ShotSell



Click . Upload . Earn.

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Problem?

- Increasing need for Videos/Images
- Artists recognition
- Stock Photography + Customized products for commercial use





Only 27% of marketers have a process in place to aggregate, organize, and manage the visual assets being used across their marketing teams

73% of content creators plan to prioritize creating more engaging content in 2016, and 55% plan to prioritize creating visual content.

What are We Looking For?

\$50,000 for 10% of the company





Story Behind it!

Average cost of Images/Videos production for business

= \$5,277

Lean Canvas

PROBLEM

- Increasing need for Images/Videos
- Artists recognition
- Single stop for customized
 Products + Images

COMPETETION

- Shutterstock
- EyeEm
- Gettylmages

SOLUTION

- Organized Images/Videos
- Bridging the gap between Artists & Brands/Business
- Customized Products at low rate

Key Metrics

- \$6/image & \$42/video
- \$2.99/month subscription
- \$5 for 100 winners in monthly contests
- \$5 for referral and referee

UNIQUE VALUE PROPOSITION

- Connect artists to Brands/Business
- Content from live Monthly Contests
- Reward system for Referral and Referee

UNFAIR ADVANTAGE

- Reward system
- Low subscription
- Hashtags & Categories

CUSTOMER SEGMENTS

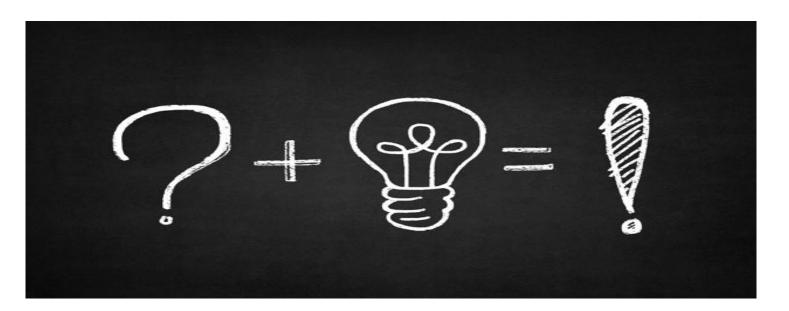
- Regular or Pro Photographers
- Brands/Business
- Customized products

COST STRUCTURE

- Direct Cost of Sales
- Revenue
- Reward Program

REVENUE STREAMS

- Subscription Amount
- Commercial & Noncommercial sales
- Customized products sales



What's in it for Artists

- Earn by selling Images/Videos
- \$5 Referral to earn
- \$5 Reward in monthly contests
- Chance to meet brands/business

What's in it for Commercial & Non-Commercial users

- Get organized Images/Videos as per requirement
- Buy Images/Videos at competitively low price
- Customized products at lower price
- Content from live monthly contests

