



# Imagine The Possibilities

Our plan to succeed in the thriving passion economy



## Business Plan

October, 2021

Si Quis Software, LLC

### **BRENT BOSTWICK**

Founder, Managing Member

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

### **BRYAN REED**

Founder, Member

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

## 1 | Fast Facts

Si Quis Software - Fast Facts	
<b>1. Identity</b> SiQuis Software is creating a customizable framework for people to build, manage and grow “passion-based” businesses online. Our clients can create customized websites structured to build community, create value and monetize the audience.	<b>2. Target Market</b> Individuals, young and old, who live anywhere and reflect the socioeconomic, racial and ethnic diversity of the country. Companies as well. They must however all be interested in following their passion as a career and joining the " <i>Passion Economy</i> ". [1]
<b>3. Problem</b> Individuals and companies are looking for ways to monetize their expertise and knowledge, in addition to their skills and/or products, and create a new work/life balance.	<b>4. Our Solution</b> Our customizable framework creates branded and engaging websites providing entrepreneurs with a platform to focus on verticals within horizontal markets and monetize their audiences.
<b>5. The Competition</b> Other than Facebook, there are no "turn-key" platforms in existence today enabling individuals to follow and monetize their passions. There are many platforms for creators, influencers (creators of content) and gig-economy professionals, but none that have the infrastructure needed to create and monetize communities on expertise and knowledge alone.	<b>6. Revenue Streams</b> <b>Recurring Fees:</b> <ul style="list-style-type: none"><li>• SaaS Subscriptions fees</li><li>• Advertising revenue share</li><li>• Credit card processing and handling fees</li></ul> <b>One-Time Fees:</b> <ul style="list-style-type: none"><li>• Setup and consulting fees</li><li>• Integration fees</li><li>• Custom programming fees</li></ul>
<b>7. Marketing Activities</b> Company-owned beta-site: <b>Aircraftwest</b> . <ul style="list-style-type: none"><li>• Demonstrate the platform</li><li>• Validate financial projections</li><li>• Establish pricing thresholds</li></ul> Ongoing, the Si Quis platform will be marketed using traditional SaaS marketing protocols: Goal setting, budgeting, lead generation and pipeline marketing, website design and optimization and marketing reporting.	<b>8. Financials</b> SiQuis Software will incur high development cost over the next 24 months as additional modules are developed. Revenue will offset some of these expenses but will rely upon investment until the end of year two.  <b>Financials available upon request.</b> Email Brent Bostwick <a href="mailto:brent@siquissoft.com">brent@siquissoft.com</a>
<b>9. Team &amp; Roles</b> <b>Brent Bostwick</b> Founder and Managing Member  <b>Bryan Reed</b> Founder - Head of Technology	<b>10. Milestones</b> <ul style="list-style-type: none"><li>• SiQuis.com Goes Live - October 2021</li><li>• Beta Site Commences - September 2021</li><li>• Platform Architecture - August 2021</li><li>• Wireframes Complete - July 2021</li></ul>

# OVERVIEW

## 2 | Our Company and Purpose

Si Quis Software (Siquisoft.com) is a Pacific Northwest based software development company. We create a customizable framework 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.

We view passion-based businesses as verticals within horizontal markets that are uniquely positioned to appeal to highly productive market segments (fiercely passionate individuals) by focusing on their core interests and commerce within these verticals.

The emergence of the “Passion Economy” — a new model of internet-powered entrepreneurship, [2] is gaining momentum in both number of participants and financial opportunity. Fueled in part by a cultural shift in the way people work, the rise of digital platforms and a trend towards a more focused online community experience, the Passion Economy is poised for rapid growth [3]

Read more about the Passion Economy here...

In recent months, much has been written about the Passion Economy. We've traced its origins back to late 2019 / early 2020 when Li Jin, Partner at Atelier, an early-stage VC firm and Adam Davidson, an American journalist, author and co-founder of NPR's Planet Money program, interchangeably became known with coining the label and defining the space. Regardless of who actually did, the rise of the Passion Economy is now here. Moreover, recent socioeconomic trends and catastrophic global events have converged and are accelerating its growth.

