

Nathan Low Media



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Executive summary

Nathan Low Media is a filmmaking and photography business I intend to build to provide high end content for the Outdoor industry. As a sole trader I plan to use my experience in the outdoors my skills as a filmmaker to provide a unique service to South Wales. In the first year I plan to build on my existing networks in the outdoors to establish myself as

My services will include non-technical filmmaking, photography and editing at a daily rate of £200 per day. I will also be offering specialist filmmaking and photography at £400 per day. This will include services such as rope access and water-based filming. Finally, I will offer project based rates starting at £800 which include a tailored approach to creating the product a client is looking for. This will include walking through all aspects of production with the clients to make sure they get exactly what they are looking for.

My customers are going to start with existing contacts in the outdoor industry, and then growing my contacts and opportunities from there. This will include outdoor providers, outdoor education centres, qualification providers, climbing gyms and expedition companies. The rich range of clients across the industry will give me the opportunity to offer the range of services detailed above.

There are a number of filmmakers across the UK, with several companies well established as specialists in creating content for the outdoors. Several examples of these include Film Up High who are based in Eryri and Momentum Media. Both companies boast impressive portfolios with high end customers such as the BBC, Rab and Vogue (Film Up High, 2023a; Momentum Media, 2023). While their expertise and experience outmatch myself on most metrics, they are largely focussed on larger companies and productions. Locally to South Wales there are no established filmmakers who focus primarily on small to medium businesses in the outdoors. This gap in the market creates an excellent opportunity to provide my services to people who need them.

In the first year I intend to start by aiming to fulfil a third of my income through media with the other two thirds coming from outdoor facilitation. By the second year I aim to up my media income to half of my earnings and then by the third year move to two thirds of my income. Where necessary I can increase earnings in one area depending on how business progresses. Having the ability to adjust things accordingly gives me greater options and financial security.

In the first year I intend to make £12,000 of sales through filmmaking by completing between 4 days to a week of filmmaking each month. This will likely start off slower and build in the summer months before dropping off slightly at the end of the year. By the second year I aim to increase my sales to £20,000 and then £30,000 by year 3.

Once accounting for all cost, I forecast creating a £9,000 profit in the first year with £3000 coming from filmmaking and Photography. In the second year the plan is for that to have a 10% increase in profits at £10000 with £5000 coming from filmmaking and Photography. Finally in the third year I plan to grow the profit again by 10% to £11000 with £7300 coming from my media work. This sli

By establishing myself in this gap in the market I aim to become the go to person locally for filmmaking and photography in the Outdoors. Through established and new relationships built through word of mouth and an online marketing strategy, I intend to provide a high-end product that promotes local outdoor businesses and helps make them thrive.

Company overview:

Nathan Low Media is aiming to become the go to filmmaker and photographer for the South Wales outdoor industry. By understanding how best to capture the footage in a safe way, I can provide the footage the outdoor industry is looking for without getting in the way:

Goals:

Short Term (1 year)

- Create high quality films and videos for clients
- Create an online presence
- Cover 1/3 income through Low Media

Mid Term (2 years)

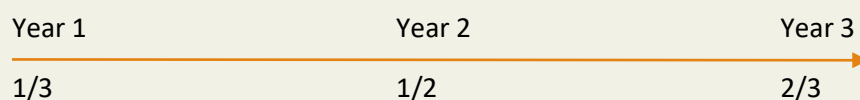
- Cover half income through Low Media
- Develop larger project work
- Begin entering expedition industry

Long Term (3 years+)

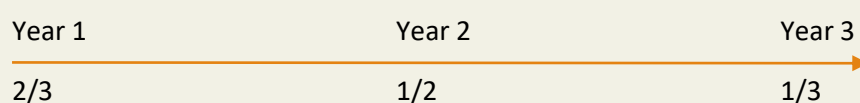
- Establish myself as one the principal filmmakers for the outdoor industry in South Wales
- Cover 2/3+ income through Low Media
- Use filmmaking and photography to grow the local outdoor industry

Strengths: Attractive Product Outdoor Industry Experience Outdoor Qualifications Extensive Contacts in the Outdoors Freelance flexibility	Weaknesses: Not well known in Film Industry Reliant on one person Weak Social Media Presence
Opportunities: Build skills/ Qualifications Networking South Wales Focus	Threats: Businesses cost cutting New Competition Injuries Pandemic/ medical

Low Media Income



Outdoor Instructing



Description of Services

Daily Rates

£200 p/d*

* Per day rates are from 9-5, with every additional hour up to 5 hours at £30 and then it counts an extra days rate.

