



ShutterSuite

Creative Content. On demand.

THE PROBLEM

The problem

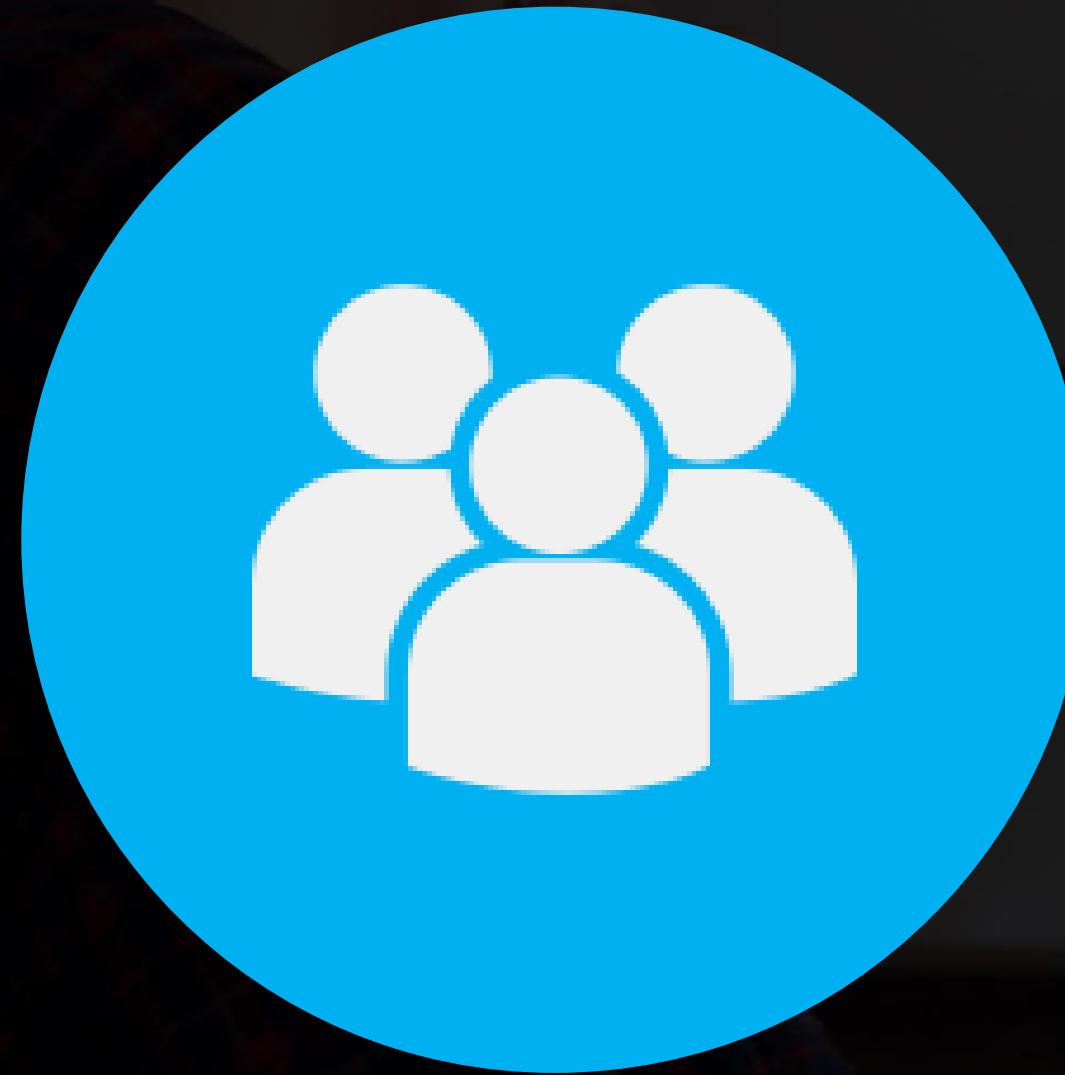
No straightforward way to book freelancers services (**Manual Way**)

Manual process to manage booking requests as a freelancer.

