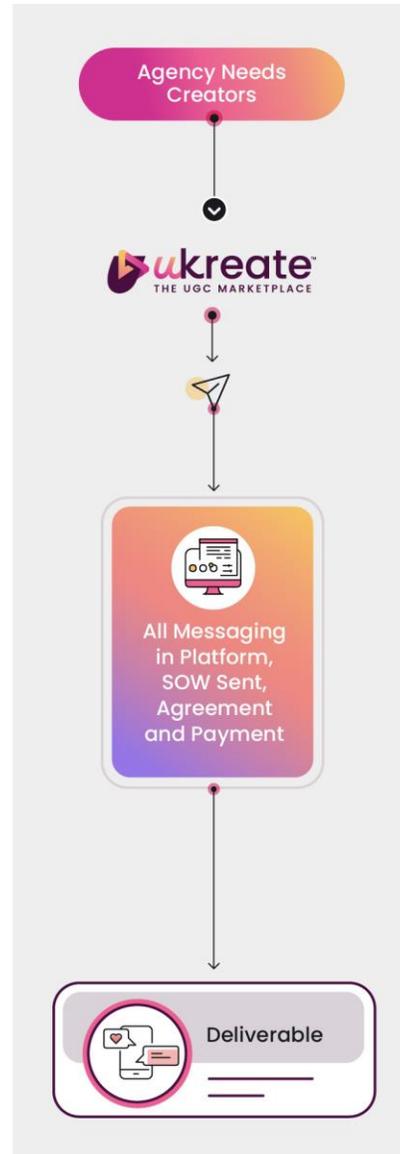
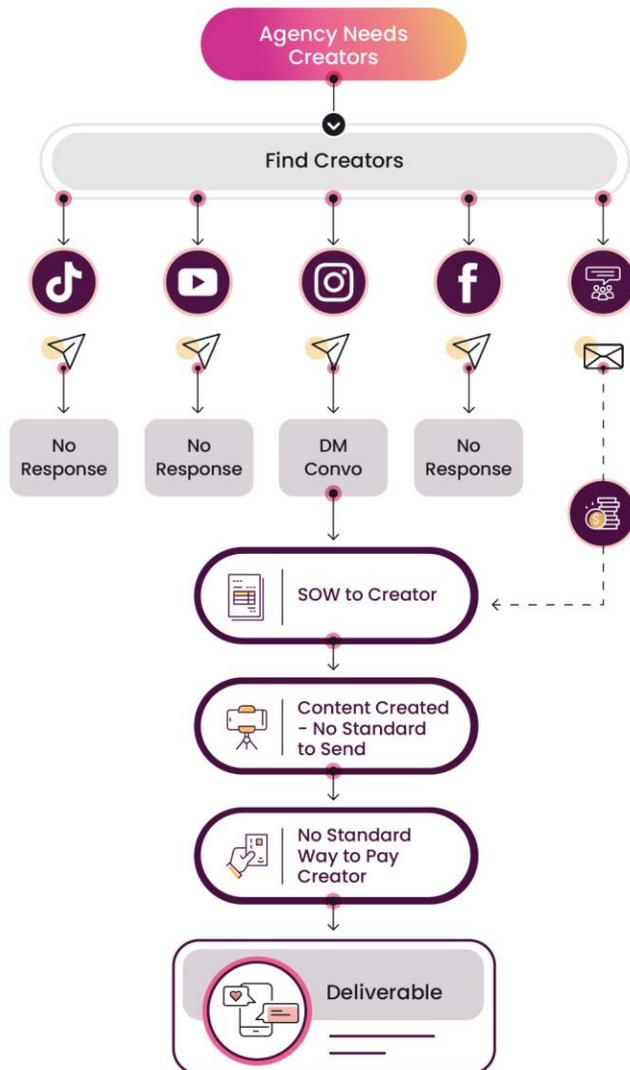




