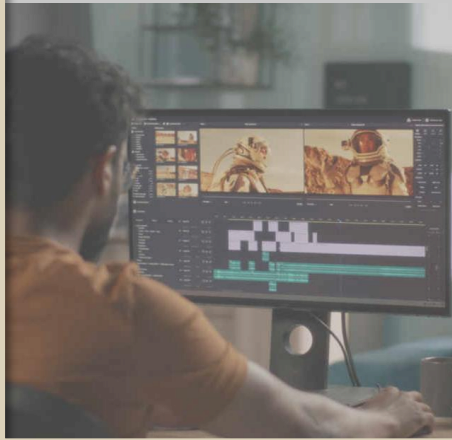
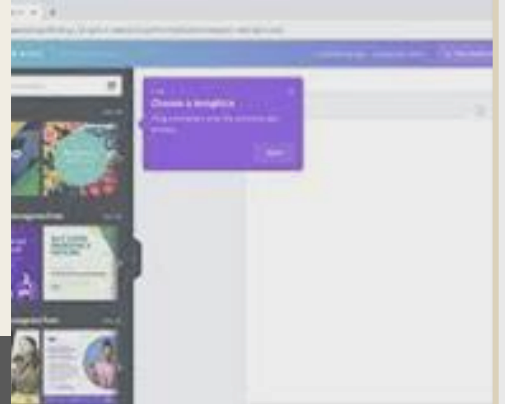









# *Updated Perspectives on the Creator Economy*

*January 2023*



# Executive Summary

*The creator industry encompasses the tools that creators use, the ways they monetize their creations, and the platforms that they use to collaborate and accumulate to a \$104 billion total addressable market*

Section	Summary	Key Metrics
 <p><b>Creator Economy Overview</b></p>	<ul style="list-style-type: none"> <li>• With the rise of social media, anyone can become a creator by targeting the right audience and gaining a significant following</li> <li>• This development of the creator economy has been incrementally built over time, as disruptors have grown into large platforms and new ones emerge daily</li> <li>• Consequently, the creator economy is a burgeoning market, growing rapidly with a massive base of internet-savvy users</li> </ul>	<p><b>\$140bn</b> Creator Economy market size, more than double its value in 2019</p>
 <p><b>Valuation Perspectives</b></p>	<ul style="list-style-type: none"> <li>• Scaled platforms with strong profitability have remained resilient in a difficult public market environment</li> <li>• Many private businesses raised capital at high valuations, which have since reset to pre-pandemic levels, and investors may need to prepare for a reset in private markets as well</li> </ul>	<p><b>\$50bn+</b> Global AI market projection by 2026</p>
 <p><b>Disruptive Strategies</b></p>	<ul style="list-style-type: none"> <li>• AI/ML remains a key focus for creators to automate or even replace human content creation</li> <li>• Cross platforming trends have come to the forefront as brands and creators navigate the balance between content creation, distribution, and monetization</li> </ul>	<p><b>\$1.3tn</b> Earnings by US Freelancers</p>
 <p><b>Major Players</b></p>	<ul style="list-style-type: none"> <li>• Several companies are taking part in the rise of the creator economy by starting funds to be paid out to select creators with large followings</li> <li>• OpenAI has garnered significant traction in 2022, with many use cases yet to be determined</li> </ul>	<p><b>\$3tn</b> Metaverse contribution potential by 2031</p>
 <p><b>Key Disruptors</b></p>	<ul style="list-style-type: none"> <li>• Smaller scale companies are also tailoring their products for creators to easily make money</li> <li>• Image editing tools such as Lensa, VSCO, Lightricks, and Picsart all remain a key area for creators looking to edit and optimize content</li> </ul>	<p><b>\$5bn</b> Amount of startup investments in 2022</p>

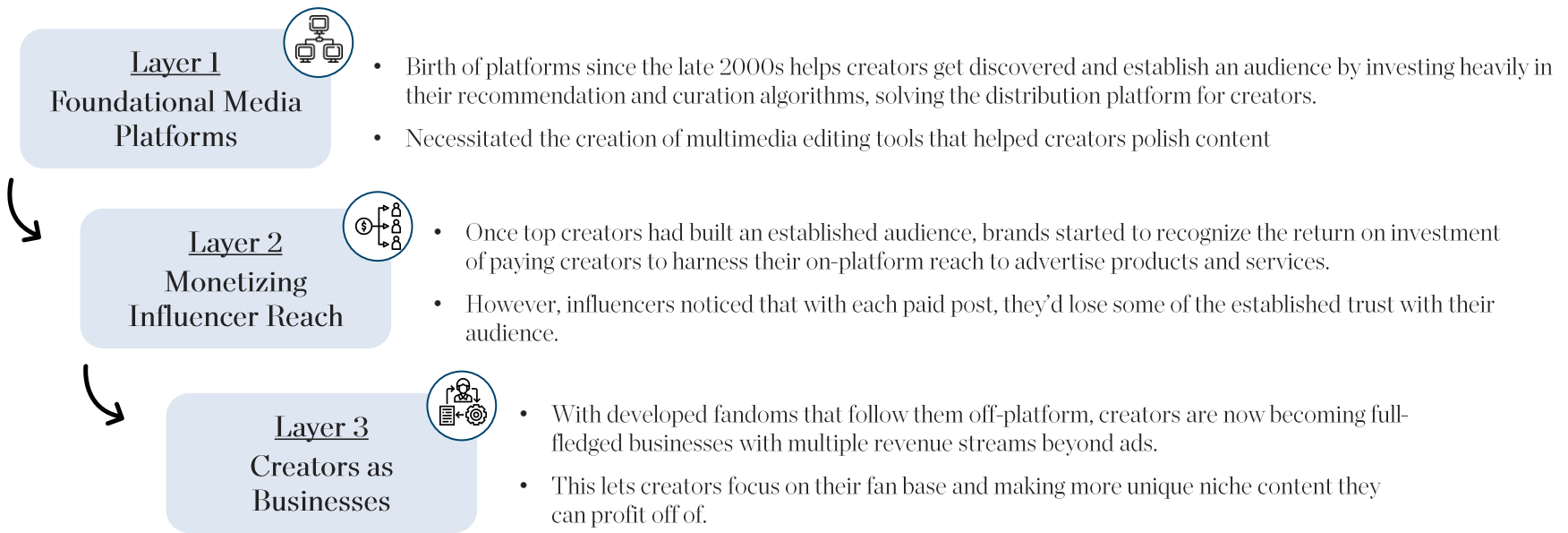
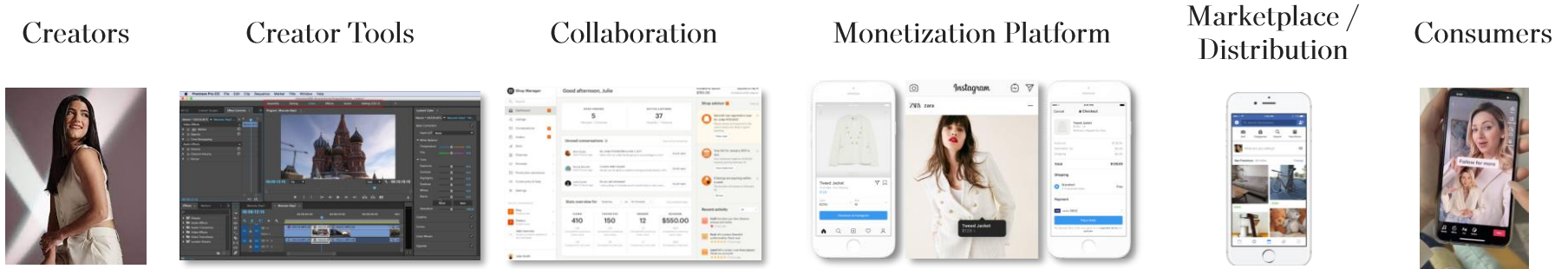
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# 1. Overview of the Creator Economy

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# The Creator Economy

*The creator economy broadly refers to the independent businesses launched by individuals who make money off their content knowledge, skills, or following*



# Who Are Creators?

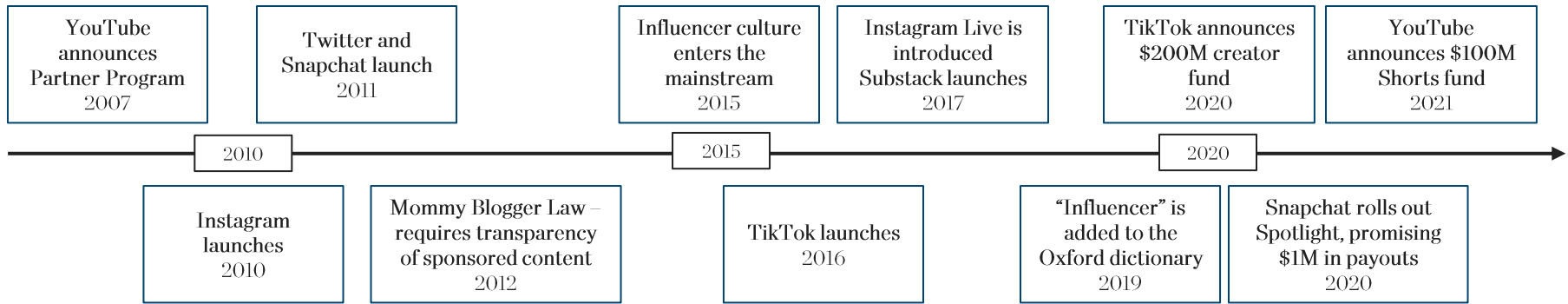
Type of Creator	Description	Tools Used
Entertainers	<ul style="list-style-type: none"> <li>Create entertaining or educational material pertaining to digital content to be expressed through a medium or channel</li> <li>After gaining a large following, influencers can earn money through social media platforms based on their audience size</li> </ul>	Instagram     Spotify     vsco     YouTube TikTok     twitter     twitch     SnapChat
Fashion Designers	<ul style="list-style-type: none"> <li>Work with brands as ambassadors to promote certain lines of clothing or trends that are gaining traction</li> <li>Recycle clothes by putting them for sale on a marketplace meant for selling used items to reduce fashion waste</li> </ul>	fanjoy     SPRING     LTK NTWRK     POPSHOP LIVE     MOETIC
Artists/Designers	<ul style="list-style-type: none"> <li>Upload original artwork and designs to marketplaces for others to buy/license for a certain fee</li> <li>Offer customization options for people to use designs and artwork on various clothing items and household products</li> </ul>	Etsy     minted.     fabrica
Photographers	<ul style="list-style-type: none"> <li>License and sell royalty-free images, footage, vectors and illustrations through platforms that offer stock images to the public</li> <li>Get a following of creative professionals who use stock photos regularly and tailor offering to their liking to maintain a following</li> </ul>	gettyimages <sup>®</sup> meero     freepik     shutterstock
Graphic Designers	<ul style="list-style-type: none"> <li>Create various assets for companies including landing pages, infographics, and artwork, among others</li> <li>Develop social content templates across platforms for different types of content and supporting brand image</li> </ul>	Adobe     Canva     AUTODESK.     unity     EPIC GAMES
Video Creators	<ul style="list-style-type: none"> <li>Work with editing tools to develop, create, and produce videos, including promotional, product, marketing content</li> <li>Video content for multi-platform use and distribution including online, DVD and social media channels</li> </ul>	Adobe     CapCut     vimeo     splice
Musicians	<ul style="list-style-type: none"> <li>Music artists use creator tools to make and edit their music while also sharing their productions for others to listen to</li> <li>Sell or license rights to music creations through platforms that allow monetization of productions</li> </ul>	SOUNDCLOUD     Epidemic Sound     splice     mixcloud
Marketing/Designers	<ul style="list-style-type: none"> <li>Use editing tools to create and enhance images for a variety of services from helping businesses grow to selling a product</li> <li>Creating high-quality content that relates to a theme can lead to a large following and eventually, influencer position</li> </ul>	Adobe     Canva     PicsArt     Lightricks
Software Developers	<ul style="list-style-type: none"> <li>Design, program, build, deploy and maintain software using many different skills and tools</li> <li>Help build software systems that power networks and devices and ensure that those systems remain functional</li> <li>Produce clean, efficient code based on specifications plus test and deploy programs</li> </ul>	GitLab     GitHub     Airtable

# Timeline of Key Historical Milestones

## Evolution of the Creator Economy



## Product Launches by Key Players



**Visa Ready Creator Commerce – Oct. 2022**

- Helps creator-centric platforms embed financial tools like faster and more flexible payouts through Visa Direct
- Platforms can enable tipping and subscriptions and unlock new income streams
- Expansion to The Visa Creator Program

**Walmart Creator – Oct. 2022**

- One-stop portal that makes it easy for creators to monetize shoppable products from the retailer
- Users can share product links on any platform, receive recommendations, and collect performance data
- Full platform launching in 2023

## Creator Economy Future in the Eyes of Leaders

**Scott Belsky, Adobe CPO**

*“Companies need to evolve in embracing talent on their own terms. And that includes where they live, how they work, what tools they use, et cetera. I mean, to me, the best companies over the years have kind of figured this out, but it’s more so true than ever before now, because the best talent knows that they don’t have to conform anymore. They don’t have to compromise and they can in fact, work on their own terms.”*

**Robbie Murch, BUMP Founder**

*“Aspirational is out. Relatable is in. The age of the macro-influencer is out, and micro-influencers — or what we term as “community-centric” marketing — are in. With the rise of community-based platforms like Discord, Reddit or OnlyFans, we will see the future of the creator economy based on the establishment, substance and growth of communities over platforms.”*

**Li Jin, Variant Fund Co-Founder**

*“We’re now in what I consider to be the 3<sup>d</sup> era of the creator economy, and on the cusp of the 4<sup>th</sup>... The future: Creator economy 4.0: Ownership. Lines between fans & creators blur into community ownership, and the nature of what being a creator is changes and reflects new incentives*

**Daniel Ek, Spotify CEO**

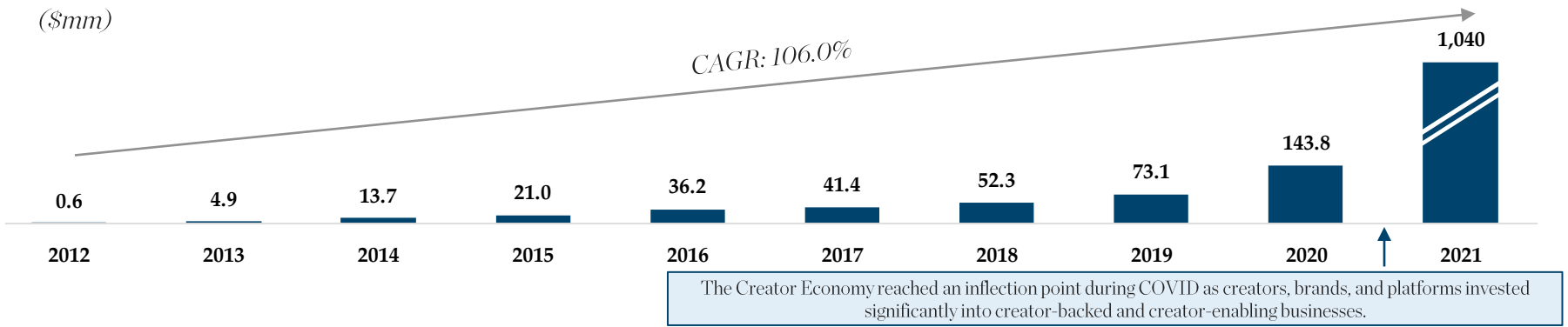
*“Almost every successful creator now is omni-talented and omni-channel. That means that they are on YouTube putting up videos. They are on Instagram. They are perhaps putting together brands and putting it on Shopify, but they’re also putting out music and merchandise on Shopify and music on Spotify, of course, and touring. And so they’re really just doing a multitude of different things and connecting with their fan bases across many different platforms... The future will be about finding your audience and finding multiple ways of interacting with that audience across all of these different platforms, finding multiple ways of monetizing them from when they are a casual user to all the way up to a super fan.”*

**Mark Zuckerberg, Facebook CEO**

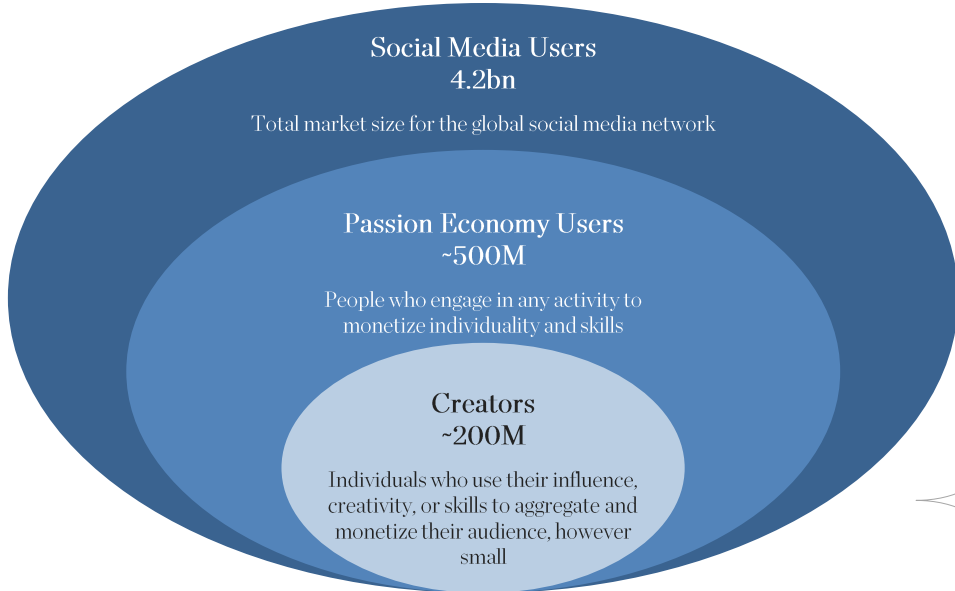
*“Now you basically have these platforms that have leveled the playing field a bit and make it so that you can grow a more vibrant sector of creators and small businesses. For all the attention that gets paid to the stock market and kind of the biggest companies, I think that this is where the majority of employment is and the majority of the work that’s going on in the economy. So I think that whether it’s creators or small businesses, I think this is really important for kind of overall health and prosperity around the world.”*

# Creator Economy Market Size and TAM Breakdown

## Market Size Over Time



## Total Addressable Market Breakdown



## Classification of Creators

Audience Size	# of Creators
Recreational 0-1K Followers	23M
Semi-Pro 1K-10K Followers	139M
Pro 10K-100K Followers	41M
Expert 100K-1M Followers	2M
Expert+ 1M+ Followers	2M



# The Future of Creativity

## Not All Creators are Influencers

Influencers make up 14% of all global creators

### Creators

- Participate in creative activities (like photography, creative writing, NFT creation, etc.) and post, share, or promote their work from these activities online
- Dedicated to creating social content at least monthly with the goals of growing their social presence

### Influencers

- Content creators who report having over 5,000 followers on their main social channel and currently earn money through posting social media content

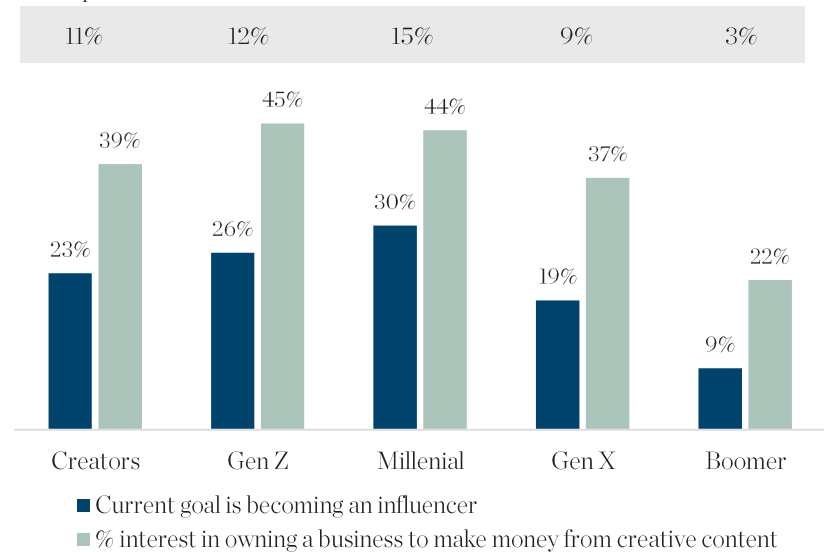
	Creator	Influencer
Average Number of Creative Activities	2.8	4.0
Time Spent per Week on Content Development	9 hrs	15 hrs
Percent that Post at least Weekly	68%	89%
Average Hourly Wage (if done full-time)	\$61/hr	\$81/hr

Source: Adobe's "Future of Creativity" Study

## Creators Aspire to be Business Owners not Influencers

### Future Aspirations

% Aspire to be both Influencer and Business Owner



## Creating Content Positively Impacts Creators

61% of creators want to continue learning/developing new skills

69% of creators say creating content online lets them be creative in ways they can't find elsewhere

47% of influencers say creating content helps them maintain a positive mood or good mental health

# Major Platforms are Trying to Attract Creators

*Major platforms have invested heavily in recent years in creators and creator tools, with the goal of attracting new users, compelling them to spend more time on their platforms, and fueling content*



*Spotify for Artists*



*Audience development tool  
Launched in early 2021*



*Online DAW  
Acquired in 2017*

***“For us, the single largest trend to keep track of is the rapid professionalization of creators. And based on the early success, you should expect us to continue to invest in ever-growing number of tools, resources and services for a broad range of creators to bring them to market.”***  
- Daniel Ek (CEO)



*Creative Kit for Spotlight*



*Music creation app  
Acquired in November 2020*



*Easily add your music to video  
Partnership with Lightricks*

***“And for creators, we are making it easier to create compelling content using creator tools and our camera, and we launched Creative Kit for Spotlight so that creators can easily create”***  
- Derek Anderson (CFO)



*Creator Portal*



*Launched January 2021 to provide educational resources for creators*

*Creator Fund*



*Fund launched July 2020 with \$200mm to support creators*

***“TikTok has grown to become a source of income and opportunity for creators and their families... we’re committed to fostering even more ways for our creators to earn livelihoods by inspiring joy and creativity.”***  
- Vanessa Pappas GM



*Creator Lab*



*Launched March 2022 as an educational resource hub for creators*






























*Creator Fund*

*Announced \$1bn fund in July 2021 in partnership with Facebook to support creators*

***“The Creator Lab is programming for creators, by creators .... I said at the beginning of the year that it was going to be a consistent focus of us to do all that we can for the creator community.”***  
- Adam Mosseri (Head of Instagram)

# Creator Tools Are Disrupting Traditional Distribution Models

*With companies designing in-house tools and users leveraging collaboration-native tools, the steps within the broader value chain is decreasing, eliminating the need for external middlemen*

