



January 15, 2022

**Brent Bostwick**

[brent@siquissoft.com](mailto:brent@siquissoft.com)

206-498-2957

## EXECUTIVE SUMMARY

### 1 | Identity: SiQuis Software, LLC

We are a Pacific Northwest based software development company. We're developing a customizable SaaS platform for people to build, manage and grow "passion-based" businesses online. Virtually any type of passion-based business is possible and virtually any number of unique websites can be built using our framework.

About our name. (A)

### 2 | The "Passion Economy" The emergence of a new economy.

The Passion Economy took shape in 2019/2020 when Li Jin [1] and Adam Davidson, [2] with their independent and pioneering work on identifying and describing its presence, brought to the attention of the world an economic explosion underway.

The Passion Economy is an emergence of niche communities, powered by digital platforms, that are challenging the business models of traditional social media giants. [6] The TAM in 2020 was estimated to be worth ~\$38 Billion USD and growing rapidly. [7]

The entrepreneurs driving this trend are creating niche communities focused on creating and sharing content that resonates with individuals, and surprisingly given the value of the TAM, creating value within a "micro-network effects" space, or tightly-knit clusters. [14,15] This is significant for many reasons, but foremost it is creating and capturing a higher degree of value from smaller verticals (cohorts) within large horizontal markets.

### 3 | Target Audience: "Curators" and "Creators"

We believe there is an untapped segment of the global population looking to create financially sustainable businesses around their passions. These are people who are extremely knowledgeable and passionate about something, but not particularly extraordinary at creating products and/or services within that space. We think of them broadly as "Curators".

In addition, many within the creator space are looking to share their expertise, knowledge and

experiences, as well as their creations, in ways that will generate passive income. Technically, these "Curators" and "Creators" are disproportionately weighted more heavily in the Gen Z (68.2M US | 2.0B Globally) and Millennial (73.0 US | 1.88B Globally [16] population segments, although many others today are involved in the Creator-Economy now estimated at 50M globally. [19] Moreover, many businesses are interested in creating meaningful and authentic relationships with their clients and looking to connect with people who share their passions.

Companies like [VerticalScope.com](https://verticalscope.com) are examples of this expanding corporate-based market opportunity.

**4 | Problem:** Lets take a close look.

Without something **tangible to monetize**, entrepreneurs interested in following their passions as a career find it difficult, if not impossible to create a sustainable businesses online.

*That said, ideas that are not apparent are often the biggest ideas. AirBnB is a good example. Who thought there was a business with private room renting to compete with hotels?*

Today, entrepreneurs (creators, influencers and merchants) have multiple options available to them to set up and operate online businesses. Yet they all have one thing in common; they need something tangible to monetize. Additionally, many of these entrepreneurs are looking for ways to monetize passively and not be constantly looking for their next engagement or product (content or merchandise) to sell.

Building community, creating value and capturing that value today requires multiple and likely disparate platforms to create financial critical mass, creating complexities in management and systems integration.

Of no less significance, the past 18 months has intensified work/life balance requirements for many and created a need and desire to establish meaningful and sustainable work remotely. [17]

**5 | Solution:** Time-honored fundamentals re-imagined for the digital era.

A customizable framework entrepreneurs can use to create branded and engaging websites focused on verticals within horizontal markets.

Our previous experiences as b2b ecommerce and channel management solution providers has given us a perspective on how best to organize and structure our platform to provide people with a turn-key solution to manage and grow their passion-based businesses.

We believe our four fundamental modules; Content, Resources, Conversations and Commerce, interwoven into a single community platform and tunable to a viewer's interests will address an underserved segment of the Passion Economy. Combined with our powerful back-end ADMIN management tools and powerful **AI Machine Learning** services from AWS (like SageMaker), we can deliver a powerful platform that creates and monetizes value. Exactly what entrepreneurs need in order to succeed in the space.

**Content:** Curating relevant and trustworthy content informs audiences and saves people time. But allowing the viewer to customize their feeds and remembering their preferences will enhance the user experience visit after visit.

**Resources:** Curating relevant and trustworthy directories provides audiences with access to products and services that resonate with like-minded values.

**Conversations:** Providing a place for people to gather and discuss topics relative to their passions is well understood and an integral part of community. Providing a robust and data rich application to do so is part of our solution as well.

**Commerce:** Different from most platforms in the space today, having a well integrated and seamless place to buy and sell products and services, new and used, that are relevant to the audience's passion is significant.

