



Building a Solopreneur Ecosystem in Tahoe

MICHAEL LIQUORI

**Founder &
Chief Collaboration
Officer**

SYMBEOSIS

The Nature of Organic Collaboration



Smarter. Stronger. Together



TAHOE PROSPERITY CENTER

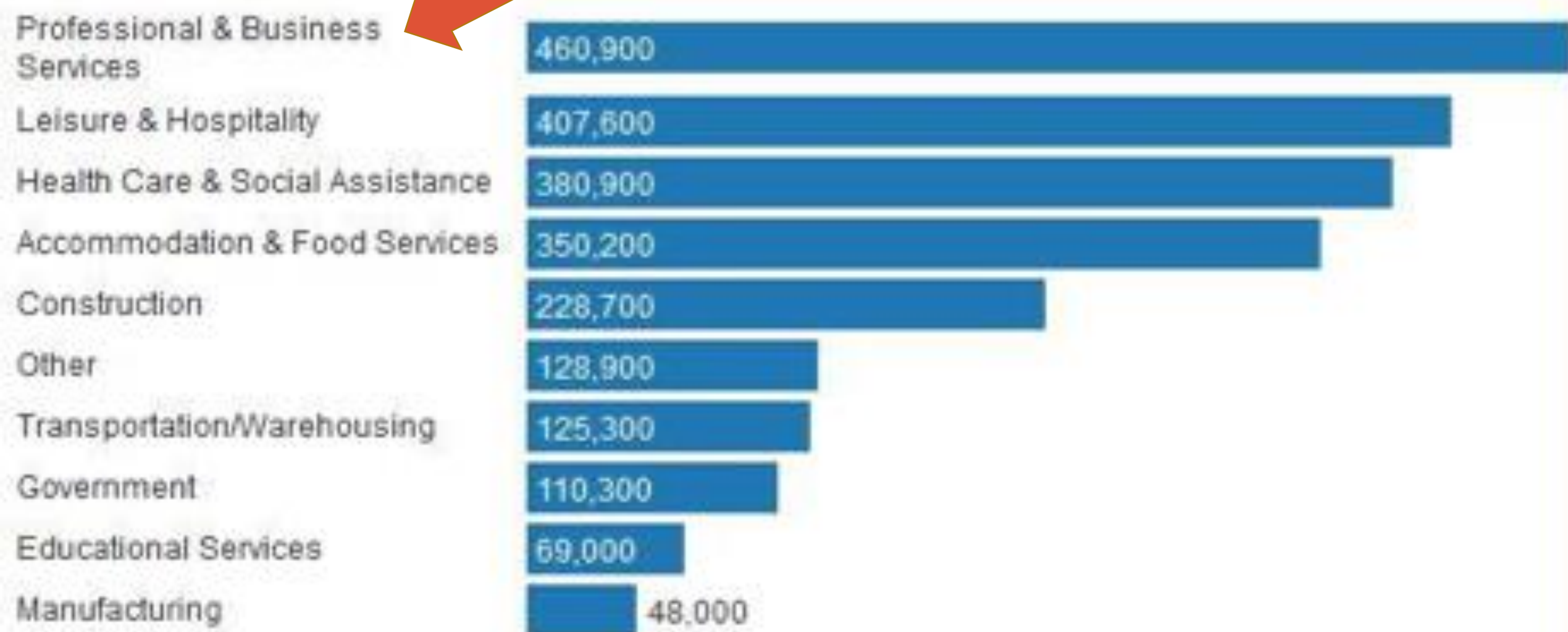


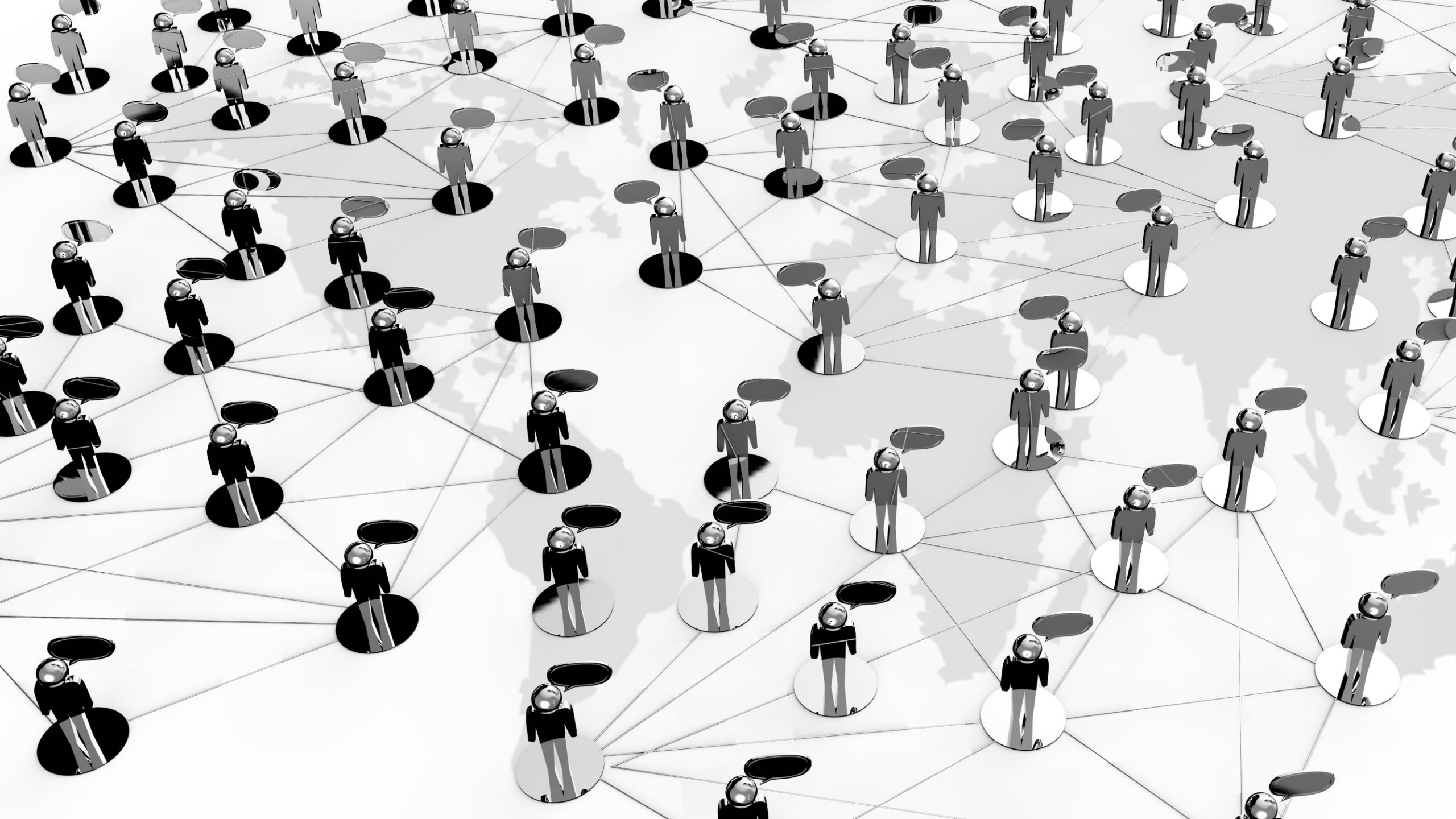
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California Total Job Growth

(2.3 million jobs created statewide, Jan. 2011- Feb. 2017)





2017

**34% TOTAL US
WORKFORCE**

Source: Upwork and Freelancers Union

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2017

34% TOTAL US WORKFORCE

2020

43%

24,600 IN TAHOE

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Source: Upwork and Freelancers Union

