

COMPANY

PROFILE

**Every Skill.
Every Opportunity.**

A trusted freelance marketplace
connecting people, skills and work.



NEX

TELEPHONE

+252 619 894 163

EMAIL

info@nexora.so

MARKET

Somalia-first

Inside Nexora

Sixteen sections. One clear view of the marketplace.

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THE NEXORA IDENTITY

A shield for trust. An orbit for connection. An N for Nexora.



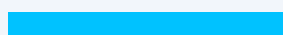
Navy

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Electric Blue

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Cyan

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Lime

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01

COMPANY PROFILE

Executive Overview

A trusted freelance marketplace connecting clients with skilled professionals.

Nexora brings job discovery, professional profiles, proposals, written agreements, delivery and reviews into one practical marketplace. Our Somalia-first approach is designed for ordinary phones, limited bandwidth and users working in Somali and English.

5

YEARS OF EXPERIENCE

5%

COMPLETED-JOB FEE

EN + SO

INTERFACE LANGUAGES

30

DAY PILOT TARGET

WHAT WE DO

- Help clients describe work, compare proposals and select a professional.
- Help freelancers present their skills, find jobs and agree deliverables.
- Keep scope, price, dates and delivery records in one workflow.

WHO WE SERVE

- Small businesses, organisations and individuals in Somalia.
- Freelancers across digital, business, creative and practical services.
- Somalis abroad commissioning local work as a later growth focus.

Local by design

Somali and English journeys, locally relevant categories and a lightweight mobile experience.

Trust through evidence

Verification checks, completed-job reviews, reporting and an accountable dispute process.

About Nexora

Skills and opportunity, connected with trust.

Finding work should depend on capability, and finding a service should depend on clear information. Nexora helps both sides move beyond fragmented personal contacts and informal arrangements to a more structured way of working.

Our vision

A trusted marketplace where people with different skills can find work and clients can find quality services.

Our mission

Make it simple, safe and fair to hire and get hired through clear proposals, written agreements, visible delivery and honest ratings.

OUR VALUES

- Trust and integrity in profiles, claims and reviews.
- Fairness and transparency in fees and decisions.
- Respect for users' privacy and dignity.
- Practical innovation that improves access to work.

HOW WE WORK

- Listen to clients and freelancers before expanding.
- Launch small and learn from real user journeys.
- Make only promises the product can support.
- Measure results and improve the core experience.

Somalia is the starting market. Growth into new locations and services follows reliable delivery, active users and evidence of demand.

Our Marketplace Model

One connected journey from a real need to an agreed result.

Nexora combines discovery, agreement, delivery and feedback. Each stage leaves a clear record so that clients know what they are buying and freelancers know what they are expected to deliver.

Stage	Client action	Freelancer action
Discover	Post a job, budget and deadline.	Build a profile and find relevant jobs.
Compare	Review proposals, skills and portfolios.	Explain the approach, price and availability.
Agree	Accept scope, milestones and dates.	Confirm the written contract and responsibilities.
Deliver	Review submissions and request agreed revisions.	Submit work and document delivery.
Complete	Accept work, follow the approved payment process and review.	Confirm completion and provide feedback.

THE OPPORTUNITY

Somalia's young, mobile-first population and established mobile-money habits create an opportunity for more accessible work and service discovery. The first pilot validates willingness to hire, category demand and the payment process before scale.

The client problem

Skills, prices and past work can be difficult to compare across informal channels.

The freelancer problem

Work opportunities are scattered, while verbal scope and unclear expectations increase disputes.

Services & Client Solutions

Describe the work clearly. Find the right capability.

Nexora provides a marketplace for hiring skills, rather than promising that every service is delivered by Nexora employees. Clients choose a professional, agree a scope and manage delivery through a documented process.

DIGITAL AND PROFESSIONAL

- IT, technology, websites and digital support.
- Graphic design, creative work and brand assets.
- Writing, editing, translation and content.
- Marketing, administration and business support.

PRACTICAL AND LOCAL

- Education and tutoring.
- Construction, trades, home and repair work.
- Handicrafts, fashion and made-to-order services.
- Health and wellness: lawful services with appropriate verification.

A useful job brief

State the objective, deliverables, budget, deadline, location and any materials or access required.

