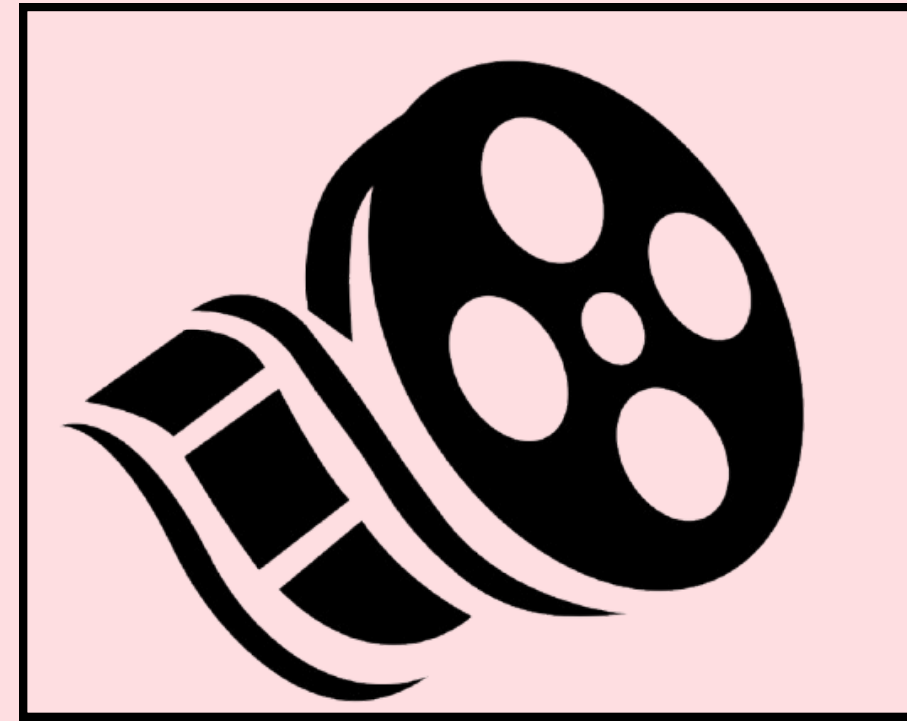


LYQON



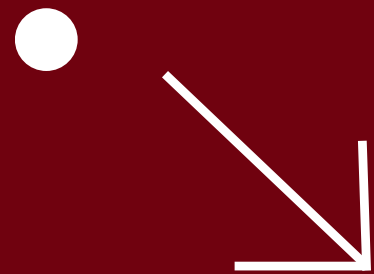
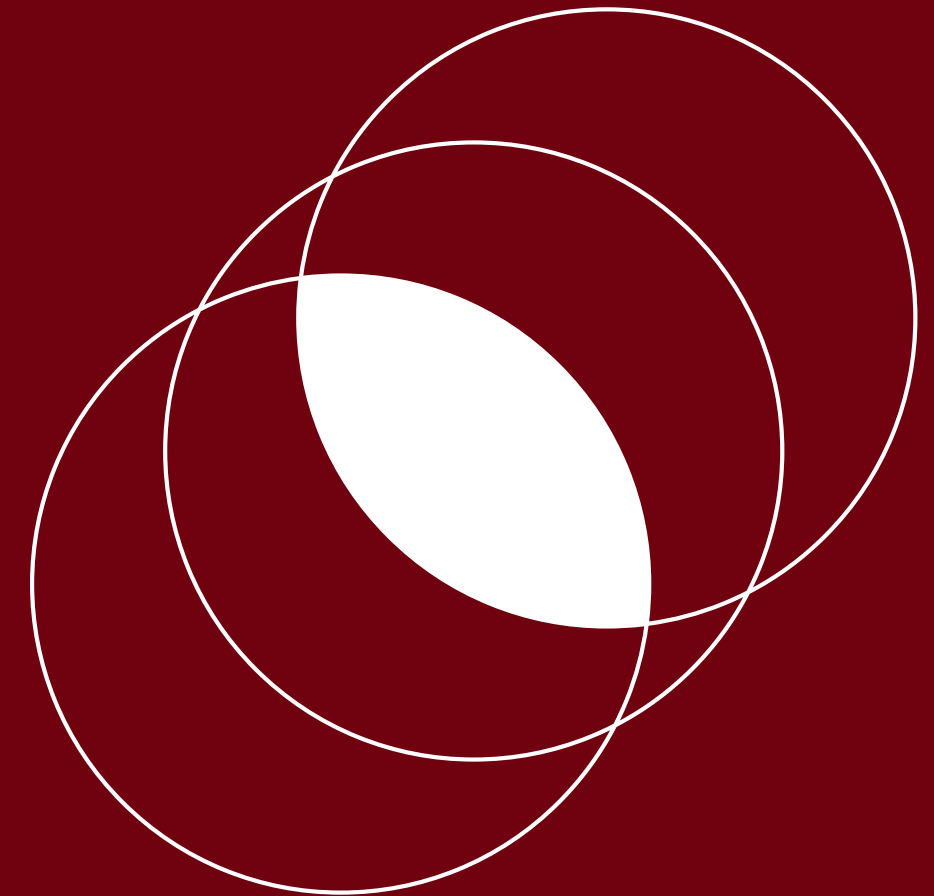
PRESENTED BY :

