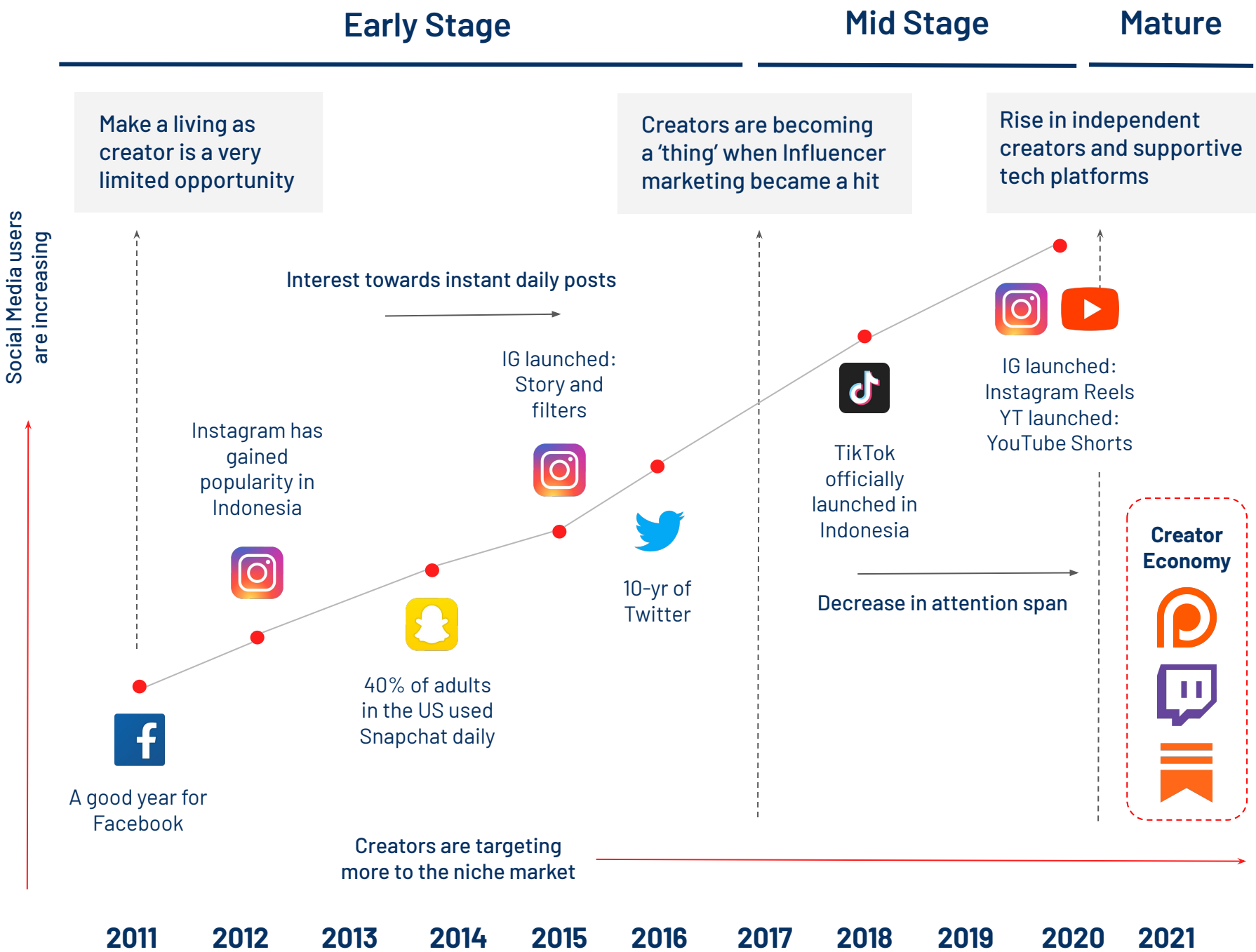


Evolutionary Growth
of Digital
Opportunities

Entering a New Digital Era of Creator Economy

Evolution of Social Media Platforms Towards Creator Economy








The number of social media users globally reaches 4.6 Billion (2022),
Shaping the industry of a USD 100+ Billion Creator Economy



Source: The Creator Economy & 2nd Renaissance (2021)



The definition of creator spreads widely as monetization makes its way to D2C

Early Stage	Mid Stage	Mature Stage
<ul style="list-style-type: none">• Big brand advertising dominate source of income• Monetization only for big influencers• Limited incentives to enter the market	<ul style="list-style-type: none">• Big creators begin to leverage social channels to launch owned brands• Increasing potential in revenue streams leading to full-time “creator jobs”• The rise of collaboration between collaborators	<ul style="list-style-type: none">• The rise of niche monetization platform• Multi-channel marketing to catch wider audience• Emerging market for high margin digital tools
Type of Content: Long videos	Type of Content: 24-hr pictures, Photos, Videos	Type of Content: Short videos, Live stream
Celebrities, Mega-influencers, Famous Youtubers	+ Social media stars, Rising Youtubers	+ Gamers, Artists, Educators, Podcasters, Writers
Monetization platform: Mostly YouTube	Monetization platform: Social Media (IG, YouTube, Twitter)	Monetization platform: Tech Startup (Twitch, Patreon)
Trends: B2B Centric YouTube Monetization	Trends: Rise of D2C Influencer Marketing	Trends: Crowdfunding Direct to Fan
 Edhozell	 SECONDATE Titan Tyra	 Ghozali
 Reza Oktovian		 Felicia Tjiasaka
 Raditya Dika		 Jess No Limit

Source: The Creator Economy & 2nd Renaissance (2021)



Despite the evolution, creators still face problems that prevent them from creating and monetizing

Challenges for creators revolve around financing, operations, and monetization

01

Financials



Limited access to financing

Inability to rely on regular paychecks makes it difficult for banks to assess creators' eligibility to underwrite a loan.

