

# Snapify



Redefining Photoshoot Experience

# The Founders



**Shai Zohar**  
Chairman & CTO

Over 20 years of experience in the software development industry, former CTO in various technological positions  
Real Estate Entrepreneur



**Ran Rahav**  
CEO

Customer Success and Product Executive  
15 years of experience dealing with sales and customers' needs in the media industry as LiveU executive



# The snapifyers

## The Team



**Shai Zohar**  
Founder,  
Chairman & CTO



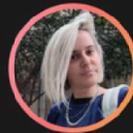
**Genia Zohar**  
Co-Owner



**Ran Rahav**  
Co-founder, CEO



**Noam Seleh**  
Head of  
photographers



**Shahar Aizik**  
Head of  
Product & Design



**Itzhak Kapash**  
Computer Vision &  
Deep Learning  
Software Engineer



**Doron Benta**  
QA & Release  
Manager



**Yochai Katz**  
Customer Success  
& Operation



**Barkay Wolfsohn**  
US GM



**Cid Carver**  
Head of  
Marketing



**Hayk Manucharyan**  
Senior Software  
Engineer



**Vahe Saroyan**  
Reactive Native  
Developer



**Albert Minasyan**  
Senior Software  
Developer



**Arthur Tumanyan**  
Software  
Engineer

# Experience Economy

WE WANT IT ALL. WE WANT IT NOW.

Speed & convenience are at the top of customer expectations\*

\*PWC 2018



# When it comes to post-event processing...

There's a major

**Experience GAP**



**Imagination**

What photographers really want to do



**Reality**

What they actually do most of the time

All Day  
Wedding shooting



Next Day - 1:00 AM  
photoshoot is finally over



1:10 AM  
Rushing to backup raw materials



2:00 AM  
Uploading all event footage



10:00 AM  
It's culling time



12:00 PM  
Stop - Need to send proposals



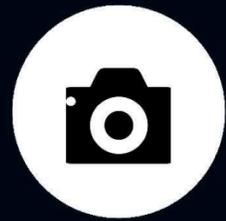
Next Day 11 PM  
Image editing starts



4 Weeks Later  
Sending gallery

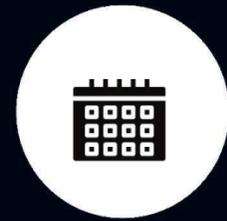
# The Problem

THE CURRENT POST-EVENT PROCESSING IS **EXHAUSTING**



## Photographers

Spend on average 15 extra hours after the event to process photos, due to obsoleted & fragmented existing platforms



## Event Owners

Expecting to get their photos immediately to enhance engagement but forced to wait 8 weeks on average



## Event Guests

Want to be more engaged during/after the event but rarely get their photos taken at the event by a photographer



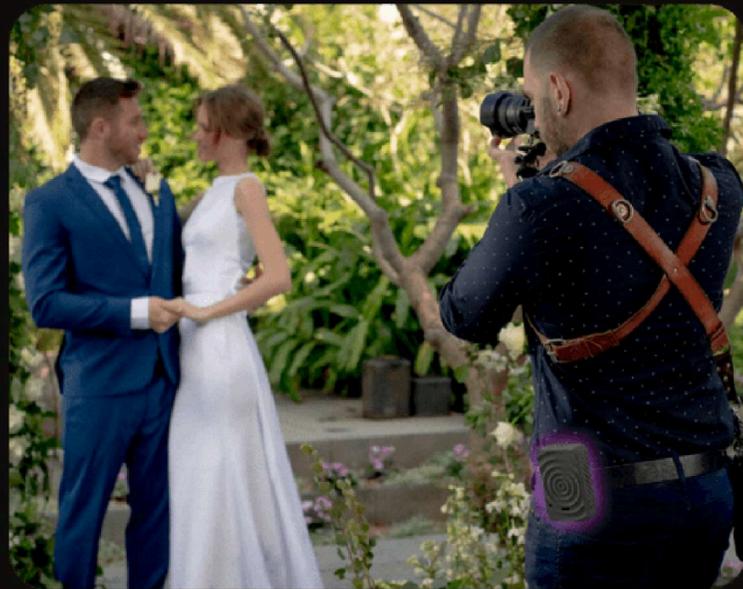
# Our Mission

To redefine the post-photoshoot **experience**.  
Making it fast, secure, and simple.

