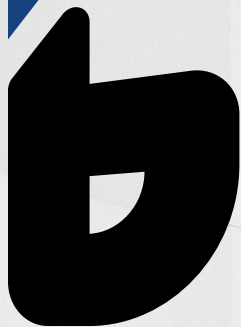


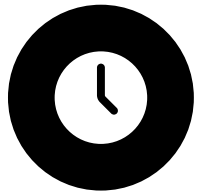
Flat Social

portfolio



Problem

In today's hyper-connected world, creatives often find themselves struggling to access meaningful opportunities or connect with others who share their vision. Traditional platforms are either too generic or focused on specific niches, forcing creatives to rely heavily on **word of mouth**, which is:



Time-consuming:

Searching for the right people can take days or weeks.



Unproductive:

Leads often lack reliability or don't match the user's expectations.



Exclusive:

Many platforms narrowly define creativity, leaving out fields like event planning, interior design, and hairstyling.

This leaves a massive gap: a **dedicated platform where creativity in all its forms can thrive.**

Proposition

Flat bridges this gap by providing a boundless, inclusive platform for creatives of all types. Whether you're an electric guitarist, braider, interior designer, or event planner, Flat offers:



Connection Made Easy:

A centralized hub to find collaborators, clients, and jobs.



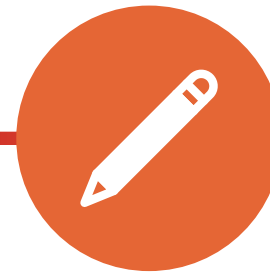
Boundless Creativity:

A platform where “creative” is defined by users, not predefined categories.



Efficient Discovery:

Smart filters and search tools to match users with the right gigs, talent, or projects.



Constructive Feedback:

A built-in review system to encourage improvement and growth.



Professional Empowerment:

Tools to showcase portfolios, manage gigs, and build a personal brand.

Flat democratizes creativity, giving every user an equal opportunity to be **seen, celebrated, and hired.**

Market

The creative economy is booming, with millions of individuals pursuing freelancing, side hustles, and full-time creative work.

By the Numbers:

- The global freelancing market is projected to reach **\$12 billion by 2028**.
- Out of this workforce, **creatives account for a growing share**, spanning design, media, arts, and emerging fields.
- Despite this, **70% of creatives report difficulty finding work or collaborators** outside their immediate network.

Flat positions itself as the **go-to platform** for the creative industry:

- No more reliance on word of mouth or ineffective social media platforms.
- A place where **creatives of all disciplines**, from braiders to photographers, can thrive.



The Flat Brand

Logos



Colours



Mission

A social network tailored for creatives to connect, collaborate, and showcase their work without boundaries.

Vision

To become the go-to platform for all sorts of creatives worldwide to share their works, while finding opportunities to offer their services to others.

Typefaces

Pilcrow Rounded Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Be Vietnam Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

User Personas

Jade the Braider

Pain Point:

Struggles to find high-paying gigs and expand her clientele outside of referrals.

How Flat Helps:

Jade uploads her portfolio of unique braiding styles, receives reviews from clients, and lands a gig braiding hair for a film production company.



Image credits: Steven Depolo

User Personas

Mike the Electric Guitarist

Pain Point:

Struggles to find other musicians for collaborations and gigs.

How Flat Helps:

Mike connects with a jazz pianist for weekly jam sessions and joins a band for paid gigs.

