



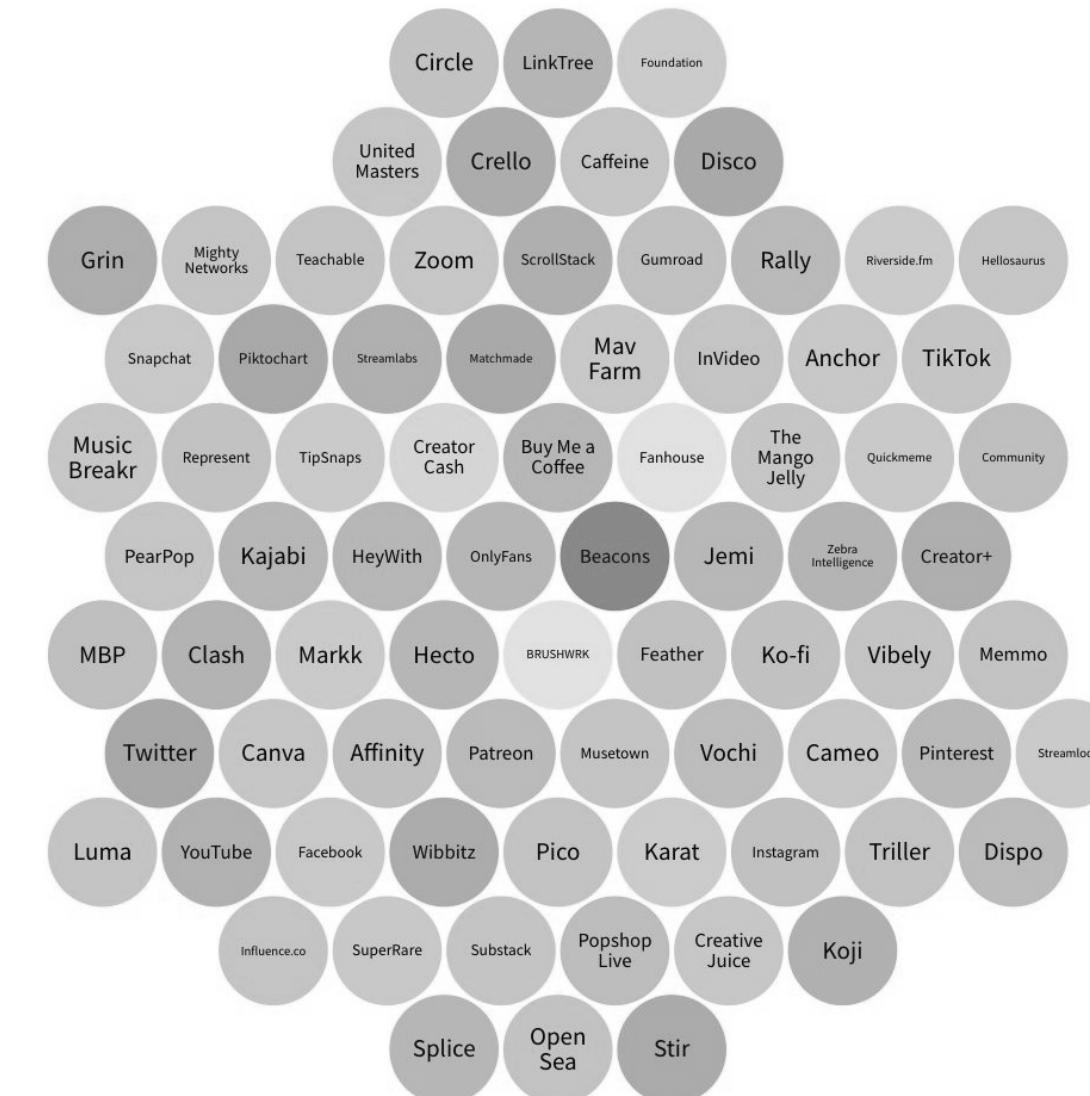
## TEAM: 2-IN-2-OUT

## PROBLEM STATEMENT

Understanding the breadth and choosing platforms to explore the depth of Creator Economy

# WHAT IS CREATOR ECONOMY?

- The creator economy refers to the various enterprises established by independent creators to commercialize themselves, their skills, or their creations, ranging from vloggers to influencers to writers.
- It also includes the businesses that provide services to these creators, such as content creation tools and analytics systems.