The Passion Economy was largely born out of the waning interest put in the attention economy and is indicative of the continued convergence of technology, entertainment, and media. Today's consumers have few illusions about how social media giants are profiting from their attention and the practices are beginning to tire them. Emerging out of this exhaustion, the Passion Economy has created space for interactions that are based on sincere, shared passions and interests.

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.

The Passion Economy also differs from what's known as the gig-economy. The gig-economy represents a free market system in which organizations and independent workers engage in short-term work arrangements. It is estimated that the Global gig-economy will be worth \$347 billion USD in 2021 [12]

	The gig-economy	The Passion Economy
Monetization Model	One-time revenue: pay per trip, per session, etc.	Ongoing revenue based upon building an audience
Services Offered	Narrow, commoditized services	Wide variety of creative products and services

	The gig-economy	The Passion Economy
Software Stack	On-demand platforms that commoditize providers	Marketplaces that emphasize the individuality of providers  SaaS tools that enable providers to run their own businesses
Relationship Between Consumer and Provider	Limited ability for consumer engagement	Platforms encourage direct interaction and the loyalty between the service provider and consumer
Levels for Growing the Business	Doing more: more time spent driving, jobs completed	Expanding audiences and offering a differentiated service or product.

*Source: Li Jin, 2020*

Although the passion, gig and attention economies are fundamentally different, the Passion Economy may very well track the economic trajectory of the gig-economy through disruption of the attention economy. As more and more individuals look to create meaningful financial and quality of life choices, the Passion Economy will disrupt traditional business models and tap into revenue streams largely controlled by the social media giants.

Read less about the Passion Economy...

The Si Quis Software (SQS) platform is different from other platforms operating within the Passion Economy. We not only enable creators, influencers and gig-economy professional to build new businesses or enhance their existing ones, we make it possible for virtually anyone who has experiences, expertise and knowledge about something they are truly passionate about to build a business, create community and monetize the audience. (1)

### 3 | The Problem

The Problem Our Client's Customers Face:

The US is approaching 1.8 billion websites and growing at double digit rates. On average 4.4 million blog posts occur every day in the US, with estimates of twice that many across the entire internet. Although finding products (new and used) and services is relatively easy to do on-line, buying and selling remains primarily transactional and does little to foster the interactions that build community and trust around brands, products and services. Moreover, people are craving privacy, safety, and a respite from the throngs of people on social platforms. All of this and more represents an emerging dynamic that people are facing and looking to change. [3]

1. It's time consuming to follow interests on-line.
2. Consumers are finding it harder to distinguish fiction from fact.
3. Buying and selling products and services on-line is primarily transactional.
4. Large swaths of audiences have lost trust with Social media giants.

The Problem Our Clients Face:

Today, creators, influencers and merchants have multiple options available to them to help set up and run online businesses. Each with a unique business proposition and revenue model. 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 working while hustling for their next engagement or product to sell.

For people or entities that do not have something tangible to monetize, there really are very few, if any options of significance. In this scenario, building community, creating value and capturing that value 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 to establish meaningful and sustainable work remotely. On a brighter side of this requirement, many people are also interested in following their passions as a career.

1. Today's platforms focus on tangible items to monetize.
2. Entrepreneurs are looking for ways to passively monetize their audiences.
3. Multi-platform complexities are barriers to entry.
4. Work/Life balance options are real necessities and desires.

---

## 4 | Our Solution

---

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 owning its own point of view, relevancy and trust. Each site creating value for its audiences and capturing that value in the form of monetization and fulfillment for its owners.

We accomplish this by providing four fundamental functions within each website to address head-on the problems facing our clients and their customers;

Content, Resources, Conversations and Commerce

Read more...

### 1. Content:

We provide functionality to create content and/or curate content. Our client's expertise and knowledge sets the bar for relevancy and trustworthiness.

### 2. Resources:

We provide tools to create directories of trusted companies, products and services. In addition, we provide interactive forums for companies to showcase, demonstrate, advertise and promote their products and services.

