



## Online Marketplace Platform for Models

### Problem Statement

There is currently no platform in the GCC region that provides a comprehensive and reliable online marketplace for models, casting directors, and advertising agencies. The current process of job search and job posting is fragmented, time-consuming, and inefficient. Models have limited access to job opportunities, and casting directors and advertising agencies have limited access to talent pools. This results in missed opportunities, unfulfilled demand, and suboptimal outcomes for all stakeholders. There is a need for a platform that can connect models, casting directors, and advertising agencies in a seamless and secure manner.

### Opportunity

The opportunity for Stars of Tomorrow lies in the growing demand for models and talent in the GCC region, fueled by the growth of the entertainment, fashion, and advertising industries. The platform can leverage the increasing use of technology and social media to connect models with job opportunities and enhance the efficiency and effectiveness of the job market. The platform can also generate revenue by providing value-added services such as data analytics, talent management, and career development.

The platform can be designed as an online marketplace that connects models, casting directors, and advertising agencies in the GCC region. Here are some features that can be included in the platform:

- **User Registration:** Users can create profiles on the platform by providing their personal information, contact details, professional experience, and portfolio.
- **Job Listings:** Casting directors and advertising agencies can post job listings on the platform, including details about the project, the job requirements, and the compensation.
- **Job Search:** Models can browse through job listings on the platform based on their interests, skills, and location. The search can be filtered by categories such as modeling type, experience level, and payment range.
- **Matching Algorithm:** The platform can use a matching algorithm to suggest suitable models for job listings based on their skills, experience, and availability. The algorithm can also prioritize models who have a higher likelihood of getting selected based on their past performance and the preferences of casting directors and advertising agencies.
- **Communication Tools:** The platform can provide communication tools for models, casting directors, and advertising agencies to exchange messages, negotiate terms, and finalize the details of the job.
- **Payment System:** The platform can include a payment system to facilitate secure and hassle-free transactions between models, casting directors, and advertising agencies. The payment system can also handle issues such as cancellations, refunds, and disputes.
- **Rating and Review System:** After each job is completed, models, casting directors, and advertising agencies can rate and review each other based on their experience. This can help to build a reputation system that enhances the credibility and trustworthiness of the platform.



- **Data Analytics:** The platform can collect and analyze data on user behavior, job trends, and market demand to improve the matching algorithm, user experience, and revenue generation.

To make the platform profitable, the following revenue streams can be explored:

- Commission:** The platform can charge a commission fee for each successful job booking made through the platform. The commission can be a percentage of the total payment received by the model or a fixed fee per job.
- Subscription:** The platform can offer subscription plans for models and casting directors/agencies to access premium features such as priority listing, unlimited job postings, and advanced search filters. The subscription plans can be tiered based on the level of access and benefits.
- Advertising:** The platform can offer advertising opportunities for brands and companies targeting the modeling industry. The advertising can be in the form of display ads, sponsored content, or partnerships.
- Data Analytics:** The platform can offer data analytics services to modeling agencies, brands, and market research firms who want to gain insights into the industry trends, consumer behavior, and market opportunities.

### **Business Proposal: Stars of Tomorrow**

#### **Scope**

A “Stars of Tomorrow” will be an online marketplace platform that connects models with casting directors and advertising agencies in the GCC region. The platform aims to provide an efficient, user-friendly, and secure platform for job search and job posting. The platform will offer a matching algorithm, payment system, communication tools, and rating and review system that enhances the user experience and credibility. The platform will generate revenue through various means such as commission, subscription, advertising, and data analytics.

#### **Vision**

Our mission is to provide a reliable, efficient, and user-friendly job market that contributes to the growth and success of the modeling and talent industry, and generates sustainable revenue and profit for the platform.

#### **Revenue Model**

During the launch phase, we will offer free registration for the models and advertisers, and charge a nominal fee for limited days for job postings. This will enable us to attract a diverse and high-quality user base of models and advertisers and provide efficient and effective job matching services.

- Job Posting Options:** We will offer two job posting options to cater to the needs of both advertisers and models:
  - **Option 1:** Advertisers can browse unlimited models and communicate through the platform for the job.
  - **Option 2:** Models can apply for the job, and advertisers can engage the models accordingly.



- B. **Subscriptions:** Once the platform is stable, we will introduce a small monthly subscription fee for models and advertisers to use the platform. The subscription model will incentivize users to invest in their profiles and job search efforts and generate recurring revenue for the platform.
- C. **Paid Job Postings:** We will offer an option for paid subscribers to pay less for job postings. This will encourage users to subscribe to the platform and generate additional revenue for the platform.
- D. **Holding Funds and Commission-Based Fees:** To ensure the quality and timeliness of job deliveries, we will introduce the concept of holding funds for the job until the service is delivered for both parties. We will also charge a commission-based fee per contract to generate revenue from successful job placements.