# HOW DOES THIS ECONOMY FUNCTION?



- Create something and use that thing to make money - to make your own economy.
- What you create is up to you.
- You then publish the content by distributing it on one of the various creator economy platforms.
- The content can then be monetized, potentially making a lucrative income for an individual creator.



# WHY IS IT RELEVANT IN TODAY'S WORLD?

- It's accessible.
- The money is there.
- The possibilities are endless.
- Creators know how to reach the audience that many large businesses are struggling to reach.

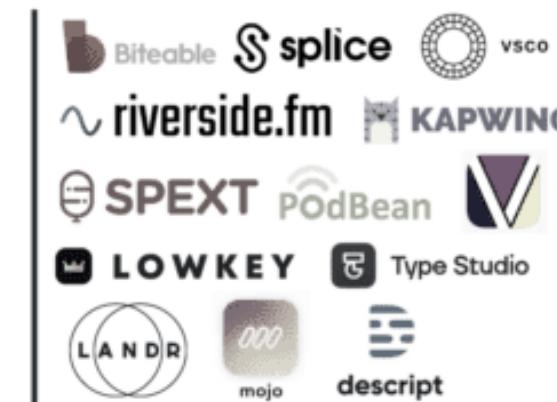
# BUSINESS MODEL

Traditional business-to-business (B2B) and business-to-consumer (B2C) companies have yet to fully address these microentrepreneurial needs: B2C apps aren't primed for collecting revenue, nor are B2B tools suited for supporting individual creators.

The value chain is broad. Whereas traditional employment brings together production, income, and benefits into one package, creators are operating in a more splintered environment. They have to aggregate various editing tools, disparate revenue sources, back-end platforms, and more on their own.

