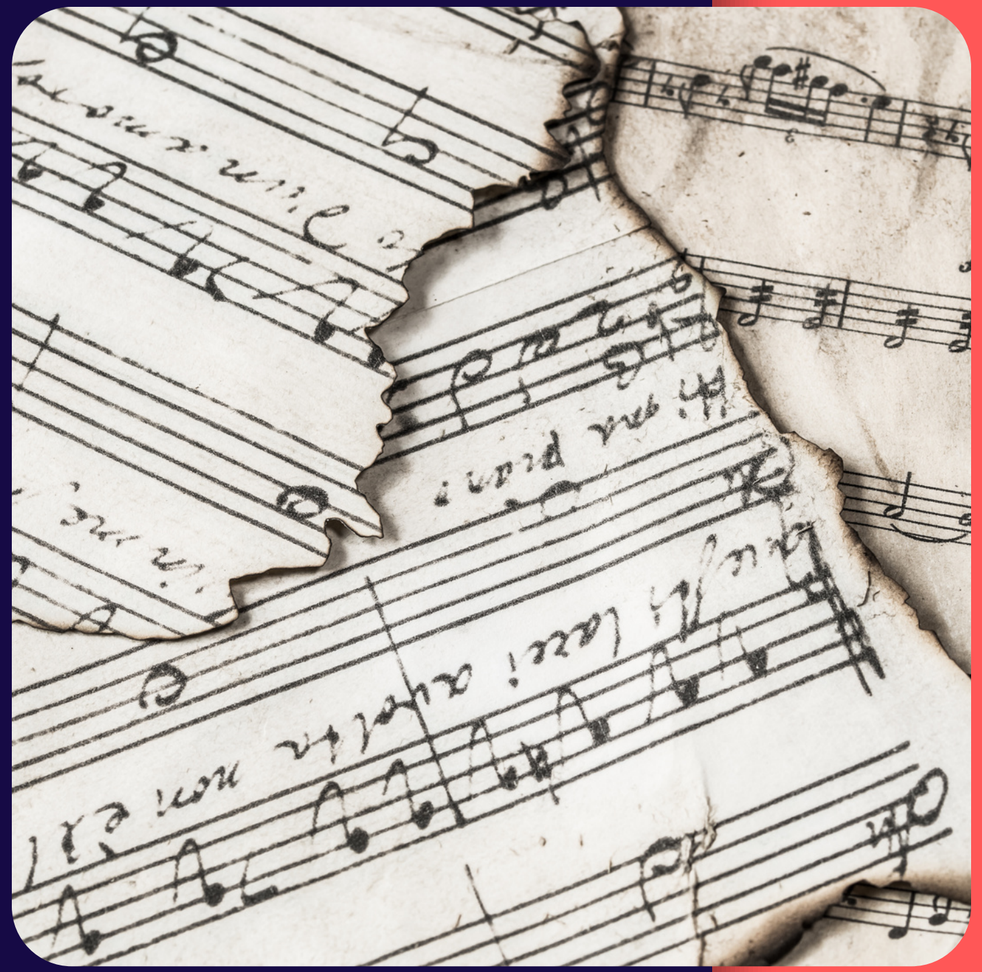
impress

Bringing under-represented talent to LIFE!!

