

FOUNDER PROFILE

Evan Urquhart

Founder and Partner, Cryptic
Co-founder, Flock and Blueprint



ABOUT EVAN

Evan Urquhart is the founder and partner of Cryptic, a creator-management and monetization company, and co-founder of Flock and Blueprint. His work connects creators, brands, and the teams that help them grow.

He began building communities as a teenager, first managing a Minecraft faction and then launching a talent-management company at 16. Its roster grew to include Nessa Barrett and the Sturniolo Triplets. Later, he ran creator partnerships for Mammoth Media's Creatorly arm, working on campaigns with creators and brands. In 2021, his team helped TikTok launch what would become TikTok Shop, connecting the platform's brand partners with creators.

Evan founded Cryptic at 21 to help creators turn early traction into sustainable revenue. Through consulting, he helped 40+ creators get onto Snapchat's Creator Monetization Program when it first launched; some went on to earn seven figures in two to three months. He has also backed Trybe as an early angel investor and co-founded Flock, which helps brands scale user-generated content on Meta.

Across his career, Evan estimates that he has helped 20+ creators each reach \$1M+ in net worth. This figure has not been independently verified.

BY THE NUMBERS

100–200

Creator campaigns per week
At Mammoth Media.

6 months

Time to profitability
For Mammoth's creator agency.

40+

Creators helped to monetize
\$1M+ per month combined
across these creators on
Snapchat.

First

Agency to help launch
What became TikTok Shop.

CAREER TIMELINE

Age 12

Runs a Minecraft faction, later admin of a 4,000–7,000 player server.

Age 16

Starts his first talent-management company. Roster grows to include Nessa Barrett and the Sturniolo Triplets.

Age 18–19

Exits. Joins Mammoth Media (Science Inc.) running creator partnerships; profitable within six months.

2021

His team becomes the first agency to help TikTok launch TikTok Shop. Mammoth is later acquired.

Age 21

Founds Cryptic.

Age 24

Angel investor (Trybe). Co-founds Flock and Blueprint.

MEDIA INQUIRIES

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