

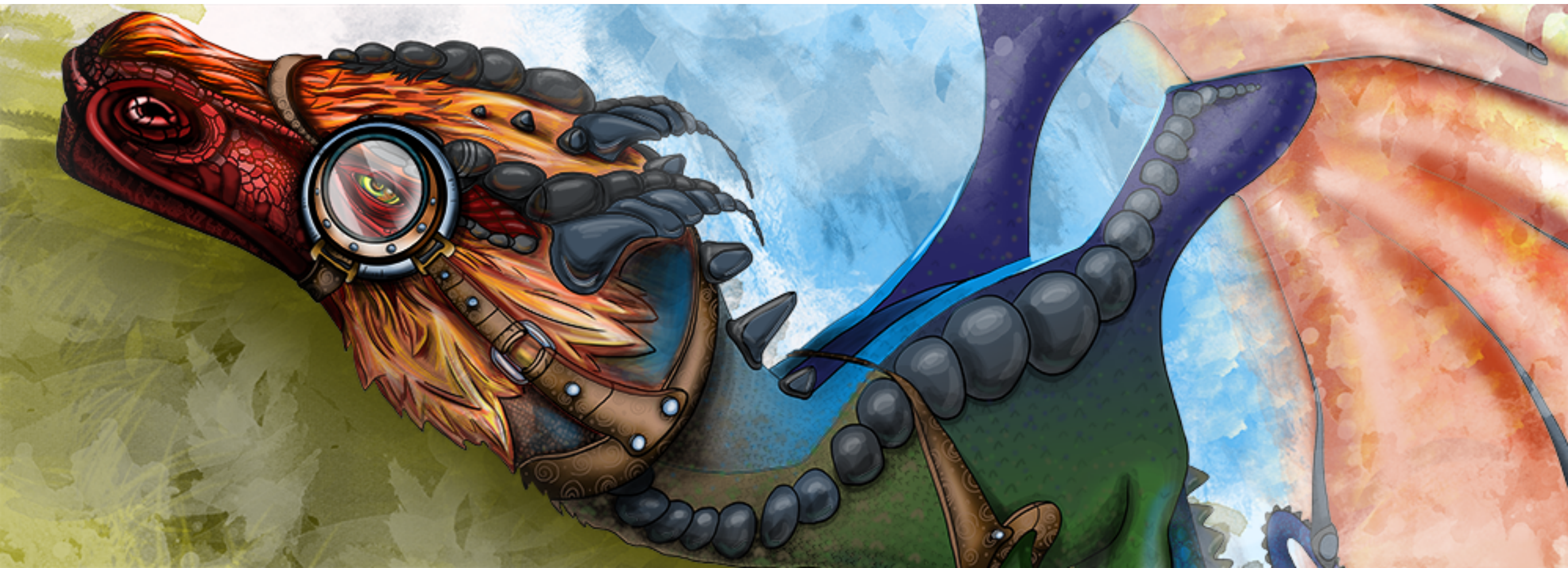
KartoonArt



Olexandr Shalakhin & Olga Shalakhina

Elevator Pitch

We help companies to effectively communicate with
freelancer animators, artists, musicians and script
writers and others related to animation production

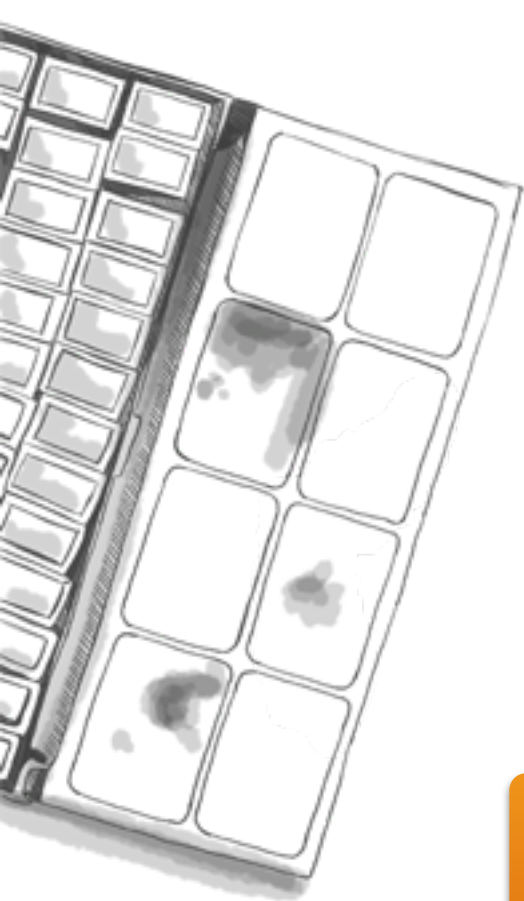


Problem(s)

