 annually from Year 2 to Year 5. This steady investment highlights the importance of expert engagement on the training content creation and external support for Talent Bridge's strategic growth and operations during the expansion phase such as digital marketing expertise.

The total CapEx combines these expenditures, starting at JOD 10,000 in Year 0 and peaking

at JOD 18,000 in Year 2 with the introduction of consultancy costs. It then gradually decreases to JOD 17,000 in Year 3, JOD 16,000 in Year 4, and remains constant at JOD 16,000 in Year 5. This trend indicates that after the initial surge in capital investments, Talent Bridge's CapEx stabilizes, reflecting a shift from heavy development costs to ongoing consultancy and minor upgrade expenses.

Overall, the CapEx trend for Talent Bridge reveals a strategic allocation of funds, with a significant initial investment in technology development and hosting fees followed by consistent consultancy support, ensuring the application's continuous improvement and alignment with market needs.

4. Financial Analysis

6.1 Financial Study Assumptions

The feasibility study is based on the following key assumptions:

Discount Rate: The study employs a conservative discount rate of 14%, reflecting a cautious approach to valuation.

Financing Structure: The project is entirely financed by equity. This conservative approach avoids the financial leverage and thus underestimates project value, given the lower cost of debt compared to equity.

Terminal Value: The project assumes a zero-terminal value at the end of year five, aligning with the study's conservative outlook.

Cash Flow Projection: Cash flows beyond year five are excluded from the analysis, focusing on the initial project phase.

Tax Rate: The assumed tax rate of 20% complies with Jordan's income tax law.

Depreciation Rate: Capital expenditure (CapEx) is depreciated at an annual rate of 20%. Any deviation from this rate may impact projected profitability but not project feasibility, as depreciation is a non-cash expense.

Working Capital Assumptions

Operational liquidity requirements are guided by the following assumptions:

Cash Reserves: The project will maintain cash equivalent to 90 days of projected annual operational expenses, ensuring robust liquidity management.

Accounts Receivable (A/R) Collection Period: The average collection period for receivables is 30 days, reflecting expected credit sales conversion into cash.

Accounts Payable (A/P) Payment Period: The average payment period for payables is 30 days, indicating the timeframe for settling supplier obligations.

Capital expenditures expected to be incurred in the first year were included as part of the initial costs of the project.

Provisions were made within the initial cost to cover any potential negative net free cash flow that may arise during the first five years of operation, if needed.

6.2 Financial Study:

6.2.1 Projected Working Capital

Table 7: Working capital projection (JOD)

Description / Year	1	2	3	4	5
Cash	10,078	12,208	18,005	19,513	19,080
Accounts Receivable (A/R)	4,167	9,458	15,417	27,917	37,500
Accounts Payable (A/P)	1,250	3,467	5,000	8,542	11,667
Net Working Capital	12,995	18,199	28,421	38,888	44,914
Change in Working Capital		5,204	10,222	10,466	6,026

This table shows that the net working capital needed for the project for the first year of operation is JOD 12,995, which has to increase steadily year over year to reach JOD 44,914 in the fifth year. The steady increase in the working capital comes to cover the rapid increase in the project operations and mainly the increase in the projected revenues.

6.2.2 Project Initial Cost

Table 8: Initial Cost Summary (JOD)

Description / Year	JOD
CapEx	17,000
Provisions for the first year(s) negative cash flow(s)	6,919
Net Working Capital	12,955
Total Initial Cost	36,914

The project's initial cost is projected to be JOD 36,914, comprising JOD 17,000 as CapEx, JOD 6,919 provisions for the second-year negative free cash flow and JOD 12,995 as net working capital.

6.2.3 Projected Income Statement

Table 9: Projected Income Statement (JOD)

Description / Year	1	2	3	4	5
Total Revenues	50,000	113,500	185,000	335,000	450,000
COGS	15,000	41,600	60,000	102,500	140,000
Gross Profit (JOD)	35,000	71,900	125,000	232,500	310,000
OpEx	40,314	48,830	72,019	78,052	76,322
Net Probit Before Tax and Depreciation	-5,314	23,070	52,981	154,448	233,678
Depreciation	3,400	7,000	10,400	13,600	16,800
Net Pprofit Before Tax	-8,714	16,070	42,581	140,848	216,878
Tax Expense		1,471	8,516	28,170	43,376
Net Profit	-8,714	14,599	34,065	112,679	173,503

The projected income statement indicates that the project will generate a loss of JOD 8,714 in the first year of operation. However, from the second year onwards, the net profit is expected to be positive and increase gradually over the study period, reaching JOD 173,503 in the fifth year of operation.

