

SAMPLE DELIVERABLE · BIZEE

This is what you get back. *A cast, not a list.*

Bizee briefed us on business formation for side-hustlers turning a passion into a real, official company. We returned 20 ranked creators, each scored across six casting dimensions, with the risks named out loud and a briefing note per creator.

CAMPAIGN GOAL

Brand awareness &
trust

PLATFORMS

Instagram

CREATORS RANKED

20

TOP MATCH

75%

How every creator was **SCORED**

Narrative & content fit

25%

Audience fit & authenticity

25%

Audiovisual style fit

15%

Commercial behavior fit

15%

Production & consistency

10%

Momentum

10%

Momentum and production-consistency are computed from a small sample of recent posts and should be read directionally. Where sampled comments look like giveaway bait rather than organic discussion, we call it out in the flags instead of quietly folding it into the score.

The shortlist

Ranked by match score. Casting only — this ranks fit for the brief, not rates or contracting.

DOWNLOAD PDF



@realsimonsquibb VERIFIED

Instagram · 434K followers · Real Simon Squibb

75%

RANK 1 · MATCH

Narrative & content fit 85

Audiovisual style fit 75

Production & consistency 70

Audience fit & authenticity 96

Commercial behavior fit 65

Momentum 20

WHY THEY'RE ON THE LIST

His entire platform — 'Behind the Dreams of,' 'never walk by any opportunity' — is built around helping ordinary people start businesses, one of the strongest pure archetype matches (Entrepreneurial Mentor) in the whole pool.

HOW TO BRIEF THEM

A strong, low-risk pick; his existing content format (encouraging everyday people toward entrepreneurship) needs almost no creative adjustment to carry Bizee's mandates.



@ceramics_by_jas VERIFIED

Instagram · 283K followers · Jaspreet | Handmade Ceramics for everyday

72%

RANK 2 · MATCH

Narrative & content fit	80	Audience fit & authenticity	96
Audiovisual style fit	70	Commercial behavior fit	60
Production & consistency	70	Momentum	20

WHY THEY'RE ON THE LIST

'I left corporate to build a life with clay... entrepreneur sharing pottery, mindset & creative systems' is close to a literal match for the brief's side-hustle-to-business theme.

FLAGS

Several sampled posts show comment counts disproportionate to likes, a pattern consistent with comment-bait mechanics common in the craft-business niche — verify organic engagement before finalizing budget.

HOW TO BRIEF THEM

Ask for a direct-to-camera piece on her actual formation story (quitting corporate, formalizing the pottery business) — her content already naturally leans this way.



@baileyjst VERIFIED

Instagram · 56.0K followers · Bailey Stanworth

72%

RANK 3 · MATCH

Narrative & content fit	90	Audience fit & authenticity	75
Audiovisual style fit	65	Commercial behavior fit	65
Production & consistency	81	Momentum	37

WHY THEY'RE ON THE LIST

Her sampled content is a genuine, detailed 5-step 'how I built my business' guide (3PL, guerrilla marketing, launch fast, disrupt the category, quality product) — one of the most directly on-brief, substantive pieces of content found anywhere in the pool.

HOW TO BRIEF THEM

A strong, low-risk pick; her natural numbered-tips format fits Bizee's educational, empowering tone well without much adjustment.



@happyfoxsupplyco VERIFIED

Instagram · 255K followers · Brooke | Procreate Patterns & Tutorials

72%

RANK 4 · MATCH

Narrative & content fit 85

Audience fit & authenticity 96

Audiovisual style fit 65

Commercial behavior fit 55

Production & consistency 70

Momentum 20

WHY THEY'RE ON THE LIST

Her whole platform is built around teaching people to turn a creative hobby (iPad drawing) into a real Etsy income stream — a direct match for Bizee's core 'side hustle to business' narrative.

FLAGS

Runs her own paid course ('join 31.2k+ students'); some of the elevated comment activity on her posts likely reflects her own funnel mechanics rather than organic discussion — a minor commercial-adjacency note, not a disqualifier.

HOW TO BRIEF THEM

Keep the brief to her personal story rather than her paid-course funnel, and ask for a plain demonstration rather than her usual 'comment to unlock' format.