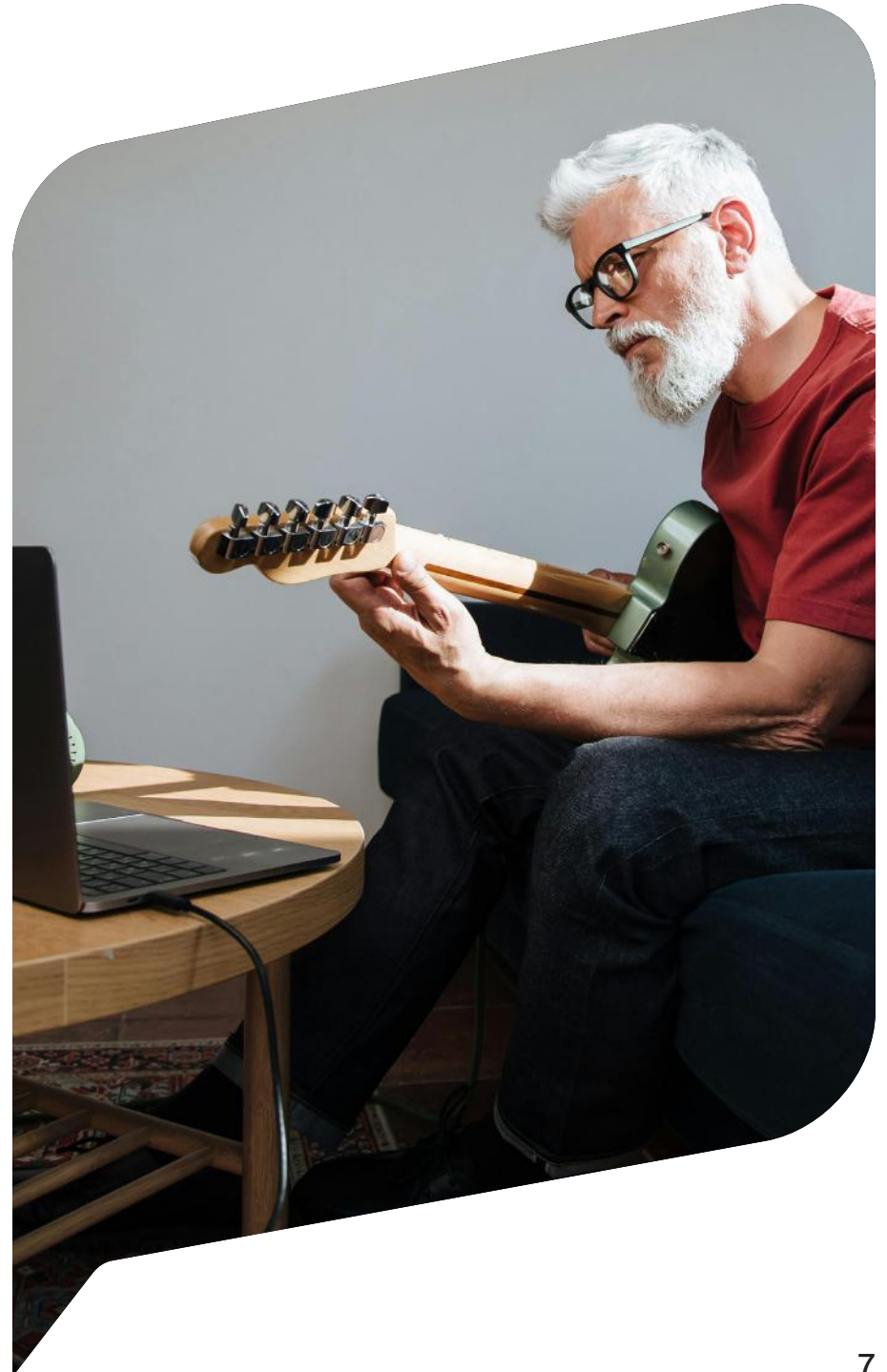


Image credits: Ron Lach

User Personas

Emily the Event Planner

Pain Point:

Spends hours sifting through different platforms to find photographers, caterers, and decorators for her events.

How Flat Helps:

Emily uses Flat's search tools to assemble her team in minutes, saving time and delivering flawless events.

