



SI QUIS SOFTWARE

# Pathways Into The Thriving Passion Economy

Accessing prosperity through passions

## By Intention

We are passionate about building technologies to change peoples lives

## For Intention

Peoples lives can change when they're following their passions

[www.siquisoft.com](http://www.siquisoft.com)



# PASSION ECONOMY

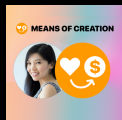
We've all seen the rise of some pretty spectacular online economies. The **Attention Economy**, **Gig Economy** and **Digital Economy**... to name a few. The **PASSION ECONOMY** is happening now and in an *expansion phase*.

Identified and extensively covered by **Adam Davidson**, **Li Jin** and others, the Passion-Economy is built around “creators with a purpose” - people who are powerfully motivated to start a brand, business or community on digital platforms, around a shared passion.



**Adam Davidson**

The New Rules for Thriving in the Twenty-First Century  
Co-founder NPR Planet Money



**Li Jin**

The Passion Economy and the future of work  
a16z - Atelier



## THE PROBLEM

**Without** something tangible to monetize, entrepreneurs interested in following their passions as a career are finding it difficult to create sustainable businesses online.

To generate income online today, you must:

Create something...

Podcast  
White Paper  
YouTube Video

Have something...

Merchandise  
Product  
Service

Be something...

Gig-professional  
Programmer  
Designer

...you can monetize.



## THE SOLUTION

An all inclusive and customizable framework entrepreneurs can build upon to create branded and engaging websites to monetize verticals within horizontal markets.

Build communities of like-minded people around shared passions by...

### Curating Content...

Curate (*and/or create*) content from your “Passion” point of view.

### Listing Trusted Resources...

Save your audiences time by providing access to trusted products & services

### Having Conversations...

Moderate forums about things your audience is passionate about

### Providing a Place to Transact...

Create a marketplace relevant to your passions. Classifieds and ecommerce

...all from one platform **without** having something to sell



## WHY NOW?

# Creators, Influencers and Gig-professionals

If you're just as amazing as these individuals, but not exactly a person who "Creates"... the Si Quis Platform is a powerful platform to use to follow your passions as a career.

### Few platforms exist

for "non-creators" to monetize expertise experiences and knowledge alone

### Millions are actively looking

to create a living doing what they love

### A taste of AW (*I'm not talking root beer*)

The "Alternative Workplace", work coming to workers, has been tapped and it tastes refreshingly good

### We are focused on

creating fundamentals to hyper-engage small communities around shared interests

### The TAM is large and growing

and the market is underserved yet supported by substantial financial opportunity

### Expectations are growing

and the workforce is choosing a work/life balance that resonates with their values and concerns



## MARKET POTENTIAL

# The Passion Economy Today



**Disciple Media** - 2/17/2021

The Passion Economy is worth today over \$38 billion.

**TAM: \$38 Billion**

January, 1 2020

We believe the market potential for Si Quis is substantial... here's why

### Target Audience <sup>1</sup>

Total US Population: ~333M  
Total Global Population ~ 7.79B

US Gen Z: ~68.2M  
Global Gen Z: ~2.0B

US Millennials: ~73.0M  
Global Millennials: ~1.8B

US Creators: ~2M  
Global Creators: ~50M


US Influencers: ~179M  
Global Influencers: ~13.8B

- Our target audience is large
- \$38B TAM is large and growing fast
- Cultural shift to working with intention
- Cohorts are comfortable in digital space
- Our product is differentiated from competition
- Financial investment in the space growing quickly



## THE COMPETITION

Here are a few companies in industries we think are amazing...

Functionality	 siQuiSoft	 edirectory	 KAJABI	 patreon
Platform / Industry	Community	Directory	Creator	Creator
Content – Curate/Create	✓ Yes, Both	✓ Create Only	✓ Create Only	✓ Create Only
Directories	✓ Yes, Free or Fee	✓		
Memberships	✓ Yes, Free or Fee	✓	✓	✓
Classifieds Engine	✓ Yes, Free or Fee	✓		
eCommerce	✓ Links to existing			
Advertising	✓ Multiple options		✓	
Events	✓ Yes, full-featured	✓		✓
Forums	✓ Yes, full-featured	✓	✓	✓
Notes	Full-stack of functions	Close Competitor	\$\$\$ - Billions in turn	\$\$\$ - Billions in turn

...but mainly focused on the “Creator ” space. **We are different.**



## THE MAGIC QUADRANT

The “Creator Space” is extremely competitive and specialized.  
50 Million creators, \$104B in turn – many platforms are focused on this segment.

