

THE SUPPORT SYSTEM FOR CREATIVES

A Global Community
www.thedesigndatabase.net

COURTLYN JONES
FOUNDER & CEO



THE PROBLEM — “The Great Resignation”

11.5M

Following COVID-19, 11.5 million American workers quit their jobs during the months of April and May 2020 to find better working conditions, meaningful work, and greater work-life balance. — SOURCE: US DEPT OF LABOR

48%

of the U.S. workforce resigned from their corporate jobs at the end of 2021 to join the freelance space. — SOURCE: FIRST SITE GUIDE

THE WORLD OF CREATIVE WORK



CREATIVE

- Lack of equal rights.
- Low wages and undervalued skill sets. Creatives are paid less than their worth.



CLIENT

- Freelance life increases isolation.
- Clients don't always pay on time.
- Growing need for creative talent.

ADDRESSABLE MARKET

TAM **\$100B+**

SOM **\$90M+**

SAM **\$120M+**

1% = **\$900K ARR**

TARGET CUSTOMERS

Occupation: Creative Freelancers, Recruiters, Startups, Entrepreneurs & Small business owners, Art university students & recent grads.

THE SOLUTION

Our marketplace is built for freelancers specifically in the **creative fields** (visual artists, designers, developers, etc.).

THE VISION

To be the **go-to platform** to find creative talent + support.

THE ‘WHY’

To build a community to guide + empower Creative freelancers to build their dream careers.

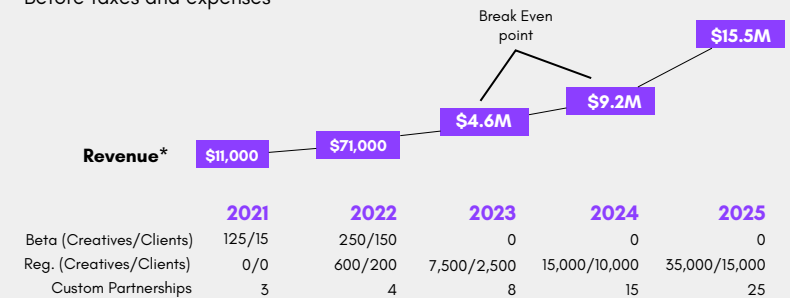
THE DIFFERENCE

- **0% COMMISSION** for Creatives
- Subscription-based model
- Reduce Worker Isolation
- **Avoid costly agency fees**
- Supportive community
- Education + growth
- Collabs (Creatives + Creatives)
- Fun, Social Atmosphere
- Bridge gaps (Clients + Creatives)
- Live + Virtual Events
- Build REAL connections
- Partnership + affiliates

Seeking to raise **\$1,000,000 seed financing** for product development to finish building an innovative portion of our marketing features + expand our SEO.

FINANCIAL 5-YEAR FORECAST

*Before taxes and expenses



TRACTION & GROWTH 2021 – 2022

250+

Creatives beta-users

150+

Clients beta-users

800+

Waitlist members

1100+

Email subscribers

6000

Instagram Followers

FINANCIAL MODEL

Creatives – MEMBERSHIP

Standard: \$20/m | \$45/qt | \$180/yr
Premium: \$40/m | \$65/qt | \$200/yr

Clients – COMMISSION

After the talent is hired.

PARTNERSHIPS

Customized agreements.

ADS & PROMOTION

Purchase ad space from our media packages.

COMPETITORS

Upwork fiverr. **contra**

Competitor differentiators

- Built for ALL contractors in various industries
- 10%–20% commission of each transaction + fees
- Lowers the value of the creative talent
- More system control; less flexibility.
- Works in favor of the buyers vs. the talent.
- Lacks balance in equal rights.
- Small, cluttered portfolio presentations.
- Puts too much focus on the bios and resumes

TEAM — Creatives supporting Creatives



COURTLYN JONES
FOUNDER & CEO



LORI BROSKETT
MARKETING STRATEGY



IDRIS LASISI
WEB DEVELOPER

Courtlyn Jones

718.930.2346

cjones@thedesigndatabase.net



www.thedesigndatabase.net