

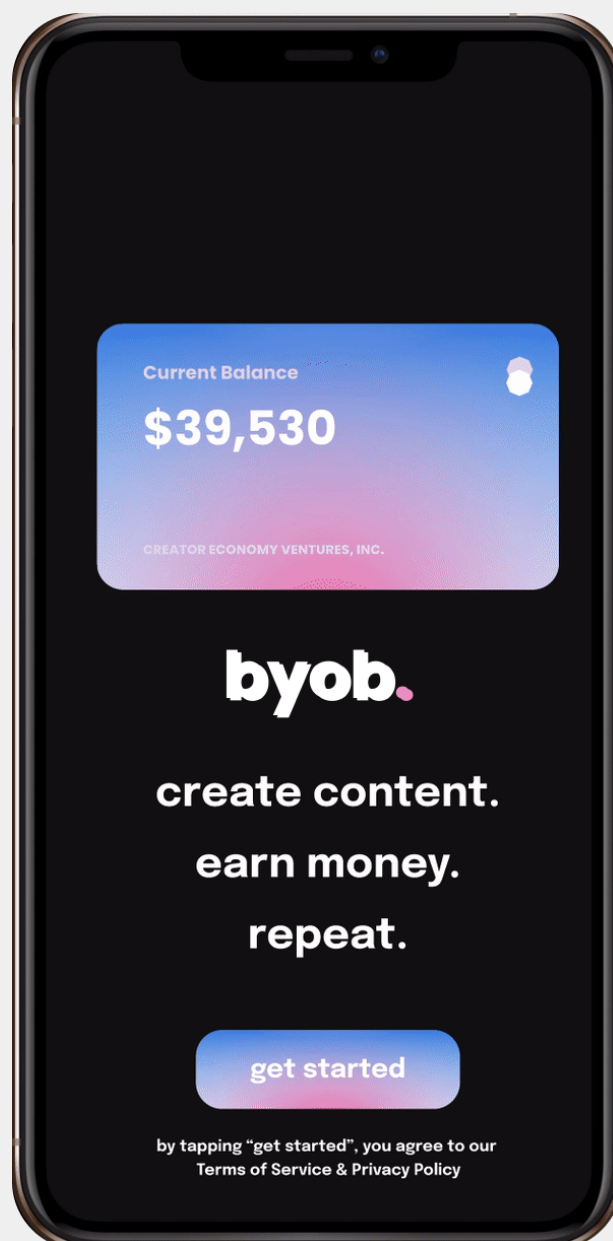
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# Creator Economy Ventures

## Business Model

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## **Introduction**

At Creator Economy Ventures, we are attempting to build the “Salesforce” for the Creator Economy. We are a software company that aims to optimize and automate the influencer marketing workflow for social media creators, their managers, brands, and marketing agencies. Our goal is to become the standard model for creator/brand relationships. We aim to help creators increase their net brand deal capitalization and make it easier for brands and agencies to run influencer marketing campaigns at scale.

## **Company Overview**

Creator Economy Ventures was founded a few months ago with a shared vision to improve the influencer marketing landscape. Our founding team shares a passion for the creator economy.

With a combined experience in software development, marketing, and sales, we recognized the need for a more efficient and automated solution to manage influencer campaigns.

Frustrated with the current manual and fragmented process, we set out to build a solution that would optimize and automate the influencer marketing workflow for creators, managers, brands, and agencies. Since our inception, the Creator Economy Ventures team has been working diligently to bring our vision to fruition and is currently in the prototype stage of development. Our team is committed to continuing to improve and evolve our products to meet the changing needs of the market and drive success for all stakeholders involved.

Our mission at Creator Economy Ventures is to empower all stakeholders in the creator economy by providing innovative, automated solutions for influencer marketing. We strive to optimize the workflow for creators and managers, allowing them to focus on what they love, and for brands and agencies, enabling them to effectively and efficiently run campaigns at scale.

## **Product**

Our primary product is BYOB, a software that helps creators automate the typical brand deal fulfillment workflow, allowing them to focus on creating content. We also have Creator Genesis, a tool that works in tandem with BYOB and enables agencies and brands to source, outreach, onboard, activate, and track influencers and their marketing campaign performance. Both products are currently in the prototype stage of development (beta currently being stress tested on testflight). We are focused on solving two primary pain-points in the creator economy, more specifically the fact that most influencer marketing is currently done in a manual and fragmented way:

BYOB ([see prototype](#)) → Managing a creator's branded campaigns is very time intensive and requires a lot of planning and organization. For an influencer to become a full-time content creator, they have to divert focus on things outside of their main passion— creating content. Currently, the way that creators solve this problem is by either doing it manually (with spreadsheets/airtable) or hiring a manager (which can take anywhere from 20-50% of their earnings). We aim to help creators increase their net brand deal capitalization by helping them automate the typical brand deal fulfillment workflow. By automating the work that typical managers do and enabling them to interact with a 'virtual manager', we aim to help creators become full-time content creators without needing to ever hire a manager (although we are building out functionality for managers to use the platform and onboard their entire talent roster).

Creator Genesis ([see prototype](#)) → Most companies suck at influencer marketing, and it's not their fault; it's hard to have an influencer marketing presence at scale. Companies waste time and money attempting to run influencer marketing campaigns manually. Creator Genesis is a tool that works in tandem with BYOB and enables agencies and brands to source, outreach, onboard, communicate, activate, and track influencer's efficacy on their marketing activities. Our goal is to make it as easy to activate creator campaigns as it is to run Facebook Ads.