Industry	Traditional Distribution Model				New Ecosystem Example			
Music	 Musician	 Publisher	 Record Label	   Global Distribution	 Musician	 (→) Soundtrap	 Global Distribution	Musicians can create/edit their music and attract listeners all without leaving Spotify
Video	 Influencer	 Editing Tools	 Media Management	   Social Platform	 Influencer	  In-House Tools	 Social Platform	Influencers can remain within TikTok to edit their videos and track their earnings
Image	 Artist	 Editing Tools	 Content Publisher	   Sharing Platform	 Artist	  Editing + Collaboration	 Sharing Platform	Artists can collaboratively edit photos and posters on one platform before publicly sharing content

# Characteristics Of Successful Creator Economy Businesses

## Breakdown of the Creator Economy Ecosystem

200M Creators				
<b>Recreational</b>	<b>Semi Pro</b>	<b>Pro</b>	<b>Expert</b>	<b>Expert+</b>
23mm	139mm	41mm	2mm	2mm
0-1K followers	1K-10K followers	10K-100K followers	100K-10M followers	1M+ followers

## Authenticity is the #1 Factor to a Large Fan Base

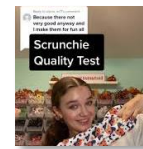
Gen Zers and millennials prefer authentic brands, and the same applies to content creators

*73% of consumers age 18-40 in the U.S. trust product reviews from people who show their true selves and gain their fans trust*

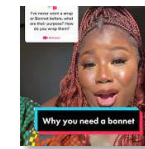
## Features to Build a Scalable Platform

- Global from day one** - creating scalable products allows for future profits with broader audiences
- Creator bundling** - collaborating with creators who might have superfans in common which saves fans money and drives attention for both the consumer and creator
- Limited take rates** - having a 7-12.5% take rate with discoverability and payments included will attract more products
- Community** - allowing creators to connect and interact with fans via the platform
- Experience** - creating a unique value proposition that will have users join and return with network effects
- Additional revenue streams** - further establishing oneself through community engagement and further revenue streams such as community tokens, NFTs, live shopping, and more

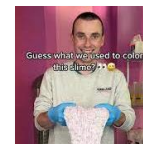
## Successful Small Businesses



**Dasha Derkach**  
**Enchanted Scrunch**  
90% of her overall sales come from TikTok



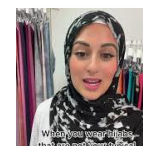
**Chioma Ngwudo**  
**CeeCee's Closet**  
Over 158k followers promoting African products



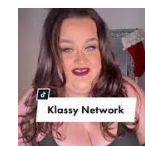
**Andrea O.**  
**Peachy BBs Slime**  
TikTok account boasts 4.7mm followers



**Kyle Hinds**  
**Noble Leather Co.**  
Most successful TikTok has 30 million views



**Sana and Will Saleh**  
**Lala Hijabs**  
Has 114k followers with 60% of sales coming from TikTok



**Natalie Rogers**  
**Klassy Network**  
~500m followers on TikTok scaling her fashion business

# What Successful Creators Look Like Today



Mr. Beast



>100M Followers  
Across all YouTube  
Accounts

### Most Popular Content

1. \$456,000 Squid Game in Real Life (~250M Views)
2. I Spent 50 Hours in Solitary Confinement (177M Views)
3. I Spent 50 Hours Buried Alive (172M Views)

### Other Ventures



Post Malone



>2M Followers

### Rise to Fame

- In 2015, released "White Iverson" on SoundCloud
- Received praise from Wiz Khalifa and eventually hit over 1M listens within a month

### Other Ventures



Envy (eSports)



Matt Taibbi



>30k Paying Subs  
(\$50 annually)



>600k Followers

### Rise to Fame

- Became popular as a political and financial journalist for *The Rolling Stones*
- Moved his online publications to Substack, where he now has more than 30k paid subs



Kate Kim



>1.5M Jewelry  
Transactions

### Notable Milestones

- 40% returning customer rate
- 60 – 100% overall customer growth year over year

### Sample Products



# More Americans are Seeing the Creator Economy as a Full Time Job

2mm+

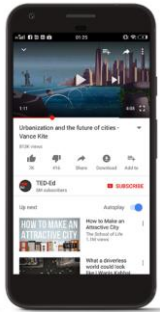
Global creators  
Making over \$100k / year

*These people act as role models for younger fans, ensuring that there will be even more creators in the future*

\$8bn

Sponsored influencer  
value today

*An influencer is someone who has the power to affect purchasing decision of others*



52%

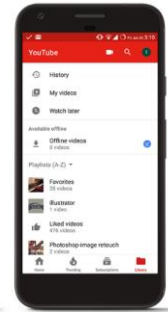
Creators spending 0-39 hours  
per month on social content

*35% of creators spend 40-124 hours per month and 14% spend more than 125 hours per month*

22,000

YouTube creators have more than  
1 million subscribers

*All creators, on average, create a YouTube channel and upload 500 hours of video every minute*



\$6.8bn

Earnings of American internet  
creators on 9 platforms

*YouTube accounted for \$4 billion, Etsy at \$1.5 billion, and Instagram at \$0.46 billion*

17mm

Americans earning income posting their  
personal creations on 9 platforms

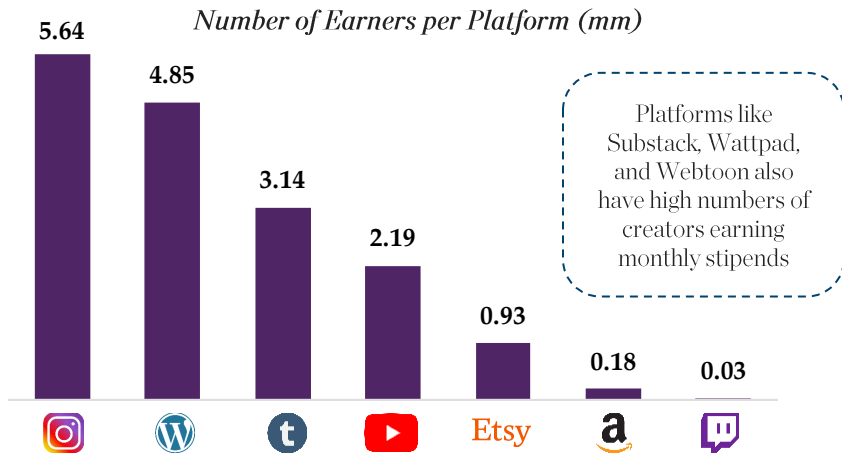
*An increase of 16.6% US creators year-over-year, with Instagram and WordPress as the two highest earning platforms*



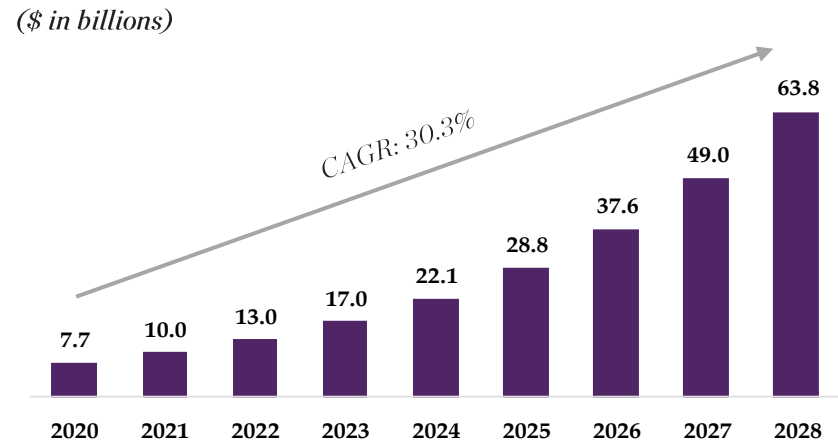
# Monetization in the Creator Economy

*Creators are beginning to monetize their platforms, but we are only in the early innings*

## Where the Most Creators Are Making Money

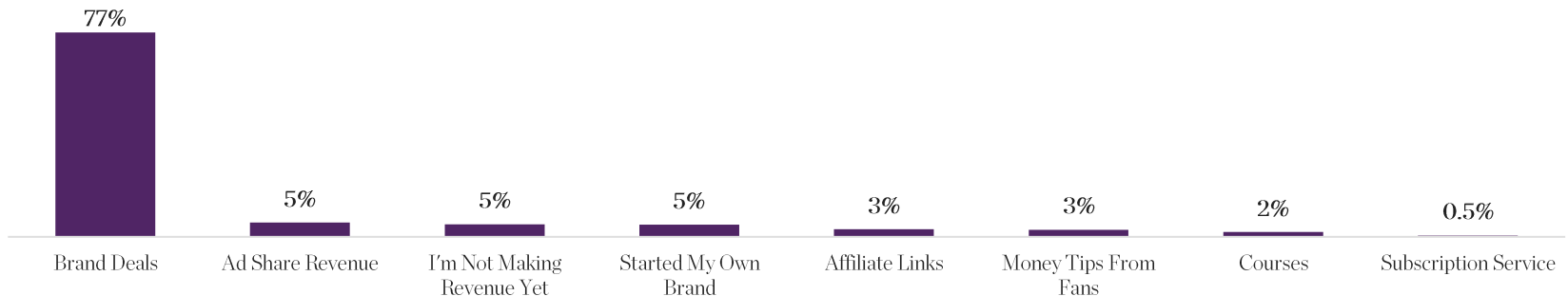


## Influencer Marketing Will Continue to Grow



## Creators Still Monetize Most of their Platform through Brand Deals

*In a survey of 2,000 creators, the percentage responding to the question, “What is your single-highest revenue source?”*

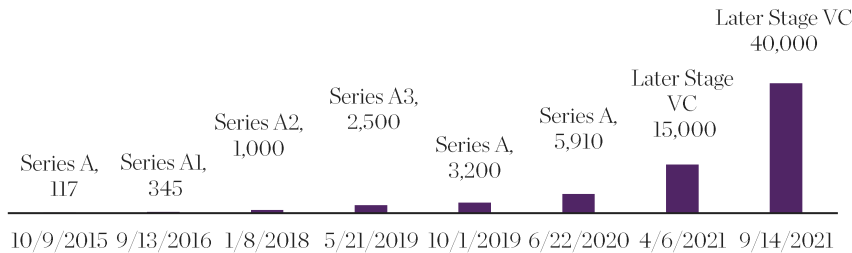


# The Rise of Subscription Creator Tools Platforms

## Canva

As of Sep 14, 2021, the company had raised \$581.49 million in funding

Post-Money Valuation (in \$ million)

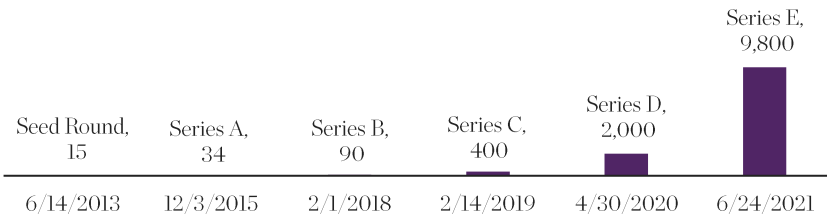


- In 2022, the company witnessed a 67% y-o-y increase, in and users, with over 100 million MAUs. The company hit over \$1 billion in revenue in 2022 and its users create, on average, 150 designs every second
- Their valuation has skyrocketed 666% in less than two years

## Figma

As of Jun 14, 2022, the company had raised \$332.87 million in funding

Post-Money Valuation (in \$ million)

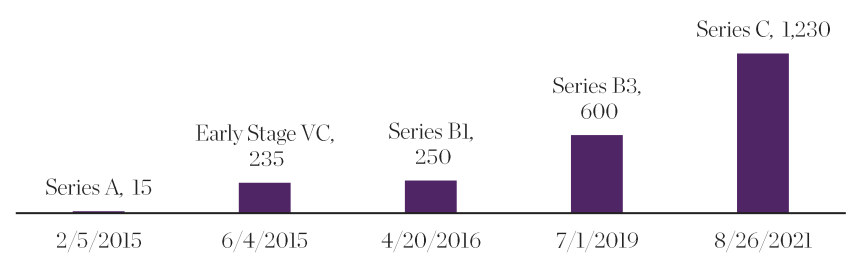


- The company has over 4 million users, with 83% of Figma users based outside of the US
- It surpassed \$190 million in revenue in 2022 and had 90% gross margin

## PicsArt

As of Apr 27, 2022, the company had raised \$206.44 million in funding

Post-Money Valuation (in \$ million)

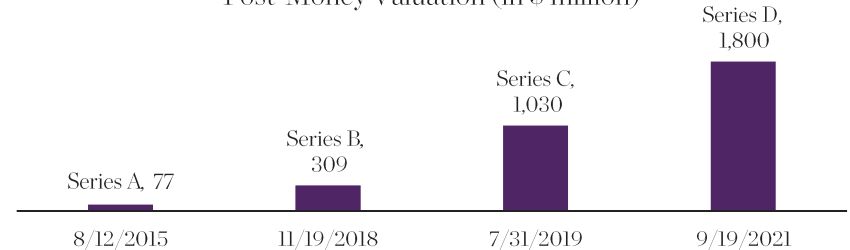


- One of the world's most popular apps with more than 1 billion downloads across 180 countries
- The app sees an average of 2.5 million daily uploads from its 150 million monthly users

## Lightricks

As of Sep 19, 2021, the company had raised \$310.67 million in funding

Post-Money Valuation (in \$ million)



- The company's 25 apps have over 650 million downloads worldwide and 5.2 million monthly paying subscribers
- The apps have won awards including Best of Google Play, three Apple's App of the Year awards and the prestigious Apple Design Award



# Key Thematics in 2022 & 2023 Outlook

## 2022 Year in Review

- 1 The Creator Economy largely continued its momentum from the highs of 2021, with over 165mm creators that joined the space since 2020<sup>1</sup>
- 2 Valuations in the Creator Economy continue to grow as private companies secure capital in a distressed macroeconomic environment
- 3 Creator tools and enablement were a significant focus area, evidenced by the ongoing success of large platforms such as Canva and the \$20bn sale of Figma to Adobe
  - Distribution platforms have begun to recognize the relationship with enablement, as platforms such as TikTok, YouTube, and Spotify have started to offer tools to creators on their platforms
- 4 Distribution platforms stole the spotlight for a significant part of 2022, as regulatory issues for Meta continued and the dramatic acquisition of Twitter by Elon Musk unfolded
- 5 AI became the hottest trend, as AI platforms such as Open AI and Lensa and drew significant traction from creators

## 2023 Outlook

- 1 The rise of AI will continue to unfold into 2023 and beyond as companies in every industry adapt to the changing landscape due to AI disruption
- 2 A distressed macroeconomic environment is expected to persist well into 2023, with a high-interest rate environment, more difficult ad-spend, and waning consumer demand being key challenges for businesses and creators in the space
  - Many individuals could turn to the Creator Economy for alternative forms of income, pursuing side hustles/hobbies
- 3 Investors will likely be looking for exits/liquidity events with heightened focus on navigating the current depressed valuation environment
- 4 Regulatory risks around data collection and privacy fuel speculation around a total ban of TikTok after the app was banned on US Government devices to close out 2022



















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## 2. M&A, Financing and Valuation Environment

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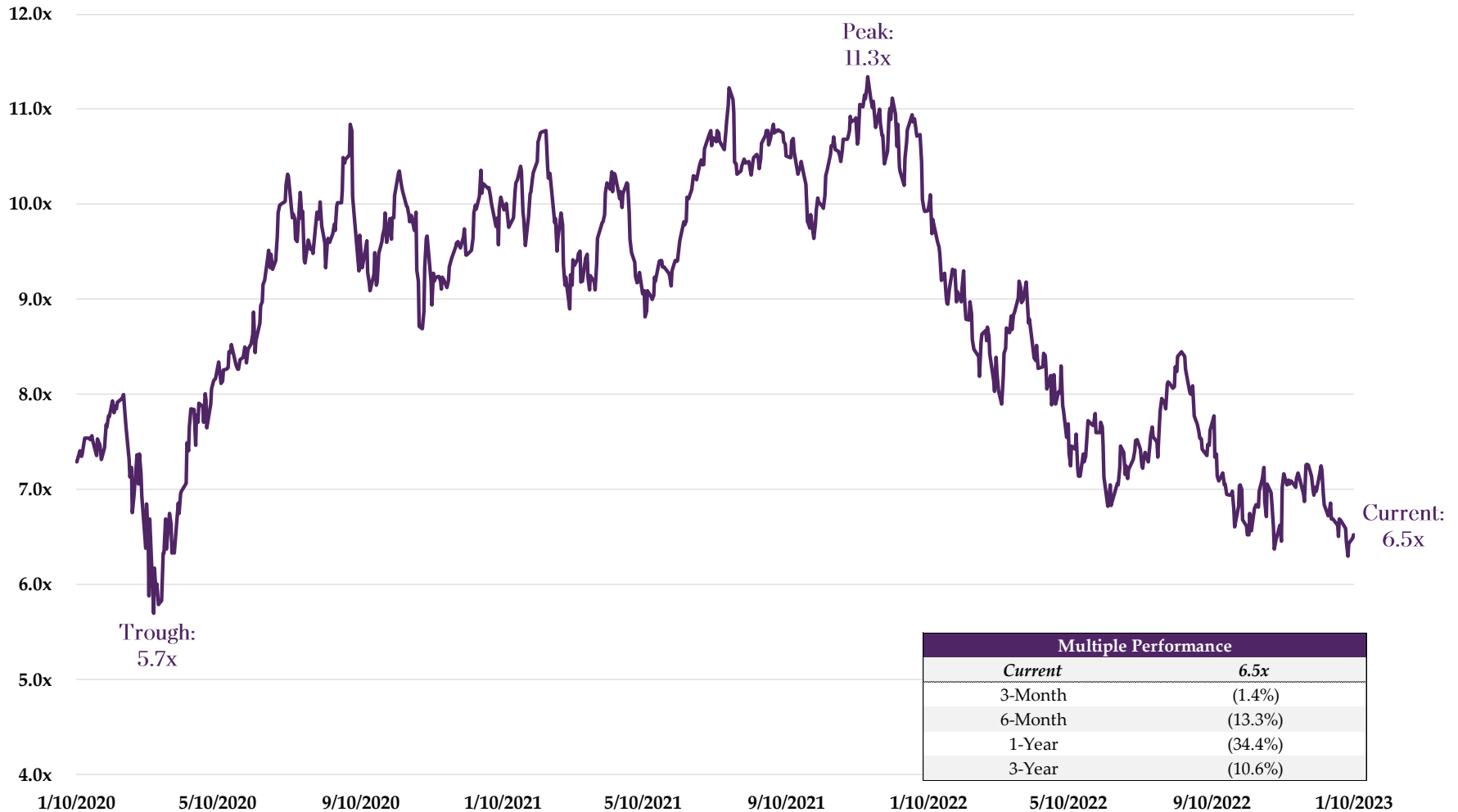
# Recent Transformative M&A in the Creator Economy

*As the Creator Economy expands, companies are realizing the value of acquiring creator centric platforms, leading to increased M&A activity within the space*

Ann. Date	Target	Acquirer	Transaction Rationale	Management Commentary
Dec. 2022	 Game Theorists	 LUNAR X	<ul style="list-style-type: none"> <li>Future-forward media company investing in digital-first content brands by acquiring a viral creator-made channel</li> </ul>	<p>“By making this move now...it stays protected and it stays healthy, and continues to thrive for years of Theorists yet to come.”</p> <p style="text-align: right;">- Matthew Patrick, Creator of Theorist Media</p>
Nov. 2022	 vibely	 KAJABI	<ul style="list-style-type: none"> <li>Kajabi is extending capabilities for creators to build more powerful communities</li> <li>Vibely provides a centralized place within a creator’s online business to excite audiences</li> </ul>	<p>“Our acquisition of Vibely is a further step in our mission to be the company for every creator who wants to turn their knowledge into income.”</p> <p style="text-align: right;">- Ajad Khan, CEO of Kajabi</p>
Aug. 2022	 Figma	 Adobe	<ul style="list-style-type: none"> <li>Together, the companies will reimagine the future of creativity and productivity, accelerate creativity on the web, advance product design and inspire global communities of creators</li> </ul>	<p>“We look forward to partnering with their incredible team and vibrant community to accelerate our joint mission to reimagine the future of creativity and productivity.”</p> <p style="text-align: right;">- David Wadhvani, President of Digital Media at Adobe</p>
Jul. 2022	 TYRUS	 X1 CSE: XONE	<ul style="list-style-type: none"> <li>Tyrus has partnered with content creators providing comprehensive management of social media channels</li> <li>Combination will help establish X1 as an advertising sales organization to content creators in video games</li> </ul>	<p>“The Tyrus Transaction offers tremendous opportunity for X1 to partake in the growing global creator economy which is an industry of over 50 million individual content creators where Tyrus is extremely well-positioned.”</p> <p style="text-align: right;">- Mark Elfenbein, CEO of X1</p>
Apr. 2022	 Dovetale	 shopify	<ul style="list-style-type: none"> <li>Acquisition of influencer marketing startup is part of Shopify’s move into the influencer market</li> <li>Dovetale connects businesses and social media influencers, making it easier to partner and track sales</li> </ul>	<p>“We really see creators as the next generation of entrepreneurs. It is a top priority for us to really help these creators enter commerce and start monetizing.”</p> <p style="text-align: right;">- Amir Kabbara, Director of Product at Shopify</p>
Feb. 2022	 influence	 SOCIAL NATIVE	<ul style="list-style-type: none"> <li>Social Native acquired the creator assets from Influence.co to accelerate the expansion of Social Native’s creator marketplace</li> </ul>	<p>“We are committed to empowering human creativity across the globe. This acquisition further strengthens our stronghold on activating large volumes of diverse creators.”</p> <p style="text-align: right;">- David Shadpour, Founder and CEO of Social Native</p>
Nov. 2021	 FINDAWAY	 Spotify	<ul style="list-style-type: none"> <li>Findaway’s technology gives Spotify access to the growing audiobooks market and enables Spotify to quickly scale its audiobook catalog create more opportunity for creators</li> </ul>	<p>“It’s Spotify’s ambition to be the destination for all things audio both for listeners and creators. The acquisition of Findaway will accelerate Spotify’s presence in the audiobook space and will help us more quickly meet that ambition.”</p> <p style="text-align: right;">- Gustav Soderstrom, CDO of Spotify</p>
Aug. 2021	 Frame.io	 Adobe	<ul style="list-style-type: none"> <li>Frame.io eliminates the inefficiencies of video workflows by enabling real-time footage, upload, access, and in-line stakeholder collaboration in a secure and elegant experience</li> </ul>	<p>“With this acquisition, we’re welcoming an incredible customer-oriented team and adding Frame.io’s cloud-native workflow capabilities to make the creative process more collaborative, productive, and efficient to further unleash creativity for all.”</p> <p style="text-align: right;">- Scott Belsky, CPO of Adobe</p>
Jan. 2021	 wattpad	 NAVER	<ul style="list-style-type: none"> <li>Strengthens Naver’s leadership in social storytelling and entertainment, adding Wattpad’s expertise in machine learning, IP discovery, and data-backed TV and film development</li> </ul>	<p>“Wattpad has created something truly unique: an engaged, positive global community of people who share a passion for great stories. Through this acquisition, it is expected that the synergy between Webtoon and Wattpad will be even greater.”</p> <p style="text-align: right;">- Seong-Sook Han, CEO of Naver</p>

