



Audio Photography™

Business Plan

Brought to you by
Lateral Sound & Vision

Key Points

- **Audio Photography™** brings audio into 21st century
- Savings per Studio per year £26m (Production Studios??)
- Industry's biggest players already interested
- Industry specialist founder with 30 years experience

PROBLEM

Mess



- Labour intensive
- Costly
- Unchanged in generation

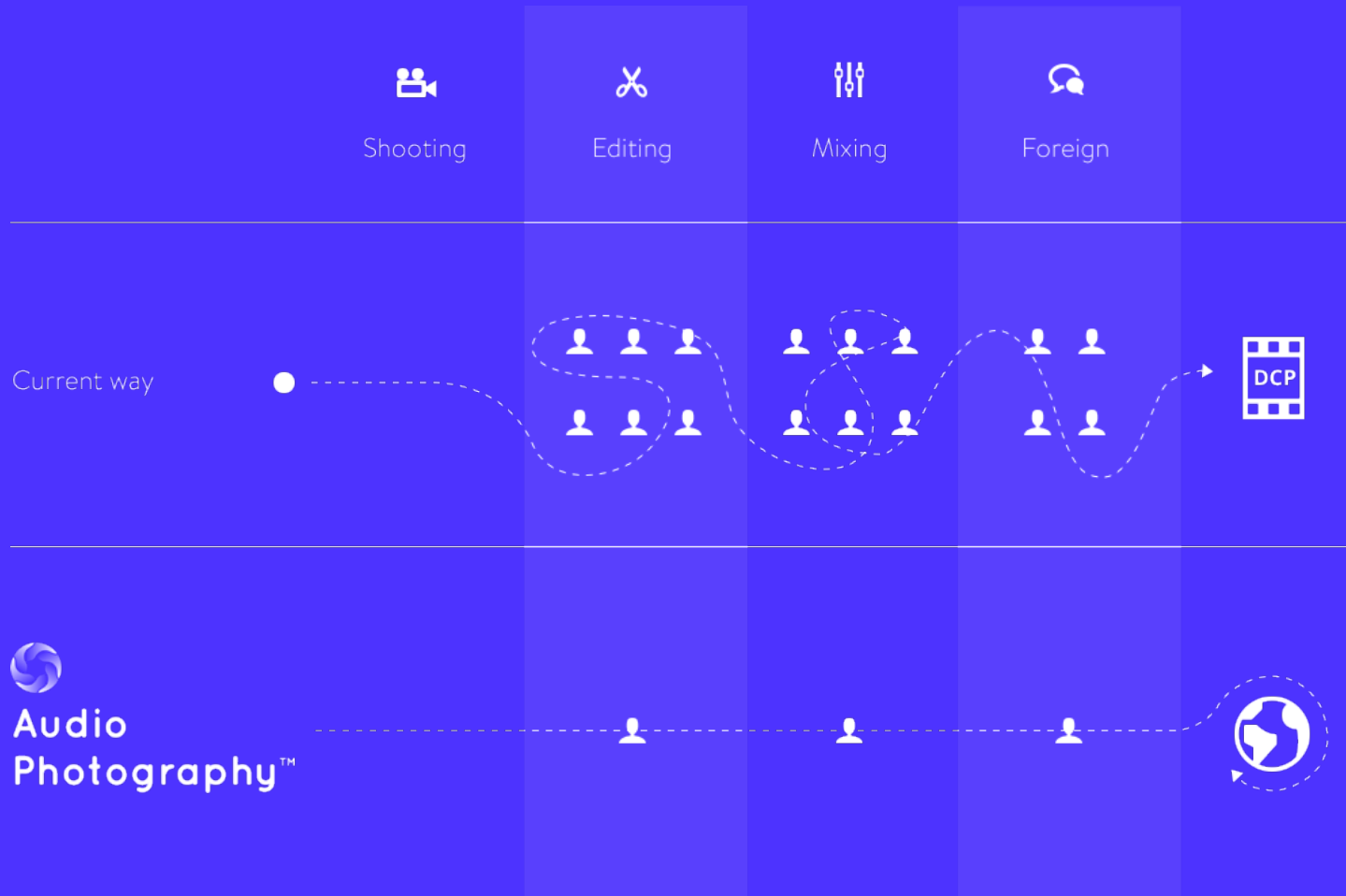
SOLUTION

Simple

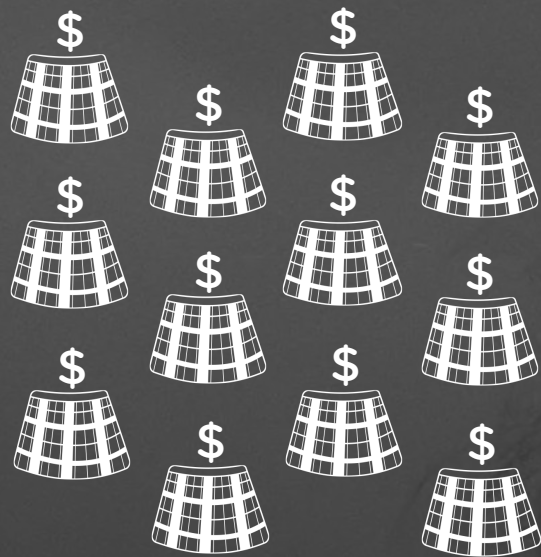


- Effortless
- Standardisation
- Cost savings

PROCESS



EXAMPLE - 'BRAVEHEART'



12 Kilts



3 Kilts

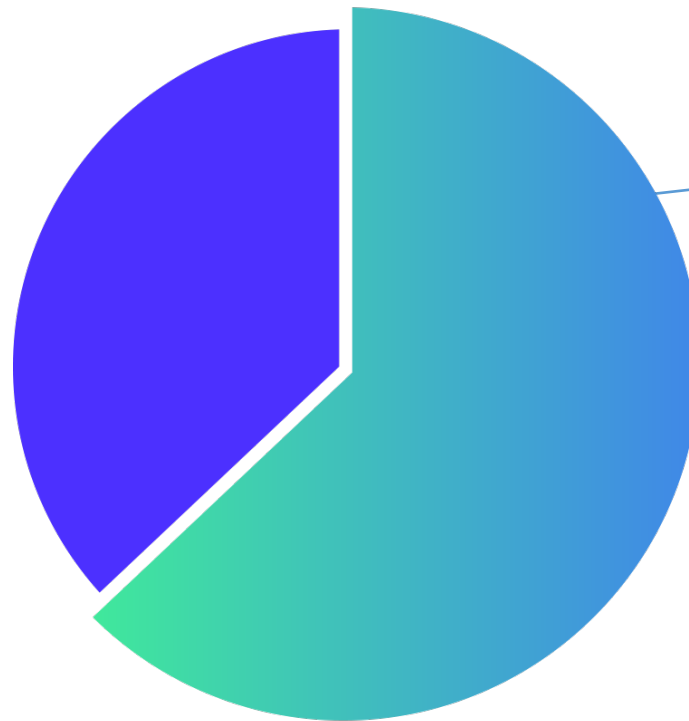
Where it fits

- Market does not exist
- Market opportunity of 15k films, TV shows, documentaries per year
- Savings per studio per year £26.8 million
- Game changer for Low Budget Film production
- Sales by year 4 £20 million at 25% market penetration
- Company valuation £30 million based on 4 years of sales
- Revenue generated by studios... to be added in.
- 'Shackles shaken off!' allowing more time and money for creative teams to enhance immersive experience

Savings

‘SONY’

£39.8 million
Average
Current spend



£26.8 million

Average Saving to each
major studio

The Ask

£1,000,000

Seed funding for R&D and MVP

