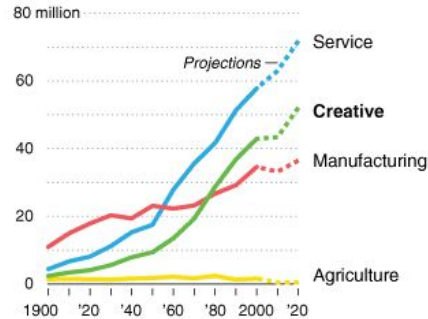


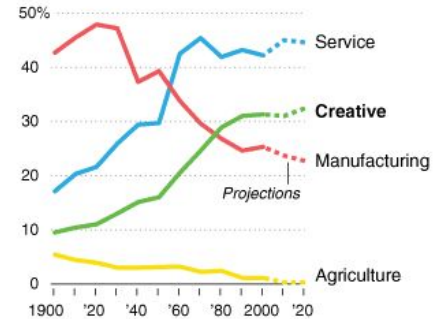
Neglect of the Creative Class

Around 1995, as the internet emerged, the *Creative Class* of our workforce exceeded, for the first time, the number of workers in *manufacturing*. To date, the demand for education and experience with technology, in media, exceeds the supply of labor and innovation. In 2020 in particular, we witnessed how this gap, evident in our failure to monetize media, fake news, online privacy, and capable virtual conferencing, plagues our economy.

Number of workers, by decade



Percentage of workforce, by decade



The Opportunity

A platform focused on the people and opportunities in Media Technology; uncovering and focusing, for the first time the tools and services, people, education and training, products, and resources that work so that public and private capital can meaningfully invest in our future.

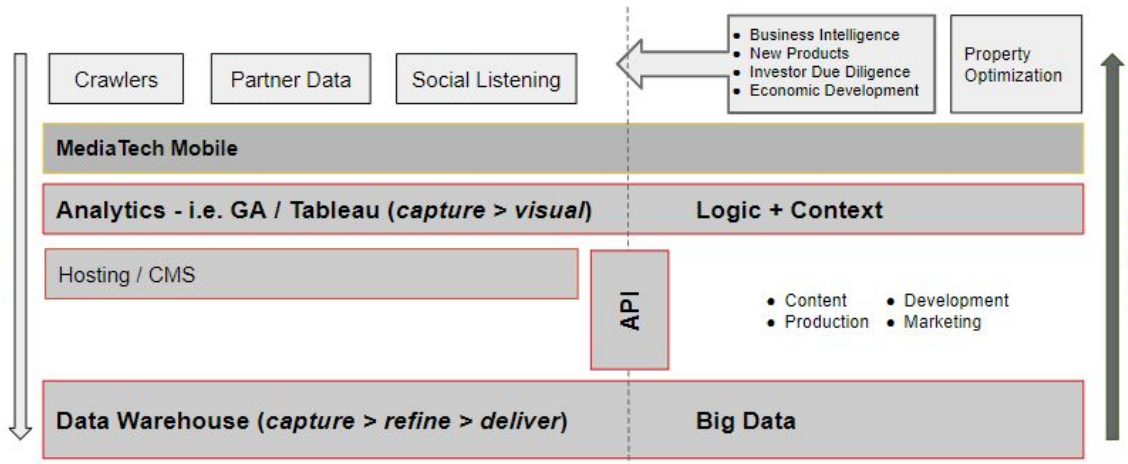
The Market

Business Model

Platforms enable all participants in a sector of the economy and as with any platform, users pay a fee for a better results, consumers pay for experiences and solutions, and partners pay for data and access to the audience.

Paul O'Brien

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IMBD's data reflects a need, via film, while Techstars Music helps accelerate later stage innovation. Google's breadth of an index validates demand while LinkedIn serves careers and companies. In *this Creative Class*, the rapid pace of change exposes the need for a new platform that serves, distinctly, the workforce of a global economy in which everyone, in some way, works online.