

# Braving the Epidemic

## 敢創抗 疫



## Connecting platform provides job seekers with near-instant new working opportunities

The day Claire had been waiting for was finally here. After two consecutive all-nighters and countless revisions to the social media management proposal, she could finally present her hard work to the client.

However, when she entered the meeting room, something was wrong. There was no one there but her boss. "The client cancelled the meeting at the last minute. The project has fallen through. We have no choice but to make a very painful decision..." Claire didn't need to wait for her boss to finish his sentence. She knew she was joining the ranks of the unemployed.

As Claire wandered the streets sulking in her misfortune, a push notification popped up on her mobile phone, and she glanced at the warm hopeful glow of the screen. It was Toby, a connecting platform for freelance work where she would find extra work providing copywriting and translation services.

After that fateful cancelled meeting, she spent more time on the platform, sending out project quotations via the platform, hoping to earn some extra income. What was unbeknownst to her at that moment, is that not only would she get enough work to "get by", she would earn more than the salary of her previous full-time job, enjoying a working model that gave her more satisfaction and room to utilise her creativity.

Claire had always been using the platform Toby to offer writing, translation and web-based marketing services to different companies. Being self-employed full-time meant more time and flexibility for multiple jobs. Coincidentally, the new normal created under the pandemic also increased the demand for online marketing services. During the last six months, Claire has worked for more than ten clients, with half of them on a long-term, regular basis. Her portfolio has expanded beyond what she could achieve at her full time job under this new dynamic working model.



Every cloud has a silver lining. Claire is just one of the many successful examples of people who have benefited from the Toby platform during these difficult times. This pandemic has brought the unemployment levels and underemployment rate in Hong Kong to a shocking 15-year high. In view of this challenging employment market, Toby serves to help self-employed individuals, SMEs and freelancers to look for job opportunities. Since the COVID-19 outbreak, the platform has facilitated more than 100,000 matching services, benefitting over 10,000 individuals with diverse professional backgrounds. The platform is estimated to have created HK\$150 million in business.

Jason, co-founder and CEO of HelloToby Technology (HK) Limited said: "The COVID-19 pandemic has severely impacted people's daily lives as much

as it has the business environment. In view of the challenges faced by specific sectors, the platform provides special offers for service providers from those sectors. We hope that the platform's efforts will bring them additional job opportunities to make sure their expertise is not gone to waste in these difficult times."

Best of all, the Toby marketplace is a breeze to use. Users of the platform simply submit a request for service. In almost no time at all, they will begin to receive multiple customised quotes from top-rated service professionals, along with their profiles and user reviews.



### Quick facts

- During the COVID-19 crisis, the demand for IT related services, including webpage and app development, as well as data input registered a 15 percent increase.
- Toby generates, on average, one quotation for service every 1.5 seconds.
- Toby released the "Medical Grade Epidemic Prevention and Deep Sterilising Service" approved by the US FDA and EPA.

### Company Profile

Currently Toby features 80,000 registered services providers consisting of free agents and SMEs. The platform has accounted for 1.2 million customised services for 500,000 customers. Featuring 800 service categories on the platform, Toby has expanded its business reach to the markets of Taiwan and Singapore. This locally developed business concept has become a truly international venture.



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Learn more about  
Toby

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## 「不務正業」 都可以有所作為？



今天 Claire 期待已久的日子。經過兩晚通宵、無數次修改社交媒體管理計劃書，終於來到向客戶展示的一刻。打開會議室門，卻空無一人，只看見神情凝重的老闆。「客戶臨時取消了會議，項目亦告吹了……多謝你這一年來的努力，但你也知道現在市況慘淡，我們無可奈何做了一個非常痛苦的決定……」 Claire 已經聽不下去，她知道自己將會加入失業大軍。迷失的 Claire 跌入地獄之際，突然見到手機推送通知彈出，猶如曙光乍現，原來是她平時用來找文案及翻譯等 freelance 工作的中介平台 Toby 的提示通知。她透過平台瘋狂報價，期望能「密食當三番」，幫補一點生計，卻沒有想過獲得不同的工作機會之餘，收入亦竟然不跌反升，比全職工作的薪金還要高，更喜出望外地找到更具滿足感及更能發揮創意的工作模式。

Claire 在職時一直都有使用中介平台 Toby，提供寫作、翻譯和網上營銷服務。現在「自己做老闆」，有更多時間接 job，適逢疫情令企業網絡營銷需求大增，Claire 近半年已接到逾十份營銷工作，其中一半更是長期合作，所得的酬金比疫情前單一的全職工作更多，同時更豐富了她的履歷，工作模式更多元化。

Claire 只是 Toby 平台疫情後「柳暗花明」的其中一個「專家個案」。疫情令本港失業率及就業不足率創十五年來新高，網上生活服務配對平台 Toby 專門協助自僱人士、中小企及自由身工作者尋找工作機會，疫情爆發至今已成功促成逾 10 萬個服務個案，協助過萬名不同職業範疇人士尋找客戶，並帶來價值約 1.5 億港元的業務。



客人只要在平台上提出所要求的服務，經過系統快速處理，隨即可收到度身訂造的報價、報價者的履歷及過往用家評價，讓服務使用者作出選擇。



Toby 聯合創辦人兼行政總裁鄭會杰 Jason 表示：「新冠肺炎疫情影响令生活及營商變得難上加難，我們亦特別向指定受影響行業的服務經營者提供報價優惠，希望略盡綿力，助他們他們憑藉一技之長尋找客戶，甚至另謀出路。」

### 速覽

toby

- 疫情期間，IT 技術類別包括網頁應用程式，網頁及 App 內容編寫以及數據輸入等服務要求均增加超過 15%。
- Toby 平均每 1.5 秒便有一個新的服務需求或報價。
- Toby 因疫情推出獲世衛及歐盟認可的「醫療級防疫及深層消毒服務」。

### 公司簡介

現時 Toby 有 8 萬個自由工作者及中小企登記成為服務供應商，至今已為逾 50 萬客人配對出 120 萬次服務。幫助本地客人從 800 個服務分類找到適合的服務提供者，Toby 已由本地平台發展到新加坡及台灣，為兩地的用家及專業人士作出配對服務，將這個港產概念成功走出香港。



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