### 3. Communications:

We provide functionality to empower member-to-member collaboration, communication, and sharing through our Forums module that gathers like-minded individuals dedicated to an organization and its mission.

### 4. Commerce:

We provide a "full-stack" content management system (CMS) to support commerce on the site. Our Classifieds Advertising module includes back-end management of listings, user accounts, billing information, scheduling, conflict resolution, marketing and more. In addition, our

Ecommerce module integrates to any number of existing ecommerce platforms to create a seamless user experience between platforms.

Within these four fundamentals are digital tools designed to create customizable experiences for our client's customers. In addition, we provide our clients with tools to market and promote their sites and expand their passion-based communities.

As audiences grow, our clients will in turn have multiple opportunities to monetize their sites, including internal and external advertising revenue, membership fees, classified listing fees and ecommerce sales that generate recurring revenue from an assortment of intangible and tangible products.

While the look and feel of each website is unique, the infrastructure supporting them is not. Our Content Management System (CMS) provides back-end administrative functionality for our clients to autonomously manage, maintain, market and monetize their websites.

In addition, our full-stack, multi-tenant systems architecture ensures we are able to efficiently and cost effectively maintain our client's sites, keep track of billing information and grow our revenue streams as our client's businesses thrive.

### **Our Solution Summarized**

1. Fundamentals: Content, Resources, Communications and Commerce - Necessary components to build community
2. Focused and authentic purpose: Verticals within horizontal markets
3. Create and capture value: Multiple ways to monetize site
4. Digital tools: Modernized access to data, customized user experiences, tools to manage and grow businesses
5. ADMIN-1 structural components: Our ability to maintain and monetize our client's sites

## **WHY NOW**

---

### **5 | The Passion Economy**

---

The digital era has given rise to a number of spectacular "economies". The attention-economy, the gig-economy and the widget-economy, (2) to name just a few, are responsible for trillions of dollars in economic turn. As these economies mature, fractures in the mechanics of these economies are forcing people to re-address how they make money.

Take for example the gig-economy. It's well understood the incredibly efficient digital tools powering it have commoditized freelancers and tied them to time sheets, trading hours for money. It's a race to the bottom, or lowest cost, with the only winner being the big, established businesses, who can get labor for cheap.

The attention-economy has its critics as well. A quick look at Facebook's 2020FORM 10-K Annual Report details gross advertising revenue of \$84.17 billion USD, roughly 98% of their total revenue! This implies they are heavily dependent upon monetizing their audiences.



The Passion Economy [6] was largely born out of the waning interest put in the attention economy. Consumers have few illusions about how big social media is profiting from their attention and the practices are beginning to tire them. Emerging out of this exhaustion, the Passion Economy has created space for interactions that are based on sincere, shared passions and interests.

Read more about the Passion Economy here (repeated from above) ...

### **So Why Now?**

The Passion Economy is just now entering its expansion phase. Although there are numerous entities scrambling to create the right set of tools to address the market's rise, we've taken a step back and looked closely at how the Passion Economy thrived prior to it ever being defined.

We found two companies in particular that resonate with our vision of a thriving Passion Economy and took a deep look at the things driving their success.

### Case Studies #1

#### The Samba Platform



TheSamba.com, founded in 1997 by Everett Barnes, has grown into the largest and most dynamic air-cooled Volkswagen community online today, bringing together thousands of enthusiasts in one single site, accessible 24 hours a day, 7 days a week, 365 days a year. Yet, in those early days of the Internet, Everett just wanted a place to post his growing collection of VW photos and literature online.

Read more...

With 1.6 million+ Gallery photos, 100,000+ free Classified ads, and over 7 million Forum posts, TheSamba.com has gained a global audience of Volkswagen enthusiasts, with over 50,000 unique daily visitors. In addition to the free classifieds, user gallery, and forums, the site currently includes an extensive archive of Volkswagen literature and manuals, a huge technical reference section, and worldwide listings for VW-related events, clubs, links, and businesses.

