



STATE OF THE MARKET

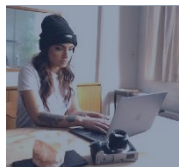
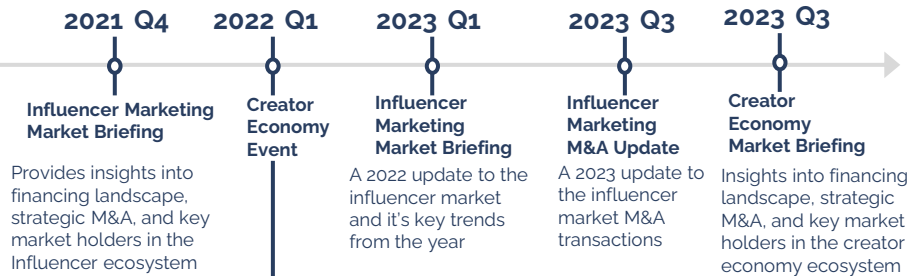
CREATOR ECONOMY

A man with glasses and a black t-shirt is smiling and gesturing with his hands while recording a video. He is sitting at a desk with a camera on a tripod in front of him. A potted plant is visible on the left side of the desk. The background shows a bright, modern interior with large windows.

FALL
2023

Nfluence Partners Creator Economy Coverage

Nfluence Creator Economy Research & Events



The Creator Economy 2022

Nfluence's Media & Music Salon Series: February 24th, 2022

Nfluence Partners' Salon Series on the creator economy examined how creators are evolving in 2022 and what tools and environments are essential to growth

Key Coverage by the Numbers

Nfluence Partners' coverage includes both Creator Economy and Influencer Marketing. We track companies and transactions and regularly engage with leading strategic acquirers, investors and Private Equity buyers in the market

- 400+** Actively tracked Creator Economy Companies
- 90+** Actively tracked Influencer Marketing Companies
- 80+** Conversations with Buyers in the broader Adtech / MarTech ecosystem
- 50+** Conversations with client-driven PE Buyers exploring the Creator Economy / Influencer Marketing ecosystem
- 50+** Recent conversations with key companies in our Creator Economy ecosystem

Current Engagements

PROJECT WEMBY

INFLUENCER
MARKETING
PLATFORM

Financial Advisor
to the Company

PROJECT TANGO

INFLUENCER
MARKETING
ENTERPRISE
PLATFORM

Financial Advisor
to the Company

PROJECT LABYRINTH

MUSIC VIDEO
CREATION
PLATFORM

Financial Advisor
to the Buyer

PROJECT SIGNAL

REPUTATION TRUST
MANAGEMENT

Financial Advisor
to the Company

Table of Contents

SECTION:

01 Key Trends	4
02 What is the Creator Economy?	7
03 Creator Economy Landscape	11
04 Business Models	21
05 Investments	24
06 M&A Activity	29
07 About Us	35

Key Trends

A woman with dark hair tied back, wearing a brown fuzzy sweater and large hoop earrings, is shown in profile. She is wearing a headset and looking down at a smartphone in her hands. In front of her is a professional microphone on a stand, with a pop filter. The background is a blurred recording studio environment.

SECTION:

01

Key Themes We are Watching

1 Significant Investment Leads to Industry Consolidation

- 55 companies have raised at least \$100 million since the beginning of 2020
- 82% of these 55 companies took advantage of investor enthusiasm for this sector in frothy market conditions to raise substantial amounts of capital at healthy valuations in 2021 (20 companies) and 2022 (25 companies)
- While not all have fared well, we believe many of these companies will likely lead an acquisition charge of private-to-private mergers as they seek to accelerate growth, scale and gain market share to address an increasingly competitive market

2 Investors are Category-Agnostic

- Of the 55 companies that have raised over \$100 million since the beginning of 2020, the two most heavily invested areas are creator infrastructure and monetization of content driven by creators' need for streamlined access to tools, as well as ways to monetize content as their brands grow
- With the market ripe for consolidation, investors are placing big bets on companies that have the capability of folding in new technologies or making acquisitions to become a one-stop shop for creators

3 Creators as Businesses

- Content creation has evolved into a thriving career opportunity, driven by the explosive growth of social platforms and the demand for engaging and diverse content - 2M content creators have made over \$100K per year
- A growing trend for creators is to build complimentary businesses leveraging their brands and fan bases like Mr. Beast. Some influencer platforms are creating new products and partnering with well-known creators. Creators' business processes often involve using several tools during the content creation stages, monetization on and off platform, and content management

Source: Pitchbook, Adobe Future of Creativity: Creators in the Creator Economy (August 2022), Linktree Creator Report (April 2022)

⁽¹⁾Data Range includes Total Capital Raised from 1/1/20-7/31/23 Capital Raised for M&A purpose is not included in company totals

Distribution of Capital Raised \$100M or More

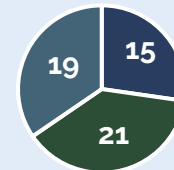


- Mean: \$354M
- Standard Dev.: \$345M
- Median: \$222M

Categorization of Companies that have Raised \$100M or More

Percent of total

- Creator Tools 27%
- Monetization 38%
- Infrastructure 35%



Companies that have Made More than One Acquisition

AUTOMATTIC

Canva

Discord

Hootsuite

JELLYSMACK

linktree

Picsart

SALSIFY

songtradr

SOVRN

VIRAL
NATION

zenbusiness

Key Themes We are Watching



4

The Rise of Social Commerce

- Monetization models in the creator economy have expanded beyond just advertising and sponsorships for creators and influencers
- One of the monetization methods that is gaining the most attention is social commerce – from the perspective of creators that can monetize their brands through selling merchandise and products, and brands that seek to use the popularity and cost efficiency of creators to sell the formers' products
- Deloitte estimates that social commerce will reach approximately \$2 trillion by 2025, growing around 18% per annum between 2021 and 2025, which represents roughly 28% (or 13% excluding China) of all online retail sales in 2025

