



OVERVIEW

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1.1 bussiness name ,concept

G PHOTOGRAPHY

"Freeze the moment "

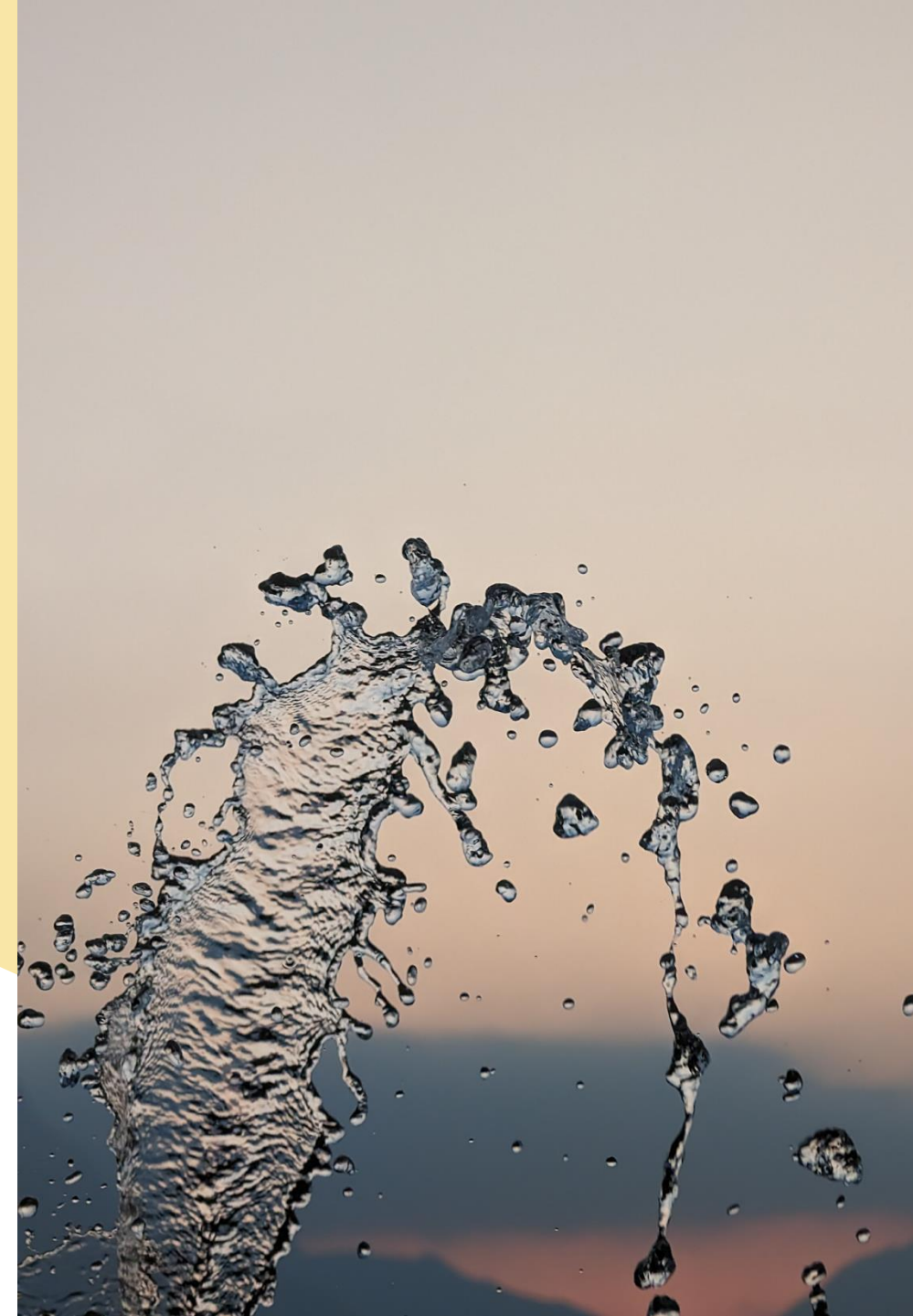
G Photography: Mobile-First, Same-Day Delivery

Four Specialised Services:

- 1 Wedding Photography (£1,500-£3,000) — Documentary style, full-day coverage
- 2 Newborn Photography (£175-£285) — In-home natural light sessions
- 3 Corporate Headshots (£400-£800/day) — LinkedIn-optimised, same-day delivery
- 4 Modelling Portfolios (£195-£600) — Agency-standard packages