Cash-based payment process (80% of freelancers report delayed payments of up to three months)

THE SOLUTION

A platform connecting freelancers with their clients



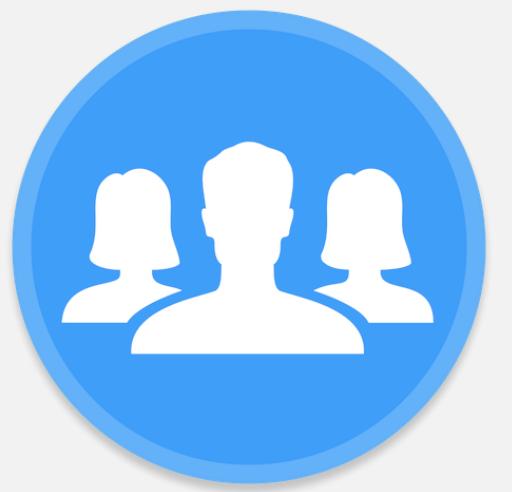
Clients can
Browse, review and
book freelancer services easily



Freelancers can

- Reach **more customers**
- Receive **instant bookings**
- Payment **Guarantee**

Market Validation



50,000+ Members

In Facebook Freelancer Groups



100+ Listings
Posted Daily on local classified's
website from freelancers seeking
contract