5

One-Stop Shop

- While there are many companies that focus on specific parts of monetization or infrastructure such as Laylo which provides "CRM for creators" and Fourthwall which provides social commerce capabilities, we see a growing trend for companies to become more of a one-stop shop for creators directly or through partnership
- Some examples of this trend include companies that are adding social and e-commerce capabilities to core marketing and/or content creation offerings such as Jellysmack (investment in Fourthwall), Gushcloud (e-commerce is a significant part of revenue through creator merchandising and new product development), and Amaze Software (bought Spring, integrated shopping capabilities in social platforms like TikTok and YouTube)

Key Social Commerce Facts

- 64% of digital buyers discover brands and/or products via social media
- 1 in 3 consumers like to discover things categorized by what is trending in their social circle
- 67% of social media users would consider a brand/product if promoted by their favorite influencer
- 40% of global shoppers want to be able to purchase directly and easily from influencers

See Footnote for Source

Source: Pitchbook, Deloitte: *The Rise of Social Commerce: A Growth Opportunity for Brands* (February 2023)

What is the Creator Economy

A woman with long brown hair, wearing a pink patterned shirt, is sitting at a wooden table. She is smiling and holding a small white box, which she is opening to reveal a package wrapped in bubble wrap. In the foreground, a professional video camera is mounted on a tripod, pointed towards her. The background features a rustic-style wall with wooden shelves holding various items: books, potted plants, a blue vase, and framed pictures. A clothing rack with hanging clothes is also visible behind her.

SECTION:

02

Creator Economy Overview

- The creator economy has grown significantly with market estimates over the past couple of years increasing from 100 million to 200-300 million independent content creators. These creators range from individuals that want an outlet for creative expression to social media influencers, bloggers, and videographers that produce user-generated content (UGC) for platforms like **Instagram, TikTok, and YouTube**. Many creators amass significant followers and fans; building brands and businesses around their content and communities. The creator economy not only refers to these businesses but also the tools creators use for content creation, delivery, monetization, community management and fan engagement.
- Over the last several years the creator economy has exploded to a size of \$104.2B and has received generous investment of \$2.48B as investors seek to get in on the action.

Notable Stats of the Creator Economy:

\$104.2B

Total size of the creator economy globally

\$2.48B

2022 investment in the creator economy

200M – 300M

Individual content creators

12%

Of full-time content creators make \$50k or more annually

2M

Content creators make over \$100k per year

17M

Americans earned income posting their personal creations online

Source: Adobe Future of Creativity: Creators in the Creator Economy (August 2022), Linktree Creator Report (April 2022).

What is a Creator

- While there are many definitions for the term “creator,” we are all creators in our own ways, from posting content for enjoyment to creating content for one million+ followers

Influencers vs Creators - only 14% of creators see themselves as influencers

**Influencers
&
Professionals**

Less than 1/3 of creators create for monetary reasons

**Passionate about Causes
and Voices to be Known**

50% of creators' top motivation is to create is self expression, to do something fun, and to explore passions and interests

**Average People who Want
to Create Content**



**200M – 300M
Creators**

Source: Adobe Future of Creativity: Creators in the Creator Economy (August 2022), Linktree Creator Report (April 2022), Nfluence Partners

Creator's Lifecycle



Creator Economy Landscape



SECTION:

03

Mapping the Creator Economy

4

Monetization of Content

Monetization of content through platforms and services provide a range of revenue-generating mechanisms, enabling creators to leverage their brands and build businesses.

3

Creator Tools

Creator tools includes software and services designed to support content creation and production, allowing creators to produce high-quality content.

5

Creator Infrastructure

Creator infrastructure provides essential backend services that underpin the operational needs of creators such as analytics and community management in order to build and maintain businesses.

2

Influencer Marketing



*Read our
Influencer
Marketing report*

Nfluence Partners Market Briefing
Influencer Marketing 2023 State of the Market

1

Social Platforms

Social platforms like Instagram, TikTok and YouTube serve as the foundational stage where creators broadcast their content, interact with their fans/followers, and nurture their online presence.



Overview and Definition of “Content”



Defining Content

The creator economy sees petabytes of data and billions of hours of content being uploaded and consumed on a daily basis. “Content”, in this booming segment of entertainment, encompasses various creations for a variety of mediums such as videos, music, podcasts, static images, and interactive content. The big headline for content consumption today is the focus and demand for short-form content.

Video

Video entertainment has traditionally been dominated by TV and films distributed through cinemas, televisions, and more recently the Internet. The rise of the Internet also brought along with it new types of user-generated video content which can be broken into long-form and short-form content.

- **Long-form Content** is defined as video content longer than 10 minutes. Popularized by video sharing platform YouTube, long-form content provides a space for amateurs and aspiring filmmakers to express themselves.
- **Short-form Content** is defined as content that is 10 minutes or shorter. Short-form content rose to prominence within the last five years mostly due to the incredible popularity of TikTok, leading to competing social platforms scrambling to imitate the feature in a competition for market share.
- **Livestreams** provide the capabilities of traditional live television to anyone with access to the Internet. Popularized by streaming platform such as Twitch and YouTube, livestreaming allows fans to interact with creators in real-time.

Static Content

Static Content – Despite the dominance of video, especially short-form videos, static images are still a mainstay on social media and helps fill the gaps between larger content releases. Static content can be broken down into three main categories:

- **Photography** – Billions of smartphone users have access to pocket cameras with imaging capabilities far beyond what professionals had mere decades ago. Billions of edited and unedited photos can be found uploaded on Instagram, Facebook, Reddit, and countless other social platforms.
- **Art and Graphic Design** – Content in this sector includes hand-drawn art, digital drawings, infographics, logo art, and other static digital creations.
- **Written Content** – Written content includes blogs and articles but is also expanding to include shorter and more casual works of fiction and essays.
- The main platforms for sharing and hosting static content include Facebook, Instagram, Pinterest, and WordPress.

Audio

Audio content in the creator economy can take many forms, such as podcasts, live audio chats, audiobooks, soundtracks, and voiceovers.

Creator Tools Overview



Defining Creator Tools

Creator tools encompass a diverse array of products and services that empower creators across various disciplines, providing them with an extensive range of creative tool sets and content assets to skillfully develop and refine their high-quality, shareable content.

