



## Market Map

From content creation tools to administrative platforms, these 125+ companies are innovating across the creator value chain.

### Where is this data coming from?

Amid the [self-monetization boom](#), creators have mostly had to cobble together a variety of tools to manage diverse revenue streams.

Traditional business-to-business (B2B) and business-to-consumer (B2C) companies have yet to fully address these microentrepreneurial needs: B2C apps like TikTok aren't primed for collecting revenue, nor are B2B tools like HubSpot or Zendesk suited for supporting individual creators.

However, a slew of startups are looking to disrupt the way creators make content, develop their audiences, or grow their businesses beyond advertising. Examples include video editing software

## The Creator Economy Market Map

### Content creation



### Financing



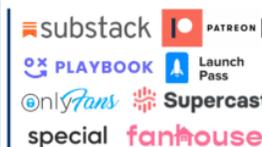
### Administrative tools

#### Analytics & operations

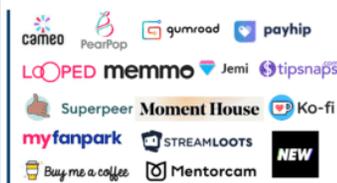


### Off-platform monetization tools

#### Subscriptions



#### Fan interactions



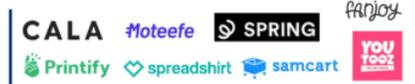
### Blockchain



### Courses



### Merchandise



### Ad platforms



[Kapwing](#), personalized video app [Cameo](#), and creator credit card startup [Karat](#) — companies spanning use cases like content creation, fan interaction monetization, and financing solutions.

The value chain is broad. Whereas traditional employment brings together production, income, and benefits into one package, creators are operating in a more splintered environment. They have to aggregate various editing tools, disparate revenue sources, back-end platforms, and more on their own.

Using CB Insights data, we identified 125+ creator-focused companies that are capitalizing on each step of the creator work cycle, from content creation to off-platform monetization to audience management.

*This market map includes private, active companies only and is not meant to be exhaustive of companies in the space. Categories are not mutually exclusive.*

Clients can see more companies in our [Influencer & Content Creator Tech Collection](#).

## CATEGORY BREAKDOWN

**Content creation:** Companies in this category help creators produce and edit content, such as photos, podcasts, videos, and short clips. [Riverside.fm](#), for example, allows customers to record studio-quality videos and podcasts. [Lowkey](#) helps creators make highlight clips for gameplay.

**Financing:** These companies offer financing solutions to creators. These can range from equity-style funding, like that offered by [Creative Juice](#) or [HumanIPO](#), or credit specifically for creators, à la [Karat](#).

**Ad platforms:** Companies in this category serve as marketplaces to connect influencers and creators with brands. These platforms help influencers secure brand deals across different distribution platforms or assist brands in finding influencers for their marketing campaigns. Well-funded companies in this category include [CreatorIQ](#) and [Grin](#), which offer a full suite of services for managing large-scale influencer campaigns. This category also includes marketplaces that help creators find advertisements for specific platforms, such as [Hecto](#) for newsletters or [Redcircle](#) for podcasts.

### Off-platform monetization tools

Companies in this category provide new ways of monetization away from the bigger distribution platforms such as YouTube, Instagram, or TikTok.

**Subscriptions:** These companies help creators launch subscriptions, allowing them to distribute exclusive content for paying subscribers. [Substack](#), [Patreon](#), and [OnlyFans](#) are some of the biggest names in this category; these platforms allow creators to charge for paid content.

**Blockchain:** Companies in this category leverage blockchain technology to allow creators to monetize their work. Examples include [Cent](#) and [Rarible](#), which let creators [mint non-fungible tokens \(NFTs\)](#), and [Rally](#), which allows creators to launch social tokens.

**Courses:** Companies here facilitate the course-launching process for independent creators, allowing them to sell classes, workbooks, coaching sessions, and more. These platforms often boast features like

customizable course editors, sales analytics, scheduling, or customer support. Examples include [Kajabi](#) and [Skillshare](#).

**Fan interactions:** Companies in this category help creators charge for fan interactions. Cameo, for example, allows celebrities and creators alike to sell personalized video shout-outs, featuring names from Vanilla Ice to White Claw Gabe. Meanwhile, the [NewNew](#) app allows fans to pay to vote on what a creator should do next. This category also includes commission or tipping apps, like [Ko-fi](#) and [Gumroad](#), which allow fans to pay creators directly.

**Merchandise:** These companies offer services for creators to sell physical merchandise without having to build out their own supply chains. Companies like [Moteefe](#), [Spring](#), and [Printify](#) offer a range of products like apparel, phone cases, and prints that can be custom printed, while companies like [Fanjoy](#) and [Youtooz](#) handle branded merchandise for larger creators or viral content creators.

### **Administrative tools**

These companies focus on helping creators with business operations, with companies like [ChannelMeter](#) and [Commsor](#) spanning functions from data analytics to community management.

**Analytics/operations:** Companies in this category offer services to streamline business analytics or operations. A16z-backed [Stir](#)'s platform enables creators to manage disparate revenue streams, dig into analytics, and receive payments. [VidIQ](#) is a YouTube-focused channel analytics platform that aims to help creators grow their viewership.

**Community management:** These companies help creators manage their communities or fanbase. [Vibely](#), for example, allows creators to set up communities where followers can engage in shared challenges or achieve goals together. [Laylo](#) helps creators blast notifications for their latest videos, drops, and merch to their fans.

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*This report was created with data from CB Insights' emerging technology insights platform, which offers clarity into emerging tech and new business strategies through tools like:*

- [Earnings Transcripts Search Engine & Analytics](#) to get an information edge on competitors' and incumbents' strategies
- [Patent Analytics](#) to see where innovation is happening next
- [Company Mosaic Scores](#) to evaluate startup health, based on our National Science Foundation-backed algorithm
- [Business Relationships](#) to quickly see a company's competitors, partners, and more
- [Market Sizing Tools](#) to visualize market growth and spot the next big opportunity