



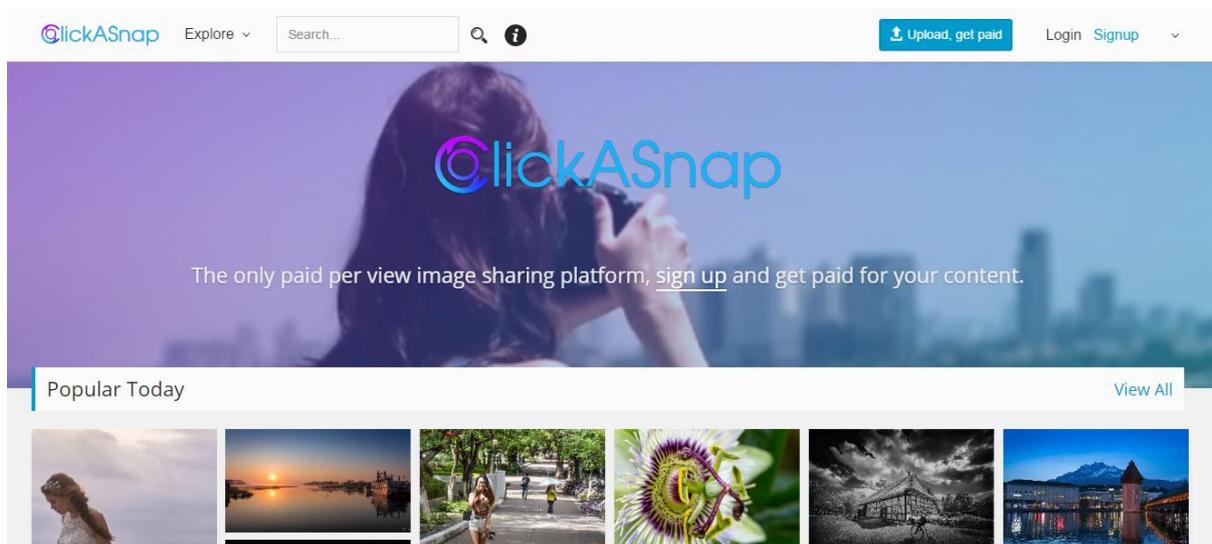
ClickASnap

Investment Opportunity – ClickASnap photo sharing platform ‘the Spotify of still images’

Overview

ClickASnap is a photo sharing website where people can upload pictures and share them – just like Instagram. What makes us different is that **ClickASnap pays** its content creators for **every view** of their image.

Sounds expensive right? Well, over the next few pages we’ll show you how this not only pays for itself, but also how your investment will make it possible to grow income streams and maximise the potential of the platform leading to a great return for you, and a great website for users and content creators alike.



Technology

ClickASnap runs on a proven platform that has been developed over the past two years. This means there are **no** technology setup costs.

All aspects of the technology used to power **ClickASnap** are completely owned by us. This allows us **complete control** over the efficiencies in both hosting and distribution.

Competition

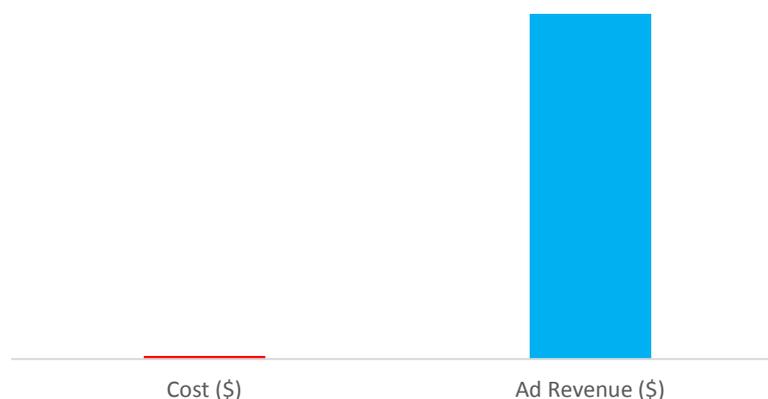
Whilst other photo-sharing websites do exist (Instagram, Flickr etc.) **none** pay their content creators for their work, **none** provide anti-piracy monitoring, and **none** provide shop-front hosting for photographers looking to sell their work.