Content Creation

Content creation tools help creators turn their ideas into sharable products by providing capabilities ranging from recording software that produces the raw materials (e.g footage and photos) to editing software that takes those raw materials to the next level.

- **Video Creation** – Video tools traditionally have had a clear divide between professional-grade products and those used by amateurs. In the last decade, aspiring creators have created a need for products with a mix of ease of use and capabilities leading to more saturation in the space.

Select Players: **BENDING SPOONS**  **CapCut** **VIDEO STAR**

- **Art and Photography** – More than any other content creation tools, art and photography tools sees a shift toward mobile. Modern smartphones and tablets are equipped with powerful computational power, cameras and touchscreens, making them an ideal one-stop tool for photography and digital art for creators of all level.

Select Players:  **Adobe** **Canva** **Picsart**

- **Audio and Music** – Audio and music tools have also shifted from targeting professionals to focus more on aspiring creators by providing convenience and ease, enabling the rise of podcasting and "social media" music.

Select Players:  **Ableton** **Lauder**  **BandLab**

- **Livestreaming** – Although livestreaming tools are increasing built directly into social platforms such as TikTok and Instagram, serious creators rely on more powerful tools to produce and manage their livestreams.

Select Players: **KICK**  **XSplit** **Restream**

- **Writing and Podcasting** – writing and podcasting represent an important category with companies like Substack that offer monetization for creators in the writing field and podcasting an established area of creative communication and expression.

Select Players:  **Pocket Casts**  **WordPress.com** **buzzsprout**  **SOVRN**  **substack**
AUTOMATTIC

Content Assets

Companies in this sector provides ready-made **Content Assets** such footage, music, and photographs as service for content creators, reducing pain points in content production and increasing production quality.

Select Players: **Artlist**  **Epidemic Sound** **shutterstock**  **soundstripe** **marmoset**
Together sounds better

Creator Tools | Landscape



Content Creation Tools	Video	Photography and Graphics	Audio and Music	Livestreaming	Writing & Podcasting	
	Adobe ANIMOTO BENDING SPOONS Biteable Blackmagicdesign CapCut ByteDance FRONTIER invideo KAPWING lowkey NIAN TIC MAGIX PLAY PLAY Rephrase.ai Type Studio logitech vidmob vSCO VOCHI Pinterest	Adobe BENDING SPOONS Canva Figma Adobe fotor Lightricks MAGIX PicsArt PIKTOCHART PIXLR 123RF PicMonkey shutterstock polarrr PRISMA LABS vSCO	Ableton splice accysonus auxbus libsyn animi BandLab bonsai boomy Loudly LANDR mayk.it RC RAPCHAT serato The power of music Pioneer Dj riverside.fm Starmony soundful	dacast FRESHCUT KICK maestro Restream StreamElements streamlabs logitech vimeo	buzzsprout descript FIRESIDE PART OF FiscalNote glystn libsyn Pocket Casts W AUTOMATTIC RedCircle SOVRN substack Supercast	
Content Assets	Adobe apm MUSIC songfinch	Artlist Songtradr	Epidemic Sound soundstripe	LICKD United Masters	marmoset Unsplash gettyimages	Premium Beat a shutterstock company

Creator Monetization Overview



Defining Monetization

Monetization encapsulates companies that help creators generate revenue from their content in a growing number of ways beyond ads & sponsorships typically associated with the influencer marketing category. We divide Creator Monetization into three buckets: Content Monetization, E-commerce and Financing

Content Monetization

Monetization platforms allow creators to optimize revenue generation from their content beyond ads & sponsorships through direct fan to creator relationships.

- **Tipping and Premium Content/Subscriptions:** This can be through fans tipping or give money directly to creators as well as paying for premium or exclusive content. Some of these platforms help creators cultivate their superfans outside of the major social platforms and reward their most loyal followers with exclusive content.

Select Players:  LAYLO  OnlyFans  PATREON  substack

- **Freelance and Courses** – Creators also are monetizing their time and skills through freelance work such as making cameos or taking art commissions from their fans. Other skilled creators are producing and selling education courses to generate revenue.

Select Players:  KAJABI  SKILL SHARE  Udemy

E-commerce/Online

Creators and Creator Economy companies are increasingly utilizing e-commerce to generate revenue by selling merchandise and other products through social commerce and general e-commerce allowing many creators to take a first step toward being a full fledged business. There is a growing trend to use short-form content on social platforms to sell merchandise and other products.

- **Merchandise** – Companies in this category help creators produce and sell physical merchandise such as apparel, collectibles, food, and other themed items to their fans.
- **E-commerce/Online Businesses** – Another growing trend in monetization is to leverage fan bases and creator brands to pair businesses (not just a single piece of merchandise) with a creator. There is increasing interest by financial funds such as Night Capital or broad creator talent platforms such as Gushcloud to build or buy products/businesses and use this monetization strategy. Mr. Beast is probably the most well-known example of a creator doing this himself.

Select Players:  amaze  Etsy  fourth wall  gushcloud international  LTK  MAGICLINKS  shopify

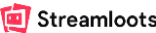
Financing

Companies in this segment provides platforms and services that assists the ambitious creator with additional funding needed to accelerate growth and produce better content. **Financing** companies allow creators to work projects they would not be able to fund on their own and turn creators into entrepreneurs.

Select Players:  gofundme  gushcloud international  CREATIVE JUICE  KICKSTARTER

Creator Monetization | Landscape



Content Monetization	Tipping & Premium Content/Subscriptions			Freelance & Courses			
	 Buy me a coffee						
	GUMROAD			fiverr.			
	koji						
				podia			
				TONGAL	Udemy	upwork	
Ecommerce/Online	Merchandise/E-commerce/Online Businesses						
				Etsy			
							
							
Financing							
	JELLYSMACK						

Creator Infrastructure Overview



Defining Creator Infrastructure

The creator infrastructure segment includes an array of products and services such as content management, community management, and business tools that helps creators with operational needs and turn their hobby into a sophisticated revenue-generating business.

Content Management

Content Management tools helps creators curate and simplify their existing content inventory and enable easy one-click distribution and management of their content across multiple channels such as social media and exclusive platforms.