- Ashwin R (TEAM LEADER)
- Rebin George
- Akul Vinod
- Tarun Girish

5TH, OCTOBER 2025

LYQON

ABOUT LYQON



- Licon is a SaaS platform designed for the film industry, connecting artists and directors in one collaborative hub. It eliminates the fragmented networks of today by combining talent discovery, -AI-driven matching, project postings, and seamless communication tools.
- With Licon, directors find the right talent faster, and artists gain visibility and verified opportunities — creating a centralized ecosystem for film collaboration.

PROBLEM STATEMENT



FRAGMENTED COLLABORATION



Filmmakers, artists, and directors lack a unified platform to connect and collaborate efficiently.

LIMITED VISIBILITY

Talented professionals struggle to showcase their skills, leading to missed creative opportunities.

OUTDATED NETWORKING

The industry still relies on word-of-mouth and informal channels, causing inefficiency and higher production costs.

THE SOLUTION



FOR DIRECTORS

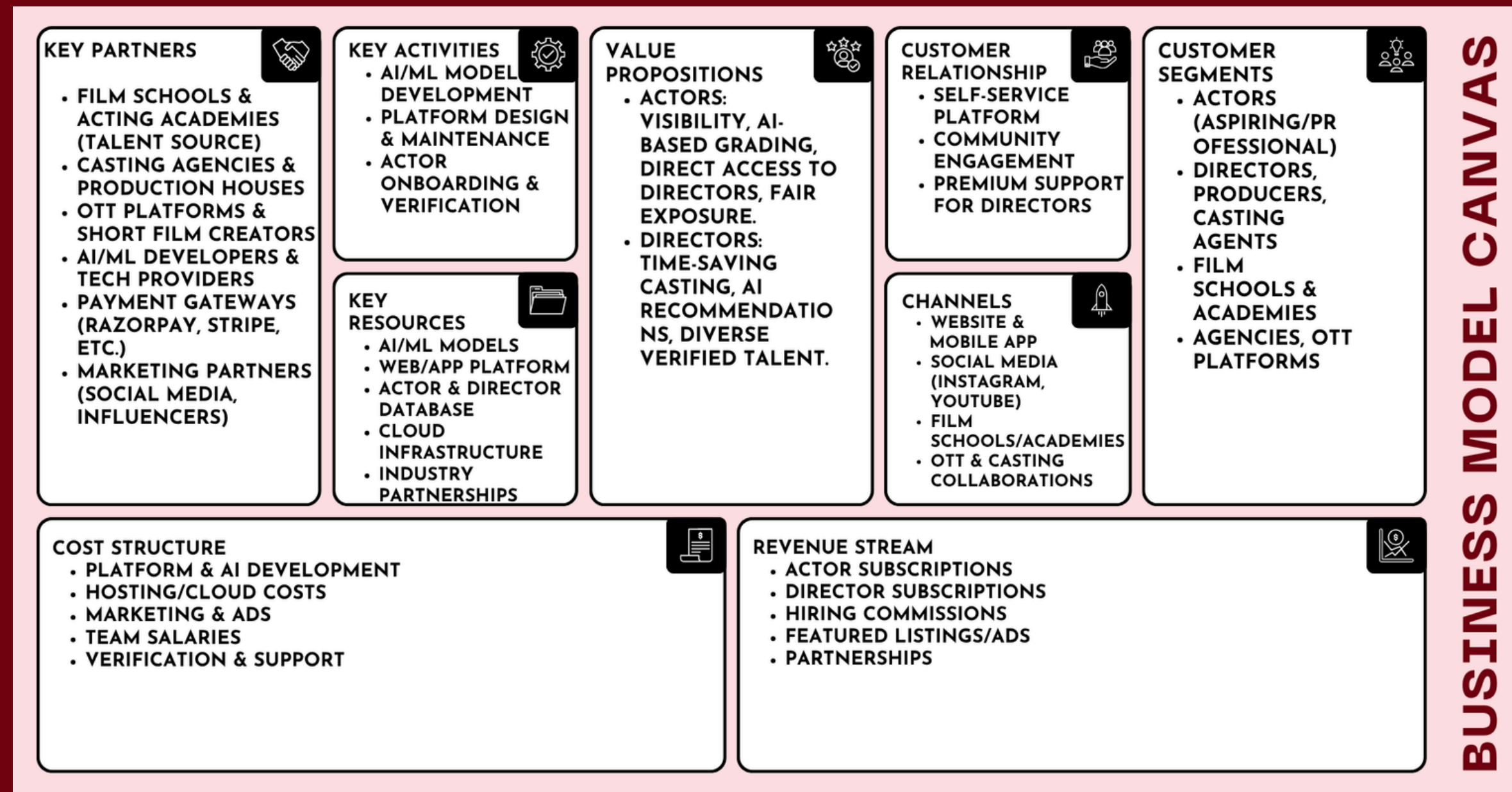
- A centralized hub to discover, evaluate, and connect with the right talent through curated portfolios, AI-powered recommendations, and seamless communication tools. This saves time, reduces guesswork, and ensures creative alignment from the start.

FOR ARTISTS

- A professional platform to showcase skills, gain visibility, and access verified opportunities within the film industry. This breaks down barriers of fragmented networks and helps artists connect directly with directors seeking their expertise.

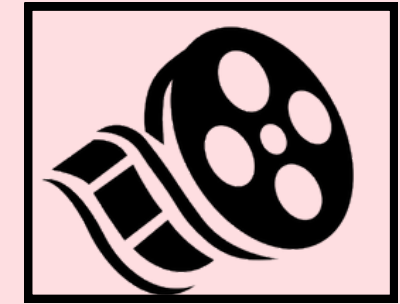


BUSINESS MODEL CANVAS



BUSINESS MODEL CANVAS

BUSINESS OPPORTUNITY



EXISTING MARKETS

Indian Film & Entertainment Market
(2024): \$8+ Billion
Global Talent & Casting Market (2024):
\$28+ Billion

