

SOHOMUSE

The Trusted Source for Creative Professionals



A Fast-Track, Quality Resource for the Creative Professional
Available Anytime, Anywhere



‘While creating jobs, creative economy contributes to the overall well-being of communities, individual self-esteem and quality of life, thus achieving inclusive and sustainable development. At a time when the world is shaping a new post-2015 global development agenda, we must recognize the importance and power of the cultural and creative sectors as engines of that development’

Irina Bokova, *Director-General of UNESCO.*

EXECUTIVE SUMMARY

SOHOMUSE is creating the *future* of professional social networks by seizing an opportunity that currently exists within the global Creative Industry. An exclusive online and mobile platform that unites creative professionals in an **invite-only member community**, *offering the ability to network, showcase, source, share and sell their service within a trusted ecosystem*.

SOHOMUSE targets the global professional and accredited Creatives from Film, TV, Music, Art & Design and Interactive which equates to in excess of 10 million people in the UK and US alone. This sector earned on average \$86,000, 33% more than the average US income and contributed to over 74 Billion and \$1 Trillion to their respective economies in 2013. Although significant revenues were earned by top tier Creatives, in this predominately freelance environment, globalisation and increased competition has become a requisite for self promotion.

With the dramatic changes in the use of technology and the impact of social media in the marketplace today, Creatives in particular seek or have adopted a variety of methods, both free and invested, in their quest to maximise potential business opportunities. Despite the numerous channels available SOHOMUSE recognise a gap in the market for a quality driven resource that empowers this under-served niche group of market influencers more effectively.

SOHOMUSE believes its exclusive and stylish one stop, feature rich, mobile ready platform will successfully seize the opportunity, capitalising on an educated marketplace that is hungry for something 'new', and that caters specifically to their requirements - from the beginning to end of a business process with a unique location based custom integrated business card system; personal website within a peer network ecosystem and ability to search, network and book available talent/ services in a trusted environment.

EXECUTIVE SUMMARY

SOHOMUSE's primary focus is to build and maintain the QUALITY of its community as a key differentiator in the marketplace - providing the ONLY exclusive trusted community and resource for Creatives. Membership is driven by invitation process where referees remain responsible for introductions, unlike the majority of social media websites used by creatives, where bogus profiles can exist. SOHOMUSE is confident that the exclusive nature of the community will be a key driver in the uptake of membership.

SOHOMUSE will leverage the success of social media networks such as Facebook and LinkedIn to establish a presence. LinkedIn although home to professionals lacks the visual and multimedia attributes sought by Creatives whilst Facebook caters predominately to friends and family and with the current migration of the younger generation offers further leverage with Creatives

The SOHOMUSE directors are strategic to the development and have a key advantage to driving membership due to their current network and database of well respected creatives and key influencer. SOHOMUSE is confident of driving approximately 500 initial members and securing creative ambassadors on completion of Alpha phase and user testing.

SOHOMUSE shall focus on the Film and TV industry in the initial Alpha phase and take advantage of the recent dissemination of the TV broadcast industry to freelance and consultants who after years of employed status require an easy and effective way to engage and sell their service in the marketplace.

SOHOMUSE will also seek to secure relationships with talent agencies and industry organisation such as BAFTA, EMMY's to effectively gain critical mass and industry recognition.

ADVANTAGE ON THE MARKETPLACE

SOHOMUSE strategically offers a space for Creatives to manage, showcase and share their work simply and effectively within a creative ecosystem, in addition to the flexibility to establish a separate public presence to market to fans and/or non members all within low cost subscription. Thus eliminating the need for heavy expenditure in purchasing and creating personal websites or subscribing to the growing number of website build sites such as Squarespace (basic 9.99pm), that require ongoing management and additional expense in marketing and promotion in order to be found amongst the millions of websites that exist online today.

Actors in particular spend significantly on subscription based memberships to sites such as LA Casting, Actors Access, Spotlight and IMDB to promote themselves to a targeted audience of producers and casting directors, on average \$19.99 for a basic and limited feature membership. These site are generally location specific, and although niche, limit the potential for opportunities outside of location or industry.