**Connecting Creators &  
Influencers with  
Brands & Agencies**

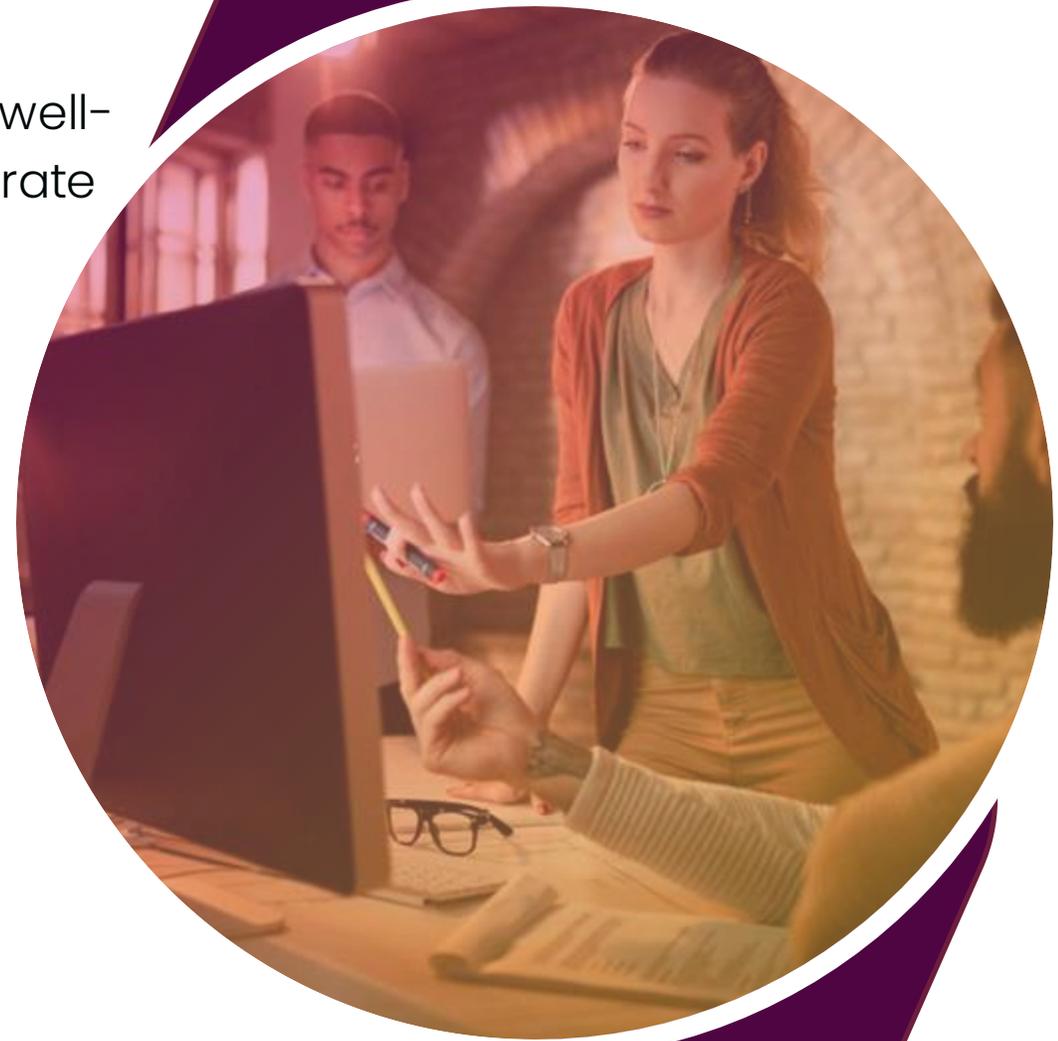


# Streamlining the Creator Economy