Select Players: **BATON** **gushcloud** **JELLYSMACK** **Restream**
international

Community Management

Community Management platforms simplifies and maximizes community interactions between fans and creators by providing services such as spaces for fans to interact and regular communication and marketing to their followers, helping creators retain and grow their fanbase.

Select Players: **community** **Discord** **NORBY**
HOMEROOM

Business Tools

Companies in the **Business Tools** sector seeks to help creators manage the behind-the-scene operation and business needs ranging from brand building to analytics so that creators can focus on growing their brand and scaling their business.

- **Brand Building** – For the ambitious creator, the final progress is evolving themselves from creators into a brands. Companies in this sector ensures the creator can build a cohesive brand across different channels and social platforms.

Select Players: **amaze** **Beacons** **fourth wall** **SQUARESPACE**

- **Insights and Analytics** – Insights and analytics platforms allow creators track their content and business performance and generate actionable insights to take their business to the next level.

Select Players: **ChannelMeter** **LAYLO**

Creator Infrastructure | Landscape



Content Mgmt.	BATON® ContentCal Adobe Dropbox FIRESIDE gushcloud Hootsuite JELLYSMACK Later MAVRCK Sounder
Community Mgmt.	Afterparty backspace Circle community™ CROWDSTACK disciple Discord fanhouse HOMEROOM mighty networks GENEVA Guilled ROBLOX hivebrite NORBY SHOTCALL vibely KAJABI
Business Tools	Brand Building amaze Beacons cloutdesk Creative MARKET dribbble fourth wall gushcloud hotmart linktree LTK MAGICLINKS snipfeed SQUARESPACE Wix.com WORDPRESS AUTOMATTIC zenbusiness Insights and Analytics ChannelMeter Chartbeat fostrum glystn LAYLO Orbit quintly facelift SOCIALBLADE Sounder StreamBee vidIQ

Music in the Creator Economy

- Music plays a critical role in the creator economy, providing a powerful tool for expression, monetization, and community building. As the creator economy continues to grow and evolve, music will remain an essential component of many creators' content strategies. There is also a trend of collaboration between musicians and creators in other fields, such as gaming and fashion, leading to a new wave of cross-disciplinary content classified as synchronization (or sync).
- Sync music, also known as synchronization music, is the use of music in media productions or any audio track with a static image or video. Sync has been an area of music for a long time. The growth of the creator economy and explosion of video content on social platforms is driving new demand for audio tracks to incorporate into video content. This growth has been transforming the sync industry, with the global sync music market being valued at **\$2.6 billion in 2020** and is projected to reach **\$4.4 billion by 2025** according to SongTradr.

Notable Music Players in the Creator Economy:

Company Name				
Description	Developer of an instant online audio mastering platform designed to refine and polish finished stereo mixes. The company's platform uses machine learning technologies that are applied to sound engineering and delivered as a platform, enabling musicians to mix tracks for the studio without an engineer and the freedom to create, learn, collaborate, master, and release music online.	Epidemic Sound is a Swedish company at the forefront of sync music. It revolutionized content creation by offering a vast library of royalty-free music and sound effects. Creators subscribe to gain unlimited access, enabling them to use these high-quality tracks in their projects without copyright concerns or extra fees.	Loudly has developed an AI generative music creation platform. The company's platform specializes in studio-quality audio loops, beats, samples and various other effects to compose a new track by combining samples from different music genres, enabling influencers, YouTubers, music producers and marketing teams to create music and share with others instantly. The company's AI has been trained on its own data set, avoiding potential IP issues.	Songfinch is a platform that crafts personalized songs for special moments. With a network of skilled songwriters, it transforms individual stories into heartfelt melodies, perfect for gifts, celebrations, and cherished occasions. Songfinch creates custom songs that capture emotions and memories in a unique and thoughtful way. Through its custom song creation platform, it is amassing a very large catalog on music to monetize beyond the initial sale.

Source: Songtradr Global Sync Licensing

Business Models



SECTION:

04

Business Models

Brand Advertising and Sponsorship



This category includes revenue generation through partnerships with brands for advertising, sponsored content, and affiliate marketing. Content creators and influencers collaborate with companies to promote their products and services on various platforms such as **Facebook**, **Instagram**, **YouTube**, or podcasts. Advertising can involve display ads, while sponsored content may include product placements or endorsements. Affiliate marketing allows creators to earn commissions from sales generated through unique referral links.

Subscriptions & Donations



In this business model, creators offer exclusive content or access to a community in exchange for a recurring subscription fee. Platforms like **Patreon** and **Substack** allow content creators to build a loyal subscriber base that supports their work financially. Alternatively, crowdfunding platforms like Kickstarter, Indiegogo, and GoFundMe enable creators to raise funds for specific projects or ongoing content creation efforts.

E-commerce & Merchandise



Content creators can generate income by selling digital products, such as e-books, courses, templates, or digital art, and branded merchandise, like clothing or accessories. Platforms like **Amaze**, **FourthWall**, and **Shopify** allow creators to sell digital products or set up online stores for merchandise sales. Creators can also partner with print-on-demand services like **Teespring** or **Printful** to design, produce, and ship custom merchandise to their audience. There is a growing trend for creators individually like Mr. Beast with Mr. BeastBurgers and Feastables to monetize their brand and fans through businesses, or creator economy platforms like Gushcloud to develop products that have market fit and partner with popular influencers/creators to leverage into their fan bases and beyond.

Services & Personalized Engagement



This category involves generating income by offering consulting, coaching, or other services related to the creator's expertise on platforms such as **Kajabi** and **Skillshare**. Influencers may leverage their knowledge and skills to engage with clients one-on-one or in group settings. Additionally, creators can participate in speaking engagements or personalized appearances for a fee on platforms such as **Cameo**.

