



APP-BASE

EXIBILITY



INFRASTRUCTURE

VARIETY



CLIENTS



GLOBAL



FREEDOM

PASSION



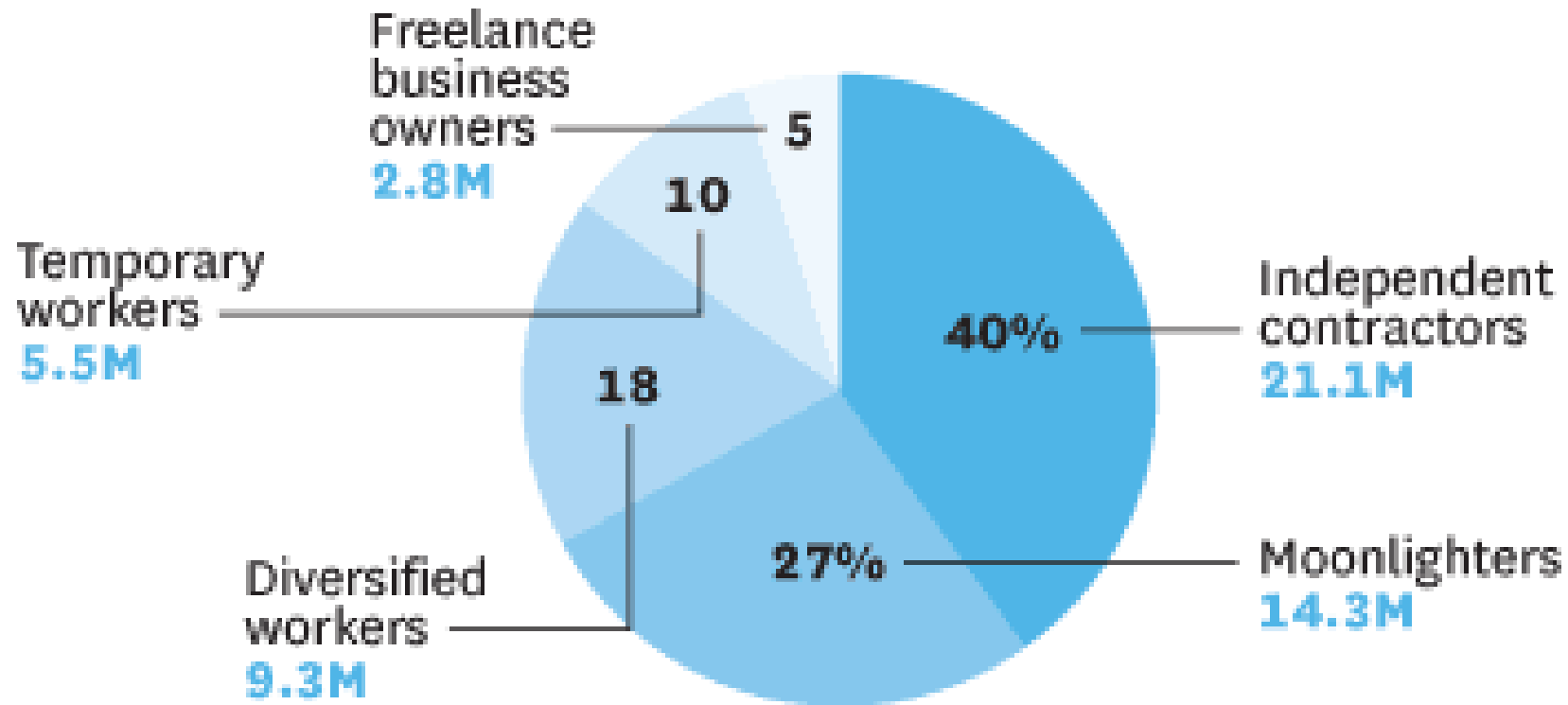
REMOTE

FREELANCER



53 MILLION FREELANCERS

How non-traditional jobs add up in a survey of U.S. workers.



SOURCE EDELMAN BERLAND, AS COMMISSIONED BY THE FREELANCERS UNION AND ELANCE-ODESK

HBR.ORG

How many workers are in the gig economy?