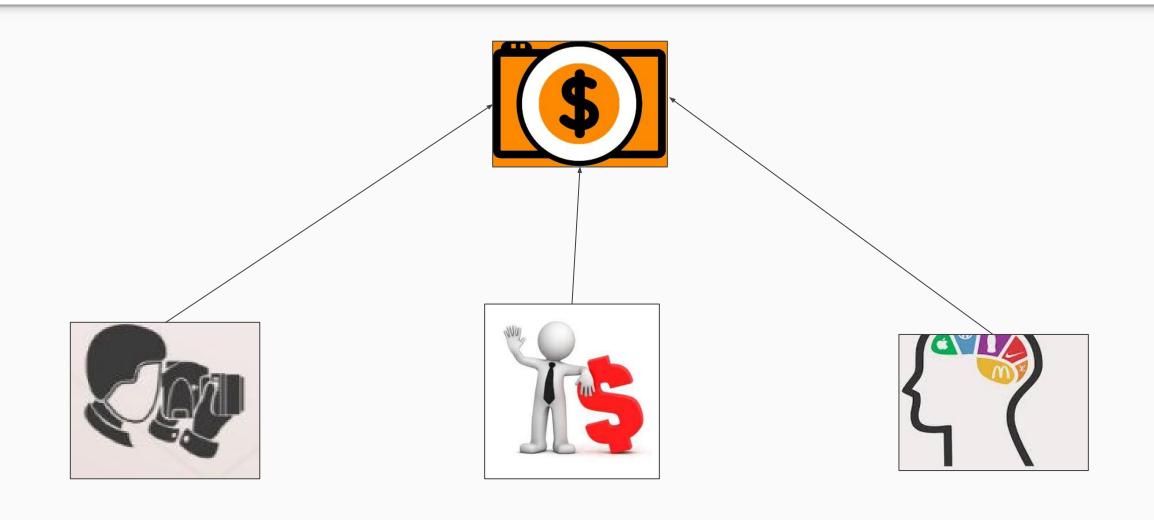


Unique Value Proposition

Monthly Contests

Monetary reward for Artists

BETTER THAN BEING LEFT OUT!



Reward System **Artists** Acclaimed by Commercial Users Non-Commercial Images/Videos at competitively low cost Customized Products Users Commercial Optimized Images/Videos Users Customized Products

Who's Doing What	Shutterstock	EyeEm	ShotSell
Image Selling	✓	✓	
Video Selling	✓	✓	
Monthly Contest	✓	✓	
Commercial Requirements		✓	
Reward for Artist			
Customized Products			

Feature	Artists	Non Commercial User	Commercial User
Subscription	✓		
Sell Images/Videos	~		
Buy Images/Videos	✓	~	~
Buy Customized Products	~	~	~
Rewards	✓		
Contract			✓

Users of App

Artists

- Subscribe with \$2.99
- Earn 70% from photos and videos by uploads

Non-Commercial User

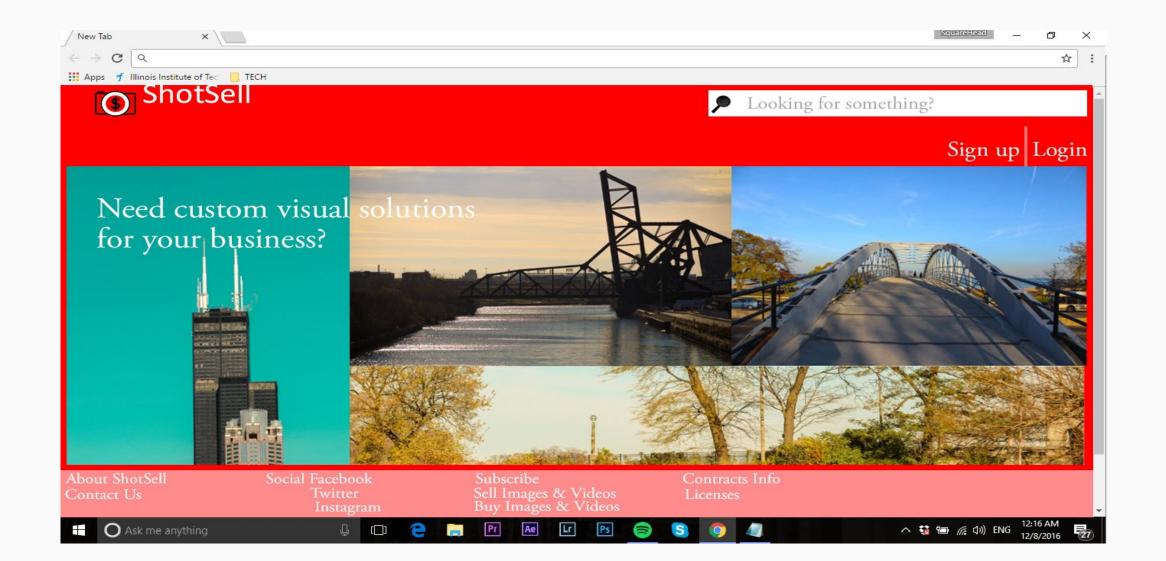
No Subscription
 Buy Images & Videos at a low price