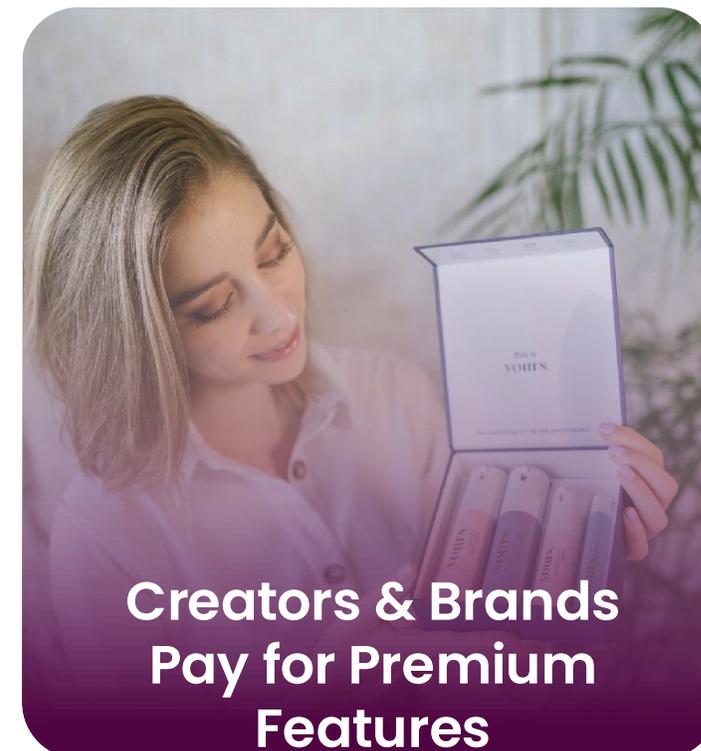
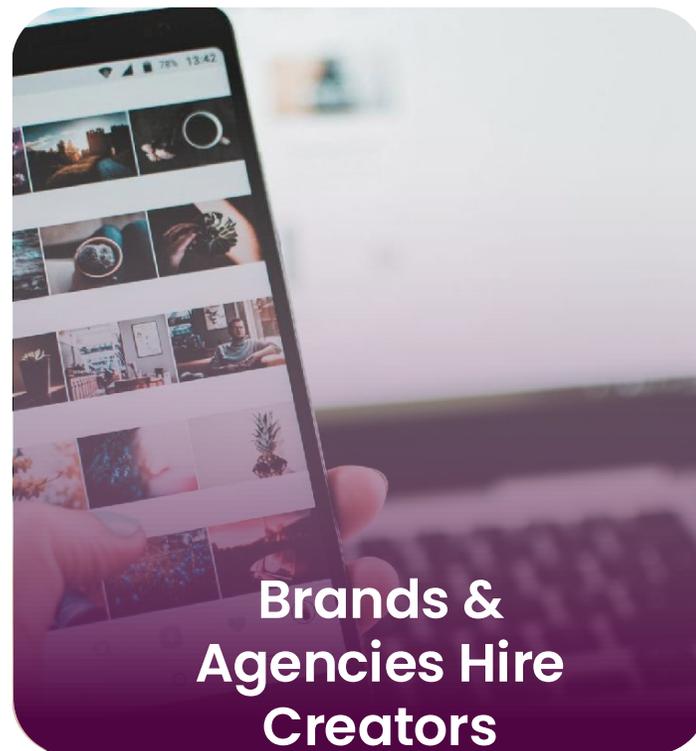
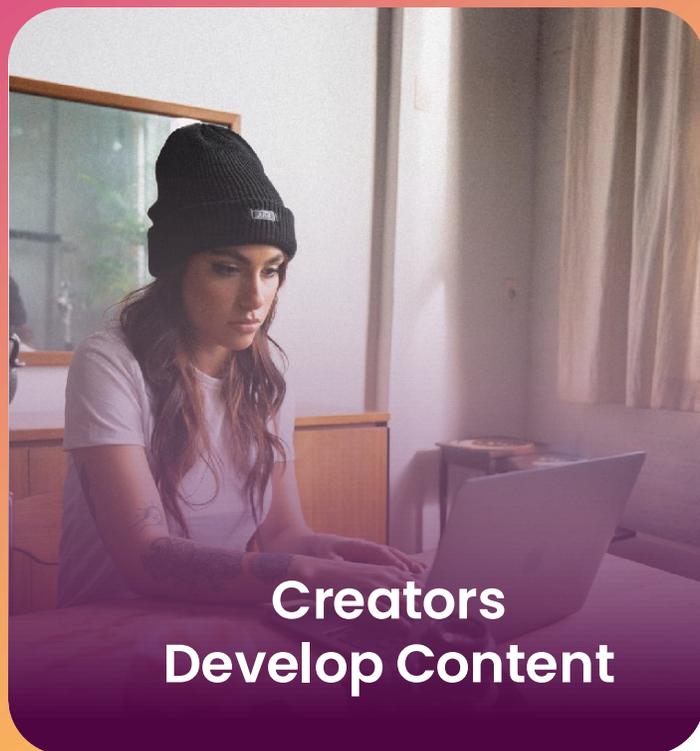
# Investment Opportunity Summary