# Creator Economy Multiples Over Time

*Valuations in the creator economy saw significant multiple expansion during the pandemic which have since declined, but still trade at a slight premium to pre-pandemic levels*



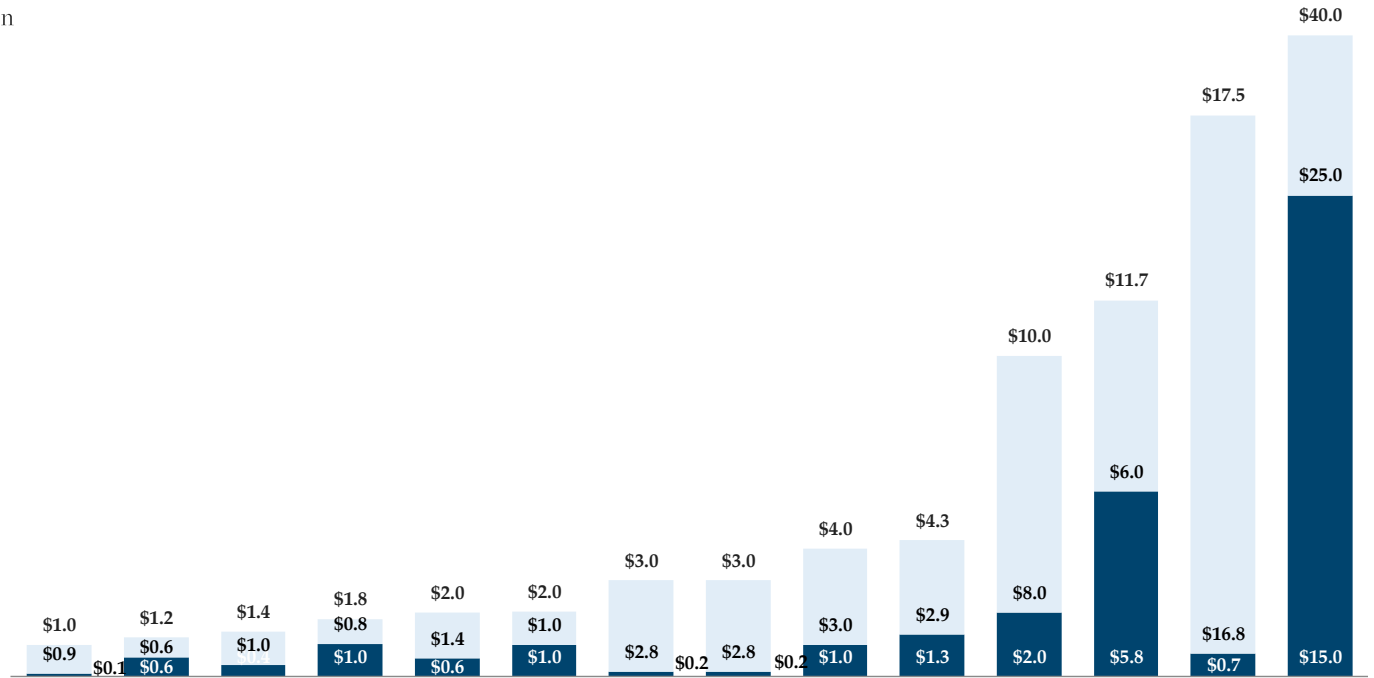
Source: FactSet as of 1/10/2023; Companies included: MSFT, ADBE, ETSY, FVRR, UPWK, AAPL, SSTK, GETY, AVID, SPOT, ADSK, PINS, VMEQ, SQSP, WIX

# Selected Key Private Companies

*Creator-Led Software Platforms saw lofty pandemic valuations but did not raise significant capital at those high valuations*

■ Latest Disclosed Valuation  
■ Previously Disclosed Valuation

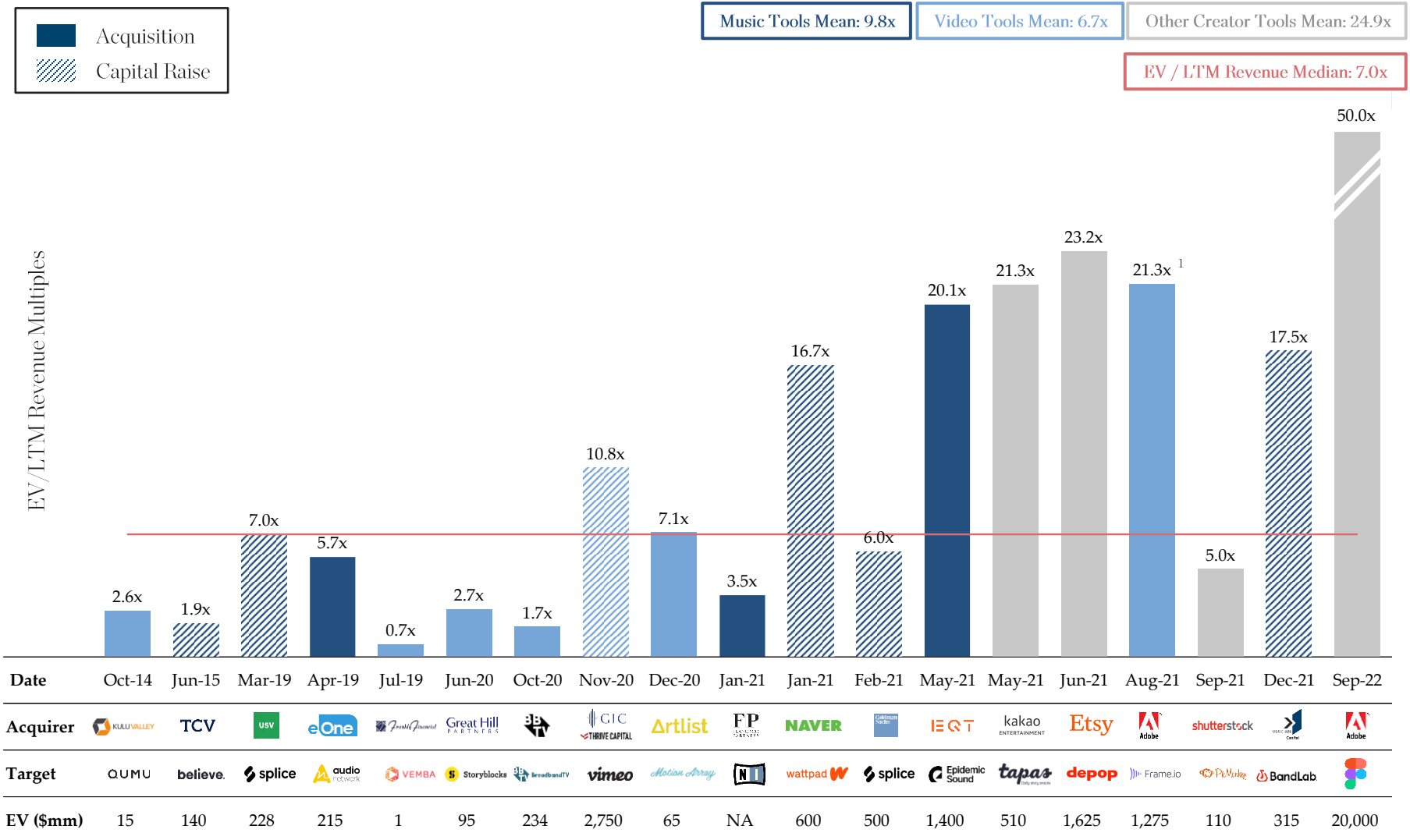
Latest Valuation (\$bn)



	zmeero	PicsArt	Epidemic Sound	Lightricks	WUOLLA	inVISION	JELLYSMACK	LUCID	Clubhouse	PATREON	Notion	Airtable	miro	Canva
<b>Amount Raised Last Round (\$mm)</b>	\$230	\$9	\$90	\$130	\$50	\$115	\$950	\$52	\$200	\$155	\$275	\$735	\$400	\$200
<b>Amount Raised Total (\$mm)</b>	\$300	\$197	\$476	\$311	\$149	\$350	\$992	\$166	\$310	\$412	\$343	\$1,350	\$476	\$587
<b>% of Total</b>	76.6%	4.7%	18.9%	41.8%	33.6%	32.9%	95.8%	31.3%	64.5%	37.6%	80.2%	54.4%	84.0%	34.1%



# Creator Economy Related Precedent M&A Transactions

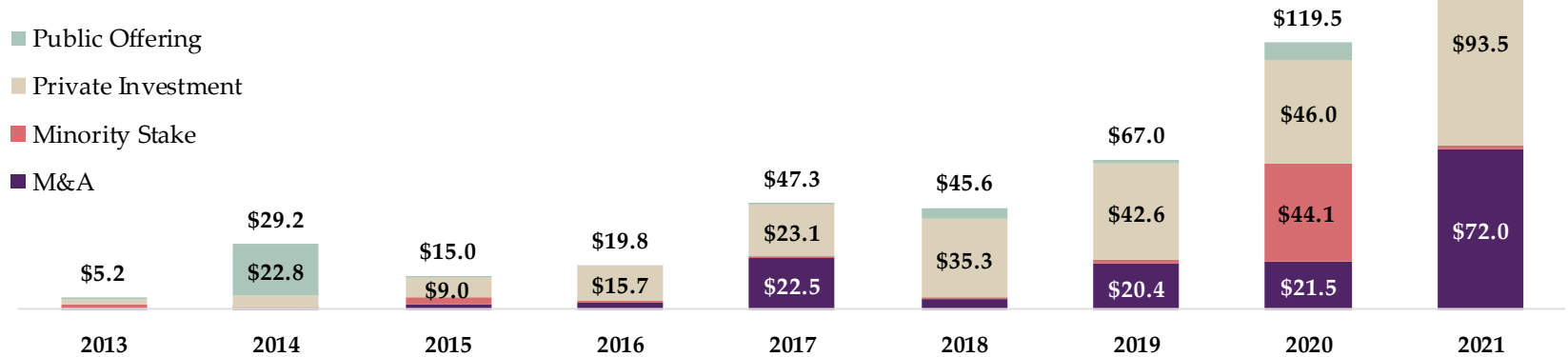


Source: FactSet, Broker Research  
 Note: (1) NTM multiple estimate from JP Morgan Research

# AI has Garnered Significant Investment & M&A Activity








































Global AI market projected to reach \$50bn+ by 2026, implying a 35% CAGR

(\$ in mm)



Date	Counterparty	Target	Description	Investment Type	Investment Size (\$mm)	Valuation (\$mm)
2014	Alphabet	DeepMind	General-purpose artificial intelligence	Acquisition	650	650
2019	Microsoft	OpenAI	General-purpose artificial intelligence	Investment	1,000	Undisclosed
2019	Meta	CTRL-Labs	Neutral interface platform	Acquisition	1,000	1,000
2021	zoominfo	CHORUS	Conversational intelligence platform	Acquisition	547	547
2021	qualtrics	CLARABRIDGE	Customer experience insights platform	Acquisition	1,260	1,270
2021	IBM	Databand	Conversational intelligence platform	Acquisition	19,700	150
2022	COATUE	stability.ai	General-purpose artificial intelligence	Investment	101	1,000
2022	Microsoft	OpenAI	General-purpose artificial intelligence	Pending Investment	Undisclosed	Undisclosed

# Investors in the Creator Economy

Investor	Companies	Investor	Companies
<b>Accel</b>	miro <b>inVISION</b> GOAT fiverr. Feather  SQUARESPACE	<b>Seven. Seven. Six.</b>	* <b>DISPO</b>  pipe  pearpop
ANDREESSEN HOROWITZ	 Figma <b>Onshape</b> <b>Medium</b>  substack	 SoftBank	sp*tter  LTK PicsArt  JELLYSMACK
 Bessemer Venture Partners	teach:able  fiverr.	 SPARK CAPITAL	Medium Feather <b>SKILL SHARE.</b>  cameo teach:able
<b>CREANDUM</b>	 Epidemic Sound <b>depop</b>	<b>T.Rowe Price®</b>	 SQUARESPACE minted. GOAT <b>vimeo</b> <b>Upwork</b>
 <b>DFJ GROWTH</b>	 unity  splice  PATREON	 <b>THRIVE CAPITAL</b>	<b>vimeo</b>  PATREON
 <b>GENERAL ATLANTIC</b>	<b>depop</b>  SnapChat  SQUARESPACE <b>articulôte</b>	<b>TIGERGLOBAL</b>	 KAJABI  PATREON  SQUARESPACE
GENERAL  CATALYST	 SnapChat 	 <b>USV</b> Union Square Ventures	<b>SKILL SHARE.</b>  splice
<b>ICONIQ</b>	miro <b>inVISION</b> articulôte	 <b>Y Combinator</b>	<b>Feather</b>  substack
 <b>Lightspeed</b>	 cameo <b>POPSHOP</b> <b>LIVE</b>	 <b>LionTree</b>	 mighty networks YUGALABS <b>fabrica</b>  splice  NTWRK <b>HIFI</b>

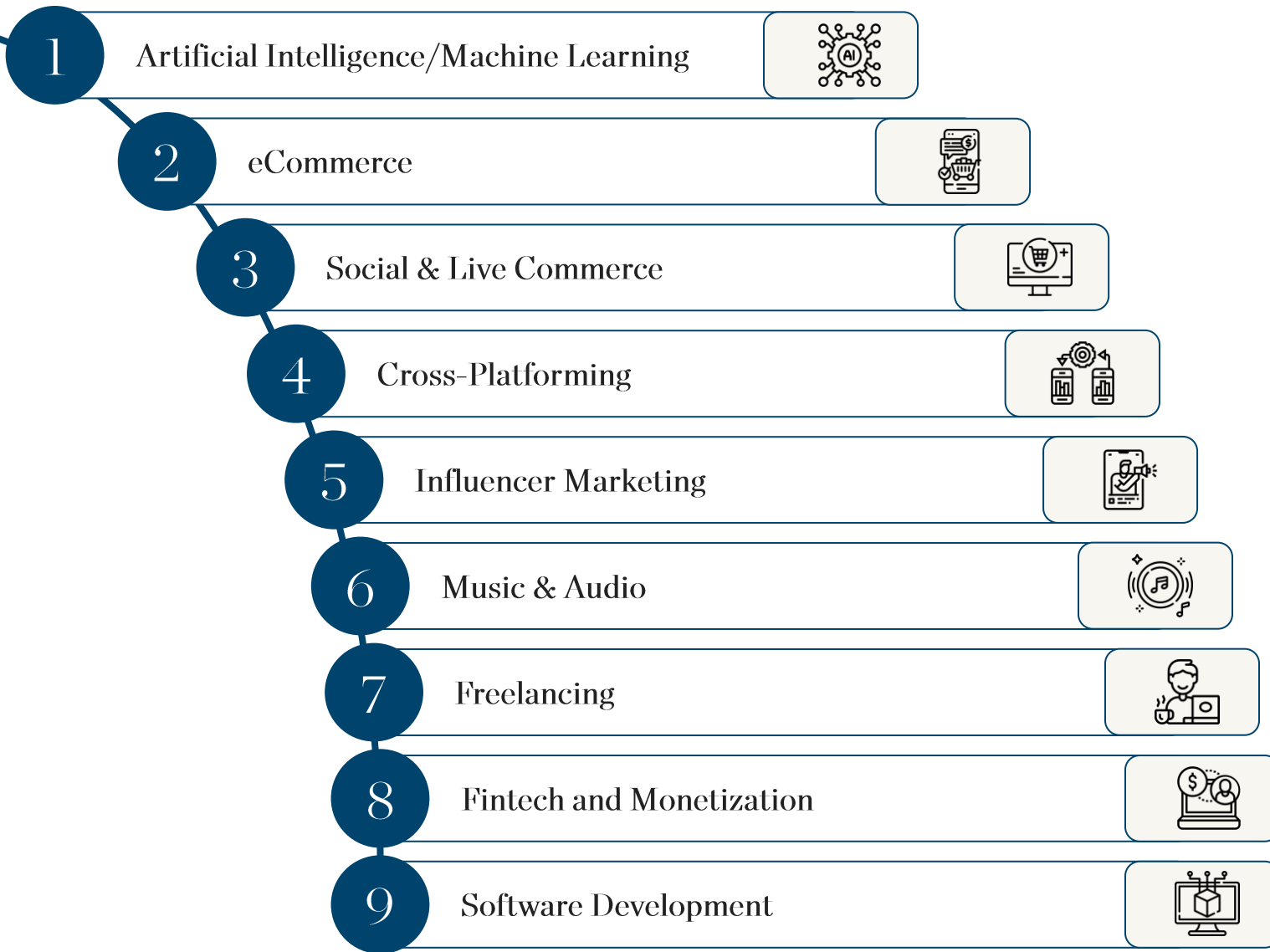


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## 3. Thematic Overview on Disruptive Strategies

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# Key Areas of Disruption



# 1 Landscape of Creator Economy Leaders in AI & Future Applications

*AI is going to drive disruption in the all avenues of the content industry, including images, video, and written word*

## Key Leaders

## Potential Future Applications

### Images

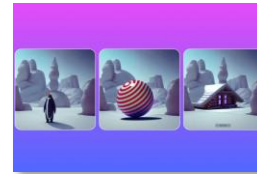
**OpenAI**

AI powered text-to-image generator from natural language



**PicsArt**

AI powered image generation & enhancement



**stability.ai**

Image generation from natural language



**LENSA**

AI powered avatar creation & image enhancement



### Video

**Meta**

Animating static-images into dynamic video with text prompts



**Google**

Text-to-video generator



### Written Word

**OpenAI**

Conversational chatbot that can provide various text-based responses based on users' prompt

```

1 this code is not working like I expect - how do I fix it?
2
3 result = result + selection error
4 defer class(result) {
5   go func() {
6     defer cancel()
7     result = result + b.result()
8   }()
9   err := b.result()
10  cancel()
11  if err != nil {
12    return err.Error()
13  }
14  return multiErr.Append(err, c.result())
15 }

```

ChatGPT: It's difficult to say what's wrong with the code without more context. Can you provide more information about what the code is supposed to do and what isn't working as expected? Also, is this the entire code or just a part of it?

4 Can you write me a 4 paragraph academic essay comparing and contrasting the theories of nationalism of Benedict Anderson and Ernest Gellner?

5 Benedict Anderson and Ernest Gellner both have theories about the origins and nature of nationalism, but their perspectives differ in key ways. Anderson believes that nationalism is a cultural construct, arising from the development of print capitalism and the creation of imagined communities. Gellner, on the other hand, sees nationalism as a product of modernization and industrialization, with nations being formed as a means of organizing society and providing a shared identity.

One key difference between the two theories is the role of culture. For Anderson, culture is central to the creation of nationalism, as the spread of print media allows for the creation of imagined communities that transcend physical boundaries. This allows for the development of a national identity based on shared cultural experiences and practices. In contrast, Gellner downplays the

- Movie / film production
- Shortform video creation
- Music/audio production
- Automated podcasts
- Screenplay/script writing
- Thumbnail creation
- Editing existing content
- Essay and shortform writing
- Code creation and debugging
- Website creation
- SEO optimization
- Stock image creation
- Customer service
- Photography

## AI Disruption in the Eyes of Leaders

**Elon Musk, Twitter CEO**

*“The pace of progress in artificial intelligence (I’m not referring to narrow AI) is incredibly fast. Unless you have direct exposure to groups like Deepmind, you have no idea how fast—it is growing at a pace close to exponential. The risk of something seriously dangerous happening is in the five-year time frame. 10 years at most.”*

**Robin Bordoli, Former Figure Eight CEO**

*“I think what makes AI different from other technologies is that it’s going to bring humans and machines closer together. AI is sometimes incorrectly framed as machines replacing humans. It’s not about machines replacing humans, but machines augmenting humans. Humans and machines have different relative strengths and weaknesses, and it’s about the combination of these two that will allow human intents and business process to scale 10x, 100x, and beyond that in the coming years.”*

**Mark Cuban, American Entrepreneur**

*“I am telling you, the world’s first trillionaires are going to come from somebody who masters AI and all its derivatives and applies it in ways we never thought of.”*

**Scott Belsky, Adobe CPO**

*“I think we’re going to find that generative AI will penetrate the workflows layer by layer. Everything’s going to be a bit of a hybrid creation at some point, where AI contributed a lot and then much more, including maybe the judgment and a sensibility, and the secret sauce will come from the human side.”*

**Michael Chiu, McKinsey Global Institute Partner**

*“Our research says that 50% of the activities that we pay people to do can be automated by adapting currently demonstrated technologies. We think it’ll take decades, but it will happen. So there is a role for business leaders to try to understand how to redeploy talent. It’s important to think about mass redeployment instead of mass unemployment. That’s the right problem to solve.”*

**Ray Kurzweil, American Inventor**

*“Within a few decades, machine intelligence will surpass human intelligence, leading to The Singularity – technological change so rapid and profound it represents a rupture in the fabric of human history.”*

1

# Overview of AI/ML in the Creator Economy

## What Role is AI Playing in the Creator Economy?

### Stable Diffusion

**stability.ai**

Open source implementation of the Latent Diffusion architecture: text-to-image generator through which one can make photos, videos, short stories, and communications by entering a few words or a descriptive sentence

Generates ideas for new content, improves existing content, and helps distribute content to a broader audience

AI-powered recommendation engines used to suggest new content and creators to people based on their interests

Creates a new reward system that benefits both creators and consumers by ensuring that the best content is more easily accessible

## Companies Making Strides within Key Trends in AI

### Text-to-Image



Dall-E and Dall-E 2 are machine learning models developed by OpenAI to generate digital images from natural language descriptions



Picsart AI Image Generator allows creators to make images from a word, phrase, or sentence



Partnership with OpenAI will integrate Dall-E 2 and sell work to train text-to-image AI models

### Text-to-Video



Make-A-Video lets people turn text prompts into high-quality video clips by animating static images using image synthesis data



Imagen Video produces 1280x768 videos at 24 frames per second from a written prompt. It has stylistic abilities like generating videos based on the work of famous artists and can generate 3D rotating objects

### Audio-Generation



AI Music Generator Harmonai uses Dance Diffusion to generate unique audio samples in a particular style or interpolate between two different audio samples.