Engaged in any capacity
Primary and supplementary work

About 1 in 3

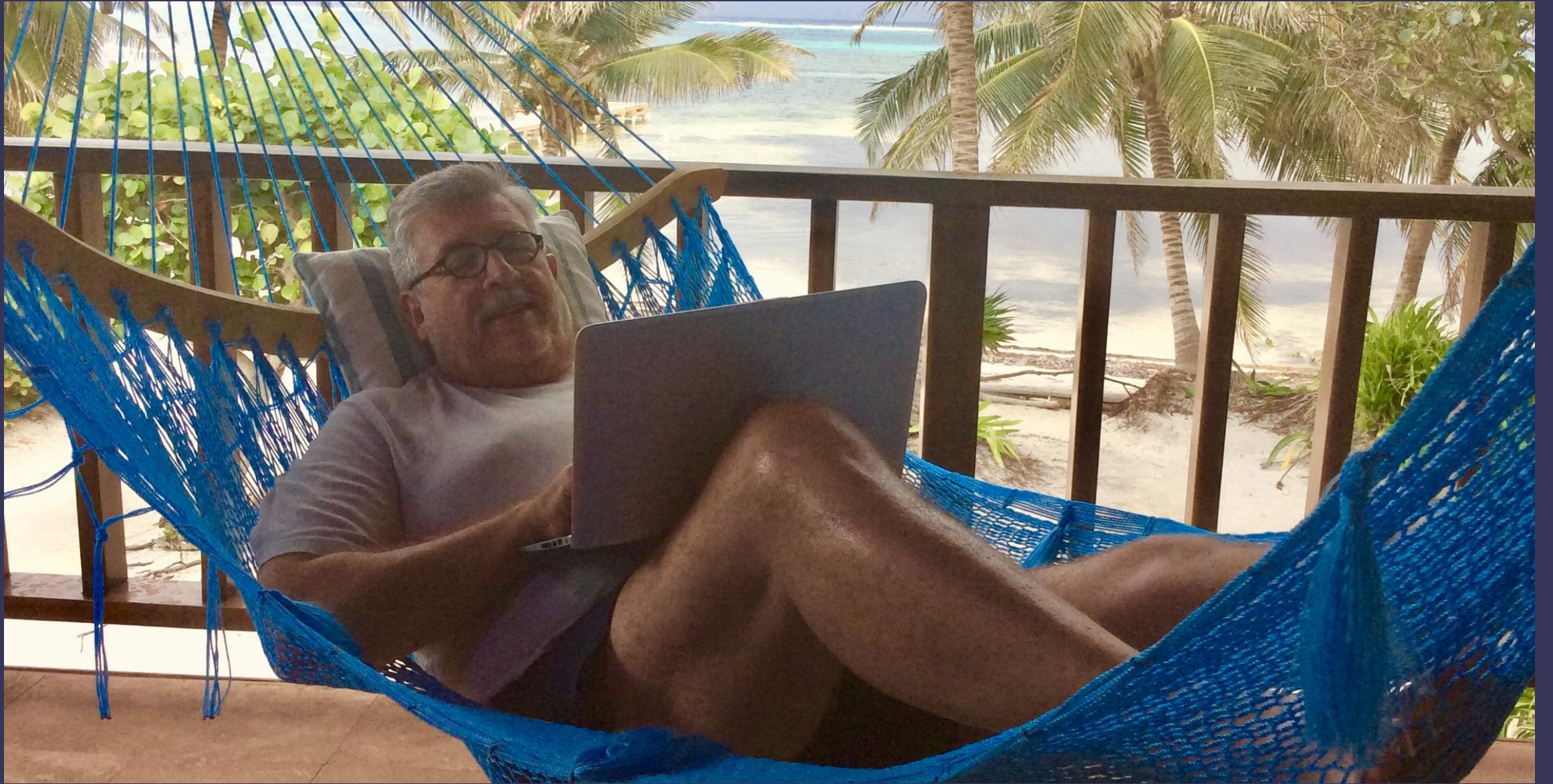
As main job
Independent work is primary

About 1 in 6

Online platforms
Uber, Lyft, TaskRabbit, and others

Less than 1 percent

Total U.S. workforce





will knight ✓

@willknight



“Human Uber,” developed in Japan, provides a way to attend events remotely using another person’s body. “It’s surprisingly natural” says its inventor, Jin Rekimoto of Sony [#emtechasia](#)

1:52 AM - Jan 30, 2018



569



8,922



13,284

Portfolio Career Profile Celia Spillmann



Vaco's "Gig-Life Hustler"