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Student Number 2009554

Module Title: Creative Business Project
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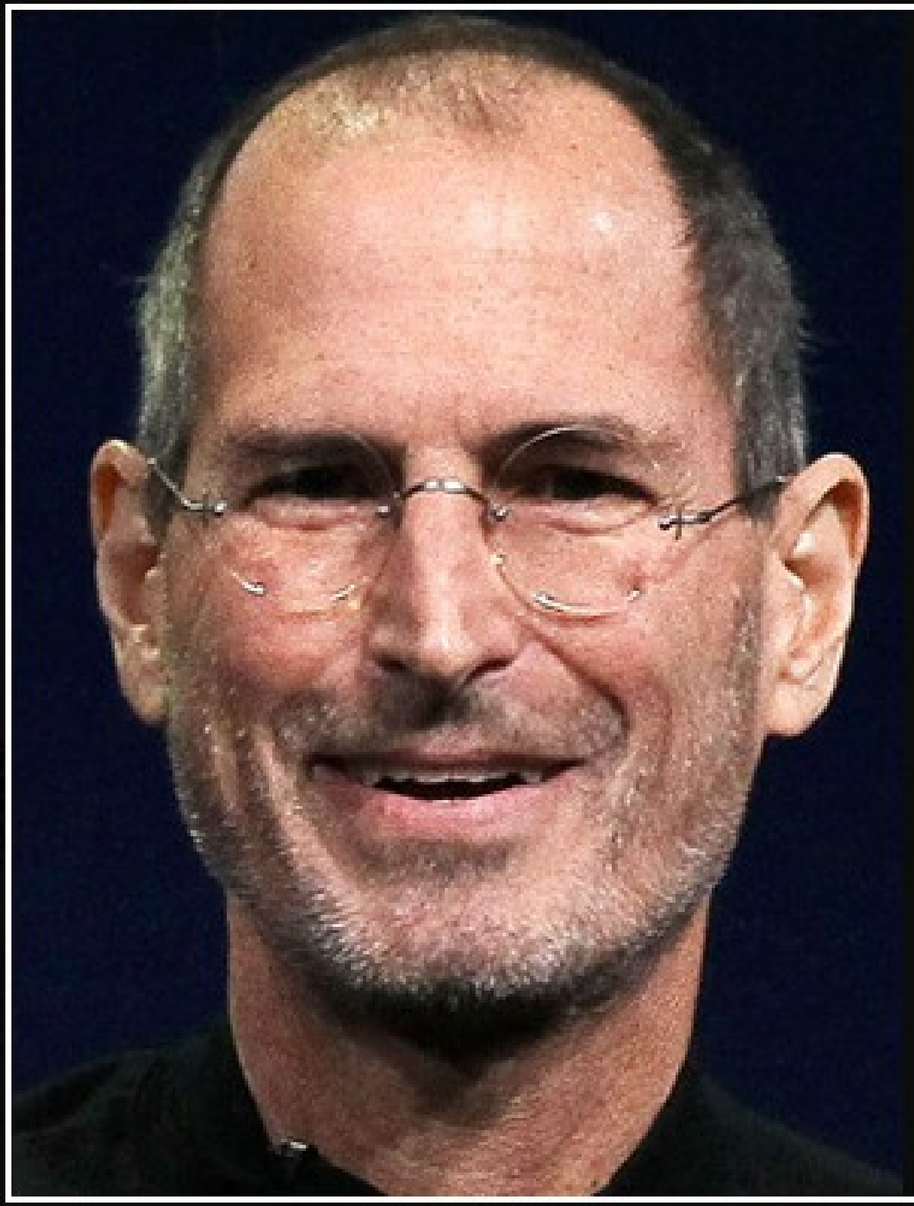
Assignment Title: Report
Lecturer's name: Steve Cole



It's not a faith in technology. It's faith in people.

— Steve Jobs —

AZ QUOTES

Problems

Freelance artists have very little means of supporting themselves, yet many people are interested in learning art.

Lack of connections in the industry

Most artists lack the knowledge and professional network to reach the big players in the industry

Limited economic growth potential

Most artists never get paid for their creativity and original work. The pandemic has made it even more difficult for artists to earn an income.

Lack of industry know-how

Most artists struggle to market themselves and their work and have limited information for career development

Online portfolios

imPress provides a platform where new and upcoming under-represented artists can showcase their work to an entirely new market globally.

Paid for content and advertising

Every artist gets paid for their original content, regardless of where or when it is used, as well as the advertisements viewed around their content