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\$2 BILLION

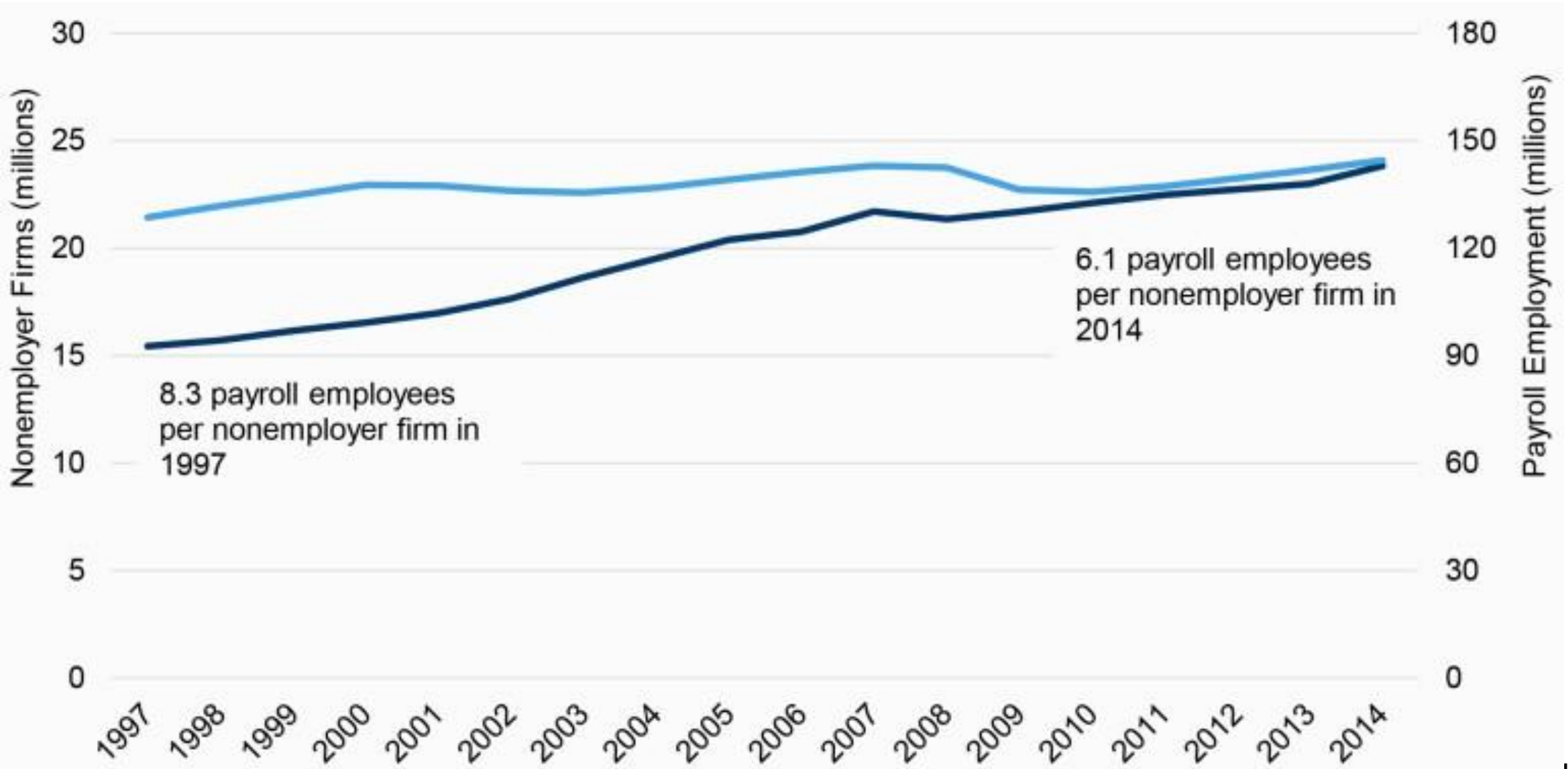
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Source: Brookings

