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Top five tips to running a start-up in the volatile gig economy

 **MEZ GRAHAM**
@ JULY 2, 2019


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live in an on-demand society. Australians collectively look at their smartphone more than 440 million times a day; they have an average of 100 apps downloaded to each device and use 36 different apps per month; six more apps than the global average of 30 apps per month.

It has been less than five years since Uber was legalised in Australia, but already in that time the taxi industry has plummeted and the value of a cab's licence plate has decreased drastically. That disruption was caused by the simplicity and convenience of an on-demand service becoming available via an app on a smartphone.

Enter Fix it Faster, an Australian start-up disrupting the industry by putting the power in the hands of consumers and using real time geolocation data to connect customers to on-demand home services such as plumbers, gardeners, carpenters, painters, handymen and locksmiths.




Our concept was based on a clear gap in the on-demand market identified by its three co-founders. But entering the gig economy at a time when Uber drivers are striking and Deliveroo users are being scammed for thousands of dollars meant several considerations had to be taken into account.

Here are the top five tips to successfully running a small business, on-demand start-up whilst battling the gig-economy playing field.

1. **Your team will be a strong asset to your success.** Surround yourself with like-minded people who share your vision and enthusiasm. Change the way you recruit and offer more flexible work conditions that get the best out of your team. Hire for culture fit and then train for skill.
2. **Don't let your strive for success impact your health or your team's.** With a start-up there will often be late nights and early mornings, ensure you learn to have a work-life balance and take time out for yourself when possible.
3. **Be a great leader.** I empower my team, I listen, I nurture and always try to lead by example.
4. **Understand what it takes to turn a small business or entrepreneurial venture into an enduring great company.** A truly great company makes a unique contribution to the community it touches. Create something that would leave a gap should it disappear. Make your customer satisfaction the number one driver for your strategy.
5. **Ensure you have a clear business plan.** Don't let working in the gig economy trick you, you still need a clear plan with goals to work towards. Pick a mentor in your network and catch up regularly to keep yourself accountable.



Mez Graham, Co-Founder, Fix it Faster

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