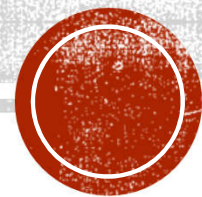


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# PHOTOG

The Photography  
Marketplace



# 01

Photog is the online marketplace of choice for photography services.

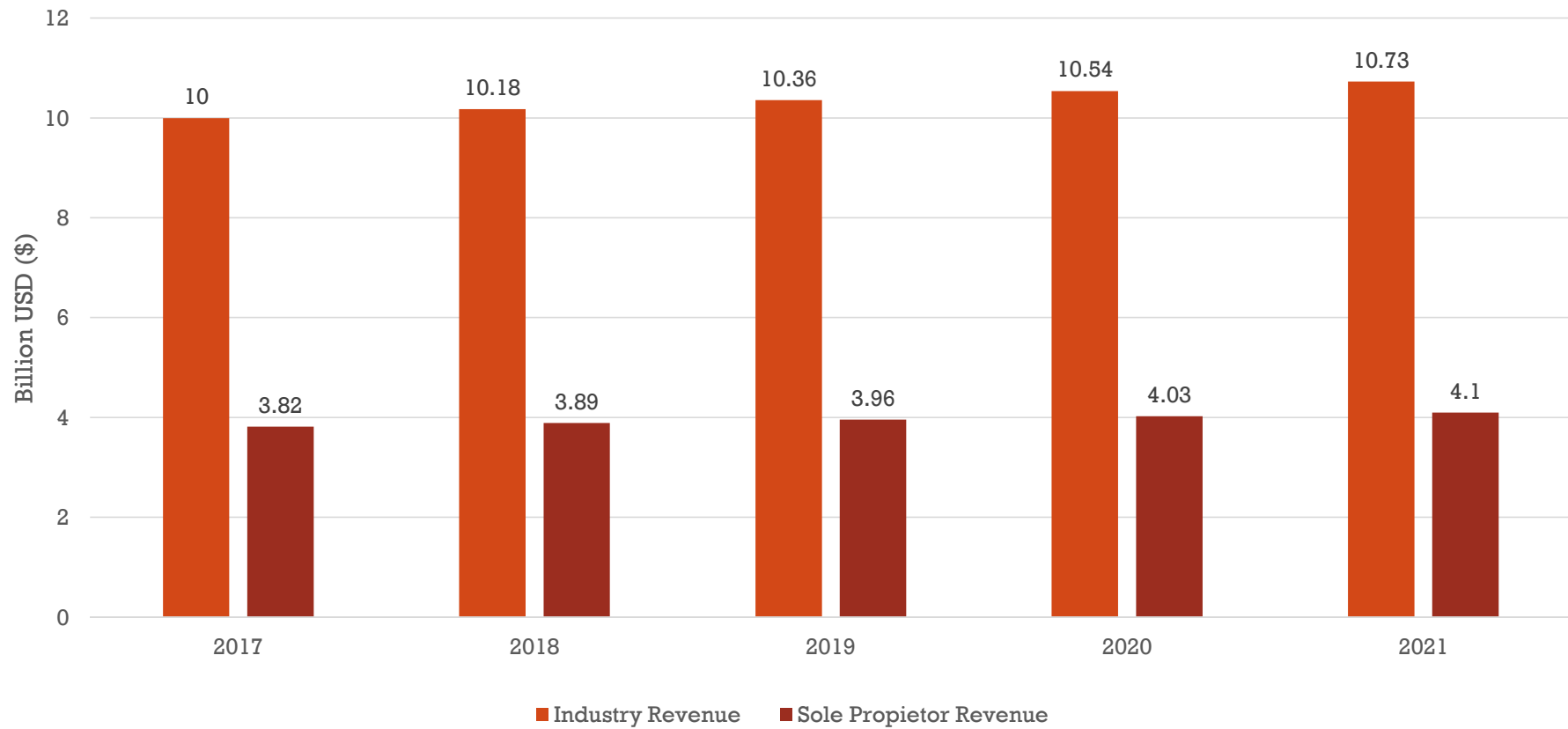
# 02

We provide the ability to search for and schedule a session with a peer-reviewed photographer anywhere in the world within minutes.