Investments



SECTION:

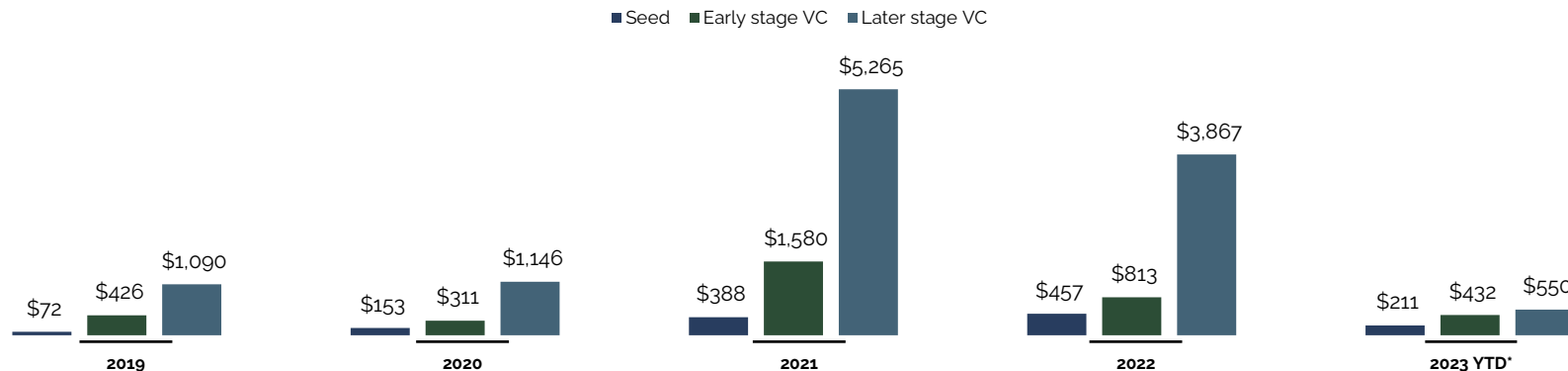
05

Creator Economy| Capital Investment Activity

Select Key Investors with Multiple Investments

Total Venture Capital Deployed (Annual, \$mm)



	2019			2020			2021			2022			2023 YTD*		
Series Round	Seed	Early Stage	Later Stage	Seed	Early Stage	Later Stage	Seed	Early Stage	Later Stage	Seed	Early Stage	Later Stage	Seed	Early Stage	Later Stage
Deal Count	40	38	32	58	45	31	112	99	67	93	73	78	77	64	57
Average Capital Investment	\$2	\$12	\$47	\$3	\$8	\$44	\$4	\$18	\$86	\$6	\$16	\$68	\$3	\$10	\$14
Post-\$ Valuation Median	\$8	\$30	\$300	\$8	\$41	\$248	\$15	\$65	\$250	\$21	\$72	\$304	\$13	\$14	\$59

Source: Pitchbook
*As of 7/31/23

Creator Economy |

Select Capital Raise Case Studies

Company Overview		 INVESTMENT BY  Karat Financial is a developer of digital financial cards for content creators using alternative metrics that enable digital creators to have credit liquidity suited to their needs	 INVESTMENT BY  BandLab is a collaborative online music production platform that allows musicians to create, share, and collaborate on music projects.	 INVESTMENT BY  ELDRIDGE Laylo is CRM for creators, tracking fans for artists and enabling creators to build a direct relationship with their audience, driving more streams and sales.	 INVESTMENT BY  Linktree is a versatile online tool that allows users to create a landing page to efficiently share and navigate through various online platforms and content.
Transaction Date		July 2023	May 2023	August 2022	March 2022
Deal Metrics	Amount Raised	\$70.0mm	\$25.0mm	\$3.2mm	\$150.8mm
	Post-money Valuation	\$310.0mm	\$525.0mm	\$23.4mm	\$872.1mm
	Total Raised to Date	\$144.2mm	\$90.0mm	\$8.2mm	\$193.1mm
Selected Investors		Crossbeam Venture Partners, GGV Capital, Union Square Advisors, Script Capital,	Axxess Capital, BYJU'S, Caldecott Music Group, Cercano Management, K3 Ventures, Prosus Ventures, Vulcan Asset Management	Eldridge, LiveXLive, Moment Ventures, Third Prime, Y Combinator, Sony Music Entertainment	20VC, Airtree Ventures, Centre Street Partners, Chateau Crypto, First Check Ventures, GBV Capital, Greenoaks Capital Partners, Insight Partners

Source: Pitchbook, 451 Group

Creator Economy Companies: Raised \$100 Million or more

Company	Total Raised ⁽¹⁾ (\$mm)	Categorization	Last Deal Date
Dailyhunt	\$1,647.2	INFRA	4/6/2022
Meesho	\$1,415.0	MONET	7/11/2022
Ximalaya	\$1,274.3	INFRA	4/24/2023
Discord	\$1,100.3	INFRA	3/1/2022
Jellysmack	\$998.9	INFRA	9/23/2022
Spotter	\$964.3	MONET	8/18/2022
Automattic	\$820.3	INFRA	2/28/2021
Canva	\$581.5	CTOOLS	10/1/2022
LTK	\$561.7	CTOOLS	11/22/2021
Salsify	\$502.6	MONET	9/13/2022
Facily	\$501.6	MONET	2/28/2022
Whatnot	\$485.4	MONET	7/8/2022
Epidemic Sound	\$476.1	CTOOLS	3/10/2022
MasterClass	\$466.0	MONET	4/5/2022
Patreon	\$425.8	MONET	11/1/2021
Lightricks	\$340.7	CTOOLS	9/19/2021
Snow	\$334.9	CTOOLS	12/2/2021

Company	Total Raised ⁽¹⁾ (\$mm)	Categorization	Last Deal Date
Figma	\$332.9	CTOOLS	6/24/2021
Drip/c	\$315.1	MONET	1/3/2022
Clubhouse	\$310.0	CTOOLS	5/12/2021
Hootsuite	\$303.0	INFRA	1/4/2021
Rec Room	\$294.4	INFRA	12/20/2021
ZenBusiness	\$277.0	INFRA	9/20/2022
Firework	\$260.5	INFRA	4/26/2022
Genies	\$259.8	CTOOLS	4/12/2022
Caffeine	\$253.0	INFRA	7/1/2020
Skillshare	\$229.4	MONET	11/4/2022
Sovrn	\$224.2	MONET	7/26/2022
Podimo	\$221.9	INFRA	6/22/2023
VidMob	\$204.5	CTOOLS	8/17/2022
Viral Nation	\$198.7	MONET	4/12/2022

