



THE GLADHAUS CO. & THE FUTURE OF THE CREATOR ECONOMY

*Unlocking a new era of creativity, flexibility, and collective ownership with THE GLADHAUS CO.
stay. play. create. share.*

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1. Executive Summary

The creator economy is rapidly redefining how we live, work, and create—on track to exceed \$528 billion globally by 2030. As this shift accelerates, creators, production professionals, and cultural innovators are seeking more than content platforms—they need lifestyle, infrastructure, ownership, and freedom.

THE GLADHAUS CO. (GHC) is a Web3-enabled hospitality, media, and production ecosystem designed to serve the next generation of cultural leaders and creative entrepreneurs. Originally established in Las Vegas in 2020 and now headquartered in Phoenix, GHC is currently restructuring as a Wyoming-based holding company and DAO, enabling vertical operations across key global destinations.

Conceptualized in 2012 and evolved in 2023 to integrate mind-body-spirit wellness activations and meet the growing demands of an evolving production industry, GHC brings together real estate, media production, talent representation, wellness, travel, and immersive experiences under a flexible, NFT-based membership model.

GHC will expand its presence across a curated network of creator-driven destinations, re-entering the Las Vegas market as a foreign entity under its new structure. GHC's presence in Las Vegas will offer access to mansion estates, smart hospitality suites, mixed-use co-creative spaces, and full-service production lots strategically located near Allegiant Stadium, Harry Reid International Airport, and the upcoming Brightline rail line to Southern California.



A Digital Passport to Global Living

The GHC NFT serves as a **digital passport** to a world of opportunity, enabling members to access real-world accommodations, monetize creative output, and navigate **digital nomad-friendly visa destinations** like:

- Portugal, Spain, Greece, Croatia, Italy, Germany
- Mexico, Costa Rica, Brazil, Thailand, Indonesia
- Dubai, South Africa, Ghana, Barbados, Mauritius

GHC bridges the gap between lifestyle, technology, and borderless living.

Planned Expansion Markets Include:

Las Vegas, Phoenix, Los Angeles, Austin, Atlanta, New Mexico, Central Florida, New Jersey, Chicago, Toronto, London, Paris, Cannes, Dubai, Lagos, Ghana, Cape Town, Bali, Thailand, Lisbon, Accra, and Tulum.

2. Market Opportunity

- 75M+ global creators and freelancers
- \$528B projected value of the creator economy by 2030
- Creators lose 45–70% of income to platform fees and middlemen
- Gen Z and Millennials prioritize flexibility, access, and lifestyle over traditional ownership
- Remote work and co-creation spaces are in global demand

GHC sits at the intersection of lifestyle, ownership, and creator empowerment.

A significant portion of the creator economy has adopted cryptocurrency early, with many individuals holding long-term positions in **Bitcoin (BTC)**, **Ethereum (ETH)**, **Dogecoin (DOGE)**, **Solana (SOL)**, and **Ripple (XRP)**. GHC provides a seamless bridge between Web3 wallets and real-world access by enabling purchases, memberships, and services to be transacted using these digital currencies—giving members a way to leverage their crypto assets to fuel lifestyle, travel, and production opportunities.

In several countries—including **El Salvador**, the **Central African Republic**, and regions across the **UAE and Southeast Asia**—cryptocurrency is being explored or adopted as a primary or accepted form of currency. This shift presents a unique opportunity for GHC to provide global creators with real-world use cases for their crypto holdings in a compliant, luxury-aligned environment. Additionally, through our **partnerships and platform infrastructure**, GHC supports creators in developing and monetizing **shoppable content** across media formats—enabling seamless integration of storytelling, commerce, and brand collaborations within their digital footprint.

3. The GHC Ecosystem

GHC is a vertically enabled platform offering creators everything they need to live, produce, and thrive—digitally and physically.

Core Divisions:

- **GHC Hospitality:** Accommodations from mansions to modular homes and boutique hotels
- **GHC Media (GHTV):** Web3-enabled content studio, platform, and network
- **GHC Talent:** Talent management, brand partnerships, and PR
- **GHC Life:** Concierge wellness services, fitness, nutrition, and lifestyle planning
- **GHC Travel:** In-house travel and logistics company
- **GHC Ventures:** NFT access, IP licensing, and tokenized experiences
- **501(c)(3) & 501(c)(6):** Philanthropic and advocacy arms for community and economic impact

GHC supports every type of creative professional—from musicians and visual artists to filmmakers, designers, technologists, educators, and healers. In addition to luxury accommodations and production spaces, our ecosystem includes **recording studios, art studios, immersive theaters, editing bays, podcast suites, and innovation labs for art and technology.**

Our differentiating factors include **Web2, Web3, and real-world access** to resources, community, and experiences as part of an integrated ecosystem designed to evolve the way creators **stay, play, create, and share.** Each location actively contributes to **local economies and culture** through **strategic partnerships with community-based organizations and initiatives** aimed at creating sustainable, inclusive impact. To further enhance global engagement, GHC will also roll out **immersive, design-forward concepts, pop-up experiences, and productions** in key destinations—transforming the brand into a living, experiential extension of the creator lifestyle. These activations will foster real-time connection, collaboration, and brand storytelling across media, wellness, fashion, tech, and entertainment verticals.

4. The Future of Ownership

Traditional real estate and travel models are outdated for today's creators. GHC introduces a new framework: flexible, borderless, NFT-enabled ownership across a global network.

