SnapNow

£200,000 Investment Plan

How We'll Spend the Money Over 18 Months

The Big Picture

SnapNow connects tourists with local photographers. Think of it as **"Uber for Photography"** - travelers open the app, find a nearby photographer, book a session, and get beautiful holiday photos.

We're asking for £200,000 to build iPhone and Android apps and launch in **London and Paris** first. We're starting with just 2 cities so we can focus on getting it right before expanding to more places.

£200k	10%	£2M	18	2
Investment	Equity	Valuation	Months	Cities

We've Already Built Most of It

Unlike most early-stage companies that come with just an idea, we already have a **fully working prototype**. You can try it today. This means less risk - about **70-80% of the technical work is already done**.

What's Already Working

✓ Users can sign up and log in
✓ We check photographers are real professionals
✓ Customers can book and pay online (via Stripe)
✓ Photographers can deliver photos through the app
✓ Optional photo editing service
✓ Reviews and star ratings
✓ Map showing nearby photographers
✓ Live location sharing (so people can find each other)
✓ Admin tools to manage the platform

What the Investment Pays For

→ iPhone app (in the App Store)
→ Android app (in Google Play)
→ Notifications when bookings happen
→ Better mobile experience
→ Sign up photographers in London + Paris
→ Marketing to attract customers
→ Grow the team
→ Founder salary for 18 months
→ 18 months to prove the business works

How We'll Spend the Money

What It's For	Amount	%	More Details
Building the Apps	£70,000	35%	Hiring developers to build iPhone + Android apps
Marketing (London + Paris)	£40,000	20%	Getting photographers to join and customers to book
Founder Salary	£36,000	18%	£2,000/month - just enough to cover living costs
Team & Running Costs	£29,000	14.5%	Part-time marketing help, legal fees, server costs
Safety Buffer	£25,000	12.5%	For unexpected costs or opportunities
TOTAL	£200,000	100%	

● Apps 35% ● Marketing 20% ● Founder 18% ● Team 14.5% ● Buffer 12.5%
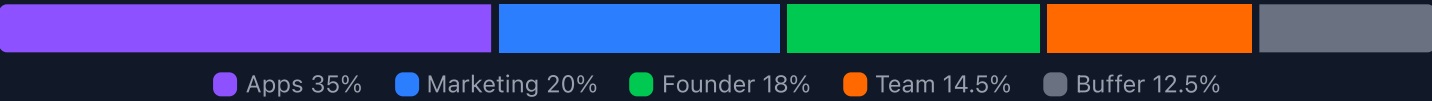
App Development: £70,000

We'll hire skilled developers to turn our working website into proper iPhone and Android apps that people can download from the App Store and Google Play.

Who We're Hiring	How Long	Cost	What They'll Build
Lead App Developer	5 months	£45,000	iPhone + Android apps, all the screens and features
Server Developer (Part-time)	4 months	£18,000	Make the system faster, add notifications
App Store Fees & Tools	-	£7,000	Apple/Google fees, testing phones, software tools
App Design	Ongoing	£0	Done using AI design tools - no cost
Testing & Quality Checks	Ongoing	£0	Founder does this - 12 years of testing experience

Marketing: £40,000 (London + Paris)

We need both sides of the marketplace: photographers to offer services, and tourists to book them. Here's how we'll attract both.

What We'll Pay For

Bonuses for photographers who join	£16,000
Photography events and meetups	£10,000
Social media ads and content	£8,000
Rewards for referrals	£6,000

Free Marketing Channels

✓ Partner with hotels and tour companies
✓ Work with tourism boards
✓ Top photographers promote us for commission
✓ Free Instagram and TikTok content
✓ Appear in Google searches
✓ Wedding planner recommendations

How We Get Photographers to Join

New photographers get to **keep 100% of their earnings for their first 3 bookings** (we normally take 20%). This gets photographers talking to other photographers, and we build up a good supply of professionals in each city before we start advertising to tourists.

Team & Running Costs: £29,000

Role	How Much Work	Cost (18 months)	What They Do
Marketing Helper	A few hours/week	**£10,000**	Helps plan ads and track what's working
Photographer Support	Part-time	**£7,000**	Helps photographers sign up and answers their questions
Legal, Accounting, Servers	-	**£12,000**	Set up the company properly, contracts, keep the app running

Founder salary (£36k) is listed separately in the main budget above.

