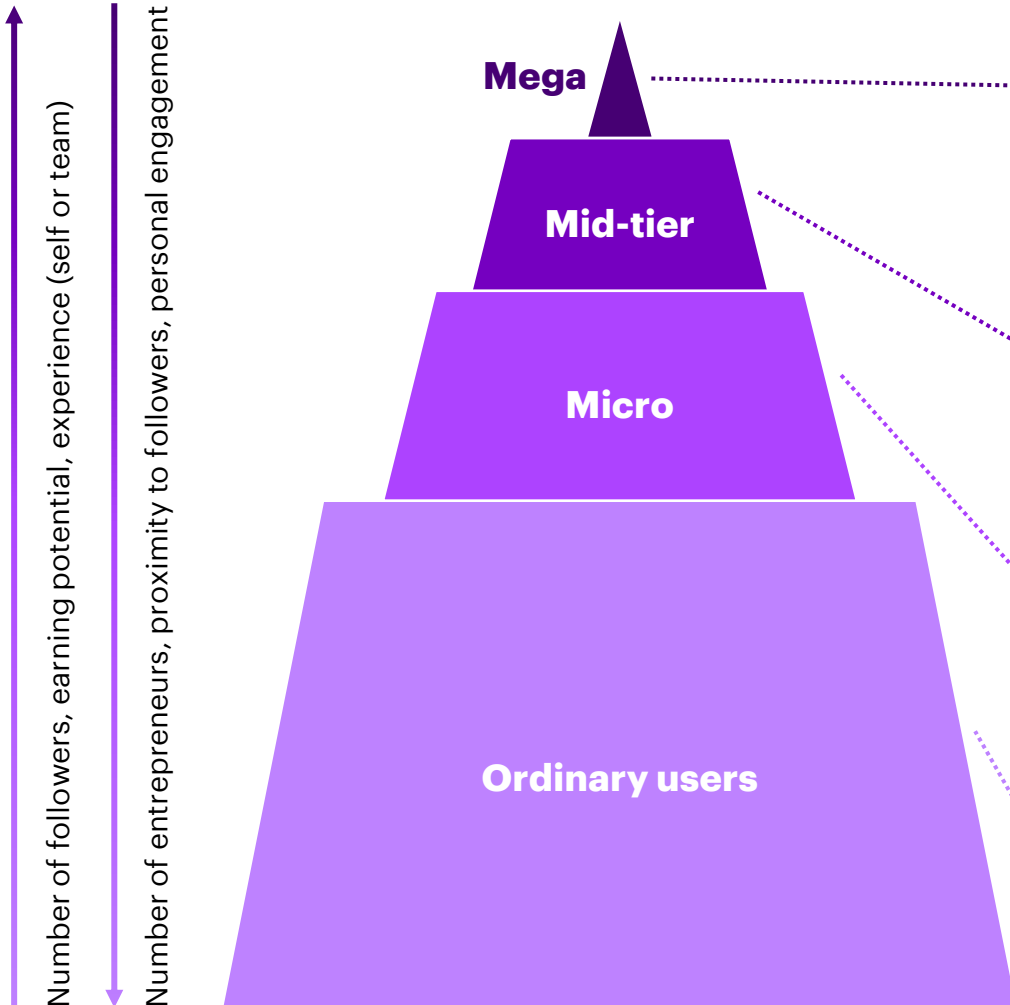


Types of Social Entrepreneurs

Entrepreneur Segments



Examples



- **Li Jiaqi** from China who earns up to \$20m a month from livestreaming
- Primarily on Taobao, where he has 62.9m followers
- Has a team of 300+ behind him



- Celebrity **Cristiano Ronaldo** runs paid partnerships with brands and promotes his own fragrance line on Instagram, but his income is secondary to his main career



- Creator **@Dinnerwithjon** shares short videos on his dinner that night on TikTok with his 280k followers
- Now sells his own cookbook through the platform



- **Luisa** makes a living selling thrift store finds on multiple platforms, including social platforms and second-hand sites



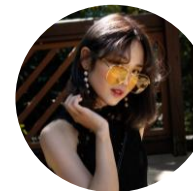
- **Marcus** built his follower base when his comedy videos went viral
- He's now started to earn a supplemental income from it through brand partnerships



- **Ana** sells nail products to local nail technicians by posting on Instagram/Facebook, who contact her via WhatsApp to arrange purchase



- Home renovator **Mark** shares the DIY tips he's learning with his followers on TikTok. His home account now has around 800 followers, but he's yet to monetize



- **Ju** sends coupons found on Meiyuan to friends who might be interested through WeChat groups and moments to earn commission