



M.O.O.N.TM report

Mobile Optimized On-Demand Network

A REVOLUTION OF THE REAL
SHARING ECONOMY

JUNE 2016


Opportunity. Everywhere.

100,000 USERS AND COUNTING

As the 2016 seasonal changes arrive and spring quickly turns into summer, more than just the natural world is beginning to grow and thrive. The gig economy, comprised of freelancers and those looking for their services, is on the rise. Also known as the sharing economy or on-demand economy, this market's increased flexibility and allowance for individual ownership and creativity has garnered interest from people of all ages, genders, and lifestyles.

Since 1995, and especially in the past year, the amount of independent contractors has risen rapidly rising "from 10.1 percent in February 2005 to 15.8 percent in late 2015."¹ Alternative work arrangements are new ways for people to make extra money and focus on a more imaginative, desirable, or low-stress side of work. The work world is changing and as traditional jobs become more scarce, people are seeking jobs out on their own, and according to their own schedule.

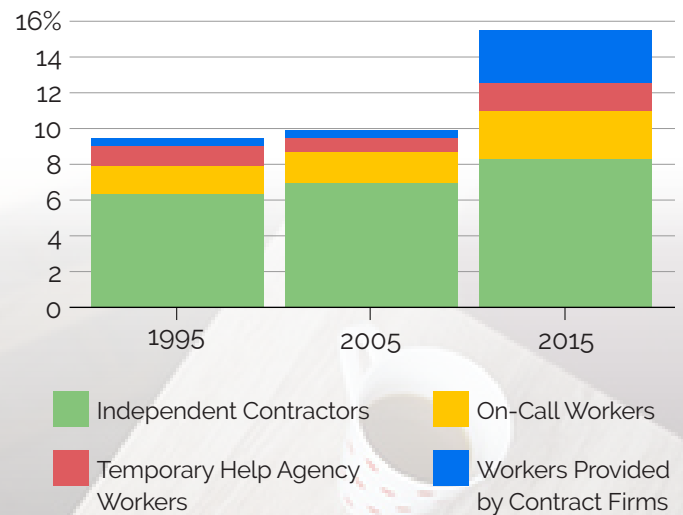


**MOONLIGHTER
AVERAGE GIG (M.A.G.)**

\$220
(since Jan 1st)

The Rise of Gig Work

Percentage of the Employed in Alternative Work Arrangements²



¹The Rise and Nature of Alternative Work Arrangements in the United States, 1995-2015 by Lawrence F. Katz Harvard University and NBER and Alan B. Krueger Princeton University and NBER March 29, 2016

²Sources: Bureau of Labor Statistics, Rand-Princeton Contingent Worker Survey, Lawrence F. Katz and Alan B. Krueger