The Samba business model monetizes its site through advertising and ecommerce sales. Viewers can view the site but must be a registered member to join forms or post classifieds. Membership is free. In addition, the site maintains an older, "legacy" look and feel. Possibly out of necessity, as backend technologies could be decades old, or intentionally to retain their "vintage" brand presence.

Read less...

### Case Studies #2

#### Supercub.org Platform



April, 2000 marked the humble beginnings of SuperCub.org. Early versions of the site were dedicated to little bits of information about STC's (Supplemental Type Certificates issued by the FAA) and aircraft modifications, but mostly pictures of people going for rides in the owner's Super Cub, N197T.

Read more...

Sometime in 2001, a small envelope addressed to the website owner arrived with a Yankton, SD postmark. There were no other markings. Inside was a one hundred-dollar bill wrapped in a handwritten note saying, "I like what you are doing, keep it up". Later, the site owner learned that the money was sent by Dave Tunge, who will always be known as the "Grandfather of SuperCub.Org". This singular generous gift inspired literally thousands of hours of work developing SuperCub.Org into an interactive pilot community and became the basis for the way SuperCub.Org operates today.

SuperCub.Org reaches a wide variety of pilots who are interested in not only Supercubs, PA-12's, and certificated and experimental variants, but also a great number of other airplanes used in bush operations and the pursuit of back country flying - as well as all the other necessities that go along with them.

SuperCub.org generates revenue through annual membership fees at varying levels from \$25 to \$1000 per member. In addition, the site generates revenue through advertising, classifieds listings and ecommerce sales. The site owner has created a niche, passion-based business, and is considered the epicenter for all things related to flying, owning, maintaining, building and storytelling about Super Cub aircraft.

SuperCub.Org receives approximately 95,000 unique visitors per month on their home page. The popular forums have received even more traffic. They have over 13,000 registered members, and nearly ten times as many "lurkers" that read and enjoy their forums and other information available on the site publicly.

Read less...

In both case studies the site owners were not creators, influencers or merchants when they got started. They were individuals who early on followed their passions and created websites that contained four key fundamentals; Content, Resources, Conversations and Commerce, about things they were deeply interested in.

We believe our platform is the right solution to address these needs and play a leadership role in the thriving Passion Economy.



---

## 6 | Market Opportunity

---

The market opportunity for Si Quis Software is broad, under served 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. [13] Researchers have pegged the 2020 Passion Economy TAM at roughly USD \$38.16 Billion. [8] Although difficult to quantify at this early stage, we believe the Total Addressable Market (TAM) of the Passion Economy is larger and has greater potential than what's been reported. In general, we believe the Passion Economy should be comprised of four components fueling it's potential; online advertising, classified advertising, ecommerce sales and the "gig" markets.

### Passion Economy TAM - Total Addressable Market

---

Online and Global: [7]

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

**Passion Economy**

**\$38B USD**

---

Each of the TAM segments will contribute to the Passion Economy's growth at varying degrees. In our analysis, we believe the Passion Economy will create incremental economic activity across all sectors, but will disruptively migrate economic activity towards the "new owners" and away from the traditional norms of today.

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. [9] 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 2 years, would suggest a groundswell afoot. [10] As previously stated, we believe big social media platforms are at risk and will experience an accelerating loss in existing and incremental revenue streams. We believe the Passion Economy TAM will eclipse \$50 billion by the end of December 2023, representing a CAGR of approximately 14.5%, generally on par with the CAGRs of the TAM segments mentioned above.