Animation is time-consuming process

Number of changes increases costs

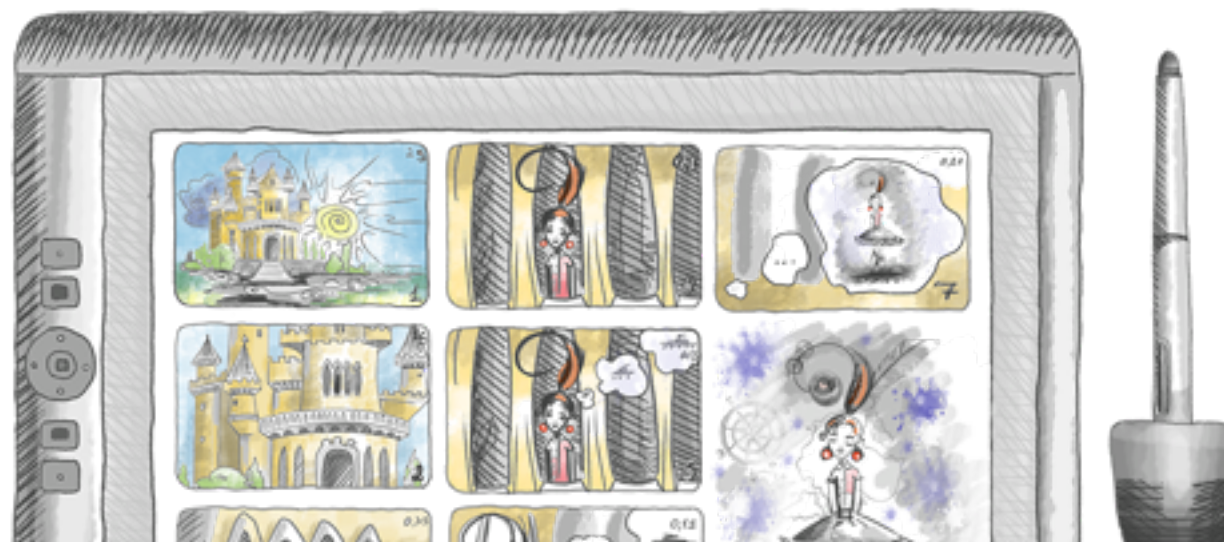
Result satisfaction. Achieve goal.



Solution

Web service where

- ✓ portfolios show the style and skills
- ✓ workflow considers animation process specifics
- ✓ payments consider animation production steps



Market Size

\$222B*

“...animation industry is one of the fastest growing industries...”

“Most of the segments in the animation industry are growing at the rate of 7% YoY”

[researchandmarkets.com](http://www.researchandmarkets.com)

* http://www.researchandmarkets.com/reports/2720918/global_animation_industry_report_2014

Business Model

Initial

Paid pro accounts (5\$/month)

Users	Revenue
100	500
100000	500000

Later

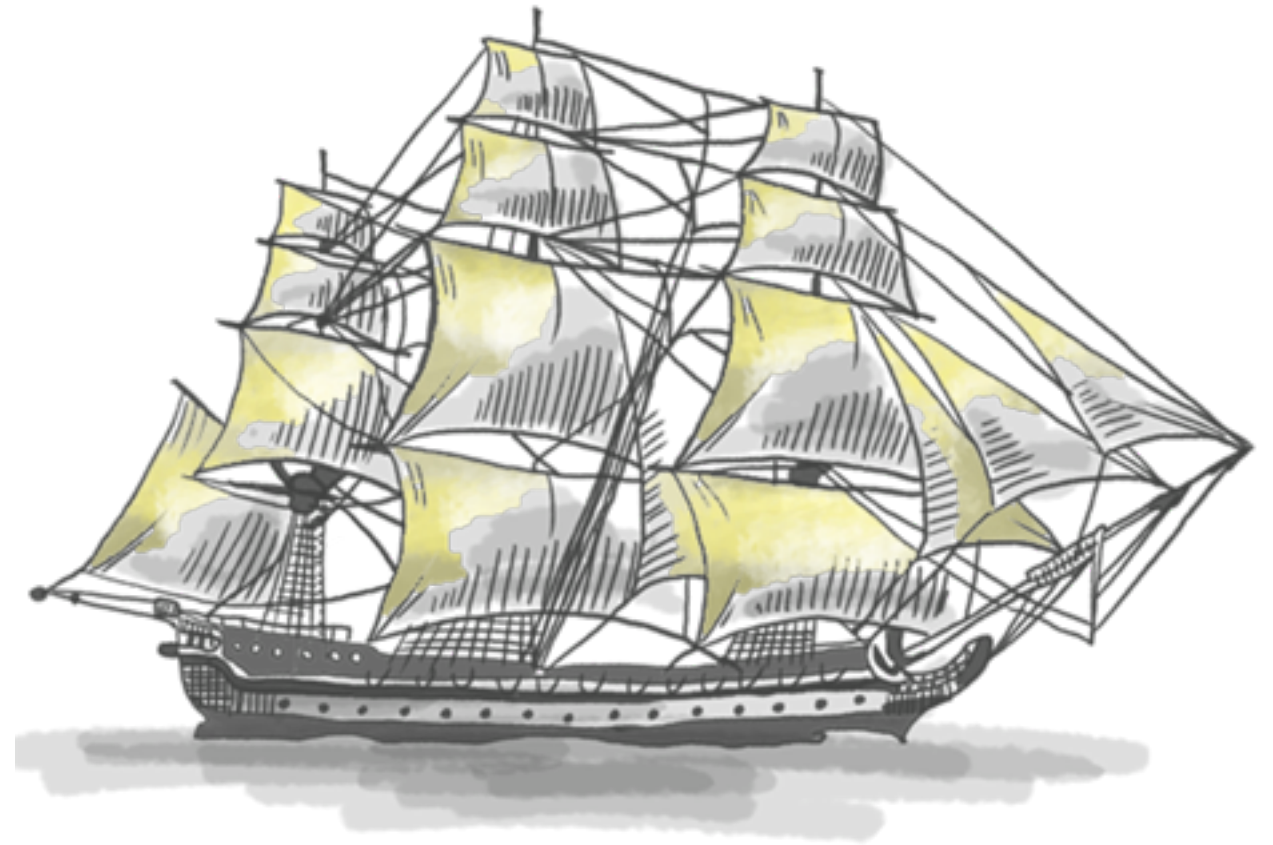
10% from orders
(avg animated movie 1-2 minutes costs \$1-6k)