#### Benefits:

- Free registration for models and advertisers during launch phase
- Nominal fee for limited days for job postings
- Small monthly subscription fee for models and advertisers to use the platform
- Option to pay less for job postings as a paid subscriber
- Holding funds for job until the service is delivered for both parties
- Commission-based fee per contract
- Incentivizes users to invest in their profiles and job search efforts
- Generates recurring revenue and additional revenue for the platform.

#### Estimated Monthly Revenue

We have estimated the monthly revenue for the post launch phase of Stars of Tomorrow as follows:

- Nominal fee for job postings: AED 500
- Discounted fee for job postings: AED 300
- The monthly subscription fee for paid users (Models & Advertisers): AED 99
- Commission-based fee per contract: 5%
- Holding fee for each job until completion: 2%

#### Worst Scenario

Revenue Stream	Monthly Units	Charges (AED)	Monthly Revenue (AED)
Job Postings (Non-Subscribers)	50	500	25,000
Job Postings (Paid Subscribers)	50	300	15,000
Monthly Subscription Fee	100	100	10,000
Commission-Based Fees	25	5%	Depends on the job values
Holding Fees	25	2%	Depends on the job values
<b>Total Monthly Revenue (Approx)</b>	-	-	<b>50,000</b>

#### Optimal Scenario

Revenue Stream	Monthly Units	Charges (AED)	Monthly Revenue (AED)
Job Postings (Non-Subscribers)	250	500	125,000
Job Postings (Paid Subscribers)	250	300	75,000
Monthly Subscription Fee	1000	100	100,000
Commission-Based Fees	25	5%	Depends on the job values
Holding Fees	25	2%	Depends on the job values
<b>Total Monthly Revenue (Approx)</b>	-	-	<b>300,000</b>



## Marketing Strategy

To effectively promote our platform and reach a large and diverse user base, we will implement a comprehensive marketing strategy that includes:

- **Social Media Marketing:** We will leverage social media platforms such as Instagram, Facebook, and LinkedIn to showcase the talent, features, and benefits of the platform and engage with users and stakeholders. We will use targeted ads to reach potential users and collaborate with popular models, casting directors, and advertising agencies to boost the platform's visibility. We will also collaborate with micro and macro influencers in the industry to promote our platform and reach their followers.
- **Industry Events:** We will attend industry events such as fashion shows, modeling competitions, and talent showcases to network with users and stakeholders and promote the platform. We will showcase the features and benefits of the platform to attendees and industry professionals and seek feedback and suggestions to improve the platform.
- **Content Marketing:** We will create high-quality content, such as blog posts, videos, and infographics, that educate users and stakeholders about the modeling and talent industry and how the platform can help them achieve their goals. We will also use SEO techniques to optimize our content for search engines and improve the platform's visibility. We will collaborate with influencers in the industry to create content that resonates with our target audience.
- **Email Marketing:** We will use email marketing to communicate with users and stakeholders and keep them updated about the platform's latest features, job opportunities, and success stories. We will also use email marketing to promote subscription plans, paid job postings, and other revenue-generating features of the platform.
- **Influencer Marketing:** We will collaborate with micro and macro influencers in the modeling and talent industry to promote our platform and reach their followers. We will select influencers who align with our brand values and target audience and create custom campaigns that showcase the benefits and features of our platform. This will help us reach a wider audience and increase brand awareness and credibility.

## Expansion Plan

As the platform grows and expands, we will form strategic partnerships with modeling and talent agencies, educational institutions, and other industry stakeholders to expand the talent pool and job opportunities available on the platform. We will also offer cross-border job placements and talent management services and expand the platform to other regions and industries based on the market demand and feasibility studies.



## Roadmap

The roadmap for Stars of Tomorrow includes the following phases:

- a) **Planning and Design Phase:** Identify the project goals, requirements, and constraints, conduct user research and user testing, develop user personas, user stories, and use cases, define the system architecture, database schema, and API design, identify the tools, technologies, and frameworks, and develop a project plan.
- b) **Development and Testing Phase:** Implement the front-end, back-end, and database components of the platform, write code using programming languages such as HTML, CSS, JavaScript, Python, and SQL, implement the matching algorithm, payment system, communication tools, and rating and review system, develop and execute test cases, scenarios, and scripts, debug and troubleshoot issues and errors, and integrate third-party services.
- c) **Launch and Deployment Phase:** Deploy the platform to a production environment, conduct performance testing and load testing, monitor the platform using tools such as logs, alerts, and dashboards, provide user support and training, and collaborate with the marketing and sales teams to promote the platform.
- d) **Maintenance and Enhancement Phase:** Monitor and maintain the platform on an ongoing basis, respond to user feedback and issues promptly and proactively, implement enhancements and new features, collaborate with the data analytics team to analyze the user data and generate insights, and keep up-to-date with the latest tools, technologies, and frameworks.