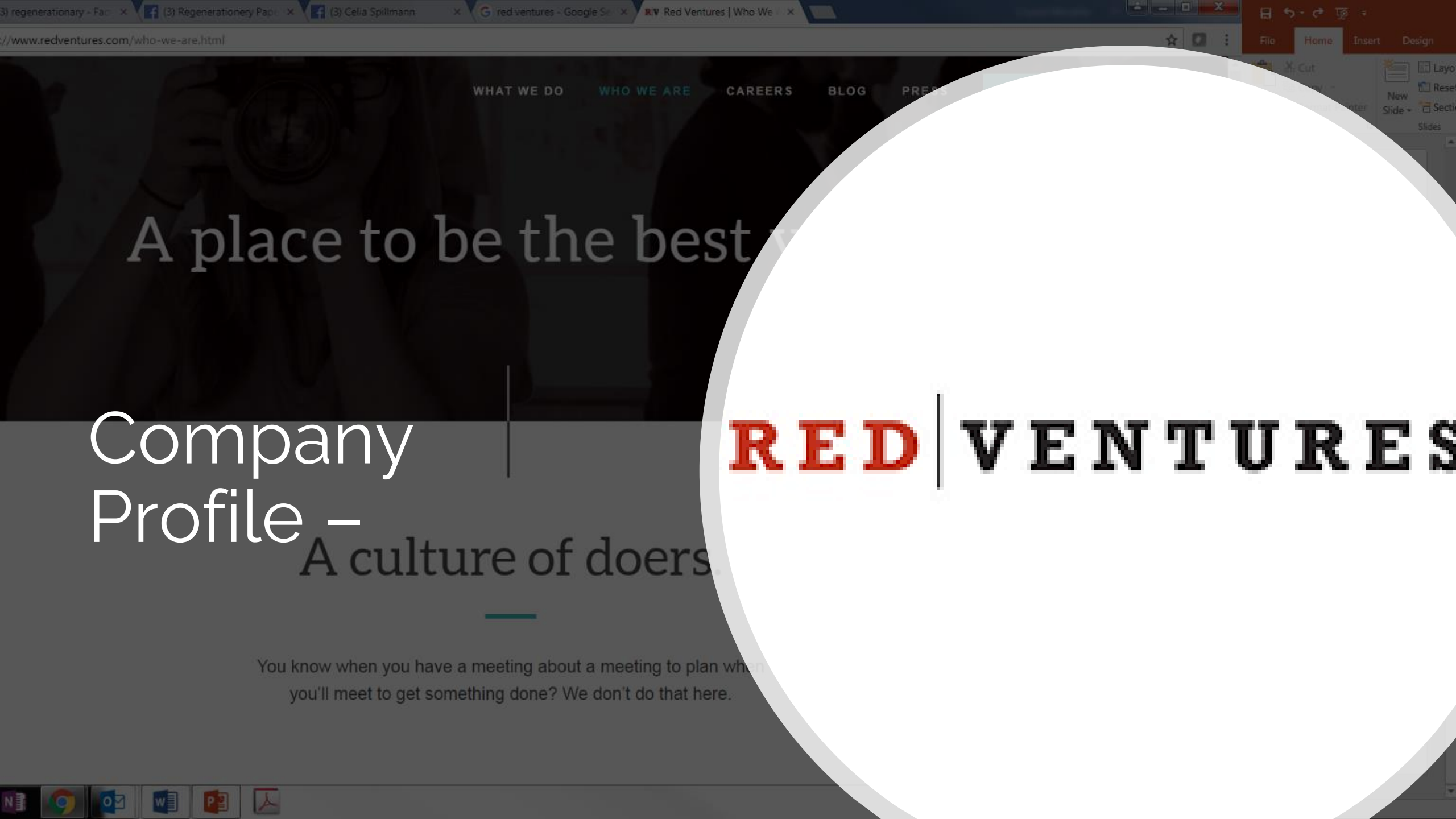
- Helps people balance the gig life hustle
 - Finds sides hustles
 - Manages the hustles
 - Advising on marketing
 - Producing work scopes



What Celia looks for in a community:



- Connected set of resources
- Access to broadband
- Places to sell products
- Flexible, small space (co-work, maker, work space + retail)
- Networking with others like her
- Quality of Life amenities
- A connected community



Company Profile –

RED | VENTURES

A place to be the best

A culture of doers

You know when you have a meeting about a meeting to plan when you'll meet to get something done? We don't do that here.



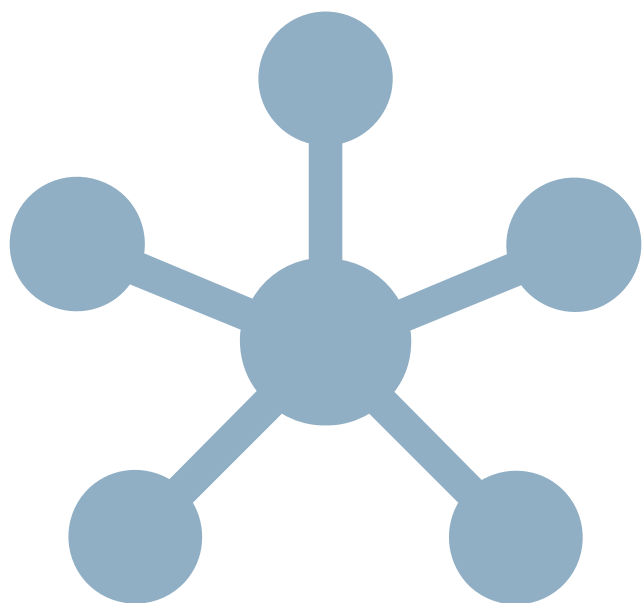
Makers Market

"I run a business outside of Red Ventures, and they support it."



“Cool attracts talent”

- Beer garden, concerts, restaurants, basketball court, bowling alley
- The Learning Curve, Red ED
- Social causes/civic engagement: Rebuild Puerto Rico
- No set work hours, *unlimited vacation*



Integrate into the ED Program

- How to access freelance talent (biz seminar)
- Educating large companies how to use side hustle talent to their advantage
 - Show case a leading edge company
- Creating employee resource networks
- Arranging freelance meet-ups/meet & greets
- Makers fair/freelance fairs/side hustle expo