Category	Abbreviation
Infrastructure	INFRA
Monetization	MONET
Creator Tools	CTOOLS

Source: Pitchbook

(1) Total Capital Raised from 1/1/20-7/31/23

Creator Economy Companies: Raised \$100 Million or more

Company	Total Raised ⁽¹⁾ (\$mm)	Categorization	Last Deal Date
Linktree	\$193.2	INFRA	3/16/2022
Brave	\$177.7	INFRA	9/1/2021
UnitedMasters	\$170.0	CTOOLS	10/28/2021
Splice	\$160.0	CTOOLS	11/25/2020
Synthesia	\$155.5	CTOOLS	6/13/2023
Domestika	\$153.9	MONET	1/27/2022
Verishop	\$151.4	MONET	1/31/2022
Karat Financial	\$144.2	MONET	7/19/2023
Printful	\$142.0	MONET	5/24/2021
Mavrck	\$135.0	INFRA	3/4/2021
beatBread	\$134.0	MONET	11/22/2022
Community	\$130.6	INFRA	4/22/2023
Hotmart Company	\$130.3	MONET	3/30/2021
Skyword	\$120.6	INFRA	1/19/2021
100 Thieves	\$120.0	MONET	12/2/2021
Tome	\$117.9	INFRA	2/17/2023

Company	Total Raised ⁽¹⁾ (\$mm)	Categorization	Last Deal Date
StreamElements	\$114.9	CTOOLS	9/22/2021
Cameo	\$112.9	MONET	9/23/2022
Citizen	\$112.2	INFRA	7/1/2021
Kickstarter	\$110.0	MONET	5/1/2022
Pixel Vault	\$105.1	MONET	1/11/2023
Descript	\$104.3	CTOOLS	7/13/2023
Songtradr	\$101.1	CTOOLS	6/21/2021
Eluvio	\$100.0	INFRA	8/25/2021

Category	Abbreviation
Infrastructure	INFRA
Monetization	MONET
Creator Tools	CTOOLS

Source: Pitchbook

(1) Total Capital Raised from 1/1/20-7/31/23

M&A Activity

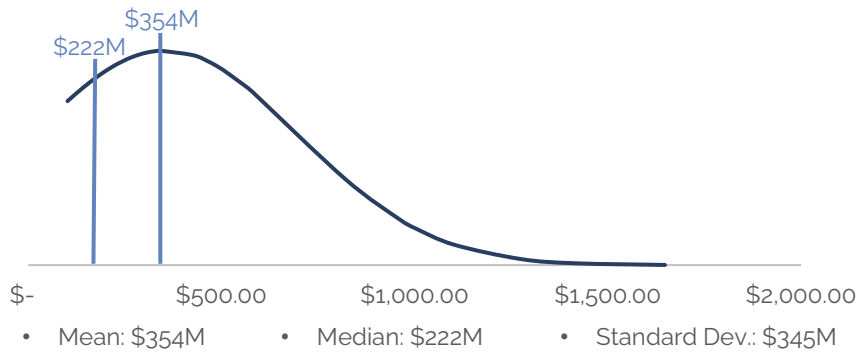
A photograph of four young women in a workshop or studio setting. They are all smiling and looking upwards. The woman in the center is holding a bright pink smartphone high in the air, as if taking a selfie or a video. They are seated at a wooden table cluttered with various items, including a laptop, pens, and small containers. The background features a wooden wall with industrial-style pipes and valves. The image is framed by dark blue geometric shapes in the corners, which contain text.

SECTION:
06

Industry Consolidation

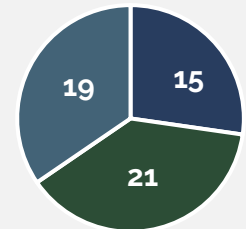
- We believe industry consolidation will accelerate and be a key theme over the next 12 to 24 months
- 55 companies have raised \$100 million or more since the beginning of 2020 and these players will likely lead the acquisition charge (See pages 26 and 27)
- We believe private to private mergers will become a bigger factor as mid-size companies seek to accelerate scale and gain market share to address an increasingly competitive environment
- Our analysis below looks at private capital raises from the beginning of 2020 through July 2023⁽¹⁾

Distribution of Capital Raised \$100M or More



Categorization of Companies that have Raised \$100M or More

	Percent of total
■ Creator Tools	27%
■ Monetization	38%
■ Infrastructure	35%



Companies that have Made More than One Acquisition



Key Take Aways

- Of these 55 companies: 25 or 45% have made acquisitions in the respective time period
 - 12 or 22% have made more than one acquisition
 - 35 have raised money in 2022 or 2023

Source: Pitchbook

⁽¹⁾Data Range includes Total Capital Raised from 1/1/20-7/31/23 Capital Raised for M&A purpose is not included in company totals

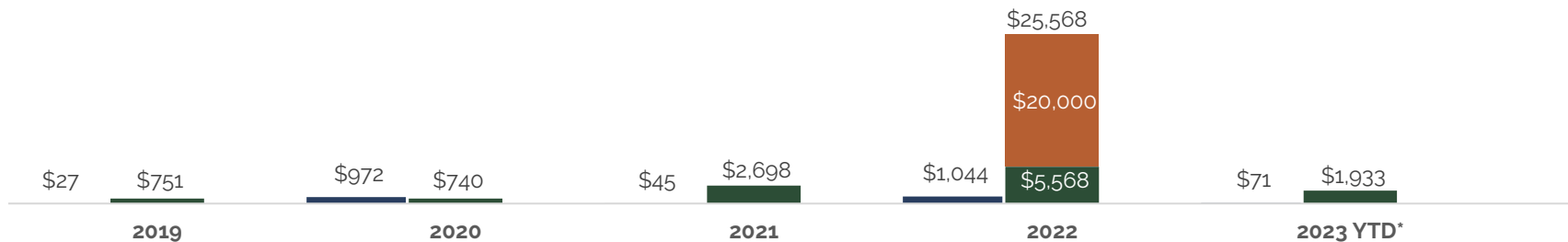
Creator Economy | M&A Activity

Select Key Industry Acquirers with Multiple Acquisitions

Total M&A Transaction Value (\$mm)