EXISTING MARKETS

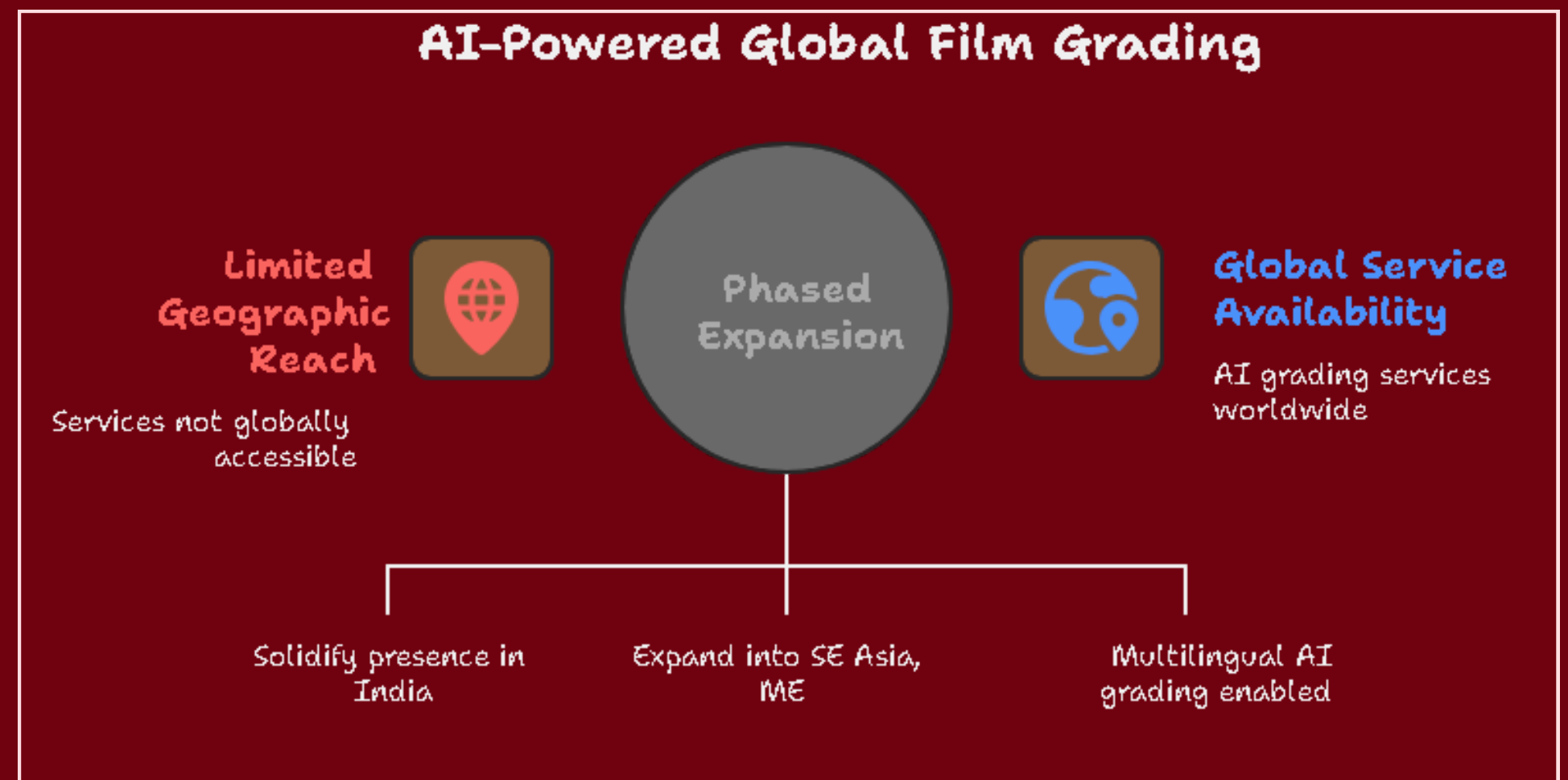
Just like Zomato connects people with food, our platform will *connect actors with directors, making talent discovery simple, fast, and reliable and helps in grading it with the help of AI.

SCALABILITY OF PRODUCT



GEOGRAPHIC EXPANSION

- Phase 1: Focus on India's regional film industries (Bollywood, Tollywood, Mollywood, Kollywood).
- Phase 2: Expand to South-East Asia & Middle East (where Indian films are popular).
- Phase 3: Global rollout (Hollywood, Europe) by enabling multilingual AI grading.



