

Pozbee

Your Private Photographer



# PROBLEM

**PRICE** , Professional photographers **charge extra** per hour to cover their business expenses (marketing, billing, administration etc..)

**ACCESSIBILITY** , It is **difficult to reach out** and hire professional photographers instantly or last minute. Need to book them in advance.

**DELIVERY TIME** , Photo delivery usually takes **too long** (like weeks)

**QUALITY** , Smartphones have good cameras, yet **high quality** photos require to be taken with correct lighting, right angle, good composition and be well edited as well

# SOLUTION

On-demand photographer hiring app matches photographers and users

SAVE MONEY!

EARN CASH!

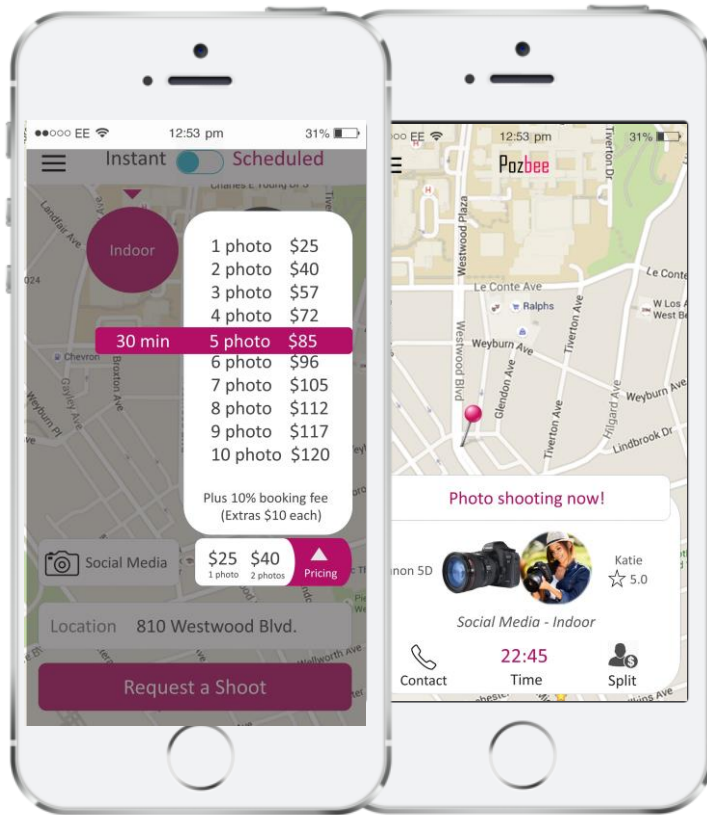
THE BEST PHOTO  
FOR EVERYONE!

# PRODUCT

## Instant Booking



## SCHEDULED BOOKING



Match with a photographer



Pick a photographer

Pozbee

# Market Validation

Photography in U.S.

**REVENUE**



**PHOTOGRAPHER**



**Portrait**

**WEDDING**

**PRODUCT SHOOT**

**EVENT**

**HEADSHOT**

**FASHION**

**SOCIAL MEDIA**

**REAL ESTATE**

# MARKET SIZE

Digital photography market global

# US \$85B



Digital photo taken in 2017  
worldwide

Photos taken by Digital  
Cameras



Photos taken by Smart phones



Booking w/Pozbee  
in first 2 years

# BUSINESS MODEL

Pozbee takes 20% commission on each booking  
*(%10 from photographers, %10 from clients)*

$$500K \times \$15 = \$7.5M$$

**Booking w/ Pozbee**

In first 2 years

**Ave Fee**

\$75/hour @ 1 hour

**Revenue**

In first 2 years

# MARKET ADOPTION

## EVENTS

Coachella  
Concerts  
Festivals  
Games  
Red carpet events

## COLLABORATION

Social Media Influencers  
Bloggers  
Actors  
Fitness models

## PARTNERSHIP

Studios  
Camera companies  
Fitness centers  
Restaurants & Bars  
Party venues  
Wedding planners