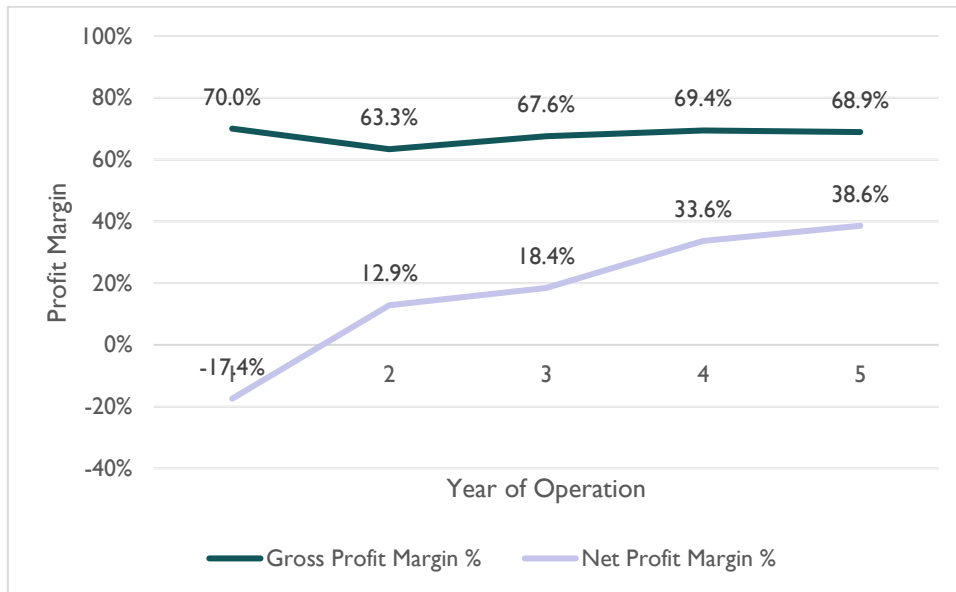


Figure 3: Gross vs Net Profit Margin

In the first year of operation, the project is expected to generate a negative net profit margin of 17.4%. However, the net profit margins are expected to be positive and increase gradually from the second year onwards. In the fifth year of operations, the gross profit margin is expected to be 68.9%, and the net profit margin is 38.6%.

On the asset management side, the study shows that the return on investment will increase steadily from -29.1% in the first year of operation to 178.9% in the fifth year.

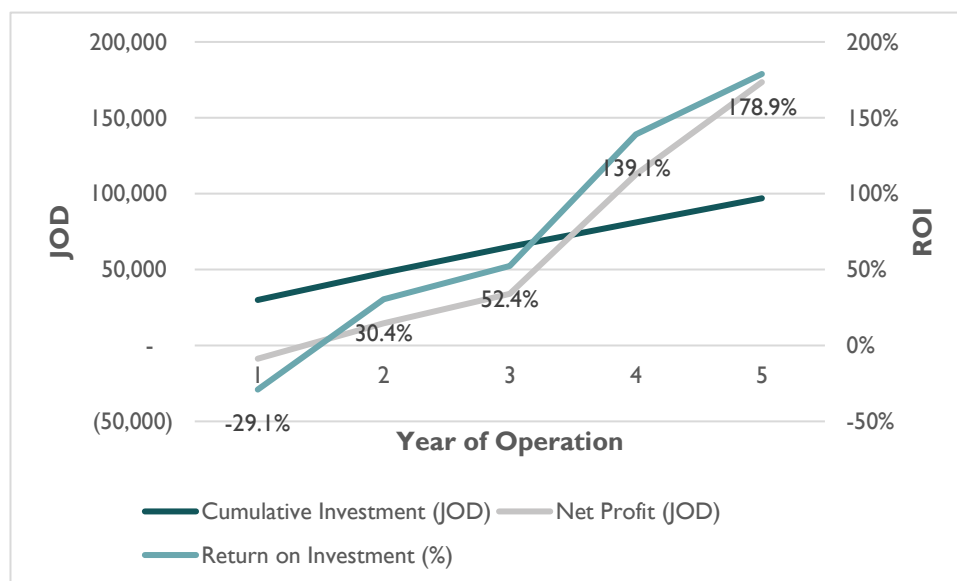


Figure 4: Return on Investment

6.2.4 Projected Free Cash Flow Statement

The table below demonstrates that the project can generate a negative free cash flow in the first two years of operation, JOD 5,314, and JOD 1,605, respectively. However, the free cash flow is expected to be positive and increase gradually from the third year onwards. By the end of your five, the projected free cash flow will reach JOD 168,277.