## The Creator Economy Market Map

### Content creation



### Financing



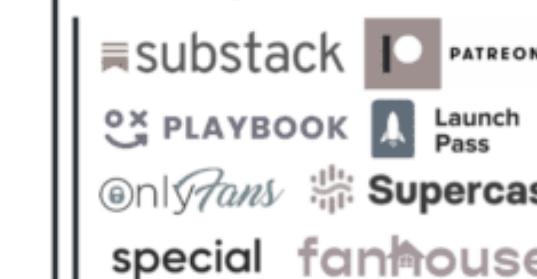
### Administrative tools

#### Analytics & operations

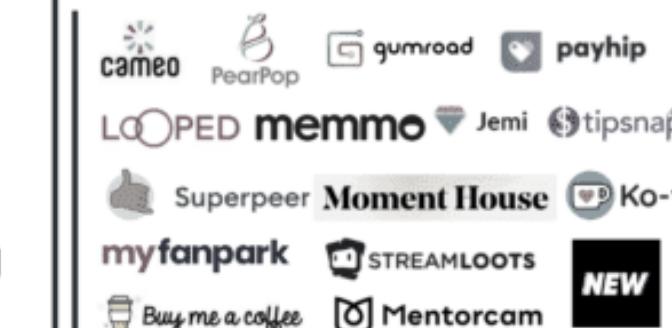


### Off-platform monetization tools

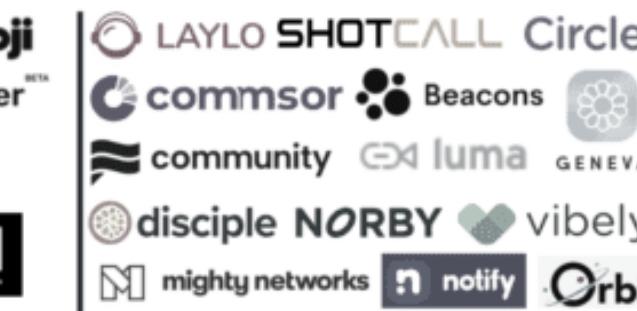
#### Subscriptions



### Fan interactions



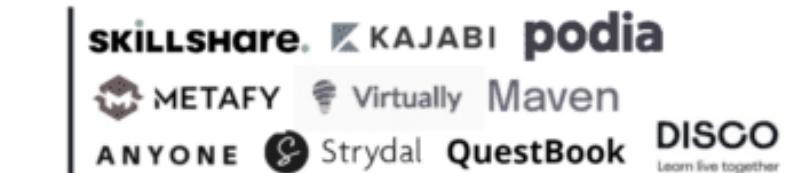
### Community management



### Blockchain



### Courses



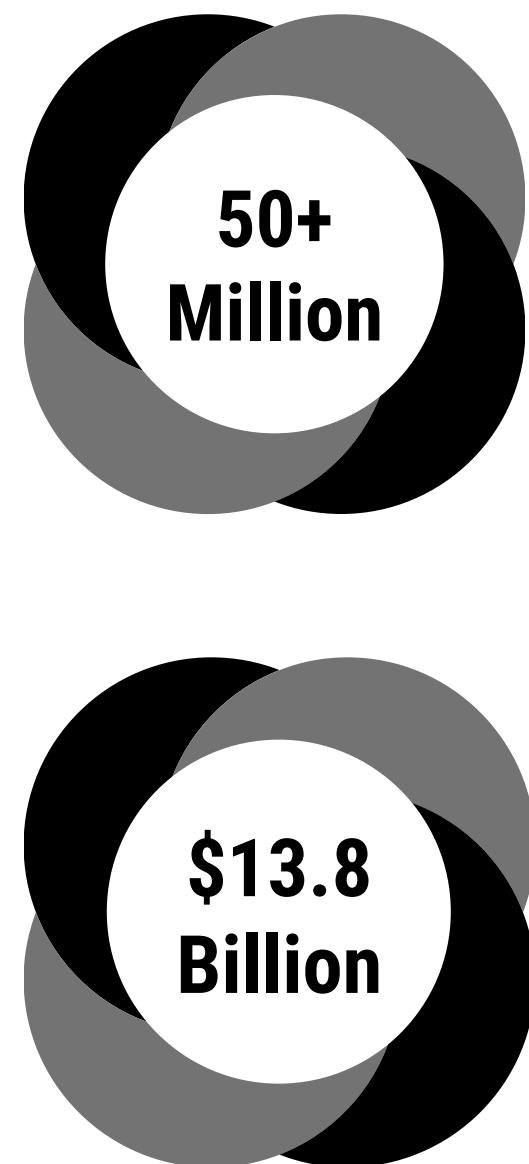