@ralphklittle

Instagram · 243K followers · Ralph K. Little

72%

RANK 5 · MATCH

Narrative & content fit 92

Audience fit & authenticity 50

Audiovisual style fit 65

Commercial behavior fit 65

Production & consistency 70

Momentum 100

WHY THEY'RE ON THE LIST

An SBA Small Business Advocate of the Year whose sampled content is a literal, practical lesson on how to find a viable business idea ('who needs my help... what problems need solving') — arguably the single best substantive archetype match (Entrepreneurial Mentor) in the entire pool.

HOW TO BRIEF THEM

A top pick; his teaching format already matches the brief's educational, empowering tone almost without adjustment.



@audreycaprianni

Instagram · 64.7K followers · auds

68%

RANK 6 · MATCH

Narrative & content fit	65
Audiovisual style fit	65
Production & consistency	70

Audience fit & authenticity	96
Commercial behavior fit	60
Momentum	20

WHY THEY'RE ON THE LIST

A genuinely talented young technologist whose sampled content (building a fun AI desktop app end-to-end with Figma + Claude Code) shows real building skill and a likeable, personable voice — a good Digital Nomad/Lifestyle Entrepreneur fit, though she currently reads as a 'builder' rather than a 'business owner.'

HOW TO BRIEF THEM

Brief her toward turning one of her app/tool builds into an actual registered side-business narrative, bridging the 'creating' content she already makes into the 'formalizing it' story Bizee needs.



@cyndiramirez VERIFIED

Instagram · 114K followers · Cyndi Ramirez-Fulton

68%

RANK 7 · MATCH

Narrative & content fit	75
Audiovisual style fit	65
Production & consistency	70

Audience fit & authenticity	88
Commercial behavior fit	55
Momentum	20

WHY THEY'RE ON THE LIST

A genuine, well-known multi-venue founder ('Founder & CEO @chillhouse & @chillhousesoho') whose 'Queen of Chill' persona directly embodies the brief's warmth-plus-ownership Community Builder archetype.

FLAGS

No usable video/transcript sample could be obtained (no speech detected on the sampled post) — recommend a live content review before finalizing budget.

HOW TO BRIEF THEM

A strong pick pending a final content-style check; her established brand voice should transfer naturally to a founder-story piece.



@sorhan.hq VERIFIED

Instagram · 52.8K followers · Sorhan

67%

RANK 8 · MATCH

Narrative & content fit	65
Audiovisual style fit	70
Production & consistency	82

Audience fit & authenticity	75
Commercial behavior fit	55
Momentum	55

WHY THEY'RE ON THE LIST

Genuine early-stage tech-founder content (interviewing a 21-year-old chip designer building in his apartment) with real startup-world credibility, though his world (chip design, a16z speedrun) sits a step removed from Bizee's small-business/LLC-formation core audience.

HOW TO BRIEF THEM

Would need explicit direction toward a more relatable small-business framing rather than his usual high-tech founder-interview format.



@itsthatlady.dev VERIFIED

Instagram · 63.0K followers · Kedasha Kerr | AI ▪ Tech ▪ Vibe Coding

67%

RANK 9 · MATCH

Narrative & content fit	60
Audiovisual style fit	65
Production & consistency	70

Audience fit & authenticity	96
Commercial behavior fit	60
Momentum	20

WHY THEY'RE ON THE LIST

A credible tech educator (ex-GitHub/Microsoft) whose 'helping you build secure apps' content speaks to the brief's career-growth and financial-independence themes, even though the content itself is security education rather than business formation directly.

HOW TO BRIEF THEM

Brief her toward a 'when your side project becomes a real business, protect it' angle, bridging her existing tech-education content into Bizee's business-formation message.



@dailybreadbakery.tx

Instagram · 51.5K followers · Emma Nikiforov

67%

RANK 10 · MATCH

Narrative & content fit	60
Audiovisual style fit	60
Production & consistency	70

Audience fit & authenticity	96
Commercial behavior fit	55
Momentum	33

WHY THEY'RE ON THE LIST

A genuine home-baking-to-microbakery founder with real technical credibility and a warm, faith-inflected, community-first voice that fits Bizee's tone, even though the niche (bakery) is food rather than general entrepreneurship.

FLAGS

7 of 12 sampled posts show comment counts disproportionate to likes, consistent with the common 'comment X for the guide' mechanic — treat raw engagement with some caution.

HOW TO BRIEF THEM

Ask for her personal business-registration story rather than a recipe tutorial, which is her default format.



