LOCATION SCOUT PROPOSAL

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EXECUTIVE SUMMARY

In recent years, the global film industry market has doubled, causing a boost in video production. With this increase comes the need for accessible and affordable filming locations. By allowing video creators to find local and manageable filming sites, Location Scout will be used to help content creators reduce spending time and money.

Our target clients are anyone that is looking to film anything that requires a specific location. For example, filmmakers looking to shoot a

scene in a dark cave can utilize the search bar feature in Location Scout to find listings of nearby caves, complete with pictures, navigation tools, and related resources. Once a suitable location has been provided, Location Scout will provide filmmakers with the option to contact the landowner or, if the location is public, access to the necessary permit request forms.

Location Scout will function like a social media app that allows directors and other content creators to find filming locations for an affordable cost. Video creation is a growing industry and creating an app to help spread viable locations for filming will help the industry grow even more.

GAP IN THE MARKET

In the current market there is little that meets the needs of film makers; Location Hub is the only real competition to Location Scout. The main difference between these services is that Location Scout is an easy-to-use app/website that allows users to gain access to filming locations through messaging directly on the app/website. Minor competition would be big social media platforms like Instagram that allow for the sharing of pictures of locations; but, unlike Instagram, Location Scout is specialized to film locations.

MEETING THE MARKET'S NEEDS

Location Scout will be an affordable and easy-to-use app for people to promote film locations and people to find locations at which to film. The goal of Location Scout is to grow the filmmaking industry to where it is amateur-friendly. In doing so it will help our platform grow.

IMPLEMENTATION

- Management

Location Scout will be managed by its development team Andrew Ellender, Zavien Kellum, Samuel Weiner, and Robert Williamson.

● Development

- Frontend
    - ➢ Xcode – "An ios application that uses Swift programming to build interfaces."
    - ➢ Node.js - "A Javascript application that allows you to run a server."
    - ➢ React - "used to develop user interfaces using node.js."
- Backend
    - ➢ Xcode Server – "nginx, Redis, Node.js, and CouchDB bundled in. nginx is a web server, Redis is a in-memory data structure store, Node.js is a javascript runtime environment, and CouchDB is clustered database that allows you to run a single logical database server on any number of servers."

Location Scout will be an app as well as a website to create a wider audience.

● Marketing and Distribution

Our app will be marketed for landowners and content creators alike, akin to a service like AirBnB, but specialized for filming and/or photography locations, as opposed to lodgings. Landowners are allowed to sell access and filming rights to their land, and Location Scout will take a certain percentage of each sale as a finder's fee.

● Monetization

There are three revenue streams. First is the revenue created from individual sales between landowner and content creator. For every such sale,

Location Scout will collect 5% of the price charged to the creator. Second is the revenue collected directly from landowners. Location Scout will feature a paid service by which landowners can "boost" their visibility on the app so that they appear on more users' feeds and searches. Lastly, we will allow businesses to advertise on Location Scout for a certain fee. While swiping through locations, users will occasionally see a sponsored advertisement.

THE PROBLEM AND OUR SOLUTION

The problem currently is that amateur filmmakers do not have a good system for finding filming locations. They often cannot afford to hire professional location scouts, and word of mouth is not a system that can be consistently relied on. We want to make it so that anyone on any budget can find what they are looking for and, so that landowners can profit by giving these directors somewhere affordable to shoot.

INDUSTRY NEED FOR OUR TECHNOLOGY

Location Scout will serve as an easy-to-use location finder that functions like a social media for finding filming locations. It is a more efficient way of finding areas that meet the needs of what you are looking to film. It will have descriptions and photos of the locations, and we will have a team verifying the location.

MARKET ANALYSIS/PRIMARY MARKET/SECONDARY MARKET

The main competition for Location Scout would be Location Hub. Location Hub is not a well known website, meaning there really is no

competition in this field. Instagram is a bigger competition than Location Hub. Our goal is to make it easy, with Location Hub it doesn't have the features to communicate via the app or book locations in the app.

The primary market would be focusing on film makers: either amateurs or professionals. Our secondary market would be other film creators such as university students, YouTubers, etc.

MARKETING STRATEGIES

● Overview

Location Scout wants to capture the entire film industry. We want to be the service everyone uses when they search for somewhere to film. In order to accomplish this, we will start a free app and develop monetization through various transactions, including a fee when you make a purchase.

● Primary Customer analysis and entry strategy

The entering strategy Location Scout plans to follow is to enter free of charge to begin in order to bring customers in quickly. After Location Scout hits an acceptable number of users, then we may incorporate an advertisement-free "pro" version of the app for a monthly subscription fee. We also plan to try and make contracts with smaller production studios, so they can spread our app around the market.