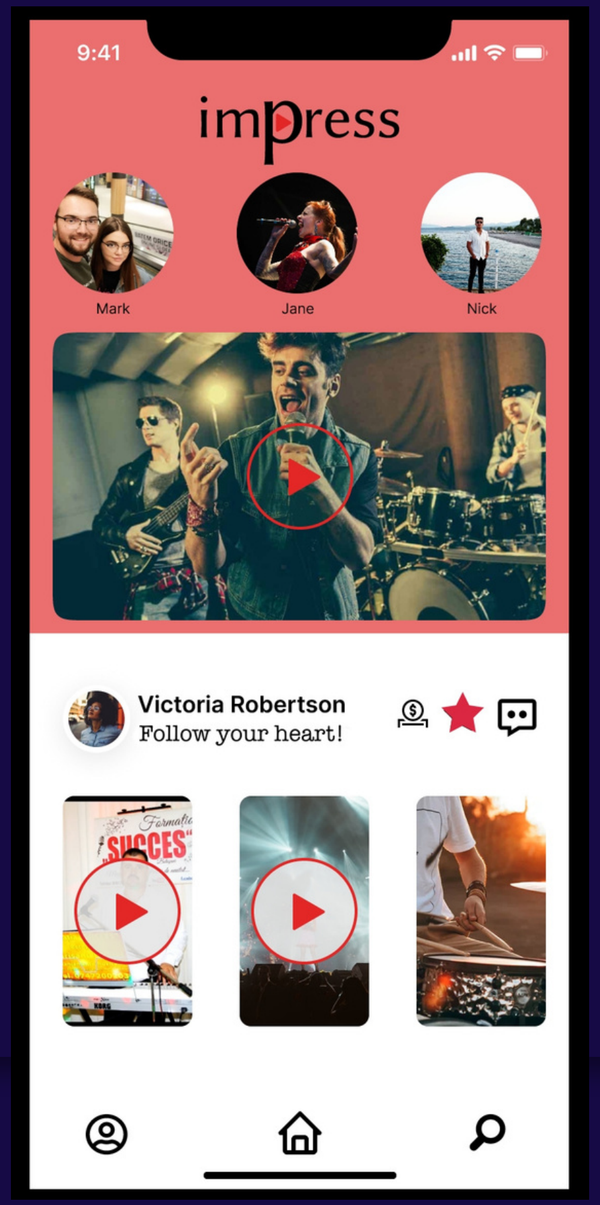
Career Development Programs

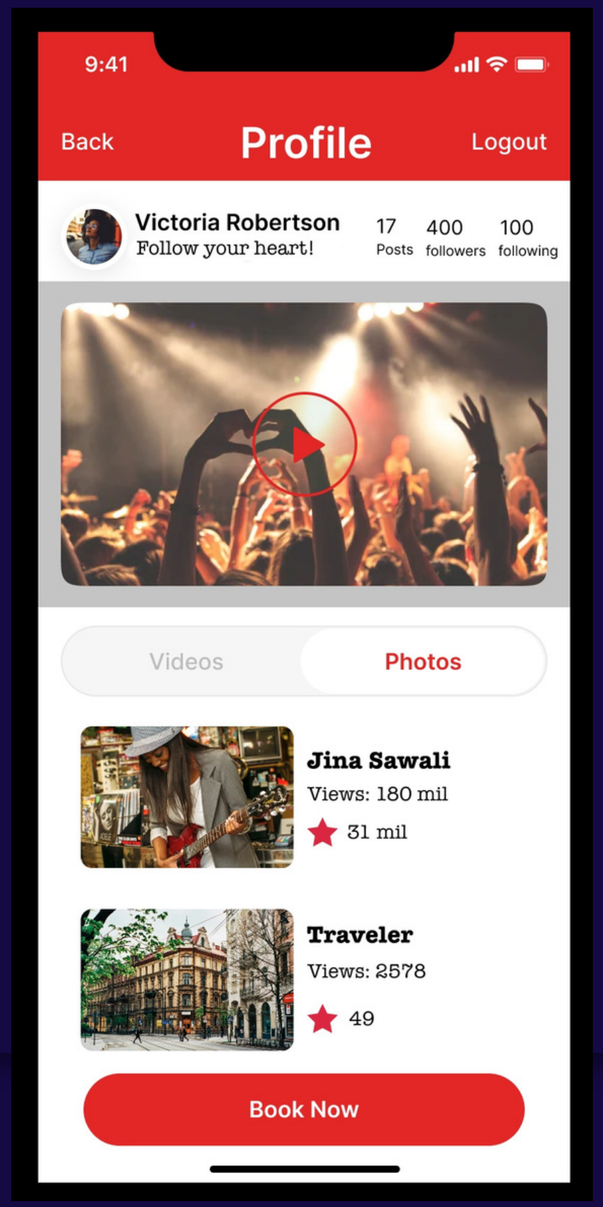
imPress conducts capacity building programs and career placements / opportunities to allow the artists to develop their careers and be competitive on a global scale.