### Text-to-Text



Recently launched ChatGPT is the leading chatbot able to respond to nuanced questions with stories



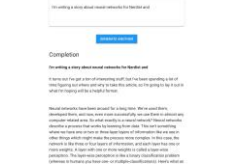
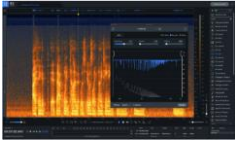



AI Content Generator trained to write original, creative content including blog articles, website copy, and more

Source: Worklife, Company Websites

# Content Creation Use Cases of AI/ML

1

Use Case	Impact to Creators	Key Platforms
<p><b>Image Creation &amp; Enhancement</b></p>	<ul style="list-style-type: none"> <li>• Gives creators limitless opportunities for content creation by using AI to generate new images that are unique and represent niche topics</li> <li>• Expands ideation by producing ideas and concepts for content with visual cues</li> <li>• Creators can use AI image creation to produce custom images for social media to stand out from competition</li> </ul>	 <p><b>DALL-E 2</b> [ ] DeepAI</p> <p><b>PicsArt</b></p>
<p><b>Video Creation &amp; Enhancement</b></p>	<ul style="list-style-type: none"> <li>• Saves creators time and money by easily creating professional-grade videos without having to learn complicated software or use expensive equipment</li> <li>• Helps improve workflow by allowing freelance professionals to quickly and easily create videos for clients</li> <li>• AI video editors often speed up the editing process by automating tasks such as cutting and stitching together footage</li> </ul>	 <p><b>Meta</b> <b>Google</b></p> <p><b>SYNTHESYS</b></p> <p><b>synthesia</b> <b>invideo</b></p>
<p><b>Text Creation &amp; Recommendation</b></p>	<ul style="list-style-type: none"> <li>• Creators can utilize AI to develop ideas for content through platforms such as Hubspot and Open AI's ChatGPT</li> <li>• AI powered search engine optimization can drive greater organic traffic and top-ranked content by discovering related keywords and rewriting content</li> <li>• Simplify content development through automation with low-code/no-code solutions</li> </ul>	 <p><b>HubSpot</b> <b>OpenAI</b></p> <p><b>DeepMind</b> <b>Jasper</b></p>
<p><b>Audio/Music Creation</b></p>	<ul style="list-style-type: none"> <li>• Generates ever-shifting soundscapes designed for relaxation and focus, powers recommendation systems in streaming services, helps smooth audio mixing and mastering, and generates rights-free music without copyright issues</li> <li>• Quick availability of algorithm-driven mastering services for home musicians</li> </ul>	 <p><b>LANDR</b> <b>stability.ai</b></p> <p><b>splash</b> <b>amper</b></p>
<p><b>Web3 &amp; Metaverse</b></p>	<ul style="list-style-type: none"> <li>• Using generative AI, creators may soon be able to metaverse features with the help of text-to-3D tools                         <ul style="list-style-type: none"> <li>– NVIDIA recently released StyleGAN-NADA to apply styles to metaverse objects through text-based prompts</li> </ul> </li> </ul>	 <p><b>Metaverse</b> <b>NVIDIA</b></p> <p><b>Google</b></p>

# Is OpenAI Helping or Hurting Creators?

*Generative AI's impact is seeping into almost every industry, with lasting effects especially in the creative work landscape. Creators now have to adapt to provide skills that cannot easily be replicated or replaced with artificial intelligence by capitalizing on emotions and intuition.*

## OpenAI Will Begin to Replace Creators with its Improved Capabilities

- Automated content generation
  - ✗ Large language and image AI models can be used to automatically generate content
  - ✗ Valuable time-saving tool for businesses and professionals who create content on a regular basis
  - ✗ Replaces human creativity and ideation with the power of artificial intelligence
- Improved content quality
  - ✗ AI-generated content can be of higher quality than content created by humans
  - ✗ AI models are able to learn from a large amount of data and identify patterns unseen by humans, resulting in more accurate content
- Increased content variety
  - ✗ AI models can generate a variety of content types, including text, images, and video
  - ✗ Helps businesses and professionals create more diverse and interesting content that appeals to a wider range of people
- Personalized content
  - ✗ AI models can generate content based on individual preferences, helping businesses reach their target audience

### Sam Altman, OpenAI Founder

*"DALLE-2 can also create a complete work and thus be an early example of the impact of AI on labor markets. It's important to be honest that it's increasingly going to make some jobs not very relevant (like technology frequently does). It's also an example of a world in which good ideas are the limit for what we can do, not specific skills."*

## 2 Creators are Buyers and Sellers on eCommerce Platforms

*Creators are both consumers and vendors within eCommerce marketplaces – acquiring products and services they need to spread and monetize their content*

### Creators as Sellers

Merchandise & Physical Goods

**minted.**  **Teespring**

 **REDBUBBLE**

Access Marketplaces

 **PATREON**  **onlyFans**

 **cameo**

Social & Live Commerce


 **Instagram**  **POSHMARK**

 **Etsy**

Freelancing / Contracting

**fiverr.**  **upwork™**

Content Monetization



**Creators**

Content Enablement



### Creators as Buyers


Stock Content

 **splice**  **freepik**

**shutterstock**  **gettyimages®**

Tools

 **Adobe**   **Microsoft**

**BENDING SPOONS**  **Canva**

Freelancing / Contracting

**fiverr.**  **upwork™**



# 3 Brands & Creators are Embracing Social & Live Commerce

*Social commerce is a rapidly growing market, with live commerce garnering significant interest from a creator economy perspective*

## What is Social Commerce?

eCommerce format centered around direct engagement between consumers and brands/sellers where transactions are completed through social media and content creation platforms for more organic product discovery

## Asia Leadership with US Catching Up

- Asia has represented the most successful social commerce market to date, with \$352bn in Social Commerce GMV in China in 2021, with \$132bn coming from Live Commerce.
- US market lags behind China, but is expected to still grow at ~20% CAGR from 2022 - 2025

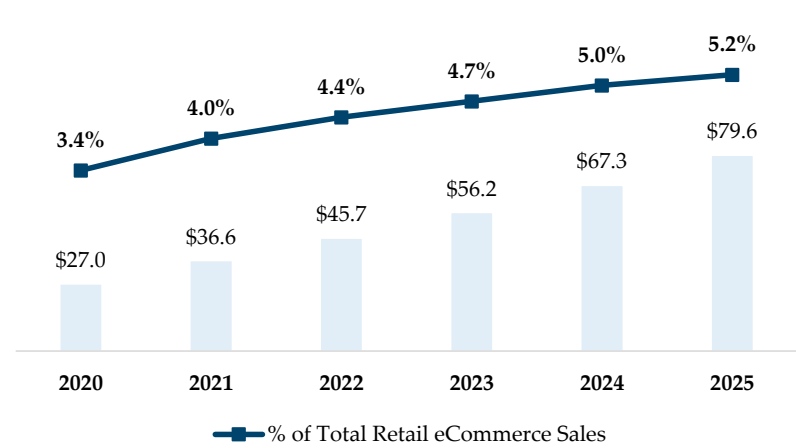
## What is Live Commerce?

- Creators directly interact with and sell products to their audience via live streaming on key platforms
- Enables instant connection between parties, adds entertainment to sales, and on-platform GMV for content creators and distributors

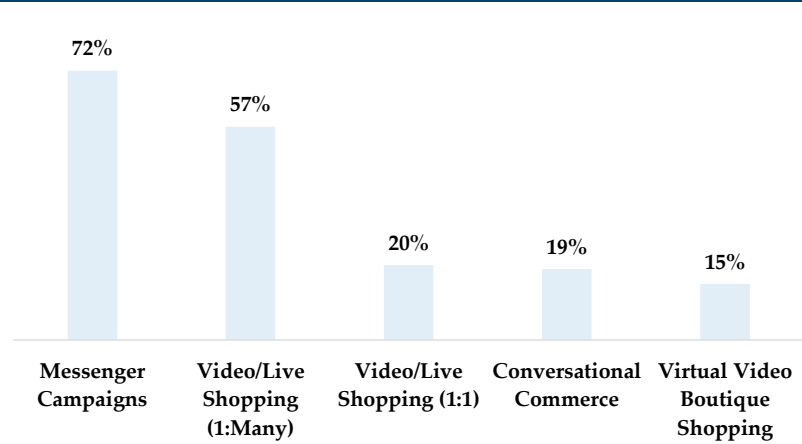
## Key Players

<p><b>Etsy depop</b></p> <p>TikTok creators set up DePop stores and show case products on TikTok Live</p>	<p><b>Instagram</b></p> <p>Live shopping experience for influencers &amp; digital catalogue for brands</p>	<p><b>YouTube</b></p> <p>Partnership with Spotify for live commerce or digital storefront sales</p>
<p><b>NAVER POSHMARK</b></p> <p>Poshmark launched live shopping in Q3'22; Naver Shopping Live in South Korea</p>	<p><b>TikTok</b></p> <p>Partnership with Spotify to sync digital storefront to TikToks and enable live shopping</p>	<p><b>Pinterest</b></p> <p>Social media-like "Shopping List" feature can show users' product pins to consumers</p>

## US Retail Social Commerce Sales (\$bn)<sup>1</sup>



## Brand Adoption of Key Social Commerce Features<sup>2</sup>

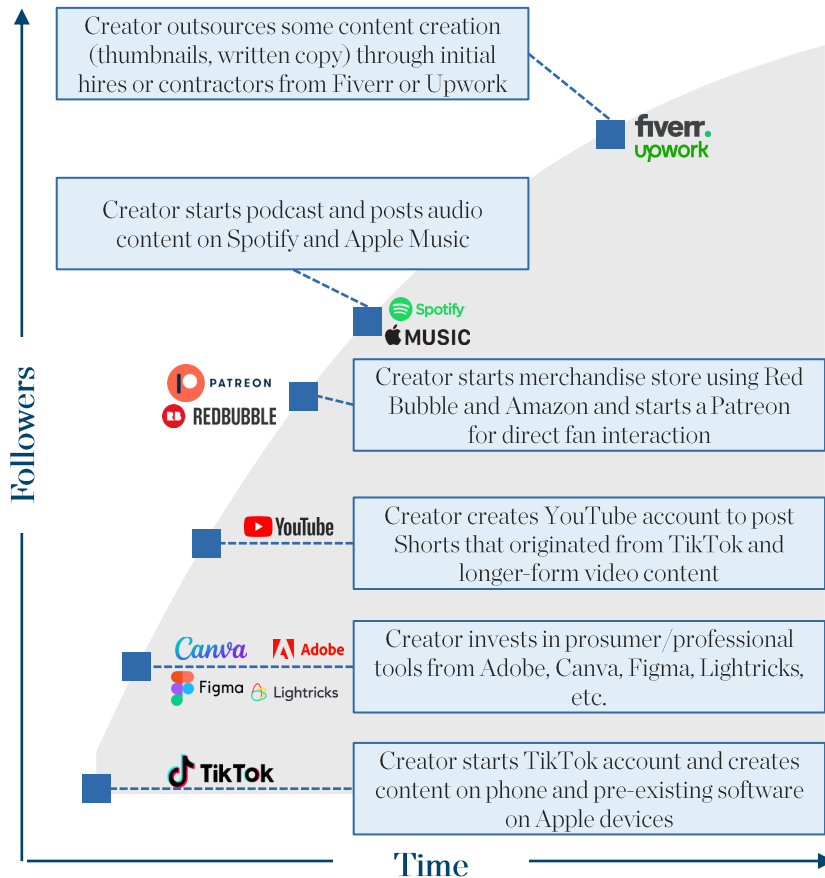


Source: Online articles; (1) McKinsey / eMarketer; (2) Emplifi / Forrester Study;

# 4 Cross-Platforming in the Creator Economy Value Chain

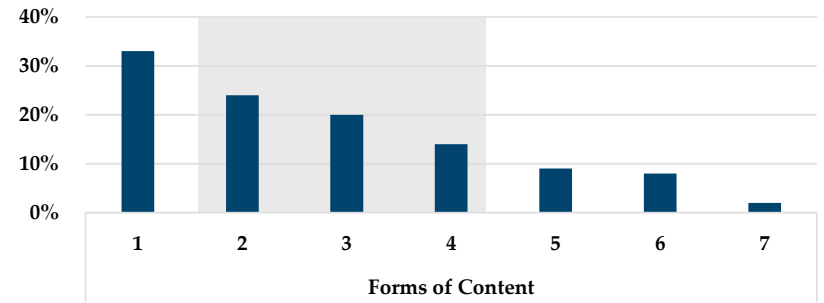
*The number of platforms a creator uses to create, distribute and monetize content changes as their influence grows*

## Illustrative Growth Journey of a Creator



## Number of Content Formats Developed by Creators

*Across formats such as long-form video, short-form video, podcasts, written word, blog posts, etc, 58% of creators produce 2-4 types of content*



## Monetization Levels Impact Content Formats

*% of Creators Monetizing by Type*

Monetization Channels	Representative Platforms	Niche Creators	Non-Niche Creators
Newsletters	substack	3%	2%
E-Courses	SKILL SHARE	10%	3%
Downloadable Resources	SQUARESPACE	10%	5%
Affiliate Marketing	Spotify	15%	10%
Ads	YouTube	13%	9%
Influencer Marketing	TikTok	14%	9%
Physical Merchandise	REDBUBBLE	23%	18%

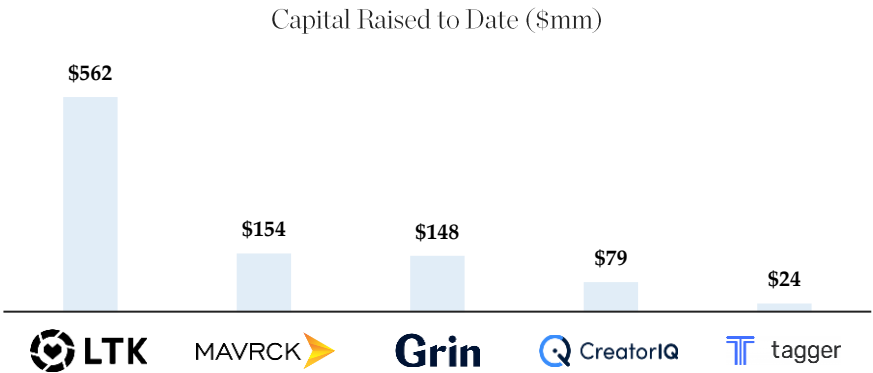
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# Brands & Creators Rely upon Influencer Marketing




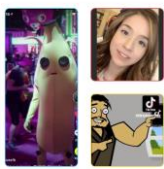
*Influencer marketing is a key channel for creator monetization, with brands prioritizing marketing spend in authentic, video and audio-based content that can be repurposed across channels*

<b>Search is Becoming Social</b>	40% of Gen-Z users prefer using TikTok and Instagram for search and discovery over Google Search, often resulting in more personalized results to the user
<b>Micro - Influencers</b>	Micro-influencers, those with less than 25,000 followers, have ~7% higher engagement rates than larger accounts, meaning brands can achieve greater marketing ROI by spreading spend across smaller creators vs. large accounts
<b>Software / Marketplaces are Replacing Agencies</b>	SaaS solutions and creator marketplaces are key for creator/influencer discovery for brands and have simplified the logistics behind accessing creators' audiences, with the launch of Shopify Collabs being a significant investment by a large player in the space
<b>Cross-Platform Content</b>	Stretched marketing budgets have contributed to a greater emphasis towards multi-channel strategies, where influencers are encouraged to repurpose content across all social channels (paid and organic), on ecommerce sources, and direct communications
<b>Authentic Audio &amp; Video-Based Content</b>	Creators are shifting away from text and images in favor of audio/podcasting and video formats, driven by greater ability to showcase authenticity in their content and tailwinds from greater 5G connectivity

## Influencer Marketing Software has Raised ~\$1bn



## Successful Brand Campaigns with Creators

 <p><b>Dunkin' Donuts &amp; Charli D'Amelio</b> +57% increase in Dunkin' Donuts' App Downloads</p>	 <p><b>Banana Republic &amp; Micro Influencers</b> 43.2mm consumers reached across 13 campaigns</p>
 <p><b>Gymshark &amp; TikTok Influencers</b> #gymshark66 received 241mm views on TikTok</p>	 <p><b>Branded Entertainment Network &amp; TikTok</b> 55M users reached and 10M+ likes</p>

# Music & Audio – Tools are Disrupting Production

## The 20,000 Foot View

Music production has traditionally been, at best, an adjacent industry to the recording business, and at worst simply a cost center. That is now all changing. COVID-19's disruption catalyzed the already-rapid shift towards affordable production tools and the rise of a new generation of online platforms that are reimagining music production as SAAS based communities. This represents the most important product strategy shift music has faced in decades, but it is also much more than just that. Adding to an already vibrant creator tools marketplace, this new breed of services is reinventing the creative process and will similarly reshape the long-term view of what a music company is. The production business and the recording business are about rapidly becoming more intertwined

## Key Insights

### Creators and The Creator Tools Marketplace

- Music creators represent a large addressable market
- COVID-19 was a catalyst for music production: 68% of independent artists made more music and 36% did more online collaboration during lockdown, with music software and hardware sales booming and key search terms doubling
- Production, distribution and marketing are the three aspects of the music value chain that artists consider most critical to invest in for success: 38% regularly spend on plugins and VSTs, 37% on marketing, 30% on distribution

**68%**

of independent artists made more music during COVID-19

### Music Production

- Avid, Pro Tools, FL Studio, Logic Pro and Ableton Live are the most widely used digital audio workstations (DAWs), but this stable market is being transformed by new tools and workflows
- Artists are spending heavily on software and sounds, with electronic music producers spending more than a thousand dollars a year on these categories
- The music software space is complex and can feel inaccessible to new producers; there are more than 1,700 software products in market. A new breed of music tools is emerging that instead focuses on simplicity and elegant design
- The music software market has a long tail of companies but also has a significant number of large and medium-sized players

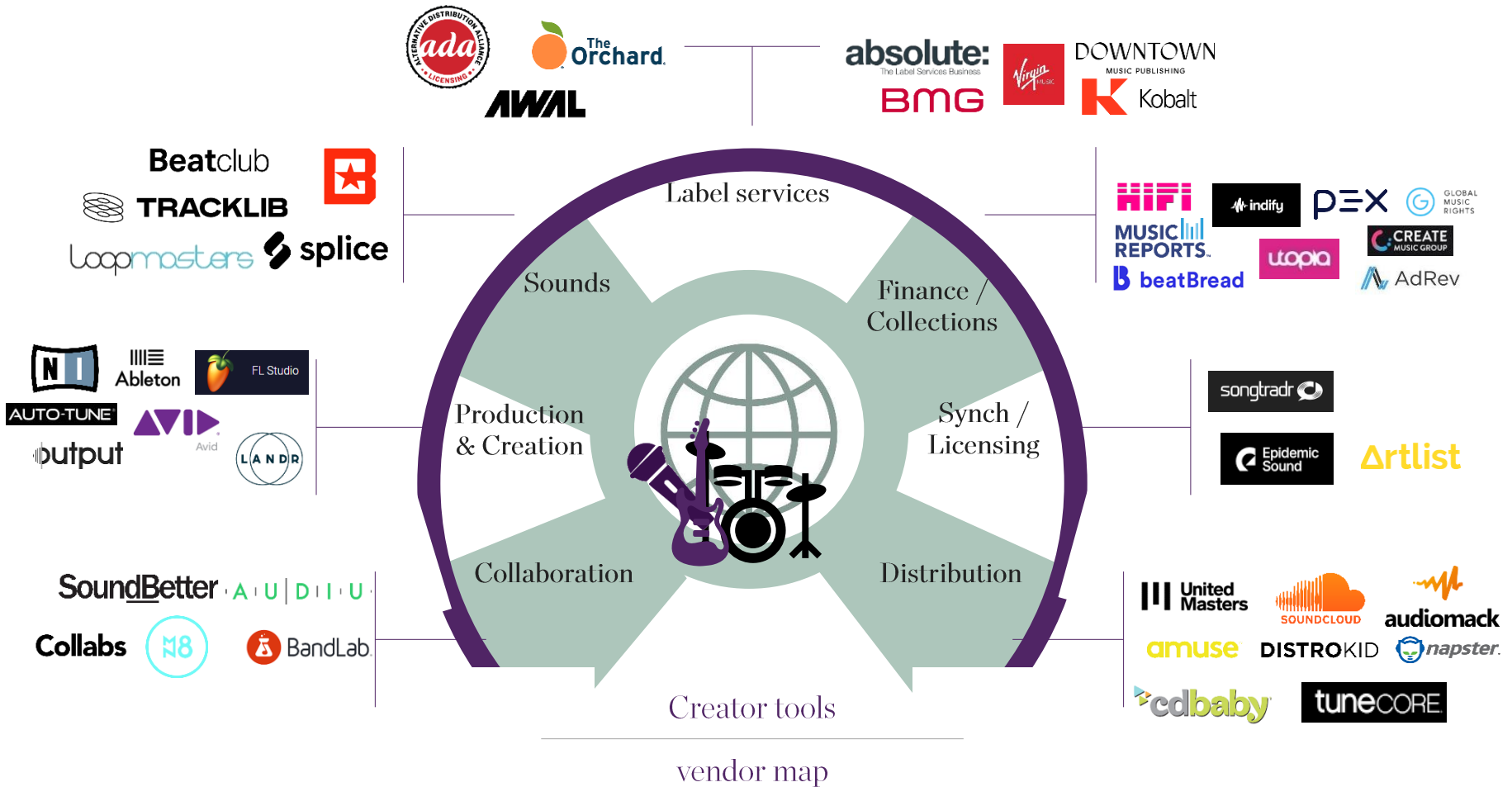
### Outlook

- Music software, sounds and services generated \$884 million in 2019 with Plugins and VSTs the largest single segment (43%), and total revenues are expected to grow to ~\$2 billion by 2027 with sounds and services the two largest growth drivers
- Growth expected to be driven by new models, more self-sufficient tools and the rise of SAAS services, making the market majority subscription by 2026, with subscription services expected to reach \$870 million by 2027, up 477% from \$151 million in 2019
- SaaS-based creator tools are becoming the new top of funnel, establishing meaningful relationships with creators before they even release. Creator tools will push down the funnel while streaming services will use creator tools to push up
- Collaboration and audience participation will become ever more central to the making of music, a trend that will be accelerated by younger audiences

6

# Mapping the Music & Audio Creator Landscape

*Sounds, Production & Creation, and Collaboration companies are poised for significant growth as the creator economy expands*



7

# Creators Are Key Constituents in Freelancing

*Freelancing is a key adjacency to the creator economy, where creators can participate as both buyers and sellers of content creation, editing, and management services*

<b>Key Stats</b>	<b>1.6bn</b> Total Global Freelancers	<b>\$1.3tn</b> 2021 Earnings by US Freelancers	<b>~70%</b> Of Global Freelancers are 35 or Younger	<b>~58%</b> Of Global Freelancers Work >40 Hours per Week
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## Creators in the Gig Economy

- Blog writing and YouTube content creation are among the top 5 fastest growing segments within freelancing, particularly in relation with short-form video (YouTube Shorts & TikTok)
- Creators often turn to freelancing for digital marketing – to either capitalize on their learned expertise or outsource unfamiliar tasks:
  - Search engine optimization
  - Social media marketing
  - Advertising expertise
  - Content and/or email marketing
  - Marketing Consulting