## System Requirements

The system requirements for Stars of Tomorrow include:

- a) **Front-end:** HTML, CSS, JavaScript, React.js or Angular.js, Bootstrap or Material UI.
- b) **Back-end:** Python, Flask or Django, SQLAlchemy or PyMongo, RESTful API.
- c) **Database:** MySQL or PostgreSQL or MongoDB, data modeling, data migration, data validation.
- d) **Payment System:** Stripe or PayPal, payment gateway integration, payment processing, and transaction management.
- e) **Matching Algorithm:** Machine learning, data analytics, user profiling, job matching, and recommendation engine.
- f) **Communication Tools:** Messaging API, real-time chat, push notifications, and email notifications.
- g) **Rating and Review System:** User feedback, user rating, user review, user reputation, and moderation tools.
- h) **Security:** Encryption, authentication, access control, firewalls, intrusion detection and prevention, and compliance with data protection laws.
- i) **Scalability:** Cloud hosting, load balancing, horizontal scaling, and auto-scaling.
- j) **Analytics:** Data visualization, data mining, user behavior analysis, performance analysis, and business intelligence.



## System Development Plan

The system development plan for Stars of Tomorrow includes the following steps:

- a) **Planning and Design:** Conduct user research and user testing, develop user personas, user stories, and use cases, define the system architecture, database schema, and API design, identify the tools, technologies, and frameworks, and develop a project plan.
- b) **Front-end Development:** Implement the user interface, user experience, and user interactions using HTML, CSS, JavaScript, and React.js or Angular.js, and Bootstrap or Material UI.
- c) **Back-end Development:** Implement the server-side logic, database integration, and API endpoints using Laravel, Python, Flask or Django, SQLAlchemy or PyMongo, and RESTful API.
- d) **Payment System Development:** Implement the payment gateway integration, payment processing, and transaction management using Stripe or PayPal.
- e) **Matching Algorithm Development:** Implement the machine learning algorithms, data analytics, user profiling, job matching, and recommendation engine.
- f) **Communication Tools Development:** Implement the messaging API, real-time chat, push notifications, and email notifications.
- g) **Rating and Review System Development:** Implement the user feedback, user rating, user review, user reputation, and moderation tools.
- h) **Security Development:** Implement the encryption, authentication, access control, firewalls, intrusion detection and prevention, and compliance with data protection laws.
- i) **Scalability Development:** Implement the cloud hosting, load balancing, horizontal scaling, and auto-scaling.
- j) **Analytics Development:** Implement the data visualization, data mining, user behavior analysis, performance analysis, and business intelligence.
- k) **Testing and Deployment:** Develop and execute test cases, scenarios, and scripts, debug and troubleshoot issues and errors, deploy the platform to a production environment, conduct performance testing and load testing, and monitor the platform using tools such as logs, alerts, and dashboards.
- l) **Maintenance and Enhancement:** Monitor and maintain the platform on an ongoing basis, respond to user feedback and issues promptly and proactively, implement enhancements and new features, collaborate with the data analytics team to analyze the user data and generate insights, and keep up-to-date with the latest tools, technologies, and frameworks.



## App Development

As part of our growth strategy, we can plan to develop a mobile app for Stars of Tomorrow that will allow users to access the platform on the go and stay updated about job opportunities and talent scouting activities. The app will be available for both iOS and Android platforms and will be developed using the latest mobile app development technologies and tools.

The app will provide a seamless and user-friendly interface for users to browse job postings, apply for jobs, and communicate with advertisers and casting directors. The app will also feature push notifications and alerts to keep users updated about new job opportunities and platform updates.

We can follow a structured development process that includes:

- **Project Planning:** We will define the project scope, budget, and timeline, and identify the key stakeholders and project team members.
- **User Requirements Gathering:** We will gather user requirements and feedback through surveys, interviews, and user testing sessions to ensure that the app meets the needs and expectations of our target audience.
- **Design and Development:** We will use agile development methodologies and modern app development tools to design and develop the app's interface and functionality. We will also conduct regular testing and quality assurance activities to ensure that the app is stable, secure, and user-friendly.
- **Launch and Maintenance:** Once the app is developed, we will launch it on the App Store and Google Play Store and promote it through our marketing channels. We will also provide regular maintenance and support services to ensure that the app remains up-to-date and functional.

