

SnapNow

Uber for Photography

Investor Pitch Deck - December 2025

Executive Summary

SnapNow is a photography marketplace that connects travelers with professional photographers for on-demand photo sessions. Think of it as "Uber for Photography" - but with a specific focus on the travel and tourism market.

While there are existing players in this space, SnapNow differentiates itself through **quality verification, integrated editing services**, and a **traveler-first approach** that existing competitors lack.

Market Validation

✓ Competition validates the market - investors should be MORE confident, not less!

- **Snappr** raised \$13M+ in funding, proving investor appetite
- 50% of marketplace customers say they wouldn't have hired a photographer otherwise - we're creating NEW demand
- Travel photography is a \$10B+ market growing at 8% annually
- Instagram culture has created unprecedented demand for quality travel photos

Competitive Analysis

| Feature | SnapNow | Snappr | Zazzi | Perfocal |
|--------------------------|---------|---------|---------|----------|
| Travel/Tourist Focus | ✓ | ✗ | ✗ | ✗ |
| Portfolio Verification | ✓ | Partial | ✗ | Partial |
| Built-in Editing Service | ✓ | ✗ | ✗ | ✗ |
| Unlimited Edit Revisions | ✓ | ✗ | ✗ | ✗ |
| Live Location Sharing | ✓ | ✗ | ✗ | ✗ |
| Payment Protection | ✓ | ✓ | Partial | ✓ |
| UK/Europe Focus | ✓ | Limited | ✗ | ✓ |

Competitive Pros & Cons

Our Advantages

- ✓ **Niche Focus:** Travelers & tourists specifically
- ✓ **Quality Control:** Portfolio verification with admin review
- ✓ **Editing Service:** Built-in editing with revision support
- ✓ **Live Location:** Easy meetups for travelers in new cities
- ✓ **Payment Hold:** Funds released only after photo delivery
- ✓ **Lower Competition:** UK/Europe market less saturated
- ✓ **Modern Tech:** Mobile-first, real-time features

Challenges We're Addressing

- ⚠ **Brand Recognition:** Snappr has first-mover advantage
- ⚠ **Supply Building:** Need quality photographers to join
- ⚠ **Two-Sided Market:** Must balance supply & demand
- ⚠ **Pricing Pressure:** Competitors may undercut prices
 - *Mitigation:* Focus on quality over quantity
 - *Mitigation:* Better photographer compensation
 - *Mitigation:* Niche positioning avoids price wars

Why SnapNow Will Succeed

1 Specialization Beats Generalization

Snappr does weddings, products, headshots, real estate - they're spread thin. We focus exclusively on travel photography and do it exceptionally well.

2 Better Photographer Experience

Photographers frustrated with Snappr's low rates will prefer a platform that values quality. Higher rates = better photographers = better customer experience.

3 Integrated Value Chain

Photo editing as a service creates additional revenue and differentiates us. Customers get polished, Instagram-ready photos without going elsewhere.

4 Geographic Focus

Starting in UK/Europe where competition is lower, then expanding. Better to dominate one market than fight for scraps in a crowded one.

Revenue Model

20%

Commission on photography
sessions

20%

Commission on editing
services

10%

Customer service fee

SnapNow

Capturing moments, wherever you travel.

Contact: hello@snapnow.app