# PHOTOG



# OPPORTUNITY



Data from IBISWorld Photography Report (2016)



# PROBLEM

## Customers

Lack of transparency and standardization makes existing solutions risky in terms of quality and value

Flood of sole proprietors with individual websites makes comparison shopping difficult and time consuming

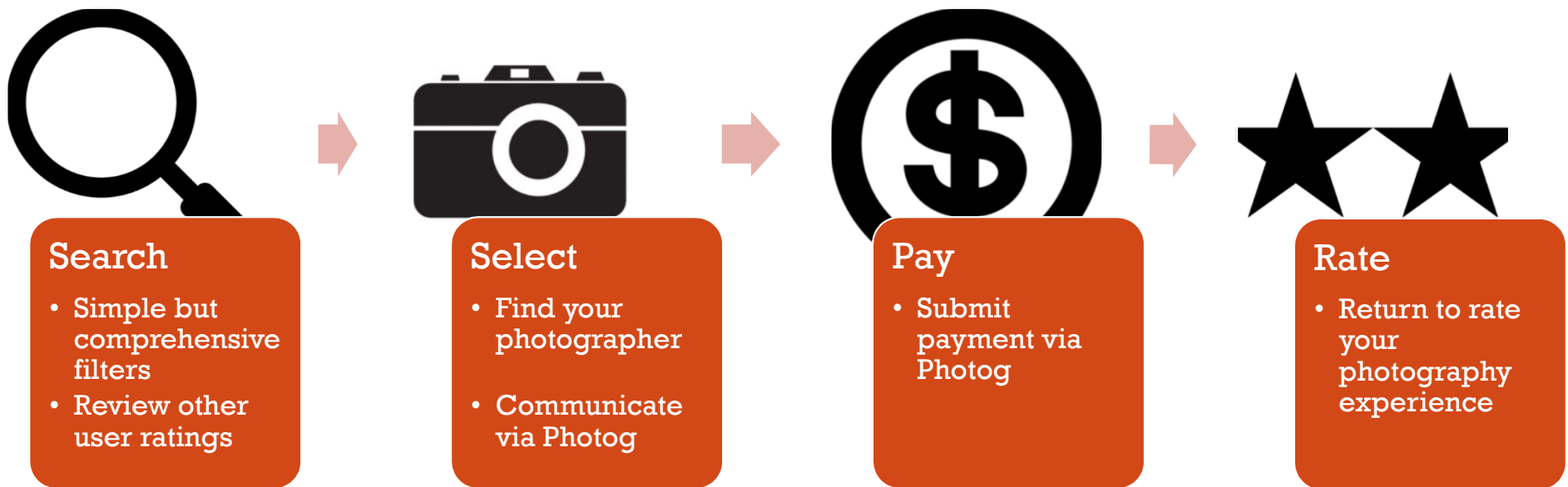
## Photographers

Existing solutions generate poor lead conversion ratios for photographers

It can be difficult and time-consuming to differentiate in the marketplace



# SOLUTION



# VALUE

## Customers

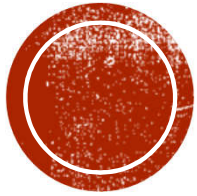
- Increased transparency and standardization
- One stop shop to enable comparison shopping, communication, and purchase
- Review other users ratings
- Payment security

## Photographers

- Improved lead generation and lower acquisition cost
- Improved lead quality by providing better customer matches
- Payment processing and security
- Studio and product creation tool with links to social media



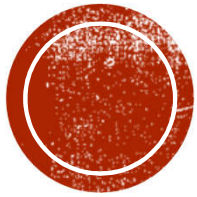
# BUSINESS MODEL



Free sign up for photographers and customers.

7.95% transaction fee split evenly between the customer and photographer. Payment processing using PayPal.