Commercial User

- No Subscription
- Solution as per requirement
 Custom zed products

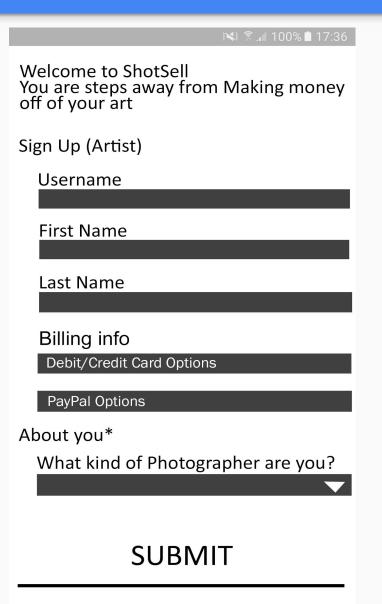


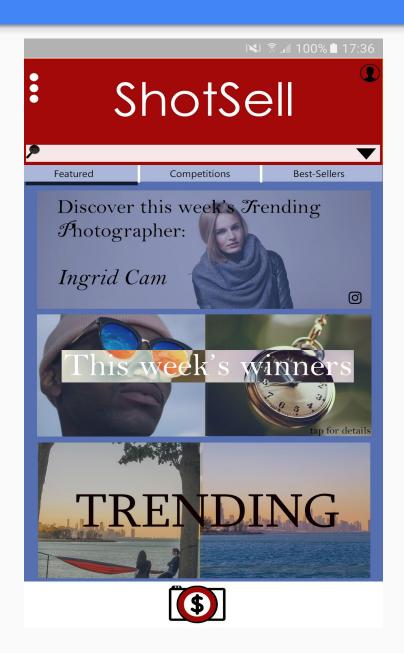




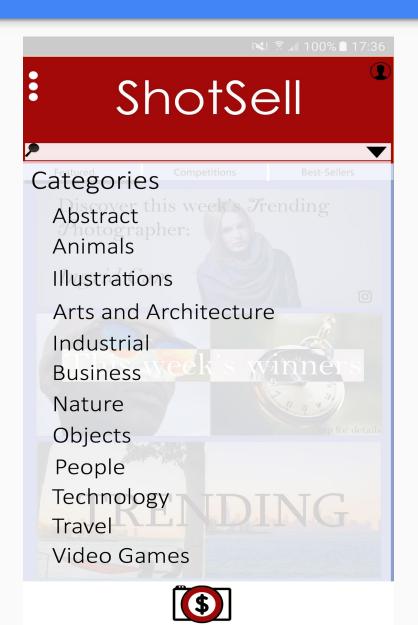
Look & Feel

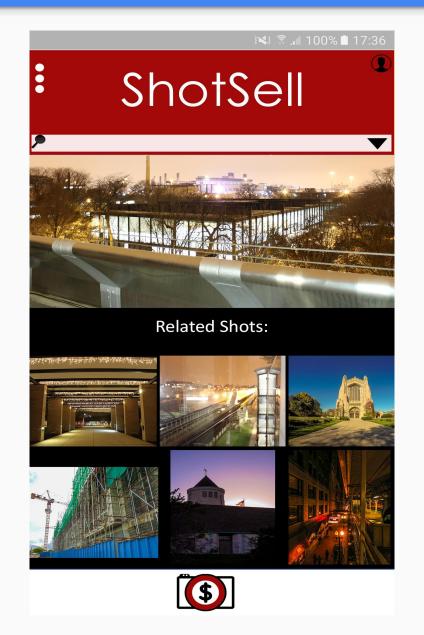






Look & Feel











Help Query

Need more help? Fill in your Query

We appreciate your help to better the app. Feel free to write a feedback







Select Category of Uploaded picture

Tags: #Building; #library; #tower; #long; #exposure; #calm; #moody; #winter; #fall