■ Financial Sponsors ■ Corporate Sponsors ■ Acquisition of Figma by Adobe



	2019		2020		2021		2022		2023 YTD*	
Deal Type	Financial	Corporate	Financial	Corporate	Financial	Corporate	Financial	Corporate	Financial	Corporate
Deal Count	4	37	12	43	14	84	25	64	3	32
Average Capital Investment	\$13	\$75	\$194	\$57	\$45	\$507	\$261	\$1,218	\$72	\$387
Implied EV Median	\$14	\$60	\$125	\$26	\$45	\$38	\$140	\$34	\$72	\$57

Source: 451 Group; PitchBook, Capital IQ

*Total M&A Transaction Value as of 7/31/23

Creator Tools |

Select M&A Transactions

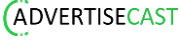
Transaction Date	Target	Description	Acquirer	Enterprise Value (\$mm)	EV/LTM Revenue	EV/LTM EBITDA
7/11/2023	 serato The power of music	Developer of digital software for DJs and musicians, enabling clients to remix musicals and create new forms of music.	 Pioneer Dj AlphaTheta	\$71	n.a.	n.a.
5/15/2023	 Callin	Operator of a social podcasting platform intended to create, discover and consume live and recorded audio content in one place.	 rumble	n.a.	n.a.	n.a.
9/15/2022		Developer of a design tool built to help companies brainstorm, design, and build better products from start to finish	 Adobe	\$20,000	50.0x	n.a.
9/1/2022	 FiLMiC	Developer of a video camera application designed to shoot videos on cell phones using various shooting modes	BENDING SPOONS	n.a.	n.a.	n.a.
12/3/2021	VOCHI	Developer of an AI-based application designed to edit video	 Pinterest	\$46	n.a.	n.a.
10/7/2021	 Frame.io	Developer of a video review and collaboration platform designed to streamline the process of video creation	 Adobe	\$1,183	n.a.	n.a.
9/3/2021	 PicMonkey	Operator of a web-based photo editing and graphic design platform intended to give more flexibility and collaborative value to creators	 shutterstock	\$121	n.a.	n.a.
4/12/2021	 LIGHTSTREAM	Developer of live streaming creative tools and technology designed for content creators	 Videndum	\$36	20.0x	n.a.
10/31/2019	 streamlabs	Developer of a streaming application designed to help live-streamers easily broadcast their content	 logitech	\$106	n.a.	n.a.
2/6/2019	 Anchor	Developer of a radio-based application designed to make it easy for anyone to hear, share and create interactive streams of audio	 Spotify	\$172	n.a.	n.a.

Source: 451 Group; PitchBook, Capital IQ

DISCLAIMER: Select Deals have been selected from 2019, 2021, 2022, and 2023 YTD as of 7/31/2023

Creator Monetization | Landscape

Select M&A Transactions

Transaction Date	Target	Description	Acquirer	Enterprise Value (\$mm)	EV/LTM Revenue	EV/LTM EBITDA
2/1/2023	 AIRBIT	Operator of a global music technology platform intended to empower music makers through monetization.	 BandLab.	n.a.	n.a.	n.a.
11/9/2022	 SPRING	Developer of a social commerce platform designed to create and sell custom physical and digital products online	 amaze	n.a.	n.a.	n.a.
7/21/2022	 F@NFIX	Developer of a subscription-based content sharing platform designed to let fans access exclusive content and support their favorite creators	 ALLIANCE CONSUMER GROWTH	n.a.	n.a.	n.a.
12/8/2021	 oulo	Provider of a celebrity shout-out platform intended to help users send personalized video messages to their loved ones	 muly	n.a.	n.a.	n.a.
10/1/2021	 Ecwid	Developer of an e-commerce platform designed to democratize e-commerce for small businesses globally	 lightspeed	\$595	29.8x	n.a.
9/20/2021	 THE MUSIC FUND	Provider of a data driven platform designed to use smart pricing algorithm to offer up-front cash for a portion of any artist's royalty income from streaming	 HiFi	n.a.	n.a.	n.a.
6/7/2021	 ADVERTISECAST	Developer of a podcast advertising platform intended to help podcasters monetize and advertisers reach loyal audiences to build their brands	 libsyn	\$30	2.5x	n.a.
4/1/2021	 Mavely	Developer of an online community-based shopping platform intended to find direct-to-consumer brands	 NUSKIN	\$41	n.a.	n.a.
10/22/2020	 VOXNEST	Developer of podcasting tools designed to help podcasters with podcast management and monetization	 iHeart MEDIA	\$50	n.a.	n.a.
3/16/2020	 teach:able	Developer of an online education platform designed to create and sell online courses	 hotmart	\$250	17.9x	n.a.

Source: 451 Group; PitchBook, Capital IQ

DISCLAIMER: Select Deals have been selected from 2019, 2021, 2022, and 2023 YTD as of 7/31/2023

Creator Infrastructure |

Select M&A Transactions

Transaction Date	Target	Description	Acquirer	Enterprise Value (\$mm)	EV/LTM Revenue	EV/LTM EBITDA
11/1/2022	 vibely	The company's platform helps creators organize local events and meetups while monetizing with membership dues, enabling them to increase engagement.	 KAJABI	n.a.	n.a.	n.a.
10/11/2022	 Portals	Developer of a mobile-based platform designed to provide community hosting and social networking service for influencers and creators.	 Beacons	n.a.	n.a.	n.a.
9/20/2022	 mediakits A VIRAL NATION COMPANY	Developer of a digital platform for the creation of a custom media kit online with real-time data and analytics, thereby enabling clients to pitch themselves.	 VIRAL NATION	n.a.	n.a.	n.a.
4/26/2022	 AMA	Provider of social media analytics services solutions through optimizing content, community engagement, and developing systems to make content creation smoother.	 JELLYSMACK	n.a.	n.a.	n.a.
1/5/2022	 WINKL	The company's platform helps creators in setting up blog, build readership, work with brands and other related features.	 THE Good Glamm GROUP	n.a.	n.a.	n.a.
12/3/2021	 Dovetale	Developer of a marketing management platform to enable clients and social media influencers to efficiently manage their online campaigns.	 shopify	n.a.	n.a.	n.a.
6/25/2021	 ART19	Developer of podcast hosting tools designed to offer support to content creators and advertisers for on-demand hosting, ad serving, and audience targeting.	 amazon	\$60	2.5x	n.a.
3/19/2019	 signUp	Operator of a content management platform intended to transform people for the better, enabling sustainable access to uplifting content.	 netshow.me	n.a.	n.a.	n.a.
3/15/2019	 FUTURETODAY	Provider of video technology and distribution. The company's services to content creators helps them distribute and monetize their content on OTT devices.	 CINEDIGM	\$369	6.1x	n.m.