### Passive Monetization:

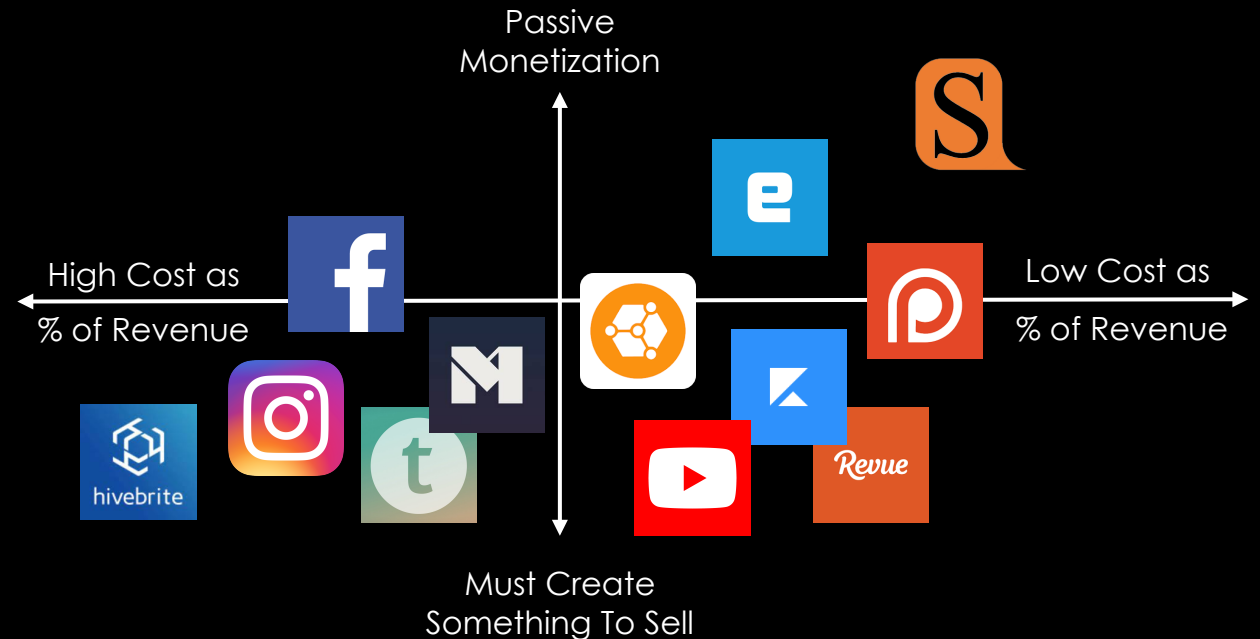
Not necessary to create something (content, products, work product, etc.) to generate income

Si Quis  
eDirectories

### Must Create Something:

Content (white papers, videos, podcasts, products, work product, etc.) is required to generate income online on these and many other platforms.

Facebook  
Hivebrite  
Instagram  
Kajabi  
Mighty Networks  
Patreon  
Revue  
Socio  
Teachable  
Youtube



Si Quis is focused on expanding the market to passionate non-creators (as well as creators).





## THE BUSINESS MODEL

### How Si Quis will thrive in the thriving Passion Economy

#### Expanding our passionate team

We believe our small team of passionate individuals will be the driving force behind our success

#### Creating technologies that work

Our platform is comprised of technologies we've created, as well as accretive technologies our partners have created

#### Remaining customer centric

Our clients can afford our tech, allowing them to invest in growing their community, increasing revenue and staying relevant

#### Build upon our "Rockstar" tech's vision

We're lucky to have a passionate tech guru to set our course while we help build and manage a passionate team

#### Building the best and using the best

We're building a lot of great tech ourselves, but we'll also partner with companies to help market to and communicate with their clients

#### The Passion Economy aligns with our values

We truly believe value created will result in value captured. Fair, transparent and accountable actions. We build this and prosperity will follow.



# GOTO MARKET STRATEGY

## Three phased approach for our go-to-market strategy

### Launch Three Beta-Sites



Aircraftwest - owned and operated by Si Quis Software, and two other development partner sites to be determined.

- Six months of operations
- Only uses "Front-end"
- Back-end development waiting to finalize
- Finalize AI algorithms
- Use learns to finish programming

### Finalize Platform Function

Using learns from beta-site ops, we will finalize site requirements and launch back-end of platform.