In these regards, **ClickASnap** has **no direct competitors**.

Also, due to our unique platform (created with the vision of rewarding content creators) it would be extremely difficult for other picture hosting websites to copy our model – even the big ones. In essence it would require a complete re-design of their technology and huge amounts of image conversion. They would – in essence - have to start all over again **and** take money from their shareholders to give to their content creators.

Revenue

Initially, **ClickASnap** is reliant on advertising to create revenue. We currently run four adverts per page. Each of these adverts achieves \$0.00036, so that's \$0.00144 per image viewed. Due to our unique platform, it only costs \$0.00001 to store and transmit each image.



As you can see, the difference between cost and advertising revenue is **huge**.

Growth

We always knew we'd need large quantities of views to reach target profits.

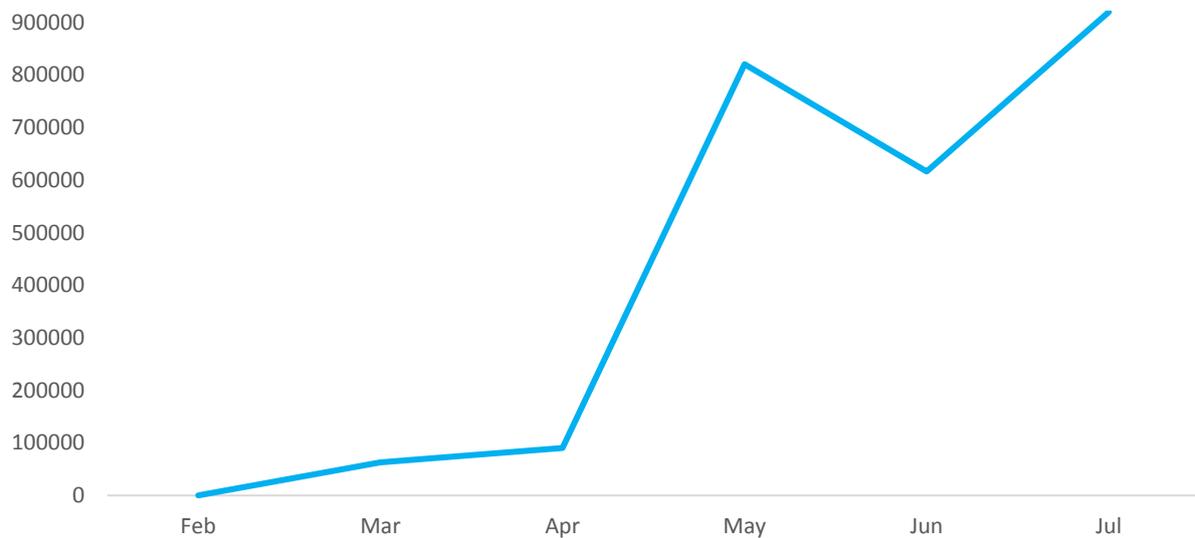
ClickASnap has achieved **and surpassed** all expectation for every metric you could think of to measure growth.

We've been operational since late February 2016 and in this short space of time (less than six months) we have had **1.4 million users** and attracted over **10,000 content creators**.

We currently host a **quarter of a million images** (growing at a rate of 1000 per day), and have had **over 2 million page views**.

