

The Creative Industries are in growth worldwide, employing 40m+ people in the UK and US alone. These individuals use a variety of free and paid services and applications on a daily basis to network, promote, recruit or be recruited by new projects, large and small, which are the lifeblood of this multi-billion dollar sector.

A Vertical Social Network of the kind now used by Healthcare, IT, Military and Education professionals would represent an effective 'one stop' solution for this under-served community, but none has yet been developed exclusively for this burgeoning sector, until now...

SOHOMUSE is the feature-rich, mobile ready, professional communication platform for the Creative Industries, centred on an exclusive membership-by-invite-only Vertical Social Network where the creative community can showcase projects and source, share, and sell services within a secure and trusted ecosystem. Investment to date has funded market research, platform development and prototyping. SOHOMUSE is now ready to launch in ALPHA and execute on its rollout plan to take the business to profitability and steady state, capturing multiple existing revenue streams by providing all the tools the Creative Industries need, in one place.

SOHOMUSE is debt free and now seeking £4m of new equity to take the business through BETA and fund its growth plan to profitability over the next 3 years.

MARKET & OPPORTUNITY

VERTICAL SOCIAL NETWORKS

The explosive growth of Facebook has created opportunities for 'vertical market social networks' like LinkedIn to flourish by delivering deeper, specialist experiences that Facebook could or would not prioritise. The best Vertical Social Networks help users work better by giving them access to fellow professionals, opportunities, products, services and tools specific to their industry, and provide a platform for collaboration when instigating or responding to new projects. The most highly targeted Vertical Social Networks exponentially increase their value to users and advertisers with each new quality sign-up.

THE CREATIVE INDUSTRIES

The Creative Industries – Film, TV, Music, Gaming, Fashion, Design etc. - are not served by a single dedicated Vertical Social Network. This despite the high premium in the sector placed on referral and endorsement, acceptance of the need to pay for self-promotion, and a deep-seated 'freelance' and cross-continent 'project by project' culture. The UK government believes the UK Creative Industries sector accounts for at least 2.62m people (1 in 12 of the total working population) and generated record annual revenues of £76.9bn in 2013. The US Creative Industries contribute \$504bn annually or 3.2% of GDP and are reckoned to include c40m people in the 'creative classes'. Growing numbers of these people are involved in self-promotion to create or respond to project based opportunities.

Providing this underserved Marketplace with a more flexible and inclusive solution is the Opportunity which SOHOMUSE has been created to exploit.

SOHOMUSE

THE CREATIVE INDUSTRIES' TRUSTED SOURCE

SOHOMUSE is the feature-rich, mobile ready, communication platform for the Creative Industries, centred on an exclusive membership-by-invite-only social network where the best of the creative community can showcase projects and source, share, and sell services within a secure ecosystem populated by their peers.

SOHOMUSE Founders and Advisors have channelled lifelong Creative Industries' experience into creation and integration of a suite of tools and services to meet the needs of this community at a subscription cost which betters that of lesser offerings and provides cumulative value not available in one place elsewhere. SOHOMUSE will capture the fragmented revenue streams from existing offerings by bundling their features with others in a comprehensive Value Proposition which is better and cheaper than the rest.

SOHOMUSE resides on a modular framework, built using proven, scalable technologies (HTML5, Node JS, Mongo DB and Java Script), designed, developed and positioned for rapid scalability with a focus on functionality, ease of use, speed of delivery and security.

SOHOMUSE aims to provide users with an unrivalled combination of sophisticated, yet simple to operate ALPHA metrics, advanced location-specific talent search engine and a mix of social media platform features including:

- Customisable personal website within a creative ecosystem
- Customisable business card and data management with VCard and link to profile and database system
- Privacy and custom content controls offering unparalleled customisable permissions, access and anonymity
- Powerful search optimisation
- Skype voice and video integration
- Instant uploading and file sharing within the community in multiple file formats
- Social media integration
- Integrated calendar and booking system
- Location based services

The BETA Stage product will add an integrated media player, more collaboration tools, a payment system, custom postcards and multi-lingual options.

LEADERSHIP TEAM & ADVISORS

Founders Consuelo Costin and Umi McGuckin raised c£450K seed capital to work with a core developer team to research the initial concept for SOHOMUSE. Early in 2014 key strategic individuals were identified to join as permanent members of the Management Team.