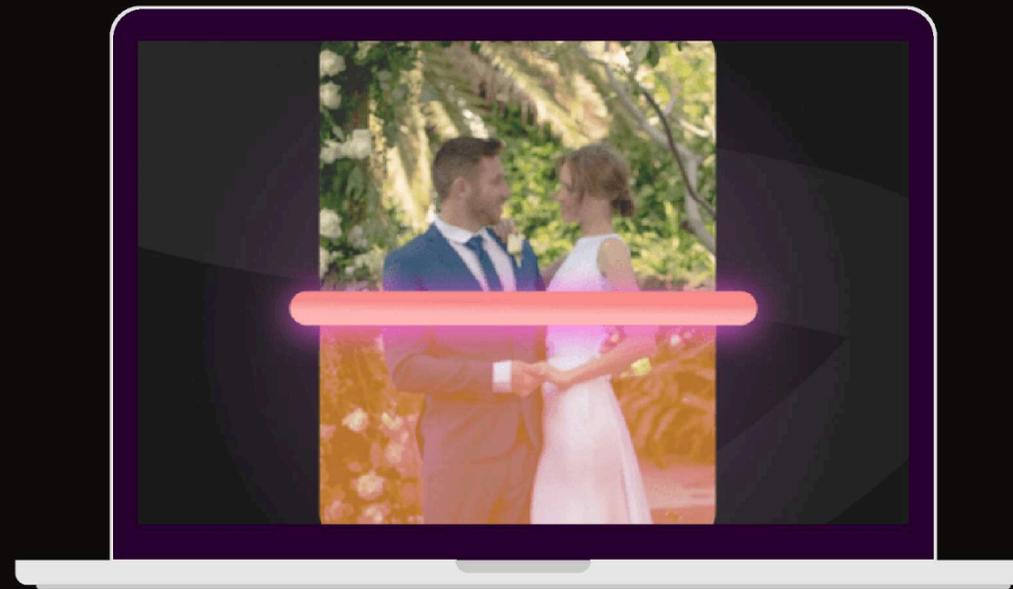
**IN A SNAP!**



# That's how we **snapify** Post Photoshoot Processing



Photos are uploaded to the Snapify cloud in real-time using a dedicated cellular-based device



Snapify automatically starts processing all photos using powerful AI engines and editors



Photographer shares photos with events owners and guests with a digital photo gallery



All Day  
Event shooting



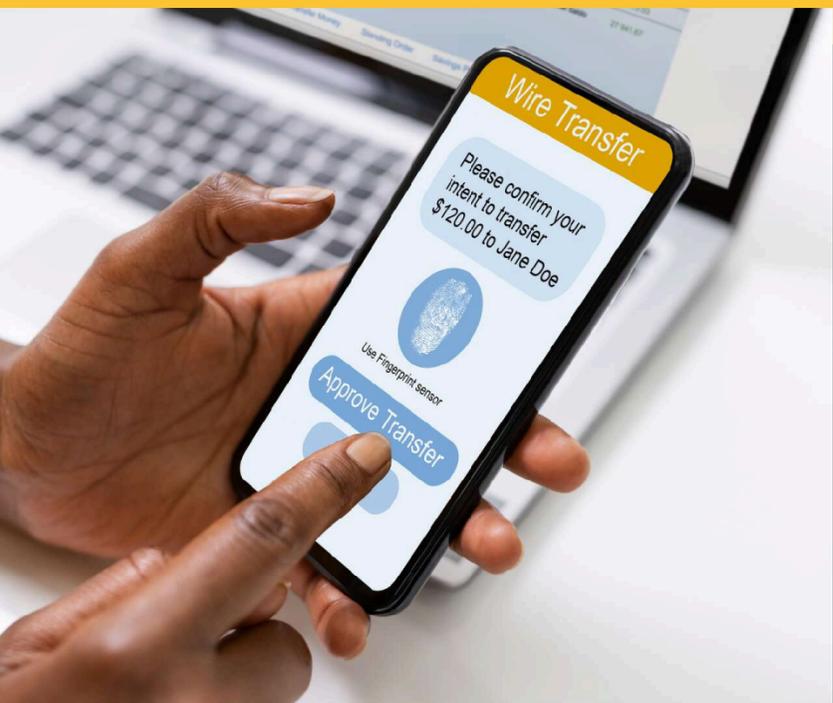
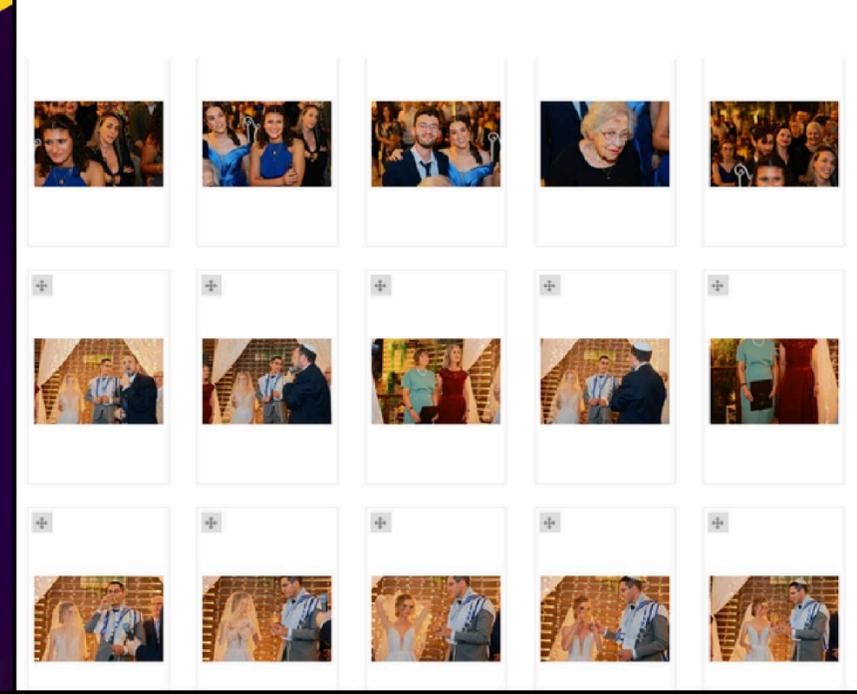
Real-time  
Backup to Snapify Cloud