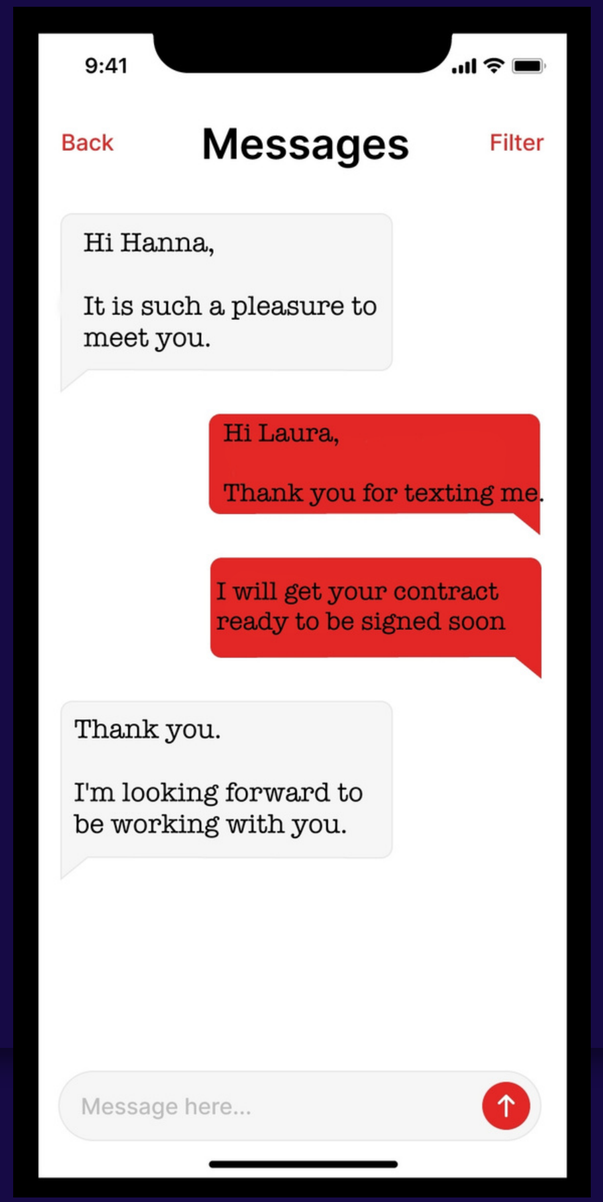
Solutions

imPress gives under-represented artists the opportunity to develop themselves professionally, expand their reach globally and have a stable source of income while also pursuing their passions.

