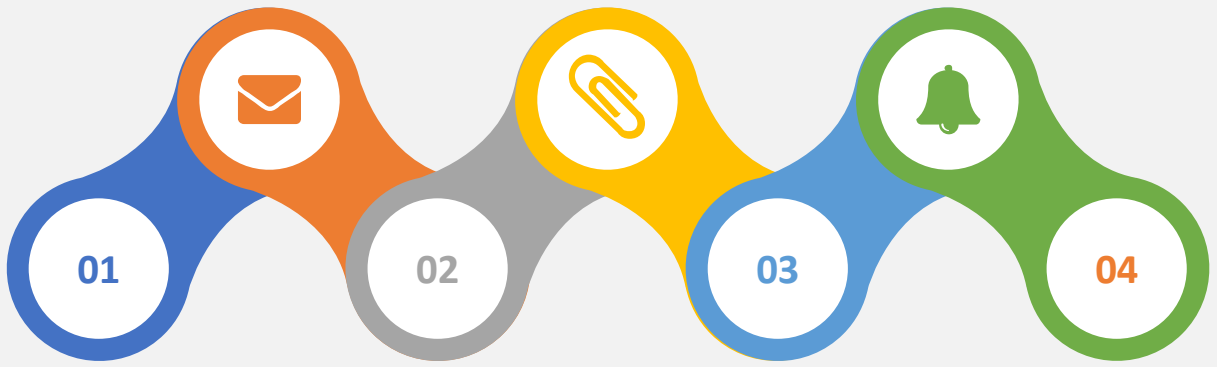


# Role of market networks in local economic development

## Social Capital as a Backbone



Trust Building

Goodwill Generation

Cooperation

Efficient Information Exchange

## How holagraph leverages market networks



Trust Building

**Contractual Trust** is established through a contract or offer letter for the job offered containing the terms of payment and duration of assignment.

**Competence Trust** is developed when a candidate applies according to the skill set listed for the job and proves his/her capability through the interview process.

Holagraph focuses on providing information symmetry and easy discoverability in terms of the demand and supply in the job arena at the district level. This increases transparency and reduces the need for an individual to look at multiple places.



Transparency



Knowledge Management

Holagraph aims at upskilling the local population by enabling training loans through alternate credit scoring. Individuals can also seek training by interacting and collaborating with a more skilled individual on the platform for a nominal fee. Freelancing remote job opportunities also exist with firms in high income countries with skill shortage.

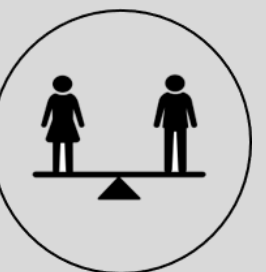
Holagraph utilizes an innovative technology solution to increase jobs at district level by leveraging:

**Small business approach:** for innovation, private investment and job-creation.

**Regional approach:** leveraging the resources of surrounding areas.



Innovation & Sustainability



Bridging the Gender Gap

Holagraph wants to empower women by providing training for upskilling, flexible job options, work from home opportunities and jobs in their district so they have the opportunity to work in their district.