### Merchandise



### Ad platforms



# MARKET SIZE AND REVENUE

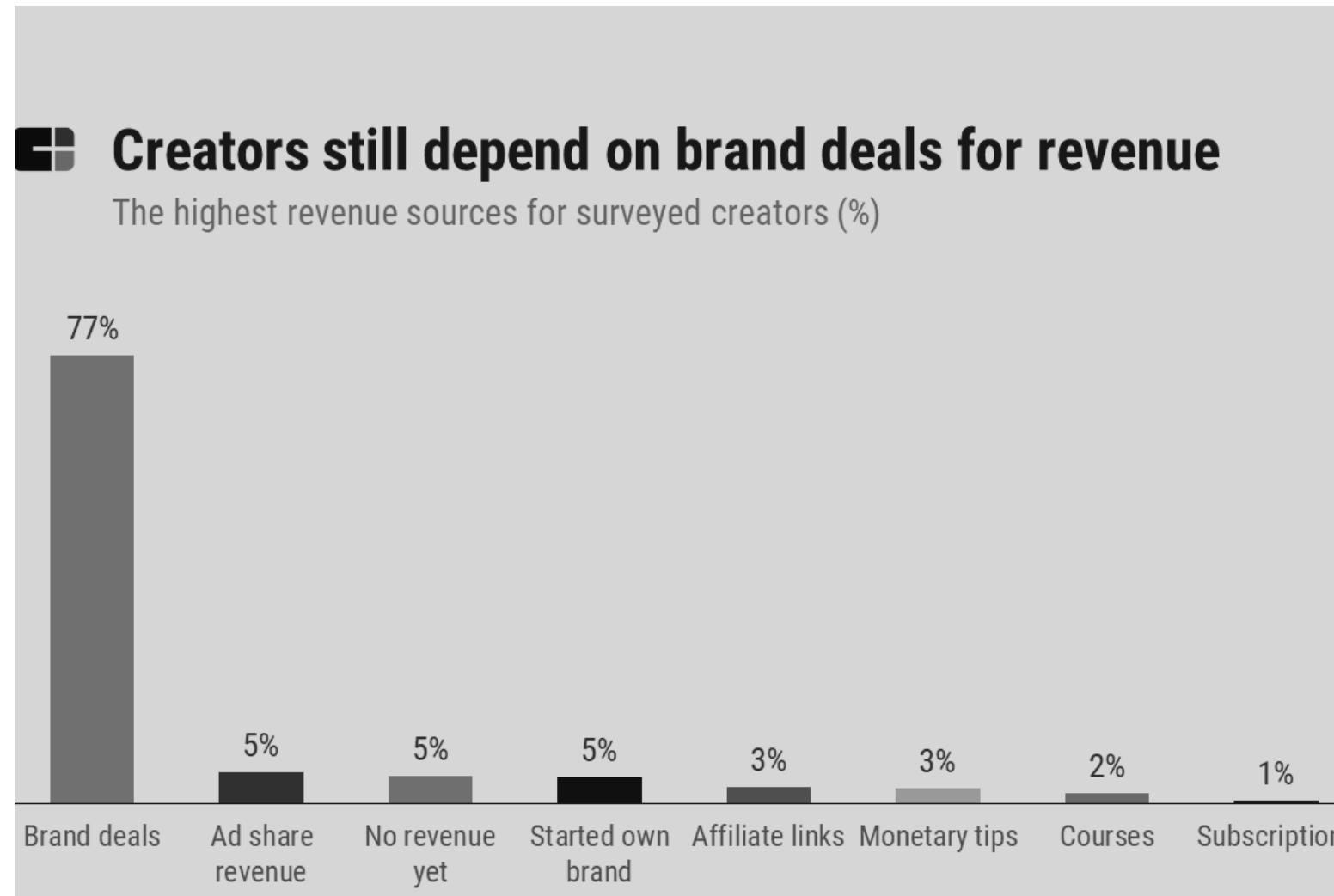


## MARKET SIZE

## REVENUE MODELS

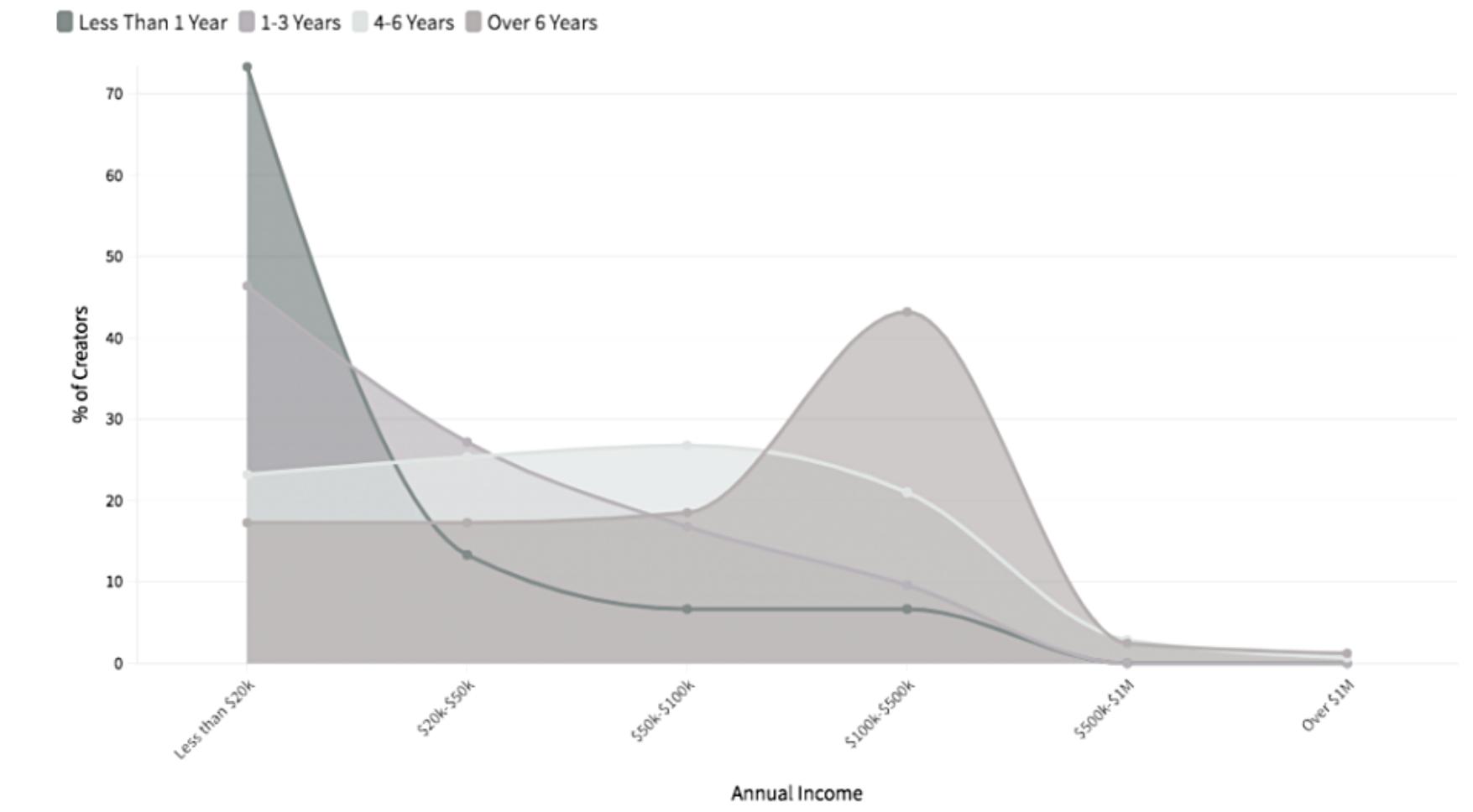


# EXPECTED EARNINGS



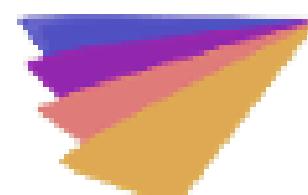
- Creators flock towards platforms with either mass reach (to gain an audience) or a fair revenue share (to monetize).
- Brand collaborations provide creators with a greater payout on major platforms.
- Tipping is a newer feature that goes directly to creators' pockets but constitutes lower volume.
- Creator subscriptions ride off creator/fan relationships but have a smaller reach.

# TYPICAL COSTS



- Hosting the content on a platform
- Buying a domain to showcase the content
- Technology needed to produce or showcase the content
- Time
- Skills

# CASE STUDY OF TWO EARLY-STAGE STARTUPS:

**N** NARRATIV  
&  
**Phyllo** 



# N NARRATIV

Narrativ is a subscription technology platform for brands to acquire new customers through trusted creators, not sponsored content or ads. It matches products with the content created about them.



