

## **EXECUTIVE SUMMARY**

The creator market is one of the fastest growing markets today. In 2021, the Creator Market Size in the world is recorded to reach up to 20 billion dollars and will increase in 2022 to reach 104.2 billion dollars. By 2023 it is also predicted that the size of the worldwide creator market will increase to 1 trillion dollars. This is supported by the emergence of various startups that focus on the creator economy, one of which is Cameo and Patreon. This was created because the current generation will move towards a generation that prioritizes digital flexibility and convenience. In addition, the presence of covid 19 has also become one of the drivers for the emergence of various transitions from conventional to digital work. One form of digital change that is happening today is with the emergence of Social Media 2.0, where the focus of creators currently on social media is to generate monetization from their audience or followers. One of the creators efforts to monetize their audience is by holding video calls with fans, holding paid events with fans, holding online consultations, and holding online classes. One of the challenges for creators today to switch to social media 2.0 includes the event creation system which is still done manually, income results that only depend on advertising and tipping from several platforms, and limited interaction between creators and audiences.

DINOTIS is a startup in the telecommunications and entertainment sector that was built in November 2021 which aims to empower creators from various industrial fields such as entertainment, education, health, beauty, games, and others to be able to connect with audiences digitally and integratedly with the system. DINOTIS provides solutions in the form of an automated system that can be used by all fields of creators, creating additional income directly from the audience, and increasing interaction between the audience and creators directly. DINOTIS presents 3 excellent features including Private Video Call, Group Video Call, and Exclusive Live Streaming. DINOTIS is also easier to access because it is

available on various platforms such as IOS, Android, and Website. In 90 days, DINOTIS has experienced a 947% increase in users with the current total users of around 4600 more users. Since its establishment, DINOTIS has collaborated with more than 150 creators and held more than 200 events through the DINOTIS platform with a total duration of up to 10 thousand minutes. In addition, to date, there are more than 6,300 transactions through the DINOTIS platform. One of the DINOTIS talents include Aya Strophiiile, Beby Chaesara, Disya Arinda, Hangeul Master, Syekh Arpi Ageng, and Bidan Kita. The current DINOTIS market can cover up to 10 thousand creators in Indonesia consisting of mega, macro, and mid-tier creators that can generate transactions of up to 86 million dollars. DINOTIS is currently focused on creating Real Time Experiences between Creators and Audiences, then third party in Content Creation for Creators, and self-producing In-House Content Creation. The current advantage of DINOTIS is as a Virtual Event with an Integrated System and targets the Indonesian market first compared to other competitors. For future prospects, DINOTIS will focus on “Powering the Creator”, namely creating features that can empower DINOTIS creators.