

Lot Club - Find Your In

A private community for select entertainment professionals

Problem

The Entertainment Industry is notoriously difficult to break into

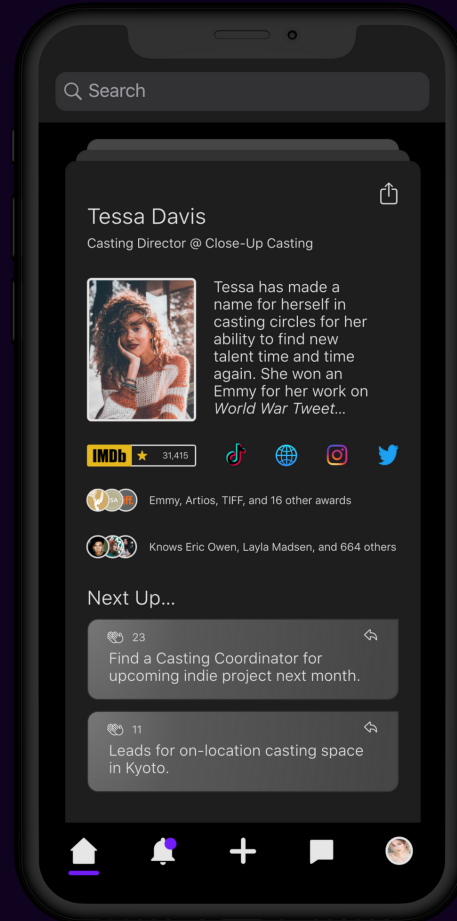
- Succeeding is all about who you know
- Most people are working remotely
- Lacking online community to keep engaged and build relationships
- Extra difficult (or impossible) to meet in-person during quarantine

Solution

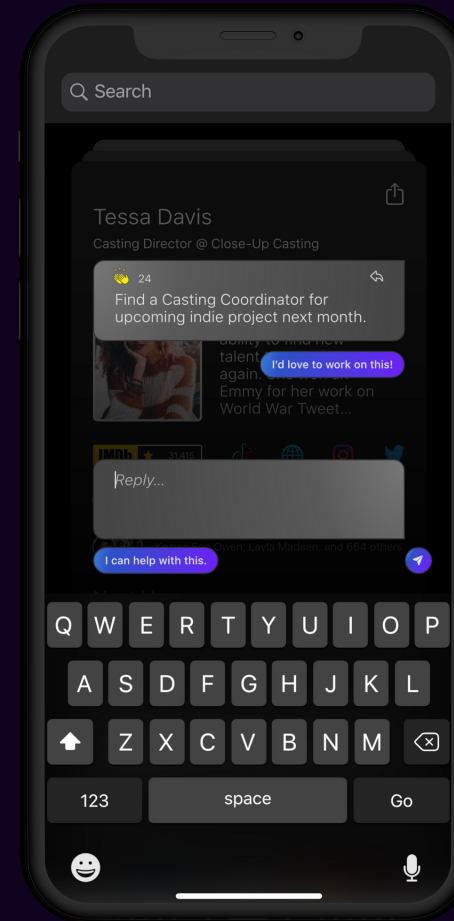
A private community for select entertainment professionals, where users can...

- See relevant, engaging content fine-tuned by machine learning algorithms
- Engage with posts and community news
- Respond to current, professional opportunities
- Leverage & extend your network to reach your goals
- Connect & help each other grow

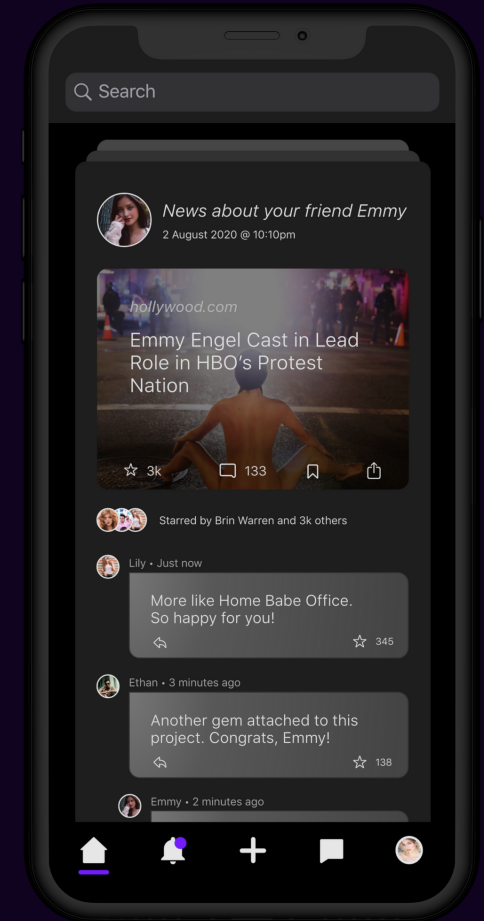
Profiles with official industry data



Reply directly to what people need



News and posts engage the community



First to market + why hasn't this been done yet?

