

Vaco's
"Gig-Life Hustler"

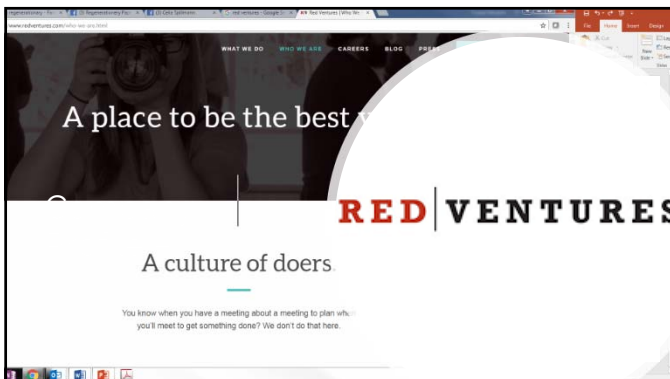
- Helps people balance the gig life hustle
 - Finds sides hustles
 - Manages the hustles
 - Advising on marketing
 - Producing work scopes





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

RED VENTURES

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.



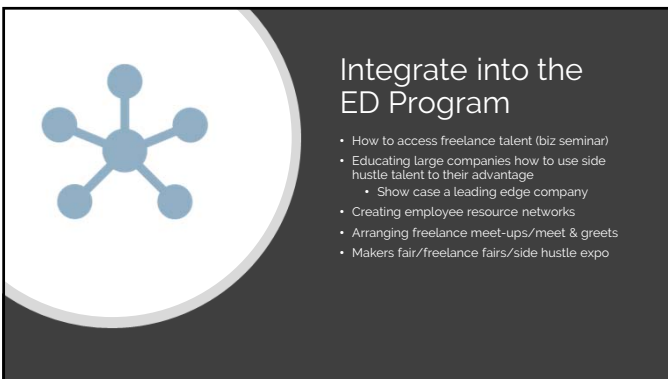
Makers Market

"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
