



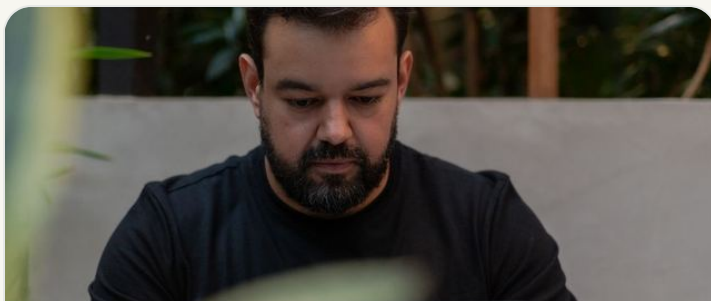
The freelance marketplace built in Portugal, for Portugal.

Hiring and getting hired in Portuguese, with Portuguese VAT, MB WAY and Multibanco. With artificial intelligence making sure everything published is worth publishing.

W8 Atlantic Unipessoal Lda · tugafreela.pt · September 2026

THE PROBLEM

Going freelance in Portugal is easy. Being found is not.



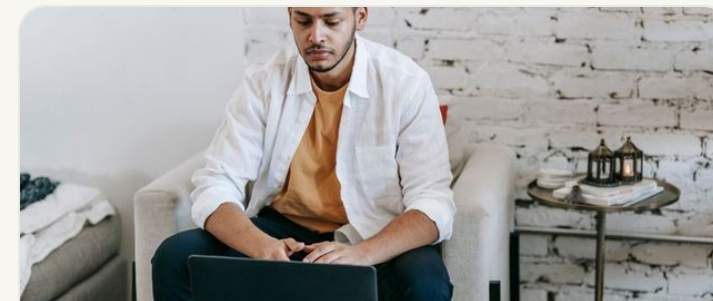
Buyers have nowhere to look

A small company in Braga that needs a website, a video or a translation ends up asking around or posting in a Facebook group. There is no obvious place to look, and no way to tell who can be trusted.



Sellers have to sell in English

Portuguese freelancers who want clients go to international platforms: they compete with the whole world on price, write in English, get paid in dollars and hand over commissions of up to 20%.



The money does not speak Portuguese

None of the big platforms accepts MB WAY or Multibanco, none fits the Portuguese tax regime, and none knows the difference between a sole trader and a company.

WHY THIS IS URGENT

Three in four young Portuguese are thinking of leaving.

73%

of 18 to 24 year olds say they may emigrate (64% in 2024)

65 mil

Portuguese emigrated during 2024 alone

37%

name the lack of professional prospects as the main reason

1/2

of skilled leavers do not intend to return

Those starting out have nowhere to start

A design, software or marketing graduate has the skills but no track record, no client book and nobody to make the introduction. Agencies ask for experience, and experience only comes from working. **Here they publish a service, do the first job and earn the first review**, without asking anyone's permission.

Keeping talent means giving it a market

Nobody stays because of speeches. They stay when paid work is one click away, without changing country or language. That is the market we are building.

THE SOLUTION

A marketplace where everything is already Portuguese, starting with the money.

- **Services ready to buy.** Freelancers publish what they do, with packages and prices. Clients buy the way they buy anything online.
- **Projects with bids.** Those who prefer to describe the problem post a project and receive proposals from people who can solve it.
- **Money is held until delivery.** The client pays up front, the freelancer is only paid once the work is accepted.
- **Payment the Portuguese way.** Card, MB WAY and Multibanco, on our own checkout page.
- **Verified identity.** Only people with a verified tax number can sell. Nobody gets paid without proving who they are.

10% + 10%

client fee and freelancer commission, with the final price in plain sight before hiring

European Portuguese

This is not a translation. It is the language, the currency, the VAT regime and the payment methods of the people who live and work here.

HOW IT WORKS

From the first click to money in the bank.

**STEP 01****Find**

The client browses by category or posts a project describing what they need. They see real profiles, with photographs, reviews and previous work.

**STEP 02****Hire and pay**

Details and deadline are agreed in chat. Payment by card, MB WAY or Multibanco. The money is held by the platform and the freelancer cannot touch it yet.

**STEP 03****Receive and approve**

The work is delivered on the platform. The client approves, leaves a review, and only then does the money move to the freelancer.

**STEP 04****Withdraw**

Freelancers withdraw to their bank account from €50. **No platform fee** on withdrawals.

FOR THOSE WHO HIRE

Hiring locally is not patriotism. It is accounting.

- **An expense your accountant accepts.** The provider has a verified tax number and invoices in Portugal, so the cost is deductible like any other.
- **VAT in the right place.** 23% in Portugal, reverse charge for EU companies with VIES, OSS scheme for consumers. No surprises at filing time.
- **No employment contract, no fixed costs.** You hire for the work you need, without hiring a full-time employee.
- **No currency conversion, no hidden fees.** Euros from beginning to end.
- **The tax stays here.** The money pays VAT and income tax in Portugal instead of leaving for a foreign platform.
- **Data inside the European Union.** EU servers and GDPR rules, which matters to anyone handling client data.

