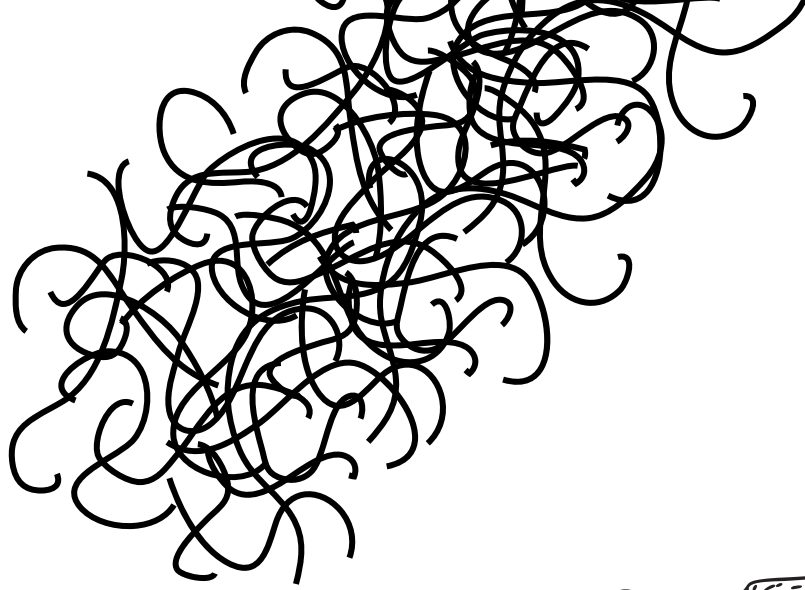


# Hand(e)

Trade your skills with  
other **professionals**

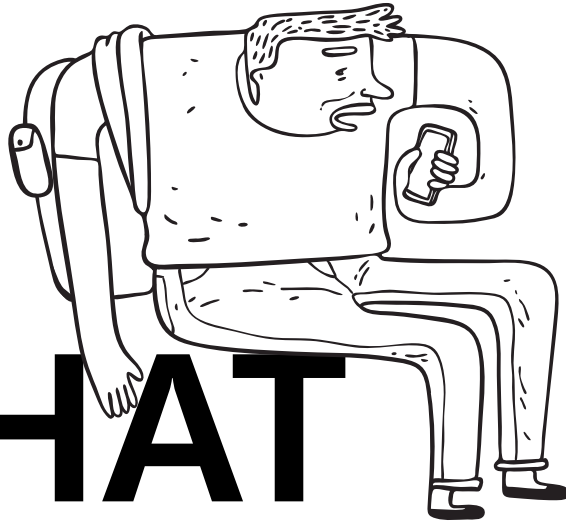
**In a largely  
capitalist  
society, you  
need to make  
and have  
money** to get ahead

Or do you?



OKAY

WHAT



**Hand(e)** is a mobile application that allows 30-year old professionals, such as freelancers or small business entrepreneurs, living in metropolitan areas like Johannesburg or Cape Town to exchange expert services of 'equal value' in a **non-monetary** *quid pro quo* manner.

objective

**Re-envision**

trading

**beyond money**

No one is  
an  
island



Trade in a **not-so-new** currency. Build a community. Hang out with like-minded individuals. Learn all kinds of things. Immerse yourself in the experience.

Hand(e)

Trade your skills with  
other **professionals**

Login

Sign up

Help! I forgot my login details



Need a hand?  
It turns out  
**everyone** does.

Connect with a community of  
**professionals** and **trade** your skills.  
Create, participate, ask, listen and  
your commitments. That is the  
finger principle.

A **playground** where professionals can trade lunch boxes.

Above and beyond it's playful appearance, Hand(el) encourages playground rules. Share, trade and explore. Its identity is one most resonate with. Ready? Get on the merry go round.





# WHY

## IS IT IMPORTANT?

A collaborative ethos is ingrained in the ability to barter. **Hand**(e) holds a plethora of meanings – the most important being the extension of the self through linguistic and visual symbolism.

More than that, it reconceptualises the idea of a modern currency (and with it, technology). Products and services are no longer only reserved for those who have money.

# No moolaa involved



# Find collaborators

Contracts

X ALL CATEGORIES

ACCOUNTING & CONSULTING

ADMIN SUPPORT

DATA SCIENCE & ANALYTICS

DESIGN & CREATIVE

WRITING

X LEGAL

ENGINEERING & ARCHITECTURE

IT & NETWORKING

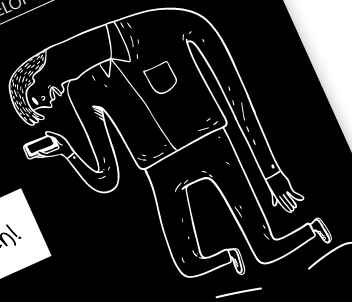
SALES & MARKETING

WEB & MOBILE DEVELOPMENT

OTHER

Release the kraken!

What's trending?



Value is negotiated  
between parties

# Your results ...

scroll for joy



**HEIDI KELLERMAN**  
Legal Secretary

**I NEED A LOGO & SOCIAL MEDIA FOR A CLIENT OF MINE WHO SELLS BAKED GOODS**



I am helping a mother of two with a great entrepreneurial spirit set up her business in my free time. She needs a quick 'start up' kit to get her going - a logo and social media platforms created for her. Some additional guidance to show her the ropes of these platforms will be a bonus.