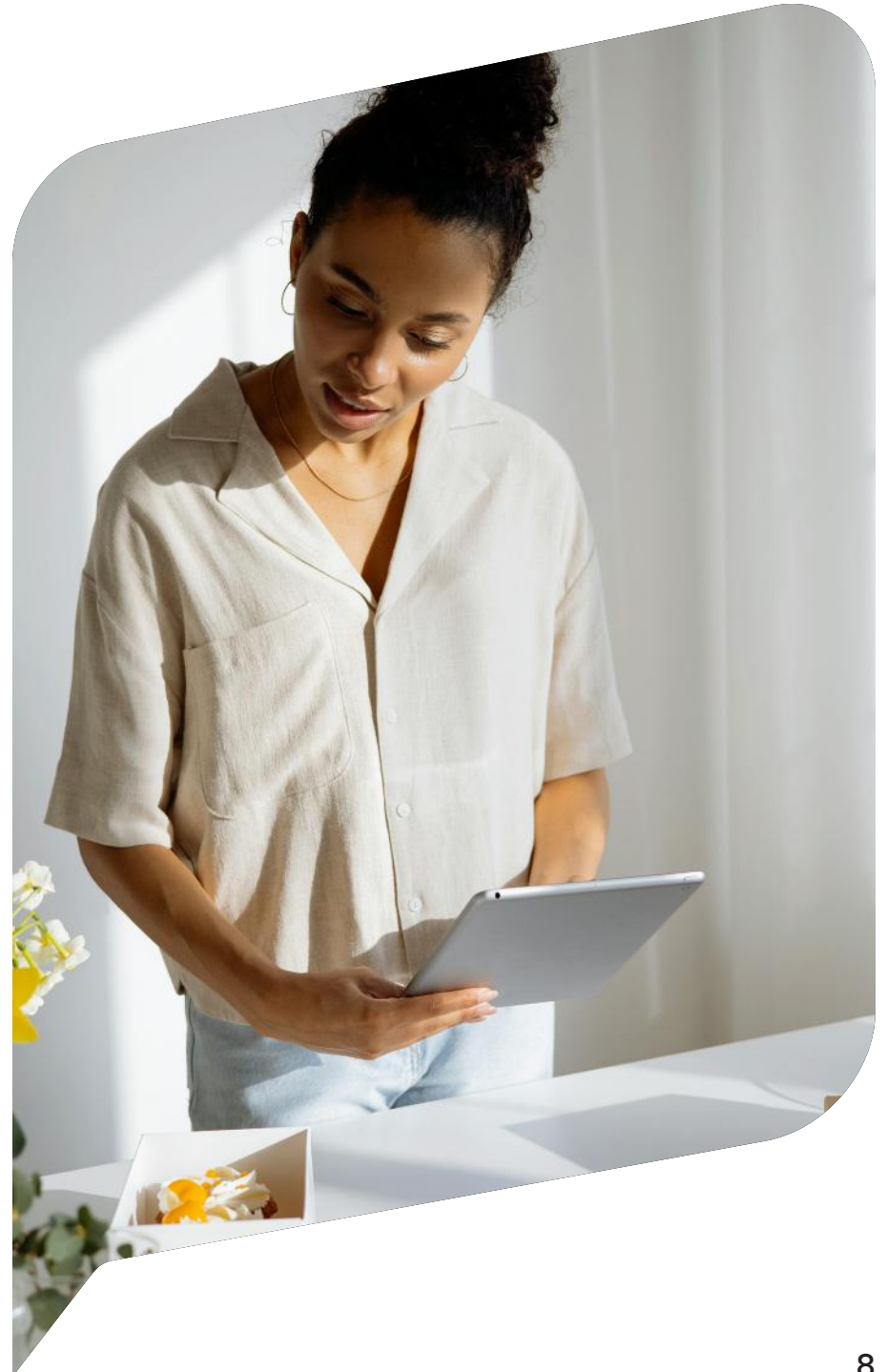


Image credits: Anna Nekrashevich

Key Features

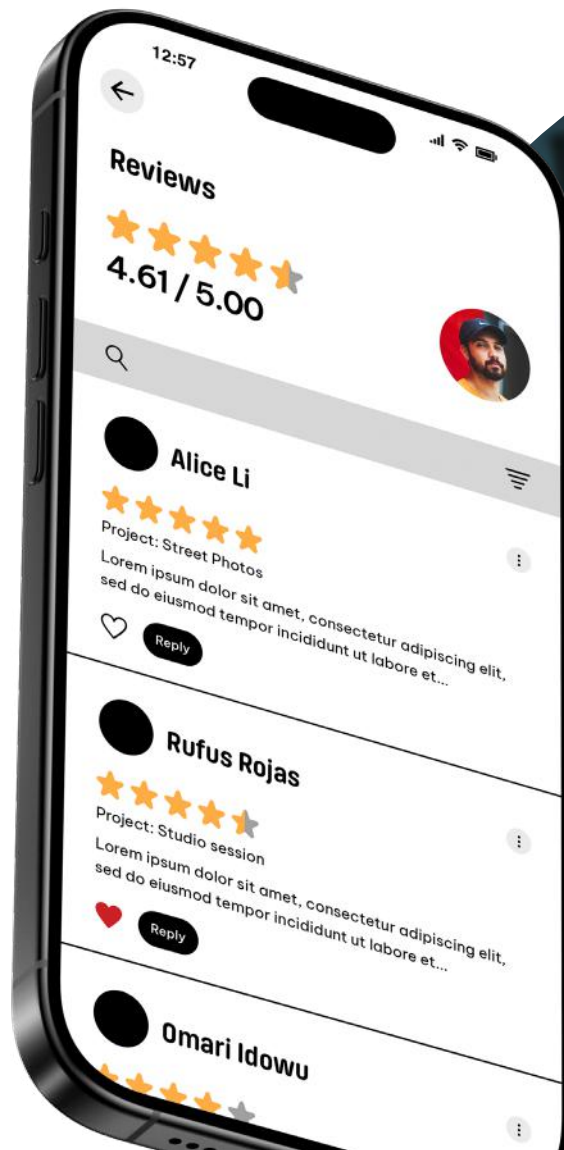
Showcase & Share

Upload portfolios, share completed projects, and build a professional brand.



