SnapNow

£150,000 Pre-Seed Deployment Plan

5-City Launch Strategy | 15-Month Runway

Executive Summary

SnapNow is seeking **£150,000** in pre-seed funding to launch native iOS and Android apps across **5 major tourist cities** (London, Paris, New York, Tokyo, Rome) within 15 months.

£150k	5	15	2
Total Raise	Cities	Months Runway	Native Apps

Our Competitive Advantage: Working MVP

Unlike typical pre-seed startups, we already have a **fully functional prototype** with all core features built and tested:

Already Built

✓ User authentication & profiles
✓ Photographer verification system
✓ Booking & payment (Stripe)
✓ Photo delivery galleries
✓ Photo editing add-on service
✓ Reviews & ratings
✓ Location-based discovery
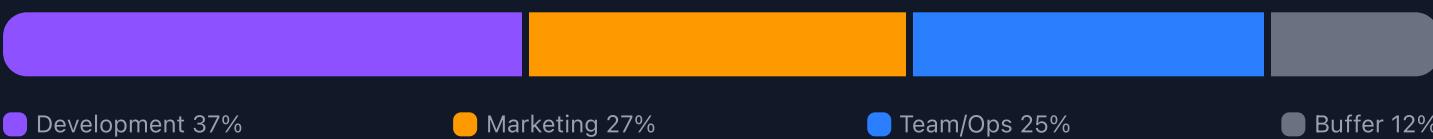✓ Live location sharing
✓ Admin dashboard

What Funding Enables

→ Native iOS app (App Store)
→ Native Android app (Play Store)
→ Push notifications
→ Mobile-optimized UX
→ 5-city photographer network
→ Marketing & user acquisition
→ Operational scaling
→ 15 months runway to Series A

Having a working prototype reduces development risk by 70-80% compared to building from scratch.

Use of Funds: £150,000 Allocation

Category	Amount	% of Total	Details
Mobile App Development	£55,000	37%	React Native engineers, backend updates, app store fees
Marketing (5 Cities)	£40,000	27%	Photographer incentives, events, content, referrals
Team & Operations	£37,000	25%	Growth marketer, community manager, legal, hosting
Contingency Buffer	£18,000	12%	Unexpected costs, opportunities, runway extension
TOTAL	£150,000	100%	

- Development 37%
- Marketing 27%
- Team/Ops 25%
- Buffer 12%

Development Budget: £55,000

Role	Duration	Cost	Deliverables
Lead React Native Engineer	4 months	£32,000	iOS + Android apps, UI implementation
Backend Engineer (Part-time)	3 months	£18,000	Auth upgrade, push notifications, API optimization
App Store Fees & Tools	-	£5,000	Apple/Google fees, dev tools, testing devices
UI/UX Design	Ongoing	£0	Handled via AI tools (Replit Agent)
QA & Testing	Ongoing	£0	Founder (12 years QA experience)

Marketing Budget: £40,000 (5 Cities)

Paid Strategies

Photographer Incentives	**£18,000**
Photo Walk Events	**£8,000**
Content & Social Ads	**£8,000**
Referral Rewards	**£6,000**

Zero-Cost Strategies

✓ Hotel & venue partnerships

✓ Tourism board collaborations

✓ Ambassador photographers (commission-only)

✓ Instagram/TikTok organic content

✓ SEO for "photographer in [city]"

✓ Wedding planner referral network

Photographer Acquisition Strategy

New photographers receive **0% commission on their first 3 bookings** as an incentive to join. This creates strong word-of-mouth within photography communities and ensures quality supply in each city before customer marketing begins.

Team & Operations: £37,000

Role	Type	Cost (15 mo)	Responsibilities
Founder/CEO	Full-time	**£0**	CEO, PM, QA Lead, Ops, Design Direction
Growth Marketer	Fractional	**£12,000**	Campaign strategy, analytics, paid acquisition
Photographer Success	Part-time	**£9,000**	Onboarding, support, community building
Content Creator	Part-time	**£6,000**	Social media, video content, UGC coordination
Legal, Accounting, Hosting	-	**£10,000**	Company formation, contracts, infrastructure

15-Month Rollout Timeline

Phase	Months	Focus	Spend	Cumulative
Build + London Prep	1-4	Native apps development, seed London photographers	£55,000	£55,000
🇬🇧 London Launch	5-6	App Store launch, customer acquisition, Paris prep	£20,000	£75,000
🇫🇷 Paris + 🇺🇸 NYC	7-9	European expansion, US market entry	£25,000	£100,000
🇯🇵 Tokyo	10-12	Asia Pacific expansion, localization	£25,000	£125,000
🇮🇹 Rome + Scale	13-15	Final city, optimization, Series A prep	£25,000	£150,000

Monthly Burn Rate

Average monthly burn: **£10,000/month** | Peak (development phase): £15,000/month | Steady state: £8,000/month

Key Milestones & KPIs

Milestone	Target Date	Success Metric
Apps in App Stores	Month 4	iOS + Android live
London Photographer Network	Month 6	50+ verified photographers
First Revenue	Month 6	100+ bookings completed
5 Cities Live	Month 15	250+ photographers, 2,500+ bookings
Series A Ready	Month 15	£50k+ monthly GMV, proven unit economics

Revenue Model & Projections

Platform Economics

Customer Service Fee:	**10%**
Photographer Commission:	**20%**
Editing Add-on Commission:	**20%**
Total Platform Take:	**30%**
Avg Booking Value:	**£43**
Revenue per Booking:	**£12.90**

15-Month Targets

Total Photographers:	**250-300**
Total Bookings:	**2,500+**
Total GMV:	**£107,500**
Platform Revenue:	**£32,250**
Month 15 Run Rate:	**£15,000/mo**

Note: Focus during pre-seed is proving product-market fit and building supply, not maximizing revenue. Revenue scales significantly post-Series A with increased marketing spend.

Why £150k Works

Cost Advantages

✓ Working prototype (70-80% built)
✓ Founder handles QA (12 years exp)
✓ AI-assisted design (Replit Agent)
✓ Lean contractor model
✓ Organic-first marketing
✓ Phased city rollout

Risk Mitigations

→ 12% contingency buffer (£18k)
→ Proven tech stack
→ City-by-city validation
→ Revenue from Month 6
→ Clear path to Series A
→ Founder skin in the game

SnapNow

Connecting Travelers with Professional Photographers

Pre-Seed Ask: £150,000 | **Runway:** 15 months | **Goal:** 5 cities, Series A ready

Data sources: Internal projections, industry benchmarks (Mordor Intelligence 2024), competitive analysis