SnapNow

5-City Financial Projections

Target Market: 5 Global Tourism Capitals

Tourism data based on official 2024 statistics from city tourism authorities and national statistics offices.

City	Int'l Tourists (2024)	Photo Market (4%)	Avg Session Rate	Source
🇬🇧 London	20.95M	838,000	£45	VisitBritain, ONS
🇫🇷 Paris	22.6M	904,000	€50 (£43)	CRT Paris Île-de-France
🇺🇸 New York	13.0M	520,000	$60 (£48)	NYC Tourism + Conventions
🇯🇵 Tokyo	14.0M	560,000	¥8,000 (£42)	Tokyo Metro Tourism Data
🇮🇹 Rome	11.7M	468,000	€45 (£39)	Turismo Roma Official
TOTAL	**82.25M**	**3.29M**	**£43 avg**	

* Photo Market assumes 4% of international tourists seek professional photography services (industry benchmark for "Instagram-era" travelers, 2024)

Platform Economics

Revenue Model

Customer Service Fee:	**10%**
Photographer Commission:	**20%**
Editing Add-on Commission:	**20%**
Total Platform Take:	**30%**
Avg Session Duration:	1 hour
Avg Base Rate:	**£43**
Platform Revenue/Booking:	**£12.90**

£4.30 (customer) + £8.60 (photographer) = £12.90

Industry Benchmarks

Airbnb Take Rate:	15-17%
Flytographer Take Rate:	~30%
Uber Take Rate:	25-30%
SnapNow (Dual-Sided):	**30%**

10% customer + 20% photographer = fair split

Photographer Unit Economics

Metric	Conservative	Moderate	Optimistic
Sessions per Photographer/Day	1.5	2.0	2.5
Avg Hourly Rate	£40	£45	£50
Daily GMV per Photographer	£60	£90	£125
Platform Revenue per Photographer/Day	£18	£27	£37.50
Editing Add-on Attach Rate	20%	25%	35%
Monthly Revenue per Photographer	**£540**	**£810**	**£1,125**

* Based on 30 active days per month. Professional photographers can realistically complete 2-3 sessions/day accounting for travel, setup, and post-processing.

Year 1: 5-City Rollout Projections

Phase	Cities	Photographers	Sessions/Day	Monthly GMV	Platform Revenue
Q1 (Launch)	London	25	38	£49,000	£14,700
Q2 (Expand)	+ Paris	75	113	£146,000	£43,800
Q3 (Scale)	+ New York	175	263	£339,000	£101,700
Q4 (Mature)	+ Tokyo, Rome	300	450	£581,000	£174,300
Year 1 Total				£3.45M GMV	£1.04M

Year 2: Mature Market Projections (by City)

City	Active Photographers	Sessions/Day	Monthly GMV	Platform Revenue
🇬🇧 London	400	600	£810,000	£243,000
🇫🇷 Paris	350	525	£677,000	£203,100
🇺🇸 New York	500	750	£1,080,000	£324,000
🇯🇵 Tokyo	300	450	£567,000	£170,100
🇮🇹 Rome	200	300	£351,000	£105,300
TOTAL (Monthly)	1,750	2,625	£3.49M	£1.05M
Year 2 Annual Total			£41.8M GMV	£12.55M

Key Investor Metrics

3.29M	£43	30%
Serviceable Market (5 Cities)	Average Base Rate	Platform Take Rate

Total Addressable Market (TAM)	3.29M photo-seeking tourists (5 cities)
Editing Add-on Attach Rate Target	25% (+£15-30 per booking)
Photographer Churn (Target)	<10% annually
Customer Acquisition Cost (CAC)	£5-8 (Instagram/TikTok ads)
Customer Lifetime Value (LTV)	£52 (1.2 sessions avg + editing)
LTV:CAC Ratio	6.5:1 ✓ (healthy >3:1)

Competitive Pricing Analysis

SnapNow's pricing is competitive with market leaders while offering better photographer compensation.

Platform	30 min	60 min	90 min	Platform Take
Flytographer	$325 (£260)	$385 (£308)	$525 (£420)	~30%
Local Lens	-	$275 (£220)	$300 (£240)	~25%
Snappr	$89 (£71)	$175 (£140)	$235 (£188)	~35%
SnapNow (Target)	**£25**	**£40-50**	**£60-75**	**30%***

SnapNow's 30% is split fairly: 10% from customer service fee + 20% from photographer. Photographers keep 80% of their rate.

Global Photography Services Market

Market Size (2024-2030)

2024 Global Market:	**$37.5B**
2030 Projected:	**$47.5B**
CAGR:	**4.8%**
Travel/Vacation Segment:	**$10B+**

Source: Mordor Intelligence, 2024

Key Growth Drivers

📱 Instagram/TikTok culture driving demand

✈️ Post-COVID travel boom (record 2024 numbers)

💰 Travelers spend more on experiences

🤳 "Everyone in the photo" trend vs selfies

💍 Proposals, anniversaries, family reunions

🌍 Remote work = more leisure travel

Expansion Roadmap

Y1 **Phase 1: Foundation**
London → Paris → New York
Focus on quality, verification, and product-market fit

Y2 **Phase 2: Scale**
+ Tokyo, Rome, Barcelona, Dubai
Proven playbook, aggressive photographer acquisition

Y3 **Phase 3: Global**
+ Sydney, Singapore, LA, Miami, Amsterdam, Prague, Vienna
50+ tourist destinations, enterprise partnerships

SnapNow - Connecting Travelers with Professional Photographers