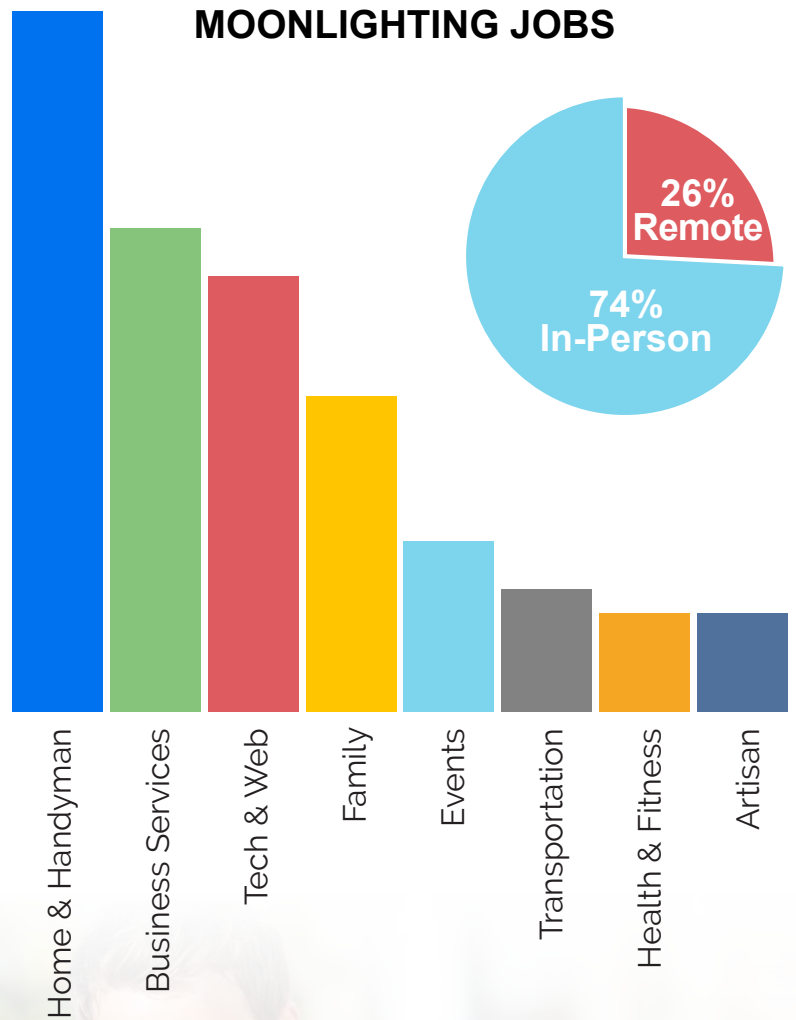
Moonlighting's own specific sector of this economy is flourishing. People are flocking to post their services and jobs, and get involved in the marketplace where you can Make Money Now or Get Stuff Done. The variety of opportunities available on this platform is fostering growth in the local community and spreading nationwide.

More than 100,000 users have joined Moonlighting.

Moonlighters can be found from Florida to Illinois to California to anywhere in between offering handyman jobs, hiring freelance tech and web developers, and posting a variety of needs for their small business. Home and Handyman services make up 29% while Business Services have a 20% share. Tech & Web are close behind with 18%. The remaining 33% is split between Events, Transportation, Health & Fitness, and Artisans from all over.

Wireless networks like Verizon and organizations like McClatchy have offered their support in this endeavor to get individuals and their talents developing. Remote jobs have an emerging partisanship in the market as people find it more and more expedient to work through online platforms. Twenty-six percent of all jobs in our market are remote workers such as Graphic Designers, Website Developers, & IT Consultants.

MOONLIGHTING JOBS



MOONLIGHTER TECHNOLOGY

Top Devices

- 1
- 2
- 3
- 4
- 5

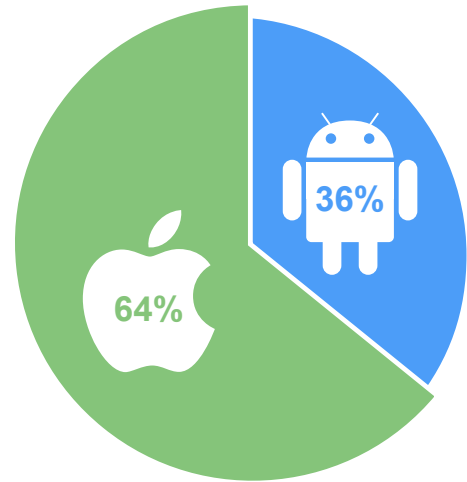
Wireless Networks

- 1
- 2
- 3
- 4

Social media is expanding its reach to everyone, not just younger generations. Fifty-seven percent of women and 52% of men using Facebook to support Moonlighting are over the age of 35. These platforms open up more possibilities in getting the word out about a service or in making the job search more accessible. Facebook and Twitter are the top ranking social media sites, and our Moonlighters use them to easily connect, promote their skills, and reach out to other Moonlighters and beyond. iOS and Android have solid platforms that allow for growth with 36% and 64% of our users operating on these systems respectfully.

Since January, our biggest market is in Florida where the availability of freelancers and people who need their services continues to increase. The vast city of Miami represents the largest amount of our users who want their services found or to get stuff done whether that's a data consultant, tree trimmer, or photographer. Other states such as Texas, California, North Carolina, and New York are not far behind as the nation rushes to embrace the 1099 economy.

