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

- Freelance business owners: 2.8M (5%)
- Temporary workers: 5.5M (10%)
- Diversified workers: 9.3M (27%)
- Independent contractors: 21.1M (40%)
- Moonlighters: 14.3M

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

Company Profile –

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