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

A place to be the best. A community. A culture of doers.

RED VENTURES
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
- Social 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 resilience networks
- Arranging freelance meet-ups/meet & greets
- Makers fair/freelance fairs/side hustle expo