Photography/ Filmmaking/ Editing

Non-technical land-based photography, filmmaking and editing.

£400 p/d*

* Per day rates are from 9-5, with every additional hour up to 5 hours at £50 and then it counts an extra days rate.

Specialist jobs

- Rigging work/ rope-access based work
- Water based work
- Filming and photography combined

Project Rates

£800+

This option is for anyone wanting a more bespoke service with a more detailed approach to creating stills or filmmaking. During the process the client will be involved in all aspects of the pre and post-production so that they can be as involved in the creative aspects of the project as they would like to be.



Personal Profile:

Nathan Low

Growing up in the Atlas Mountains of Morocco I began developing a passion for the outdoors and storytelling. When I arrived in the UK in 2011 I was able to start developing myself professionally in the outdoors and have worked in the

industry ever since. Facilitating the outdoors for thousands of people has given me the opportunity to develop a deep understanding of the outdoor industry which has become invaluable as I have entered the world of filmmaking and photography.

Three years ago I began to develop my second passion of storytelling when I began a degree in adventure filmmaking. This has given me the skills to create quality stills and films. Combining this with my passion for the outdoors has given me a somewhat unique opportunity to tell stories often difficult to perceive for people outside of the industry, and the skills to get into positions that are often inaccessible for this untrained in the outdoors.

Today I use my passion for the outdoors and storytelling to invite people to get a more intimate and exciting perspective of adventure and the outdoors. Having worked across the industry from outdoor centres to leadership and team building development and overseas expeditions, I come with the knowledge of how the industry works. This gives me the opportunity to capture the stories in a safe and managed approach that doesn't get in the way of those participating or facilitating the experiences.

Key qualifications:

BA Adventure Filmmaking

Summer Mountain Leader

Rock Climbing Instructor

Outdoor First Aid & Critical Bleeds

CV: https://nathanalanlow.wixsite.com/website-1?fbclid=IwAR25pPDv9BL4qbG_CUvP2xj5EiBinTVpzNkov5jSR8qM1xp04CDElghzm7c



Market Research & Target Clients

The outdoor Industry has grown enormously providing £1.5 bn pounds (Outdoor Industries Association, 2020) for the UK industry. The landscape has also changed with an increase in smaller businesses and sole traders making up a large part of the industry that was previously dominated by outdoor centres.



When examining the industry there 5 main areas that became clear potential target clients. They are broken down into outdoor providers, outdoor education, qualification providers and climbing gyms. Within South Wales all of these companies would have the opportunity to build on their media content, however are unlikely to spend an enormous amount of money doing so. With reference to sole traders in particular, semi regular opportunities to collaborate and provide services is much more likely to bear fruit than large scale productions.

With the increasingly important landscape of social media it would also be enormously helpful to provide advice and content for how to boost their platforms.

Target Clients:

One of the benefits of having worked in the outdoor and adventure industry for the past 10 years is that I have a list of clients I have previously worked with and am in contact with. All the examples of clients provided below I am in contact with and have worked with in the past.

Outdoor Providers:

One of the first client groups I would target include the many outdoor providers scattered across South Wales. A lot of these providers are small to medium businesses and provide an exciting service to a variety of clients. Communicating what they do is done often through phone footage and amateur content collected on sessions. While this sometimes fulfils the need for short form content, many companies require high quality content to show off just how spectacular what they do is. This will most likely come in the form of short, exciting and dramatic promotional videos.

Examples of clients: Savage adventure (2023), Rip n Rock (2023), Fair ways Outdoor Adventure (2023)

Outdoor Education:

Education is increasingly involved in the outdoors today. Between outdoor centres that target primary schools, or colleges that run outdoor programmes, the outdoors and education have become increasingly linked. Stills and videos are excellent ways to promote what is happening in outdoor education whether they are used for promotion, inquiries or even fundraising strategies.

Examples of clients: Pendine Outdoor Education Centre (2023), Coleg Sir Gâr (2023), Gower College Swansea (2023)

Qualification Providers:

Historically qualifications were delivered primarily by centres, especially ones with government backing such as plas-y-brenin (<https://pyb.co.uk/>) or Glenmore lodge (<https://www.glenmorelodge.org.uk/>). Today it is becoming more and more common to find closer and sometimes cheaper alternatives run by smaller businesses that specialize on one area of the industry. With this comes the importance of promoting your business professionally to give yourself an edge over potential rivals. By providing high end content they will be able to promote a professional product that instils trust to the consumer.