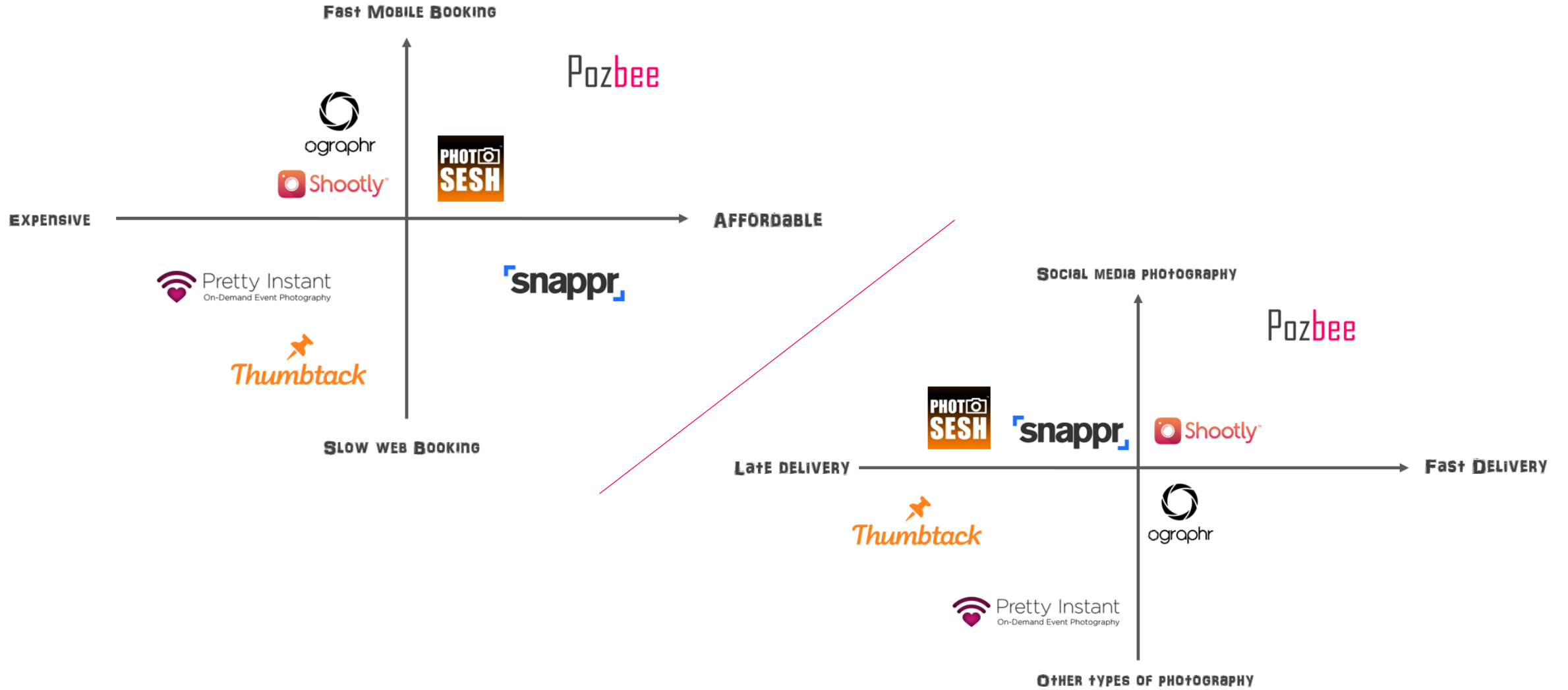
## PHOTOGRAPHER HUNTING

Instagram 500x  
Thumbtack Model Mayhem  
Craigslist Facebook groups

## SPONSORSHIP

University events  
Free photo shoot sessions  
Tech events

# COMPETITION



# COMPETITIVE ADVANTAGES

**INSTANT MOBILE  
BOOKING**

**TOP QUALITY  
PHOTOS**

**FAST DELIVERY**

**AFFORDABLE**

**CERTIFIED  
PHOTOGRAPHERS**

**PHOTOGRAPHER  
INCENTIVES**

Pozbee

# Traction

App is not on the app store yet, **but**

250

Photographers signed up!

1500

Users subscribed to know about the launch date!

9200

Instagram followers with high engagement!

# TEAM



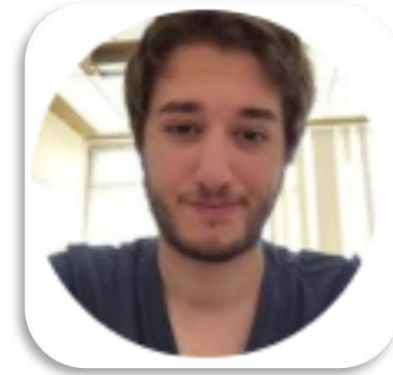
Cagdas Ocak  
**CEO @ Pozbee**

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Software Test Eng. @ Huawei

Entrepreneurship @ UCLA Extension

Founder of Pub Crawlerz



Mert Serin  
**Lead Developer**

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Software Developer

Computer Eng. @ Hacettepe Uni.

4 years development experience



**Thank you!**

Pozbee

# REFERENCES

## 1 Revenue of Photography in U.S.

<https://www.statista.com/statistics/294002/revenue-of-photography-in-the-us/>

**Photography in the US: Market Research Report**  
Market Research • Market Size • Industry Statistics • Industry Analysis • Indust

Photography Market Research Report | NAICS 54192 | Sep 2016

In focus: Industry revenue will increase despite a constantly shifting technological landscape

IBISWorld's Photography market research report offers insightful industry analysis and research into the market at the national level. IBISWorld's in-depth industry market research is presented in a logical and consistent format. The industry report contains key industry statistics, market size, industry trends, and growth and profit forecasts for a 5-year outlook period.

**Report Snapshot**

Market Share of Companies	Industry Statistics & Market Size		
Lifetouch XX%	Revenue <b>\$10bn</b>	Annual Growth 11-16 <b>1.8%</b>	Annual Growth 16-21 <b>XX%</b>
	Profit <b>XX%</b>	Employment <b>230,169</b>	Businesses <b>190,056</b>

## 3 Number of people who practiced photography in U.S.

<https://www.statista.com/statistics/227424/number-of-photographers-usa/>

## 2 Global Digital Photography Market Revenue

<https://www.zionmarketresearch.com/news/digital-photography-market>



## 4 Number of digital photos taken in 2017

<https://mylio.com/true-stories/tech-today/how-many-digital-photos-will-be-taken-2017-repost>