@robertcroak VERIFIED

Instagram · 794K followers · Robert Croak - Rich Habits Podcast 🎧+ VestFundr

66%

RANK 11 · MATCH

Narrative & content fit	40
Audiovisual style fit	70
Production & consistency	81

Audience fit & authenticity	75
Commercial behavior fit	55
Momentum	100

WHY THEY'RE ON THE LIST

Strong founder/financial-educator bio, but the sampled content (a lifestyle 'worth the money' listicle: gym memberships, mattresses, TSA PreCheck) skews consumer-lifestyle rather than business-formation.

HOW TO BRIEF THEM

Would need explicit direction toward business-formation content specifically, since his natural format defaults to consumer lifestyle tips rather than founder storytelling.



@theassistedlivingcoach VERIFIED

Instagram · 424K followers · DONZELLA BURTON

65%

RANK 12 · MATCH

Narrative & content fit	70	Audience fit & authenticity	50
Audiovisual style fit	60	Commercial behavior fit	60
Production & consistency	70	Momentum	100

WHY THEY'RE ON THE LIST

'No one can fire me but you... start your own business' is a near-literal match for the brief's core message, but the news-reaction format that produced it also attracted a politically charged comment thread.

FLAGS

The sampled top post's comment section is dominated by heated partisan political debate (tariffs, immigration, Trump) triggered by its layoff-news framing — a real brand-safety exposure given the brief's deal-breaker on partisan content, even though his own script doesn't name a party.

HOW TO BRIEF THEM

Brief him toward a personal-story angle (his own assisted-living startup journey) rather than a news-reaction format, to avoid the kind of comment-section political spillover seen on his current top post.



@leilahormozi VERIFIED

Instagram · 1576K followers · Leila Hormozi

64%

RANK 13 · MATCH

Narrative & content fit	60	Audience fit & authenticity	96
Audiovisual style fit	75	Commercial behavior fit	30
Production & consistency	70	Momentum	20

WHY THEY'RE ON THE LIST

A warm, funny, authentic co-founder voice (sampled content: a candid pregnancy-announcement clip, 'back to selling shit') with real business-builder credibility, but a mega-scale budget stretch.

FLAGS

Budget almost certainly well above the stated \$20k+ ceiling; Personal brand is tightly linked to Acquisition.com / Alex Hormozi's business-education empire — a mild message-overlap risk, though not a direct legal-services competitor.

HOW TO BRIEF THEM

Aspirational stretch pick only; her natural voice is casual and funny, which would translate well to a founder-story piece if budget allowed.



@marieforleo VERIFIED

Instagram · 936K followers · Marie Forleo • Entrepreneur

63%

RANK 14 · MATCH

Narrative & content fit	90	Audience fit & authenticity	50
Audiovisual style fit	70	Commercial behavior fit	55
Production & consistency	77	Momentum	20

WHY THEY'RE ON THE LIST

'Practice starting before you're ready... dive in head first' is close to a mission-statement match for Bizee's core message about overcoming the fear and confusion of starting a business — one of the strongest substantive fits in the entire pool.

HOW TO BRIEF THEM

A strong pick if the budget stretch is approved; brief her specifically toward the LLC-formation-as-milestone angle, since her default content is mindset-first rather than logistics-first.



@rita4delta_ VERIFIED

Instagram · 182K followers · Rita Onyekweli

62%

RANK 15 · MATCH

Narrative & content fit	35	Audience fit & authenticity	75
Audiovisual style fit	55	Commercial behavior fit	55
Production & consistency	84	Momentum	100

WHY THEY'RE ON THE LIST

Insufficient verified content to confirm a real fit; the bio alone reads as generic life/business coaching without a clear specialization.

FLAGS

No usable video/transcript sample could be obtained despite repeated attempts — her bio ('Self Development Coach... Strategic Manager... One on One Mentor') is generic and doesn't independently confirm entrepreneurship-specific content depth.

HOW TO BRIEF THEM

Not recommended without a further content review — there wasn't enough real signal to build a confident brief around.