Examples of Client: Climbing Company (2023), Outdoor Matters (2023)

Climbing Gyms

Climbing Gyms are becoming increasingly popular (Hackney, 2022) with two thirds of climbers in the UK reportedly remaining exclusively indoors (ABC, 2019, p. 32). Within this increase of walls there has been an increase in competition with smaller walls set up by locals sometimes struggling to keep up with larger gym chains that have more structure in place. By providing high end promotional material to these smaller local walls, such as the overhang, it could set them up for greater success.

Examples of clients: Overhang (2023), dynamic rock (2023)

Expeditions:

Expeditions were growing in popularity before the pandemic and have been trying to get back into gear ever since. Similar to the outdoor industry, having someone who understands how expeditions run, and is able to assist rather than hinder and expedition, is vital. Having delivered several expeditions, I can join in with programmes while capturing high end content for promotion.

Examples of clients: Outlook Expeditions (<https://outlookexpeditions.com/>)



Market Strategy:



Communicate:

Website:

As the diagram above says, communicating what I do will be critical. The first step is creating a website that acts as a professional headquarters for all information. This can showcase some of my existing work while also signposting people to my other platforms. As well as acting as a means of showcasing my work, it will be a means for contacting me for potential work. As well as signposting my website on social media platforms, I will use blogs as a way of engaging with my audience and increasing footfall.

LinkedIn:

LinkedIn will be important for two main reasons. First it will create another opportunity for people to engage with what work I have done, and what sets me apart. Secondly it will create the opportunity for more connections to be made once I add people I have worked for so that secondary contacts can start creating links.

Social Media:

My social Media strategy is broken into three main areas: Facebook, Instagram and Youtube.

- **Facebook:** As the largest social media network, and one that is especially used by a slightly older demographic, Facebook is a great tool. First, I will create a simple page that can act as a mini hub for content to be posted as well as signposting people to more specific accounts such as YouTube and Instagram. I will also use it to connect in with existing freelance groups (South Wales filmmakers, South Wales instructors) to network and find out about potential work (Appointy, 2022).
- **Instagram:** Instagram is a great way of showcasing visual work. As well as using Instagram to showcase my photography, I will use the stories to give people live updates of what work I am up to and reels as a way of giving behind the scenes views of the work I do (Appointy, 2022).
- **YouTube:** YouTube will be the platform and hub for longer form content. By teasing snippets of my work on Instagram and Facebook I can signpost them to my YouTube page where I can develop engagement through long form content I am creating. With 86% of Youtubers regularly searching videos on how to do something (Sponsokit, 2018), it is a great strategy to build an audience. Similarly to some of Paul Robinsons videos (2019), I will show how to perform some of the more technical aspects of outdoor filmmaking such as jugging up ropes and making sure ropes don't get into the frame of your camera.

Building Contacts:

One reoccurring theme amongst freelancers is the importance of developing good relationships with people and getting along with them (Hardy, 2023).

Existing Contacts:

Being in the fortunate position of being well connected within the outdoor industry in South Wales, I have a lot of contacts already. The next step is communicating that I am not only an outdoor instructor, but also a filmmaker.

Unique Selling Point:

1. My experience, qualifications and skills in the outdoors allow me to access outdoor locations that could be potentially hazardous and sometimes difficult to access.
2. Having been an outdoor facilitator for over ten years that is studying adventure filmmaking, I understand where I need to be to get the best shots, how to get them, and how to do so without getting in the way of the participants or instructors.

Competitors:

Walker Creative Video:

Walker Creative are a company based in Edinburgh that work around the UK providing high end videos in anything from events to the outdoors. They promise to walk through the whole process of creating a video with their clients and have a rich mixture of corporate and outdoor clients such as 'Manchester city council' and 'Little Trekkers' (Walker Creative, 2023). Walker Creative has far more experience and expertise at hand to offer clients looking to create professional videos for their companies. On the other hand, because of their size, they are unlikely to be the first choice for a lot of the smaller businesses I would be targeting. Furthermore, being based in Edinburgh they would also miss out on the local knowledge and South Wales focus I have to offer.