Product Features







Market Size

3.78 billion

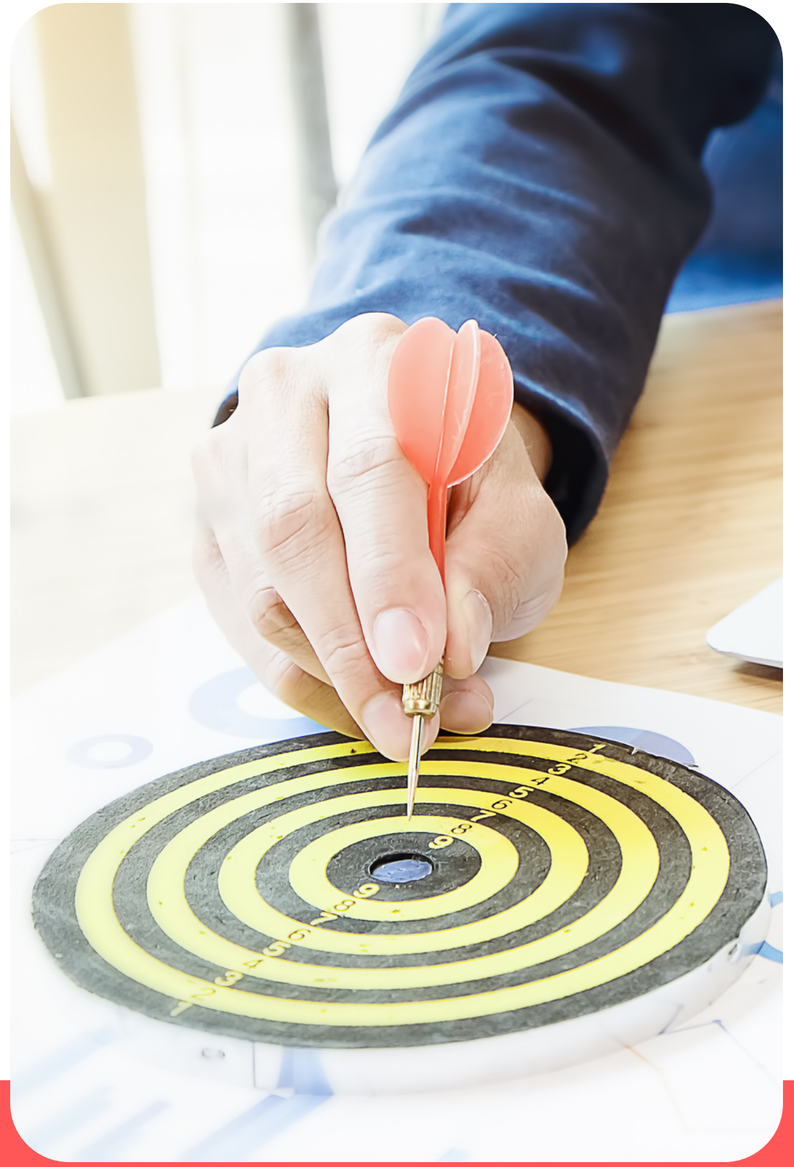
Total Available Market

3.03 billion

Serviceable Available Market

1.2 billion

imPress Market Share



Target Audience

Under-represented artists globally looking to earn an income from their talent and passion

New and Upcoming Artists

imPress will offer them the opportunity to be discovered, to develop professionally and to earn an income from their talents.

Corporate and Events

Corporates and Events are often looking for entertainers. imPress will showcase the work of unrepresented artists giving them the opportunity to be booked online via the application.

Our Business Model

We generate revenue from monthly subscriptions and advertisements

Free

Personal Plan

Any user can use the application free of charge. There are no mandatory subscriptions or hidden fees. All the content uploaded can be watched and shared.

£9.99 Monthly

Artists

Becoming a premium member gives access to the "book me now" button along side with access to training and career development opportunities. Access to increased earning rates.

£69.99 Monthly

Businesses

Access to personalised products and campaigns created by our experts. Targeting and selling strategies short courses to enhance the business.