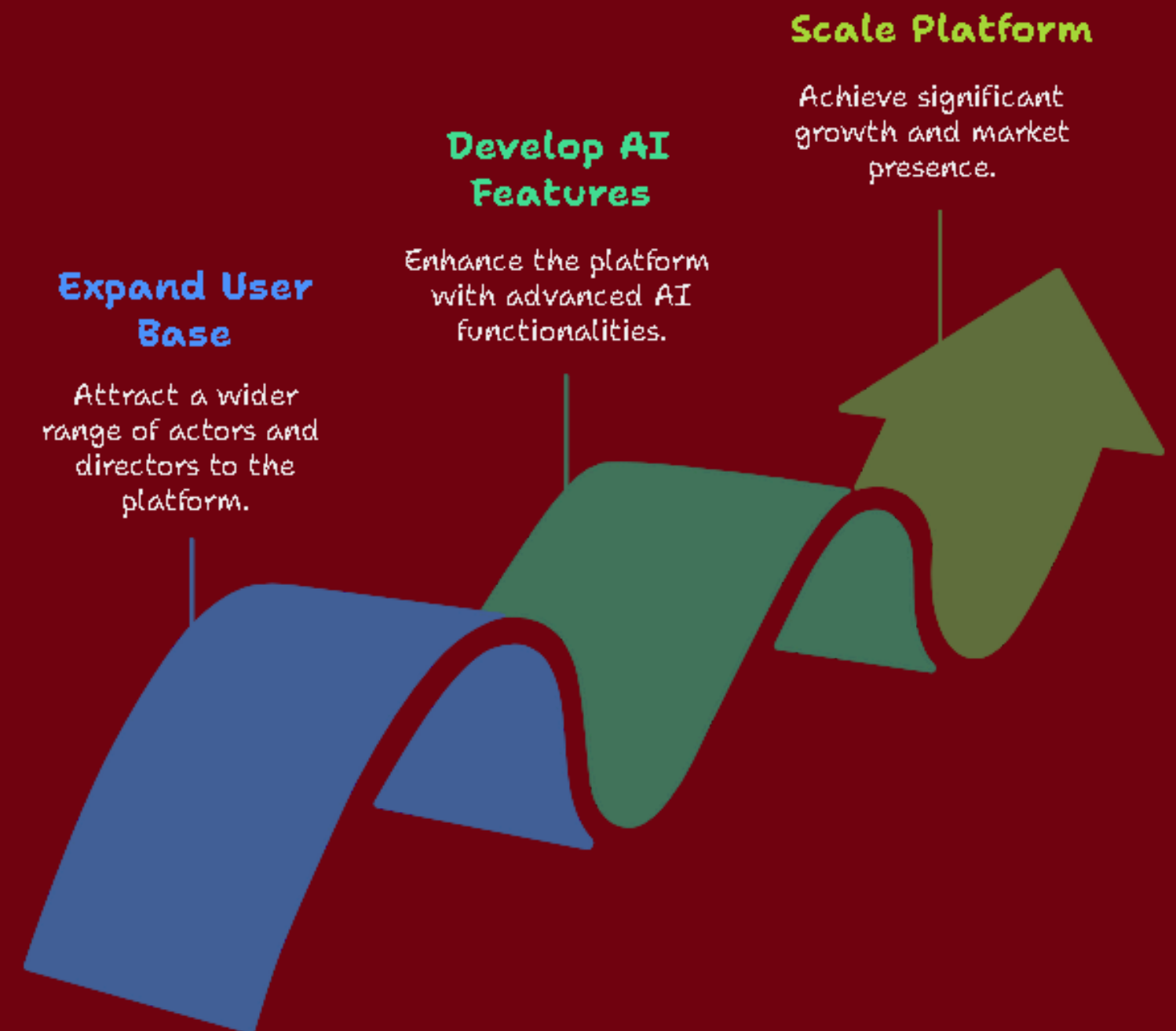
SCALABILITY OF PRODUCT



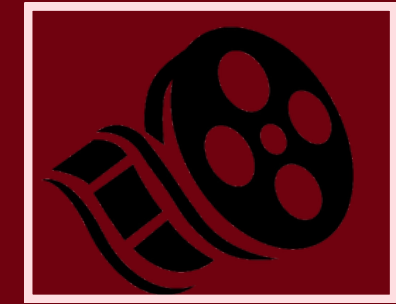
PLATFORM GROWTH

- **Actors:** Scale from *independent actors* to *theatre artists, drama schools, and talent agencies*.
- **Directors:** Scale from *small filmmakers* to *OTT platforms, ad agencies, casting directors*.
- **AI Features:** Start with *performance grading* → expand into *style-matching, script-fit AI auditions using the grading matrix AI*.