For example, take a look at the "Aviation" horizontal market. Airlines, Business Jets, General Aviation Aircraft, Military Aircraft, Helicopters and so on - its massive. Overlay jobs, training, continuing education, aircraft for sale, aircraft types (seaplane, back-country, aerobatic), maintenance providers, parts, financial services, legal services and a long list of other categories and the market becomes fragmented. Its not only time-consuming to find things that are trustworthy and relevant to ones interests, theres no way to easily access information from disparate sources, filtered to your interests.

The websites our clients create are for people who are genuinely passionate about something. Our clients customers (viewers, members etc.) can create profiles that are stored and used by us to aggregate information, products, services and conversations relevant to their interests. Using AI modeling techniques we are able to keep our clients and their customers informed with the latest happenings within their space.

Using the Aviation example above, if someone is specifically interested in say aerobatics, news feeds, products and services related to the airline industry, for example, will sort to the bottom of the list while relevant information will sort to the top. There are automated and user friendly ways to filter and sort real-time data in the Si Quis platform.

We envision thousands of our websites created and moderated by individuals and companies interested in sharing their knowledge and expertise about their passions. Each site creating value for its audiences and capturing that value in the form of monetization and personal fulfillment for its owners.

## 6 | Competition:

In our view, many of the technologies powering the Passion Economy today are focused on "The Creators"; creators, influencers and gig-economy professionals engaged in monetizing a tangible product or service. There are very few platforms that have the infrastructure to create

and monetize communities on experiences, expertise and knowledge alone. We call this cohort (The "Curators"). Below is a small sampling of really great companies operating in the Passion Economy today.

**Facebook** - Indirect competitor; Social Media - they control the monetization model.

**Hivebrite** - Indirect competitor; Community portal - Great community app, but no commerce

**Kajabi** - Indirect competitor; Coaching platform - you must create content to monetize

**Mighty Networks** - Indirect competitor; Creator/Coaching platform - must create content

**Patreon** - Indirect competitor; Creator platform - membership into a person's content

**Revue** - Indirect competitor; Writers' platform - publish content for a fee

**Socio** - Indirect competitor; Event community platform - Event engagement

**teach:able** - Indirect Competitor; Creator platform for online classes.

All of these platforms require something tangible to monetize. Looking beyond today's boundaries of the Passion Economy, we believe the Passion Economy is broader than previously expressed and the market underserved.

#### 7 | Revenue Model: Approachable and fair

We've structured our revenue model to be approachable and flexible with two entry points and price levels to accommodate "new-to-market" or "well-established" businesses. This allows clients to invest in what they need now to grow their business and seamlessly layer in additional access and feature sets as business and needs grow. In addition we kept the pricing model simple, making it a transparent and fair value proposition.

In general, all platforms come with our four fundamental components (Content, Directory, Forum and Classified modules) that clients can set-up, customize and activate within the system's ADMIN instance. The new-to-market accounts have lower threshold limits on a variety of functions within the site (easily expandable) and no access to APIs for integrations to third party applications like QuickBooks, Shopify, etc. The well-established clients have higher threshold limits and access to APIs for integrations to a list of third-party applications as well as some additional features not present on the entry level package.

All client packages, features and thresholds are setup and modified in the Si Quis ADMIN-1 client-site management instance. The ADMIN-1 instance keeps track of all clients, their level of service, feature sets, pricing and more.

In addition, over time we plan on increasing the number of feature sets available for our clients to add or upgrade to their existing instance, generating incremental revenue while keeping our active client platforms relevant to changing market requirements.

#### 8 | Market Opportunity: An Economy in Expansion Phase

The market opportunity for Si Quis Software is broad, underserved and supported by financial opportunity for our clients. Moreover, our target audience is not age specific, location specific or industry specific. Virtually anyone can join the Passion Economy using our platform. [10,19]

We believe the strength of our target audience resides primarily within the Gen Z and

Millennial cohorts of the global population, with an emphasis on "Creators", although there are many others looking to join this new and exciting market economy.