- # Core Competency

The core competency of Location Scout is to focus only on locations good for filming videos and for photography shoots. We will also work with multiple studios and the government to allow shooting in certain locations and gaining permits easier than before. We will also allow editing companies that generate effects for videos such as using green screens to be promoted on our app. Anything that has anything to do with filming will be on our app.

- # Sales Strategy

First when considering sales strategy, we will start with pricing. The pricing for Location Scout will be cheap adding around 2-5% to every sale through our app. Searching is free. If a certain landowner/production company wants to promote their stuff to be more marketable in a certain area, we will allow it to be featured for a certain fee. We will promote our app via already-existing production companies and directors. Location Scout will begin as a start-up at home then it will develop into a bigger business.

COMPETITION

- **Location hub**

Web based app that shows areas, but these areas are not owned by users. Instead, areas are entered on the website by film commissions. The website does not support transactions, so filmmakers instead have to do so outside the website.

- **Social media(Instagram, Twitter, tiktok, etc.)**

Social media apps are a good way to promote anything. Social media apps are not big competition, as they do not focus on filming areas. Instead, we see Location Scout as a service to be used in tandem with social media apps.

DEVELOPMENT STRATEGY

- Seed stage: we will create a prototype of Location Scout to ensure that it functions as intended and meets the baseline criteria for our users

- Startup Stage: we will implement the prototype created in the Seed Stage and consult with industry professionals and prospective users to ensure that Location Scout meets their needs

- Development Stage and Launch: Location Scout will reach a subset of the clientele, who will be sourced for input on which features they find useful, as well as shortfalls/potential improvements

BARRIERS

Location Scout will face barriers in the market, including:

- Cost of marketing

- Pushback from professional location scouts

- Technology and software creation

CRITICAL RISKS

A major risk of distributing Location Scout is that not enough local or easily accessible locations will be volunteered by the community of users. Without such valuable contributions, amateur content creators may not have much to gain from using Location Scout, in which case the clientele would consist mainly of well-funded industry filmmakers who may not want to change their current process.

It is therefore paramount that we attract the huge and (as of yet) untapped market consisting of influencers, micro influencers, and internet personalities. In order for such users to benefit from Location Scout, we need to ensure that Location Scout has a copious amount of local, remote, and/or under-utilized filming locations.

INTERVIEWS

How often do you post on social media?

• About once a day

• Once a week

• Twice a month

• Once every three days

• Once a week

Do you make a profit from your social media account(s)?

• No

• No

• No

- No

- No

What categories best describe your posts or social media presence?

- Photography, animals, academia

- Personal, travel/destination, food

- Outdoors activities, political/social activism, networking, community organization, information dissemination, personal photography, social engagement

- Personal, pop culture

- Personal, community outreach, food

On a scale of 1-10 (1 being not at all, 10 being very much), how big of a consideration is the location in which you film your content?

- 7

- 8

- 8

- 6

- 8

What current methods do you use to find a filming location?

- Google; Instagram keyword search/location tagging

- Apple Maps

- Exploration/scouting (daily travel), word of mouth, research (Google)

- Google

- Google, word of mouth

What challenges do you face in finding these locations?

- Finding multiple locations/variety of locations; finding specific qualities/landmarks in locations

- Lack of available information/images

- Inaccurate photographs for previewing a location; inaccessible/off-limits locations; transporting materials that can be accommodated by each location (harder to bring a lot of gear to some places than a go pro); weather challenges

- Lack of available information, inaccurate pictures

- Lack of available information

Would you be interested in a service like Location Scout?

- Yes

- Yes

- Yes (Extra strongly agree)

- Yes

- Yes

How much would a subscription to Location Scout be worth to you?

- Free trial (free version); $2 per month

- $0

- **$0 (upgradeable features might make it worth money) —> check out iOverlander, Campendium, Warm Showers apps**

- **$0**

- **$0 (but would consider paying for special upgraded version)**

In your opinion, what are must-have features for Location Scout?

- **Some sort of cancellation feature (24 hour window?), customer service**

- **Accurate images, directions/navigation, distance from my location, accessible nearby parking/accessibility in general, information about locations being private or public**

- **Robust map; location data export options; community-based (community can post spots that they find); comment/conversation feature; photos for each location; favorites lists (sublists); profile information; offline usage**

- **Accurate images, wide variety of ways to filter the location**

- **Strong customer service, navigation feature, previous user reviews**

In your opinion, what features (if any) would stop you from using Location Scout?

- **None**

- **Payment**

- **Loading screen; lack of suggestions/user feedback; a News Feed (don't want it to be another Instagram); overpriced; different OS capabilities**

- **Payment**

- **None**