Platform Growth Roadmap

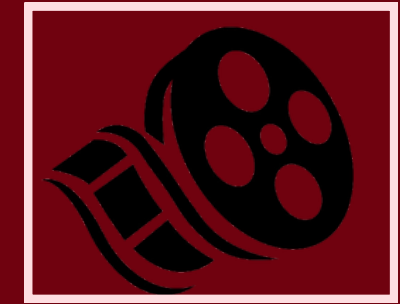


COMPETITOR SLIDE



Platform/Tool	Type	Core Focus	Strengths	Weaknesses	Target User
YourMoca	Direct (Primary)	Film & creative marketplace (portfolios, casting, vendor listings)	Mobile-first, community-driven, all-in-one creative ecosystem	Lacks AI shortlisting, limited explainability & monetization clarity	Creatives, vendors, directors
Backstage / Casting Networks / Spotlight	Direct	Casting marketplace for actors and crew	Established brand, trusted by professionals	Legacy UX, limited AI innovation	Actors, casting directors
Talentrack (India)	Direct	Career & production marketplace	Localized reach, large Indian talent pool	Limited international visibility, no AI tools	Indian creatives
Stage 32	Direct	Networking + jobs for film creatives	Strong community, industry credibility	Limited casting tools, monetization options	Film professionals
Mandy / Production HUB	Direct	Crew & cast hiring marketplace	Broad job listings, crew focus	Low engagement, not AI-enabled	Freelancers, crew members

COMPETITOR SLIDE



Platform/Tool	Type	Core Focus	Strengths	Weaknesses	Target User
Showcast Suite	Direct	Casting & production tools	Integrated workflows	Regional focus, limited adoption	Casting professionals
Studioflow / Showrunner.tools	Indirect	Production management	Streamlined operations	No talent discovery	Studio managers
Upwork / Fiverr	Indirect	Freelance marketplace	Massive user base, flexible hiring	Not film-specific, lacks filters	Freelancers, producers
LinkedIn / IMDbPro / Greenlight / Brite	Indirect	Professional discovery & portfolios	Industry credibility, reach	No casting workflow, limited creative tools	Professionals, recruiters
Slack / Teams / Zoom / Film school boards	Indirect	Collaboration & sourcing channels	Trusted, accessible	Fragmented, not film-oriented	Creative teams, students

▲ LICON Unique Differentiators:

- Explainable AI shortlisting – transparent, bias-tested, timestamped performance ranking.
- Fairness-first data policy – actor-controlled consent, retention, and audit logs.
- AI performance feedback loop – helps actors improve skills & engagement.
- Director collaboration rooms – real-time shortlist reviews & notes.

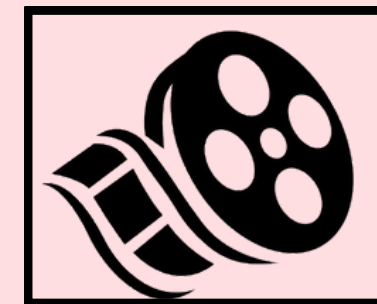


COMPANY ROADMAP

Phase	Timeline	Objective	Key Activities	Outcome
Prototype	Nov 2025 – Feb 2026	Build MVP	<ul style="list-style-type: none">• Artist profiles• Director search• Basic chat• Closed beta	Working prototype
Phase	Mar 2026 – Jun 2026	Test in India	<ul style="list-style-type: none">• Launch pilot• Partner with film schools• Add portfolios & messaging• Promote at festivals	1,000+ users
Pilot Launch	Jul 2026 – Oct 2026	Monetize & expand	<ul style="list-style-type: none">• Full launch• Subscription & commission model• Project tools (contracts, payments)• Expand to OTT & regional markets	Revenue + 5,000 users
Growth Prep	Nov 2026	Scale & funding	<ul style="list-style-type: none">• Collect metrics• Success stories• Prepare Series A pitch	Investor readiness