Many people following the Passion Economy would say quantifying it is difficult, if not impossible at this early stage. That said, researchers have pegged the 2019 Passion Economy Total Addressable Market (TAM) at roughly USD \$38.16 Billion. [7]

We would argue the TAM of the Passion Economy is larger, or at a minimum, has a greater potential than what's been reported. In general, we believe the Passion Economy is fueled by economic activity from an array of diverse segments, and the disruptive nature of the Passion Economy engine is getting its gas from them all. If we look closely at just a few sectors fueling its potential; online advertising, classified advertising, e-commerce sales, gig-economy and the "creator" markets alone, the economic turn is in the trillions and will experience some disruption in revenue flows over time.[8,10,13]

**Advertising:** \$378.16 B USD in 2020

**Classified Advertising** \$22.57 B USD in 2020

**E-commerce** \$5 T USD in 2020

**Gig-economy** \$297 B USD in 2020

**Creator-economy** \$104 B USD in 2020

**TAM: \$38 Billion**

Companies that have largely kept advertising revenue for themselves will see competition for these dollars as the Passion Economy platforms provide better access to the audiences driving these spends. To what degree the disruptive migration takes place remains unclear. But a quick look back at the "Passion Economy", from <\$5.0B to \$38B in the past 2 or 3 years would suggest a groundswell afoot.

Looking at a three-year horizon based upon the size of the Passion Economy TAM today, we see a serviceable obtainable market (SOM) size of ~\$200+ million for Si Quis Software.

#### 9 | Go-To-Market Strategies: Three-phased Approach

**Phase 1:** Completing and deploying an initial beta-site owned and operated by Si Quis.

We are creating a "front-end" version of the Si Quis platform to setup and operate a passion-based business in the aviation sector. This site will contain all four of the fundamentals discussed above and many of the features we expect to bring forward in the production ("Prod") version.

Once deployed, a host of marketing strategies will be utilized including; Search Engine Optimization (SEO), Search Engine Marketing (SEM), Pay Per Click or Pay Per Call (PPC), Content Marketing, Social Media Marketing, Email Marketing, Influencer Marketing, Affiliate Marketing and Reputation marketing. In addition, certain events (Airshows around the US) in the aviation industry are places to showcase the application. Some of these strategies will be used more than others with a goal of better understanding how a Si Quis platform will benefit from these different activities.

**Phase 2:** In addition to the company owned beta-site, we intend to contract with two separate development-partners, creating passion-based businesses of different types using the Si Quis platform. These instances will be used to expand upon our marketing strategies and gain insight into system functionality and ease of use.

During the Phase 2 time period, our development team will be finalizing the back-end attributes of the platform and finishing programming needs to ready the application for Prod status. We expect this to be complete within 6 months from the launch of the initial beta-site.

**Phase 3:** Launch of the site and the efforts that go along with it are in full swing. Marketing spends as well as staff requirements will increase to anticipate new business.

## 10 | Financial Projections: Financial Projections and Cash Flows

The following projections are based upon the best available information we have at this time. The financial model supporting the summary projections is available upon request.

Projected Income Statement and Cash Flow						
Si Quis Software	(6 Months)					
	Pre-Launch	Year 1	Year 2	Year 3	Year 4	Year 5
Total Clients	-	150	300	1,013	2,316	3,778
Gross Revenue	\$0	\$173,840	\$634,600	\$2,474,145	\$6,951,165	\$17,507,003
<b>Labor Costs</b>	<b>Pre-Launch</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Total Outsourced Labor Costs	\$25,000	\$75,000	\$150,000	\$125,000	\$100,000	\$75,000
Total Payroll Costs	\$60,000	\$326,894	\$981,318	\$1,940,128	\$4,327,050	\$9,013,987
<b>Total Labor Costs</b>	<b>\$60,000</b>	<b>\$326,894</b>	<b>\$981,318</b>	<b>\$1,940,128</b>	<b>\$4,327,050</b>	<b>\$9,013,987</b>
<b>General Expenses</b>	<b>Pre-Launch</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Total General Expenses</b>	<b>\$6,600</b>	<b>\$23,500</b>	<b>\$124,400</b>	<b>\$317,550</b>	<b>\$873,916</b>	<b>\$1,880,469</b>
<b>Total Labor &amp; Expenses</b>	<b>\$91,600</b>	<b>\$425,394</b>	<b>\$1,255,718</b>	<b>\$2,382,678</b>	<b>\$5,300,966</b>	<b>\$10,969,456</b>
<b>Profit/Loss</b>	<b>-\$91,600</b>	<b>-\$251,554</b>	<b>-\$621,118</b>	<b>\$91,467</b>	<b>\$1,650,199</b>	<b>\$6,537,547</b>
<b>Projected - Cash Flows</b>	<b>Pre-Launch</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
BOY Cash Position	\$5,000	\$413,400	\$161,846	\$1,540,728	\$1,632,195	\$3,282,394
All Company Revenue	\$0	\$173,840	\$634,600	\$2,474,145	\$6,951,165	\$17,507,003
<b>Investment</b>	<b>\$500,000</b>	<b>\$0</b>	<b>\$2,000,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Total Available	\$505,000	\$587,240	\$2,796,446	\$4,014,873	\$8,583,360	\$20,789,397
All Company Expenses	\$91,600	\$425,394	\$1,255,718	\$2,382,678	\$5,300,966	\$10,969,456
EOY Cash Position	\$413,400	\$161,846	\$1,540,728	\$1,632,195	\$3,282,394	\$9,819,941