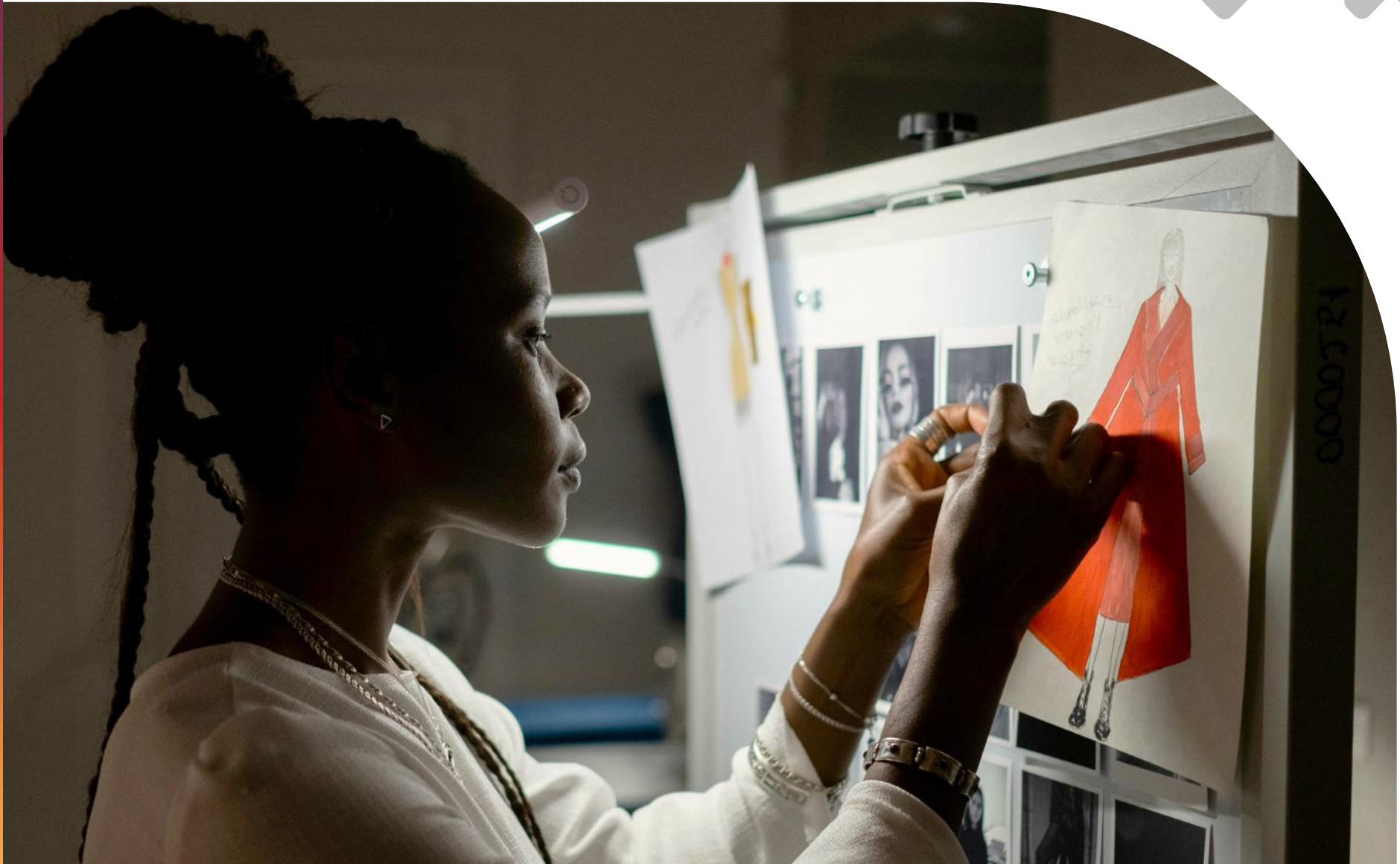
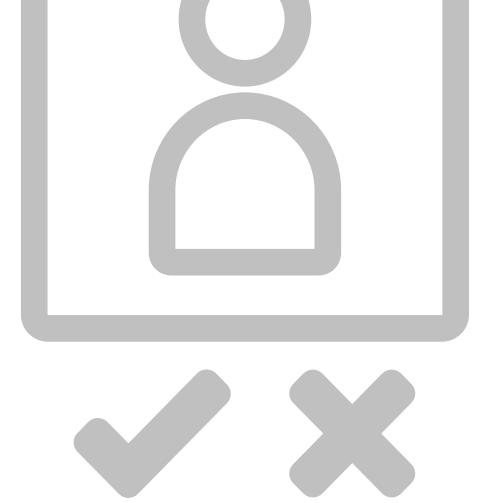
Reviews & Feedback

Gain insights into your work through peer and client reviews.