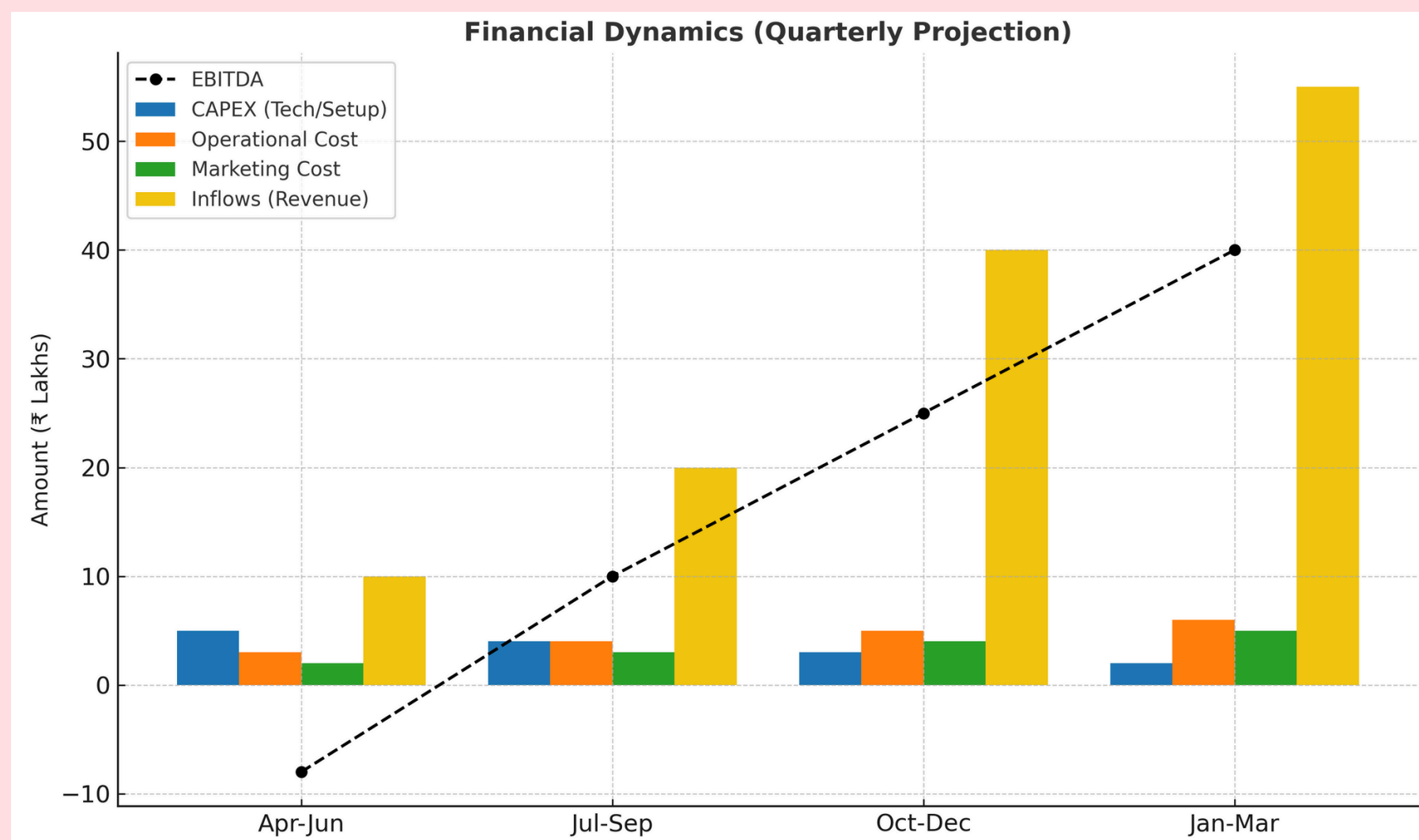


FINANCIAL PROJECTIONS



RELATIONSHIP-DRIVEN LEAD GENERATION

- From setup costs to profitability in under a year — scalable and sustainable growth
- Rapid revenue growth with controlled costs — achieving early profitability.