By developing a mobile app for Stars of Tomorrow, we can provide a more convenient and accessible platform for users and increase user engagement and retention. This will help us achieve our revenue and growth objectives and establish ourselves as a leading platform in the modeling and talent industry in the GCC region and beyond.

### Risks and Limitations

The risks and limitations for Stars of Tomorrow include user adoption, technical issues, legal issues, revenue generation, quality control, and competition. The platform needs to address these risks and limitations by conducting user research, user testing, and user education, developing a robust and scalable infrastructure, complying with the relevant laws and regulations, diversifying the revenue streams, providing guidelines and best practices for ethical and professional behavior, and differentiating itself by providing unique value propositions.

### Risks and Mitigation Strategies

The platform will face the following risks:

- a) **User Adoption:** Users may not adopt the platform due to lack of awareness, trust, or interest. Mitigation strategy: The platform will conduct user research, user testing, and user education to address the concerns and needs of the users.



- b) **Technical Issues:** The platform may face technical issues such as system downtime, data loss, or cyberattacks. Mitigation strategy: The platform will have a robust and scalable infrastructure, regular backups, and security measures such as encryption and authentication.
- c) **Legal Issues:** The platform may face legal issues such as non-compliance with modeling, labor, or data protection laws. Mitigation strategy: The platform will consult with legal experts, comply with the relevant laws and regulations, and provide clear and transparent terms and conditions for the users.
- d) **Revenue Generation:** The platform may not generate sufficient revenue to cover the operational and development costs and generate profit. Mitigation strategy: The platform will conduct market research, revenue modeling, and revenue diversification to identify and optimize the revenue streams. The platform will also monitor and adjust the revenue streams based on the user feedback and data analytics.

### Limitations

The platform will have the following limitations:

- a) **Geographical Coverage:** The platform will only cover specifically Saudi Arabia and United Arab Emirates.
- b) **Language Support:** The platform will be available in English language only.
- c) **Legal Compliance:** The platform will comply with all relevant laws and regulations related to modeling, labor, and data protection.
- d) **Quality Control:** The platform will not be responsible for the quality, safety, or legality of the jobs, models, or services provided by the users. The platform will provide guidelines and best practices to ensure ethical and professional behavior, but ultimately, the users will be responsible for their actions and decisions.

### Assumptions

The platform will assume the following:

- a) **User Demand:** There is sufficient demand from models, casting directors, and advertising agencies in the GCC region for an online marketplace that connects them.
- b) **User Adoption:** Users will adopt the platform and use it regularly for job search and job posting. The platform will promote the benefits of the platform through marketing campaigns and user education.
- c) **Revenue Generation:** The platform will generate revenue through various means such as commission, subscription, advertising, and data analytics. The revenue will cover the platform's operational and development costs and generate profit.

### Deliverables

The platform will deliver the following:

- a) User-friendly and efficient platform for job search and job posting.
- b) Matching algorithm that suggests suitable models for job listings based on their skills, experience, and availability.
- c) Payment system that facilitates secure and hassle-free transactions between models, casting directors, and advertising agencies.





- d) Communication tools that enable seamless communication between models, casting directors, and advertising agencies.
- e) Rating and review system that enhances the credibility and trustworthiness of the platform.
- f) Data analytics that provide insights into user behavior, job trends, and market demand.

### **Timeline**

The development and launch of the platform will follow the following timeline:

- a) Planning and Design: 1 month
- b) Development and Testing: 2 months
- c) Launch and Marketing: 1 month

### **Approximately Hours for Development for Web platform**

500 to 600 Working HRS

### **Conclusion**

Stars of Tomorrow has the potential to revolutionize the modeling and talent industry in the GCC region by providing a comprehensive and reliable online marketplace that connects models, casting directors, and advertising agencies in a seamless and secure manner. The platform can leverage the increasing use of technology and social media to enhance the efficiency and effectiveness of the job market and generate revenue through various means such as commission, subscription, advertising, and data analytics.

The risks and limitations can be addressed by conducting user research, user testing, and user education, developing a robust and scalable infrastructure, complying with the relevant laws and regulations, diversifying the revenue streams, providing guidelines and best practices for ethical and professional behavior, and differentiating itself by providing unique value propositions. With a strong team, strategic partnerships, and continuous innovation, Stars of Tomorrow can become a leading platform for the Stars of Tomorrow.

Our revenue model for Stars of Tomorrow will be based on a combination of subscription fees, commission-based fees, and job posting fees, which will allow us to generate sustainable revenue and profit and provide high-quality and efficient job matching services to the users and stakeholders. By implementing a strong marketing strategy and expansion plan, we can establish ourselves as a leading platform in the modeling and talent industry in the GCC region and beyond.