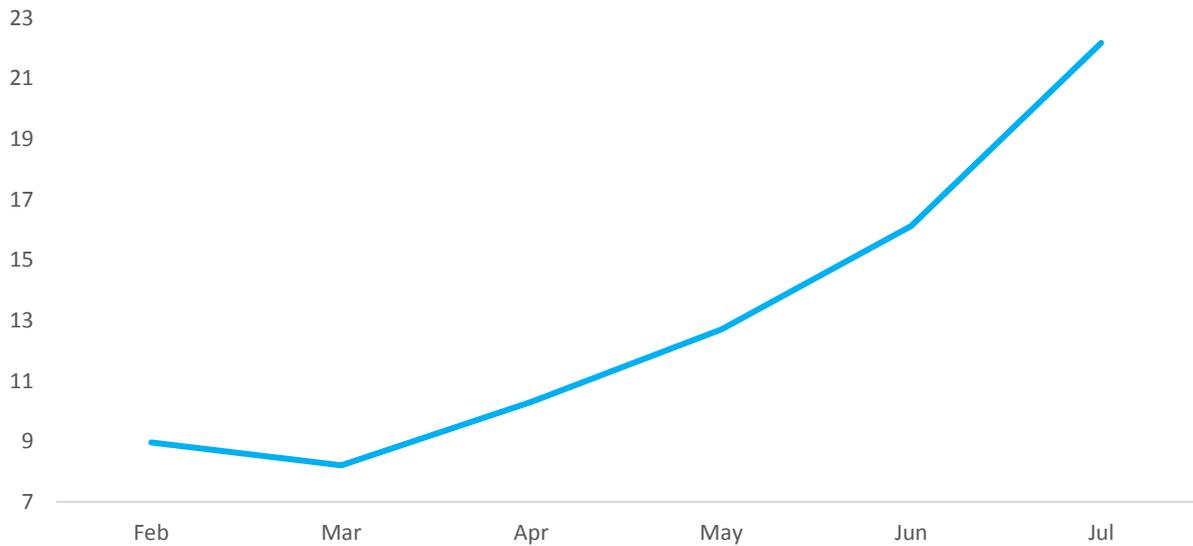
But these aren't even the interesting statistics, let's look at growth...

Page Views (total number of pages viewed per month)

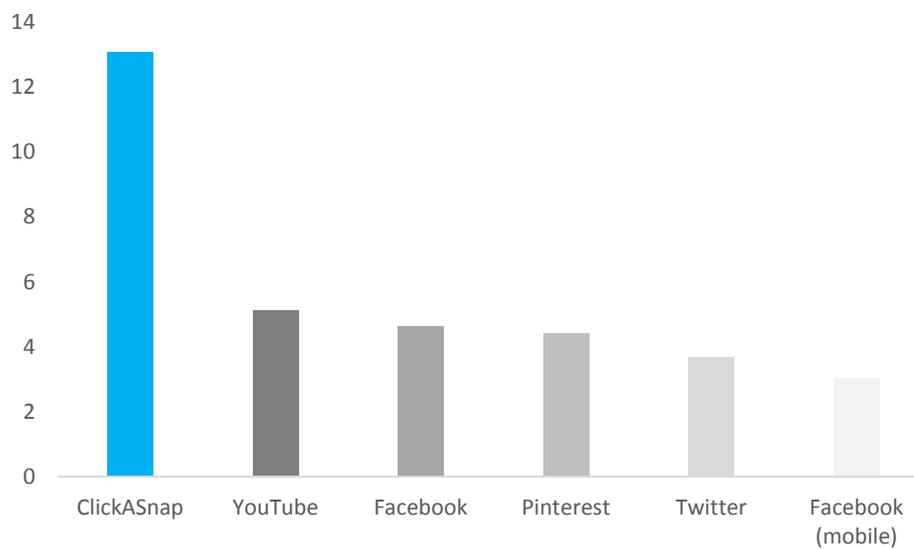


Our user base is growing, and with it so are the number of page views. This level of growth is **far** beyond expectation and the more content creators that come on board (currently 50 per day) the faster this will grow.

Pages/Session (average number of pages viewed during a visit)