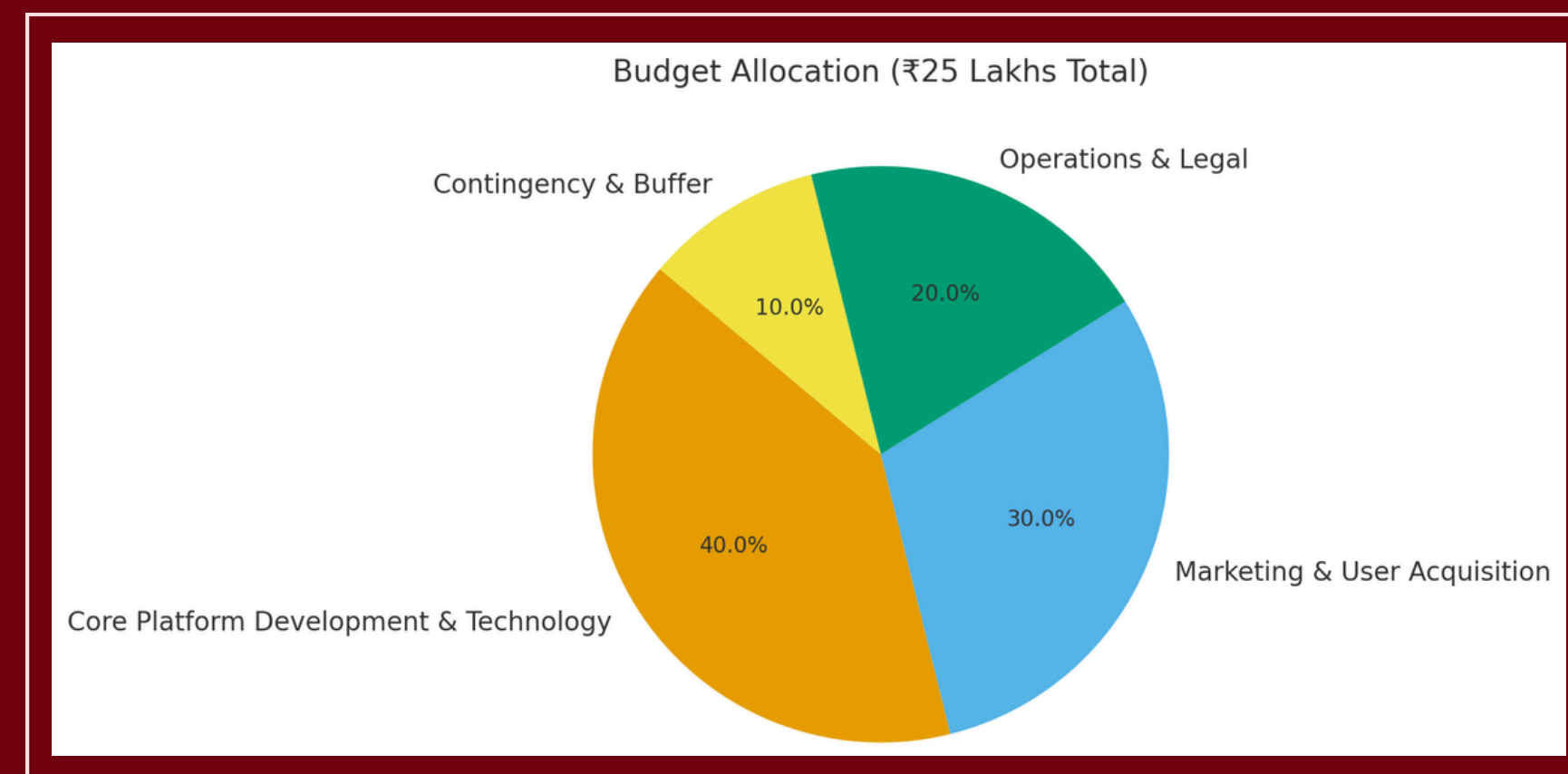


INVESTMENT ASK



- **INVESTMENT ASK FOR INR 25 LAKHS
IN RETURN FOR 10% EQUITY**

- Core Platform Development & Technology (40% - ₹10 Lakhs)
- Marketing & User Acquisition (30% - ₹7.5 Lakhs)
- Operations & Legal (20% - ₹5 Lakhs)
- Contingency & Buffer (10% - ₹2.5 Lakhs)





THANK YOU

5TH, OCTOBER 2025