A comparable proposal

Ask for the approach, relevant experience, proposed price, timeline and assumptions.

A clear agreement

Record acceptance criteria, milestones, included revisions and change requests before work starts.

A documented decision

Use messages and delivery records to track the job and resolve questions fairly.

Pilot focus: select 3-5 categories through interviews and demand testing. Category expansion follows operational readiness and suitable verification arrangements.

Freelancers & Professional Standards

Make skills visible and delivery dependable.

Freelancers use Nexora to present their work, respond to genuine opportunities and develop a reputation based on completed jobs. Clear profiles and realistic commitments support better matches and fewer misunderstandings.

A STRONG PROFESSIONAL PROFILE

- Accurate skills, languages, location and availability.
- A portfolio that the professional has the right to share.
- Relevant qualifications or licences where the service requires them.
- Honest experience claims and completed-job feedback.

PROFESSIONAL COMMITMENTS

- Submit tailored proposals with realistic prices and dates.
- Confirm the scope and any dependencies before starting.
- Protect client information and respect intellectual property.
- Communicate delays, deliver agreed work and document changes.

Stage	Professional standard
Before accepting	Understand the brief, ask questions and disclose limits or conflicts.
During the job	Keep the client informed and use agreed channels for scope changes.
At delivery	Provide the agreed files, outputs or service evidence and explain any handover needs.
After completion	Respond to agreed revisions and leave an honest review of the experience.

Trust, Safety & Dispute Resolution

Safeguards that support real work and fair decisions.

Trust depends on the quality of profiles, the clarity of agreements and the consistency of platform decisions. Nexora uses verification, written contracts, completed-job reviews and reporting to reduce avoidable risks.

Verification

Display a badge only after the specific verification step has been completed. Explain what the check covers.

Review integrity

Link reviews to completed jobs. Do not create invented ratings, endorsements or activity.

Reporting and blocking

Provide routes to report suspicious accounts, abusive conduct, unlawful listings or disputed delivery.

Payment transparency

Show the agreed fee and approved payment route. Do not label an internal database status as escrow.

Dispute stage	Process
Receive	Record the issue, contract, delivery evidence and requested outcome.
Review	Hear both parties and assess the agreed scope, messages and submitted work.
Decide	Explain the decision, record the rationale and apply the platform terms consistently.
Escalate	Provide a review route under the published policy and record any follow-up action.

Payment-provider arrangements and any applicable licensing requirements must be confirmed before introducing payment custody or escrow services.

Product & Technology

A lightweight platform built around essential user journeys.

Nexora's launch approach prioritises a responsive web platform with a dependable core workflow. The MVP is tested with clients, freelancers and administrators before broader rollout and additional features.

Layer	Planned approach
Frontend	Next.js and TypeScript.
Interface	Tailwind CSS; Somali and English; mobile-first layouts.
Data and sign-in	Supabase PostgreSQL and Supabase Auth with row-level security.
Development control	GitHub for version control and controlled releases.
Experience targets	Responsive from 320 px; LCP target of 2.5 seconds or less; WCAG 2.2 AA as a design target.

CORE LAUNCH SCOPE

- Registration, sign-in and password reset.
- Client and freelancer profiles, jobs and proposals.
- Contracts, messaging, delivery and reviews.
- Administrative review and dispute tools.

LATER PHASES

- Native mobile applications.
- Advanced AI matching and video calling.
- Complex subscriptions and multi-currency support.
- Payment custody or escrow only after the appropriate arrangements.

Security principles: least-privilege access, tested permissions, protected account access and no storage of payment-card details.

Information Governance & Privacy

Handle marketplace information with purpose and care.

Profiles, proposals, messages, contracts and delivery records contain information that needs clear access rules and lifecycle controls. Nexora's approach is to collect what is necessary, explain its use and protect it throughout the service.

Information	Governance approach
Public profiles	Make visibility clear. Discourage unnecessary publication of personal or sensitive information.
Jobs and proposals	Restrict editing to the appropriate account owner and control proposal access.
Messages and contracts	Limit access to the parties involved and authorised personnel handling an issue.
Verification material	Use a defined purpose, restricted access and a suitable retention period.
Delivery and dispute records	Retain evidence according to documented business, contractual and legal needs.
Account records	Provide appropriate request, correction and closure procedures.