-  We're **experts in the creator economy**, and have a well-seasoned technology and business team to accelerate
-  **Marketplace Traction** Our platform is beyond MVP and actively in use; rapidly gaining users with our acquisition strategy dialed-in
-  **Timing is Perfect** The Creator Economy is here and set to substantially grow
-  Our **Kreator Program** includes a sophisticated, proprietary blend of affiliate marketing & direct sales strategies
-  **Raise = Growth** We have all of the puzzle pieces in place



# Our Vision

Bring a platform, community, and tools to a true 2-sided marketplace where creators and brands can benefit from the creator economy



# The Problem

The Creator Economy is disparate, disjointed, and difficult

## Creator & Influencer Challenges

**It's not easy:** existing platforms require Creators to pitch to Brands

**Limited opportunities:** Creators face limited income streams

**Hard to get noticed:** the Creator space is crowded, which is difficult to gain visibility

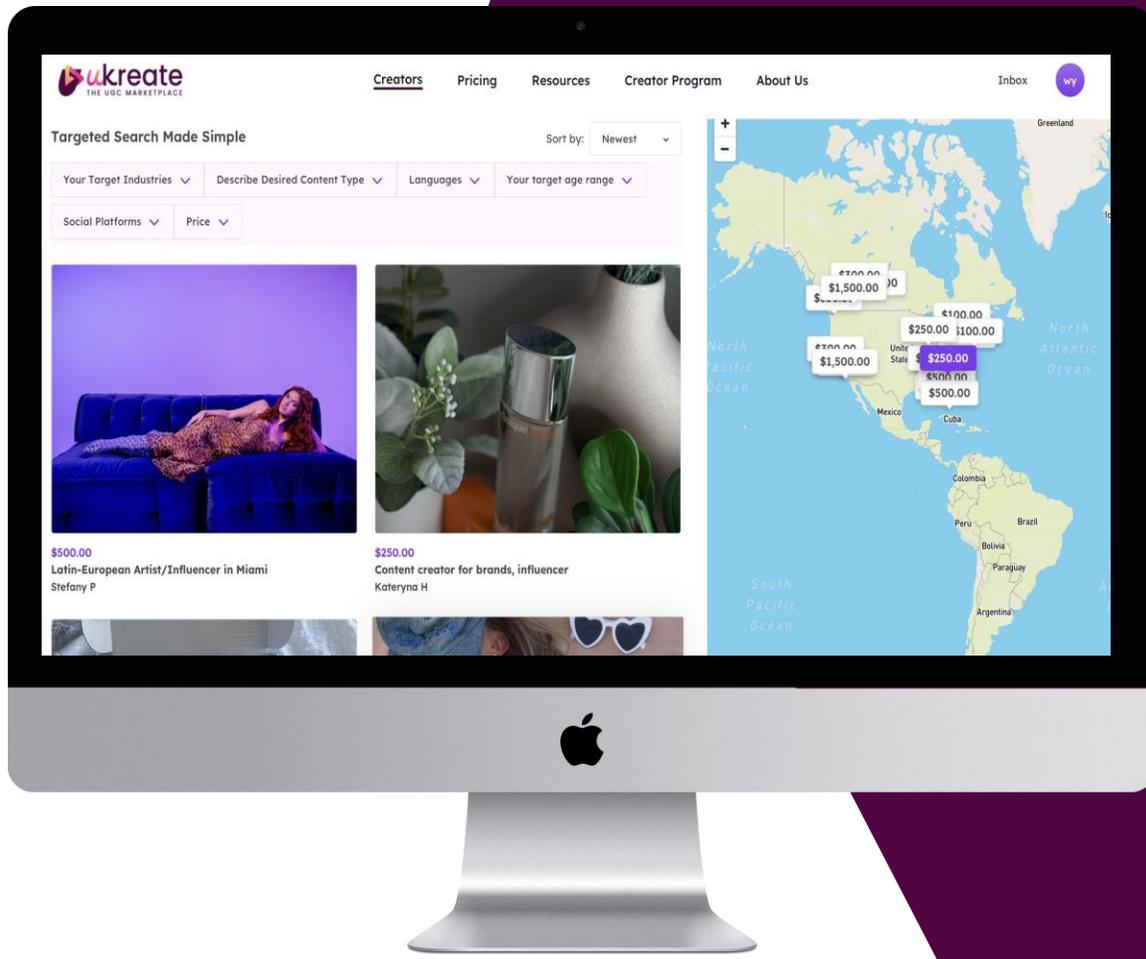
## Brand & Agency Issues

**Finding the right fit:** it's increasingly difficult to find Creators who align with values

**Disproportionate Market:** there is no standardization of creator pricing

**Skeptical Consumers:** inauthentic collaborations comes across as disingenuous

# The Solution – ukreate™



Dedicated creator profiles



Fully searchable: geo-location, pricing, industry and social channels



Community building and creator gamification



Emerging creator training and support



Seamless payment integration and watermarking to ensure full payment and customer satisfaction