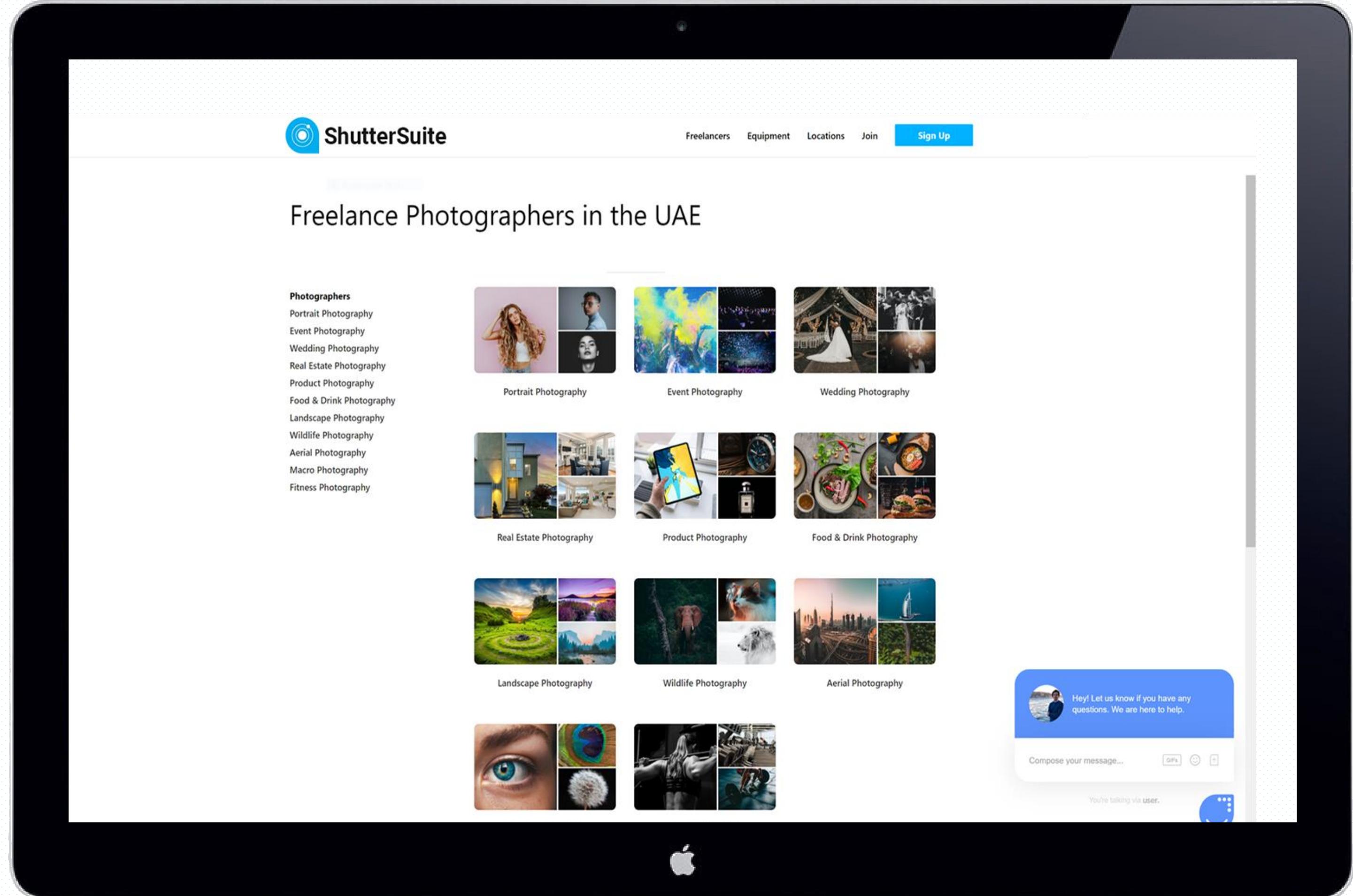


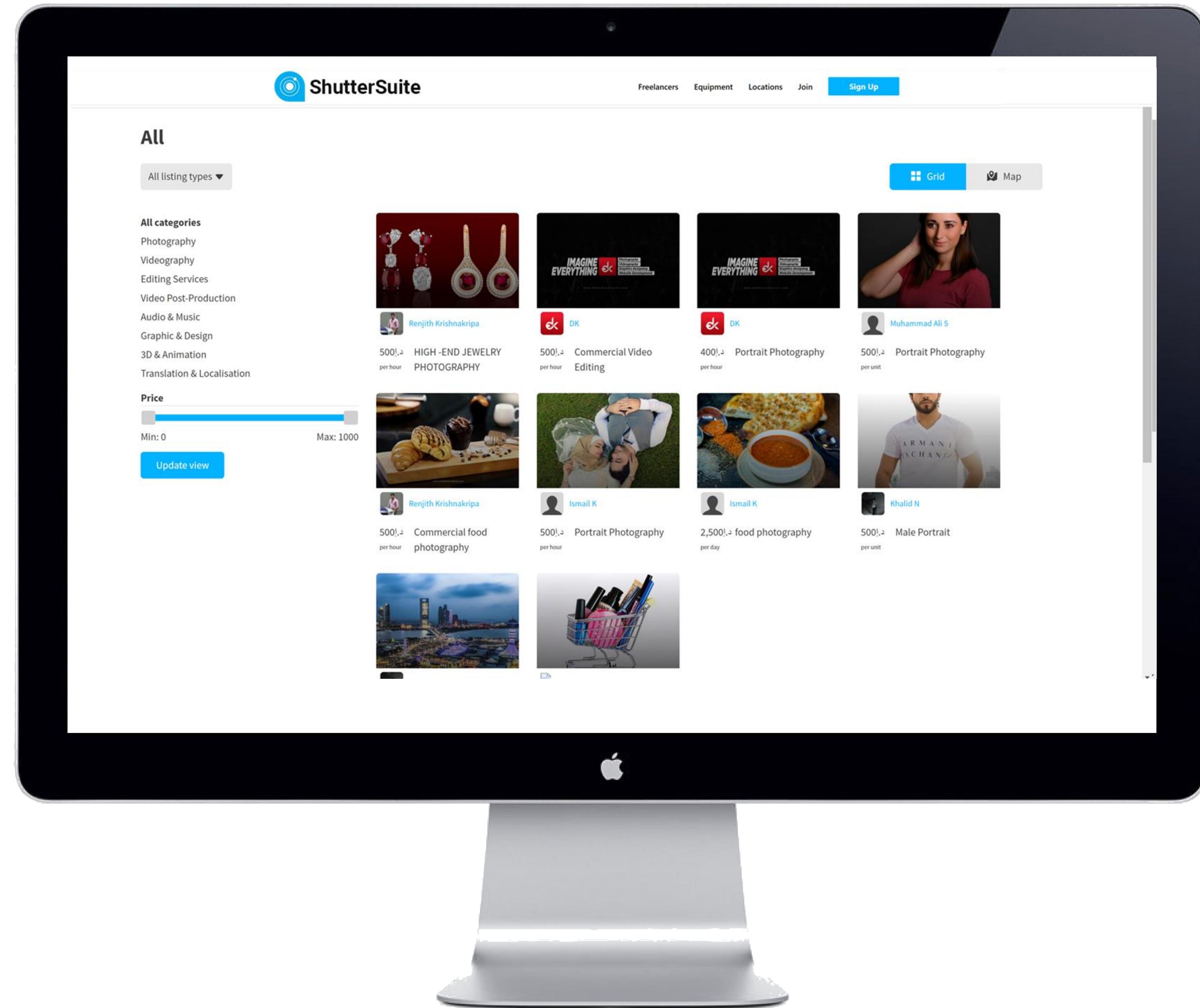
ShutterSuite

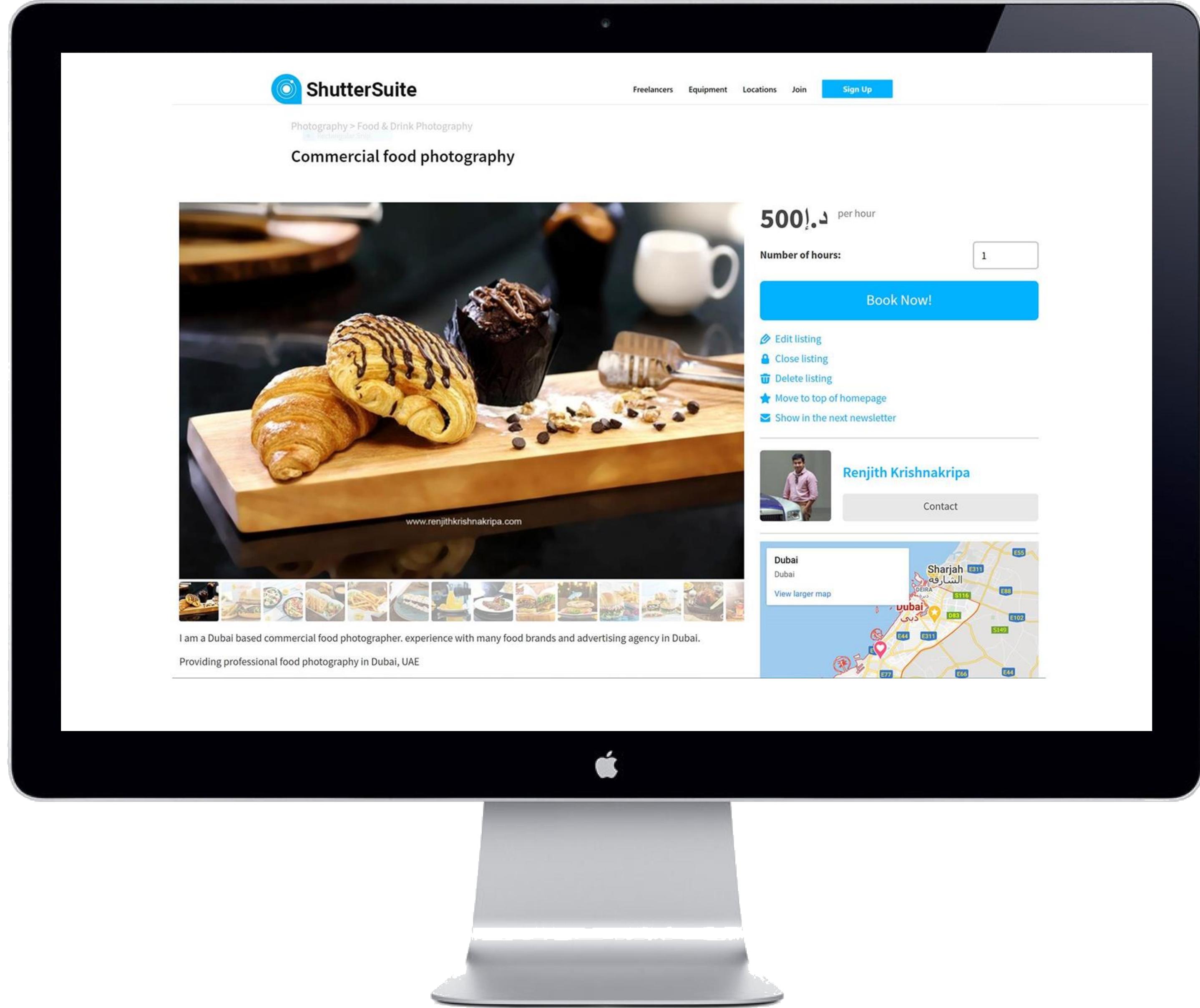
250+ Applications

Waitlist of prospective freelancers
to join ShutterSuite

THE PRODUCT





A silver iMac monitor displays a ShutterSuite listing for commercial food photography. The listing features a large image of a croissant and a muffin on a wooden board. The price is listed as 500.دhs per hour, with a 'Book Now!' button. A map shows the location in Dubai. The listing is by Renjith Krishnakripa.

ShutterSuite

Photography > Food & Drink Photography

Commercial food photography

500.دhs per hour

Number of hours:

Book Now!

[Edit listing](#) [Close listing](#) [Delete listing](#) [Move to top of homepage](#) [Show in the next newsletter](#)

 **Renjith Krishnakripa**

Contact

Dubai

Dubai

[View larger map](#)