Licensing







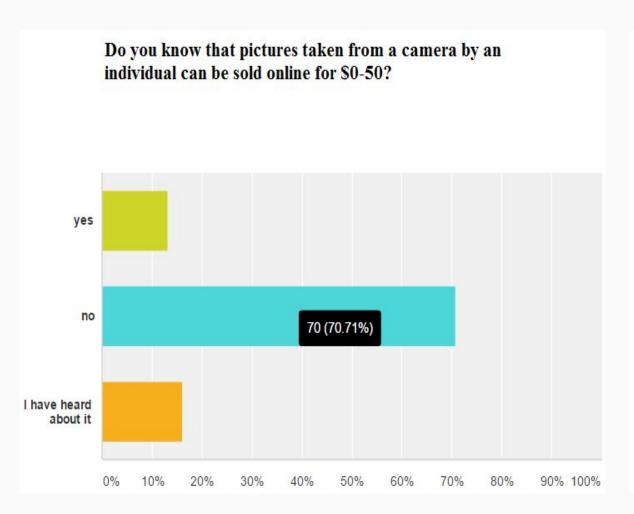
\$5 Referral

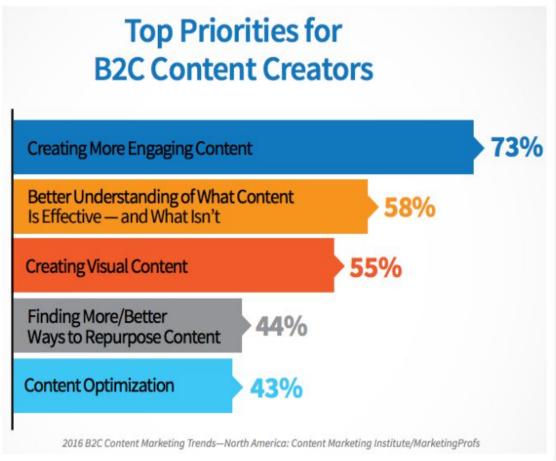
- Refer a friend via referral code.
- Referral joins Shot Sell.
- Referrer gets \$5.
- Referred joining Shot Sell also gets \$5.

Participate to Win

- Submit Images/Videos in monthly contests
- Get a chance to win \$5
- Get featured on winning
- Top 50-100 pics to be awarded monthly.

Market Size





Market Size

EyeEm has 13 million users since its inception in 2011

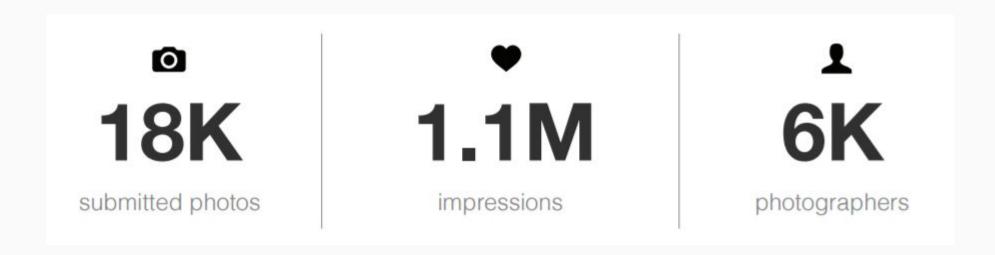
Shutterstock has 1.4 million users in 150 countries since 2003

Being conservative,

Our user's account to 0.05 million in 3 years from the launch

EyeEm Mission similar to ShotSell monthly contest for Audi Q model range was able to capture the below stats.

Using this we are expecting to address similar market size.