Users	Revenue
100	35000
100000	35000000



Advantages

- ✓ End-to-end solution
- ✓ Specialists in one place
- ✓ Focus on animation goal and animation process



Competition



Elance

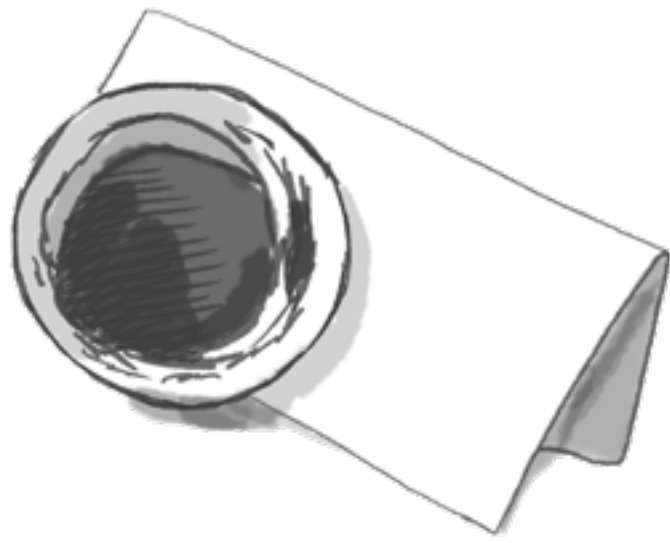


KartoonArt

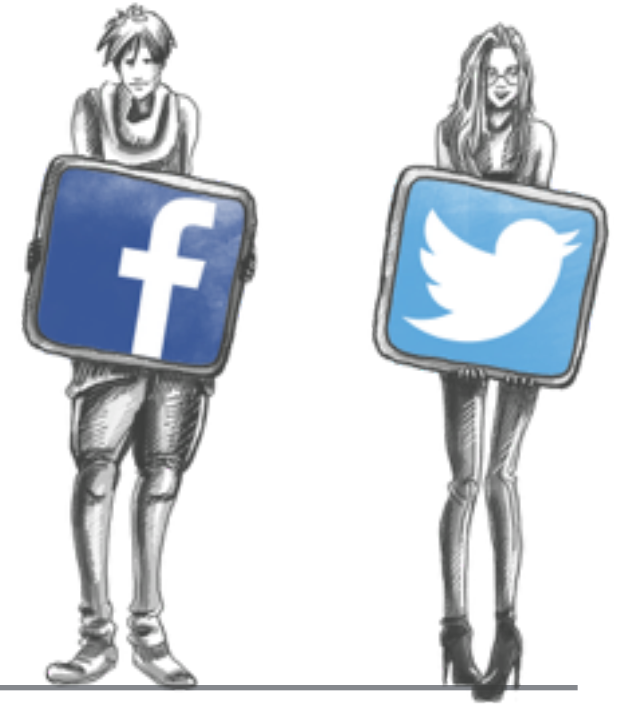
Portfolios

+ Find customers

+ Workflow



Marketing



Initial

Subscriptions (**100+ already**)
Social networks (**5000+ Twitter
followers in 2 months**)

Later

Network of Digital Publishers clients
(i.e. Mag+)

Summits, Conferences, Startup Incubators

Team



Olexandr Shalakhin

CEO, Founder

5+ years in software dev.



Olga Shalakhina

CMO, Founder

7+ years in art

- awards winner
- experience with:
 - artists community
 - animation process



HAPPY
FARM

innovation
community

Happy Farm Cycle 2 Alumni

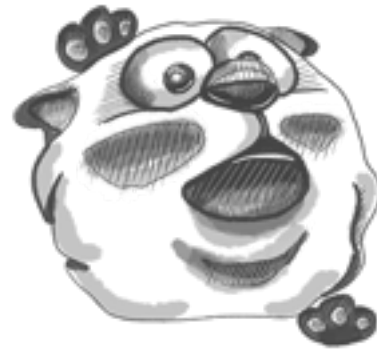


Money

\$30k

Development

Design



oh, and thank you!