**\$62 BB**

US Creator  
Economy in 2024

**\$250 BB**

Global Creator  
Economy in 2024



**\$528 BB**

Global Creator  
Economy by 2030

**10%**

of All Social Media  
Spend is on  
Creative Economy

**68%**

of Creatives  
Rely on  
Brand Deals  
for Income

# The Market Opportunity

Goldman Sachs Research: 50mm active global creators is expected to **grow at a 10-20% CAGR during the next 5 years**

# 3-Tier Revenue Model

## Creators and Influencers

Free access with a per-transaction fee, or pay for premium placement

- Percentage of Transaction 10%
- Premium Subscription Fee \$29/mo
- Education & Certification varies
- Events & Experiences varies
- Merch for Purchase & Incentives varies

## Brands and Agencies

Pay-as-you-go service fee, or as a subscription to fully access platform

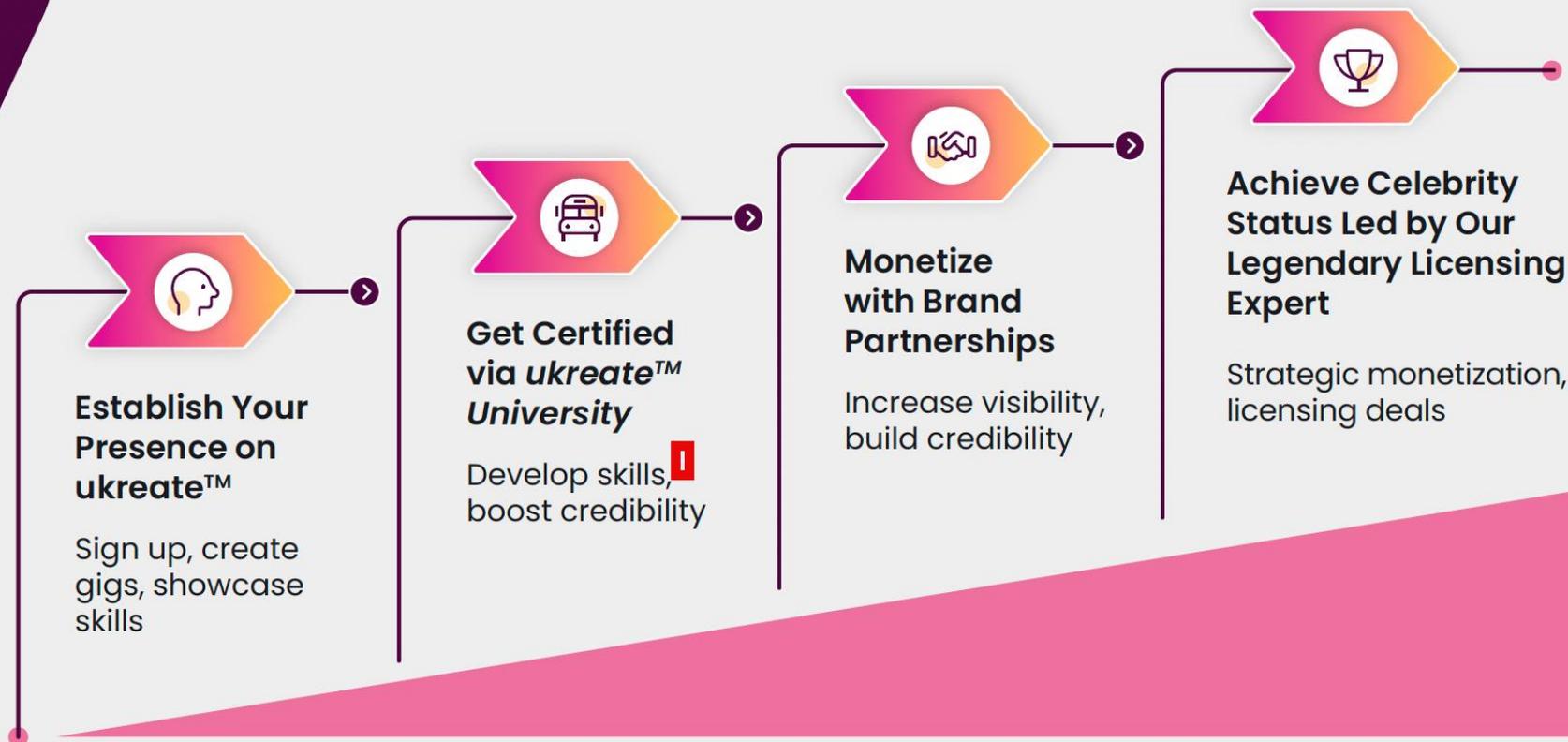
- Service Fee per Transaction \$6.95
- Premium Subscription Fee \$99/mo
- Pay-to-Post Gig \$9.95
- Concierge Services custom