Smart Matchmaking

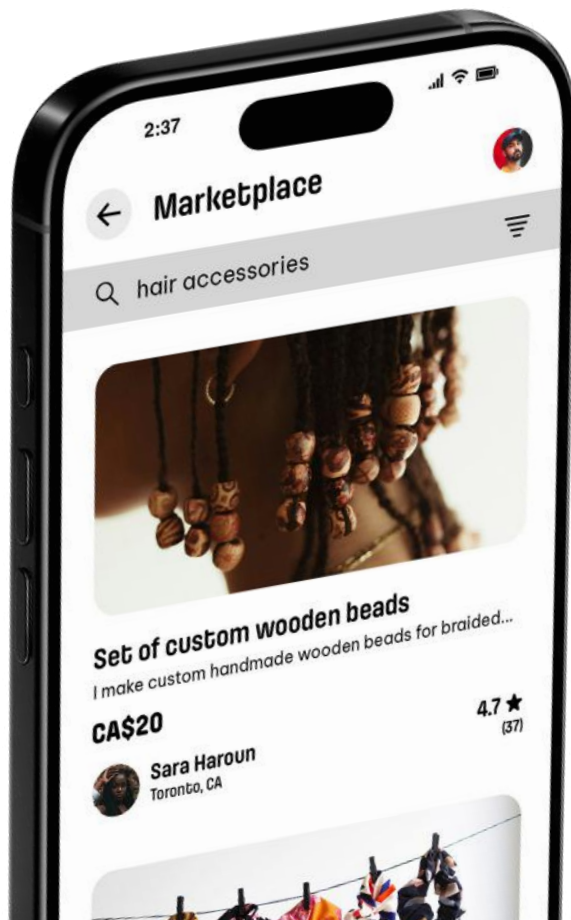
AI-powered filters to match creatives with gigs or collaborators based on skill, location, and preferences.