## **Market**

The creator economy market is a rapidly growing industry that has seen significant growth in recent years. It is a subset of the broader digital marketing industry, and it involves partnering with individuals who have a significant following on social media platforms to promote products or services. The market is primarily driven by the increase in social media usage and the shift in consumer behavior towards relying on recommendations from influencers.

Our target market is creators, managers, brands, and agencies that operate in the creator economy, which encompasses various platforms such as Instagram, YouTube, TikTok, and more. The market size for influencer marketing was expected to reach \$15 billion in 2022 and ended up surpassing that figure by \$1.4 billion.

The market is highly competitive and there are a variety of players including influencer marketing marketplaces, social media management tools, and influencer marketing agencies. However, the current influencer marketing process is manual and fragmented, and many businesses are struggling to effectively manage their campaigns and measure their ROI. Our product aims to solve this problem by automating the workflow and making it easier for businesses to run campaigns at scale (so that they can focus all their efforts on maximizing outcomes).

Additionally, the creator economy is itself growing at a rapid pace as creators are becoming more and more important for brands, and creators are becoming more and more professional, so there are a lot of opportunities for our product.

Creator Economy Ventures has several competitive advantages that position it well in the influencer marketing market.

Firstly, our initial primary focus is on making the BYOB experience as great as possible. By doing so, we aim to own the communication channel between creators and brands for campaigns, which will give us a significant edge over our competitors (who mostly rely on email communication). This will allow us to provide a seamless and efficient workflow for creators and managers, allowing them to focus their efforts more towards creating content.

Second, our mindset is to partner with agencies and other marketplace/software providers to position ourselves to bring as much value to the creator economy as possible. We don't see ourselves as direct competitors, but rather as a backbone for the industry. By building strong partnerships, we will be able to provide a comprehensive solution for our customers and differentiate ourselves from other influencer marketing tools.

Third, our software aims to automate the entire influencer marketing workflow end-to-end, from sourcing to post activation tracking. This will make it easier for businesses to run campaigns at scale and measure their ROI. Our software will also help creators increase their net brand deal capitalization by automating the typical brand deal fulfillment workflow. This will give us a competitive advantage over other tools that are only focused on a specific part of the workflow.

Overall, Creator Economy Ventures has a strong competitive advantage by providing a comprehensive, automation-focused, creator-centric solution that enables businesses to run influencer marketing campaigns at scale and measure their ROI, and also gives creators the ability to increase their brand deal capitalization while focusing more on what they love.

## **Sales Strategy**

The first part of our sales strategy is doing something that doesn't scale. We plan on starting by onboarding creators that we have previous relationships with one by one to our app. We will continuously conduct user interviews throughout this process and use the feedback from initial tests to optimize the UI/UX.

Once we have rigorously tested the app to ensure that there are no major issues for scaling, our launch strategy will be to integrate the ability for creators (already on the app) to connect their inbound and outbound deal-flow to the app. This means that they will be able to onboard any brand that reaches out to them so that they can interact with them through the app- this will be facilitated for brands through Creator Genesis. For outbound, we are building a tool for creators to be able to outreach directly to brands that they want to work with right from the app.

The idea behind this is to build a positive flywheel that will progressively onboard more and more creators + brands (creators add brands → brands add creators → repeat  $\infty$ ).

We will also be utilizing our network of mega creators, such as QCP and ACanCook, to refer their creator friends to the app, where we will be incentivized by being able to earn a % of the earnings that their referrals make in the first 3 months.

In conclusion, one of the key aspects of our sales strategy is that we do not require a significant amount of money to start. We will be using our existing relationships and networks to build momentum and grow our customer base organically before scaling. This approach allows us to start small and grow sustainably, without the need for significant investment.

## **Revenue Model**

We are currently still in the process of determining the most effective revenue model for our business. We are considering multiple options and before anything are committed to being transparent and honest about our revenue generation strategy (lack of transparency is currently a big problem in the industry).

One option we are considering is a double-sided percentage charge (we are thinking ~2.5% on both sides). In this model, we would charge a percentage of the total value of the deal to both the creator and the brand. This would align our revenue with the success of the campaign and provide an incentive for us to help our customers close more deals.

Another option we are considering is a SaaS (software as a service) subscription fee. In this model, customers would pay a recurring fee for access to our software and all its features. This model would provide a predictable revenue stream and aligns with the recurring nature of our customers' needs, but it could be less flexible and profitable than the double-sided % charge.

We are still evaluating the most suitable revenue model and believe that the best approach is to be flexible and willing to adapt as the market evolves, and as we

gather more feedback from our customers. We are open to exploring other revenue models, such as a combination of the above, or other options.

Overall, we are dedicated to finding a revenue model that is fair, transparent, and aligns with our customers' needs, while also ensuring that we can continue to provide high-quality services and improve our product

In the long-term, we aim to build a banking solution for creators, enabling them to get things such as their own debit card, early-pay and other financial services. The idea is that creators would make money on the app and rather than transfer it to their bank account, they would use BYOB as their primary bank account. We already have Banking as a Service infrastructure provider lined up to facilitate this, but we need to be at \$500k+ in transaction volume before we can feasibly take this next step.

**Team:**

Our team is comprised of 4 people:

**Jose:** CEO- Previous influencer marketing for P&G, Skittles & Aeropostale. Grew influencer marketing agency to 6 figures in 6 mo.

**Matteo:** Chief Creative Officer- Short-form content creator and editor. Traveled to 26 countries for video production advertisements, 75,000 TikTok Followers.

**Reuben:** CTO- Flutter engineer, previously worked on software projects for the Kenyan government.

**Xavier:** COO: A workaholic, creative, and energetic team player with strong communication skills, a passion for marketing, and former influencer/model.