## Data and Licensing

- Insights & Analytics
- Market Trends, Benchmarking
- Audience Segmentation
- Royalties
- Product Endorsements
- Leveraging NIL

# ukreate™ Supports the Path from Micro-Creator to Celebrity Status

Bernt Ullman | CEO Celebrity Lifestyle Brands



# Go-To-Market

## Multi-Channel GTM Strategy

### Advertising

Deploy Social Media Channels to directly attract users

Identify Target Creators and users Globally

Advertise to targets on social media. Utilize Meta, YouTube and LinkedIn.

Currently Acquiring Users @ \$0.75 per user

### Kreator Community

Recruit creators to join our community affiliate program

Incentive \$ creators to get users on our platform

Build teams and leaders to help convert users from free to premium members

Higher \$ commission to best performers/ contributors based on ranking

### Strategic Partnerships

Partner with influencers, establish influencer spokesperson partnerships

Partners drive new investors to our company

Partners drive new creators to our platform

Partners drive new brands and agencies to our platform

## Case Study

# B2B



### The Client

Egg Whites 24/7



### The Project

Increase brand awareness and revenue



### The Strategy

Use ukreate™ to find 20 UGC fitness creators (3.2mm collective community). Create 60 pieces of organic content, and share across creators' profiles and through advertising campaign.



### The Results

- **5.2 million** views
- **4k followers** gained
- **\$11K** revenue generated **200+** new customers

## Case Study

# Creator



### The Creator

Alyssa Williams



### The Project

Alyssa joined ukreate™ as a model /photographer looking for ways to earn extra income. She listed herself as a jewelry model and portrait photographer in local Miami area.



### The Strategy

Increase Alyssa's exposure through ukreate™



### The Results

- **2 brand** deals with fashion companies
- **\$450 income** in first **30 days** on the platform
- **1 photographer** gig from a local marketing agency

Easy to Use Marketplace  
that Elevates Value for  
Creators, Influencers  
Brands and Agencies

We're not just another pretty  
face. We're founded by  
creators and agency-side  
representation... we're  
differentiated where it  
matters most.

ukreate™ -Built to Scale

**ukreate™**

	Open/ Transparent Marketplace	Speedy Signup /Easy to Use	No Mandatory Socials Integration	Built for Any & All Influencers	Built for Any & All Brands	Cost Effective For Brands /Creators	Creator Education /Accelerator
<b>ukreate™</b>	✓	✓	✓	✓	✓	✓	✓
Brandwatch Marketing	✗	✗	✓	✗	✗	✗	✗
Upfluence	✓	✓	✗	✓	✗	✗	✓
creator.co	✓	✓	✗	✓	✗	✗	✗
influence.co	✓	✓	✗	✓	✗	✗	✗
Creators, Inc	✗	✓	✓	✗	✗	✓	✓

# The ukreate™ Team

Founded and run by industry experts and business veterans



**CEO – ROBERT  
TORRES**

Innovative Social Media  
Expert, Agency Owner,  
Brand Builder, Creator,  
Influencer



**CTO – WILLIAM  
YOUNG**

Tech Leader, Process &  
Strategy Expert, Serial  
Entrepreneur, Advisor,  
Angel Investor