@justin.choquette VERIFIED

Instagram · 303K followers ·

Justin Choquette™ | Quit the 9-5 to build my dream life

62%

RANK 16 · MATCH

Narrative & content fit	40	Audience fit & authenticity	96
Audiovisual style fit	80	Commercial behavior fit	45
Production & consistency	70	Momentum	20

WHY THEY'RE ON THE LIST

'Quit the 9-5 to build my dream life' is a strong Digital Nomad/Lifestyle Entrepreneur narrative, and his production quality is genuinely excellent, but the sampled content is travel photography for a Microsoft-sponsored partnership, not business-formation content.

HOW TO BRIEF THEM

Would need a real creative pivot — brief him narrowly on his own founding story (how he actually built his creative business) rather than his usual outdoor-adventure format.



@buffiethebody

Instagram · 57.6K followers · Buffie the Body

61%

RANK 17 · MATCH

Narrative & content fit	55	Audience fit & authenticity	88
Audiovisual style fit	55	Commercial behavior fit	55
Production & consistency	70	Momentum	20

WHY THEY'RE ON THE LIST

A real apparel-brand founder (@brickbuiltapparel) with strong organic engagement (11.4%), but the sampled video didn't reveal much substantive business content.

FLAGS

Sampled video/interview clip was too thin to fully verify business-formation content depth.; Known partly through a prior public persona ('Buffie the Body') — worth a brand-safety gut-check on her broader legacy content before finalizing.

HOW TO BRIEF THEM

Request a founder-story-specific piece rather than her usual DIY/yard content, and do a light brand-safety review given her known media history.



@casper.capital VERIFIED

Instagram · 2972K followers · Casper Opala | Personal Finance

61%

RANK 18 · MATCH

Narrative & content fit	45	Audience fit & authenticity	96
Audiovisual style fit	75	Commercial behavior fit	35
Production & consistency	70	Momentum	20

WHY THEY'RE ON THE LIST

Enormous reach and a slick, native short-form ad style, but his actual content (cruise-deal hacking) is a stretch from Bizee's 'start a business' narrative, and several posts show comment-bait patterns.

FLAGS

Scale (11M+ cross-platform) puts him well above the stated budget.; 4 of 12 sampled posts show comment counts disproportionate to likes ('Claim' comment-bait threads), consistent with a giveaway/engagement-farming mechanic — discount raw engagement accordingly.; Content center of gravity is travel/money-hacking deals, not business formation — a real thematic gap.

HOW TO BRIEF THEM

Not recommended as a primary pick; if pursued despite budget, insist on a business-formation-specific script rather than his usual deal-hacking format.



@robertherjavec VERIFIED

Instagram · 1521K followers · Robert Herjavec

60%

RANK 19 · MATCH

Narrative & content fit	65	Audience fit & authenticity	50
Audiovisual style fit	70	Commercial behavior fit	30
Production & consistency	89	Momentum	72

WHY THEY'RE ON THE LIST

Sampled content ('just because somebody did it overnight doesn't mean it was overnight... it's still really hard') is a grounded, credible message that actually reinforces the brief's anti-'overnight success' guardrail — a real substantive fit despite the mega-scale budget stretch.

FLAGS

Budget almost certainly well above the \$20k+ ceiling given Shark Tank-scale rates.; Active investor across many portfolio companies — some categories could create undisclosed conflicts; vet his current portfolio before booking.

HOW TO BRIEF THEM

Aspirational stretch pick; his message already aligns with the brief's real-work narrative almost without adjustment.



@candacenelson VERIFIED

Instagram · 255K followers · Candace Nelson

60%

RANK 20 · MATCH

Narrative & content fit	80	Audience fit & authenticity	50
Audiovisual style fit	70	Commercial behavior fit	50
Production & consistency	70	Momentum	20

WHY THEY'RE ON THE LIST

One of the most substantively credible founders in the entire pool; her sampled commentary (the 'luxury chicken nugget' trend piece) shows real, sophisticated brand-building insight.

FLAGS

Track record (Sprinkles, Pizzana, multiple national brands, Shark Tank guest) suggests a rate at or above the stated \$20k+ ceiling — confirm before committing.

HOW TO BRIEF THEM

Treat as a stretch pick; brief her toward a plain 'how I actually started' story rather than her usual polished trend-commentary format, which reads more upmarket than Bizzee's approachable tone.

Your brief. This back.

Tell us what you need to say. We write the brief, rank the creators and hand you a cast you can act on.

CAST YOUR LIST OF CREATORS NOW

© 2026 CASTALYST. ALL RIGHTS RESERVED.