

Congress of the United States
U.S. House of Representatives
Committee on Small Business
2361 Rayburn House Office Building
Washington, DC 20515-6515

MEMORANDUM

TO: Members of the Committee on Small Business

FROM: Committee Majority Staff

DATE: September 12, 2025

RE: Full Committee Hearing Titled: “Streaming Success: Small Businesses in the Age of Digital Influence”

On **Wednesday, September 17, 2025, at 2:00 PM ET**, the Committee on Small Business will hold a hearing titled “**Streaming Success: Small Businesses in the Age of Digital Influence.**” The meeting will convene in room 2360 of the Rayburn House Office Building. The purpose of this hearing is to examine content creators as entrepreneurs, the barriers they face when starting and growing a small business, and the growing significance of the creator economy.

I. Witnesses

- **Ms. Kayla Moran**, Founder & Attorney, Kayla Moran Law
- **Ms. Christina Brennan**, President, CelebExperts LLC
- **Mr. Nicholas Luciano**, Founder & CEO, Tratter House
- **Mr. Jesse Appell**, Founder & Owner, Jesse’s Tea House

II. Background

The rapid rise of the creator economy has transformed how Americans launch and grow small businesses. What began as individuals sharing content online has evolved into a new sector of entrepreneurship. Content creators are increasingly leveraging their personal brands to launch thriving businesses, ranging from product lines to service-based ventures.

Despite their innovation and growth, creators face unique challenges navigating the traditional business landscape. Operating a business entity, such as a Limited Liability Company or sole proprietorship, often presents distinct hurdles for individuals with unconventional income streams. Complex and outdated tax codes create compliance burdens, while access to capital is limited when creators cannot present traditional revenue models. Worker classification issues add another layer of uncertainty and cost for content creators.

As the creator economy expands, federal resources, like those provided by the Small Business Administration (SBA), could help support this growing sector by addressing the unique needs of content creators with flexible workforce arrangements and nontraditional income.

Equally important is understanding the broader economic impact of creators. Beyond building their own brands, they generate a “spiderweb effect,” enabling other small businesses, such as editors, graphic designers, product manufacturers, and freelance service providers, to thrive. By fostering entrepreneurship across multiple industries, the creator economy contributes to job creation, local economic development, and the expansion of niche markets that strengthen America’s small business ecosystem.

III. Conclusion

The creator economy is a growing pillar of small business innovation and economic growth. Content creators are modern entrepreneurs whose success fuels opportunity for themselves and countless others within the gig and freelance economy. Addressing the barriers they face will ensure that these entrepreneurs can continue to grow, hire, and contribute to local economies. Supporting creators as small business owners is not just about adapting to the digital age, it is an investment in the next generation of American entrepreneurship.