GROWTH

- Free subscription for first 2 months for Artists
- No business with Commercial & Non-Commercial users
- Start Promotions & Advertisements

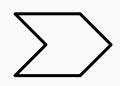
OPEN

- \$2.99 monthly
 Subscription fee for Artists
- Reward Program for Artists
- Open for Commercial & Non-commercial users



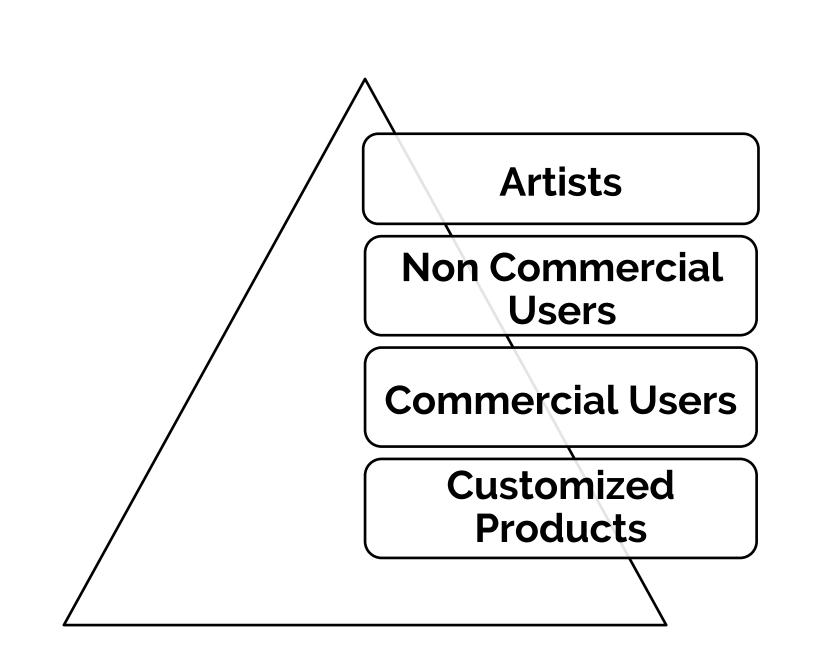
EXPAND

- Analyze Artists trends
- Analyze
 Non-Commercial
 trends
- Analyze Commercial trends
- Spend more on Marketing



RELIANCE

- Artists get recognized
- Reward System for Artists
- Low cost of images/videos for Non-Commercial Users
- Commercial Users get desired Images/Videos



Income Sheet for 1st Year

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	9
Revenue	0	0	14921	18653	25663	32347	1 8002	54411	57365	62014	65212	70920	
COGS	0	0	4856	6070	6070	7284	8498	10319	10926	12747	13354	15782	
Gross Profit	0	0	10065	12583	19593	25063	9504	44092	46439	49267	51858	55138	
Operating Expense	28541.33	17426.33	18156.33	17885.33	21710.33	24150.33	15175.33	32625.83	33855.83	33742.83	35632.83	36317.83	
Net Income before tax	-28541.3	-17426.3	-8091.33	-5302.33	-2117.33	912.67	-5671.33	11466.17	12583.17	15524.17	16225.17	18820.17	8381.54

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Net Income before tax	-28541	-17426	-8091	-5302	-2117	912	-5671	11466	12583	15524	16225	18820	8381

Revenue Breakdown

Total	
Attributes	Total
Subscription Fee	212948
Non Commercial Sales	42390
Commercial Sales	39350
Customized Product Sales	124820
Total	419508

Revenue Breakdown for Year 1

Attributes	Units	Price/Unit	Total	
Subscription	71220	\$2.99	\$212948	
Non Commercial Sales	2727	Image - \$6-8	\$19836	
	537	Video - \$42	\$22554	
Commercial Sales	107	Image - \$200-250	\$24900	
	51	Video - \$250-300	\$14450	
Products	15800	\$7.9	\$124820	
Total			\$419508	

Balance Sheet

Assets	
Current Assets	24652
Long-term Assets	21126
Total Assets	134,948
Liabilities	
Current Borrowing	150,000
Total Liabilities	150,000

	Year 1	Year 2	Year 3
Revenue	419508	843798	1338312
cogs	95906	107894	128835
COGS as % of Revenue	22.86	12.78	9.6
R&D	2000	5750	9800
R&D as % of Revenue	0.47	0.68	0.73