MANAGEMENT TEAM

- **CONSUELO COSTIN** FOUNDER and CREATIVE DIRECTOR
- **UMI MCGUCKIN** FOUNDER and MANAGING DIRECTOR
- **MICHAEL WENDT** CHIEF OPERATIONS DIRECTOR
- **STEVEN JAMES** CHIEF TECHNOLOGY DIRECTOR
- **BOB CLARKE** LAUNCH/ MARKETING STRATEGY DIRECTOR
- **ZORAN JEVTIC** DESIGN DIRECTOR

Simultaneously an Advisory Board was recruited to provide key expertise and relationships to complete the Go-To-Market team competences required. See Appendix for details of the Management Team, Executive Board and Advisory Board.

GO TO MARKET STRATEGY

SOHOMUSE Founders' comprehensive understanding of the needs of those in their own diverse, professional peer group and networks has made it possible to engage members of this high-calibre community as Ambassadors at launch. By doing so they enable a Go-To-Market Strategy to be shaped around their support and tangible goodwill to provide effective – and cost effective – launch momentum.

Launch marketing will focus on bringing to life the enduring features of SOHOMUSE – Quality, Exclusivity, Security, Facility etc. – through the personal 'endorsement' of the Ambassadors, whose own current projects will be showcased by way of return.

FINANCIALS

CORE REVENUE STREAMS

- Monthly and annual direct Subscription Fees for an individual's access to the platform
- Ad-hoc revenue from additional services available from within SOHOMUSE
- Revenue shares from third parties providing approved services
- Full range of Digital Media advertising deriving CPM and / or per click revenues
- Sponsorship of key aspects of the platform and individual Sub Verticals
- Revenues from brands paying for targeted paid exposure at live events which subscribers access FOC
- Revenues for targeted Insight of transactional/ interactive behaviour of individuals in key Sub Verticals

WHITE LABEL PLATFORM LICENSING / HORIZONTAL BRAND EXTENSION

At least one licensing/ development/ advisory relationship will be an objective by Year 3. Alternatively SOHOMUSE may choose to assimilate experts with relevant insight in a new Vertical Market so that it can duplicate its offering from an ownership position.

PRICING STRATEGY

Taking the Film and TV production personnel Sub-Vertical by way of example, a subscriber could easily spend between £700 and £5700 annually on self-promotion before factoring in the human cost of managing the process. SOHOMUSE pricing will be set with reference to these partially competing services with the objective of being significantly cheaper. To remove all barriers to trial, the first 12 months of subscription will be FOC, thereafter SOHOMUSE is targeting £10 per month discounted to £100 per annum per subscriber to include a dedicated WEBSITE, integrated digital BUSINESS CARDS and an updateable PROMOTIONAL FLYER, all centred on its core SOCIAL NETWORK. By comparison, this £10 per month figure is 3 times cheaper than the average of LinkedIn's first two tiers of paid subscription (£20 and £40 per month averaged to £30 per month), allowing SOHOMUSE to legitimately claim that it offers **"3 times more than LinkedIn for 3 times less..."**

SUMMARY YEARS 1-5 PROJECTIONS

SOHOMUSE is targeting c400,000 subscribers by Year 5, 75% of whom will have been secured through its own outbound marketing. The balance will come from HQ and Ambassador introductions and from subscriber introductions where it is assumed that each will introduce 4 others in their lifetime.

The overheads of the business are budgeted to increase by 15% per annum and in addition to the generic Sales and Marketing budget a dedicated £10 per subscriber acquisition cost has been included in the year each new subscriber is targeted to be secured.

The effect of all the above is to produce a cumulative EBITDA of £20M+ by Year 5.

(All figures £ Sterling)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Gross profit		119,100	4,285,800	10,174,928	19,708,844
Total overheads	1,373,378	1,755,630	2,103,974	2,589,570	3,318,006
Net Profit/Loss	(1,373,378)	(1,636,530)	2,181,826	7,587,358	16,390,839
Cumulative net profit	(1,373,378)	(3,009,908)	(827,082)	6,760,276	23,151,114
Cumulative position inc. fund raise	4,000,000	2,626,622	990,092	3,171,718	10,760,276
					27,151,114

MANAGEMENT TEAM

CONSUELO COSTIN – FOUNDER and CREATIVE DIRECTOR – Entrepreneur and record company founder, songwriter, international chart topping performer and media personality, Mercedes brand ambassador, with strong personal network in retail and entertainment

UMI McGUICKIN – FOUNDER and MANAGING DIRECTOR – Business start-up entrepreneur with broad international experience and particular focus on integrating, developing and executing cross platform digital and offline strategies for media and entertainment brands

STEVEN JAMES – TECHNOLOGY DIRECTOR – Highly proficient Software Architect, in-depth knowledge of security and encryption, 25 years' experience building cutting-edge solutions for major blue chip clients and innovative high-tech small businesses

MICHAEL WENDT – OPERATIONS DIRECTOR – 20 years Board level financial experience, operational and problem solving skills honed in large and small companies and start-ups, in Financial Services, Research, Media and Advertising sectors