Momentum Media:

A carbon neutral business that focuses on the outdoors and automobiles, Momentum Media has an enormous amount of experience delivering excellent films for companies such as Land Rover, Musto and Vanity Fair, (Momentum Media, 2023). They promise to take care of everything from the concept to risk assessments to location scouting. While they have the ability to offer much more than myself on almost every metric, they are much more cooperate focussed. As such it is unlikely that we would be working to compete for the same clients locally.

Film Up High

Perhaps one of the most impressive filmmaking companies in the outdoors is Film Up High. They are based in Eryri, North Wales and create exciting and beautiful films and photography in complex and technical terrain (Film Up High, 2023a). Boasting an experienced team that includes multiple experienced filmmakers, experienced qualified mountaineers and artists, they "advocate gender-neutral and carbon-neutral film content," (Film Up High, 2023b). Their vast experience and impressive portfolio including multiple top end outdoor brands makes them a go to choice for many companies looking for a professional product in the outdoor industry. The best way to compete with Film Up High is to aim for slightly smaller businesses and use existing contracts and relationships in South Wales to open doors.

Lowe Film & Photo Ltd

Lowe Film & Photo provide "creative, modern and imaginative" pieces that focus largely commercials, tv and documentaries for companies such as Bentley, the BBC and Visit Wales (Lowe, 2023). While they are not quite as outdoor focussed as other competitors, the fact that they are based in South Wales and share a similar name means that it will be important to distinguish ourselves from each other. Fortunately because I am fairly well connected to the outdoor industry in South Wales I won't need to push cold contacts in a way that would promote this problem too much. Furthermore, by adding my first name it helps add a small level of separation in our businesses.

Scott Beckett

Scott Beckett is a student at UWTSO studying adventure filmmaking. Similarly to myself he is looking to become a freelance filmmaker in the outdoors. He has more year's filming experience and offers

excellent filmmaking knowledge to prospective clients. Scott has more focus on areas of the outdoors such as Gorge Walking which I have less experience and contacts in. Having extensive experience and contacts in the outdoor industry in South Wales I potentially have an advantage in finding work, however because there are so many outdoor providers in South Wales it is more likely that we would collaborate than compete for work.

Finances

Sales

Year 1	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
£200 p/d	£600	£600	£600	£200	£200	£400	£400		£600	£600	£800	£800	£5,800
£400 p/d			£400	£800		£800	£800		£400	£400			£3,600
Project					£1200			£1400					£2,600
Total	£600	£600	£1000	£1000	£1400	£1200	£1200	£1400	£1000	£1000	£800	£800	£12,000

Year 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
£200 p/d	£600	£400		£400	£800	£800	£200	£800	£800	£600		£200	£5,600
£400 p/d	£400	£800		£1200	£1200	£1600	£800	£1600	£1200	£800		£800	£10,400
Project			£1400				£1400				£1200		£4,000
Total	£1000	£1200	£1400	£1600	£2000	£2400	£2400	£2400	£2000	£1400	£1200	£1000	20,000

Year 3	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
£250 p/d	£500	£500	£1000	£1250	£1000	£1000	£1500	£500	£1000	£1250		£1000	£10,500
£500 p/d	£1000		£1500	£1500		£2000	£1500	£500	£2000	£1500		£500	£12,000
Project		£1500			£2000			£2000			£2000		£7,500
Total	£1500	£2000	£2500	£2750	£3000	£3000	£3000	£3000	£3000	£2750	£2000	£1500	£30,000

Break Even Monthly Family Costs	
Rent	£500
Council Tax	£150
Gas, Electricity, Water	£180
internet	£30
Clothing/ shopping	£200
Subscriptions/ memberships	£40
Car (insurance)	£90
Fuel/ repairs	£500
Groceries	£600
Leisure	£200
Climbing	£30
Savings	£200
Total	£2,720
Nathan Low 50% Contribution	£1,360

Specific Gear Costs:

Underwater camera housing £1200 (Pre-Start)

DJI Ronin gimbal: £400 (June)