# BUSINESS GROWTH / TRACTION

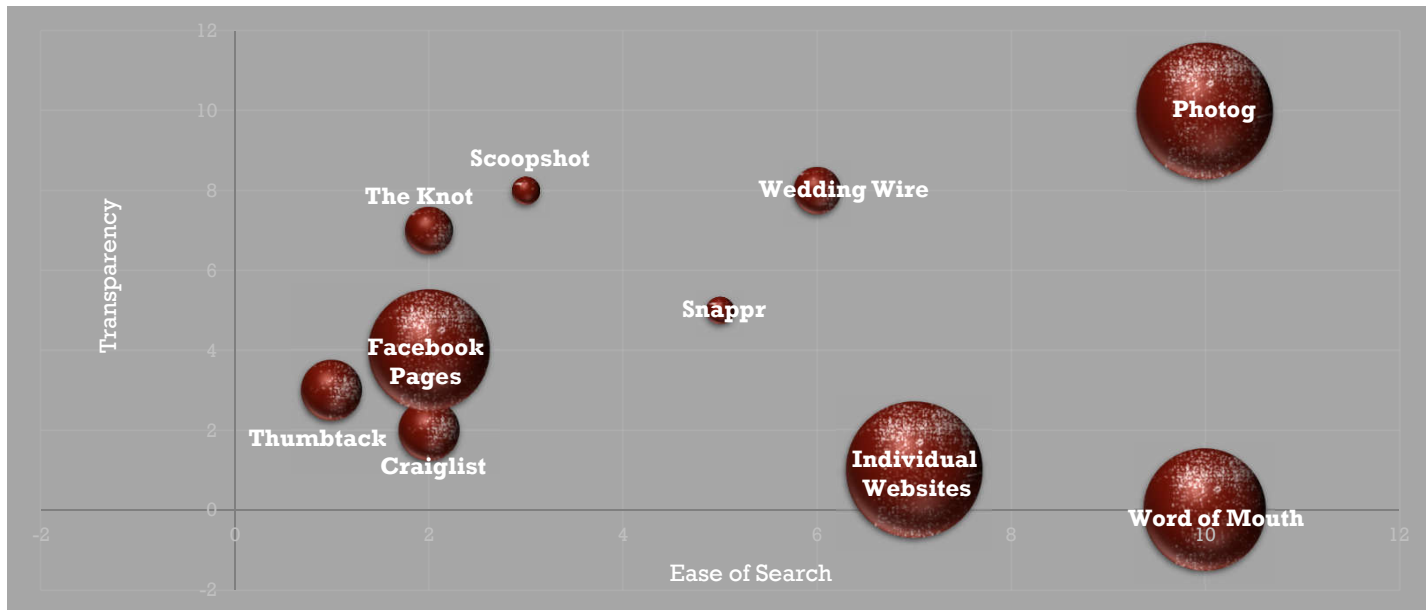
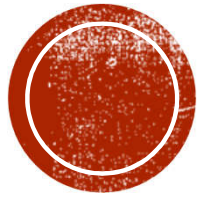


- Spring 2017: Completed customer discovery interviews and business model canvas for Dare to Dream grant; formed LLC.
- Spring/Summer 2017: Created site requirements with input from customers
- Summer 2017: Began building Wordpress back-end and developing modules to meet requirements
- Moving forward: Looking for investment to use for custom development on search filter and registration process to complete the site. Also looking for investment to use for marketing to help meet planned launch in Fall 2017.

A screenshot of a web form titled "Find Your Photog". The form includes a horizontal range slider at the top, followed by a "Price \$1 - \$7500" label. Below this are three filter sections: "Product categories:" with a dropdown menu, "Filter by rating:" with a dropdown menu, and a "Filter by location:" section with a map of the United States and a dropdown menu. At the bottom of the form is a red button labeled "Find My Photog".



# COMPETITION

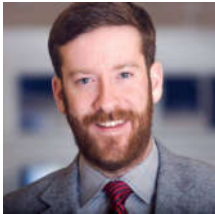


# TEAM



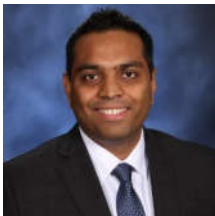
## Brad Ziajor – Founder and CEO

Professional experience in project management and IT. MBA from the Ross School of Business at the University of Michigan where he ran the successful club Photography at Ross.



## Christopher Rizzo – Founder and CMO

Extensive professional experience in digital marketing and management for technology startups. Professional photographer.



## Kapil Chaudhuri – Founder and CTO

Broad professional experience in software development and IT management. MBA from the Ross School of Business.



## Allyson Stewart – Founder and Advisor

Professional photographer and successful Founder at Thrive, LLC with experience in digital marketing and entrepreneurship. MBA from the Ross School of Business at the University of Michigan.