## Freelancers Have Significant Earning Potential<sup>1</sup>

Freelancing Segment	Hourly Wage	Annual Salary
Writers	\$30-40/hr	\$42,000
Editors	\$25-35/hr	\$40,000
Programmers	\$60-70/hr	\$120,000
General developers	\$50-60/hr	\$100,000
Mobile developers	\$55-65/hr	\$100,000
Web developers	\$50-60/hr	\$90,000
Graphic designers	\$40-45/hr	\$90,000
Transcribers	\$20-25/hr	\$32,000
Bookkeepers	\$30-35/hr	\$40,000
Online marketers	\$50/hr	\$100,000
Photographers	\$35-45/hr	\$42,000
CRM managers	\$50-60/hr	\$120,000
Data analysts	\$55-65/hr	\$100,000

## Key Players



*Freelancing Segments Most Relevant to Creators*

8

# Fintech Solutions Are Making Being a Creator Easier

## Financial Challenges Facing Creators

**Income Stability / Initial Capital**

Creators receive income at irregular payment times across primary content platforms (e.g. YouTube, TikTok) and sponsorships with brands

Disruptors



*"Income smoothing" through credit lines offered to creators*

**Lack of Income / Employment Records**

Freelancing and irregular income payments makes it difficult to assess a creator's tax standing and employment history

Disruptors



*Standardization & verification of irregular payroll data*

**Lack of Insurance & Benefits**

Creators, generally employed outside of traditional norms, lack regular benefits provided by traditional employers: tax withholding, health insurance, disability coverage, retirement savings

Disruptors



*Benefits for creators for monthly subscription fee instead of deductibles*

**Incompatible Banking Systems**

Legacy banks are unable to accommodate irregular payments and other financial nuances associated with being a creator

Disruptors



*Neobanks with tailored solutions targeting creators' unique needs*

**Reputation Risk**

Insuring creators' most important asset – their internet presence – is a relatively unknown phenomenon

Disruptors



*Insuring and indemnifying creators' accounts against hacks*

9

# Software Development Disruption

## Creator Economy is Disrupting Software Development

- One of the largest components of the creator economy is the platforms that content creators use to build their audiences
  - Engineers are the ones developing these technologies and innovating new platforms
- Software developers can use programs like Github to create their own creative content, leading to startups and content creation
- For example, when food delivery apps exploded in the pandemic, two entrepreneurial engineers coded an app-based delivery service charging lower delivery commission to restaurants



## Freelancing as a Software Developer

### Advantages

- ✓ As a freelance developer, there is flexibility over how much, when, and where one works
- ✓ Freedom to decide the projects instead of being told what to code
- ✓ May be easier to find work to build initial experience
- ✓ Hourly rate of an engineer consultant is typically higher than full-time counterparts because there is less overhead with freelancer engineers

### Disadvantages

- ✗ Work is not always consistent meaning constantly searching for a next project
- ✗ Possibility of a contract being suddenly terminated due to unforeseen reasons
- ✗ Freelancers must handle their own taxes and insurances instead of having company departments in charge of them
- ✗ May not have a steady income because of varying cash flows

## Areas with Content Creation Opportunities

- 1 **Open-source software** – software with source code that anyone can inspect, modify, and enhance
- 2 **Online Education** – demand for developers exceeds the availability and older engineers need to update their skills
- 3 **Live Coding** – Streaming platforms have grown rapidly and many engineers on channels make money through donations subscriptions, and brand deals

## Software Developer Content Creation Examples



**Emma Bostian** - *Software Engineer at Spotify*  
Writes on her blog and creates YouTube content on software development and how to excel at coding

**Sara Vieira** – *Developer at CodeSandbox*  
Writes code on Github, shares tips on her blog and his written a book “Opinionated Guide to React”



















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## 4. Recent Developments of Creator Economy Leaders

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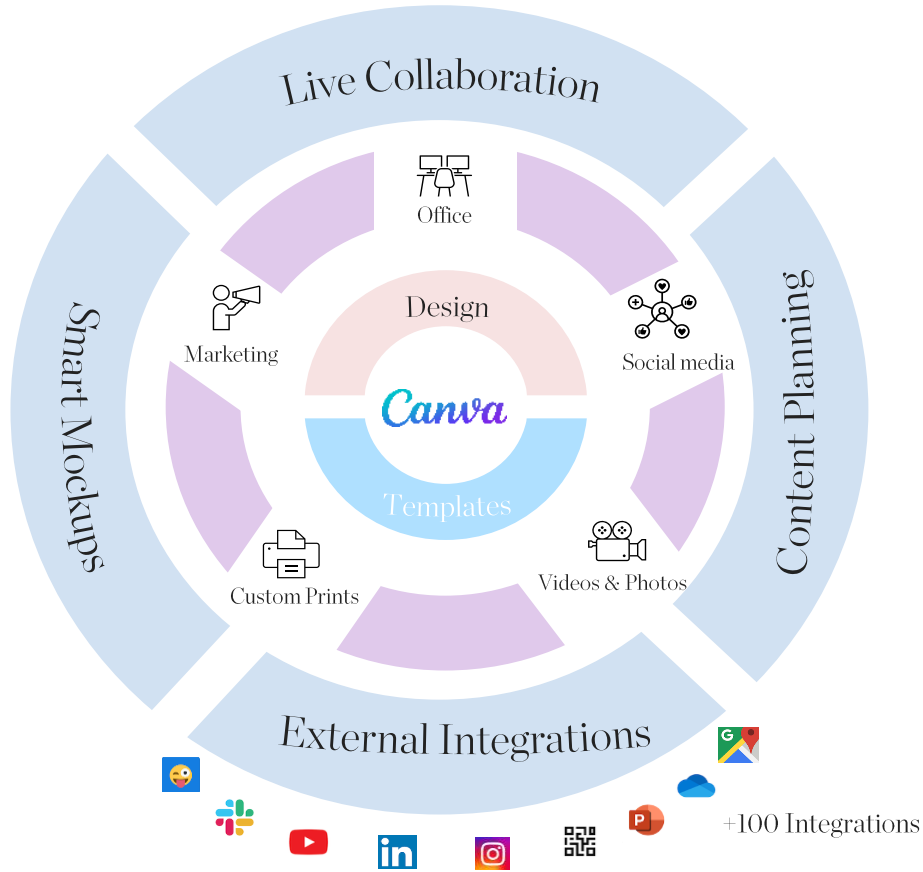
# Recent Developments of Creator Economy Leaders

- 1 Canva: a Paradigm Shift in Graphic Design 
- 2 Picsart and Prisma Labs: Image Editors 
- 3 Adobe/Figma: Leadership in Creator Software 
- 4 TikTok: Crown Jewel of the Creator Economy 
- 5 Twitter: Elon Musk & a Transformation Story 
- 6 Meta: Web3 in the Creator Economy 
- 7 Music Industry Disruptors: Spotify, Epidemic Sound, Splice 
- 8 Bending Spoons: Diversified Creator Tools Platform 
- 9 Wattpad Webtoon Studios: The Power of Storytelling 
- 10 OpenAI: Enabling or Replacing Creators? 
- 11 Stability AI: Introducing New Developments in AI 
- 12 Midjourney: Expanding Human Imagination 
- 13 Branded Entertainment Network: Influencer Marketing 
- 14 Getty Images: Digital Images Leader Returns to Public Markets 

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# Canva: a Paradigm Shift in Graphic Design

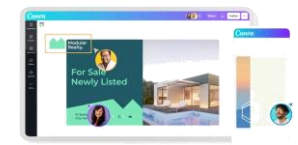
*Canva Creators is on a mission to build the world's best and most diverse content marketplace through the sharing of unique content creator work with over 85 million Canva users*



## Case Study: Canva Creator

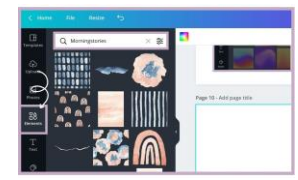
### Template Creators

Graphic designers, web designers, desktop publishers, art directors, and layout artists



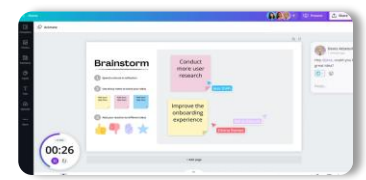
### Element Creators

Photographers, illustrators, typographers, videographers, and artists



### Education Specialty Creators

Teachers who specifically create educational resources and elements



*Canva Creators gives creators the freedom to set their own hours, design at their own will, and earn passive income even when asleep*

# 1 Canva's Collaboration Features Enable Significant Value to Creators

## Key Collaboration Features



**Canva's Real-time Collaboration:** brings teamwork to life by letting users work on designs simultaneously



**Canva Talking Presentations:** brings a new way to create engaging presentations by allowing presenters to talk through their slides in an interactive format

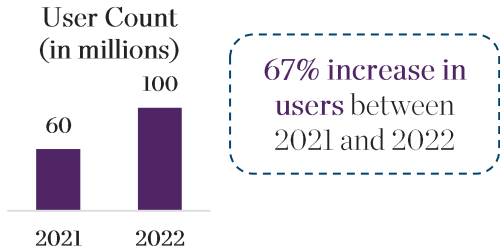


**Canva Brainstorms:** new design type built for teams to collaborate simultaneously on notes, build moodboards and flesh out ideas using an infinite canvas space

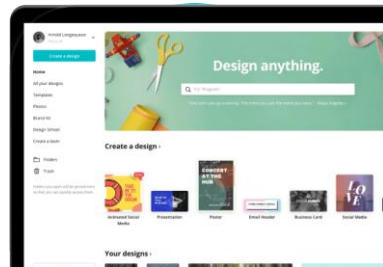


**Canva for Desktop:** offers a seamless desktop experience, paving the way for offline editing and other native features by the end of the year

Design creation and sharing on Canva has **increased by over 80%** since start of COVID



Growing prominence as a workplace collaboration platform fueled by **its strong performance in user growth**, which continues to accelerate as the world shifts online



Embraced by **over 100 million people** every month to design around the globe, collaborating on presentations, marketing materials, social media content, videos and more – at a whopping **150 designs per second** and a total over **7 billion designs** created since launch

# Picsart and Prisma Labs: Image Editors

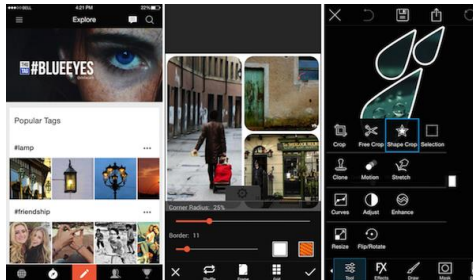
## How Picsart Differentiates Itself

- Picsart is a photo and video editing platform and creative community
- A top 20 most downloaded app worldwide with AI-powered tools that allow creators to design, edit, draw, and share content anywhere
- Included as #1204 on the annual Inc. 5000 list, an exclusive ranking of the nation's top private companies
- Recent strides to set itself apart from image editors

- 1 Acquired the learning platform Code Republic under its educational division Picsart Academy
  - Picsart Academy includes a personalized learning area, intensive level-up programs, and hands-on project development experiences for engineers to develop skills
- 2 Made its leading tools available to businesses through the launch of an API program and Editor SDK
- 3 Established a dedicated Picsart AI Research lab (PAIR), which recently launched an AI-based font generation solution and industry-leading image enhancement tools
  - PAIR team develops new AI fonts by training models with a large dataset of fonts allowing them to create glyphs from a keyword or tag
- 4 Replay, an exclusive Picsart feature, allows creators to recreate original edits with step-by-step breakdowns

800+ Edits every second

150M+ Monthly active users



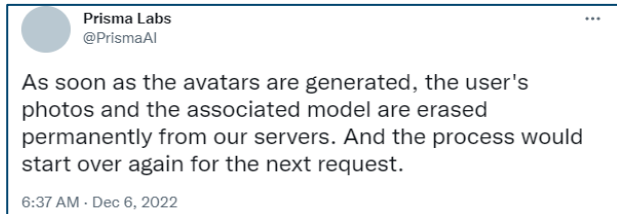
## Prisma Labs' Lensa is the new AI Phenomenon

- Although Lensa first launched in 2018 as a photo editing tool, it wasn't until late 2022 that the app exploded in popularity after the debut of its "Magic Avatars" tool

- Currently the top downloaded app in the Apple Store's Photo & Video category
- Lensa uses artificial intelligence to digitize portraits in a variety of categories, from anime to fantasy to "stylish"



- The Magic Avatars feature uses the open source Stable Diffusion model
- Unlike other filters on social media and photo-editing apps, Lensa doesn't try to look "real", but leans into a new kind of photo distortion rooted in its other-worldliness
- However, the app is receiving backlash over a few reasons:
  - ✗ Female avatars are being overly sexualized – In a group of 100 avatars generated, 16 were topless and another 14 had her in "extremely skimpy clothes and overtly sexualized poses"
  - ✗ Users are accusing the company of stealing artwork from digital creators and detracting from the work of human artists
  - ✗ The app poses privacy concerns for users since it uses facial recognition to generate the portraits, to which the company responded saying the photos are deleted and not stored in a database

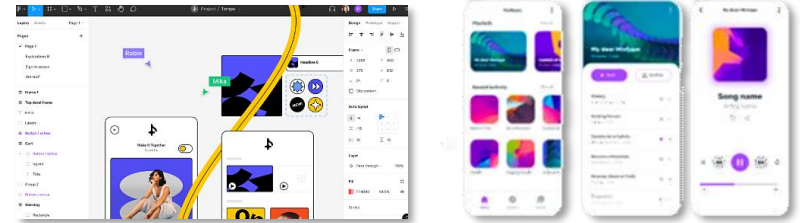


# 3 Adobe/Figma: Leadership in Collaborative Creator Software

## Deal Summary

- On Sep. 15, 2022, Adobe announced it entered into a definitive merger agreement to acquire Figma for ~\$20bn in cash and stock, expected to close in 2023
- Three main reasons Adobe paid 50 times Figma's 2022 ARR:
  - Accelerate top line growth
  - Roll out additional Adobe offerings on the web
  - Expand the addressable user base thanks to collaboration
- The combination of Adobe and Figma will usher in a new era of collaborative creativity through the following avenues:
  - **Reimagine the future of creativity and productivity**
    - With Adobe's and Figma's expansive product portfolio, the combined company will have a rare opportunity to power the future of work by bringing together capabilities for brainstorming, sharing, creativity and collaboration
  - **Accelerate creativity on the web**
    - Figma's web-based, multi-player capabilities will accelerate the delivery of Adobe's Creative Cloud technologies, making the creative process more productive and accessible
  - **Advance product design**
    - Adobe and Figma will benefit all stakeholders in the product design process by bringing powerful capabilities from Adobe's imaging, photography, illustration, video, 3D and font technology into the Figma platform
  - **Inspire global communities of creators, designers, and developers**
    - Combination of Adobe's vibrant creative community and Figma's passionate development community will bring designers and developers closer together to unlock the future of collaborative design

## Figma's Value Add to Adobe



- Best in-class collaboration workflow platform with rapid prototyping capabilities
- Greater integration between Adobe's flagship tools and the Figma platform to simplify workflows
- More web-based tools in the future built on the Figma codebase
- TAM of \$16.5bn by 2025
- Expected to add ~\$200mm in net new ARR this year, surpassing \$400mm in total ARR exiting 2022
- Net dollar retention of >150%, gross margins of ~90% and positive operating cash flows

### Dylan Field, *Figma CEO and Co-Founder*

*"With Adobe's amazing innovation and expertise, especially in 3D, video, vector, imaging and fonts, we can further reimagine end-to-end product design in the browser, while building new tools and spaces to empower customers to design products faster and more easily."*

4

# TikTok: Crown Jewel of the Creator Economy

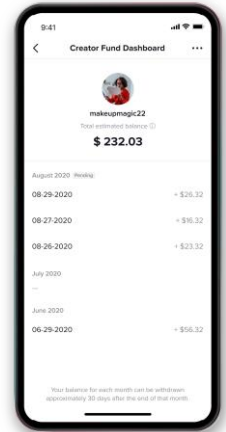
## Platform Statistics and Future Strategy

197.8 million hours Hours TikTok users spend on the app daily	3.5 billion All-time downloads worldwide	689 million Monthly active users
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- TikTok’s algorithm works with a main goal in mind: to show a user content they are most interested in based on previous engagement
- The “For You” algorithm gradually builds profiles of users’ tastes from how they behave, not what they choose
  - While other social networks rely on their users to define themselves by typing in interests, TikTok watches and learns
- As a result, creators are pressured to churn out new and creative content on a consistent basis to keep followers engaged
- Through this combination, the app has one of the highest customer retention and engagement rates of any platform

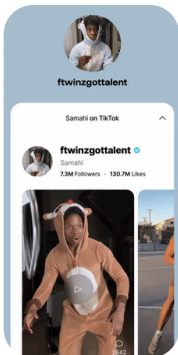
## The TikTok Creator Fund

- Established in 2020, the TikTok Creator Fund began with an initial investment of \$200 million
- TikTok’s goal is to grow the Fund to over \$1 billion within three years
- Compensation and eligibility for the Creator Fund are based on a creator’s metrics, including meeting specific thresholds for views and engagement
- Emphasizes the importance of “original and authentic” content that ties back to TikTok’s mission of “inspiring joy and creativity”
- According to TikTok, 56% of users claim they’re inspired to create videos after seeing compelling creator content; the Fund is a unique push to encourage more activity and time spent on the app



## Recent Advancements within the Creator Economy

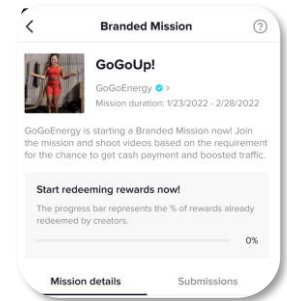
### Profile Kit



- Allows creators to embed up to six videos on Linktree
- Creators can choose to display their latest, most popular, or favorite TikToks on their Linktree landing pages
- Visitors will be able to play videos within Linktree without having to navigate away from the app
- Part of the Tiktok for Developers program, which includes other tools that allow developers to build TikTok-based apps and API integrations

### Tiktok Pulse

- Launched in October 2022, the program shares ad revenue with top creators
- Marketers can use Pulse to place ads next to the top videos on the platform and choose from 12 Pulse categories to ensure their ads are paired with relevant content
- Creators can earn 50% of the revenue from Pulse ads placed next to their videos

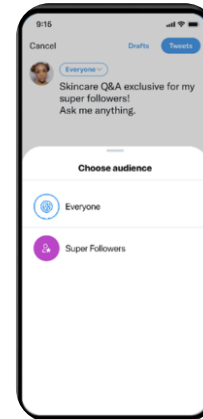


# Twitter: Elon Musk & a Transformation Story

## Deal Summary and Repercussions

- On Oct. 27, 2022, Elon Musk closed his \$44 billion deal to buy Twitter at a share price of \$54.20
- The timeline to reach this deal took the better part of 2022 as Musk began investing in Twitter in late January
  - **Apr. 14:** Musk offers to buy Twitter at \$54.20 per share, valuing the company at ~\$43 billion
  - **Apr. 15:** Twitter adopts a poison pill provision to prevent the Musk acquisition which allows current stockholders to purchase additional shares at a discounted price, diluting the shares owned by Musk
  - **Apr. 25:** Twitter accepts Musk’s offer to acquire the company
  - **Apr. 29:** Musk sells about \$8.5 billion worth in Tesla stock
  - **May 10:** Musk says he would reverse Twitter’s ban of Trump’s account
  - **May 12:** Twitter announces a temporary hiring freeze, pending Musk’s acquisition and two top executives leave the company
  - **May 13:** Musk tweets that the Twitter deal is “temporarily on hold”, citing concern over what he says is the prevalence of bot accounts
  - **Oct. 4:** Musk proposes the completion of a deal to acquire Twitter, reversing a monthlong effort to terminate the agreement
  - **Nov. 4:** Twitter begins layoffs that cut roughly half of its 7,500-person workforce
  - **Nov. 9:** Twitter launches a new version of its subscription service, Twitter Blue, which allows users to access verification if they pay a monthly fee of \$8
  - **Nov. 10:** A flood of fake accounts impersonating public figures and brands on Twitter after the launch of paid verification badges prompts the company to reinstate a second layer of “official tags”

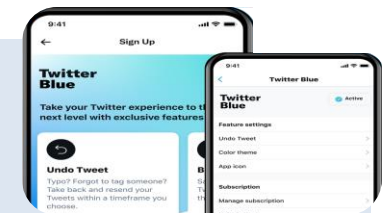
## The Future of Twitter



- The term “super app” was first used to describe WeChat, an all-encompassing platform
- Musk suggested he wanted Twitter to follow in WeChat’s footsteps, tweeting that “Buying Twitter is an accelerant to creating X, the everything app”
- He envisions an app incorporating multiple features such as messaging, financial payments, and food delivery to keep users engaged and returning throughout the day

### Twitter Blue

- Opt-in, paid subscription that adds a blue checkmark to accounts and offers early access to select features, like Edit Tweet
- Web: \$8/month and iOS: \$11/month
- Offers subscribers a way to enhance and customize their Twitter experience through Labs that gives early access to newest features



- Bookmark folders, custom app icons, themes, custom navigation, top articles, and undo tweet, among other features



6

# Meta: Web3 in the Creator Economy

## Metaverse Overview and Value Add to Creators

- The term metaverse was coined 30 years ago to define a massively scaled and interoperable network of real-time rendered 3D virtual worlds that can be experienced synchronously and with continuity of data
- Now, the metaverse and Web 3.0 are used interchangeably to describe the new age of creation

*The metaverse could contribute as much as \$3 trillion to the global economy by 2031*

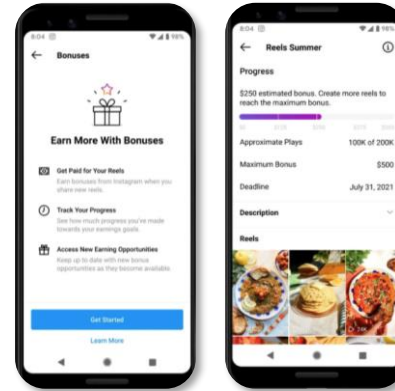
- The metaverse is slated to help creators make more interactive and immersive content, including AR and VR
- Will enable creators to develop more intelligent, interactive and immersive content thanks to new developments in AI
- Creators will work alongside AI-assisted tools that enable them to translate a high-level vision into content ready for consumption, including AI-powered video editing, AI-assisted animation, AI-powered music consumption, and beyond
- Opportunities to interact with fans and audience members through virtual avatars and events in public spaces

*Megan Thee Stallion announced virtual concerts in 2023 in the Metaverse*



*Sotheby's launched its NFT exclusive marketplace on the Metaverse*

## How is Meta Advancing the Creator Economy



- Meta invested over \$1 billion to creators across its platforms in 2022
- Meta reallocated resources from its Facebook News tab and newsletter platform Bulletin towards creator-focused incentives
  - Part of a broader shift toward the metaverse and short-form video content creators that can compete with TikTok