Month	Pre-Start	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
Money in														
Filmmaking Sales		£600	£600	£1,000	£1,000	£1,400	£1,200	£1,200	£1,400	£1,000	£1,000	£800	£800	£12,000
Instructor Sales		£1,000	£1,500	£1,500	£2,500	£2,500	£3,000	£3,000	£3,000	£2,500	£1,500	£1,000	£1,000	£24,000
Family loan	£1,200													£1,200
Total Money in	£1,200	£1,600	£2,100	£2,500	£3,500	£3,900	£4,200	£4,200	£4,400	£3,500	£2,500	£1,800	£1,800	£37,200
Money Out														
Monthly Break Even budget		£1,360	£1,360	£1,360	£1,360	£1,360	£1,360	£1,360	£1,360	£1,360	£1,360	£1,360	£1,360	£16,320
Repayment of family loan		£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1200
Gear/ Maintenance	£1200	£50	£50	£50	£50	£50	£400	£50	£50	£50	£50	£50	£50	£2150
Business Insurance		£20	£20	£20	£20	£20	£20	£20	£20	£20	£20	£20	£20	£240
Creative Cloud		£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£600
Total Money Out	£1200	£1,580	£1,580	£1,580	£1,580	£1,580	£1,930	£1,580	£1,580	£1,580	£1,580	£1,580	£1,580	£20,510
Balance	£0	£20	£520	£920	£1,920	£2,320	£2,270	£2,620	£2,820	£1920	£920	£220	£220	£16,690
Opening Balance	£0	£0	£20	£540	£1,460	£3,380	£5,700	£7970	£10,590	£13,410	£15,330	£16,250	£16,470	
Closing Balance	£0	£20	£540	£1,460	£3,380	£5,700	£7,970	£10,590	£13,410	£15,330	£16,250	£16,470	£16,690	

Total earnings: £37200

Total Spending: £20,510

Final Balance: £16,690

Income tax 20% after £12,500: £4,940

National insurance 9.73% after £11,900: £2,461.69

Final Balance – Tax & NI: £9,288.31



Viability Review:

By progressively increasing the amount of Filmmaking and photography each year it gives me the opportunity to slowly build a client base at a realistic rate. This strategy reduces the risk and allows me to adjust the business details as the years progress. With the sales forecast set as it currently is it allows me to begin with a profit of just over £9,000 when including my Outdoor work and accounting for taxes and National Insurance. The filmmaking accounts for a third of that profit at around £3000 which is not huge, but is a great start.

The plan is then to grow my filmmaking and photography each year while accounting for a 10% increase in sales. This will allow me to steadily grow the business and increase my profit margins each year. If for whatever reason my sales forecast turn out to be unrealistic I can adjust my work to allow for more outdoor freelancing which is readily available.

By following this strategy, it provides the potential for a growing business in filmmaking and photography while also having a strong back up plan for any potential problems that could arise.

Self-Reflection Journal:

When I started off this journey of planning a business out I had a fair amount of experience freelancing as an outdoor instructor to draw upon. While I have freelanced for a number of years, I wasn't excited about the prospect of creating a new business plan. One area I have often struggled with is sitting down to work out the details that come with being self-employed. Furthermore, I have often found being self-employed a bit lonely, and have often felt that I work better when I can be part of a team.

This led me to ask two questions of this business: First, can I create a business plan that I feel is realistic and would create a healthy work, life balance. Second, can I imagine myself actually doing this and enjoying it?

When examining the first question I was surprised to find several things. First there does genuinely feel like there is a gap in the market for filmmaking in the South Wales Outdoor industry. This wasn't immediately obvious to me until I spent some time examining the websites and content being used by all the different companies I have worked for. There was a reoccurring theme, the content was often poor and rarely did justice to just how exciting the outdoors really is. When examining this further it became clear that a lot of the elements that these companies were trying to showcase were difficult to access with tools other than a gopro or phone. Furthermore, if you did find someone with the right skills to film these activities, they were already focussing on much bigger projects.

So yes there was a gap in the market, and yes I felt that it was something I could provide an answer for. When sitting down to look at the huge number of potential clients it became clear that if I combined filmmaking alongside my instructing, then it was likely to succeed without requiring too much investment. This is an important factor for myself having a family I need to provide for. Any business that was too high risk would be difficult for me to justify.

So while I felt I had come up with a realistic plan that could work alongside family life, the real question is would I enjoy it? I have found this question harder to answer. I work really well in an environment where I can work in a team and contribute to a vision which I believe in. I am not fully convinced that being a lone filmmaker is something I would be able to do long term. It has made me wonder about whether there is scope for something a little larger where I can partner myself with someone who is equally excited about joining me on this venture.

So, in conclusion I feel that this concept has real weight to it and can definitely be successful. I am unsure if freelancing is the way forward for me, and perhaps there is another way that I can build a business partnership with someone who can compliment my gifts and create a stronger team. The next step will be to start seriously consider this concept and who might want to join me in this venture.

Word Count (Approximately 4,350)

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