



Welcome to Orange Economy

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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

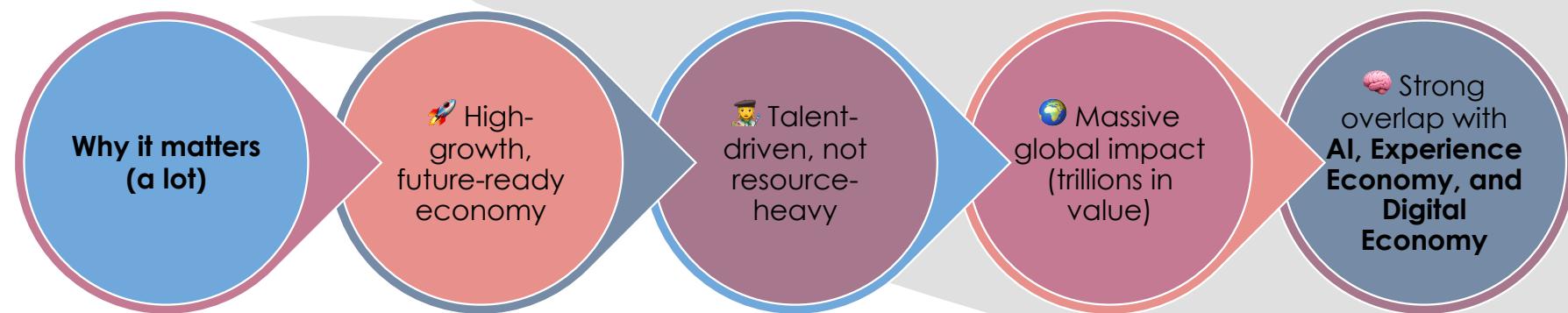
🎶 Expression

💡 Innovation

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

What falls under the Orange Economy?	 Creative & Cultural Industries	Art, painting, sculpture
Music, films, OTT, animation	Theatre, dance, performing arts	Photography
 Content & Media	Publishing, books, newspapers	Digital content, podcasts
Gaming & eSports	YouTube, creator economy	 Design & Experience
Graphic, product, UI/UX design	Fashion & luxury	Architecture & interior design
Advertising & branding	 Knowledge & IP-driven Work	Software & apps
AI products	EdTech	Patents, copyrights, trademarks
 Culture & Heritage	Museums	Handicrafts
Festivals	Cultural tourism	

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.*