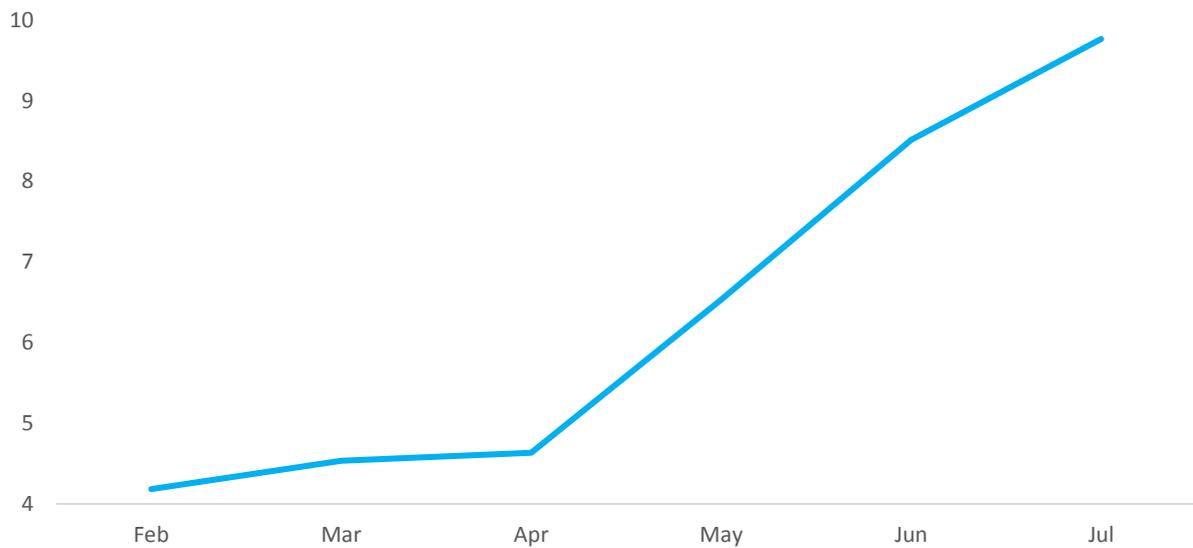


Each page visited creates revenue - so the more pages per session, the higher the revenue created per user. To put these figures in context here's the averages for some big sites¹ against the average over the **first six months** of **ClickASnap**...



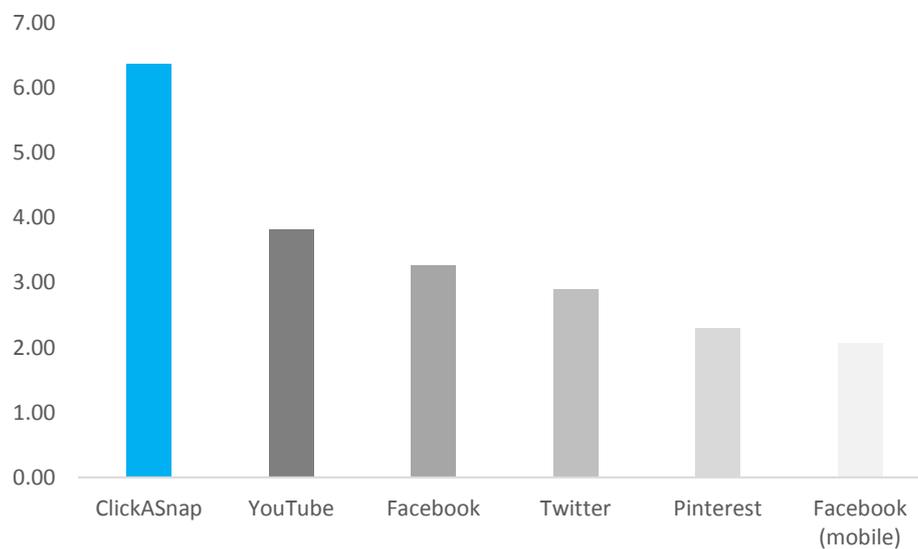
1 - <https://blog.kissmetrics.com/8-important-ecommerce-stats/>

Session Duration (the average duration [in minutes] of a user's visit)



As you would expect, the duration of a visit to [ClickASnap](#) is proportional to the number of pages viewed. Once again our expectation has been surpassed by the reality of users loving the site and finding it easy and addictive to navigate around the hundreds of thousands of images.

Looking again at the average over [ClickASnap's first six months](#) of operation you can see how we stack up against the big sites' averages...

