

PROBLEM

Imagery is seen as worthless, something easy to steal with very similar parallels to music, pre-Spotify.

Making money from images is extremely difficult; the only options are stock, or photo selling sites, where competition is phenomenal and success is exceptionally low.



Managing all of the imagery sites online is a full time job in itself, with over seven different platforms, most with fees.

SOLUTION

Monetisation and consolidation

- Monetise imagery on an 'earn per view' basis, using advertising to supply the revenue (similar to YouTube's video partner program).
- Incorporate major aspects of sites like Instagram, Fine Art America, Hootsuite and Facebook into just one site to manage everything. Charge a fee for promotion, image protection and print-on-demand services.



TEAM



TOM OSWALD

Multiple patent holder, biggest exit to date \$18m in oil and gas.

Held a variety of businesses, ranging from vending machines to record labels, through to hi-tech fluid dispense companies (patent holder for the world's

fastest pint dispense system and cold sterilisation for carbonated liquids, among others) and online tech like Clickasnap.

Mike Browne: 'The world's most friendly photographer', as featured on 500px and internationally renowned pro-photographer - provides advice and endorsement.

Jim Ready: Full stack tech guru

Marc Thornton: UX/UI guru - designed and tested frontend.

MARKET

Photography and image creation is a multi \$100 billion market (Instagram, Snapchat, Flickr, 500px and more)

As barriers to entry decline, the market will only continue to grow.

Mobile phone camera quality is increasing almost exponentially, coupled with increasing amount of apps that enable anyone to be a photographer.

TRACTION

- 10,000+ sign-ups per month
- 1m+ images viewed per week
- £750k investment to date
- Revenue quadrupling year on year
- 4.5 star Trustpilot rated
- Professional photographer endorsements
- In the top 80,000 world wide web sites (Alexa)

Excellent

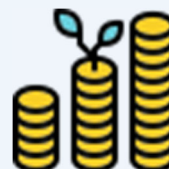


STRATEGY

Expand userbase using known routes and data driven solutions.

IPO or sell to a competitor such as Facebook, due to their loss of market share.

FUNDS



Seeking £2.5m

in equity or convertible debt to drive to £10m annual revenue within 12 months