Slide change

**Sam**: Good Evening Ladies and Gentlemen, my name is Sam Hewitt

**Albie**: And my Name is Albert Jordaan

**Sam**: Today we will be talking to you about our photography and videography business, Merge Studio. Albert and I are currently studying a bachelor of IT at the Otago Polytechnic and have implemented our skills and consistent effort into our business.

Slide change

**Albie:** Our business is here to solve the current problems that affects amateur and professional photographers; Resources and content that is used to improve and develop their unique style is not affordable, that the resources (such as presets) that are currently available to photographers is far too limited, and there is currently no place to efficiently promote yourself or your work as a photographer.

Slide change

**Sam:** Our solution to the problem is that we have built a community hub website where professional photographers and talented creators can sell their presets, content, and skills to others wanting to develop their own unique style or recreate a certain appealing look. This Website will also provide the necessary tools to promote your content online so these talented photographers can get recognition and be promoted for freelance business in your local area.

Our solution bridges the gap between amateur and professionals to merge and create a community so people express themselves with their work with little to no limitations.

**albie audience**

Slide change

As for competition, we did not have a lot to compete against as most popular Media and software sites such as Instagram or Adobe Lightroom have mutually positive benefits with our business solution, we are the middleman; where consumers buy our shared content and use it towards their photo or video editing platform of choice. From our research most of the software or sites that sell presets tend to sell very few of them with no selection of the ones you get and off-putting high prices attached.

Sam- Why should I have to buy a pack of 15 lightroom presets for a summer shoot that costs 80 dollars; when I only want 4 of them from the pack and am only going to

use it for one photoshootAlso free to little cost photo editing apps lacked the functionality, resourcefulness and professionalism that that content creators

need to be able to set themselves apart from others and develop their own style.

The ways we will promote our business is mainly by advertising to our targeted audience, social media and by our website.

Slide change

Albert- According to Zion Market Research; the Digital Photography Market for Photography Software, Photo Looks, Photo Processing and Others Applications are on

the rise where the global market demand in 2015 was worth 124 billion it is now expected to rise to a whooping to 177 billion in 2021.

Digital photography is experiencing rapid growth during the forecast period due to the growth of advanced social networking sites and photo sharing

sites such as Instagram, facebook, Pinterest, and tumbler.

Applications and services such as photo editor and adobe photoshop are surging the demand of the digital photography market because digital

images can be easily displayed, printed, stored and edited.

Slide change

Business model

Sam- Our platform will be a subscription based website for users to log into and add their content,users of the site can be paid to advertise their work on the site.

When their presets are downloaded,they will be paid a comission which is the incentive for them to use our site.Other business and s ites can advertise though us for

a price . The only cost to us is the man hours put into developing the site, and our intial advertising.

Road map - our road map for the next 6 months includes the design of our initial website which we have started - mergestudio.co.nz - we want to enrol as a registered business,

test our product with users, advertise and test with users

Slide change

Albert- what we are looking for as we move forward is business advice to navigate the market. and exposure theough advertising streams, follow us on instagram merge studio.

Slide change

Sam- Thankyou for your time