

# M.O.O.N.<sup>TM</sup> report

Mobile Optimized On-Demand Network

A REVOLUTION OF THE REAL  
SHARING ECONOMY

**Moonlighting**  
Opportunity. Everywhere.

JANUARY 2015

# A FRESH START IN 2015

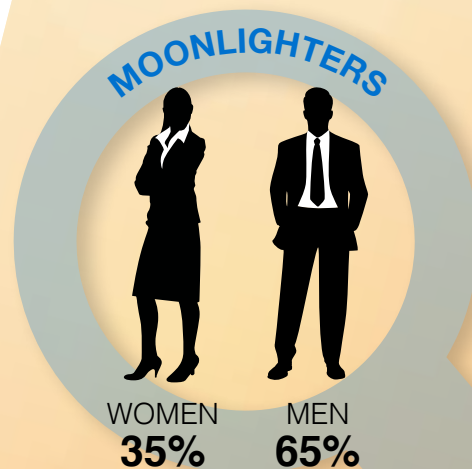
It's that time of year again. The closing of 2014, ushering in the fresh start of 2015. Like clockwork, January 1st brings News Year's resolutions from across the world.

## Top 5 Moonlighter Resolutions:

1. Make More Money
2. Get Organized
3. Stay Fit and Healthy
4. Spend More Time with Family
5. Help Others

This burgeoning sharing economy, Moonlighting, helps people from all walks of life bring their New Year's resolutions to fruition. Through December, the Moonlighting Marketplace has generated more than 1900 organic jobs over 8 different categories. From blue collar to white collar, and M.O.M.s to handymen, the Moonlighting Marketplace is a revolution for everyone. The open on-demand nature of the marketplace not only creates a space for Moonlighters to put their entrepreneurial spirit to work but also gives them the freedom to work whenever and wherever.

Regardless of what people's New Year's resolutions entail, the Moonlighting Marketplace is poised to support these goals, and help them Get Stuff Done and Make Money Now.



SMALL  
BUSINESSES ARE  
MOONLIGHTING AND  
HAVE OVER  
**200%**  
GROWTH ON  
OUR PLATFORM



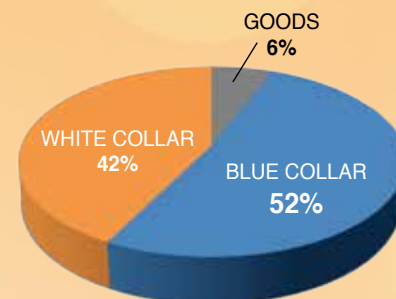
MOONLIGHTER AVERAGE GIG (M.A.G)

**\$145.73**



**56%**

OF OPPORTUNITIES  
POSTED ARE OF  
INTEREST TO  
**M.O.M'S**



**JOB DIVERSITY**

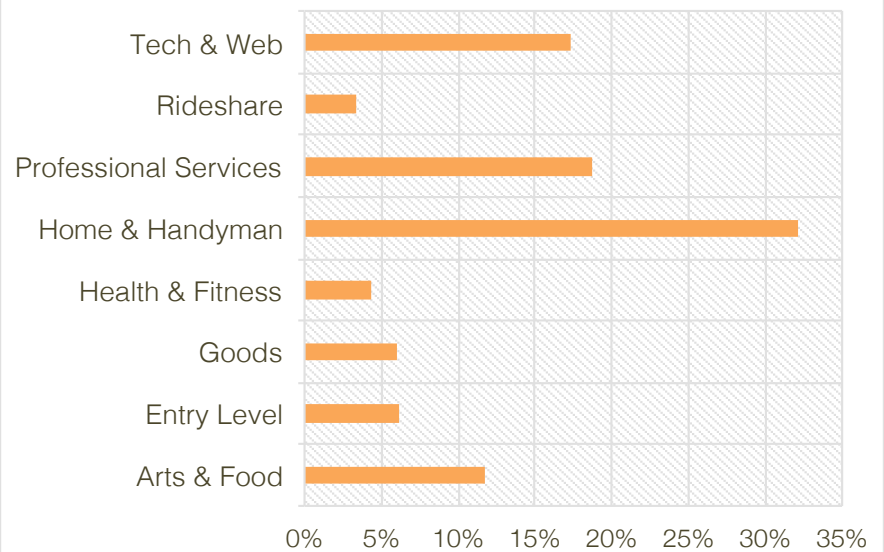
Source: Moonlighting, Q4 2014.