GHC NFT Membership vs. Traditional Models

Feature	GHC NFT	Homeownership	Leasing	Timeshare
Ownership	NFT-backed, transferable	Deed/title	No equity	Usage-based
Cost of Entry	Low, no mortgage	High, fixed	Moderate	Mid-high
Flexibility	Global, multi-format	Fixed address	Fixed term	Limited
Monetization	Royalties, bookings, IP licensing	Appreciation	None	None
Services	Concierge, wellness, production	Self-managed	Minimal	Basic
Community	Aligned creators	Neighborhood-bound	None	Tourists

5. Spaces for Every Need

GHC properties span the full spectrum of creative and lifestyle needs:

- Mansions and estate homes
- Design-forward villas
- Boutique hotels
- Mixed-use apartments with retail and smart tech
- Standalone co-working and production studios
- Modular homes and trailers
- Community area configurations
- Soundstages and event spaces
- Wellness sanctuaries
- Recording studios, podcast booths, art studios, and tech labs

Accommodations are private or shared depending on membership tier, with 52 weeks of global access and options to gift, rent, or monetize unused time.

6. Enabled Services & Concierge Support

Every GHC destination is equipped with on-location and remote concierge teams providing:

- Private chefs and meal prep
- Food trucks and immersive dining concepts
- Travel planning, branded ground transportation through strategic partnerships with sustainable automotive and transportation brands
- Media production support
- Wellness programming
- Security and lifestyle coordination

7. Built-In Community

GHC is more than where creators stay—it's where they grow. Members co-create with:

- Producers, founders, and investors
- Wellness leaders and digital nomads
- Public-facing talent and behind-the-scenes professionals

Each destination fosters purpose-driven community and creative momentum.

8. Activating Underutilized Assets

Many professionals in the entertainment and creative industries travel frequently for work—whether touring, filming, attending major events, or producing on location. At the same time, they often own or have access to underutilized real estate assets that sit idle for most of the year.

GHC empowers these individuals to transform those assets into part of the global ecosystem—activating them for community use, monetization, or personal access within the platform. Through NFT-based flexibility, these properties can be onboarded into the GHC network, supporting creators while contributing to the local economy and extending the brand's reach.

By bridging real-world ownership with digital flexibility and creative utility, GHC turns passive assets into active, revenue-generating spaces—creating new streams of income and connection for members.

9. GHC NFT Access Tiers

1. GLAD Keycard

Global Ownership. Unlocked.

- Full access to all GHC properties, including mansion estates
- Governance rights and DAO participation
- Priority booking and guest pass privileges
- Transferable and resale-enabled, with revenue share and royalties
- **Ideal for:** Investors, cultural pioneers, top-tier creators

2. GHC Digital Passport

Global Access. Unlocked.

- Access to GHC accommodations (excludes mansion estates)
- Concierge support for digital nomad visa services
- Non-transferable, tied to verified identity
- **Ideal for:** Remote-first professionals, touring creatives, digital entrepreneurs

3. GHC Creator Services Pass

Creative Toolkit. Unlocked.

- Access to production studios, wellness services, and concierge
- Redeemable credits for creative services (private chefs, tech labs, etc.)
- Transferable and stackable
- **Ideal for:** Active creators, production teams, media professionals

4. GHC Access Pass

Connect. Engage. Grow.

- Entry-level access to platform tools, content, and community events
- No accommodations or service access unless upgraded
- Transferable with restrictions
- **Ideal for:** Early-stage creators, learners, and supporters

10. Revenue Streams (2025–2030)

Stream	Description	Est. Contribution
Accommodations & NFT Memberships	Weekly, monthly, and NFT-based stays	25–35%
Web3-Enabled Licensing & IP Protection	GHTV, smart contracts, IP royalties	20–30%
Talent Management & PR	Representation, campaigns, brand deals	10–15%
Events & Retreats	Creator residencies, wellness, summits	10–15%
E-Commerce & Affiliates	Products, merch, wellness offerings	5–10%
Travel & Concierge Services	Logistics, bookings, lifestyle support	10–15%

11. Additional Industry Insights

Key Insights from CES 2025, Creator Economy Live, & NAB Show 2024:

- At CES 2025, over **1,000 exhibitors** focused on creator tools, platforms, and immersive content experiences, underscoring the market shift toward **creator-first product design and infrastructure**.
- Data from Creator Economy Live 2025 revealed that **creators with fewer than 100K followers now account for over 78% of influencer marketing revenue**, with brands investing in **longer-term collaborations** and **creator-owned platforms**.
- 92% of creators polled at Creator Economy Live 2025 reported needing access to **short-term housing, studio space, and lifestyle support** to continue scaling their income.
- Web3 and AI enablement were top themes across both conferences, with **over 65% of new creator platforms incorporating Web3 wallets, NFT integration, or crypto payment infrastructure**.
- A joint session between Adobe and Logitech noted that **the future of creation is location-fluid, immersive, and service-integrated**—a principle GHC was built to support from day one.
- At NAB Show 2024, over **65,000 media and entertainment professionals** gathered to explore next-generation production tools, with a strong emphasis on **remote production workflows, creator-driven studios, and AI-enhanced content creation**.
- Sessions from Adobe, Blackmagic, and Frame.io at NAB Show emphasized the need for **flexible, modular media environments** that support hybrid teams and remote collaboration, validating GHC's multi-format studio infrastructure.
- Data shared at NAB indicated that by 2026, **40% of content producers will rely on decentralized production models** with access to pop-up studios and traveling creative crews—an operational structure already embedded into GHC's rollout strategy.