- CEO, Mark Zuckerberg, announced that the company is rolling out tools to help select creators make money on Facebook and Instagram
- On Instagram, creators can now make money from commercials, open their own shops, and sell badges and products in live streams
- On Facebook, they can host paid virtual events, promote fan subscriptions, or sell in-app gifts in live streams or audio rooms
- Soon, they'll be able to start paid newsletters, earn affiliate commission from products, and participate in a branded content marketplace



# Music Industry Disruptors: Spotify, Epidemic Sound, Splice



## Spotify's Vision to become the World's Creator Platform

1. **Ubiquity:** Make Spotify available to anyone on any device
  - Increased number of partners from 250 to 2,000 in 4 years, with 28% of all new registrations coming from these partners, up from 14% in 2018
2. **Personalization:** More than 81% of listeners cite personalization as what they love most about Spotify, driving retention
3. **Freemium:** Combination of free ad-supported tier and premium subscription tier gives listeners a chance to try Spotify risk-free and enables Spotify to build a funnel towards establishing a larger and growing subscriber base now reaching 183 markets

**Daniel Ek, Spotify CEO**

*"We're really investing in building a fantastically multidisciplinary platform that has all the ingredients to become one of the truly unique creative platforms in the world. And based on what we see, we are accelerating our moves to seize that opportunity in the near term. And the value creation opportunity is very high."*



## Epidemic Sound's Value Proposition

1. **Creative Freedom:** Data puts them in a unique position to brief music creators on the type of music that storytellers are looking for, giving artists a blank canvas
2. **Close Relationships:** 1% of the thousands of applications are accepted, meaning the team personally knows the artists and works closely with them
3. **Worldwide Network:** Enable music to travel through network of online video creators, broadcasters, small businesses, media agencies, and brands
4. **Facilitate Collaboration:** Organizes events and opportunities for creators to collaborate, providing an opportunity for musicians to make a living in music

### How Epidemic Sound Pays Creators

- Upfront payment between \$1,200 and \$6,000 for every track commissioned
- 50/50 split on all streaming platform royalties
- Quarterly "Soundtrack Bonus", proportional to track performance out of \$2 million budget (for 2022)



## Splice's Product Offering

1. **Studio:** Downloadable client application, which integrates with existing tools and workflow to automatically sync work with the cloud. Add collaborators in Studio and track every individual's contributions to a project
2. **Community:** Share projects with other users for feedback, find collaborators, and participate in ongoing contests
3. **Sounds:** Catalog allows browsing of over 1 million sounds across all genres from the world's best providers to inspire musicians
4. **Plugins:** Search for and download paid and free top instruments and effects

**Karra, Splice Artist**

*"It's provided financial stability in my life. Being that I write songs every day, I never know where my next check is coming from. But with Splice it's so nice to have a quarterly payout. That's a really significant amount of money – life-changing money, in my instance."*

8

# Bending Spoons: Diversified Creator Tools Platform

>500mm  
App downloads

>\$100mm  
Annual Revenue

>90mm  
Monthly Active Users



*Dawn AI*

Newly launched AI technology creates avatars by analyzing photos to learn what a person looks like and produces portraits with content never seen before



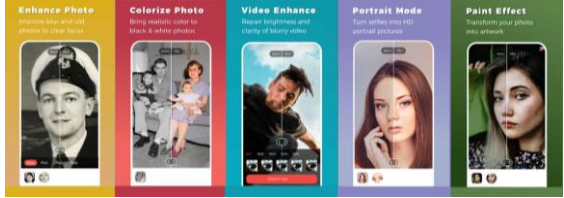

*Splice*

- A photo and video editing software application for online influencers and video creators
- Offers expert-level video editing for mobile users
- Provides users a way to capture videos and shoot it, shine it, and share it without losing any time



*Remini*

- A mobile application designed to enhance images through proprietary AI technology
- Key features include blur removal, facial detail and sharpening, and super-resolution



*FiLMiC*

- A video camera application designed to shoot videos on mobile phones using various shooting modes
- Its video camera application manually exposes and focuses on clips and facilitates to choose the resolution, the bitrate and the aspect ratio, enabling people to create high-quality HD videos




9


# Wattpad Webtoon Studios: The Power of Storytelling

## Wattpad and Webtoon Merge to Create One Studio


- On May 10, 2021, Naver announced it completed the acquisition of Wattpad, valued at more than \$600 million
- As part of the Naver family of world-class brands, Wattpad will focus on its continued growth and innovations, expanding its teams, and developing new initiatives to reward writers on the platform
- The acquisition strengthens Naver’s leadership in social storytelling and entertainment, adding Wattpad’s expertise in machine learning, IP discovery, and data-backed TV and film development to Naver’s world-class roster of entertainment and content brands like Webtoon




- Global leader in social storytelling and entertainment
- Creator-first approach to nurturing and supporting in reading and writing communities has helped authors around the world build a global audience and monetize
- Wattpad Paid Stories are just one of a growing number of paths for Wattpad writers to earn money



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- Owned by Naver, it’s the most popular digital comics platform in South Korea
- Allows creators to publish original content under the Webtoon Originals banner, as well as host other series on its self-publishing site CANVAS
- Appeals to the masses with the availability of various genres and easy mobile access
- Several of the webtoons have been adapted to other media like movies or drama series







- Launched in 2021, Wattpad Webtoon Studios will create the world’s most innovative multi-format studio
- Fully integrated studio that harnesses the power of storytelling on platforms to propel original stories to off-platform entertainment and publishing success
- Produces culture-defining TV and films, publishes the world’s next bestsellers, and partners with top talent and companies to ensure that creators’ dreams come true
- Each project and creator is supported throughout the entire process in a collaborative and transparent model that ensure the creator’s vision is realized
- Naver will commit \$100 million for development and production financing
- Launched a Global Animation division, overseeing IP development on all animated film and television projects

**Aron Levitz, President**

*“We’re better and stronger with two massive IP libraries, united with tons of stories and over 166 million people around the world coming to create, interact, and engage on our platforms monthly.”*

# OpenAI: Enabling or Replacing Creators?



## Overview

Artificial intelligence software and R&D platform that has built general purpose, open-source, and horizontal AI technology that can be applied in numerous contexts.

**Valuation:** ~\$20bn (Rumored)

**Capital Raised:** >\$1bn

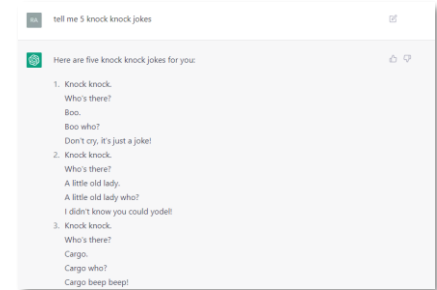
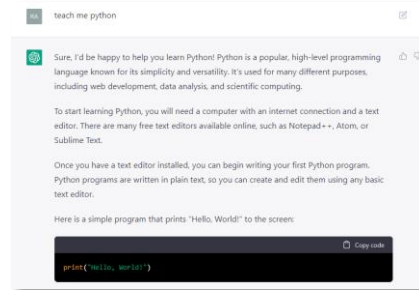
**Most recent round:** \$1bn, led by Microsoft in July 2019

## Dall E & Dall E 2



- In Jan 2021, OpenAI introduced Dall-E
- One year later, they introduced Dall-E2, which generates more realistic and accurate images with 4x greater resolution
- AI system that can create realistic images and art from a description in natural language
- Uses a process called “diffusion,” which starts with a pattern of random dots and gradually alters that pattern towards an image when it recognize specific aspects of that image
- Expands images beyond what’s in the original canvas, creating expansive new compositions
- Can add and remove elements while taking shadows, reflections, and textures into account

## ChatGPT



- New AI-powered chatbot that interacts with users by providing lengthy, thoughtful and thorough responses to questions and prompts
- Natural Language Processing model developed by OpenAI designed to generate human-like responses to text input, allowing users to engage in natural, conversational interactions with the model
- Uses machine learning algorithms to analyze and understand the meaning of text input, and then generates a response based on that input
- Model was trained using Reinforcement Learning from Human Feedback by human AI trainers providing conversations in which they played both sides
- The dialogue format makes it possible for ChatGPT to answer follow-up questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests

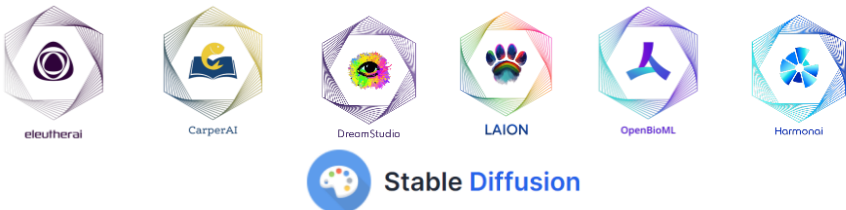
# Stability AI: Open Source AI Disruptor

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## Business Overview

- Founded in 2020 and headquartered in London, UK
- Operates as an AI-driven visual art platform that designs and implements an open AI tool to create text-to-image outputs
  - The tool executes text commands into images and other forms of media, using collective intelligence and augmented technology to help clients develop open AI models for image, language, audio, video, 3D, and biology
- Business model: monetization of open-source models through services such as DreamStudio, AI consulting services to businesses, training of “private” models for customers, and acting as a general infrastructure layer
  - Has over 4,000 Nvidia A100 GPUs running in AWS
- Runs Stable Diffusion, an open-source text-to-image generator that works in a similar way as AI systems run by OpenAI
  - Has been downloaded by more than 200,000 worldwide users
- Claims to be the world’s first community-driven, open-source artificial intelligence company looking to accelerate the development of open AI models for image, language, audio, video, 3D, and more
- “Stability AI puts the power back into the hands of developer communities and opens the door for ground-breaking new applications. An independent entity in this space supporting these communities can create real value and change.” - Emad Mostaque, Founder/CEO of Stability AI

## Key Brands



## Application Programming Interface



### Text-to-Image

- Provides tools to convert text into images



### Image-to-Image

- Provides tools for generating or modifying new images based on a starting point



### Inpainting + Masking

- Offers the ability to inpaint (the ability to modify a specific section of an image) via masking out a specific area of an image and then generating new details based on a provided prompt
- Provides API with a grayscale mask image, where black pixels represent the areas that will be replaced by the prompt, the white pixels represent areas that are to be untouched by the inpainting process, and gray pixels result in partial replacement



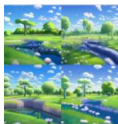
### CLIP Guidance

- Provides additional context while generating images in order to improve coherency



### Multi-prompting

- Helps execute multi-prompting calls, by helping developers assign weights to individual prompts



### Variants

- Helps create alternative versions of a past generation by setting up a basic image generator to create many variations on the same idea

# How Stable Diffusion Works

## Technology

### Architecture

- Stable Diffusion uses a variant of diffusion model called latent diffusion model (LDM)
- Consists of 3 parts: the variational autoencoder, U-Net, and an optional text encoder
  - VAE encoder compresses the image from pixel space to a smaller dimensional latent space, capturing a more fundamental semantic meaning of the image
  - The U-Net block denoises the output from forward diffusion backwards to obtain latent representation
  - VAE decoder generates the final image by converting the representation back into pixel space

### Training Data

- Trained on pairs of image and captions taken from LAION-5B, a publicly available dataset where 5 billion image-text pairs were classified, filtered into datasets, and given a predicted likelihood of containing a watermark and “aesthetic” score
- Multiple subsets were created based on the dataset originally created

### Limitations

- Stable Diffusion has issues with degradation and inaccuracies in certain scenarios
- Initial releases of the model were trained on a dataset that consists of 512x512 resolution images, meaning the quality noticeably degrades
- Accessibility for individual developers can be a problem
- The creators acknowledge the potential for algorithmic bias

### End-User Fine Tuning

- An “embedding” can be trained from a collection of user-provided images
- A “Hypernetwork” is a small pre-trained neural network that allows the models to imitate the art style of specific artists
- DreamBooth can fine-tune the model to generate personalized outputs

## Capabilities and Usage

### Text-to-Image Generation

- The text-to-image sampling script within Stable Diffusion consumes a text prompt in addition to assorted option parameters covering sampling types, output image dimensions, and seed values
- The script outputs an image file based on the model’s interpretation of the prompt
- Each generation will involve a specific seed value which affects the output image
- Users may opt to randomize the seed in order to explore different generated outputs

### Image modification

- Stable Diffusion also includes another sampling script, “img2img”, which consumes a text prompt, path to an existing image, and strength value between 0.0 and 1.0
- The script outputs a new image based on the original image that also features elements provided within the text prompt



Demonstration of the effect of negative prompts on image generation

- Top: no negative prompt
- Middle: “green trees”
- Bottom: “round stones, round rocks”

- The ability of img2img to add noise to the original image makes it potentially useful for data anonymization and data augmentation
- The same process may also be useful for image upscaling, in which the resolution of an image is increased

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# Midjourney: Expanding Human Imagination

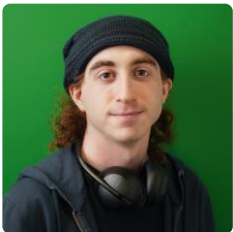
## Business Overview

- Operates as an independent research company focused on human infrastructure and AI
- Offers a proprietary AI program that creates images from textual descriptions
- Generates four images in a 2x2 grid based on the prompt entered
- Provides the option to upscale the images in four different pixel versions and four different variations
- Has 6.3mm users in Discord<sup>1</sup>
- Has 11 full-time employees (as of December 23, 2022)
- Founded in 2022 and headquartered in San Francisco, CA

## Pricing

- Free: 25 GPU-minutes
- Basic: 200 GPU-minutes/month at \$10 per month
- Standard: 15 GPU-hours and unlimited relax GPU time/month at \$30 per month
- Corporate: 120 GPU-hours/year at \$600 per year

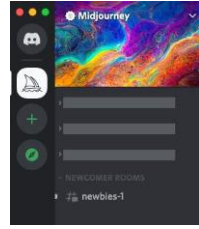
## Key Executive



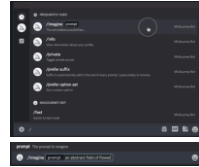
**David Holz**  
*Founder and CEO*

- Previously served as Cofounder & CTO of Leap Motion
- Holds a degree in Applied Mathematics from the University of North Carolina at Chapel Hill

## How It Works



Select newbies channel from sidebar



Generate an image by clicking on the “imagine” (prompt) option and typing a description of the image



Generates four options based on the prompt



After a 2x2 grid of images is generated, two rows of buttons will appear:

- In the top row, the U1, U2, U3, and U4 buttons are available to upscale the chosen image
- In the bottom row, the V1, V2, V3, and V4 buttons are available to create a variation of the chosen image



Provides an option to save the image and send it to as a direct message



# 13 Branded Entertainment Network: Influencer Marketing

## Platform Overview

Branded Entertainment Network's *custom-built AI* delivers marketing campaigns that connect brands with audiences through three core services:



**Product Placement**  
Drives authenticity and quality through story-driven approach



**Influencer Marketing**  
Capitalizes on reach of creators to drive social marketing campaigns



**Music Integrations**  
Partners with leading labels, managers, and publishers



## Selected Customer Case Studies



Executed over **1500 product integrations** that delivered **~5 billion impressions** across film, TV, cable and streaming, including franchises like James Bond and Austin Powers over a 5-year relationship



To turn its commercial with Leo Messi and Kobe Bryant into a viral hit, Turkish Airlines turned to BEN for an influencer campaign that delivered a **9% and 16% increase in brand recall and searches**, respectively



Proxima aligned its suite of alcohol brands as staples in music culture by placing them in with music videos with artists such as ASAP Ferg and DNCE, driving **500 million views across 20 integrations in 18 months**

# 14 Getty Images: Digital Image Leader Returns to Public Markets

## DeSPAC Transaction Structure Overview

- Transaction value of \$4.8bn, representing **15.2x** 2022E Adjusted EBITDA based on midpoint of \$315mm
- All shareholders besides Koch rolled 100% of existing equity and owned ~64% of the Pro Forma company
- Koch converted \$150mm of preferred into 15mm common shares
- \$150mm PIPE consisted of \$100mm from SPAC sponsor and \$50mm from the Getty family
- **Presented value creation opportunities include:**
  - Expansion into corporate segments that typically comprise a larger portion of subscription revenue
  - Growing demand in video
  - International expansion
  - Engage in strategic M&A and partnerships

## Platform Summary

### gettyimages®

- Premium creative and editorial content, offering mainly to enterprises
- Preeminent editorial offering with 50+ premium content partners



### iStock.

- Budget-conscious creative stills and video across basic to premium plans and various credit packs
- Catered to SMBs



### Unsplash

- Expansive free stock photo collections targeted to high-growth prosumers and semi-professional creators
- Deep API integrations across 16k+ creative services and platforms



Source: Company Presentation

## Growth Opportunities

### Content Creators

- 300 Content Partners
- 450k+ Contributors and 80k+ Exclusive Contributors
- 120+ Staff Photographers and Videographers

### Growing Content Creation Economy

- 61% of small businesses invest in social media marketing
- 74% of in-house creative teams were created in the last 5 years
- ~47mm amateur and ~2mm professional creators

### Growth Strategy

- Continue to be agile and capture growth in the Corporate Segment
- Accelerate penetration across high-growth geographies
- Continue emphasis on subscription offerings
- Continue to grow video consumption
- Expand dollars from existing customer base and enter the evolving creator economy and other nascent content markets

## Global Creative Economy

### Global Visual Content Production

\$60bn in digital video ad spend projected to grow to \$111bn by 2024

### Global Digital Content Market

16% US Digital Advertising Investment CAGR '20-'24

### Global Pre-Shot Image and Video TAM





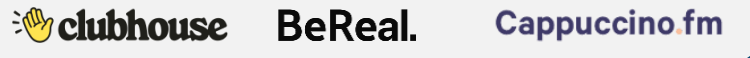


\$10.6 Billion with a ~6.5% CAGR '21-'26








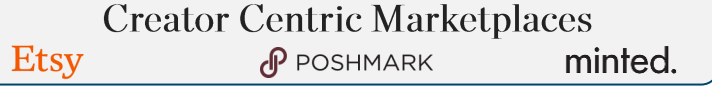

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# Key Players Within the Creator Economy

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# Key Players

- 1 **Collaboration Platforms**  

- 2 **Image Editors and Enhancers**  

- 3 **Video**  

- 4 **Music & Audio**  

- 5 **Peer to Peer Content Distribution**  

- 6 **Stock Imaging and Microstock**  

- 7 **Written Word**  


- 8 **Creator / Fan Interaction**  

- 9 **AR / VR**  

- 10 **AI Centric Creator Platforms**  

- 11 **Freelancing**  

- 12 **Fintech**  

- 13 **3D Tools**  

- 14 **Animated Content**  

- 15 **Creator Centric Marketplaces**  

- 16 **Digital Asset Marketplaces**  


1

# Collaboration Platforms



## Business Model

- Figma offers a **freemium model**, remaining free to up three editors
- **Pro tier** offers unlimited version history and the ability to create a Design System for \$15/month/editor
- **Org tier** bundles in an extra layer of security and content control for \$45/month/editor
- **Starter:** \$15/month
- **Professional:** \$25/month
- **Team:** \$99/month
- Enterprise contains advanced features for design collaboration at scale

## Value-Add to Creators

- Vector graphics editor and prototyping tool that combines the accessibility of the web with the functionality of a native app
- Helps the entire product team create, test, and ship better designs, faster
- Boost creative productivity
- With InVision Studio's introduction, a complementary application that lets designers create their own design screens, InVision became a holistic solution for designers
- Ecosystem is vast, with a wide variety of task-specific tools and third-party integrations

## Valuation & Scale

- \$20bn<sup>E</sup> (as of Sep 15, 2022)
- NA
- \$2bn (as of Dec 15, 2018)
- NA

## Business Overview

- **CEO:** Dylan Field
- **Headquarter:** San Francisco, CA
- **Key Investors:** Spur Capital Partners
- **CEO:** Jeff Chow
- **Headquarter:** New York, NY
- **Key Investors:** NP Capital, ABS Capital Partners, and Atlassian

1

# Collaboration Platforms



## Business Model

- **Free Plan:** unlimited team members
- **Team plan:** \$8/member/month
- **Business plan:** \$16/member/month
- **Enterprise:** for 50+ members
- Each plan includes an increasing number of features for members to gain access to

- **Free:** Unlimited team members
- **Team+:** \$9.99/member/month billed annually
- **Business:** \$17.99/member/month
- **Enterprise:** Helps level up teamwork across multiple workspaces with enterprise-grade controls and proven transformation expertise

## Value-Add to Creators

- Miro is a platform play designed to integrate with many different enterprise tools, much like Slack does for communications
- People can build integrations to other common tools and customize the base tool to meet their needs

- Every plan includes intuitive collaboration features, infinite and resizable canvas options, and exclusive facilitation superpower features
- Offers deep expertise in transforming the way enterprise teams collaborate and solve hard problems together

## Valuation & Scale

- \$17.50bn (as of Dec 8, 2021)
- 30mm MAUs

- \$2bn (as of Jul 20, 2021)
- 61,000+ Monthly Active Guests (as of Dec 16, 2020)

## Business Overview

- **CEO:** Andrey Khusid
- **Headquarter:** San Francisco, CA
- **Key Investors:** Atlassian, DST Global, and TCV

- **CEO:** David Baga
- **Headquarter:** San Francisco, CA
- **Key Investors:** Alta Global Ventures, Athene Partners, and Insight Partners

# Image Editors and Enhancers



## Business Model

- **Annual Membership** starts at \$29.99
- **Monthly Membership** starts at \$7.99
- **Free Plan:** Offers thousands of free images and templates
- **Picsart Gold:** \$4.66/member/month
- **Team:** \$6.24/member/month (additional seats: \$4.37/month)
- **Lightricks** offers a suite of apps such as Facetune, Videoleap, Photoleap, Popular Pays, and Beatlea; recorded over 650.0mm downloads worldwide
- Offers **Popular Pays**, which allows creators to connect with brands & collaborate with ease

## Value-Add to Creators

- VSCO offers a library of 200+ premium quality presets and tools
- Offer an easy-to-use video editor, and a curated collection of photography of all genres, styles, and aesthetics from its global community of creators
- Picsart offers all-in-one creative platform that lets users to create a wide range of products – from thumbnails to billboards – hassle free
- Offers full cross-platform access, thus adding creators to create on both the mobile app and the web
- Lightricks’ photo and video editing tools offer endless possibilities and inspiration, while the company’s creator services provide content creators the ability to monetize their work and talents