 HelloTech

upwork™

lyft



 **freelancer**

Etsy



TaskRabbit

 **airbnb**

hackerone

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FREELANCE

Finds jobs through platforms

Employer defines work

3-5 jobs typical

Limited income / benefits

Solo operator

Moderate Risk

Does the work

SOLOPRENEUR

Markets services broadly

Defines their own work

Unlimited jobs

Unlimited Revenue

Collaborative operations

Leverages Risks

Designs SYSTEMS that work

SOLOPRENEURS

GROW INTO

ENTREPRENEURS



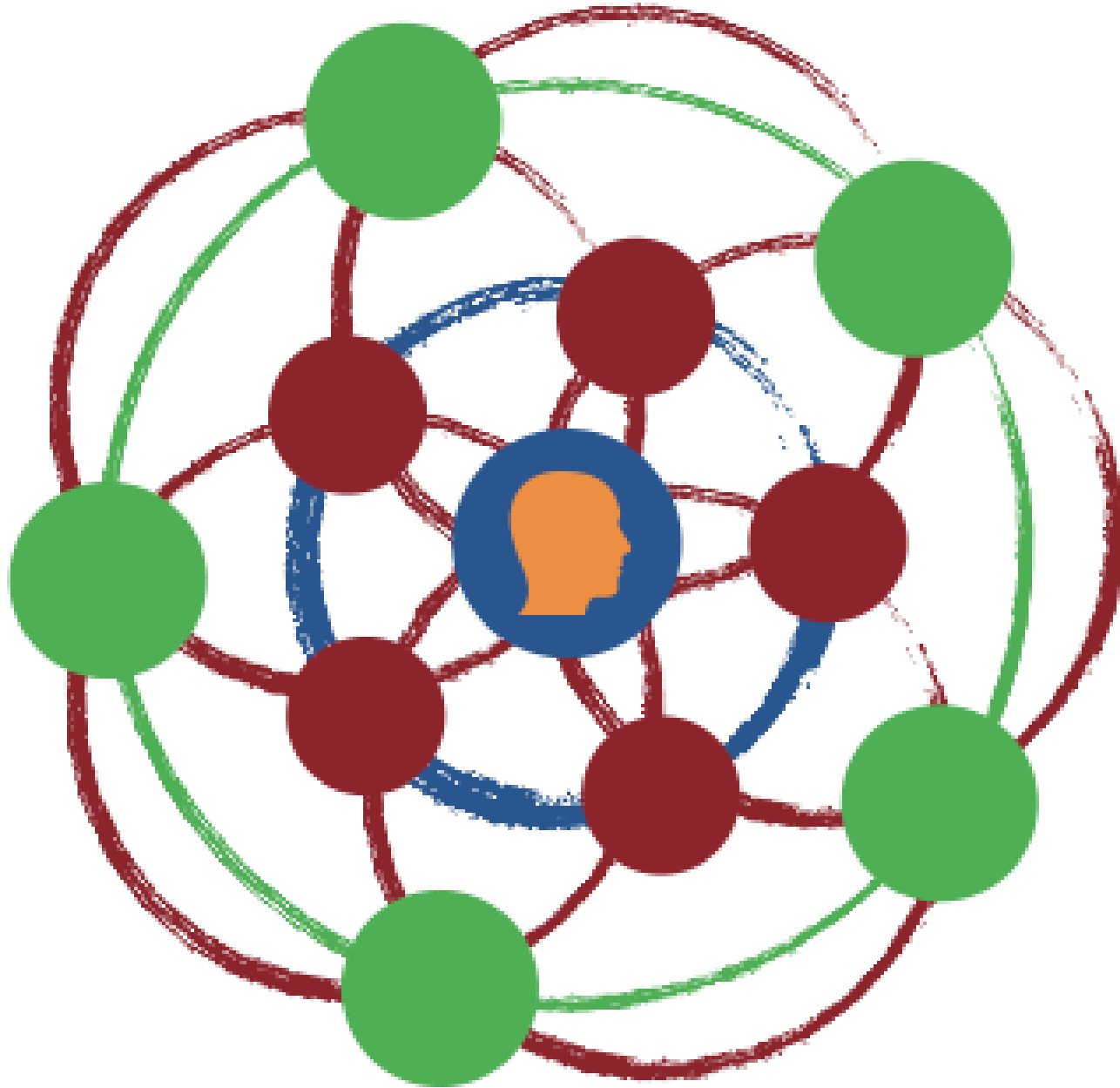
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Phase 1) Refine Your Rock-Solid Business Concept