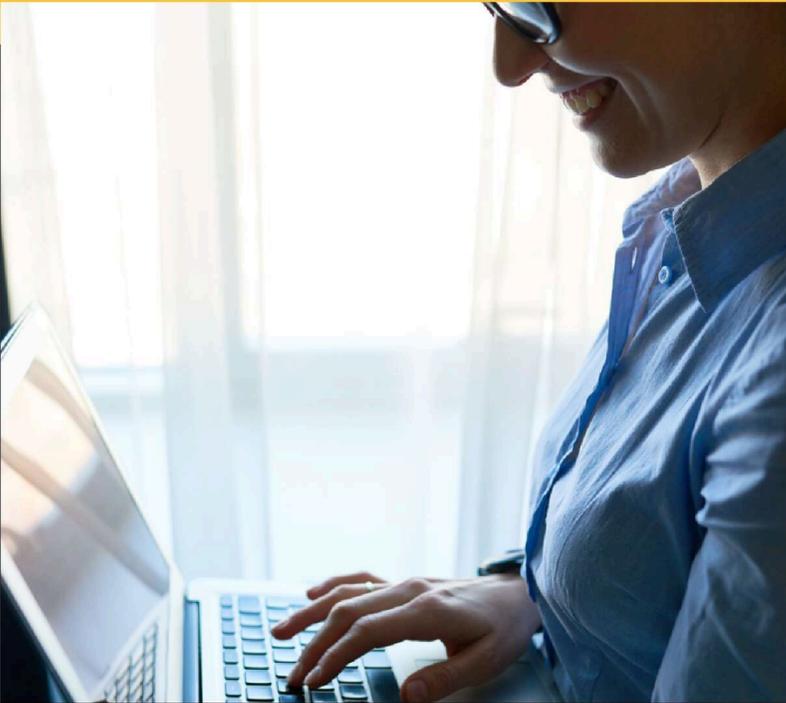
Real-time  
Culling and Editing



1:00 AM  
Sending gallery to event owners



10:00 AM  
Collecting Payments



12:00 PM  
Getting compliments



Rest



Next event

# Business model

All plans include backup, auto-culling and auto-editing and gallery sharing

SaaS model, yearly subscription with monthly installments

Hardware and connectivity is included

## LITE

10,000

photos credit

## PLUS

50,000

photos credit

## PRO

100,000

photos credit

## ELITE

150,000

photos credit

# Sales Channels

## Sales Team

Sales person that brings one photographer each day will generate \$1M in 2 months

## Studios

Studios can host 100-300 photographers

## Events Platforms

The Knot  
Zola  
Weddingwire  
And similar

## Social

Instagram  
Facebook  
TikTok

# Market Size

**\$53 Billion**  
**(2025)**

Total Available  
Market (TAM)

**\$15 Billion**

Serviceable Available  
Market (SAM)

Weddings, events,  
photojournalism,  
Sports

**\$150 M**

Serviceable  
Obtainable  
Market (SOM)

(\*3-5 years of operation)

# Potential markets and segments

Sports



Video



Media



Print



# The Competition

Platform	e2e post processing	Automatic backup	Image culling	Image processing	Image sharing
Snapify	✓	✓	✓	✓	✓
Imagine-ai	✗	✗	✓	✓	✗
Aftershoot	✗	✗	✓	✗	✗
Lightroom	✗	✗	✗	✓	✗
Pixieset	✗	✗	✗	✗	✓