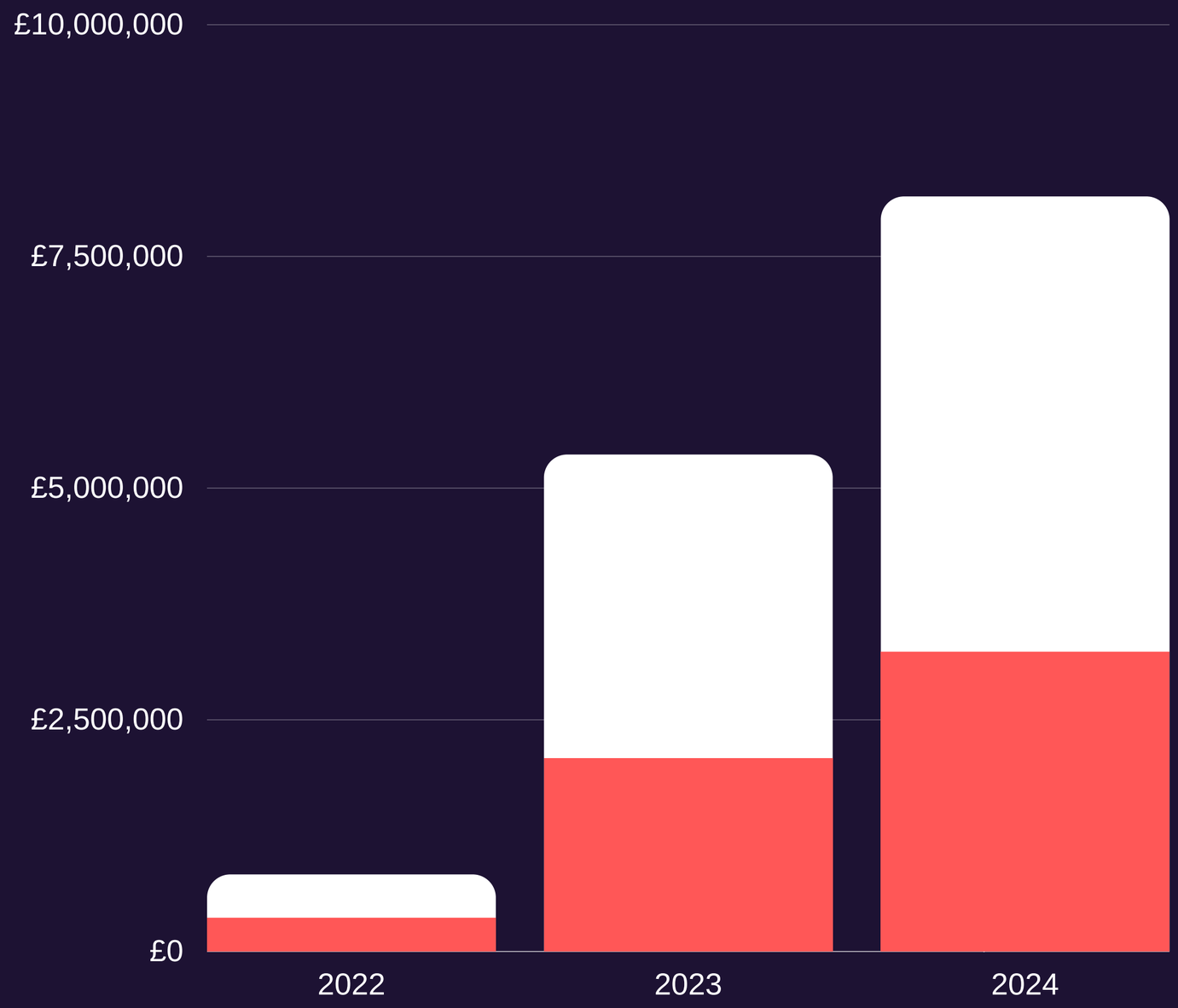
£4.99 Monthly

Karaoke

This will allow the user to use the Karaoke feature to create a song in partnership with other premium users on the platform and allow them access to unlimited songs.