No later than 6 months from start of Beta-Sites

- Pricing model refined
- Marketing refined
- Integrations refined
- Teams expanded
- Version 1 Prod complete

### Launch Full-Featured Platform

- Teams in place
  - Marketing & Sales
  - On-boarding & Support
- Executing on business plan



## TEAM



**Brent Bostwick,**  
*Founder, Managing Member*

Brent is a passionate entrepreneur with years of experience running companies in the b2b software, alternative energy and multi-channel consumer products space. Brent's experiences include leading small organizations of 10 to larger organizations of 700+; revenues from \$1M to \$150M; and equity raises with angles to VC's of \$750K to \$134M.

Brent is also a passionate and avid pilot with multiple ratings and over 6,000 hours of flight time in more than 35 different aircraft.

Brent is full-time (24/7) managing and working on this project.



**Bryan Reed,**  
*Founder and Member*

Bryan is a passionate and self-motivated software engineer and developer who enjoys building end to end applications. He is focused on system architecture and system scaling to ensure smooth and seamless growth potential while ensuring maintainability through code efficiencies. In addition, Bryan has years of experience in large scale multi-tenant database driven applications and systems integrations. Bryan has held prominent positions in back-end software development for Commrse, Sitecrafting, Brightleaf Web and others.

Bryan is currently Senior Manager, ERP, Integrations and IT for a well-established international consumer products company.

Bryan is driving our technology and overseeing development of our platform. He is currently working part-time on this project and has been able to meet the challenges and goals we have set.



# PROJECTED FINANCIALS

Si Quis Software	Pre-Launch	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	\$0	\$173,840	\$634,600	\$2,474,145	\$6,951,165	\$17,507,003
Internal Labor Costs	\$60,000	\$326,894	\$981,318	\$1,940,128	\$4,327,050	\$9,013,987
Outsourced Labor	\$25,000	\$75,000	\$150,000	\$125,000	\$100,000	\$75,000
General Expenses	\$6,600	\$23,500	\$124,400	\$317,550	\$873,916	\$1,880,469
Total Expenses	\$91,600	\$425,394	\$1,255,718	\$2,382,678	\$5,300,966	\$10,969,456
Profit/(Loss)	(\$91,600)	(\$251,554)	(\$621,118)	\$91,467	\$1,650,199	\$6,537,547
Cash Flow / Investment Timing						
Cash Beginning of Year	\$5,000	\$413,400	\$161,846	\$1,540,728	\$1,632,195	\$3,282,394
Company Revenue	\$0	\$173,840	\$634,600	\$2,474,145	\$6,951,165	\$17,507,003
Investment	\$500,000	\$0	\$2,000,000	\$0	\$0	\$0
Expenses	\$91,600	\$425,394	\$1,255,718	\$2,382,678	\$5,300,966	\$10,969,456
Cash End of Year	\$413,400	\$161,846	\$1,540,728	\$1,632,195	\$3,282,394	\$9,819,941

## Investment Opportunity

Round Amount: \$500,000

Pre-Money Valuation: \$5,000,000

Equity Stake: 9.09%

Source: Si Quis Software Financial Model – Projections 1/1/2022

Note: Details of the investment opportunity, capitalization table and other important information is contained in our business plan.



## VISION

Access to prosperity through passion

Forward looking - where we will be in five years

We will have helped build thousands of companies that create substantial value in the form of financial success and personal fulfillment for people interested in following their passions.

We will have created substantial value for our shareholders and stakeholders as well as met some pretty extraordinary people along the way.

Thank You !

 SI QUIS SOFTWARE

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# FOOTNOTES

Slide 2: **The Rise Of The Passion Economy  
And Why You Should Care**  
Benjamin Vaughan – FORBES Jul 17, 2020

**The Passion Economy and the Future of Work**  
Li Jin – Future a16z Oct 8, 2019

**The Passion Economy: The New Rules for  
Thriving in the Twenty-First Century**  
Adam Davidson – Vintage Books 2020

Slide 6: **Global, US Populations by segments**  
Worldometers.com, World Bank, Statista.com

**How the Coronavirus Outbreak Has –  
and Hasn't – Changed the Way Americans Work**  
Pew Research Center Dec 9, 2020

**More Connected Than Ever Before:  
How We Build Our Digital Comfort Zones**  
Kaspersky Daily – 2020

Slide 7: **eDirectory – Online directory software**  
[www.edirectory.com](http://www.edirectory.com)

**Kajabi – Creator platform for knowledge businesses**  
[www.kajabi.com](http://www.kajabi.com)

**Patreon – Creator platform - access to process**  
[www.patreon.com](http://www.patreon.com)

Slide 11: **Financial Excel Spreadsheet**  
Si Quis Software Jan 15, 2022  
Available upon request