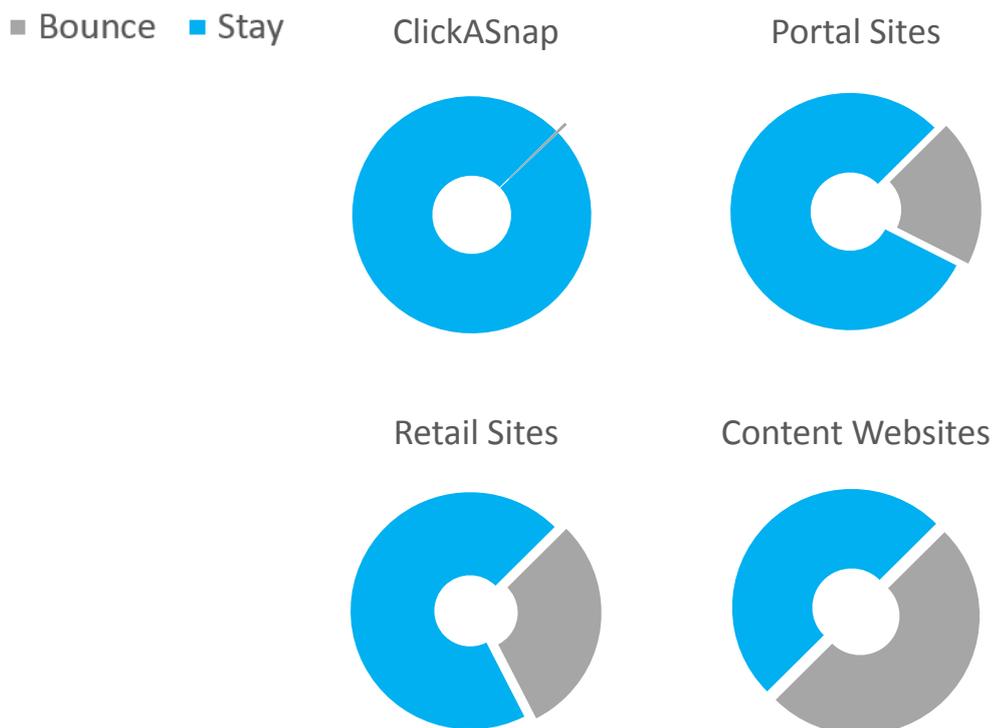


Bounce Rate

The bounce rate is the standard measure for determining how popular a website is with its users. It is the percentage of users who navigate away from a website after viewing only one page.

The lower the bounce rate, the more interested users are in any given website.

Let's compare **ClickASnap** to the averages for types of web pages within the industry²...



We want our users to **stay** and look around... **and they do!**

ClickASnap is a Content Website and we are wholly 50% better at keeping our users clicking within the website than the industry average. As you can see, our bounce rate is **off the scale**. Users **love** our site and (as we've shown above) they **stay longer** and **view more pages** than visitors to Facebook, Pinterest, YouTube and **many** others we've not cited here.

Investment Plan Overview

We intend to invest in more revenue streams to increase the popularity of [ClickASnap](#) at the same time as expanding our profits. Our key areas of investment are:

Advertising

- Full-time Sales Director
- Marketing Director
- Full-time Content Creators
- 45 million visitors from advertising directed towards content

Development

- PHP Developers
- Front-end Developer
- Full-time Infrastructure Engineer
- CEO, CTO, CFO

Tech Expansion

- Server Farms
- Transcoder Farms

Premises

- Bought, not leased

Broadening Revenue Streams

- Increase platform functionality to enable broadened avenues of revenue

Increased Revenue Streams

Ecommerce systems (where content creators can sell their work)

Content creators can already put images on [ClickASnap](#), allowing users to peruse them in a gallery where they are paid **each time they are viewed**.

We will design **simple to set up** online shop-fronts where content creators can sell images to users who want to buy them – hassle free for the content creators and great for the user.

As part of these systems we will include **anti-piracy monitoring** to ensure content creators are not ripped-off. This functionality is **unique** to [ClickASnap](#) and invaluable to those selling their work.

Private Galleries (subscription based private channels)

For specialist high-end content there is the opportunity to charge users to view galleries. This sort of gallery would be ideal for photo journalists, niche content providers, charitable causes etc.

Promoted Posts (allowing content creators to advertise their work)

Be it for private galleries, ecommerce sites or simply to promote their work on [ClickASnap](#) to increase revenue per view, promotion helps content creators to achieve a higher value from their images.

White Label Platforms (making our technology go further)

We're **proud** of our platform. It took two years of hard work to get it into the slick, clean, user-friendly state that it's in. So we want to sell it.

Licensing the platform to third parties will allow us to bring in revenue without any cost to our own business. **It's a no-brainer**.

