

The background is a vibrant, abstract composition. It features large, flowing shapes in shades of orange, teal, and light green. These shapes are decorated with various patterns: some have small white or red dots, others have white dashes, and some are solid. A large, irregular black shape, resembling a brushstroke, is positioned in the lower right, serving as a backdrop for the text.

Welcome to Orange Exonomy

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VIRTUOS DIGITAL LTD.

The **Orange Economy** is basically the **business of creativity** 🧡

It refers to all economic activities that turn **ideas, culture, knowledge, and creativity** into **products, services, and jobs**.

In simple terms

If something is powered more by **imagination than machinery**, it's part of the Orange Economy.

Why "Orange"?

Orange is associated with:

🎨 Creativity

🎭 Culture

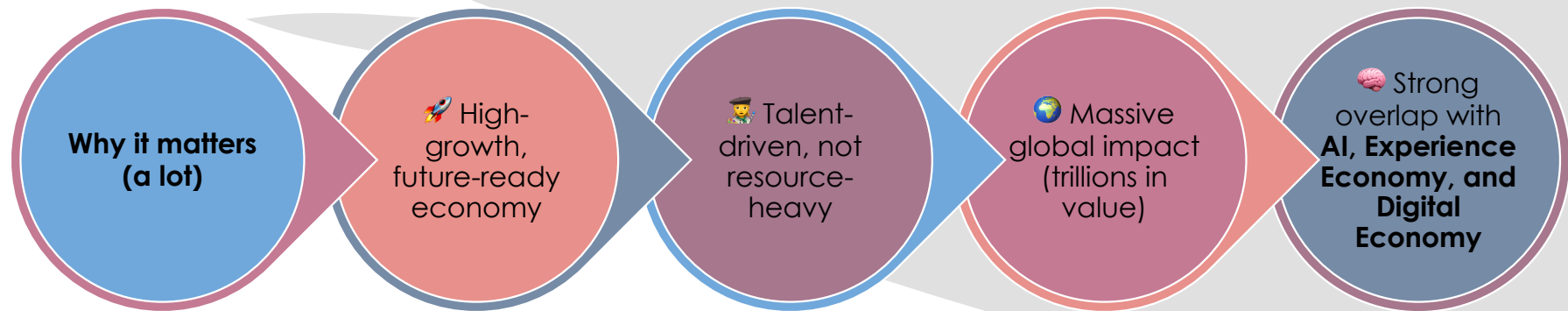
🎵 Expression

💡 Innovation

The term was popularized by the **Inter-American Development Bank (IDB)**.



WHAT FALLS UNDER ORANGE ECONOMY





Presenting ORANGE.YOU



The Creative Economy
Behind Virtuos



Orange.you is Virtuos' creative economy engine—where ideas become IP, brands become experiences, and imagination becomes enterprise value.



The Economy of Ideas. Designed for You.

Orange.you represents the business of creativity at Virtuos—uniting culture, design, technology, AI, and experience to build future-ready enterprises.

- **What is the Orange Economy**

- ***Creativity is the New Capital***

- The Orange Economy monetizes creativity, culture, and intellectual property. It includes design, content, media, brands, software, AI products, digital experiences, and cultural innovation—where value is driven by ideas, not assets.

Orange.you @ Virtuos

The Business Behind Virtuos



Orange.you is the invisible force behind Virtuos' brands and ventures. It powers how we design experiences, build products, launch platforms, and create IP-led businesses across industries.

Four Pillars:

- Brand & Experience Design: VBrand
- AI & Product Innovation: VDC, VSYS and VIRTU
- Content, Media & Platforms, DreamFox
- IP, Ventures & Ecosystems: Softbrand



- **How Orange.you Works**

- **Flow:**

Ideas → Design →
Technology → Experience →
IP → Scale

- **Explanation:**

We don't just deliver projects.
We build repeatable
creative systems that
transform imagination into
scalable business outcomes.



Dimension	Industrial Economy	Digital Economy	Experience Economy	Orange.you
Driver	Assets	Technology	Emotions	Creativity + IP
Value	Production	Efficiency	Engagement	Imagination
Output	Products	Platforms	Experiences	Brands, IP, Ventures
Future	Finite	Fast	Human	Infinite

Comparison: *Orange.you* in Context

Why **Orange.you** Matters

Content:

In an AI-first world, creativity is the last true differentiator. Orange.you helps enterprises and creators build relevance, resonance, and long-term

Thank you

*Don't Just Build Businesses.
Build Ideas that Scale.*