Need

Trade

I am happy to assist with any legal advice. I enjoy helping small businesses and innovators. I specialise in copyright and trademark law in a professional capacity. I have a lot of experience in the company registration process, including legal counsel and documentation. I am willing to contribute a good few hours of my expertise. I am also open to discuss additional trades for other clients of mine.

#design #logo #social media  
#law #legal #copyright #trademark #legalcounsel



**JO KEMELO**  
Law Clerk

**I WORK FOR A SMALL LAW FIRM I AM LOOKING TO UPDATE THEIR WEB**



Connect with a community of professionals and trade your skills. **Create, participate, ask, listen & honor your commitments.** That is the five finger principle.





# WHO

WILL USE IT?



Rebecca

Editor / Social Media

Mthala

JHB 23

PHILA  
THRO  
PIST

Frustrated by the lack of on-the-job training practices

Initiates discussions about gender-based violence and equality in the work place

RELIANT  
SELF

Ambitious & hardworking, but new to the industry



PROB  
LEM  
SOLVER

Worried about  
safe working &  
social spaces for  
**womxn**

The **top achiever** who struggles to **balance** his work and personal life. Jason does not struggle with his confidence, which sometimes comes across as arrogant. He is often consulted for advice and relishes in acts of service. His **intuition** and passion for people will take him far.

# Jason Voorhees

Corporate

HR

His goal is to climb the **corporate ladder**, motivated by his desire to have a steady income.

He wants to be **liked by others** because of the work he does.

Jason would like to put down a **house deposit**, which is why he is hoping for that promotion.

Frustrated with the sometimes-archaic ways of corporate.

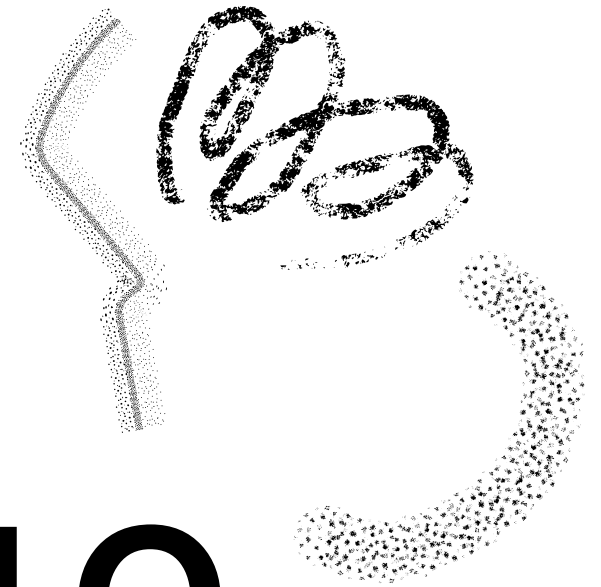
He easily gets swept up in politics.

Jason's ambition can be his own worst enemy, he can be very hard on himself at times.



Cape Town

31



**Hand(e)** likes doodles as much as Kanye loves Kanye. It has a hard time making friends with colours even though it is really social. Expressively simple and purposefully punchy, it is practically playful and does not really feel like work.

It does not try to compete with other apps, but instead utilises what they do best. Oh ... almost forgot – textures are the name of the game. Why, because who doesn't like a little depth in their lives? Toto, I have a feeling we're not in Kansas anymore.

# HELLO HI **Hand(e)**'s IDENTITY HOWDY

MEH...



Post now

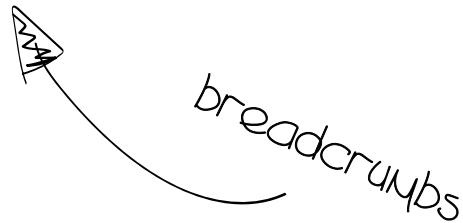
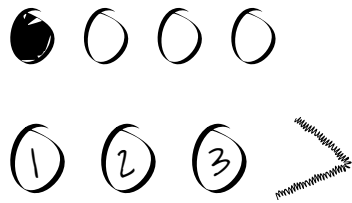
Save as draft

See your post



#### ADJECTIVES

playful, simple,  
articulate, bold, kind,  
engaging, witty.



Moola does not make the world go around

A conversational  
tone. Can you  
dig it?

PRIMARY TYPEFACE  
Malgun Semilight  
Malgun Regular  
**Malgun Bold**

With some Ashley  
typeface every  
now and again



MY LACK OF  
COLOUR IS  
INTENTIONAL

#### TAGS

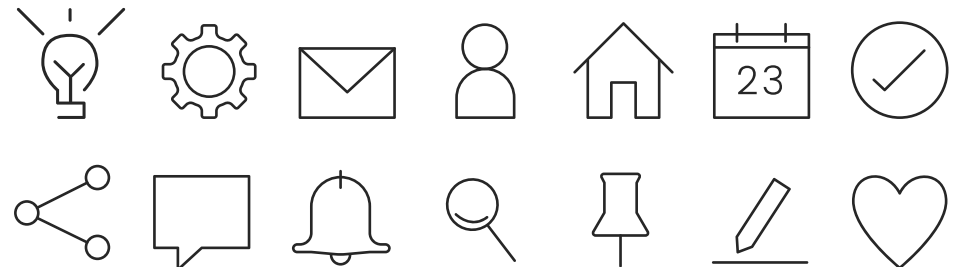
× DESIGN

BRANDING

SEO

SOCIAL MEDIA

#### ICONS



**THE  
HUMANNESS  
OF Handel  
IS AN ODE  
TO THOSE  
WHO WORK  
AND THOSE  
WHO LIVE.**

KEEP YOUR MONEY.  
**ENGAGE. :)**