## 11 | Investment Opportunity:

We are seeking an investment of \$500,000 USD for roughly a 9.09% equity interest in Si Quis Software, Inc., based upon a pre-money valuation of \$5,000,000 USD.



Note:

- Currently Si Quis Software is an LLC. We will incorporate prior to commencing round.
- See details of the opportunity by [clicking here](#).
- Questions regarding this opportunity should be directed to

**Brent Bostwick.**

[brent@siquisoft.com](mailto:brent@siquisoft.com)

C: 206-498-2957

## 12 | Team & Roles:



**Brent Bostwick,**  
*Founder and 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 – Tech*

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.

**13 | Vision:** Looking Forward - Where we will be in five years?

We believe our solution of combining core interests and commerce will transform the way people and companies balance work/life needs and turn their passions into profits.

Within 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.

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

Thank you

---

#### **Footnotes - Business Plan**

##### **[1] The Passion Economy and the Future of Work**

by Li Jin, a16z.com, Andreessen Horowitz - October 8, 2019

##### **[2] The Passion Economy - The New Rules for Thriving in the Twenty-First Century**

Adam Davidson, author of The Passion Economy lays out the emergence of an economic paradigm offering new ways of making money, fresh paths toward professional fulfillment, and unprecedented opportunities for curious, ambitious individuals to combine the things they love with their careers.

by **Adam Davidson, Penguin Random House** | ISBN 9780804172776 - November 24, 2020

##### **The Passion Economy - Defined:**

Simply put, the Passion Economy is a new wave of niche communities that are challenging traditional social media giants. Instead of the generalized and non-specific content of larger social media platforms, the niche communities focus on creating and sharing content that resonates with individuals.

by **Benjamin Vaughan**, Contributor, FORBES - July 17, 2020

##### **[3] How the Passion Economy will disrupt media, education, and countless other industries**

Clayton Christensen's disruption theory and what it means for the Passion Economy

by **Li Jin** [Newsletter], **Clayton Christensen** - May 14, 2020

##### **[4] The Passion Economy: A Conversation with Adam Davidson**

Adam Davidson, author of The Passion Economy defines the "widget-economy"

by **Jon Jachimowicz**, Behavioral Scientist | February 17, 2020

##### **[5] The Gig-Economy - Defined**

The gig-economy is a free market system in which temporary, flexible jobs are commonplace and companies bring on independent contractors and freelancers instead of full-time employees, and in many cases, for short-term engagements.

What Is The gig-economy? **Embroker Insurance Services, LLC** – 2020

##### **[6] What is the Passion Economy? - Exploring the creator economy**

by **Casey Botticello**, Digital Marketing Lab, - March 6, 2020

##### **[7] Digital Disruption - Passion Economy is now worth over \$38bn globally**



According to Disciple Media, the industry grew to a global market value of \$38.66bn in 2019. The London-based company brought together forecast data from sources including OfCom, Deloitte and Forbes.  
by **Robert Scammell**, Verdict - September 25, 2020

#### [8] **Total Addressable Market - TAM**

Digital advertising spending worldwide 2018-2023

Digital advertising spending worldwide amounted to 378.16 billion U.S. dollars in 2020, increasing and not contracting versus the 2019 figure in spite of the economic impact of the covid-19 pandemic.

**Statista Research Department**, - May 28, 2021

#### **Worldwide Online Classifieds Industry to 2024**

The global online classified market is expected to reach US \$32.33 billion in 2024, increasing at a CAGR of 9.40%, for the duration spanning 2020-20241.