Same time zone, same language

Meetings on Lisbon time, the same holiday calendar, and nobody having to explain twice what “by yesterday” means.

Delivery guarantee

The money only reaches the freelancer once the company approves the work. No delivery, no payment.



OUR ARTIFICIAL INTELLIGENCE COLLEAGUE

Manuel never sleeps, reads everything that comes in and never misses a deadline.

Our *AI employee*. Not a promise: he works every single day.

1

Reads everything

Every service is reviewed, **text and images**, against rules written in plain language by the admin. Nothing goes live without him.

2

Approves in minutes

What is clearly fine goes live at once, at any hour. Nobody waits days for a manual approval.

3

Stops what looks wrong

Misleading listings or improper images are held back. **A rejection is always a human decision**: the AI raises its hand, it does not slam doors.

4

Watches every deadline

He warns the freelancer two days before, again on the day, and if the deadline passes he tells the client too, reminding them their money is still held.

Writes for those who cannot

He drafts a title, a description and a cover image from half a dozen words. Plenty of good professionals give up because they cannot sell themselves in writing.

Why this matters

He also checks identity documents and stops contact details leaking through text or images. Moderating everything by the minute, with no team, is what makes this scale.

THE PRODUCT

Not an idea. Live and running.

Everything below is built and in production at tugafreela.pt.

- **Services and projects:** two ways to hire, with packages, extras and custom offers
- **Real-time messaging:** with offers, acceptance and payment from balance
- **Our own checkout:** card, MB WAY and Multibanco on our page, without leaving the site
- **Money held until approval:** the client does not risk paying without receiving, and the freelancer knows the money is already there
- **Fixed price before hiring:** amount, platform fee and VAT in plain sight, with no quotes that grow halfway through

- **Identity verification:** a verified tax number, plus photo ID before the first withdrawal
- **Dispute resolution:** disputes, reports and conversation blocking
- **Email, on-site and mobile notifications** plus a watchdog that fixes site errors on its own
- **Contact details protected:** nobody is approached off-platform before there is a deal, and the work stays where the guarantees are
- **Profiles with a face and reviews:** a photograph is mandatory and past work is on show, so you know who is on the other side

THE PLATFORM

This is not a mock-up. It is the live site, today.

The screenshot shows a service page for 'OpenClaw Agente de IA' by Harakawa Tech. The page includes a search bar at the top, a navigation menu, and a breadcrumb trail: 'Inteligência Artificial > Agentes De IA'. The service title is 'Eu vou instalar OpenClaw Agente de IA em seu computador ou VPS'. The provider's name is 'Harakawa Tech' with a 5.00 rating and 1 review. A 'PREMIUM' badge is visible. The service description states: 'Tire suas dúvidas sobre o que é um Agente de IA OpenClaw, em uma conversa online via Google Meet, duração de 30 minutos.' The pricing table shows three packages: 'Essencial' (€30), 'Intermédio' (€3), and 'Avançado' (€0.69). The total price is €33.69. The page also includes a 'Contratar' button and a 'Pedir Orçamento' button.

Essencial	Intermédio	Avançado
Valor do serviço	€30	
Taxa de serviço (10%)	€3	
IVA sobre a taxa (23%)	€0.69	
Total a pagar	€33.69	

O IVA aplica-se apenas à taxa de serviço da plataforma.

A service page: Premium badge, three packages, and the price broken down for the client with the platform fee and VAT in plain sight before hiring.

The screenshot shows the 'Serviços Populares em Destaque' section. It features a grid of service cards, each with a 'PREMIUM' badge, a service title, a description, a price, and a rating. The services include: 'Crio flyers de dimensões enormes' (Luna Ferrari, €30), 'Vou criar vídeos promocionais impactantes para o seu negócio' (Pedro Costa, €100), 'Edição de vídeo profissional' (ChopStudios, €60), 'Vou criar protótipos jogáveis para game jams e projetos indie' (IAGO VINICIUS PEREIRA SOUZA, €50), 'Doc, cartas de boas-vindas, Orthografia, Gramática, Clareza, Fluidez, Escrita' (Filipa Azevedo, €30), 'Eu vou fornecer uma lista de sites em português para obter backlinks gratuitos' (Carlos Vieira, €30), 'O teu Token (ERC-20) na rede Ethereum' (Wesley Harakawa, €149), and 'Criação de maquetes arquitetónicas em 3D com precisão e qualidade' (Pereira Costa, €50).

Featured services on the home page, priced in euros, with the Premium badge on those who pay for it.

MARKET

Portugal first. The language takes us everywhere else without translating a line.

714 900

self-employed workers
in Portugal (Pordata)

5,5 M

working population
within our reach

More than one in eight Portuguese workers is already self-employed, with no national place to sell their work. From here, the same product serves every Portuguese-speaking market without a single line of translation.

- **Portugal:** 23% VAT, sole-trader invoicing, MB WAY and Multibanco
- **European Union:** reverse charge for VIES-registered companies, OSS for consumers
- **Brazil, Angola, Mozambique and the rest of the CPLP:** same language, same product

WHERE OUR USERS ARE TODAY

Portugal	81
Brazil	12
Angola	3
Mozambique	2
France	2
United States	1
No country given	13

Registered accounts as of 12 September 2026.