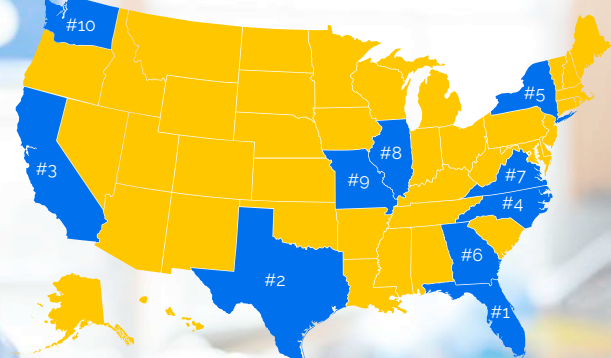
iOS VERSUS ANDROID DOWNLOADS



SOCIAL MEDIA USERS



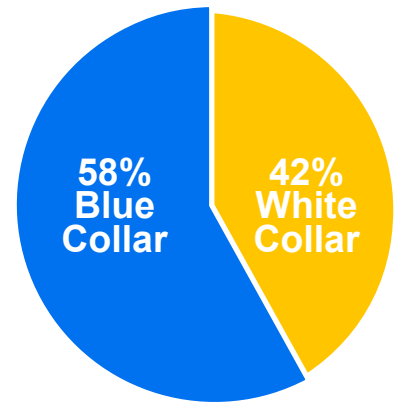
TOP 10 STATES



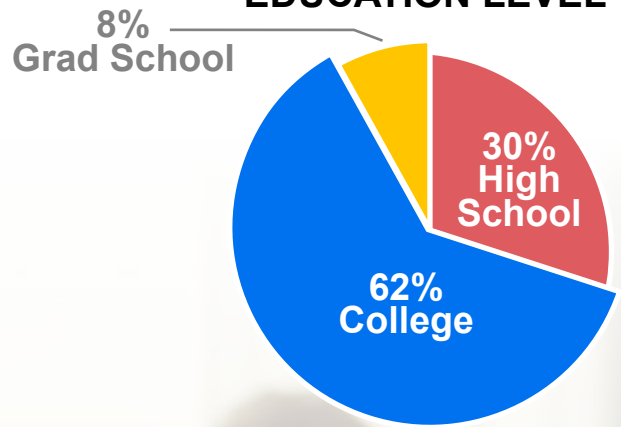
The 100,000 user mark is a great milestone that is the first of many. Moonlighting has a unique market that is thriving and creating opportunity for all. That's why so many people are already using it and why more sign up every day. With a 91% increase since January 1st, we're expanding right alongside this new economy.

Our users have varied education levels with 30% having completed high school. Sixty-two percent have a college degree of some sort and the remaining 8% have finished graduate school. All levels of schooling are represented and all people have found a place for their talents. One hundred thousand freelancers, contractors, retirees, millennials, work from home parents, and small business owners have continued success and because of that, we succeed and hope to keep growing with you.

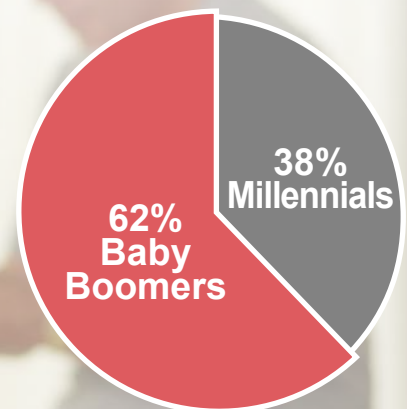
JOB DIVERSITY



EDUCATION LEVEL



DEMOGRAPHICS



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.

In-Person Jobs – Jobs that are completed with the personal presence or action of an individual.

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 Moonlighting.

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

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.

Remote Jobs – Jobs that are completed digitally or virtually and the physical presence of an individual is not required.

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 blog.moonlightingapp.com for this report 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 mobile, on demand application 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. 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. 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@gomoonlighting.com

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