# We're raising

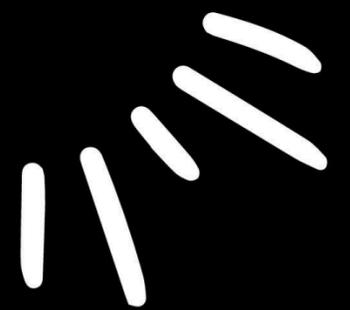
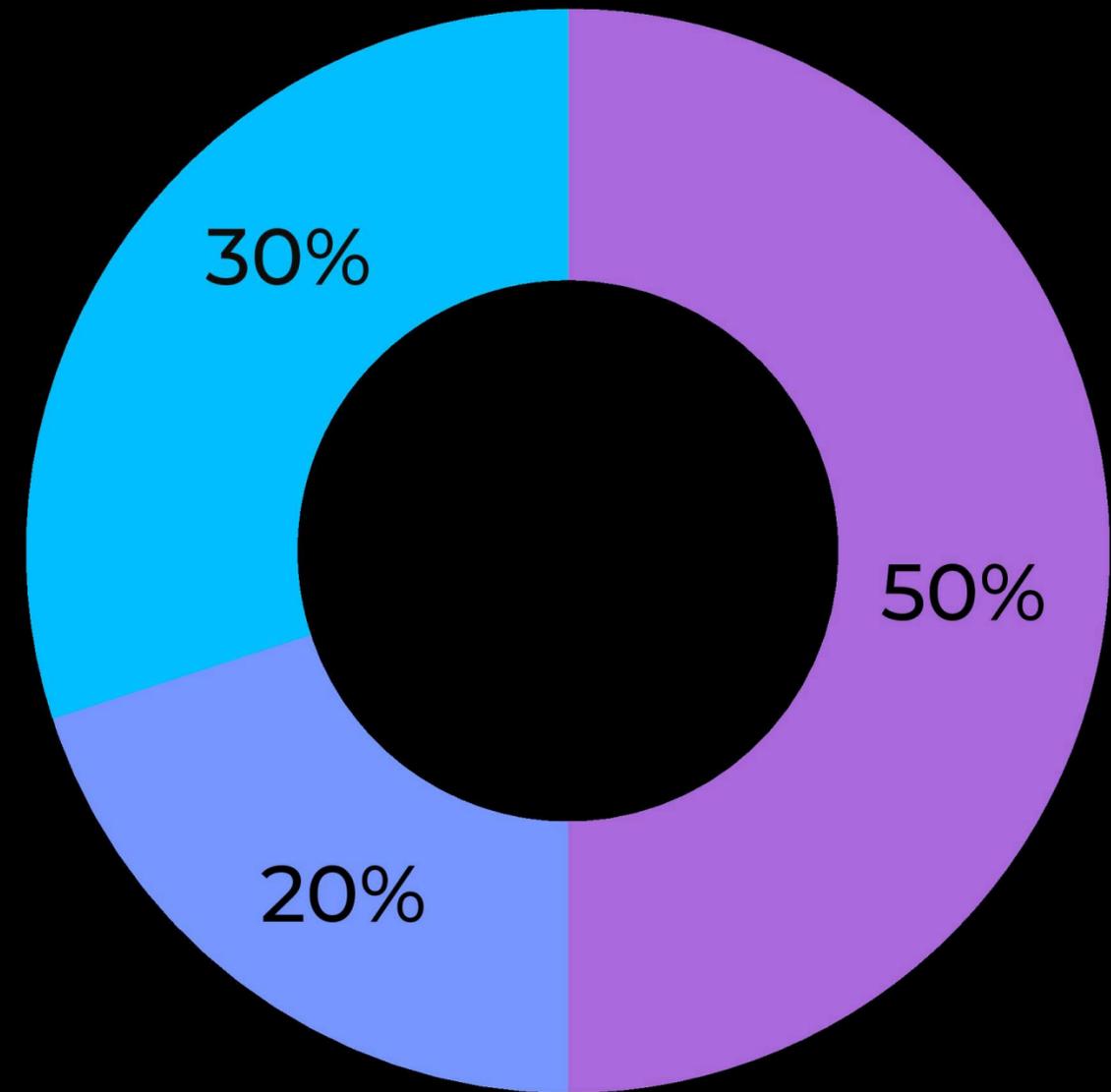
\$5 Million

\* \$2M via WeFunder

50% on Product Development

20% on Operations

30% on Marketing and Sales





# Thank you

Have a **Snapify** day