

# Problem Statement

## Problem

Independent models struggle to find safe, legitimate, and fairly paid work without relying on agencies that take large cuts, control access to opportunities, and often provide little protection or transparency.

Erika Bond

## Pervasive

This problem affects models constantly. It influences how they find work, who they trust, how safe they feel, and whether they can turn modeling into sustainable income. There is no indifference. Models actively look for alternatives every week.

Erika Bond

## Pay

Models are willing to pay for tools that give them verified opportunities, transparency, control, and safety. Many already pay agency fees, portfolio costs, and platform subscriptions, proving willingness to pay if the value is real.

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