TRACTION

The supply side is already here.

Real platform numbers, excluding internal accounts and tests.

116

registered people
103 with a complete profile

56

services published
and publicly visible

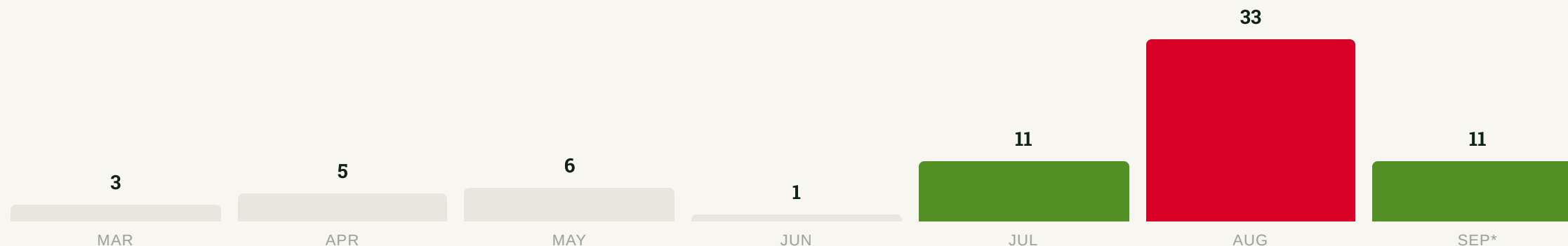
€326

average package price
158 packages, from €30 to €2,700

0 €

spent on advertising
to date. All growth is organic

NEW USERS PER MONTH



* September counts only the first 12 days. That is **43 sign-ups in the last 30 days**: the community grew **59% in a month**, without a single euro of advertising.

REVENUE MODEL

Four revenue streams, all tied to our users making money.

%

Commission

10% from the client and **10%** from the freelancer on every completed job. We only earn when both sides do.

★

Premium

€4.90 per service or **€19.90** for all of them, monthly, plus VAT. Instant approval, top of the category and a badge.

↑

Featured slots

20 € for 30 days on the home page, for services and for projects.

+

Extra listings

The first listing is free. Each extra one costs **5 €** per month.

€65.20

is what the platform earns on an average job (€326), client fee and freelancer commission together

To get started, early freelancers get **90 days at 0% commission** from their first sale, and every client gets **€10** off their first hire. The cost of acquisition sits at the start of the relationship, not in advertising.

WHY WE WIN

What the giants will not do for a market this size.

	TUGAFREELA	FIVERR / UPWORK	AGENCIES AND WORD OF MOUTH
Language	European Portuguese	English	Portuguese
Payment	Card, MB WAY, Multibanco	Card and PayPal	Bank transfer
Commission	10% from the client and 10% from the freelancer	Up to 20% from the freelancer, plus a client fee	40% margin or more
Tax regime	Portuguese VAT, VIES and OSS	Outside the national framework	Varies
Moderation	AI on every listing, by the minute	Automated, no local context	None
Who is on the other side	Verified by tax number	The whole world	Whoever someone knows

THE ROAD AHEAD

We have the people who do the work. Now we need the people who need it.

That is the stage we are at, and where support makes the difference.

1

Demand

Direct outreach to small companies already hiring freelancers: email campaigns, organic search content and partnerships with business associations.

2

First jobs

Every job brings reviews, which bring trust, which bring more jobs. The 90 commission-free days exist to speed that up.

3

Categories with demand

Programming, Design and Marketing already hold **30 of the 56 services**. That is where we dig deeper, instead of spreading thin.

4

Recurring revenue

With real demand, Premium and featured slots stop being a promise: they become the subscription of whoever wants to be seen first.



WHO IS BEHIND THIS

A Portuguese company, and a founder who builds what he sells.



Wesley Harakawa

Founder & CEO · Lisbon

Entrepreneur and developer. Founder of **W8 Atlantic**, the company that builds and runs TugaFreela, and of **Oryxa AI**, dedicated to artificial intelligence products. He builds what he sells: the platform, the infrastructure and Manuel. Speaks Portuguese, English, Spanish and Japanese.

wesley@tugafreela.pt · +351 961 538 805

linkedin.com/in/wesleyharakawa ·

github.com/wesleyharakawa

THE COMPANY

Legal name	W8 Atlantic Unipessoal Lda
NIPC	519 296 010
Registered in	Portugal
Platform	tugafreela.pt
Contact	info@tugafreela.pt

TugaFreela is built and operated by W8 Atlantic, on its own infrastructure, with its own code and its own team. No third-party licences involved.



Portuguese freelance work deserved a home of its own.

PLATFORM

tugafreela.pt

CONTACT

info@tugafreela.pt
+351 961 538 805

FOUNDER

Wesley Harakawa · [linkedin.com/in/weslleyharakawa](https://www.linkedin.com/in/weslleyharakawa)

COMPANY

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