New York, United States



51-100



SEED



<http://www.narrativ.com/>

TOTAL FUNDING  
AMOUNT:  
**\$11M**

INVESTORS:  
**7**

TOTAL PRODUCTS  
ACTIVE:  
**20**

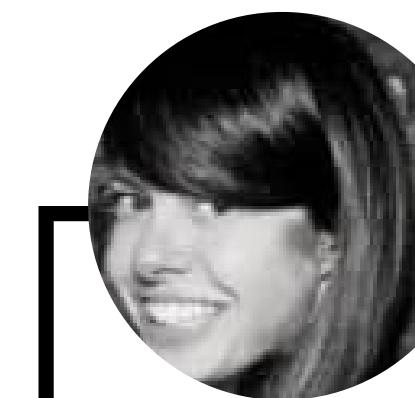
ACTIVE TECH  
COUNT:  
**67**



**Shirley Chen**  
FOUNDER & CEO



**Toby  
Matejovsky**  
CEO



**Malda Hibri**



**Andrew Abrams**



**Matthieu Labour**

TEAM



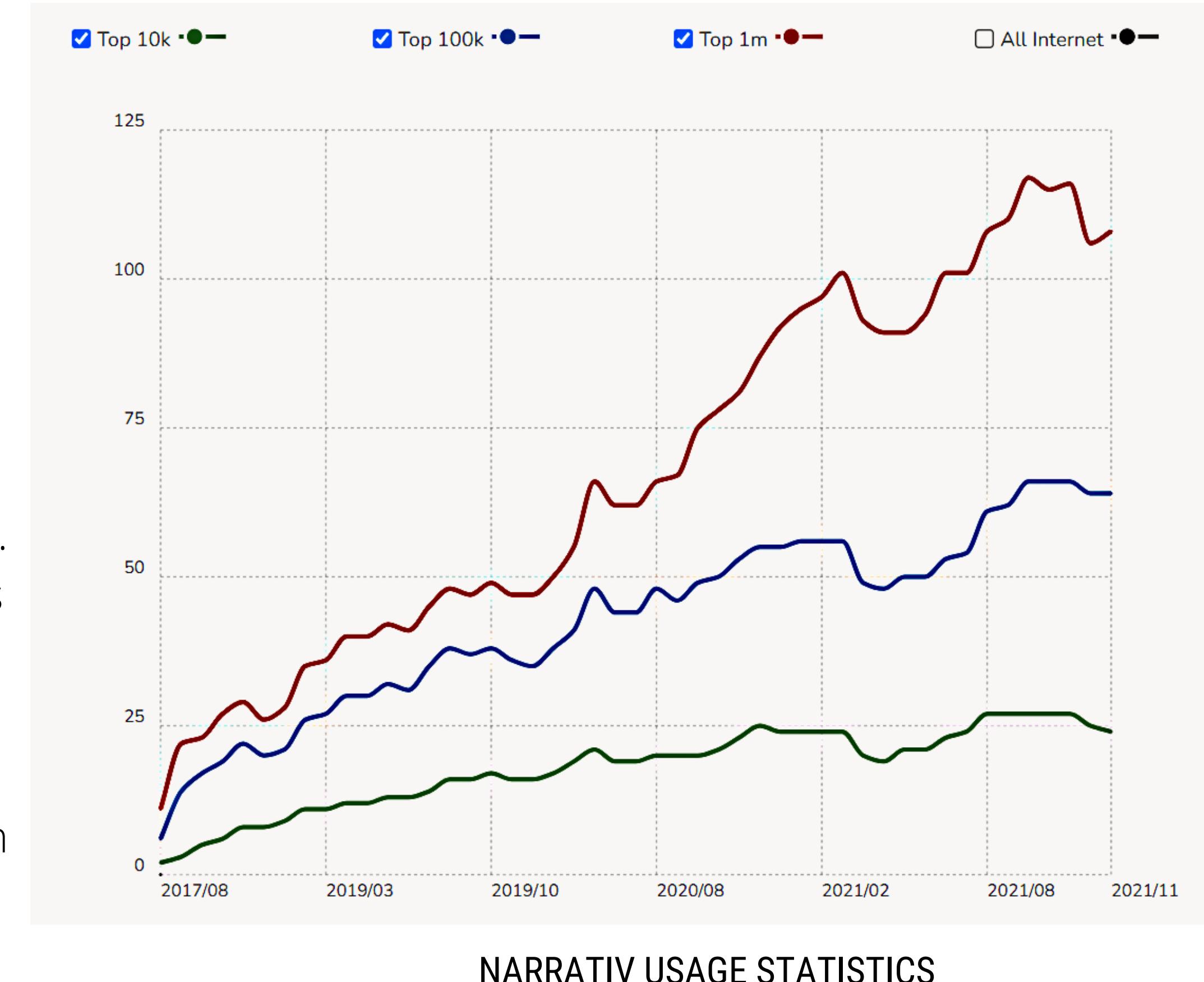


# UNIQUE SELLING POINTS (USP) / MOAT

- Narrativ has given specific focus to the diversity of all kinds.
- It doesn't use advertisements and gives an equal platform to all the creators solely based on quality and price.
- Narrativ's platform gives all brands and creators - not just the top 1% - the tools to win in the \$50 billion creator economy by building trust with consumers.