ZORAN JEVTIC – UI / UX DESIGN – UX designer and ergonomics pioneer, broad development and delivery experience proven in multiple client-facing and management roles, sound and animation design

EXECUTIVE BOARD

RICK McCALLUM – CHAIRMAN – Internationally renowned TV and Film Producer, including 3 Star Wars movies, Indiana Jones projects with George Lucas and multiple collaborations with Dennis Potter, 'all-digital' feature film production pioneer

UMI McGUICKIN – MANAGING DIRECTOR

CONSUELO COSTIN – CREATIVE DIRECTOR

BOB CLARKE – LAUNCH AND MARKETING STRATEGY – TV, Music, Event Producer, Director, 40 years' experience starting, building, running, selling creative-agency businesses and monetising B2B / B2C digital business communities in UK, US, China

tbc – FINANCE DIRECTOR

CHRISTIAN HERLES – NON EXEC – DIRECTOR & CEO of European Media Group Rebel Media

ADVISORY BOARD

JONATHAN BOREHAM – BRAND AND ENTERTAINMENT INDUSTRY ENGAGEMENT – 30 years' providing entertainment marketing solutions for international Brands in conjunction with 100s of TV / Film / Music Events

RYAN CHURCH – FEATURE FILM CRAFT ENGAGEMENT – internationally acclaimed Concept Designer, Illustrator, Art Director responsible for some of Hollywood's most iconic imagery in Star Wars, Transformers, Avatar, Star Trek and many others

ANDREW HILL – BRAND ENGAGEMENT – Internationally recognised authority on development and execution of Branded Content, TV Formats and other forms of Brand / Advertising Agency / Broadcaster content collaboration

GRAHAM LINDON – BRAND, ADVERTISING AND ENTERTAINMENT INDUSTRY ENGAGEMENT – Ex MTV Europe Marketing Partnerships Director with multi-market track record creating and managing innovative media events for Brands and Entertainment Properties

TRACY REINER – HOLLYWOOD BUSINESS ENGAGEMENT – Writer, Producer, Director, and Actor with high level Hollywood relationships, internationally recognised activist and spokesperson for the advancement of entertainment industry craft skills and technology

BILL SCHREIBER – LEGAL / FINANCIAL GROWTH STRATEGY – Lawyer and Partner with Fenwick and West LLP specialising in TMT sector start-ups, IPOs and M&A activity



VERTICAL SOCIAL NETWORKS

VERTICAL SOCIAL NETWORK PENETRATION

Where LinkedIn once had the Vertical of 'Career' to itself, it is looking decidedly 'Horizontal' by comparison to the vertical social networks now finding traction with individual sectors, users and investors alike, amongst them are:

SITE	SECTOR	INVESTMENT	URL
• Doximity	doctors (40% of US)	(\$50M)	www.doximity.com
• GitHub	software engineers (6m)	(\$100M)	www.github.com
• GrabCad	mechanical engineers (1.4m)	(\$13.6M)	www.grabcad.com
• Kaggle	data scientists (0.2m)	(\$11M)	www.kaggle.com
• Piazza	students (1m)	(\$8M)	www.piazza.com
• RallyPoint	military (2.2 serving/ 21m vets)	(\$7M)	www.rallypoint.com
• ResearchGate	academics (5m)	(\$35M)	www.researchgate.net
• Spiceworks	IT professionals (40% of IT Pros worldwide)	(\$57M)	www.spiceworks.com



VERTICAL SOCIAL NETWORKS MEDIA VALUE

Vertical Social Networks have significant B2B media value latent within because they deliver a highly targeted and engaged audience to marketers and can be permission based. They offer marketers an opportunity to reach, understand and connect with their target audience with high levels of confidence that the material will reach the right users and be read in the right context. They provide marketers with new marketing, research and campaign options which can be grouped into four categories:

- **Social Marketing** – Vertical Social Networks allow marketers and other company representatives to interact with prospects and customers in the Network where they can talk shop. Ultimately, this helps develop personal relationships that turn prospects into customers and brand advocates
- **Content Marketing** – Vertical Social Networks allow Users to find great content when and where they need it – including vibrant and interactive tactics such as Google hangouts, livestreams and webinars. Content can also be presented in useful applications that can live within the Network, such as product selectors, widgets and price calculators
- **Targeted Media** – Vertical Social Networks can make traditional advertising more responsive through contextually-rich targeting options
- **Market Research** – Vertical Social Networks can provide marketers with valuable data / insight related to Users' activities in the Network, and by running surveys Vertical Social Networks can deliver the timely information marketers need to make sure their products and campaigns are hitting the mark with customers and prospects