**OneSpace   
Brand Truths Doc**

***Current tag:***

**Liberating the world from the confines of traditional work**

THE FACTS:

**OneSpace is:**

**A robust platform/community designed with the tools to make   
flexible workforces a viable reality.**

**OneSpace is:**

Intelligent

Intuitive

High-Caliber

Comprehensive

Proven

Collaborative

Finely Tuned

Pro-Active

Transparent

Customized

Nimble

**OneSpace is not:**

One-note

Complicated

Confusing

Simplistic

Bloated

Limited

Flashy

Over-Promising

Unreliable

**How it Works:**

The platform acts as a hub allowing employers and contract workers access to tools that communicate, create teams, rank, assign, chart workflows and manage personal careers (freelancers) or a virtual workforce. This in turn, creates a highly-networked, spry community   
of available talent, opportunities and resources.

**Core Components:**

On-demand talent + Virtual work environment + Deep analytics.

**The Nutshell:**

Create a reliable, place for people to get work and give work…  
and make the process smart and seamless.

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**Brand Core Values:**

Authentic, Innovative, Adaptable, Collaborative, Passionate, Resourceful, Smart.

**Our Specialty:**

Flexible Talent

**Our Niche for a Business:**

Talent shortages, skill gaps and workforce demographic changes

**Our Niche for the Talent:**

Continuous work pipelines, ability to direct and target specific skills and refined payment and project management tools

**Our Mission:**

To create a viable long term resource/community for highly trained flexible talent.

**Vision Statement:**

To change the way the world works by developing the most functional, data-driven, high-caliber workforce community committed to the idea that flexibility leads to happiness and000 increased profitability

**Elevator Pitch:**

OneSpace is a brand that’s passionate for creating intelligent solutions for flexible workforces. Our brand is more than software, it’s a streamlined, smart and data-driven community of real people who bring real solutions to the table.

**Our Audience (s):**

We have two target audiences, freelancers/contract workers and companies looking to hire the skills they have.

**Tone of Voice:**

The OneSpace tone of voice is confident and smart. It’s authoritative, but not pompous — like a Michael Caine voice over, but less British. It’s human in experience and aspirational in conversation. It is always “we”, never “I”. At OneSpace people make our brand.

**Cultural Statement:**

At OneSpace we believe in integrity, passion and personality. Life Is work and work is life, so we cultivate a culture of innovation that’s focused on doing. We believe good ideas come from everywhere and should be fostered in an environment that’s open, friendly and positive.

**Reasons to Believe:**

The workplace is rapidly changing and talent shortages and skill gaps along with tech enablement have made a perfect climate for a platform that provide tools and connection points to enable untraditional workforces with the flexibility the market is demanding.

**Our Personas:**

*Personas are very top level and address primary need states for OneSpace and motivators.*

*More detailed personas can be developed but the general user would follow one of these seven guideline*

*Persona 1: Freelancers*

*The Master of his Domain*

Josh, age 32

Workspace: Home office

Josh consistent and stable and freelances as his primary source of income because it provides him control of his career and income. He prefers to be directly guiding what jobs fit his schedule, monetary needs, skills and his career path. This flexibility with scheduling and the ability to determine his gives him a stronger work/life balance he needs to be happy while still strengthening his skills at his craft.

Main Driving Factor: Control

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*The Explorer*

Christina, Age 26

Workspace: Remote Office

Christina is vibrant and always looking for change. Being a contract worker allows her to have a good income but with a limited time commitment so that she has the freedom to work for a wide variety of brands and always be transitioning to new work of her choosing. Trying new things helps her feel excited and engaged at work. This makes her happy because then work isn’t such a job.

Main driving factor: High Engagement Level

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*The Side Project*

Noah, Age 41

Workspace: Home Office

Noah is director level at his current day job but spends most of his days sitting in meetings. He freelances to keep his creative skill sharp and to find mental fulfillment and a little extra money. He’s motivated by having a choice in his side work, picking and doing good work and the chance to round out his skills by challenging them in new ways, particularly in ways his company hasn’t given faith to. He is more driven by the project type/creative brief than the financial compensation.

Main driving factor: Personal Fulfillment

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*The Rock, Paper, Scissors*

Kara, Age 37

Workspace: Home Office

Kara’s a super talented person is between full time jobs. She has bills to pay so it’s important to her to keep her pipeline as full as possible—freelance is how she eats. She cares about the projects she works on in terms of quality but for her it’s more about capitalizing on a skill and using those skills to her advantage financially.

Main driving factor: Financial

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*Personas 2: Companies*

*The HR director*

Jan, Age 45

Workspace: Corporate Office

Jan spends most of her days posting jobs, arranging interviews and stalking LinkedIn for potential candidates. She is always looking for tools to make her job finding candidates easier and more directed. She is particularly interested in large talent pools that are continually bringing on more people because she can tap into this as a trusted resource without fear of exhausting the possibilities.

Main driving factor: Ease of Use and Extensive Reach, Fill workplace gaps

Matt, Age 33

Workspace: Director of client affairs

Matt is a manager and he is well aware that not only is he only as good as the team under him, but he’s directly responsible for the budget that keeps this team paid. He’s a big believer in staffing to get the job done so he regularly pulls in freelance and contract workers to specifically address skills on a project or shore up a team needs to be more robust to hit a deadline.

Main driving factor: fill talent shortages and skill gaps

Kevin, Age 39

Workspace: Small business owner

Kevin owns a large boating company and doesn’t have the workload level to support a full time creative team. He appreciates being able to tap into a professional network that will make finding people with the skills he needs temporarily a possibility and loves the fact he can work with them anywhere anytime and even continue to tap into the same creative for future projects through an online presence.

Main driving factor: Ability to find talent quickly, cost effectively and know they are quality.

Tagline Exploratory:

Inspiring More Out of Work.

A Flexible Solution.

The new workplace.

Liberating You.

Work Differently.

Creating Workplace Flexibility.

Defining the new office.

Liberating work.

Redefining work.

Working for You.

Pioneering Work Change.

Change Work. Work Change.

The Future of Work