Table 10 : Free Cash Flow (FCF) Projection (JOD)

Description / Year	0	1	2	3	4	5
Cash-In Flow						
Net Profit		-8,714	14,599	34,065	112,679	173,503
Depreciation		3,400	7,000	10,400	13,600	16,800
Injected Capital	36,914					
Total Cash-In Flow	36,914	-5,314	21,599	44,465	126,279	190,303
Cash-Out Flow						
Initial Cost	29,995		18,000	17,000	16,000	16,000
Changes in Working Capital			5,204	10,222	10,466	6,026
Total Cash-Out Flow	29,995	-	23,204	27,222	26,466	22,026
Free Cash Flow	6,919	-5,314	-1,605	17,242	99,812	168,277

Based on these results, the project's feasibility indicators demonstrate its viability, with a net present value of JOD 115,322 and a profitability index of 4.12. Moreover, the project's internal rate of return (IRR) is expected to be 54.75%, indicating feasibility is not sensitive to changes in market conditions.

Feasibility Indicators	
Net Present Value (NPV)	115,322
Profitability Index (PI)	4.12
Internal Rate of Return (IRR)	54.75%

6.3 Sensitivity Analysis

To assess the project's sensitivity to market conditions, a sensitivity analysis was conducted involving six unfavourable scenarios:

- Decrease projected revenues by 5% while keeping other variables constant.
- Decrease projected revenues by 10% while keeping other variables constant.
- Increase operational expenditure by 5% while keeping other variables constant.
- Increase operational expenditure by 10% while keeping other variables constant.
- Increase initial costs by 5% while keeping other variables constant.
- Increase initial costs by 10% while keeping other variables constant.

Table 11: Sensitivity analysis outcomes

Sensitivity Scenario	Net Present Value (NPV)	Profitability Index (PI)	Internal Rate of Return (IRR)
Original Case	115,322	4.12	54.75%
Drop in revenue by 5%	81,203	2.87	41.32%
Drop in revenue by 10%	31,656	1.49	22.98%

Increase in OpEx by 5%	113,087	4.71	57.38%
Increase in OpEx by 10%	89,327	2.96	42.14%
Increase in initial cost by 5%	106,557	3.33	47.87%
Increase in initial cost by 10%	104,711	3.20	46.62%

The sensitivity analysis shows that the project is feasible and not sensitive to unfavourable market conditions. The project's economic feasibility is strong and viable under all the above-mentioned scenarios. The drop in revenues has a more dramatic impact on the project viability than the increase in the OpEx or initial cost by the same magnitude. It is recommended that investors check and further study the market to ensure that the projected revenues are achievable within the thresholds of the proposed initial cost and operational expenditures.

5. Integration with Other Sectors

Healthcare Sector: Talent Bridge could integrate with the healthcare sector by connecting healthcare professionals, such as nurses, medical technicians, and administrative staff, with hospitals, clinics, and private practices. The platform could partner with higher education and TVET centers to promote their graduates and connect them with the Gig economy. Additionally, Talent Bridge could facilitate short-term projects and temporary staffing needs in response to healthcare demands, ensuring a flexible and skilled workforce for the healthcare industry.

Construction and Engineering: Talent Bridge could support the construction and engineering sectors by connecting construction companies with skilled laborers for various projects and could provide temporary staffing solutions for peak periods and large projects, ensuring that construction and engineering companies have access to the necessary expertise when needed.

Hospitality and Tourism: Talent Bridge could integrate with the hospitality and tourism sectors by connecting hotels, resorts, and event organizers with temporary staff, such as waitstaff, event planners, and tour guides. Through partnerships with the relevant educational institutions, the platform could provide training programs to enhance customer service skills, crucial for the hospitality industry. Additionally, Talent Bridge could facilitate seasonal employment opportunities during tourist-heavy periods, ensuring that hospitality and tourism businesses can meet their staffing needs.

6. Entrepreneur Persona

Educational Background: Degree in Business, Technology, or a Related Field: They may have a formal education background in business administration, information technology, computer science, or a similar discipline. This provides them with a solid foundation in understanding business dynamics, technology applications, and market strategies.

Professional Experience

Tech Industry Experience: They might have worked in roles within the tech industry, gaining insights into digital platforms, mobile application, product development and user experience design. This experience equips them with the technical know-how needed to innovate and manage a tech-based solution like Talent Bridge. Awareness of blue-collar hiring and gig economy dynamics are also helpful.

Entrepreneurial Ventures: Prior entrepreneurial experience or involvement in start-ups could provide them with first-hand knowledge of building and scaling businesses. This includes understanding funding mechanisms, market positioning, and operational challenges.

Overall, the educational background of the entrepreneur behind Talent Bridge reflects a blend of formal education, practical experience, continuous learning, and industry engagement. This holistic approach equips them with the knowledge and skills needed to effectively lead and grow a tech-enabled solution focused on talent management and professional development.

7. Stakeholders

In the Jordan/MENA region, Talent Bridge engages with several key stakeholders crucial to its operations and growth.

Consumers: The app will operate on both a B2C and B2B model, for the B2C part, Talent Bridge will rely on the local Jordanian consumer who needs these skilled workers to rely on for rendering quality services in a cost and time efficient manner.