Source: 451 Group; PitchBook, Capital IQ

DISCLAIMER: Select Deals have been selected from 2019, 2021, 2022, and 2023 YTD as of 7/31/2023

About Us

A professional microphone with a silver mesh grille is mounted on a black stand, positioned in the foreground. In the background, a laptop is open on a wooden desk, and a warm, glowing lamp is visible. The scene is softly lit, creating a professional and creative atmosphere.

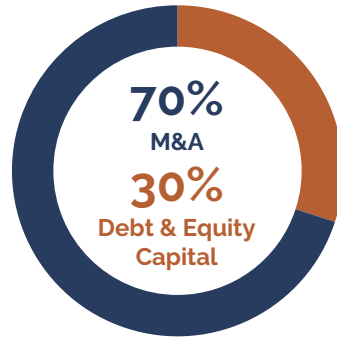
SECTION:
07

Nfluence Partners Overview

Helping good people with great businesses thrive

Unique Advisory Model

- Leading middle market focus
- ECS and mission aligned
- Client first model
- Sector expertise
- Long-term focus



Advice across the balance sheet

Results driven approach
to every transaction

Unparalleled network
of relationships across strategic,
equity, and debt capital

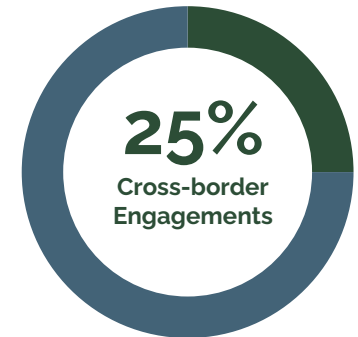
Dedicated senior team
across the full deal process

In-depth Tech Coverage

The senior Nfluence team has been working together for over 10 years providing advising services across the technology landscape

National Presence with a Global Reach

- Extensive global network with seamless collaboration
- Team of bankers across San Francisco, New York, Denver, and Los Angeles
- Completed deal engagements across over 17 countries



Nfluence's Dedicated Team

Focused on the Intersection of Technology and the Broader Economy



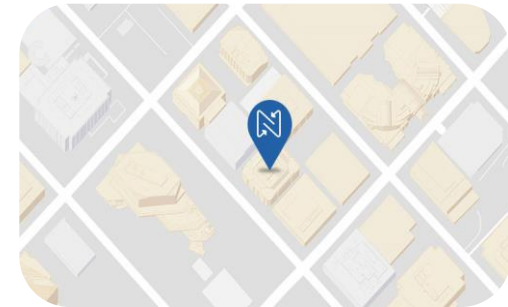
Sun Jen Yung
Partner

📞 917-297-8716

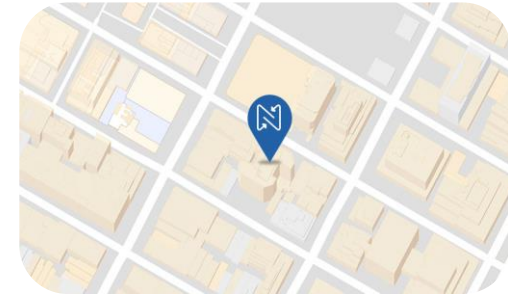
✉️ sun@nfluencepartners.com

- 30 years experience in investment banking and equity research with over \$38bn in executed transactions
- Prior investment banking experience includes:
 - Head of Digital Media for Headwaters MB, co-founding the practice in 2011
 - Managing Director, Oppenheimer
 - Managing Director, TD Securities
 - Director, Deutsche Bank
 - SVP, Lehman Brothers
- Notable transactions: BIC Corp., Comcast, Meta (Facebook), Spotify, Taboola, YouTube/Google
- MBA, Columbia Business School and BA, Macalester College

San Francisco



New York



Select Relevant Transactions¹

PROJECT WEMBY INFLUENCER MARKETING PLATFORM Financial Advisor to the Company	PROJECT TANGO INFLUENCER MARKETING ENTERPRISE PLATFORM Financial Advisor to the Company	PROJECT MAMMOTH MUSIC AGENCY WITH SYNC LICENSING PLATFORM Financial Advisor to the Company	PROJECT LABYRINTH MUSIC VIDEO CREATION PLATFORM Financial Advisor to the Buyer	RIGHTSID[®] A DIVISION OF ZEPH HAS BEEN ACQUIRED BY Vobile[®] Financial Advisor to The Seller	BIC HAS ACQUIRED ROCKETBOOK Financial Advisor to The Buyer	PIXIESET HAS BEEN ACQUIRED BY SUSQUEHANNA GROWTH EQUITY Financial Advisor To The Seller	LOUDR HAS BEEN ACQUIRED BY Spotify Financial Advisor to The Seller
soundbite.ai IPO \$10,500,000 Financial Advisor to the company	YOUKU CAP-RAISE \$57,600,000 Financial Advisor to the company	media.net HAS BEEN ACQUIRED BY SOCAN music. people. connected. Financial Advisor to The Seller	rumblefish HAS BEEN ACQUIRED BY SESAC Financial Advisor to The Seller	RIGHTSFLOW by Google HAS BEEN ACQUIRED BY Google YouTube Financial Advisor to The Seller	3PLAYMEDIA HAS BEEN ACQUIRED BY netcomm Financial Advisor to The Seller	Cooking.com HAS BEEN ACQUIRED BY Target Financial Advisor to The Seller	COMCAST CAP-RAISE Financial Advisor to the company

¹ Transactions include current Nfluence bankers' experience at prior firms