Creative Marketplace

A dedicated space where users can list and sell services, products, or digital assets.

- For example, a braider can sell custom hair accessories, or a graphic designer can offer templates.
- Users can browse and purchase directly within the app.



Job Listings & Gigs

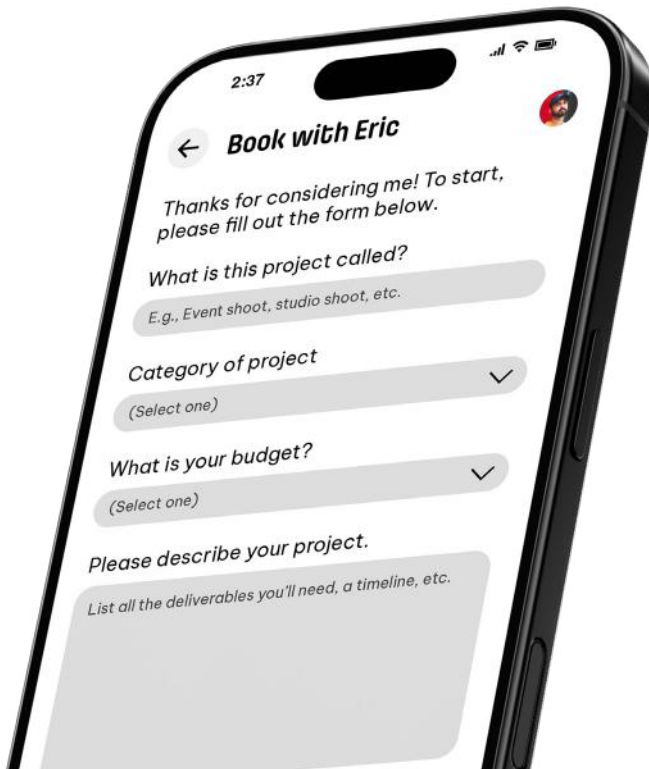
A curated marketplace for job postings
and freelancing opportunities.



Scheduling & Payments

In-built tools for seamless bookings and transactions:

- **Scheduling:** Clients can book creatives directly through the app based on their availability.
- **Payments:** Secure payment processing for gigs and services, eliminating the need for external invoicing.
- **Tracking:** Creatives can monitor their earnings and receive payments on time.



