

# SnapNow

## Financial Projections

Pre-Seed (London + Paris) → Series A (European Expansion)

### Our Target Markets

We're starting with London and Paris - two of the world's most visited cities. After proving the business works, we'll expand to Rome, Barcelona, and Amsterdam. These cities together attract **69 million tourists per year**.

City	Tourists per Year	Potential Customers*	Avg Session Price	When
🇬🇧 London	21.7 million	868,000	£45	Pre-Seed
🇫🇷 Paris	19.1 million	764,000	£43 (€50)	Pre-Seed
🇮🇹 Rome	10.1 million	404,000	£39 (€45)	Series A
🇪🇸 Barcelona	9.5 million	380,000	£38 (€44)	Series A
🇳🇱 Amsterdam	8.3 million	332,000	£42 (€49)	Series A
<b>TOTAL (5 Cities)</b>	<b>68.7 million</b>	<b>2.75 million</b>	<b>£41 avg</b>	

\*Potential Customers = 4% of tourists who want professional photos (industry benchmark for social media-focused travelers)

# How We Make Money

We charge a small fee to both the customer and the photographer. This is fair because we provide value to both sides - customers find trusted photographers, and photographers get new clients without any marketing costs.

## Our Fees

Customer pays us (service fee)	10%
Photographer pays us (commission)	20%
Photo editing add-on (optional)	20%
<b>Total we keep per booking</b>	<b>30%</b>

## How Our Fees Compare

Airbnb	15-17%
Uber	25-30%
Flytographer (competitor)	~30%
<b>SnapNow</b>	<b>30%</b>

Our 30% is split fairly between both sides

## Example Booking

A tourist books a 1-hour session for £65. The customer pays £71.50 (including 10% fee). The photographer receives £52 (after 20% commission). **We make £19.50.**

## What Each Photographer Earns Us

The more photographers we have on the platform, the more we earn. Here's what we expect each photographer to generate:

Metric	Slow Start	Expected	Best Case
Sessions per day (per photographer)	1.5	<b>2.0</b>	2.5
Average hourly rate	£40	<b>£45</b>	£50
Bookings value per day	£60	<b>£90</b>	£125
Our revenue per day (30%)	£18	<b>£27</b>	£37.50
Customers who add editing	20%	<b>25%</b>	35%
<b>Our revenue per photographer/month</b>	£540	<b>£810</b>	£1,125

Based on 30 active days per month. Professional photographers can realistically do 2-3 sessions per day.

# Pre-Seed: 18-Month Projections (London + Paris)

With £200,000, we'll launch in London first, then Paris. Here's what we expect to achieve:

Phase	Cities	Photographers	Bookings/Day	Monthly Bookings Value	Our Revenue
Months 1-5	Building apps	-	-	-	-
Months 6-9	🇬🇧 London	30-50	20-40	£39,000 - £78,000	£11,700 - £23,400
Months 10-14	🇬🇧 🇫🇷 London + Paris	60-80	50-80	£97,500 - £156,000	£29,250 - £46,800
Months 15-18	🇬🇧 🇫🇷 Both cities growing	100-120	80-120	£156,000 - £234,000	£46,800 - £70,200
18-Month Totals (Expected Range)				£585,000 - £936,000	£175,000 - £281,000

**100+**

Photographers by Month 18

**1,500+**

Bookings Completed

**£10k+**

Monthly Revenue by End

## Series A: European Expansion (Year 2-3)

After proving the business works in London and Paris, we'll raise more money to expand across Europe. By the end of Year 2, we expect to be in all 5 cities:

City	Photographers	Bookings/Day	Monthly Bookings Value	Our Revenue
🇬🇧 London	200	300	£405,000	£121,500
🇫🇷 Paris	175	260	£335,000	£100,500
🇮🇹 Rome	100	150	£175,000	£52,500
🇪🇸 Barcelona	100	150	£171,000	£51,300
🇳🇱 Amsterdam	75	110	£139,000	£41,700
<b>TOTAL (Monthly)</b>	<b>650</b>	<b>970</b>	<b>£1.23M</b>	<b>£367,500</b>
<b>Year 2 Annual Total</b>			<b>£14.7M</b>	<b>£4.4M</b>

# Key Numbers for Investors

**1.63M**

Potential Customers  
(London + Paris only)

**£44**

Average Booking Price

**30%**

Our Cut Per Booking

Cost to get a new customer (ads)	<b>£5-8</b>	Instagram/TikTok ads targeting tourists
Value of each customer over time	<b>£52</b>	1.2 sessions average + editing add-on
Return on customer acquisition	<b>6.5:1</b>	Healthy ratio (above 3:1 is good)
Photographers who leave per year	<b>&lt;10%</b>	Low churn because we help them earn money
Customers who add photo editing	<b>25%</b>	Extra £15-30 per booking

## How Our Prices Compare to Competitors

We're significantly cheaper than competitors, making professional photography accessible to more travelers. And photographers still keep 80% of their rate.

Platform	30 min	60 min	90 min	Their Cut
Flytographer	£260	£308	£420	~30%
Local Lens	-	£220	£240	~25%
Snappr	£71	£140	£188	~35%
<b>SnapNow</b>	<b>£25</b>	<b>£40-50</b>	<b>£60-75</b>	<b>30%</b>

Our prices are 50-80% lower than competitors. This makes us accessible to budget-conscious travelers while still paying photographers well.

# Why This Market is Growing

## The Photography Market

Global market (2024)	\$37.5 billion
Expected by 2030	\$47.5 billion
Yearly growth	4.8%
Travel/vacation segment	\$10+ billion

Source: Mordor Intelligence, 2024

## Why It's Growing

- 📱 Instagram/TikTok culture - everyone wants great photos
- ✈️ Travel is booming - 2024 had record tourist numbers
- 💰 People spend more on experiences than things
- 📸 "Everyone in the photo" trend replacing selfies
- 💍 Proposals, anniversaries, family reunions abroad
- 🌐 Remote work = more leisure travel

## Our Growth Plan



### Pre-Seed (Now - 18 months)

London → Paris

Focus on building great apps, getting verified photographers, and proving people will pay for this.



### Series A (Year 2)

+ Rome, Barcelona, Amsterdam

Use what we learned in London/Paris to quickly expand across Europe. Sign up photographers fast.



### Series B (Year 3+)

+ Dubai, Sydney, Singapore, LA, Miami, Prague, Vienna...

50+ tourist destinations worldwide, partnerships with hotels and tour operators.

# SnapNow

Connecting Tourists with Professional Photographers

Data sources: VisitBritain, Euromonitor 2024, CRT Paris, Turismo Roma, Mordor Intelligence