

# North Teams with Half Baked to Boost Side-Hustling Startups



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## Partners publish guide to success in the extra-income world

TROY, Mich., Oct. 15, 2025 /PRNewswire/ -- North, a U.S.-based leader in fintech and payment solutions, has partnered with **Half Baked**, a thought leader serving startups, to publish a **guide** filled with data and resources to help young and emerging entrepreneurs find success in today's business climate.

The report examines the growing trend often referred to as "side hustling," in which people start businesses to supplement the income of a primary job. In addition to providing statistical insights and advice for the gig economy, the report also positions North as the partner best suited to guide new entrepreneurs through the often complex world of payments.

## The gig economy will only continue to grow

Central to the co-branded North/Half Baked report is the idea that, amidst economic turmoil, more and more people are turning to a side hustle to ensure their own economic stability. The rate of bankruptcies among American companies rose in 2025, and other factors, including the wide adoption of AI, could greatly impact how Americans work and earn. At the same time, the gig economy market continues to grow — according to **Hostinger**, it is projected to be worth trillions in the next decade.

After outlining the environment that is fostering gig growth, the report delves into the many ways a person might venture into their own side hustle. It details ideas for startups, covering key types of "hustling," including service-based ventures such as consulting, freelancing, and personal services. It also delves into product-based, technology-enabled, and creative-inspired hustles such as YouTube and TikTok content creation.

The report also offers useful tips and advice for those interested in starting their own side hustle.

### **Making payments easy for side hustlers**

A key takeaway in the publication is that venturing into the gig economy can prove profitable for many, but finding trustworthy partners is essential. As more and more people create their own businesses, they will require a reliable way to receive payment for their goods and services.

As a payments leader, North has made a special commitment to small businesses. "Many young and new entrepreneurs don't realize what's involved in setting up payments," says **Greg Gorman**, Vice President of Product Management for North. "We're focused on providing small businesses with the resources they need to seamlessly handle payments, reporting, cash flow — the entire financial side of their business — so they can focus on providing superior products, services, and experiences. Working with us means that you get to leverage a trusted, innovative partner who offers easy-to-use payment solutions designed with both merchants and customers in mind."

### **About North**

Founded in 1992, North is a leading financial technology company building innovative, frictionless, end-to-end payment solutions for businesses of all sizes and industry types. North's superior solutions span the entire payment ecosystem, from development, to partnerships that expand the landscape, creating a flexible universe that supports growth and scale for small businesses and merchants, as well larger enterprises with over \$100 billion per year in electronic transaction volume. They offer easy-to-manage operations and payments infrastructure with a user-friendly merchant portal, end-to-end processing capabilities, and personalized support. For more information, please visit [www.north.com](http://www.north.com).

### **About Half Baked**

Half Baked was founded by John O'Keeffe and Darragh Lucey. "It's the world's fastest growing entrepreneurship brand, anchored by a newsletter with over 100,000 daily readers."

Visit [gethalfbaked.com](http://gethalfbaked.com) for more information.



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