- Your Unique Niche & Business Ecosystem
- Powerful Client-Attracting Messages
- Revenue Modeling, Pricing and Income Mapping
- Test Marketing & Selling
- Funding & Financing Strategies

Phase 2) Fill Your Practice with Consistent & Sustainable Income

- Your Personalized & Unique Marketing Strategy
- Generate Abundant New Client Prospects
- Become a Master at Selling with No-Pressure Conversations
- Leverage More Income without More Time
- Building an Ecosystem of Support around YOU

Phase 3) Grow Your Business with Collaborative Team-Building

- Go Beyond Delegation and Share Your Workload
- Hire & Integrate Talent into Self-Managed Teams
- Generate Abundant New Client Prospects
- Extended Product / Service Mix
- Strategic Partnerships that Simplify Lucratively





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SOLOPRENEUR & FREELANCE PROGRAMS

**SOLOPRENEUR
PRIVATE MENTORING**

DESIGN YOUR ECOSYSTEM OF SUPPORT

**ENTREPRENEUR
PRIVATE MENTORING**

DESIGN YOUR ECOSYSTEM OF SUPPORT

**STRATEGIC
COLLABORATION
ROUNDTABLE**

BUSINESS LEADERSHIP FOR INSPIRED GROWTH

SMALL BUSINESS & FUNDED STARTUPS



CORPORATE & GOVERNMENT

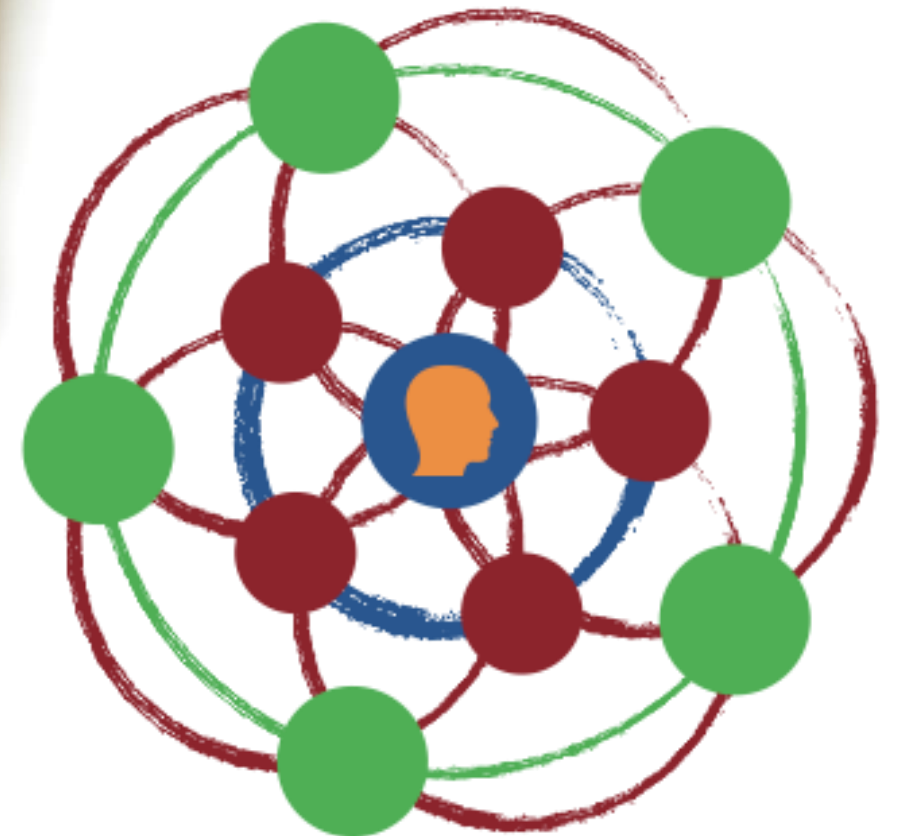


**ORGANIC
COLLABORATION**

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www.tahoeprosperty.org

(510) 927-2099

MICHAEL@SYMBEOSIS.CO

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