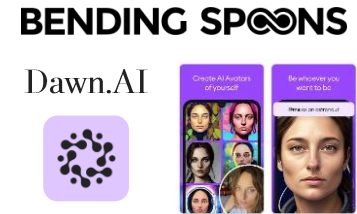
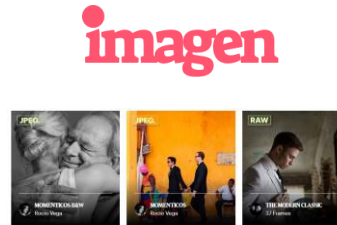
## Valuation & Scale

- \$0.55bn (as of Apr 25, 2015)
- NA
- \$1.2bn (as of Aug 26, 2021)
- 150.0mm MAUs (as of Aug 26, 2021)
- \$1.8bn (as of Sep 19, 2021)
- 30.0mm+ MAUs

## Business Overview

- **CEO:** Joel Flory
- **Headquarter:** Oakland, CA
- **Key Investors:** Betaworks Ventures, Glynn Capital, and Accel
- **CEO:** Hovhannes Avoyan
- **Headquarter:** Miami, FL
- **Key Investors:** Agnostic Ventures, 3VC, and G Squared
- **CEO:** Zeev Farbman
- **Headquarter:** Jerusalem, Israel
- **Key Investors:** Fusion Fund, Qumra Capital, and Shavit Capital

# Image Editors and Enhancers



## Business Model

- Subscription plan: \$8 (per month) and \$30 (annually)
- Users have to pay \$4 to upload up to 20 photos on the app for editing and receive 50 avatar images based on the photos submitted
- Pricing is based on projects (quantity of image) starting at minimum \$7 per month, which rolls over from month to month as editing credit
- \$0.05/ per photo, \$0.01 for cropping and \$0.01 for straightening
- Offers 1,000 free edits
- Free app on the app store

## Value-Add to Creators

- Lensa is a photo-editing app available on iPhone and Android with a feature to turn uploaded selfies into avatars. The app can also be used to edit photos and make a wide range of changes, from skin retouching to blurring backgrounds
- Helps modernize and improve the post-production workflow of professional photographers by intelligently automating image editing at scale
- Saves up to 90% of post-production time and turn many hours of manual work into seconds
- AI analyzes photos to learn what one looks like and produces portraits with thousands of possible styles
- Creators can expand their imagination with images of themselves in various scenarios and situations

## Valuation & Scale

- NA
- NA
- NA

## Business Overview

- **CEO:** Andrey Usoltsev (Prisma Labs)
- **Headquarter:** Sunnyvale, CA
- **Key Investors:** Elysium Venture Capital, Palta, and VK Company
- **CEO:** Yotam Gil
- **Headquarter:** Tel Aviv, Israel
- **Key Investors:** Summit Partners and NFX
- **CEO:** Luca Ferrari
- **Headquarter:** Milan, Italy
- **Key Investors:** Creator Partners and Eagle Capital Ventures



# Video



## Business Model

- Owned by TikTok
- CapCut offers a simple and easy-to-use video editing tool that allows users to edit videos on their phone, desktop, or laptop
- TrillerPass: \$29.99/month (includes Triller’s music, sports, and fashion live events and Pay-Per-View streamed sports content)

## Value-Add to Creators

- Provides experienced creators with key features such as 4K, export, keyframe, color grading, and curve speed, making their video creation more productive
- Lets users search from over 80.00mm songs and stream right in the app
- Offers 100+ video filters

## Valuation & Scale

- NA
- 140mm downloads in H1 2021
- \$3bn (as of Aug 29, 2022)
- 65mm MAUs (as of Aug 19, 2022)

## Business Overview

- CEO:** Liang Rubo
- Headquarter:** China
- Key Investors:** 2B Global Capital, Coatue Management, and CSVE Ventures
- CEO:** Mahi de Silva (Co-CEO) and Mike Lu (Co-CEO)
- Headquarter:** Los Angeles, CA
- Key Investors:** DT Unicorn Fund, Wavemaker Partners, and Global Emerging Markets

# Video

vimeo



Splice



## Business Model

- **Starter:** \$9.00/member/month
- **Standard:** \$25.00/member/month
- **Advanced:** \$65.00/member/month
- **Enterprise:** Price on demand
- Both movie creator & clip editing and Splice Weekly, with Free Trial, at \$4.99
- Splice Monthly, with free trial, at \$9.99

## Value-Add to Creators

- Enables creators, team, and organization to unlock the potential of videos to create, collaborate, and communicate
- Provides a video editing app with intuitive user experience, pro-level tools, and an enormous music library
- Also offers features to increase or decrease the speed of videos

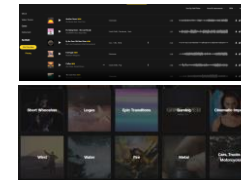
## Valuation & Scale

- \$0.3bn (as of Dec 07, 2022)
- 170mm MAUs
- NA
- 70 million users<sup>1</sup>

## Business Overview

- **CEO:** Anjali Sud
- **Headquarter:** New York, NY
- **Key Investors:** Angés Québec
- **CEO:** NA
- **Headquarter:** Milan, MI
- **Key Investors:** Bending Spoons

# Music & Audio



## Business Model

- **Sounds+:** \$9.99/month or \$99.99/annum
- **Creator:** \$19.99/month or \$199.99/annum
- **Creator+:** \$29.99/month or \$299.99/annum
- Max Social: \$29.99/ month
- Max Pro: \$39.99/ month
- Max Teams: \$68.00/ month
- Provides customized plans for enterprises

## Value-Add to Creators

- Offers a royalty-free sample library with access to millions of sounds
- Provides tutorials and tools from experts and artists with a 14-day free trial
- Allows people to back up project files in the cloud with unlimited free storage
- Helps create content by providing premium music, SFX, footage, and template in one platform
- Offers royalty-free music and sound effects based on categories such as ambient, essential, etc.

## Valuation & Scale

- \$0.4bn (as of Nov 25, 2020)
- 4mm MAUs (as of Feb 22, 2021)
- NA

## Business Overview

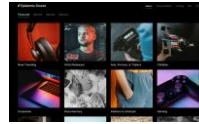
- **CEO:** Kakul Srivastava
- **Headquarter:** New York, NY
- **Key Investors:** Crush Ventures, Industry Ventures, and Box Group
- **CEO:** Ira Belsky and Itzik Elbaz
- **Headquarter:** Tel Aviv, Israel
- **Key Investors:** NA

4

# Music & Audio



## Epidemic Sound



### Business Model

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"> <li>• <b>LANDR Studio:</b> \$12.50/month; <b>Mastering:</b> Pro - \$25.00/month; Single Master - \$10; <b>Distribution:</b> Complete - \$20/annum; Unlimited - \$89.00/annum; <b>Samples:</b> Pro - \$6.58/month; <b>Plugin:</b> Plugin Subscription - \$99.00/annum; and <b>Sessions:</b> Intro – free; Premium - \$7.99/month or 49.99/annum</li> </ul> | <ul style="list-style-type: none"> <li>• Provides a 30-day free trial</li> <li>• <b>Personal:</b> \$6.00/month</li> <li>• <b>Commercial:</b> \$12.00/month</li> <li>• <b>Enterprise:</b> For a publisher, broadcaster, or organization in a need of an enterprise solution</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Next</b> offers up to 3 hours of track uploads and allows sharing the same with collaborators for free</li> <li>• <b>Next Plus</b> offers music streaming to Spotify, Apple Music, TikTok, and more for \$2.50/month</li> <li>• Provides users unlimited tracks upload, custom profile, exclusive partner offers, and 3 free mastering credits with <b>Next Pro</b> for \$8/month</li> </ul> |
|--|---|--|

### Value-Add to Creators

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• Enables people to create, collaborate, master, distribute, and promote their music all in one place</li> </ul> | <ul style="list-style-type: none"> <li>• Offers royalty-free music to download or stream for all digital platforms, YouTube video, twitch streaming, and podcasts</li> </ul> | <ul style="list-style-type: none"> <li>• Enables people to both share &amp; monetize their content with a global audience, and receive detailed stats &amp; feedback from the community</li> </ul> |
|---|--|--|

### Valuation & Scale

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>• NA</li> </ul> | <ul style="list-style-type: none"> <li>• \$1.4bn<sup>E</sup> (as of Mar 22, 2021)</li> </ul> | <ul style="list-style-type: none"> <li>• \$0.5bn</li> <li>• 76mm MAUs (as of Jul 5, 2022)</li> </ul> |
|--|--|--|

### Business Overview

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"> <li>• <b>CEO:</b> Pascal Pilon</li> <li>• <b>Headquarter:</b> Quebec, Canada</li> <li>• <b>Key Investors:</b> General Catalyst, Peak Capital Partners, and Shure</li> </ul> | <ul style="list-style-type: none"> <li>• <b>CEO:</b> Oscar Höglund</li> <li>• <b>Headquarter:</b> Stockholm, Sweden</li> <li>• <b>Key Investors:</b> TIN Fonder, Blackstone, and EQT</li> </ul> | <ul style="list-style-type: none"> <li>• <b>CEO:</b> Michael Weissman</li> <li>• <b>Headquarter:</b> Berlin, Germany</li> <li>• <b>Key Investors:</b> Forum Ventures, Rapid Pioneers, and K2 Global</li> </ul> |
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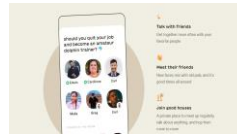
Source: Company Websites, Press Releases, and Pitchbook; Notes : E) E stands for estimated

# Peer-to-Peer Content Distribution

## BeReal.



## clubhouse



## Cappuccino.fm



### Business Model

- Operates as a free photo sharing social media app
- Currently doesn't make any money as it is funded through venture capital investors and does not charge users
- Develops a voice chat application designed to offer space for casual and drop-in audio conversations
- Currently does not generate revenue as it is focused on expanding its user base before it introduces monetization
- Allows users to record voice memos and share them with customizable groups
- Social app focused on sharing intimate life moments and memories with close friends and family

### Value-Add to Creators

- Sends a simultaneous notification to everyone on the list at a random time to capture and share a photo within two minutes, enabling users to share life updates
- Takes a picture using both, the front and back cameras so that other users can see what their friends look like and where they are
- Lets creators join open virtual rooms and listen to others have free-flowing conversations where they can raise their hand to be invited to speak or get tapped by those already speaking to more actively participate
- Allows members of a group to record a short audio message (a bean); the next morning, sends a notification to group members stating that their "morning cappuccino has been brewed"

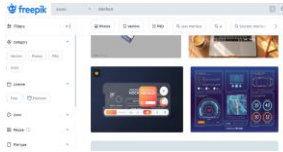
### Valuation & Scale

- \$647mm (as of May 17, 2022)
- 10mm daily active users (as of Jan 2023)
- \$4bn (as of May 12, 2021)
- Over 10mm users every week

### Business Overview

- CEO:** Alexis Barreyat
- Headquarter:** Paris, France
- Key Investors:** Accel, Alven Capital Partners
- CEO:** Paul Davison
- Headquarter:** San Francisco, CA
- Key Investors:** 10X Capital, Crossover VC
- CEO:** Gilles Poupardin
- Headquarter:** New York, NY
- Key Investors:** Uncommon Projects

# Stock Imaging and Microstock



## Business Model

- **Individual:** \$24.00/month
- **Teams:** \$22.80/two person/month
- Shutterstock offers **several plans for different segments:** Images, Video, Music, Editorial, and Creative Flow+

## Value-Add to Creators

- Freepik offers the best high-quality content – illustrations, photos, icons, mockups, and presentations templates – for creators
- Offers an image library that is updated daily so that users can find the newest and trendiest photos and designs
- Shutterstock offers a library of over 300.00mm images, with 200.00k images added every day
- Has over 1.0mm contributors on the platform

## Valuation & Scale

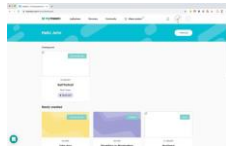
- \$0.28bn (as of Jul 17, 2020)
- 41mm MAUs
- \$1.78bn (as of Dec 07, 2022)
- NA

## Business Overview

- **CEO:** Joaquin Cuenca Abela
- **Headquarter:** Malaga, Spain
- **Key Investors:** Acquired by EQT
- **CEO:** Paul Hennessy
- **Headquarter:** New York, NY
- **Key Investors:** Insight Partners

6

# Stock Imaging and Microstock



## Business Model

- Offers an on-demand photography platform designed to leverage artificial intelligence in imaging and help photographers grow their business and skills
- Large images, 4K, and HD videos starting at \$499
- Medium images starting at \$375
- Small images, low-resolution videos starting at \$175

## Value-Add to Creators

- Meero takes care of everything on the behalf of the creators – from prospecting, billing, sorting, post-production to delivery
- Collaborates with over 58,000 photographers, providing them the opportunities to create beautiful images for more than 31,000 brands worldwide
- Operates as a preeminent global visual content creator; provides a marketplace that offers a full range of content solutions through the Getty Images, iStock, and Unsplash brands, websites, and APIs
- Works with over 488,000 contributors and more than 300 content partners

## Valuation & Scale

- \$1bn (as of Sep 14, 2020)
- NA
- \$4.01bn (as of Jan 05, 2023)

## Business Overview

- **CEO:** Thomas Rebaud
- **Headquarter:** Paris, France
- **Key Investors:** Avenir Growth Capital, Eurazeo, and Prime Ventures
- **CEO:** Craig Peters
- **Headquarter:** Seattle, Washington DC
- **Key Investors:** CC Neuberger Principal Holdings II, J. Paul Getty Trust, and Multiply Group PJSC

# Written Word



## Business Model

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• Starting on Substack is free</li> <li>• If users turn on paid subscriptions, Substack keeps a 10% cut of revenues for operating costs such as development and customer support</li> </ul> | <ul style="list-style-type: none"> <li>• Wattpad operates as a global multi-platform entertainment company for stories</li> <li>• Offers a 7-day free trial</li> <li>• <b>Premium:</b> \$4.99/month</li> <li>• <b>Premium+:</b> \$7.49/month</li> <li>• Premium+ lets users unlock any two paid stories per month from hundreds of stories</li> </ul> | <ul style="list-style-type: none"> <li>• Medium operates as an open platform with over 100.0mm readers</li> <li>• Offers plans starting from less than \$0.50/week (\$5.0/month)</li> </ul> |
|--|---|---|

## Value-Add to Creators

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• Gives users full control of their content and their relationships with their subscribers</li> <li>• Helps users grow their audience base as more than 40% of all new free subscriptions and around 12% of paid subscriptions come from within Substack's network</li> </ul> | <ul style="list-style-type: none"> <li>• Wattpad offers access to training, mentorship, skill bootcamps, and other relevant courses through the WattLEAD program</li> <li>• Also offers Wattpad WEBTOON studios and Wattpad stories for the print, film, television, and digital platforms</li> </ul> | <ul style="list-style-type: none"> <li>• Allows all users to write on Medium</li> <li>• Medium is creating a new model for digital publishing, one that supports nuance, complexity, and vital storytelling without giving in to the incentives of advertising</li> </ul> |
|--|---|---|

## Valuation & Scale

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• \$0.65bn (as of Sep 09, 2021)</li> <li>• 25.57mm MAUs (as of Sep 2021)</li> </ul> | <ul style="list-style-type: none"> <li>• \$0.6bn (as of May 10, 2021)</li> <li>• 94.0mm MAUs</li> </ul> | <ul style="list-style-type: none"> <li>• \$0.52bn (as of Nov 18, 2021)</li> <li>• 85.0–100.0mm MAUs (as of Oct 20, 2019)</li> </ul> |
|--|---|---|

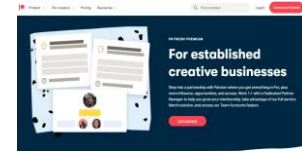
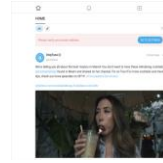
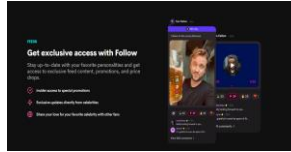
## Business Overview

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• <b>CEO:</b> Chris Best</li> <li>• <b>Headquarter:</b> San Francisco, CA</li> <li>• <b>Key Investors:</b> McWin Partners</li> </ul> | <ul style="list-style-type: none"> <li>• <b>CEO:</b> Jeanne Lam</li> <li>• <b>Headquarter:</b> Toronto, Canada</li> <li>• <b>Key Investors:</b> Acquired by Naver</li> </ul> | <ul style="list-style-type: none"> <li>• <b>CEO:</b> Tony Stubblebine</li> <li>• <b>Headquarter:</b> San Francisco, CA</li> <li>• <b>Key Investors:</b> Spark Capital</li> </ul> |
|---|--|--|



8

# Creator / Fan Interaction



## Business Model

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• Offers a platform that connects users with thousands of celebrities, and enables them to request a personalized video message from celebrities for any occasion</li> <li>• Prices varies as per celebrity</li> </ul> | <ul style="list-style-type: none"> <li>• Offers a platform that lets users see exclusive content and live streams from the people/celebrity they follow</li> <li>• Subscription prices depend on the number of followers a creator has on Twitter/Instagram</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Lite:</b> 5% of the monthly income users earn on Patreon</li> <li>• <b>Pro:</b> 8% of the monthly income users earn on Patreon</li> <li>• <b>Premium:</b> 12% of the monthly income users earn on Patreon</li> </ul> |
|---|--|--|

## Value-Add to Creators

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• Once the request is submitted, stars have up to seven days to complete it; incase a user needs it urgently, they can choose 24-hr delivery option</li> <li>• Offers a streamlined platform with access to over 45,000 celebrities</li> </ul> | <ul style="list-style-type: none"> <li>• Offers a platform that lets over 1.5mm creators stream their content</li> </ul> | <ul style="list-style-type: none"> <li>• Lets users build relationships with their patrons through patron-only posts, messages, or directly via email</li> <li>• Offers iOS and Android apps that help in messaging patrons and monitoring users' membership business</li> </ul> |
|---|--|--|

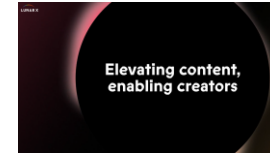
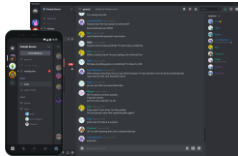
## Valuation & Scale

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"> <li>• \$1bn (as of Mar 30, 2021)</li> <li>• Around 4mm MAUs</li> </ul> | <ul style="list-style-type: none"> <li>• \$1bn+ (as of Aug 17, 2021)</li> <li>• Over 7mm MAUs</li> </ul> | <ul style="list-style-type: none"> <li>• \$4.25bn (as of Apr 07, 2021)</li> <li>• Over 6mm MAUs (as of Jan 06, 2022)</li> </ul> |
|---|--|---|

## Business Overview

- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>• <b>CEO:</b> Steven Galanis</li> <li>• <b>Headquarter:</b> Chicago, IL</li> <li>• <b>Key Investors:</b> Headline, GV, and Half Dome Ventures</li> </ul> | <ul style="list-style-type: none"> <li>• <b>CEO:</b> Amrapali Gan</li> <li>• <b>Headquarter:</b> London, UK</li> <li>• <b>Key Investors:</b> Leo Radvinsky</li> </ul> | <ul style="list-style-type: none"> <li>• <b>CEO:</b> Jack Conte</li> <li>• <b>Headquarter:</b> San Francisco, CA</li> <li>• <b>Key Investors:</b> Tiger Global Management and Glade Brook Capital Partners</li> </ul> |
|---|---|---|

# Creator / Fan Interaction



## Business Model

- **Nitro Basic:** \$2.99/month
- **Nitro:** \$9.99/month
- **Nitro Classic:** \$4.99/month
- Twitch's subscription prices are adjusted to better reflect the cost of living where a subscriber lives, hence it varies as per a user's location (Custom and Turbo's prices, are not affected by local subscription pricing)
- **Twitch Turbo:** \$8.99/month
- Future-forward media company that invests in digital-first content brands to elevate them into globally loved franchises

## Value-Add to Creators

- Discord lets users share/upload bigger files too, ranging from clips to pics
- Lets users stream games in high definition (HD)
- Lets users unlock perks for their communities with two server boosts
- Provides a live video platform and an online community for creators streaming video games, music, sports, etc.
- Twitch streams just about any e-sport competition that a user can think of from Fortnite, to Madden, to League of Legends
- Allows creators to expand their reach, transcend their platforms, and better connect with the communities who love their work

## Valuation & Scale

- \$14.70bn (as of Sep 15, 2021)
- 150mm MAUs
- \$0.84bn (as of Sep 25, 2014)
- 140mm MAUs (as of Jan 05, 2022)
- NA

## Business Overview

- **CEO:** Jason Citron
- **Headquarter:** San Francisco, CA
- **Key Investors:** Aikido Pharma, Dragoneer Investment Group, and Cobalt Capital
- **CEO:** Emmett Shear
- **Headquarter:** San Francisco, CA
- **Key Investors:** Acquired by Amazon
- **CEO:** Lucas Kollmann
- **Headquarter:** Dayton, Ohio
- **Key Investors:** NA

# Creator / Fan Interaction



## Business Model

- Free for 30 days, \$9.99/month after the initial month
- Free for 30 days
- **Skillshare For Teams:** \$159/user/annum

## Value-Add to Creators

- Offers members unlimited on-demand songs, on laptops, Internet-connected home stereo, or cell phone
- Offers classes on any type of skill, from baking cupcakes to raising start-up capital to varying fields in design, business, and technology

## Valuation & Scale

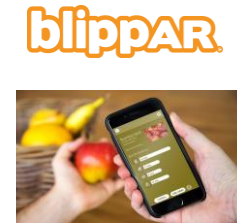
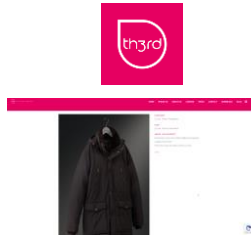
- \$0.07bn (as of Aug 25, 2020)
- Has over 110.0mm tracks
- \$0.33bn (as of Nov 04, 2022)
- 2.0mm MAUs (as of 2022)

## Business Overview

- **CEO:** Jonathan Vlassopoulos
- **Headquarter:** Nashville, TN
- **Key Investors:** Acquired by Hivemind, Algorand, SkyBridge Capital, Alumni Ventures, Borderless Capital, and G20 Ventures
- **CEO:** Matt Cooper
- **Headquarter:** Greater New York City Area
- **Key Investors:** OMERS Ventures, Halmos Ventures, and Sopoong

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# AR/VR



## Business Model

- Th3rd operates as a 3D scan studio that helps create digital 3D counterparts of people and products
- **Basic Plan:** Free
- **Premium Plan:** Pricing on demand
- Also offers additional cloud add-ons for \$99.00/month
- Blippar offers a flexible, pay-as-you-go model, charging no monthly fee, and allowing users to pay for views upfront or can publish an experience right away for up to 100 free views

## Value-Add to Creators

- Gives creators freedom to scan anything, regardless of shape, size, or material
- PTC<sup>1</sup> offers the creation of vision-based computing experiences and augmented reality applications, and it uses computer vision technology to recognize and track planar images and simple 3D objects in real time
- Lets users build unique, immersive AR experiences that can be shared across the web and any social media platform of users' choice