# TOTAL AVAILABLE MARKET

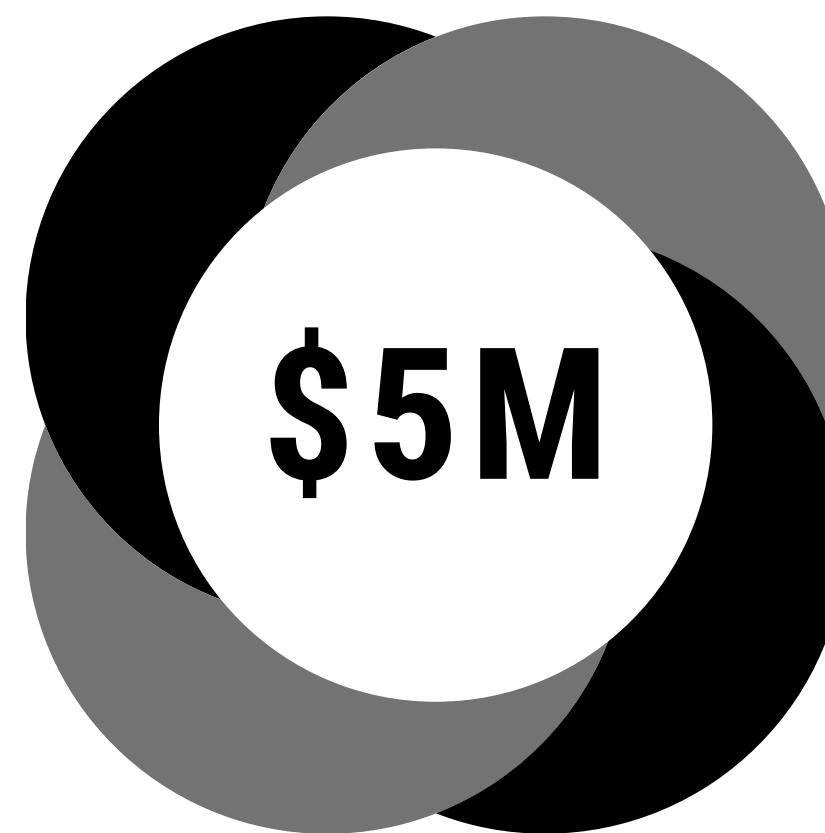
- Currently, there are 445 active websites using narrative to grow their reach and business and an additional 6,100 domains that redirect to sites, a large share of which is from the United States.
- Two of narrativ's immediate competitors are TrafficShop (494 websites) and Refericon (501 websites).
- Its close competitors together have a customer base of 11,490 websites which can be seen as direct, immediate, and achievable opportunities for Narrativ.



# UNIT ECONOMICS



As mentioned earlier, it currently has 445 active customers and the employee strength is 51-100



In 2018, one of these companies used Narrativ's platform to raise a revenue of 5 million dollars

Assuming even a small 5% return from the profit its customers make using Narrativ, a revenue of \$250,000 can be generated per customer. The 'fees' are decided on a per-click/per-visit on the website basis and thus is likely to be greater than 5% of the profit made.



Phyllo is a data gateway to access creator data directly from the source platforms.