**COO & GC – MARC  
SNYDERMAN**

Disruptive Entrepreneur,  
Business Lawyer,  
Content Creator,  
Angel Investor



**Manager – JENNA  
MANUCSO**

Social Media Manager,  
Community Manager,  
Operations Specialist

# Our Advisors



## **Bernt Ullman**

The “6 Billion Dollar” Man  
Celebrity licensing guru,  
head of licensing for  
Tommy Hilfiger,  
Daymond John



## **Rhett Ullman**

Social Media and  
influencer marketing  
master; entrepreneur,  
licensing expert



## **Emily Wilson**

Creator and  
spokesperson, public  
relations specialist,  
brand liason

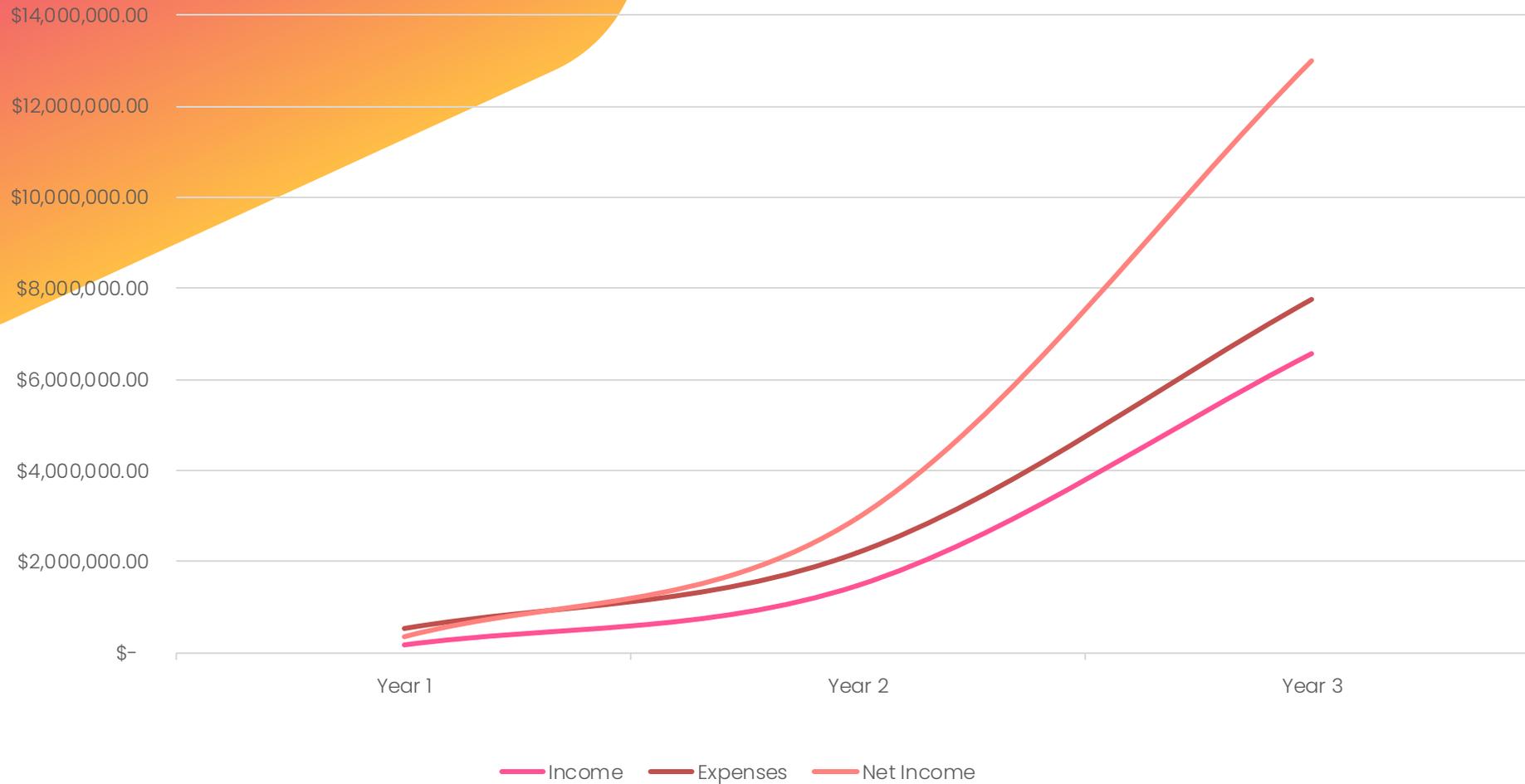


## **Jen Selter**

OG Fitness Creator and  
Celebrity influencer

# 3 year projections

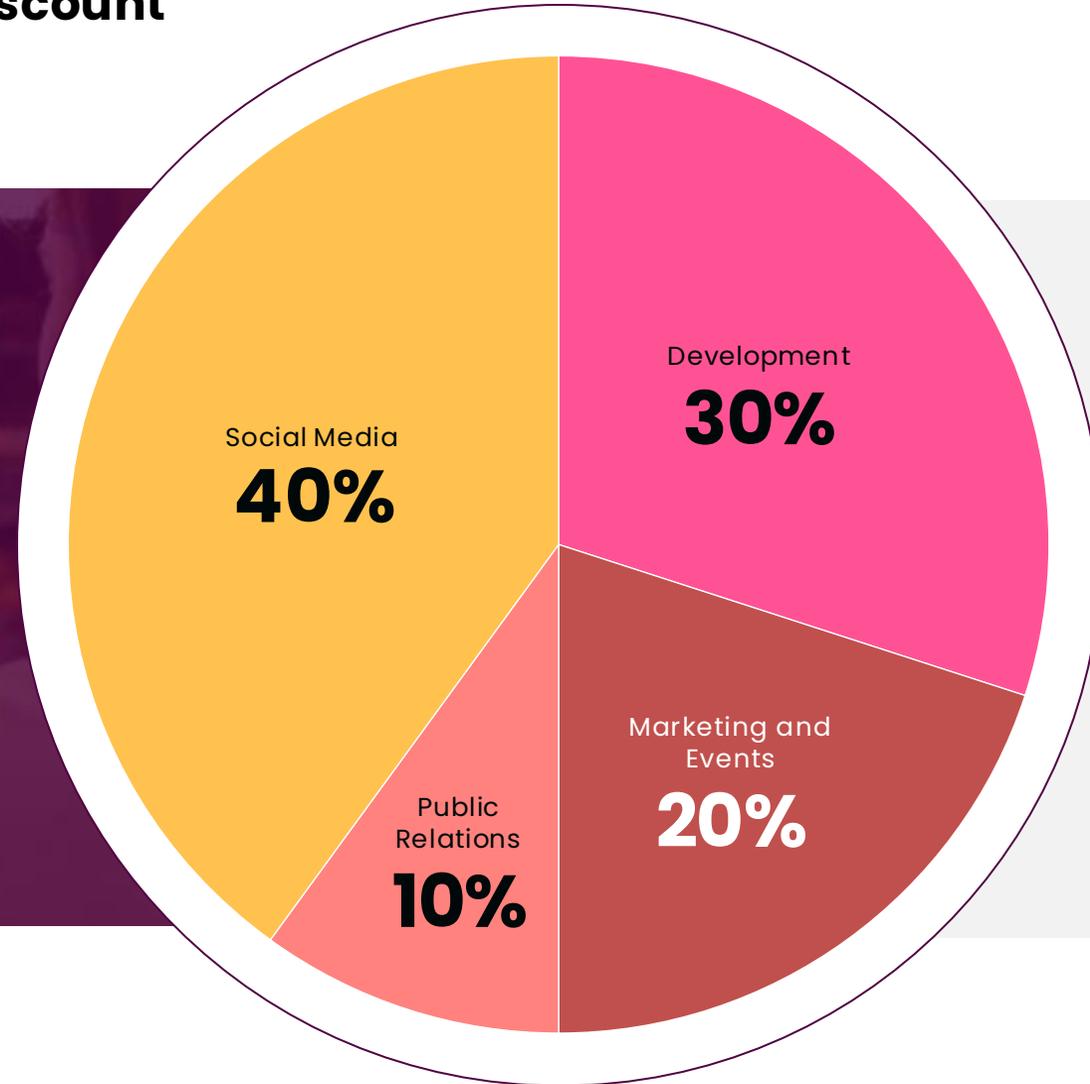
Ukreate 3 Year Projections



# Our Raise

Raising **\$500k** on a SAFE with a **15% Discount**

TOTAL BUDGET  
**\$500k**





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[www.ukreate.com](http://www.ukreate.com)



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