30% Equity

SEIS Benefit

Financials/The Numbers

- Year 4 AP revenue estimated at £20m from Film/TV/Doc Licenses
- Company Valuation based on 4 years sales totaling £30m
- Market Penetration 25% by year 4
- Addressable Films 11,756, TV Series 4,902 per year
- Cash flow over 19 months – see Appendix ?

The Team

Our founder



[Nigel Holland](#) – Award winning sound designer with 30 years international experience



[Alex Houghton](#) – Financial Management and Business Development

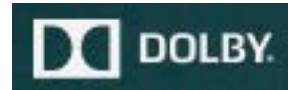
Our partner

[Pebble {code}](#) – CTO & R&D technology partner with proven track record of enterprise innovation & sales



The Audience

Industry's biggest players already interested





Audio Photography™

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Appendix 1 – Total Addressable Market

	Film 2015		TV Movie 2015		TV Series 2015	
Country	Rank	Number of addressable films	Rank	Number of addressable TV movies	Rank	Number of addressable TV series
US	1	4,412	1	315	1	2,340
Europe	2	3,519	2	184	2	914
China	3	930	9	2	9	22
UK	4	765	3	63	4	442
South America	5	595	8	6	7	125
Japan	6	588	4	49	5	227
Canada	7	559	6	33	6	218
Rest of World	8	207	5	34	3	493
Australia	9	182	7	8	8	121
Global		11,756		693		4,902