



TALENT Discovery



Agenda

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Problem Statement

- Many talented individuals, such as singers, artists, and movie assistants, struggle to gain visibility due to competition and lack of a platform that highlights emerging talent.
- There's a disconnect between talent (e.g., singers, artists) and the opportunities available in the industry (jobs, gigs, collaborations).
- Emerging talents often face skill gaps that prevent them from reaching the next level in their career.



Introduction

In today's fast-paced entertainment industry, discovering and nurturing new talent is more crucial than ever. To address this gap, we are building an innovative platform designed to bridge the divide between aspiring talents and the entertainment industry. At the same time, industry professionals find it challenging to discover fresh talent amidst a sea of hopefuls.

Our app will not only showcase new artists, singers, and movie assistants, but it will also offer tools to match their unique skills with relevant opportunities, provide feedback, and even guide them through monetizing their craft. From offering mentorship and resources to assisting with career sustainability, this platform is set to revolutionize how talent is found and nurtured, paving the way for the next generation of stars and behind-the-scenes professionals.

Abstract

The entertainment industry thrives on the discovery of new talent, but many emerging artists, singers, and movie assistants struggle to break through due to limited visibility, lack of networking opportunities, and difficulty connecting with the right opportunities. This project proposes the development of a talent discovery platform aimed at addressing these challenges by providing a dedicated space for new talents to showcase their work and connect with industry professionals.

The platform will utilize advanced algorithms to match talent with relevant job opportunities based on their skills and experience. It will also feature verified profiles, feedback systems, and mentorship resources to ensure that emerging talents can continuously improve their craft and build a sustainable career.


Proposed Solution

- **Talent Discovery Platform (App and Website)**
 - **Comprehensive Talent Profiles with Multimedia Portfolios**
 - **AI-Powered Matching System**
 - **Interactive Community and Networking Tools**
 - **Career Development and Feedback**
 - **Monetization Opportunities for Talent**
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Gap Analysis

Many talented individuals, such as new artists, singers, and backstage assistants, struggle to gain visibility in an oversaturated market. Talent discovery is often fragmented across multiple social media platforms, freelance websites, and niche industry portals. New talents struggle to connect with industry professionals and peers, limiting their growth potential.

Talents have no single platform designed specifically to showcase their work to industry professionals in a focused and organized manner. Existing job boards or freelance platforms don't cater specifically to the entertainment industry or focus on all roles within it. Industry professionals hesitate to hire new or unverified talent due to concerns about credibility and authenticity.



Novelty(or how idea is innovative)

- **Comprehensive, Dual-Platform Approach**
 - **Integrated Career Development and Mentorship Features**
 - **Targeted Industry-Specific Focus**
 - **Interactive Community and Networking Tools**
 - **Verification and Trust Building for Emerging Talent**
 - **Support for Niche and Behind-the-Scenes Roles**
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Market Analysis and Competitors

The entertainment industry, including film, music, and performing arts, is constantly in need of fresh talent. The global media and entertainment market is projected to grow from \$2.4 trillion in 2022 to \$3.5 trillion by 2027. With this growth, the demand for both front-facing and behind-the-scenes talent continues to rise.

Competitors

- Digital Talent Platform
- Freelancing Boom
- AI and Data Driven Talent Matching



Customer Segment

- Emerging Talents
- Established Entertainment professionals
- Freelancers and Independent Contractors
- Casting Directors, Producers and Talent Scouts
- Production Companies and Studios
- Talent Agencies and Managers
- Event Organizers and Promoters

Business Perspective(or Revenue Streams)

- Market Opportunity
- Premium Model with Subscription Tiers
- Commission on Gigs/Projects
- Sponsored Content and Advertising
- Global Reach
- Partnerships and Collaborations
- Revenue Streams



**Thanks To
Everyone**