## Valuation & Scale

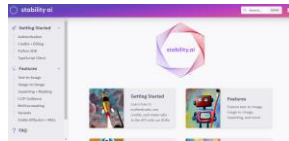
- NA
- NA
- \$0.06bn (as of Nov 03, 2015)
- NA
- \$0.35bn (as of Mar 02, 2016)
- NA

## Business Overview

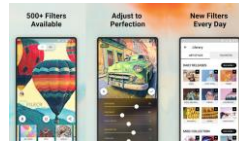
- **CEO:** Rudo Bisschop
- **Headquarter:** Amsterdam Area, Netherlands
- **Key Investors:** FABulous (Accelerator/Incubator)
- **CEO:** Jay Wright
- **Headquarter:** Needham, MA
- **Key Investors:** Acquired by PTC
- **CEO:** Preet Prasanna
- **Headquarter:** London, UK
- **Key Investors:** West Coast Capital, Candy Ventures, and Globalive Capital

# AI Centric Creator Platforms

## stability.ai



## Lensa



### Business Model

- The platform implements given text commands into images and other forms of media using collective intelligence and augmented technology
- **Year long subscription:** \$35.99/user (with an active subscription or free trial, a user can get 50 avatars for \$3.99, 100 for \$5.99, or 200 for \$7.99)
- Brands can partner with BEN to optimize their capabilities, including brand awareness, relationships and production support

### Value-Add to Creators

- Stability's developer communities have over 20,000 members who are building AI models for image, language, audio, video, 3D, and biology
- Lensa offers tools to correct facial imperfections
- Lets users easily replace or blur out the background with a single touch
- Lets users apply unique filters and special effects to their pictures
- Integrates brands into influencer, streaming, TV, music and film content with guaranteed ROI
- Identifies high-impact opportunities for authentic, non-disruptive product placement and influencer marketing

### Valuation & Scale

- \$1.0bn (as of Oct 5, 2022)
- Over 1.0mm MAUs (as of Dec 2022)
- 50+ clients and partnerships

### Business Overview

- **CEO:** Emad Mostaque
- **Headquarter:** London, UK
- **Key Investors:** Coat Management, Lightspeed Venture Partners, and O'Shaughnessy Ventures
- **CEO:** Andrey Usoltsev (Prisma Labs)
- **Headquarter:** Sunnyvale, CA
- **Key Investors:** Elysium Venture Capital, Palta, and VK Company
- **CEO:** Rick Butler
- **Headquarter:** Sherman Oaks, CA
- **Key Investors:** NA

# AI Centric Creator Platforms



## Business Model

- **1024\*1024 resolution**= \$0.020/ image
- **512\*512 resolution**= \$0.018/ image
- **256\*256 resolution**= \$0.016/ image
- **Free:** \$18 credit that can be used in first 3 months; **Base Model:** Ada at \$0.0004/1k tokens; Babbage at \$0.0005/1k tokens; Curie at \$0.0020/1k tokens; & Davinci at \$0.0200/1k tokens and **Embedding Model:** Ada at \$0.0004/ 1k tokens

## Value-Add to Creators

- Offers to create realistic images & art from a text description
- Helps add and remove elements while taking shadows, reflections, and textures into account
- Provides developers the option to build apps with the DALL-E API
- Interacts in a conversational way by answering follow-up questions, admitting its mistakes, challenging incorrect premises, and rejecting inappropriate requests

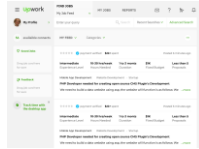
## Valuation & Scale

- NA
- NA

## Business Overview (Open AI)

- **CEO:** Sam Altman
- **Headquarter:** San Francisco, CA
- **Key Investors:** Microsoft, Change.org, and Khosla Ventures
- **CEO:** Sam Altman
- **Headquarter:** San Francisco, CA
- **Key Investors:** Microsoft, Change.org, and Khosla Ventures

# Freelancing



## Business Model

- Fees is applied to client’s earnings, depending on the total earnings from each client
- \$0–500 in earnings: 20% service fee
- \$500.01–10,000 in earnings: 10% service fee
- \$10,000.01 or more in earnings: 5% service fee
- Also offers Freelancer Plus plan for \$14.99 per month to market client’s services
- Offers two types of Fiverr workspace pricing plans including:
  - **Free plan**
  - **Unlimited:** \$18 per month
  - Allows users to cancel membership within 30 days for a full refund

## Value-Add to Creators

- Allows clients to access expert talent to fill in skill gaps within the company
- Assists users in controlling their workflow – hire, classify, and pay its employees
- Provides end-to-end support functions to its partners
- Allows users to find the right freelancer to begin working on its project within a short span of time
- Offers project-based pricing rather than hourly rates
- Offers workspace that helps clients manage teamwork and boost productivity

## Valuation & Scale

- \$1.33bn (as of Dec 7, 2022)
- 2mm MAUs
- \$1.14bn (as of Dec 7, 2022)
- 4.20mm active buyers

## Business Overview

- **CEO:** Hayden Brown
- **Headquarter:** San Francisco, CA
- **Key Investors:** Citdex Ventures (PIPE), T. Rowe Price, and Firsthand Capital Management
- **CEO:** Micha Kaufman
- **Headquarter:** Tel Aviv, Israel
- **Key Investors:** Ion Asset Management

# Fintech



## Business Model

- Operates as a provider of tailor-made insurance for the creator economy (e.g., social media accounts, eCommerce stores, and NFT & gaming assets)
- Starting price: \$8.00/month (for Instagram)
- Willa enables users to send payment requests and collect payment from clients for free
- Willa charges a small fee for its Express Withdrawal and EARLY CASH OUT features

## Value-Add to Creators

- Provides a retrieval and crisis management team that helps get a user's account back as soon as possible in case of any unforeseen events
- Makes sure a user's account is as secure as possible
- Handles all paperwork, vendor forms, and W-9 forms, as well as helps users in their payment settlement
- Used by over 10,000 creators and their clients

## Valuation & Scale

- NA
- NA
- NA
- Over 200 agencies use Willa Enterprise services

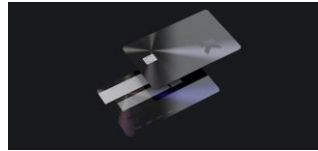
## Business Overview

- CEO:** Rafael Broshi
- Headquarter:** Tel Aviv, Israel
- Key Investors:** Lightspeed Ventures, Munich Re Ventures, and Alderbrook Companies
- CEO:** Kristofer Sommestad
- Headquarter:** Stockholm, Sweden
- Key Investors:** FinTech Collective, EQT Ventures, and M.I.L. Invest



# Fintech

## Karat



## JELLYSMACK



## sp\*tter



### Business Model

- Operates as a developer of digital financial cards designed to offer secure online payments
- Karat does not charge interest or annual fees
- Operates as a developer of a creative video platform designed to enhance brand recognition and build communities, using video content
- Provides financial liquidity services intended for prosumer content creators
- Offers up-front cash to individuals who focus on specific sub-topic categories

### Value-Add to Creators

- Offers free access to professional financial advisors to help users with corporate structuring, planning, and taxes
- Helps with merch. design and fulfillment, expanding users' income and community engagement
- Offers a platform that builds and powers social videos channels through AI
- Enables content creators to get the funds necessary to invest in their business while expanding their content and remaining independent

### Valuation & Scale

- \$0.31bn (as of Dec 16, 2021)
- NA
- \$3.00bn<sup>E</sup> (as of May 12, 2021)
- 125.0mm+ MAUs (US); 10.0bn+ monthly video views
- \$1.70bn (as of Feb 16, 2022)

### Business Overview

- CEO:** Mohit Bhende
- Headquarter:** Seattle, WA
- Key Investors:** Tiger Global Management, Exor, and EXOR Seeds
- CEO:** Robin Sabban
- Headquarter:** New York, NY
- Key Investors:** SoftBank Investment Advisers, Kreos Capital, and Partech
- CEO:** Aaron DeBevoise
- Headquarter:** Los Angeles, CA
- Key Investors:** Euston Capital, Innova Capital, and SoftBank Group

# 3D Tools



## Business Model

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• <b>Personal:</b> Free</li> <li>• <b>Plus:</b> \$399.00/member/year</li> <li>• <b>Pro:</b> \$2,040/member/year</li> <li>• <b>Enterprise:</b> Prices on demand</li> </ul> | <ul style="list-style-type: none"> <li>• Offers a platform that supports the design, modeling, and rendering needs of industries such: architecture, engineering, and construction; product design and manufacturing; and media and entertainment</li> <li>• Offers a range of products and with different price tags</li> </ul> |
|--|--|

## Value-Add to Creators

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Offers early access to innovative new features and workflow enhancements that enable greater productivity, performance, and platform reach</li> </ul> | <ul style="list-style-type: none"> <li>• Equip clients to work fluidly across boundaries of project, discipline, and industry</li> <li>• Collaborates with Industry innovators to explore emerging technologies and develop tangible solutions for the world's most critical social, environmental, and economic problems</li> </ul> |
|--|--|

## Valuation & Scale

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• \$13.74bn (as of Dec 7, 2022)</li> <li>• 3.9bn MAUs</li> </ul> | <ul style="list-style-type: none"> <li>• \$42.95bn (as of Dec 7, 2022)</li> <li>• NA</li> </ul> |
|---|---|

## Business Overview

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• <b>CEO:</b> John Riccitiello</li> <li>• <b>Headquarter:</b> San Francisco, CA</li> <li>• <b>Key Investors:</b> Almak Ventures, CPP Investments, and DI Capital Partners</li> </ul> | <ul style="list-style-type: none"> <li>• <b>CEO:</b> Andrew Anagnost</li> <li>• <b>Headquarter:</b> San Rafael, CA</li> <li>• <b>Key Investors:</b> NA</li> </ul> |
|---|---|

# Animated Content



## Business Model

- Operates as a digital platform for visual storytelling
- Free for 14 days
- Fan:** \$7.99/month
- Mega Fan:** \$9.99/month
- Ultimate Fan:** \$14.99/month

## Value-Add to Creators

- Offers creators a platform that features a broad and diverse catalog of content – including romance, thriller, action, fantasy, and comedy – from all over the world
- Serves the anime community across events, theatricals, games, consumer products, collectibles, and manga publishing
- Crunchyroll app is available on over 15 platforms, including all gaming consoles

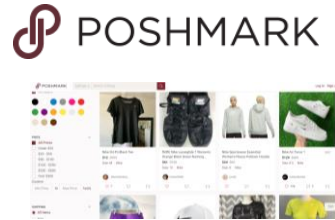
## Valuation & Scale

- NA
- 72.00+mm MAUs (as of Aug 17, 2021)
- \$1.18bn<sup>E</sup> (as of Dec 9, 2020)
- Has over 30,000 anime episodes; has over 5.00mm paying customers

## Business Overview

- CEO:** NA
- Headquarter:** Los Angeles, CA
- Key Investors:** NA
- CEO:** Rahul Purini
- Headquarter:** Culver City, CA
- Key Investors:** Acquired by Funimation Productions

# Creator-Centric Marketplaces



## Business Model

- Operates as a global marketplace for unique and creative goods
- Has four marketplace properties: Etsy, Reverb (musical equipment), Elo7 (crafts in Brazil), and Depop (clothing resale)
- Operates as a social online marketplace for new and secondhand fashion, home goods, and electronics for women, men, kids, pets, and more
- The marketplace has a GMV of \$1.8bn
- Operates as a design marketplace that connects people with independent artists to create one-of-a-kind products

## Value-Add to Creators

- Helps build, power, and evolve the tools and technologies that connect millions of entrepreneurs with millions of buyers worldwide
- Provides a platform for sellers and shoppers to connect with each other
- Leverages social networking, real-time trends, and data-driven recommendation engines to create an unparalleled shopping experience
- Offers a unique crowdsourced model that represents a modern marketplace – one where the community decides what goods are showcased and sold, and which fresh, on-trend designs are continuously being added to the platform

## Valuation & Scale

- \$16.38bn (as of Jan 05, 2023)
- Has 96.0mm active buyers and 7.5mm sellers
- \$1.64bn<sup>E</sup>
- Has a community of 80.0mm+ buyers and sellers keeping over 200.0mm items in circulation
- \$0.73bn (as of Dec 13, 2018)
- NA

## Business Overview

- CEO:** Josh Silverman
- Headquarter:** Brooklyn, NY
- Key Investors:** TriplePoint Capital and TPG
- CEO:** Manish Chandra
- Headquarter:** Redwood City, CA
- Key Investors:** Acquired by Naver
- CEO:** Melissa Kim and Mariam Naficy
- Headquarter:** San Francisco, CA
- Key Investors:** Permira & TriplePoint Venture

Source: Company Websites, Press Releases, and Pitchbook

# Digital Asset Marketplaces



## Monotype.



### Business Model

- **Add a Property:** Free
- **Cash Transactions:** \$299.00/transaction
- **Financed Transactions:** \$19.00/transaction
- Subscription plans vary as per organizations' size (agency, small business, and medium or large enterprise) and product; below is the subscription plan for an Agency:
  - **Web Kit Lite:** \$2,500/year
  - **Web Kit:** \$7,500/year
  - **Standard:** \$20,500/year

### Value-Add to Creators

- Offers a real estate transaction management software designed to make buying and selling real estate easy, enjoyable, and convenient
- Automates of transfer of ownership, document signing, notarization, document recording, payment, and tax filing reminders
- Specializes in typeface, technology, and expertise for creative applications, thus helping professionals design meaningful brand experiences
- Partners with foundries to deliver the broadest inventory of high-quality typefaces

### Valuation & Scale

- \$0.008bn (as of Jul 07, 2018)
- NA
- \$0.82bn (as of Oct 10, 2019)
- NA

### Business Overview

- **CEO:** Federico Pomi
- **Headquarters:** San Francisco, CA
- **Key Investors:** Blocclerat, Graph Ventures, and Bali Venture Partners
- **CEO:** Ninan Chacko
- **Headquarters:** Woburn, MA
- **Key Investors:** HGGC, Audax Group, and Thrivent Financial

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# LionTree Overview

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# Overview of LionTree

*LionTree delivers tailored solutions to companies and investors in the media, technology, communications and consumer industries to maximize potential and deliver outstanding value throughout across their life cycles*

## M&A Advisory

**\$750B+**

Total Transaction Value<sup>1</sup>

**270+**

Transactions Across Multiple Sectors

- Founded in 2012 with a focus on delivering creative deal ideation and M&A execution to clients in the Media, Technology and Communications Sectors
- Leading investment banking advisor sourcing and executing M&A and private capital raising solutions
- 270+ transactions executed across a range of TMT sectors, including more than 80 \$1bn+ transactions and the 5th largest U.S. deal of all time
- Expertise in large-cap and public transactions, as well as dedicated LT Growth sell-side practice
- ~140 bankers and other professionals working seamlessly across New York, San Francisco, London and Paris
- Substantial repeat client business demonstrates our long-term focus and execution excellence

**~35%**

International

**~36%**

Public Company Transactions  
by Deal Volume (No.)

## Capital Markets

Institutional relationships represent

**~\$1T**

of TMT invested capital

- Significant expertise across equity and debt capital markets
- Strong relationships with key PMs that represent key holdings across TMT ecosystem
- Independent advisor with deep industry expertise
- IPO advisory & underwriting, providing investor connectivity throughout the process

### *Select IPO Roles*



ENDEAVOR **Snap Inc.** *Lemonade*

Advised on ~15 IPOs with

**\$10B+**

in proceeds since 2018



















# Notable LionTree Transactions

The below are representative of the \$750bn+ in transaction volume LionTree has advised on

## Landmark Transactions

 <p>~\$12.7 billion</p> <p>Financial advisor to Take-Two on its acquisition of Zynga</p>  <p>May 2022</p>	 <p>~\$140 billion</p> <p>Lead financial advisor to AT&amp;T on its merger of WarnerMedia and Discovery, creating a ~\$140bn combined company</p>  <p>April 2022</p>	 <p>~\$8.5 billion</p> <p>Financial advisor to MGM on its sale to Amazon</p>  <p>March 2022</p>	<p>APOLLO</p> <p>\$5 billion</p> <p>Lead financial advisor to Apollo on its acquisition of Yahoo from Verizon Media Group</p>  <p>September 2021</p>	 <p>\$9 billion</p> <p>Financial advisor to eBay on its sale of eBay Classifieds Group to Adevinta</p>   <p>June 2021</p>	  <p>£31 billion</p> <p>Financial advisor to Liberty Global on the combination of its UK assets - Virgin Media UK - and Telefonica's UK assets - O2 UK - forming a 50:50 joint venture</p>  <p>June 2021</p>	 <p>\$47 billion</p> <p>Financial advisor to the Special Committee of Viacom's Board of Directors in its merger with CBS</p>  <p>December 2019</p>
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## Other Select Experience

 <p>\$1.6 billion</p> <p>Exclusive financial advisor to Naver on its acquisition of Poshmark</p>  <p>January 2023</p>	 <p>\$125 million growth investment at &gt;\$1bn valuation</p> <p>Exclusive financial advisor to Visier on its Series E funding round</p>  <p>June 2021</p>	 <p>\$3.5 billion</p> <p>Financial advisor to VG Acquisition Corp. on its combination with 23andMe</p>  <p>Nov 2020</p>	 <p>Financial Advisor to Klarna on its \$1bn capital raise in March 2021</p> <p>Financial Advisor to Klarna investors led by Permira on a \$500m secondary share offering in April 2021</p> <p>April 2021</p>	 <p>\$3.0 billion</p> <p>Exclusive advisor to Tivo on its merger with Xperi</p>  <p>June 2020</p>	 <p>\$2.1 billion</p> <p>Financial advisor to Presidio on its sale to BC Partners</p>  <p>December 2019</p>	 <p>\$3.7 billion</p> <p>Financial advisor to Sotheby's on its sale to Patrick Drahi's BidFair USA</p> <p>BidFair USA (Patrick Drahi)</p> <p>October 2019</p>	 <p>\$1.5 billion</p> <p>Financial advisor to Virgin Galactic on its combination with Social Capital</p>  <p>October 2019</p>	 <p>\$2.7 billion</p> <p>Financial advisor to Apollo on its acquisition of Shutterfly</p>  <p>September 2019</p>	 <p>\$3.5 billion</p> <p>Financial advisor to Pandora on its sale to SiriusXM</p>  <p>February 2019</p>
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# LionTree is an Active Advisor Across Technology

## Recent Highlights of the LionTree Technology Advisory Team


























<p><b>Intrado</b> \$2.4 billion</p> <p>Financial advisor to Intrado on the sale of its Safety business to Stonepeak</p> <p><b>Stonepeak</b> Pending</p>	<p><b>NAVER</b> \$1.6 billion</p> <p>Exclusive financial advisor to Naver on its acquisition of Poshmark</p> <p><b>POSHMARK</b> January 2023</p>	<p><b>Evernote</b></p> <p>Exclusive financial advisor to Evernote on its sale to Bending Spoons</p> <p><b>BENDING SPOONS</b> January 2023</p>	<p><b>Theorist Media</b></p> <p>Lead financial advisor to Theorist Media on its sale to Lunar X</p> <p><b>LUNAR X</b> December 2022</p>	<p><b>GAMUT CAPITAL</b></p> <p>Financial advisor to Gamut Capital Management on its acquisition of Extreme Reach</p> <p><b>ER Extreme Reach</b> October 2022</p>
<p><b>SIXTH STREET</b> \$600 million</p> <p>Financial Advisor to Sixth Street and Investor in growth investment round</p> <p><b>Contentsquare</b> July 2022</p>	<p><b>T2</b> \$12.7 billion</p> <p>Financial advisor to Take-Two on its acquisition of Zynga</p> <p><b>zynga</b> May 2022</p>	<p><b>TouchTunes</b></p> <p>Exclusive financial advisor to Octave Group on sale of TouchTunes to TA Associates</p> <p><b>TA ASSOCIATES</b> April 2022</p>	<p><b>wurl</b> \$430 million</p> <p>Exclusive financial advisor to Wurl on its sale to AppLovin</p> <p><b>APPLOVIN</b> April 2022</p>	<p><b>Audax Group</b> <b>emplifi</b></p> <p>Exclusive financial advisor to and investor in Emplifi in Audax Group's growth recapitalization</p> <p><b>SIXTH STREET</b> March 2022</p>
<p><b>MGM</b> -\$8.5 billion</p> <p>Financial advisor to MGM on its sale to Amazon</p> <p><b>amazon</b> March 2022</p>	<p><b>Informatica</b></p> <p>Bookrunner in Informatica's Initial Public Offering</p> <p>October 2021</p>	<p><b>APOLLO</b> \$5.0 billion</p> <p>Lead financial advisor to Apollo on its acquisition of Verizon Media</p> <p><b>verizon media</b> September 2021</p>	<p><b>VG Acquisition Corp.</b> \$3.5 billion</p> <p>Financial advisor to VG Acquisition Corp on its SPAC transaction with 23andMe</p> <p><b>23andMe</b> August 2021</p>	<p><b>articulāte</b> \$1.5 billion</p> <p>Exclusive financial advisor to Articulate on its Series A funding round</p> <p>July 2021</p>
<p><b>ebay classifieds group</b> \$13.3 billion</p> <p>Financial advisor to eBay on its sale of eBay Classifieds Group to Adevinta</p> <p><b>Adevinta</b> July 2021</p>	<p><b>Bigtincan</b></p> <p>Exclusive financial advisor to Bigtincan on its acquisition of Clearslide</p> <p><b>CLEARSLIDE</b> July 2021</p>	<p><b>SILVERLAKE</b> Undisclosed</p> <p>Financial advisor to Silver Lake on its investment in Iterable</p> <p><b>ITERABLE</b> April 2021</p>	<p><b>Klarna.</b> \$1.0 billion</p> <p>Financial Advisor in Klarna Bank AB's \$1.0 billion capital raise</p> <p>March 2021</p>	<p><b>TIVO</b> \$3.0 billion</p> <p>Exclusive advisor to TiVo on its merger with Xperi</p> <p><b>XPERI</b> June 2020</p>

# LionTree Merchant Banking Overview

## Value Beyond Capital

- + We co-invest with Lead Investors, aligning strategic vision with capital
- + Over 250+ transactions representing ~\$739bn in transaction value & Public Markets relationships representing ~\$1T of TMT invested Capital
- + We aim to add value through strategic and C-suite relationships
- + In-house communications team & Kindred Media

## Types of Investments & Representative Investments

Venture <i>\$250K - \$3MM</i> Seed / Series A / Series B	Growth <i>\$10MM - \$100MM</i> Series C and Later	Private Equity & Credit <i>\$100MM+</i> Flexible Majority / Minority
       	         	     <div data-bbox="1537 1136 1821 1329" style="border: 1px solid black; padding: 5px;"> <p><i>Thematic Holding Companies</i></p>   </div>

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