Local Businesses: Local businesses spanning sectors like technology, hospitality, retail, civil society, and healthcare are pivotal stakeholders. These businesses rely on Talent Bridge to access a diverse pool of skilled service providers and project-specific services, enhancing their operational efficiency and scalability.

Educational Institutions: educational institutions such as universities and vocational training centers play a significant role. Partnerships with them offer subscribers relevant skills and certifications that meet the demands of the local job market, thereby ensuring a well-prepared talent pipeline for the platform.

Government: Government agencies and ministries, particularly those overseeing labour and economic development, are essential stakeholders. They influence policies and initiatives that impact workforce training, employment regulations, and entrepreneurial support, aligning closely with Talent Bridge's mission to foster economic growth through enhanced employment opportunities and skill development.

Talent Pool: Finally, individual talents themselves are key stakeholders. They rely on Talent Bridge to connect with rewarding employment opportunities, gain access to training and certification programs that enhance their marketability, and network with potential employers and collaborators within their fields.

8. Risk Assessment

Risk	Impact	Likelihood	Risk Mitigation Technique
User Engagement Risks	Maintaining the quality and relevance of projects and opportunities posted on the platform, preventing mismatches or misrepresentations that could undermine user satisfaction and trust, is also something that may be an engagement risk.	Moderate	Implement a rigorous vetting and verification process for projects and opportunities posted on the platform. Utilize AI-driven algorithms or manual review processes to ensure quality and relevance.
Financial Risks	Developing a sustainable revenue model that balances profitability with affordability for both companies and users, avoiding overreliance on one-time fees or subscription-based models.	Low	Develop a diversified revenue model that includes transaction fees, subscription-based services, and potentially partnerships with educational institutions or businesses for premium features.
Legal and Regulatory Risks	<p>Compliance Requirements: Adhering to various legal frameworks and regulatory requirements governing data privacy, employment practices, and intellectual property rights, mitigating the risk of legal disputes or penalties.</p> <p>Contractual Agreements: Ensuring clear and enforceable contractual agreements between users and the platform, minimizing the risk of misunderstandings or disputes regarding roles, responsibilities, and ownership rights.</p>	Moderate	Engage legal counsel to regularly review and update policies and procedures to ensure compliance with data privacy laws, employment regulations, and intellectual property rights. Provide clear, transparent terms of service and contractual agreements to all users.
Technological Risks	Anticipating and addressing scalability issues as the application grows in terms of users and data volume, preventing performance degradation or downtime during peak usage periods.	Moderate	Continuously monitor application performance and scalability metrics. Implement cloud-based solutions and scalable architecture that can handle increasing user and data volumes. Conduct regular stress testing and capacity planning to anticipate and prevent performance issues.

9. Recommendations

To ensure the sustained success of Talent Bridge, it is recommended to focus on enhancing user engagement through robust vetting processes for subscribed service providers and posted projects and opportunities. This can be further strengthened by introducing a rating system and continuously collecting feedback from both customers and service providers. Additionally, diversifying revenue streams beyond transaction fees and subscription models,

possibly through strategic partnerships with educational institutions and enhanced premium services for businesses, can mitigate financial risks and ensure long-term profitability. Continual vigilance and adaptation to legal and regulatory requirements, supported by regular legal counsel engagements, could further safeguard the start-up from potential legal disputes or penalties. Lastly, prioritizing ongoing technological scalability and performance enhancements could be crucial to meeting growing user demands and maintaining operational efficiency.

10. Conclusion

Talent Bridge could address the widening blue-collar skills gap in Jordan and potentially replicate the model in the MENA region by connecting diverse talents with market demands through a user-friendly mobile application. With a clear business model, robust revenue projections, and strategic sector integrations, Talent Bridge demonstrates potential for successful market penetration and financial growth over the next five years. By proactively managing risks, recruiting capable service providers, enhancing user engagement, and leveraging technological advancements, Talent Bridge can effectively navigate challenges and capitalize on opportunities, thereby contributing to economic development and fostering a skilled, adaptable workforce across blue collar work in the region.

In conclusion, the project demonstrates promising feasibility indicators under very restrictive assumptions. Nonetheless, investors are advised to conduct additional analysis on projected demand, initial costs, and operational expenses to mitigate potential risks associated with adverse market conditions that could jeopardize its viability.

Disclaimer

The Ministry of Digital Economy and Entrepreneurship (MoDEE) and Istadama Consulting have prepared this report using information supplied by its advisors as well as information available in the public domain.

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Founders and investors considering this project are advised to conduct further analysis on projected adoption rates, development costs, and ongoing operational expenses. This additional scrutiny will help mitigate potential risks related to technology challenges, changes in regulations, market penetration, and competitive pressures.

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