San Francisco, United States



11-50



SEED



<https://getphyllo.com/>

TOTAL FUNDING  
AMOUNT:  
**\$2.8M**

INVESTORS:  
**11**

ACTIVE TECH  
COUNT:  
**30**



**Akhil Biwal**  
CO-FOUNDER &  
CEO



**Mohit Kumar**  
CO-FOUNDER &  
CEO



**Akshay Bhalotia**  
PRODUCT MANAGER

TEAM





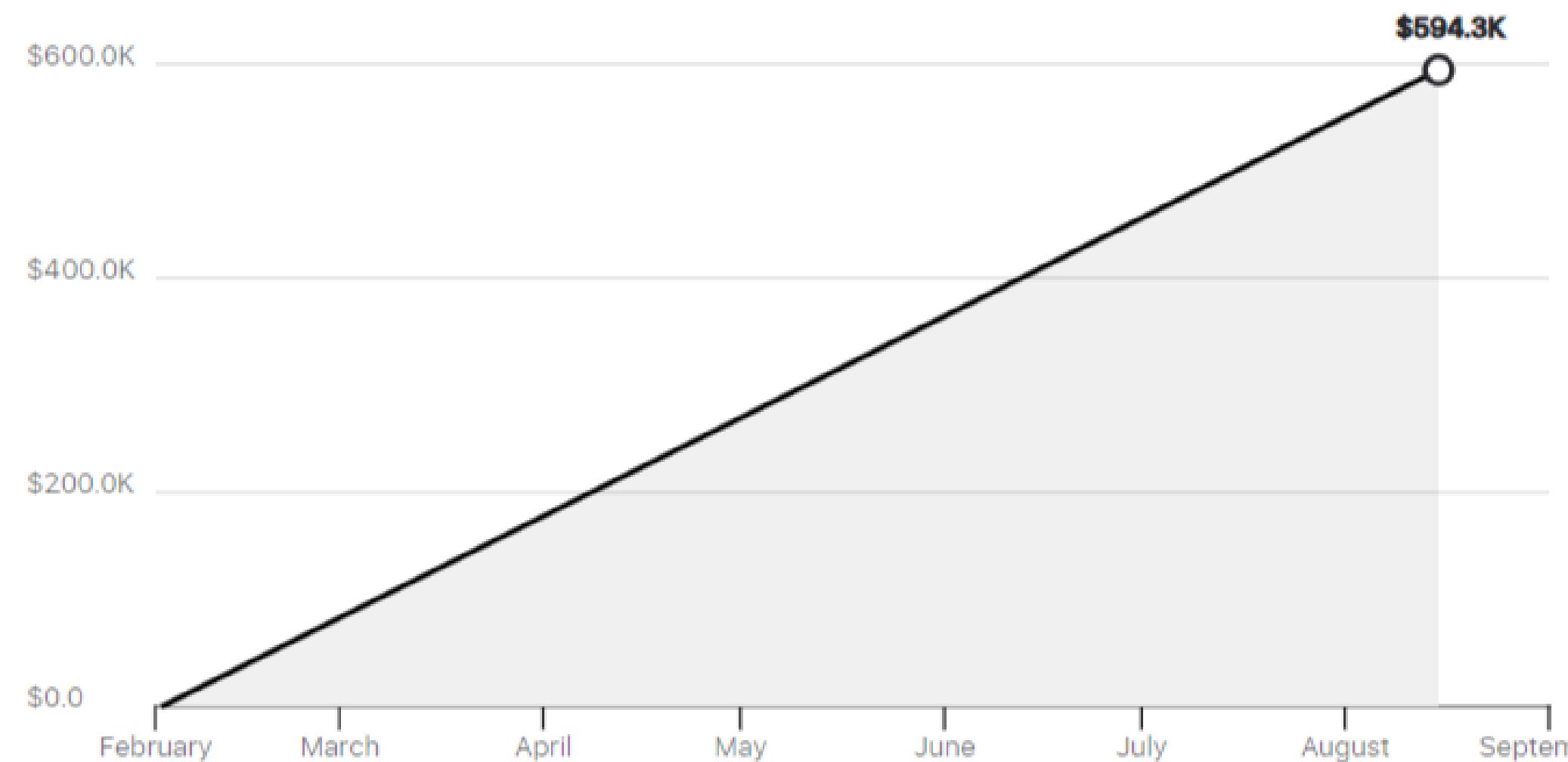
# UNIQUE SELLING POINTS (USP) / MOAT

- The Connect API lets apps and creator platforms like YouTube and TikTok exchange data while keeping customer data private.
- Phyllo's Reputation API provides details about a creator's identity and reputation directly from the source platform, with the creator's consent.

# TOTAL AVAILABLE MARKET

- Phyllo is ranked 6,751,671 among websites globally based on its 367 monthly web visitors.
- Two of phyllo's immediate competitors are Argyle and ChartHop

In 2021, Phyllo revenue run rate hit \$594.3K in revenue.



# UNIT ECONOMICS



As mentioned earlier, it currently has 367 active customers and the employee strength is 11-50



Just within a year of starting, Phyllo was able to generate a revenue of \$594.3K

**More than 10 US Fintech Clients have reached out and 3 US Fintechs are in advanced discussion stage with Phyllo. A minimum commitment of USD 1,000/month and USD 2.0 per API data pull agreed upon by clients. Assuming even a small return from the profit its customers make using Phyllo, a revenue of \$ 500K**



# THANK YOU!!

Anushka Chatterjee  
Rhea Vigil Alapatt  
Aaditri Vaibhav  
Kajal Singh