

EIS Eligible.

The Headshot Guy seeks £150,000 R&D to scale and working capital

the
headshot
guy®

www.theheadshotguy.co.uk

Sector:
Photography

Stage:
Established Business

Location:
London and UK

Roles available:
Not hiring

The Headshot Guy is the UK's leading brand in professional headshot photography for corporate teams and business professionals.

Leveraging the growth of LinkedIn, with its 23 million UK users, and playing into the burgeoning gig economy, the company is poised to take a leadership position in what is currently a highly fragmented sector worth at least £300m/year.

The company has 4 product offerings and a proven to go market process for each:

- Team headshots for large corporate clients with multiple locations requiring consistency, quality and a company they can do business with.
- Headshots at conferences and events that drive engagement and participation.
- Individual studio shoots in "pop up" studios around the UK.
- A PAYG model for employees of large companies.

Existing customers include RBS, Accenture, Microsoft, Avis, HSBC, Investec, Richmond Events and many others.

Having proven the concept with 4 photographers and run rate revenues of £25k/month, we are now looking to scale up a network of trained associates nationwide, enabling them with a technology platform that takes care of bookings, billing, post shoot production, quality control and image delivery. Think Uber for headshot photography, leaving photographers free to do what they enjoy the most; photographing people.

Our coaching, direction and engagement process make it near impossible for professional headshots of this quality to be taken oneself or by a friend, even with the multitude of editing tools and filters freely available.

We require funding in two areas:

- For additional sales and marketing to scale revenues in each of the product areas.
- To help develop a mobile camera to client platform with built in Blockchain verification and image library automating many processes allowing the business to scale.

With the technology platform in place, the company aims to reach £20m+ annual revenue and profits in excess of £5m in the UK alone within 4 years. The company is raising £150k for 20% equity with the investment being EIS qualifying.



For more information, please contact:

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