I am a Dubai based commercial food photographer. experience with many food brands and advertising agency in Dubai.
Providing professional food photography in Dubai, UAE

End User Satisfaction

Customer Benefits

- On demand content services
- Pool of vetted and approved freelancers
- Contract Facilitation
- Payment Guarantee

Freelancer Benefits

- Customer Reach
- Instant Payments
- Contract Facilitation
- Payment Guarantee

Market Potential



Private Businesses

~338.000 registered businesses operating in the UAE.



Tourists

~12M Visitors in 2019 alone. UAE is the region's tourism hub.



Events & Conferences

~9,000 events organized annually. UAE is the region's hub for events and exhibition.

Target Market



Private Shoots

Private events (weddings, graduations, birthdays) for photo shooting to be indoors.



E-Commerce

Content services for the businesses who need online presence.



Food & Beverage

Content services for the restaurants who need online presence.



Distance Learning

Content services for teachers wishing to have online presence on distance learning platforms.

We will take 15% from every transaction.

10M AED

Gross Merchandise Value
(Worth of transactions)

150 AED

Average Fee

1.5M AED

Revenue
2023 Forecasting

GMV = No of Transactions x Est. Transaction Value***

*15% of Est. Transaction Value***

*No. of transactions = 10,000 | **Estimated Transaction value = 1,000 AED

Market Adoption

A dark, atmospheric photograph showing the silhouettes of four people standing in a field of tall grass at sunset. The warm light from the setting sun creates a strong glow behind them, casting long shadows and illuminating the tops of their heads and shoulders. They appear to be looking towards the horizon or a distant point of interest.