The G Photography Difference:

- Zero Studio Overheads: 70% cost reduction vs. traditional competitors
- Same-Day Previews: Laptop editing suite enables immediate purchasing decisions
- St David's Dewi Sant Base: 28 million annual footfall visibility



1.2 Market Opportunity

The UK Photography Market is Booming

- **Market Size:** £1.9 billion (2025), growing at 1.4% CAGR
- **Wedding Segment:** £1.35 billion globally, 8.1% UK growth to 2033
- **Cardiff Specifics:** 28 million annual visitors to St David's, £55 average spend
- **Target Addressable Market (TAM):** £12.4 million (Cardiff wedding + portrait photography)

Growth Drivers:

- 60-73% of Gen Z prioritise convenience over price
- Rising marriage rates post-pandemic
- Corporate demand for personal branding imagery





1.3 Business Model

Revenue Stream	**Year 1**	**Margin**
Wedding Photography	£28,000.00	70%
Newborn/Portrait	£12,000.00	75%
Corporate Headshots	£8,000.00	80%
Modelling Portfolios	£6,000.00	70%
Print Sales (IPS)	£4,000.00	85%
Total	**£58,000**	**73% avg**



1.4 Legal Structure

Private Limited Company (Ltd)

Rationale for Structure Change:

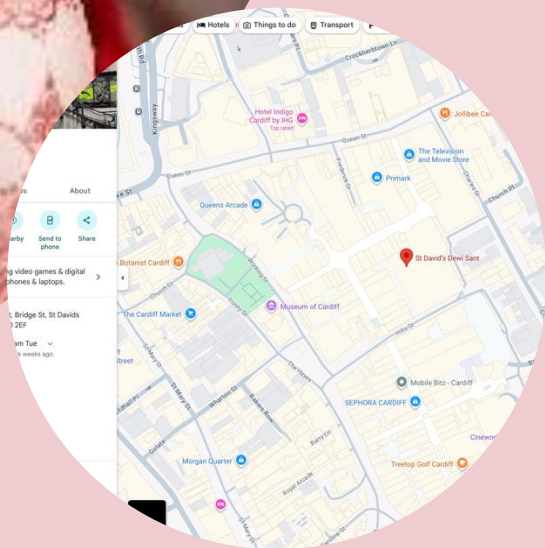
- Current: Sole Trader (appropriate for £50K turnover)
- Post-Investment: Private Ltd (essential for £250K+ scaling)

Benefits:

- Limited liability protection for investors
- Tax efficiency (Corporation Tax 25% vs. Income Tax 40%+)
- Professional credibility with corporate clients
- Share structure enables future funding rounds

Governance:

- Founder: 80% equity (voting control)
- Angel Investor: 20% equity
- Option pool: 10% (for key hires, created post-investment)



1.5 location

st David's Dewi Sant: The Heart of Cardiff

Geographic Coordinates: 51.48083°N, -3.17556°W

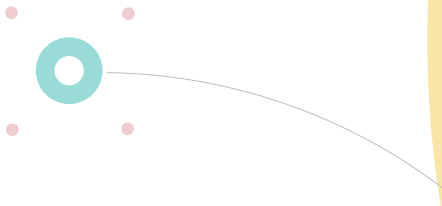
Why This Location?

- 28 million annual footfall — highest in Wales
- 81 minutes average dwell time — allows consultation opportunities
- £55 average spend — indicates discretionary income for services
- Zero competitors — first photography service in the centre

Kiosk Specifications:

- Location: Lower Grand Arcade (3m x 3m, £2,800/week peak rate)
- Function: Consultation hub, same-day editing demo, equipment base
- Visibility: Positioned between John Lewis and Apple — premium footfall

Expansion Potential: Landsec portfolio includes Bullring Birmingham, Trinity Leeds, and Westgate Oxford — all replicable kiosk sites.



