





Evolutionary Growth of Digital Opportunities

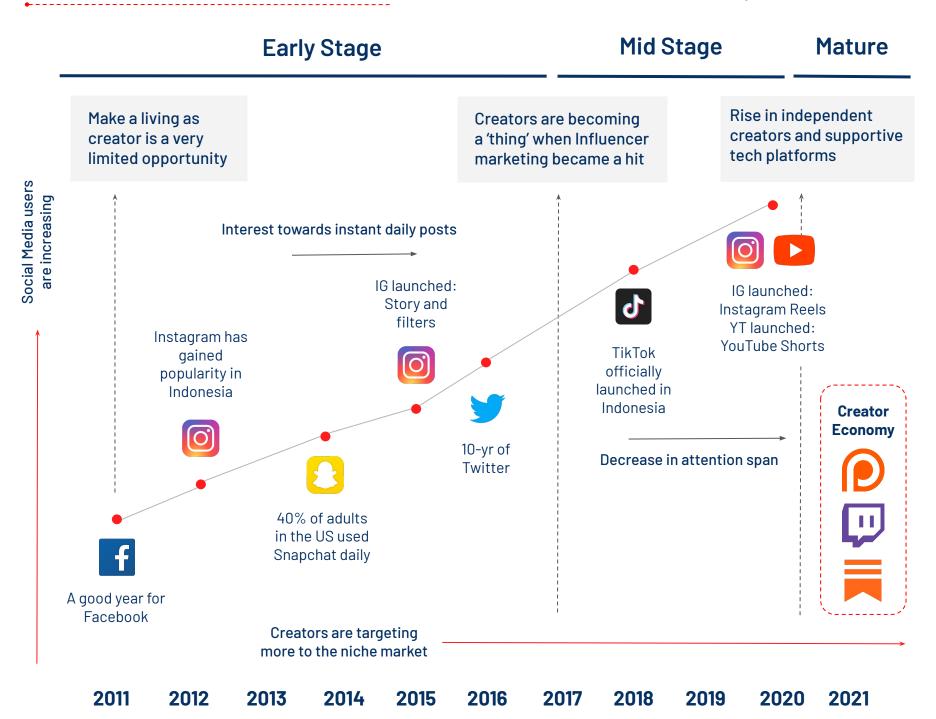
Entering a New Digital Era of Creator Economy

hello@arisevc.co

© May 2022

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

- Big brand advertising dominate source of income
- Monetization only for big influencers
- Limited incentives to enter the market
- 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

- 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

Celebrities, Mega-influencers, Famous Youtubers

Monetization platform: Mostly YouTube

Trends: B2B Centric
YouTube Monetization



Edhozell



Reza Oktovian



Raditya Dika

Type of Content: 24-hr pictures, Photos, Videos

+ Social media stars, Rising Youtubers

Monetization platform: Social Media (IG, YouTube, Twitter)

Trends: Rise of D2C Influencer Marketing



Titan Tyra

SECONDATE

Type of Content: Short videos, Live stream

+ Gamers, Artists, Educators, Podcasters, Writers

Monetization platform: Tech Startup (Twitch, Patreon)

Trends: Crowdfunding Direct to Fan



Ghozali



Felicia Tiiasaka



Jess No Limit

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

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.

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

Challenges for creators revolve around financing, operations, and monetization

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) Total Total **USD 49.88 USD 38.58 USD 40.73 USD 33.29** 81.65% 86.28% untapped untapped **USD 9.15 USD 5.29** 2020 2021

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:

- 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

Financials

Allow creators to access financial stability through adequate payments, financial management, and loans in early development of their career

Payments

Ease transaction process between creators and guarantee on-time payments

Financial Management

Track cash inflows & outflows from various projects with platforms integration

Lendings

Offer capital in terms of loans to help creators cover their production budget

Operational Efficiencies

Create opportunity that allows startups to develop businesses building tools for creators to optimize workflow in everyday business process

Analytics

Provide comprehensive analytics across platforms to track content performance

Back-end Operation

Support creators to streamline their business, from production, distribution and content consumption

Community Management

Such features allow creators to manage their community and increase audience retention

Monetization

Help creators in driving monetization of their contents through ownership of audience relationships that directly turn engagement into earnings

Subscription-Based

Allow creators to sell exclusive contents for certain subscription fee

Fan Interaction

Direct-to-fan monetization allow creators to earn from their audiences through first-hand communication

Brand Partnership

Influencer marketing platform that brings creators and brands together to collaborate

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 # clout am	PARTIPOST Snap.Post.Earn
Educators	public.com	teachable KAJABI	ARISE.7 Arise Conviction
Web 3 Artists	OpenSea Dapper	Bitski Roll	ARISE.7 Arise Conviction
Gamers	METAFY	unity UNREAL ENGINE	GDX main Cames
Freelancer	Anchor Medium	soona = RedCircle	N noice
All Type	COMO PATREON	Ko-fi	ARISE 7 Arise Conviction



Enable SEA Next Gen Start-up Founders to Scale-up

http://www.arisevc.co/

#ScaleUpToArise