Privacy communication

Publish a clear Privacy Policy and explain collection, use, sharing, retention and user request routes.

Information controls

Maintain access controls, activity records, secure handling procedures and controlled deletion or archival.

Detailed retention periods and legal obligations are set in the applicable policies; this profile does not claim a certification or regulatory approval.

Business Model & Governance

One transparent fee, linked to completed work.

At launch, Nexora charges 5% of the completed job value, deducted from the freelancer's earnings. There is no separate client fee at launch. The fee should be visible before the parties confirm a transaction.

Example: a \$100 completed job	Amount
Agreed job value	\$100.00
Nexora fee: 5%	\$5.00
Freelancer receives before payment-provider charges	\$95.00

Launch revenue

A single completed-job fee keeps the initial proposition easy to understand.

Provider charges

Account for payment-provider charges separately and disclose how they affect settlement.

Future revenue options

Featured profiles and business tools may be introduced after active use and reliable core journeys.

Marketplace accountability

Maintain clear rules on account conduct, listing moderation, complaints and fee communication.

Payment confirmation may be manual during the initial phase if clearly disclosed. Nexora will not represent manual confirmation as a licensed escrow or custody service.

Our Delivery Methodology

A structured process for building the platform and supporting each job.

Nexora's rollout combines user discovery, focused delivery, testing and controlled expansion. The 30-day roadmap is a launch target for a closed pilot, with progress dependent on readiness and payment arrangements.

Phase	Planned work
Days 1-3	Interview at least 10 clients and 10 freelancers. Identify priority needs and payment pain points.
Days 4-10	Confirm the brand, domain and 3-5 pilot categories. Establish the MVP, authentication and profiles.
Days 11-25	Build jobs, proposals, contracts, messaging, delivery, reviews and the administrator dashboard.
Days 26-30	Test mobile layouts, permissions and complete journeys. Run a closed pilot with 5-10 clients and 10-20 freelancers.

FOR EACH MARKETPLACE JOB

- Discover the need and agree the scope.
- Define deliverables, acceptance criteria and dates.
- Track progress and documented changes.
- Review, complete, settle and collect feedback.

FOR PLATFORM IMPROVEMENT

- Review support issues and disputed outcomes.
- Test permissions and releases before deployment.
- Measure completion, satisfaction and repeat use.
- Improve the core before adding complexity.

Sectors We Serve

A marketplace shaped around different hiring needs.

The same clear hiring process can support varied sectors, while the brief, professional requirements and delivery evidence differ. Nexora starts with a focused pilot and expands categories only when demand and support capacity justify it.

Small businesses & retail

Creative assets, product content, administration, websites and practical business services.

Technology & digital businesses

Development, technical support, design, documentation and digital marketing.

Education & learning

Tutoring, educational content, translation and related support services.

NGOs & organisations

Defined project tasks, communication materials, translation and administrative assignments.

Construction & property

Scoped trade work, repair services, project support and local service coordination.

Creative & media

Design, writing, editing, visual content and brand communication.

Individuals & households

Home services, personal projects and skills needed for everyday tasks.

Diaspora clients

A later focus: commission work in Somalia with clear proposals, records and delivery expectations.

Illustrative Engagements

Examples of work, with clear outputs and acceptance criteria.

The examples below describe potential marketplace assignments. They illustrate how clients can define useful deliverables; they are not presented as completed Nexora projects or client references.

Assignment	Example deliverables	Acceptance focus
Business website	Agreed pages, responsive layouts, content upload and a handover guide.	Page list, functionality, device checks and agreed revisions.
Brand design	Logo files, colour palette, usage guidance and selected social templates.	File formats, originality, agreed concepts and revision rounds.
Translation	Translated document, agreed terminology and final edited files.	Language, completeness, formatting and review standard.
Business support	Defined spreadsheet, records cleanup, report or administrative output.	Required fields, accuracy, confidentiality and deadline.
Tutoring	Session plan, agreed lessons and progress feedback.	Subject coverage, schedule and learning objectives.
Home repair	Site assessment, agreed repair scope and completion evidence.	Materials, labour, safety responsibilities and completion checks.