### Contributing Factors

#### **The potential audience is large.**

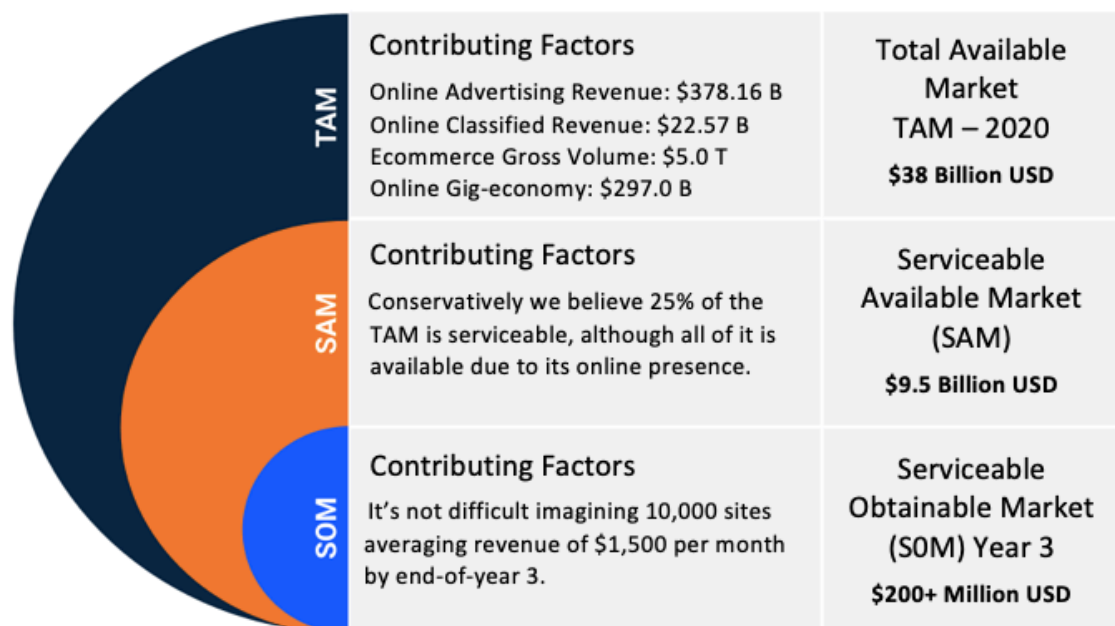
Participant in the Passion Economy are likely aligned with today's gig-economy workers. They are men and women, young and old, who live across the country and reflect the racial, ethnic, and socioeconomic diversity of the country. [13]

#### **A cultural shift in the way people work is underway.**

The COVID-19 pandemic has accelerated online economic activity and reconfigured the way in which people work. [11] Although not seamless, the financial and social impacts of working remotely has given rise to a collective desire to work differently across a broad spectrum of disciplines. Moreover, an increasing number of digital platforms are enabling individuals to create, foster and grow meaningful and sustainable businesses of all types never before imagined.

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.

## Passion Economy 2020



## 7 | Competitive Landscape

In our view, many of the technologies powering the Passion Economy today are focused on "creators". Examples of these platforms include:

Company	Description
• Kajabi:	Build, market and sell your online course, membership site or coaching program
• Mighty Networks:	Bring your community, courses, memberships, and events together in one place under your brand.
• Patreon:	On Patreon, you can let your fans become active participants in the work they love by offering them a monthly membership. You give them access to exclusive content, community, and insight into your creative process.
• Revue:	Build a loyal audience. Revue makes it easy for writers and publishers to send editorial newsletters — and get paid.
• Teach:able:	Create online courses and coaching services. Transform your experience and know-how into a thriving knowledge business.

While many of these platforms are popular avenues for creators to earn an income, the reality is all of these platforms have a common denominator: the creation or procurement of something to be monetized.

We believe there is an underserved segment of the Passion Economy yet to emerge. It's actually been around for quite some time, but is largely owned by a brave few (like The Samba, Subercub.org and others) who have had to build their own platforms to handle the job.

We intend to perfect that platform, making it a turn-key and customizable platform for virtually anyone interested in following their passions.

## HOW IT'S DONE

### 8 | Our Business Model

Our business model is structured to meet high standards of social and environmental performance, public transparency, and legal accountability to balance profit and purpose for our clients and shareholders. In short, we embrace covenants similar to that of "B-Corporations". Read declaration...