As an example, imagine a museum wanting to display its exhibits online. They can license our platform and build their own database of images, videos, audio allowing visitors to their online museum to experience their content, **whilst creating a revenue stream** for them without having to develop the software behind it.

What do you get?

It is estimated³ that **1.8 billion images** are uploaded by internet users **every day**.

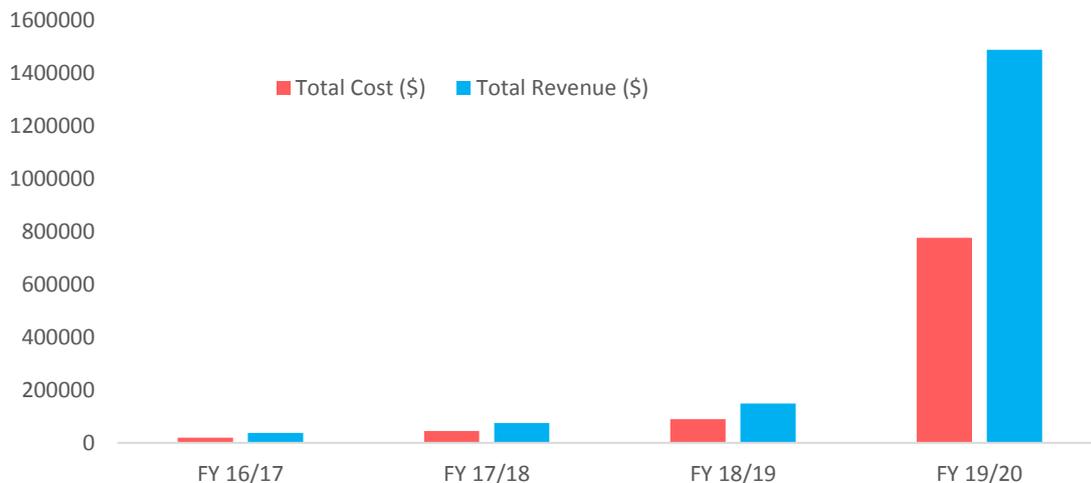
We built complex models to gauge how much it would cost to run **ClickASnap** and how much revenue we would generate in the first 4 years. Our models took into account a number of assumptions, such as the number of page views per month. However, the results we've achieved in the first six months have been **beyond any expectation**.

Our **projections** for FY16/17 were based on attracting **1.5 million page views** from a library of **50 thousand images** uploaded by content creators.

In the **first six months** of FY16/17 we have had **2.5 million page views** and currently host over **250 thousand images**.

These projections **do include** payments made to content creators for their images and **do not include** all of the increased revenue streams from your investment, which will add further value.

Projected Cost and Revenue (total cost vs total revenue)



3 - <http://tech.firstpost.com/news-analysis/now-upload-share-1-8-billion-photos-everyday-meeker-report-224688.html>

Exit Strategy (when and how to get a return on our investment)

Our strategy is to build **ClickASnap** over the course of 5 years with the help of your investment and then float it on the stock market at which point investors' shares in the company could be sold. The industry standard multiplier on valuation of tech companies is **20x** revenue...

To illustrate this, Vimeo was valued at **\$0.9 billion**, YouTube at **\$40 billion** and Instagram at **\$35 billion**. Using the same multiplier, our projections show that **ClickASnap** would be valued around **\$15 billion** in year 5.

Given the **phenomenal rate of growth** we have seen in the first six months, we now anticipate achieving the level of revenue required to float at this valuation in year 3, allowing us the opportunity to initiate exit much earlier than previously projected.

Return on Investment (projected 'bang' for your buck)

On float, we expect your shares to be worth 100 times your initial investment.

We can't say it any simpler

For **every dollar** you invest, we confidently expect your share of the company to be worth **100 dollars** within 5 years, maybe even within 3.

For a breakdown of these numbers, please feel free to request a copy of our projection breakdown from invest@clickasnap.com

We are **very** confident of our model, and are happy to give you details of our analysis and forecasts.

Any investment is a risk, and our projections for return are no exception. Every care has been taken to make our models as realistic as we can, but they are projections – even we cannot see into the future.