02

Operation
Efficiencies



Underserved niche market

Existing social media have yet to evolve their platform to increase operational efficiencies to serve more niche markets.

03

Monetization



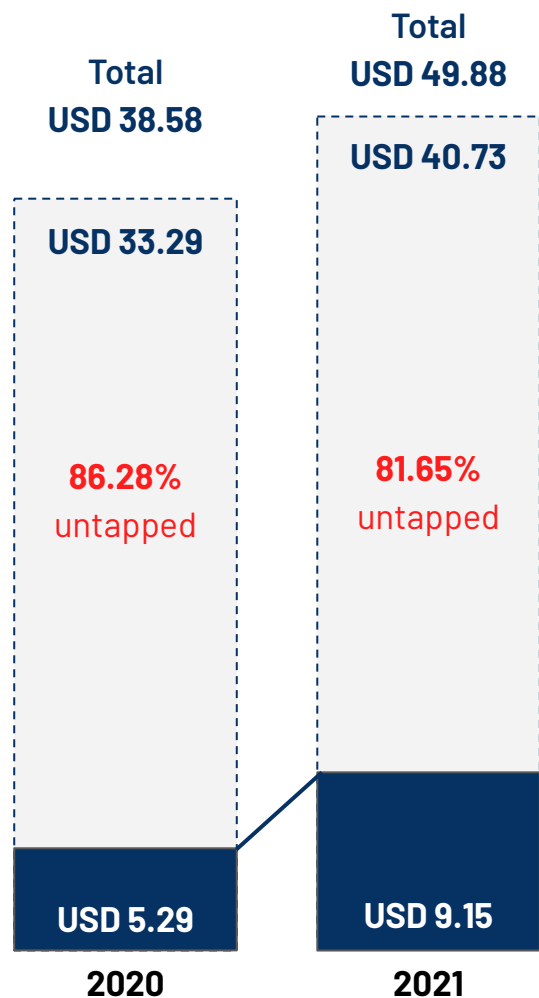
Lack of monetization over talent

Monetization has been very scale-dependent and trapped at the platform level, creating limitation and dependencies for creators to expand.

Source: *The Creator Economy & 2nd Renaissance* (2021)



Indonesia's Creator Economy Market (in USD Bn)



Methodology: Breaking down the number of creators in Indonesia by different types and multiplying it with their average annual revenue per creator type.

The untapped potential assumes Indonesia's creators who monetize reaches up to the same percentage of creators who monetize in the United States

Creators include: Influencers, Educators, and Gamers

The creator economy market is expected to continue to grow as more creators are trying to tap the market

Key Trends in Creator Economy:

1. **Circulating around the hype of NFTs:** along with the development of Web 3.0 and Metaverse, artists are taking this opportunity to monetize their digital creations.
2. **Diversity in revenue streams and content amplification:** multi-platform presence enhances content creators ability to boost their presence and tap into specific niche verticals.
3. **The essence of community building and fan engagement:** creators move their true fans from existing social media to their own space where relationships are not mediated.
I.e. Jess No Limit and many other gamers are catering their fans toward live streaming platforms (eg. Nimo TV) to have a direct live interaction
I.e. Felicia Putri and Raymond Chin are building their private community at Ternak Uang App

Source: The Creator Economy (2021); Five predictions for the creator economy in 2022 (2021); SignalFire's Creator Economy Market Map (2021)



Although there are existing social medias to serve different creator sectors, the problems faced by creators can be addressed through sector-specific platforms and tools

SOCIAL MEDIA



INFLUENCERS

People who are usually **influencing** their niche markets, including thought leaders, social media stars, and celebrities

Partnership Analytics

Campaign Management

Brand Deals

Beauty and Fashion
Health and Lifestyle
Politics and Law

EDUCATORS

People who **teach materials** that are useful for relevant target market, such as hobbies, finance, and skills

Revenue Splits

Community Management

Course Infrastructure

Financial Educators
Hobbies and Art
Hard and Soft Skills

ARTISTS

People who engage in art **creating process**, including NFTs, articles, music, and more

Transactions Tracker

Creator Sites

Selling Platform

Writers and Authors
Podcasters and Audio Creators
NFT Artists



Optimizing and Amplifying the Creator's Influence

In taking advantage of opportunities to optimize and empower different types of creators through 3 main sectors



Source: Creator Economy Market Map (2021)



Indonesia will Follow the Emerging Trends of Creator Economy Solutions

Validated by successful comparables, #Ariseconviction believes in the niche solution requirements across different creator sectors

Type of Work	Consumer Platforms	Creator Tools	Indonesia?
Beauty and Lifestyle	Pietra CALA	#paid cloutJam	PARTIPOST Snap.Post.Earn
Educators	public.com SKILLSHARE.	teachable KAJABI	ARISE.7 Arise Conviction
Web 3 Artists	OpenSea Dapper	Bitski Roll	ARISE.7 Arise Conviction
Gamers	twitch METAFY	unity UNREAL ENGINE	GOX MAIN GAMES
Freelancer	Anchor Medium	soona RedCircle	noice
All Type	cameo PATREON	Ko-fi	ARISE.7 Arise Conviction





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