



# Client Memo

**To:** All Clients  
**From:** Kevin Messina  
**Date:** July 8, 2015  
**Re:** Elance conversion to UpWork

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Last year I shared the news that Elance and O-Desk companies merged. Although a common purpose, they were very different work environments and cultured. O-Desk was more European & Asian centric and Elance more Americas and Oceania centric. Because they were so different, bot platforms would co-exist for the time being.

A few months ago I also shared that they were forming a completely new platform, called Upwork™ that will hopefully be the best of both platforms. Elance will start winding down in just a few weeks and limiting new projects to be posted to the platform.

There will be period of conversion for projects, clients and freelancers to the new platform. At this point, we are taking the approach of completing as many current projects on the current platform and starting new ones on Upwork. This will limit current clients from experiencing upheaval in the interim.

Near the end of your Elance project currently in process, we will communicate any special instructions or assistance you need in setting up an UpWork account. Most Elance accounts will be transferred with an invitation sent from Elance in 1-2 months from now to join UpWork.

We will keep you informed of any significant information on this process.