Our go-to-market strategy is one of investing and re-investing in our future and the future of our clients. Our platform is positioned to address segments of the market that are under served, opening an untapped subset of people looking to join the Passion Economy. In addition, our platform is equally positioned to amplify existing passion-based business by providing functionality not present in the competitor landscape

We've structured our revenue model to be approachable and flexible, allowing clients to invest in and grow their businesses, yet requiring "skin-in-the-game", in the form of setup fees, to launch their sites and remain engaged. We kept the model simple as well, making it a transparent and fair value proposition.

Our revenue model provides an ever-increasing and recurring stream of income, enabling us to leverage our existing resources and attract and hire the expertise we need to strengthen our team.

The tables below summarize the projected number of clients and revenue/expense generated for years 1 through 3. Assumptions that affect the projections can be modified to create a different set of projections.

Description	Base Package			Pro Package		
	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3
Number of Clients	30	75	150	20	60	150
Client Growth Rate	-	150%	100%	-	200%	150%
Description	Year 1		Year 2		Year 3	
Total All Clients	50		135		300	
Total Revenue	\$1,024,000		\$3,861,000		\$11,745,000	
Total Expenses	\$1,280,000		\$4,247,100		\$9,396,000	
Profit/Loss	\$-307,200		\$-386,100		\$2,349,000	
Investment	\$500,000		\$2,000,000			
Cash End-of-Year	\$192,800		\$1,806,700		\$4,155,700	
Actual Growth Rate	-		277.05%		204.20%	
Revenue/Client/Year	\$7,334		\$11,199		\$11,643	

---

## 9 | Team

---



**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 he has owned through the years. Brent can say unequivocally passions are strong motivators.  
[Linkedin]



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

Bryan is passionate about system architecture and scale, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum do  
[Linkedin]

---

## 10 | Financial Information

---

Financial projections are available upon request.

Email Brent Bostwick by clicking on the link below:  
[brent@siquissoft.com](mailto:brent@siquissoft.com)

Round Information> We are seeking a Friends & Family round of investment in Si Quis Software in the amount of \$250K USD with a pre-money valuation of \$5.0M USD, roughly a 4.76% stake in the company post-money.

Use of funds are as follows:

1. Build international programming team
2. Build small team to support beta-site
3. Support existing team

Additional funding will be necessary in the form of a Series A round upon completion of the Beta-Site to move beyond Phase 1 of the project and is anticipated to be \$2.0M USD to \$3.0M USD.

---

## 11 | Vision

---

We envision thousands of our websites created and moderated by individuals and companies interested in sharing their knowledge and expertise about their passions.

They've been described as "digital campfires"; [3] focused communities gathered around information, conversations, news, events, products, services and more. Each site owning its own point of view, relevancy and trust. Each site creating value for its audiences and capturing that value in the form of monetization and fulfillment for its owners.

*Sara Wilson LA-based digital strategist and founder of SW Projects writes in the Harvard Business Review: [14]*

*"Without question, the digital campfire trend is firmly on the radar of the big social platforms... Mark Zuckerberg wrote in a March 2019 public post, announcing a strategic shift toward more closed, private modes of communication."*

Read more...

*Zuckerberg is paying attention to this shift not only because the data shows that Facebook is losing young audiences, but because the re-direction of attention to more private modes of communication represents a major challenge for the company.*

*It is neither simple nor straightforward to reach audiences gathered around digital campfires. But as traditional social platforms grow, they become more crowded, and it becomes more difficult and expensive to reach people there anyway. In light of this, digital campfires become a much more attractive alternative — one that requires more groundwork and more careful tending, but one that could potentially have big payoffs for brands in terms of loyalty, retention, and long-term love.*

Read less...

We understand we are not alone in this endeavor, but 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.

---

## Footnotes

---

### **[1] 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

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

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

### **[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 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?**

by **Embroker Insurance Services, LLC** – 2020

### **[5] 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

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

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

### **[7] 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 2020-2024.

**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 oversaturation of talent in these fields is bringing down the pay.

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



### **Global Ecommerce Forecast 2021**

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

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

### **[8] 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

### **[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] 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

### **[12] 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 oversaturation of talent in these fields is bringing down the pay.

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

### **[13] 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 oversaturation 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