**Businesswire**, A Berkshire Hathaway Company, - January 5, 2021

#### **gig-economy Size**

It is estimated that the Global gig-economy will be worth 347 billion dollars in 2021. On a global scale, design and tech freelance jobs are the most popular with 59% of gig workers doing them, but over saturation of talent in these fields is bringing down the pay.

by **Kris Broda**, brodmin.com - January 5, 2021

#### **Global e-commerce Forecast 2021**

Following a 25.7% surge in 2020, to \$4.213 trillion, we expect retail e-commerce sales worldwide to climb a further 16.8% this year, to \$4.921 trillion.

by **Arin von Abrams**, Insider Intelligence - July 7, 2021

#### [9] **Evolution of Ad Spend and the Dynamics of Digital**

Pressure on digital native advertisers will only get more intense as traditional media companies increasingly exploit the benefits of personalized digital advertising ... This kind of competition likely means continued value gains for advertisers, plentiful opportunities for creative content producers, and lots of great content for consumers.

by **Kay Jebelli**, Verdict - May 4, 2020

#### [10] **Digital Disruption - Passion Economy is now worth over \$38bn globally**

According to Disciple Media, the industry grew to a global market value of \$38.66bn in 2019. The London-based company brought together forecast data from sources including OfCom, Deloitte and Forbes.

by **Robert Scammell**, Verdict - September 25, 2020

#### [11] **Who participates in the gig-economy?**

It is estimated that the global gig-economy will be worth 347 billion dollars in 2021. On a global scale, design and tech freelance jobs are the most popular with 59% of gig workers doing them, but over saturation of talent in these fields is bringing down the pay.

by **Kris Broda**, brodmin.com - January 5, 2021

#### [12] **How COVID-19 triggered the digital and e-commerce turning point**

In years to come, we will look back at 2020 as the moment that changed everything. Nowhere else has unprecedented and unforeseen growth occurred as in the digital and e-commerce sectors, which have boomed amid the COVID-19 crisis.

by **Andrey Popov**, Verdict - March 15, 2021

**[13] gig-economy Size**

It is estimated that the Global gig-economy will be worth 347 billion dollars in 2021. On a global scale, design and tech freelance jobs are the most popular with 59% of gig workers doing them, but over saturation of talent in these fields is bringing down the pay.

by **Kris Broda**, brodmin.com - January 5, 2021

**[14] The Era of Antisocial Social Media**

When you look at who is — and more importantly, who is not — driving the growth and popularity of social platforms, a key demographic appears to be somewhat in retreat: young people. They're craving privacy, safety, and a respite from the throngs of people on social platforms and gravitating toward more intimate destinations.

by **Sara Wilson**, Harvard Business Review - February 05, 2020

**[15] The Cold Start Problem**

The Cold Start Problem reveals what makes winning networks thrive, why some startups fail to successfully scale, and, most crucially, why products that create and compete using the network effect are vitally important today.

by **Andrew Chen**, andreessen horowitz - Dec 7, 2021

**[16] Global, US Populations by segments**

**Worldometers.com, World Bank, Statista.com**

**[17] How the Coronavirus Outbreak Has – and Hasn't – Changed the Way Americans Work**

**Pew Research Center** - Dec 9, 2020

**[18] More Connected Than Ever Before:**

How We Build Our Digital Comfort Zones

**Kaspersky Daily** – 2020

**[19] Why The Creator Economy Is Worth Watching In 2022**

With more than 50 million independent content creators, curators, and community builders fueling this new trend, this generation of micro-entrepreneurs is currently valued at \$20 billion with estimations that it could grow to a \$104.2 billion market in 2022 — with \$800 million in venture capital invested...

**Forbes**, - Dec 29, 2021. Reviewed by: **andreessen horowitz**

**(1) About Our Name: "Si Quis" Software**

The concept of classified ads began appearing in England in the 1600s. Handwritten messages were nailed to posts by scribes and became known as "Si Quis", [5] a term borrowed from ancient Rome where most posted notices began with the words Si Quis — meaning "If anybody knows of..."

Today the sheer number and variety of classifieds worldwide has grown exponentially into broad, albeit fragmented horizontal markets. Never before has creating and posting a "Si Quis" been so easy and affordable with a reach far beyond the street posts of the 17th century.

Most importantly however, never before have individuals had the resources to pursue things they are passionate about, which brings us back to our name... Si Quis Software.

We've taken liberty to expand upon the definitions of "Si Quis", taking it beyond the concept of classifieds in the 1600's and associating it with the emergence of the Passion Economy of the 21st century. "If anybody knows of something related to my passions..."

#### **Under the Influence - The first classified ads ever published**

Classified ads began appearing in England in the 1600s. They were handwritten, and nailed to posts. Scribes made their living writing announcements, which were, for all intents and purposes, classified ads. And these ads weren't called ads — they were called Si quis.

by **CBC Radio** - Feb 13, 2020