Good deliverables are specific and reviewable. Where specialist authorisation, licences or safety controls are required, the job must be scoped and assigned accordingly.

Quality & International Alignment

Practical quality targets, adapted to local needs.

Nexora uses clear requirements, documented decisions and user feedback to guide quality. International good practice provides useful reference points, while actual obligations and controls depend on applicable law and the service being offered.

Area	Reference approach
Accessibility	Use WCAG 2.2 AA as a design target, with keyboard navigation, readable contrast and understandable forms.
Performance	Design for low bandwidth and ordinary phones. Test mobile journeys and loading performance.
Application security	Apply secure-development practices, permission testing and appropriate application-security checks.
Privacy	Use data minimisation, clear notices, controlled access and documented retention rules.
Marketplace integrity	Maintain authentic profiles, transparent fees, completed-job reviews and documented moderation.
Delivery quality	Use scope, milestones, acceptance criteria, revision limits and traceable handover.

Evidence before claims

Targets are measured during testing. Badges, approvals and certifications are displayed only when supported.

Continuous improvement

Review failures and user feedback, fix priority issues and retest the affected journey.

Our Team & Platform Governance

Clear responsibilities for a dependable marketplace.

Nexora's operating model brings product delivery, marketplace support and trust controls together. The roles below define the responsibilities needed as the platform develops; they are not a claim that all roles are separately staffed.

Function	Core responsibility
Leadership & operations	Set priorities, oversee launch readiness and maintain accountability for marketplace performance.
Product & engineering	Develop the platform, manage releases, protect access and maintain reliable core journeys.
Marketplace support	Guide onboarding, answer process questions and coordinate user support.
Trust & safety	Review verification evidence, reported conduct, listing issues and disputed jobs.
Payments & reconciliation	Confirm the approved process, reconcile fees and records, and resolve payment queries.
Quality & community	Test journeys, review feedback, support category readiness and track improvement actions.

OPERATING CONTROLS

- Named ownership for decisions and escalations.
- Restricted administrative access and an audit trail.
- Documented issues, change requests and release checks.

PROFESSIONAL EXPECTATIONS

- Confidentiality and fair treatment of both parties.
- Accurate communication of platform capabilities.
- Continuous learning from user support and pilot results.

Client & Freelancer Service Charter

Clear communication, fair treatment and accountable support.

Our service commitments apply to both sides of the marketplace. They turn the Nexora promise into practical expectations for hiring, delivery, support and platform decisions.

01 Understand the need

Support clear job briefs, useful questions and realistic expectations before work begins.

02 Agree with clarity

Keep price, scope, deliverables, dates and included revisions in the written agreement.

03 Communicate early

Encourage prompt updates on progress, dependencies, delays and requested changes.

04 Protect information

Restrict access to private messages, contracts and evidence. Handle user information responsibly.

05 Resolve issues fairly

Review relevant records, hear both parties and explain decisions under the published policy.

06 Learn from outcomes

Use completed-job feedback and support findings to improve the experience.

QUALITY SAFEGUARDS

- Review important platform content and changes.
- Keep consistent records and documented decisions.
- Test client, freelancer and administrator journeys.

ETHICS AND TRUST

- Do not invent activity, reviews or verification.
- Reject unlawful, fraudulent or abusive conduct.
- Treat users respectfully and communicate fees honestly.

Why Choose Nexora

Built for people who want work and clients who want results.

Nexora brings the essential parts of a working relationship into a local, practical marketplace: clear discovery, written agreements, visible delivery and feedback that reflects real completed jobs.

Somalia-first

Somali and English journeys, locally relevant services and a mobile-first experience.

One connected workflow

Profiles, jobs, proposals, contracts, messages, delivery and reviews in one place.

Transparent pricing

A 5% completed-job fee at launch, shown before users commit.

Trust that can be explained

Verification steps, authentic reviews and a recorded dispute process.

Practical delivery

Defined outputs, dates and revision expectations help both sides work with clarity.

Growth with discipline

A lean MVP and closed pilot before larger categories, markets and advanced features.

Contact Nexora

Details

Telephone

+252 619 894 163

Email

info@nexora.so

Initial market

Somalia, with room to expand internationally



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Every Opportunity.**

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SOMALIA-FIRST FREELANCE MARKETPLACE