



SnapNow Business Case

On-Demand Photography at Your Fingertips

Executive Summary

SnapNow is a mobile-first platform connecting travelers with photographers. Built on a clean 20% commission model, SnapNow provides effortless access to professional photoshoots at popular destinations worldwide.

Problem

- Travelers spend \$2T+ annually on experiences
- 78% struggle to find good photographers
- Hiring photographers is complex and expensive
- Photographers experience inconsistent income

Opportunity

- \$10B+ annual global photography market
- 1.4B international tourists per year
- On-demand service models proven (Uber, Fiverr)
- 2M+ photographers seeking flexible income

Business Model

- 20% Commission on every booking
- Premium Features for photographers
- Sponsored content and travel partnerships

Commission Example:

Customer pays: £100
Photographer receives (80%): £80
SnapNow earns (20%): £20

Target Market

Primary Users: Travelers 25–45, Couples, Influencers, Digital Nomads
Supply Side: Photographers, Students, Freelancers, Location-based Creatives

Launch Strategy

Phase 1 — MVP (Q1 2026): London — 50 vetted photographers
Phase 2 — Scale (Q2–Q3 2026): Barcelona, Paris, Tokyo
Phase 3 — Growth (Q4 2026+): Partnerships, premium features, expansion

Financial Projections (Year 1)

- 2,000 bookings
- £75 average booking value
- £150,000 GMV
- £30,000 SnapNow Revenue (20%)

Funding Requirements

- Product Development — £50,000
 - Marketing — £40,000
 - Operations — £30,000
 - Legal & Compliance — £10,000
- Total Required: £130,000

Closing

SnapNow is positioned to capture a share of the £10B+ global photography market by connecting travelers with photographers on-demand and at scale.