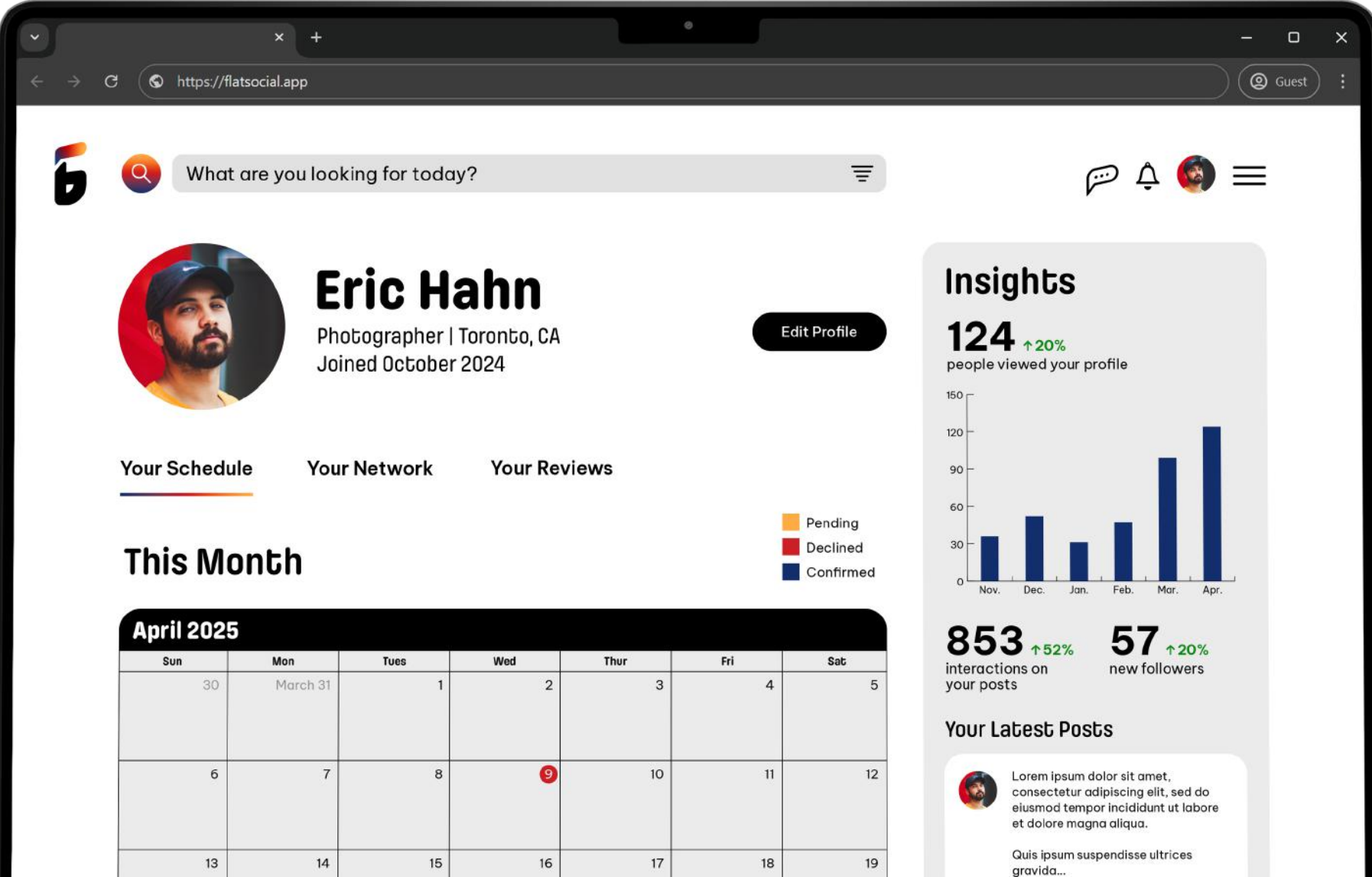
Creative Community

Forums, discussion boards, and challenges to foster collaboration and idea sharing.



Analytics & Insights

Understand portfolio performance with data on views, likes, and engagement.



Flat combines the best aspects of existing platforms while addressing their weaknesses, providing a truly unique offering for creatives everywhere.

Revenue

Flat's revenue will come from a multi-pronged strategy designed to be inclusive and scalable:

1

Subscription Tiers:

- Free: Basic access to portfolio uploads and gig searches.
- Premium: Advanced features like analytics, unlimited gigs, and priority matching.

2

Commission on Gigs:

- A small percentage on paid collaborations or job postings.

3

Ad Revenue:

- Monetize with non-intrusive ads targeting tools and services creatives need.

4

Partnerships with Brands:

- Collaborate with companies in creative industries for sponsorship opportunities or branded challenges.