1.6 human resource

Role	**Month** *	**Cost**	**Function**
Associate Photographer (Weddings)	12	£28,000.00	Handle overflow, weekend coverage
Studio Manager (St David's)	14	£24,000.00	Kiosk operations, client consultations
Associate Photographer (Portrait)	16	£26,000.00	Newborn/corporate specialist
Video Editor (Part-time)	18	£12,000.00	Drone videography, social content
Total Payroll (Month 24)		**£90,000**	4 FTE + founder

1.7 SWOT Analysis

Opportunities	**Threats**
AI editing reducing post- production 40%	Economic recession reducing discretionary spend
Landsec portfolio expansion	New competitor entering St David's
Corporate retainer contracts	St David's rent increases (25% seasonal)
Drone videography add- on	Freelance photographer price wars

Strengths	**Weaknesses**
First-mover kiosk advantage	Single founder risk (mitigated by team hire)
70% margins vs. 40% industry	Weather-dependent outdoor shoots
Same-day technology moat	Limited initial brand recognition
28m footfall visibility	Equipment failure risk (backup protocols)



1.8 Financial Overview

Pre-Investment (Bootstrapped):

- Startup Costs: £8,200
- Monthly Burn: £780
- Break-even: Month 5
- Year 1 Revenue: £58,000
- Year 1 Profit: £39,290

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12-Month Marketing Strategy

Phase 1: Launch (Months 1-3) — £15,000

- St David's kiosk fit-out and launch event
- Google Ads: "Cardiff wedding photographer" (£300/month)
- Instagram/Facebook targeted ads (£500/month)
- 50 TFP collaborations for portfolio building

Phase 2: Growth (Months 4-6) — £12,000

- Vendor partnerships (10 wedding venues, 5 midwife practices)
- Referral programme (10% discount for successful referrals)
- TikTok content series: "Same-Day Wedding Edits"
- Email marketing automation (5,000 subscribers)

Phase 3: Scale (Months 7-12) — £18,000

- Corporate B2B outreach (LinkedIn Sales Navigator)
- Bridal show exhibitions (Cardiff Wedding Fair)
- Influencer partnerships (Cardiff-based wedding planners)
- Retargeting ads for St David's visitors

Total Marketing Budget: £45,000 (45% of investment)



2.1 Marketing Examples

Business Cards:

- Seed paper (plantable)
- St David's location + QR code to portfolio
- Tagline: "We Come To You"

Instagram Post:

- Carousel: Before/After same-day edit
- Caption: "From 'I do' to Instagram in 4 hours"
- Hashtags: #CardiffWedding #StDavidsPhotographer

TikTok Advert:

- 15-second video: Time-lapse of kiosk editing
- Hook: "POV: You see your wedding photos before the reception ends"
- Target: Engaged women 25-34, 10-mile radius of Cardiff

Facebook Launch Post:

- Event: "Grand Opening — St David's Dewi Sant"
- Offer: First 20 bookings receive free engagement shoot
- Reach: 5,000 targeted users

Flyer Design:

- Distributed at St David's entrances
- A5 double-sided: Portfolio images + pricing packages
- QR code linking to availability calendar

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2.3 Identified Risks & Solutions:

Risk	**Probability**	**Mitigation Strategy**
Founder illness/incapacity	Medium	Key person insurance, associate photographer cross-training
St David's rent increase	High	12-month lease negotiation, 25% seasonal buffer budgeted
Equipment failure	Medium	Backup camera bodies, insurance coverage, rental partnerships
Economic downturn	Medium	Diversify into "essential" corporate headshots (recession-resistant)
Competitor entry	High	Build brand loyalty through exceptional service, trademark USP



3 Why Invest in G Photography?

The Opportunity:

- 1 **Proven Market:** £1.9 billion UK photography market growing steadily
- 2 **Validated Model:** £31,000 revenue bootstrapped, 72 NPS score
- 3 **Scalable Location:** St David's 28m footfall provides organic lead generation
- 4 **Strong Margins:** 70% gross margins vs. 40% industry average
- 5 **Clear Exit:** Acquisition target for national chains by Year 5

The Team:

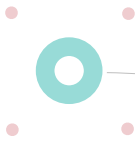
- Founder with marketing expertise + photography technical skills
- Advisory board: Former Landsec retail manager, wedding industry consultant

The Ask:

- £100,000 for 20% equity
- **Use of Funds:** Team (35%), Marketing (25%), Equipment (15%), Tech (10%), Expansion (8%), Buffer (7%)
- Target ROI: 5x return within 5 years via trade sale



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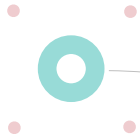
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