Custom digital business and postcards offer members an additional marketing tool and cost saving. Business cards can be adapted within seconds from a mobile device, replacing images or contact information allowing members the flexibility to share information targeted to the recipient, especially useful if multi-disciplined. Integrated location-based and tagging features allow for unparalleled management of data.

Postcards are a key part of an actors tool kit. SOHOMUSE custom postcard creator and manager allows members to create, manage and distribute digital postcards - a fast and cost effective promotional tool that serves the increasing use of digital platforms for content consumption. The digital postcards are adapted for video and offer members a unique way to market and share their showreel, project or event.

TECHNOLOGY AND KEY FEATURES

SOHOMUSE is built on proprietary scalable technologies, designed, developed and positioned for rapid growth across mobile platforms with a focus on functionality development and speed of delivery.

SOHOMUSE offers a sophisticated, yet simple to operate platform covering a variety of key features which is unrivalled in the marketplace today:

- Invite only membership
- Personal website within creative ecosystem
- Customisable business card and data management
- Powerful search optimization
- Calendar availability and booking system
- Messaging
- Skype voice integration
- Integration of social media
- Location based services
- Custom digital postcards
- Privacy and custom content controls



The above feature set shall be completed to a usable level at Alpha Stage with further development through to BETA in addition to focus on tools for collaboration.

INCOME OPPORTUNITIES

SOHOMUSE will derive income from membership subscription and are confident that Creatives will pay for this feature-rich exclusive service. Pricing will be set in conjunction to average subscriptions based services, if not lower, in order be attractive and not prove to be a barrier.

With over \$6 Billion spent in social media advertising in 2013 and set to be worth \$11BN by 2017, SOHOMUSE will be set to exploit the advantage that exists with marketing directly to these market influencers. Branding opportunities exist for earlier adopters who wish to take advantage of reaching SOHOMUSE's current AB1 database, on sharing of digital business card and later with membership invites.

SOHOMUSE will also seek to leverage brands and pay per click advertising in conjunction with membership incentive and referral program, which will further enhance adoption rate of members.

Fees will be garnered from booking transactions on the site through the calendar availability and booking system. SOHOMUSE believe that revenues in the medium to long term could be substantial given the nature of their business (location work) when members experience the ease and efficiency of the service, especially when transacting Internationally.

Comparative model : Airbnb

SOHOMUSE is confident of deriving substantial fees from the sale and licensing of this unique platform. From onset SOHOMUSE recognise that the platform and technologies can be effective in any industry and the opportunities that exist. The Alpha stage product will provide an effective showcase to further the potential in the short term.

INVESTMENT & ROI

SOHOMUSE are currently seeking £500k for a X % stake of the holding company SOHOMUSE INC, a Delaware Corporation , to complete a Beta product ready for launch by Autumn of 2014.

To date the venture has been self-funded by the Directors of the company providing an initial audit and research of the marketplace and 60% completion of an Alpha Stage product which on completion will allow for testing phase, aggregation of 500 users and securing of brand ambassadors from current network.

The investment shall be used to complete Alpha through to Beta launch with the completion of detailed business plan providing technical and marketing strategy rollout, procurement of development resource, second stage management team and setup of business operations.

SOHOMUSE believe that the venture will offer several significant income opportunities and returns and ongoing through multiple revenue points with the potential for the development and future acquisition of the SOHOMUSE brand. SOHOMUSE estimates a minimum X times return on investment from:

- Subscription - freemium model.
- Sponsorship and Advertising
- Booking fees
- Licensing of the platform or part technologies to third parties

'Today my networking ability is established and conventional, but limited. The potential of sohomuse is to take the concept of education, networking, self promotion and collaboration to the next level "

Ryan Church, *Graphic Artist (Star Wars, Star Trek, Avatar,)*

YOUR TRUSTED SOURCE

e: info@sohomuse.com