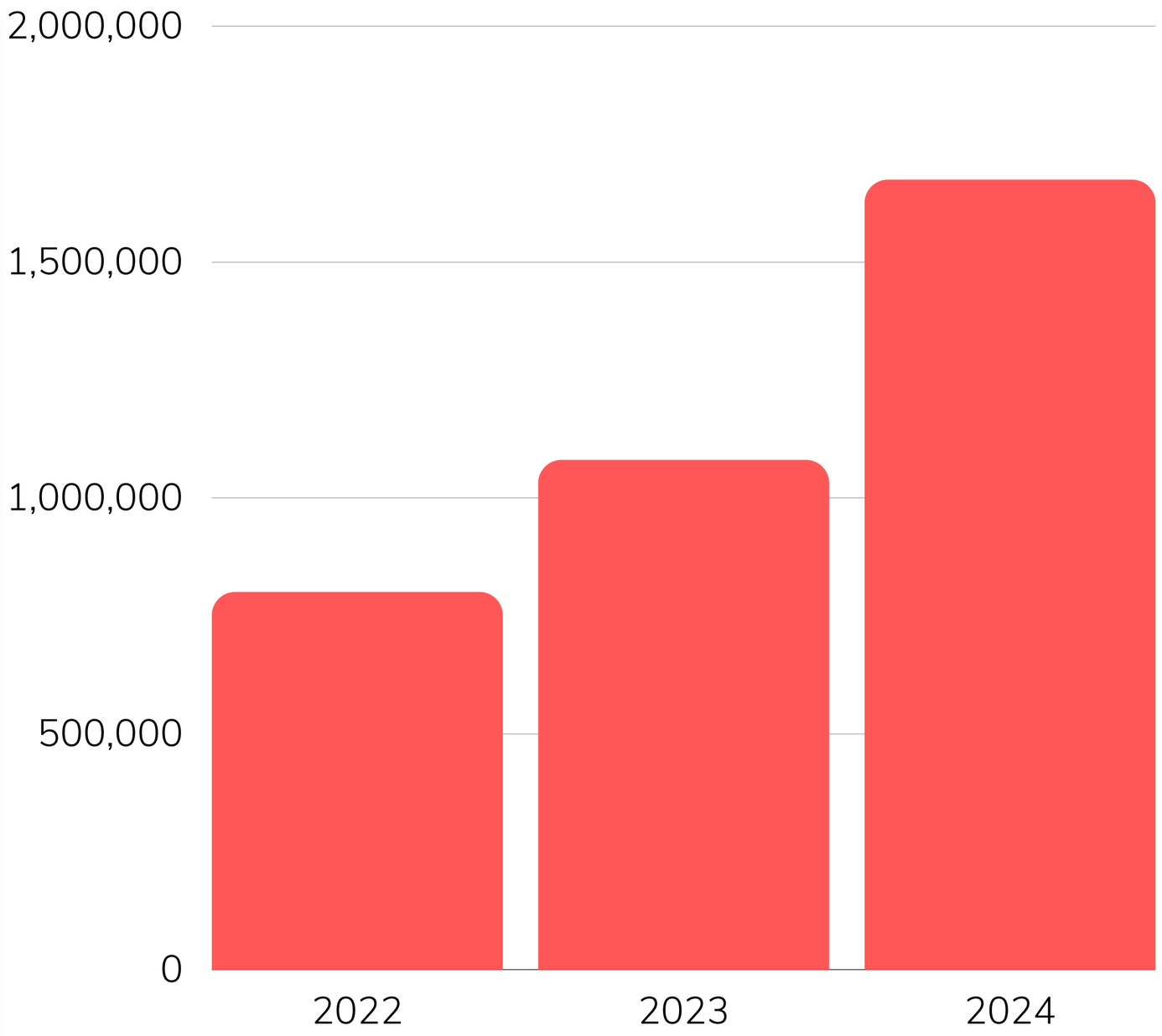
Financial Projections

2022 -2024



Traction

We foresee an exponential growth once the platform goes live and we launch our aggressive marketing campaign. We expect 800k downloads in the first year after launching, with a 35% increase in 2023, and 65% increase in 2024.



Direct Competitors

YouTube

Facebook

Instagram

Indirect Competitors

TikTok

Smule

Twitch

Competitive Advantages

Social Impact Approach

imPress is the first social media application to solely focus on promoting upcoming and existing talents.

Online Booking of the artists and Karaoke Feature

The online booking platform allows corporates and events to view the work of different artists and book them on the platform from anywhere in the world.

Revenue-Share model with artists

imPress pays content creators for content views and advertisements displaying on their content regardless of the number of followers they have, allowing them to have a sustainable, transparent and reliable souce of income

Capacity Building Programs

imPress offers capacity building programs and career development opportunities for all artists on the platform.

OUR ASK

Funding (Grant / Debt / 10% Equity)

We are raising £500K Pre-Seed funding to enable us develop our digital infrastructure and launch an aggressive marketing campaign

Advisory Board

We would like to be backed by an experienced board with active members from a range of professional backgrounds, to support us in setting the strategic direction of imPress, and ensure that the organisation remains true to its purpose of uplifting under-represented talent, especially during this global pandemic.

Technical Support / Mentorship

We are seeking voluntary assistance from experts that share our vision, to offer imPress the technical support and resources to advance our digital infrastructure to enable us to digitally manage our artists' portfolios, marketing activities, online sales and virtual training methods.

Alexandru Oprisanu

Chief Executive Officer

Imran Khodabaksh

Chief Marketing Officer

Meet the Team (Founders)

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THANK YOU!