The Plan: 18 Months Step by Step

Phase	When	What We're Doing	Spend	Total Spent
Build the Apps	Months 1-5	Build iPhone + Android apps, start signing up London photographers	£70,000	£70,000
🇬🇧 **Launch in London**	Months 6-9	Put apps in stores, get customers booking, prove it works	£45,000	£115,000
🇫🇷 **Launch in Paris**	Months 10-14	Expand to Paris, translate the app, repeat what worked in London	£50,000	£165,000
Prepare for Growth	Months 15-18	Fine-tune everything, gather data, prepare to raise more money	£35,000	£200,000

How Fast We'll Spend

On average: £11,000/month | **Highest (while building apps):** £16,000/month | **Lowest (steady running):** £9,000/month

The Bigger Picture: Where We Go After This

This investment proves SnapNow works in London and Paris. After that, we'll raise more money to expand across Europe's best tourist cities. We've chosen cities that are close together, have famous landmarks, and attract millions of tourists.

| 🇬🇧 **London** 22M tourists/year **This Round** | → | 🇫🇷 **Paris** 19M tourists/year **This Round** | → | 🇮🇹 **Rome** 10M tourists/year Next Round | → | 🇪🇸 **Barcelona** 10M tourists/year Next Round | → | 🇳🇱 **Amsterdam** 8M tourists/year Next Round |

Why These Cities?

- All in similar time zones (easy to manage)
- World-famous photo spots
- Lots of tourists year-round
- Many professional photographers available
- 2-3 hour flights from London

Why This Makes Sense

- Same privacy laws (easier legally)
- Most use Euros (simpler payments)
- Paris Olympics gave us brand awareness
- Easy train from London to Paris
- 69 million tourists combined each year

What Success Looks Like

These are the goals we're aiming for. We'll track our progress against these targets.

What We'll Achieve	When	How We'll Know
Apps in App Stores	Month 5	You can download SnapNow on iPhone and Android
London photographers signed up	Month 8	50+ verified photographers in London
First money coming in	Month 7	100+ photo sessions completed and paid for
Paris up and running	Month 10	30+ photographers in Paris, French translation done
Both cities working well	Month 14	100+ photographers, 1,500+ bookings total
Ready for bigger investment	Month 18	**£30k+ in bookings per month, proof the business model works**

How We Make Money

We take a percentage of each booking. Both the customer and the photographer pay us a small fee.

Our Fees

Customer pays us	10%
Photographer pays us	20%
Photo editing fee (optional)	20%
Total we keep from each booking	**30%**
Average booking price	£65
We make per booking	£19.50

Our 18-Month Targets

Photographers on platform	100-120
Total bookings	1,500+
Total value of bookings	£97,500
Our revenue (30%)	£29,250
Monthly revenue by Month 18	**£10,000/mo**

Important: At this stage, we're focused on proving the business works, not maximizing profit. Revenue grows much faster once we've proven the model and can spend more on marketing in more cities.

Why This Plan Works

How We Keep Costs Low

✓ Most of the product is already built

✓ Founder does all testing (12 years experience)

✓ Using AI tools for design work

✓ Hiring contractors, not full-time employees

✓ Free marketing first, paid marketing second

✓ Starting with just 2 cities, not 5

✓ Founder takes minimal salary

How We Reduce Risk

→ £25,000 saved for unexpected costs

→ Technology already tested and working

→ Prove it works in one city before expanding

→ Start earning money from Month 7

→ 18 months is plenty of time (most get 12)

→ Clear plan for raising more money

→ Less competition in Europe than US

About the Founder

12+ years working in software, mostly making sure apps work properly before they launch. Built the entire SnapNow product from scratch using modern AI tools.

• **Technical background:** Led testing teams at major tech companies
• **Built this product:** Created SnapNow end-to-end, it's fully working today
• **Startup experience:** Worked at early-stage companies before
• **Understands the problem:** Active photographer and traveler
• **Can do multiple jobs:** Handles product, testing, design, and operations

SnapNow

Connecting Tourists with Professional Photographers

£200,000 for 10% Equity | £2M Pre-Money Valuation | 18 Months | London + Paris

Numbers based on: Our own data, Euromonitor 2024, industry research