

# SnapNow

Uber for Photography

Connecting Tourists with Local Photographers

**£200k**

Pre-Seed Round

**10%**

Equity



**18mo**

Runway

Pre-Seed Investor Presentation | December 2025

# The Problem

## For Tourists

- ✗ Selfies and tourist photos don't capture the magic of travel
- ✗ Finding a good local photographer is risky and time-consuming
- ✗ No easy way to book, pay, or get photos while traveling
- ✗ Language barriers and payment problems with international photographers

## For Photographers

- ✗ Hard to find consistent clients, especially tourists
- ✗ No platform designed for quick, on-demand photo sessions
- ✗ Getting paid by international clients is complicated
- ✗ High marketing costs to reach new customers

*"78% of millennials say they'd rather spend money on experiences than things"*

— Harris Poll

# The Solution: SnapNow

**Book a professional photographer as easily as you'd book an Uber**



### Discover

Find verified local photographers near any tourist spot with real portfolios and reviews



### Book Instantly

Request sessions in minutes, not days. Photographers respond quickly with live availability



### Get Your Photos

Professionally edited photos delivered to your personal gallery within hours

# We've Already Built Most of It

Unlike most early-stage companies, we come with a **fully working prototype**. You can try it today. This dramatically reduces execution risk.

## ✓ Already Working

- ✓ User sign up and login
- ✓ Photographer verification system
- ✓ Booking and payment (Stripe)
- ✓ Photo delivery through the app
- ✓ Reviews and star ratings
- ✓ Map showing nearby photographers
- ✓ Live location sharing
- ✓ Photo editing add-on service
- ✓ Admin dashboard

## → What Investment Buys

- iPhone app (App Store)
- Android app (Google Play)
- Push notifications
- Sign up photographers in London + Paris
- Marketing to attract customers
- 18 months to prove it works

**70-80% of technical work is already done**

## Market Opportunity

**\$37B**

Global Photography Market  
Growing 4.8% yearly

**41M**

Tourists per Year  
London + Paris combined

**1.6M**

Potential Customers  
4% want professional photos

## Target Customers

- Couples on honeymoons and proposals
- Families on vacation
- Solo travelers and influencers
- Business travelers capturing experiences

## Why London + Paris First

- World's most visited cities
- Iconic photo locations (Big Ben, Eiffel Tower)
- High concentration of professional photographers
- Founder based in London (local knowledge)

# Business Model

We take a small fee from both sides of every booking. This is fair because we help customers find trusted photographers, and help photographers find new clients without marketing costs.

## Our Fees

Customer service fee	<b>10%</b>
Photographer commission	<b>20%</b>
Editing add-on	<b>20%</b>
<b>Total per booking</b>	<b>30%</b>

## Example Booking

Photographer's rate	<b>£65</b>
Customer pays (+ 10% fee)	<b>£71.50</b>
Photographer receives (80%)	<b>£52</b>
<b>SnapNow keeps</b>	<b>£19.50</b>

Same as Airbnb and Uber take rates

## Why SnapNow Wins

### vs. Competitors

- ✓ **50-80% cheaper** than Flytographer
- ✓ Book in minutes, not days of research
- ✓ Verified portfolios and real reviews
- ✓ Photographers keep 80% (vs 65-70%)
- ✓ In-app delivery with permanent gallery

### Network Effects

Once we reach critical mass in a city, growth becomes self-sustaining:

More photographers → Better coverage →  
More customers → Higher earnings → More  
photographers want to join

Platform	1 Hour Session	Platform Fee
Flytographer	£308	~30%
Local Lens	£220	~25%
<b>SnapNow</b>	<b>£40-50</b>	<b>30%</b>

# The Ask: £200,000 Pre-Seed

**£200k**

Investment

**10%**

Equity

**£2M**

Pre-Money Valuation

## How We'll Spend It

35%	Building the Apps (£70k)
20%	Marketing (£40k)
18%	Founder Salary (£36k)
14.5%	Team & Ops (£29k)
12.5%	Safety Buffer (£25k)

## What You Get

- 18 months of runway to prove the model
- iPhone + Android apps in stores
- 100+ verified photographers
- 1,500+ completed bookings
- £10k+ monthly revenue by Month 18
- Ready to raise Series A for European expansion



## 18-Month Roadmap

Months 1-5 ●

### Build the Apps

Hire developers, build iPhone + Android apps, start recruiting London photographers

Months 6-9 ●

### 🇬🇧 Launch in London

Apps in stores, 50+ photographers, first paying customers, prove people will pay

Months 10-14 ●

### 🇫🇷 Launch in Paris

Translate app, recruit Paris photographers, repeat London playbook

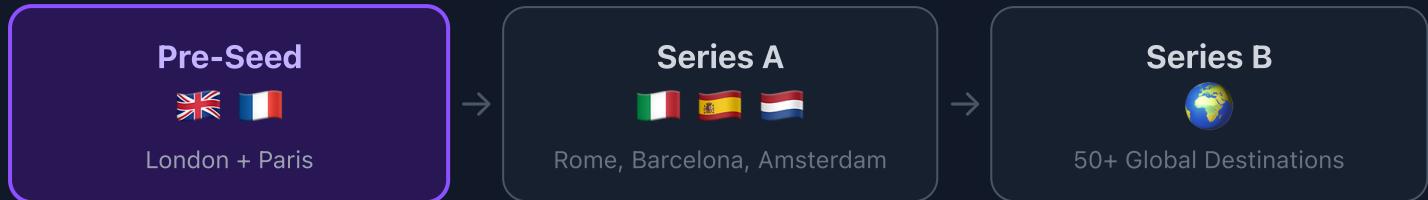
Months 15-18 ●

### Prepare for Growth

100+ photographers, £10k+/month revenue, prepare data pack for Series A

# The Bigger Picture

Pre-seed proves it works. Series A expands across Europe. Then the world.



## Series A Target (Year 2)

<b>5</b> Cities	<b>650</b> Photographers	<b>£1.2M</b> Monthly Bookings	<b>£360k</b> Monthly Revenue
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# The Team

## Founder

- **12+ years** in software development and quality assurance
- Led testing teams at major tech companies
- **Built the entire SnapNow prototype** - fully working product you can try today
- Active photographer and frequent traveler
- Can handle product, testing, design, and operations
- Taking minimal salary (£2k/month) to maximize runway

**Why this reduces risk:** The founder can do multiple jobs (product, testing, operations), has already built the product without outside funding, and is taking a below-market salary to stretch the investment further.

## Key Numbers

**£200k**

Investment

**18 mo**

Runway

**30%**

Take Rate

**6.5:1**

LTV:CAC

Average booking value	£65
Revenue per booking	£19.50
Cost to acquire a customer	£5-8
Lifetime value per customer	£52
Target photographers (Month 18)	100+
Target monthly revenue (Month 18)	£10k+

# Let's capture the world's memories, together.

£200,000 to prove SnapNow works in London and Paris.

Then raise more to expand across Europe.

## Companion Documents

/pre-seed-plan - Detailed spending plan

/investor-projections - Financial projections

## SnapNow

Connecting Tourists with Professional Photographers

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