

SnapNow

Uber for Photography

Connecting Tourists with Local Photographers

£200k

Pre-Seed Round

10%

Equity



London + Paris

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	10%
Photographer commission	20%
Editing add-on	20%
Total per booking	30%

Example Booking

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

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%
SnapNow	£40-50	30%

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

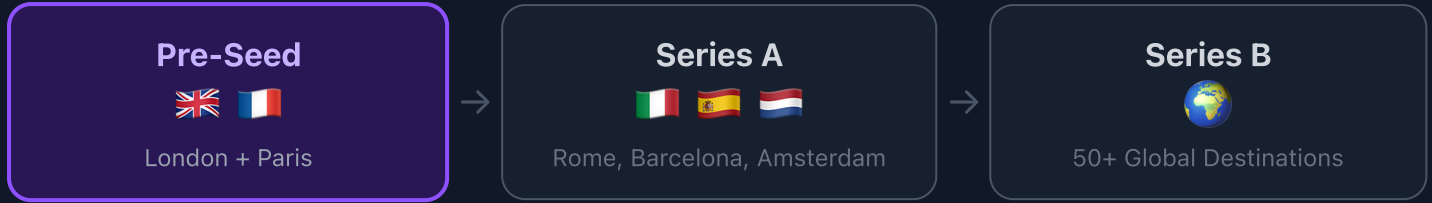
Months 15-18

●

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)			
5	650	£1.2M	£360k
Cities	Photographers	Monthly Bookings	Monthly Revenue

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