Social Media

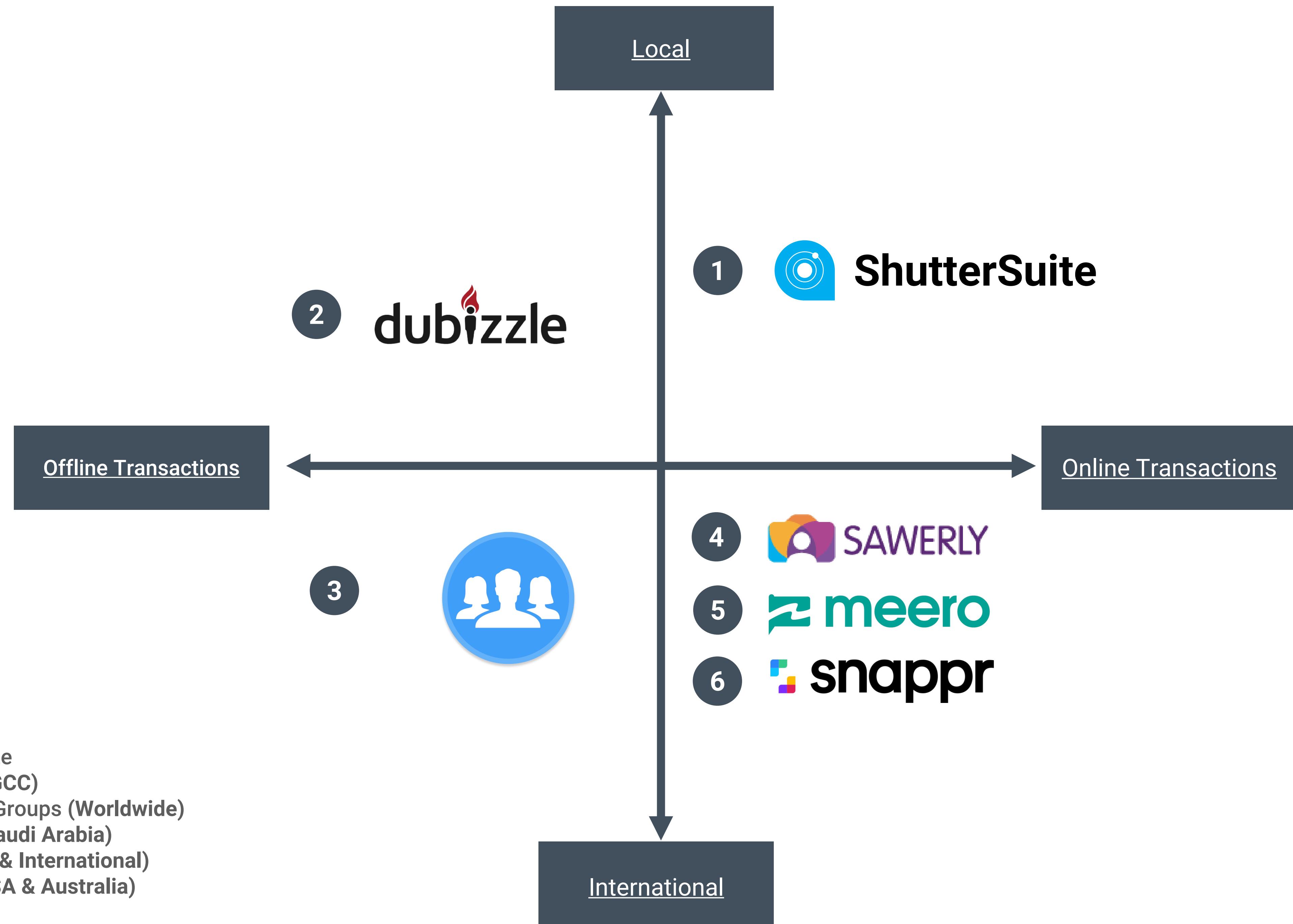
- Freelance Outreach
- Customer Lead Generation

Webinars

- Introduction to ShutterSuite
- Marketplace & Gig Economy panels

Partnerships

- Startups
- Media Industry
- Affiliate Marketing



Competitive Advantage



FIRST TO MARKET

ShutterSuite is the first creative content freelance platform in the UAE and Turkey.



SIMPLE PLATFORM

Booking photography or content creation service is as simple as ordering from a restaurant.



PAYMENT PROTECTION

Payment protection for the interest of the customer and the freelancer. No more delayed payments or jobs.

FOUNDER



KARIM TARAKJI

Product & Marketing Strategy

Avid entrepreneur with experience in e-commerce, social media marketing, content creation and product strategy.