# OPPORTUNITY SHARING

## The Spirit of the Real Sharing Economy

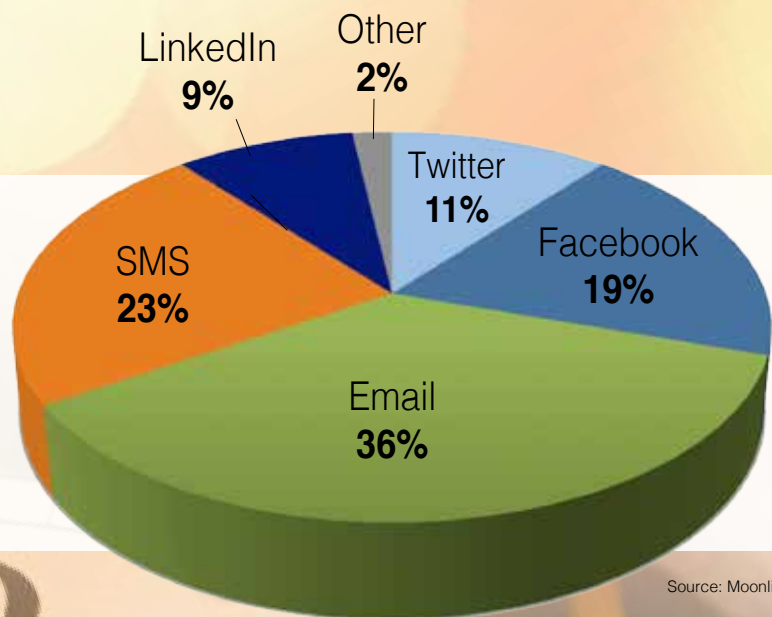
The growth of the Moonlighting Marketplace and prominence of the sharing feature within the app, illustrates the hyper local entrepreneurial spirit and the concept of a truly trusted and safe marketplace. The top sharing channels include Email and SMS as well as social media mediums like Facebook, Twitter and LinkedIn. Moonlighters turn to their contact book and trusted networks to effectively maximize their idle capacity and ensure a safe and secure work environment. Furthermore, Moonlighters who share have a greater prospect of closing opportunities while simultaneously contributing to the greater good of the market. The trusted network reigns supreme for sharing on the Moonlighting Marketplace.

### MOONLIGHTING JOB DIVERSITY



**JOB SHARING  
INCREASED**

**307%**





Welcome

# Moonlighting in the NEW YEAR

The Real Sharing Economy is here to stay. Moonlighting Marketplace's growth tangibly demonstrates the powerful nature of this force - the sharing economy. The Moonlighting Marketplace manifests as opportunity literally everywhere, cascading to 49 U.S. states.

Growth over the last four weeks has been tremendous. Monthly Active Users increased by 216% and New Opportunity Postings climbed 172% compared to last month. The real sharing economy is not limited to a handful of major metropolitan areas or a single job specialty type. The real sharing economy is the Moonlighting Marketplace where every skill set and city across the country is represented. The revolution of work freedom and the 1099 economy has arrived and the nationwide Moonlighting Marketplace is the first to lead by example.

MONTHLY  
ACTIVE  
USERS  
INCREASED  
BY  
**216%**

NEW  
OPPORTUNITY  
POSTINGS  
CLIMBED  
BY  
**172%**



Source: Moonlighting, Q4 2014.

# GLOSSARY



**Blue Collar Jobs** – Trade jobs that require manual labor like electric, plumbing, carpentry, cleaning, moving, etc.

**Get Stuff Done** – Term for individuals or small businesses in need of hiring someone to perform a job. i.e. Jeff needs to “Get Stuff Done” or hire someone to design his website.

**Entry level** – Educated millennials entering the job force with no specified skills but seeking experience.

**Make Money Now** – Term for individuals or small businesses who are offering services and are interested in being hired. i.e. Roy needs to “Make Money Now” and is available for hire to clean your pool.

**M.O.M.** – Mobile Optimized Mother. Term used to describe tech savvy mothers who activate their mobile device to help in managing the household and their everyday life.

**Moonlighter** – Users who participate in the 1099 economy as either an employer or as an employee using the Moonlighting Marketplace.

**Moonlighting** – The action of hiring or offering up services on the Moonlighting Marketplace.

**Moonlighting Average Gig (M.A.G.)** – A statistic that tracks the average job dollar amount.

**Professional Services & Consulting** – Short term, industry specific consultations for small, medium and large business corporations.

**Sharing Economy** – An emerging marketplace of collaborative consumption where individuals and businesses engage in peer to peer activity that includes sharing human and physical resources.

**White Collar Jobs** – Formally trained professionals that require technical, non-manual labor like engineers, accountants, web designers, lawyers, etc.

## Methodology

These insights here are based upon Moonlighting's national platform observations across thousands of mobile Moonlighting transactions. As an independent mobile platform company, we are capable of reporting on and analyzing a rich set of data collected across thousands of monthly impressions. Elevating and driving the mobile app sharing economy forward is central to our company mission.



# Summary & Reporting

## ABOUT MOONLIGHTING'S M.O.O.N™

The Mobile Optimized On-Demand Network (M.O.O.N.)™, delivers unique insights into the 1099 Sharing Economy. The report will share the behaviors of the part time worker and portfolio career employee who choose “moonlighting” as a path to a more enriched career. The platform will reveal the movements and tendencies of the average moonlighter over a wide variety of job categories from both the employee and employer side of the 1099-hiring ledger.

Visit [www.moonlightingapp.com](http://www.moonlightingapp.com) for this report each month as Moonlighting uncovers valuable seasonal developments in employment and financial trends that will shape and define the “new” sharing economy.

## ABOUT MOONLIGHTING

Moonlighting is the first open, on demand marketplace that empowers people to earn extra money and get something done instantly. Moonlighting creates a virtual marketplace for individuals and small businesses, enabling more effective and efficient communication between those interested in hiring with those who are interested in being hired. Using Moonlighting's mobile optimized, on demand platform, individuals can easily identify people to hire and jobs they can fulfill. Users can eliminate anonymity by posting jobs and sharing them within their trusted social networks (Facebook, Twitter, Linked In) or with friends in their contact book. By simply posting the need to hire or be hired from the Moonlighting mobile app, users can target services they are most interested in engaging in. Through Moonlighting's mobile technology, users can also make more intelligent and better-informed hiring decisions in real time. Using Moonlighting's proprietary payment platform, users can complete their hiring transactions right from their mobile device.

For questions about the data in this report, or for recommendations for future reports, please reach out to us at [support@moonlightingapp.com](mailto:support@moonlightingapp.com)

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