Tech people don't understand creatives, while creatives don't understand how to build tech apps



Smart ML algorithms display relevant posts that users will engage with

(Based on experience, job status, interests)



Leverage your network to get the gig

Use endorsement paths for specific opportunities that connect you to the gig



Only interact with professionals of your caliber



Connect with a diverse talent pool

Studios actively work to diversify talent + crew



Build lasting relationships with new or existing peers



Creatives need more than “blind matching”, they need a community

Members

Early applicants to the Lot Club community have worked on film and television projects with some of *the top studios, production companies, and distributors*, and dozens more.



User Feedback

We've talked to hundreds of users - they're pumped about this community

Oh this is super cool!

Especially because I'm constantly trying to crew up for different productions. And I'm really trying to diversify crew as well.

- KL, Producer

Whoa! That looks amazing!

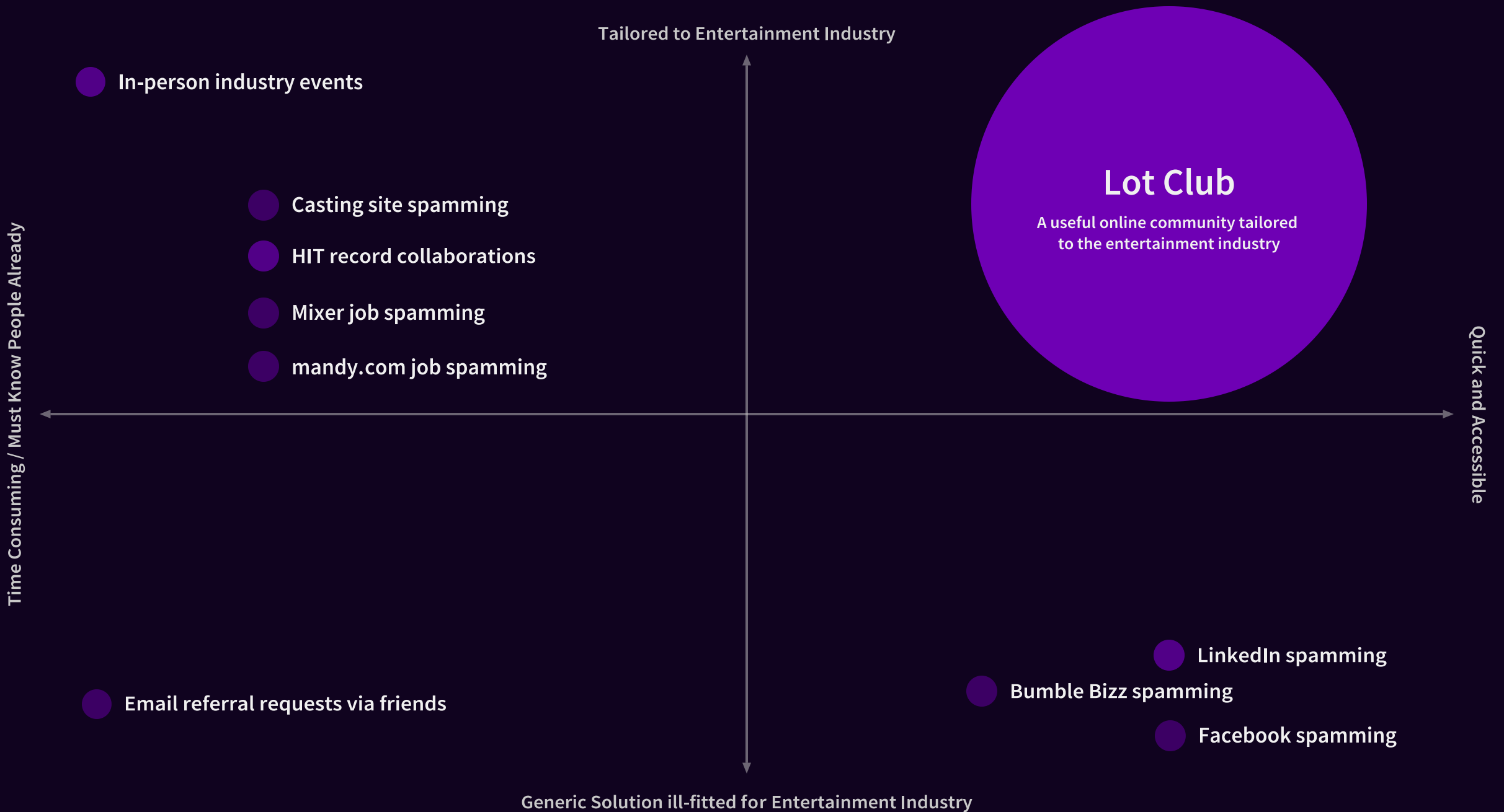
I direct commercials and this looks like the ideal dream for all things film and production. Holy hell.

- AU, Director

...music to my ears!

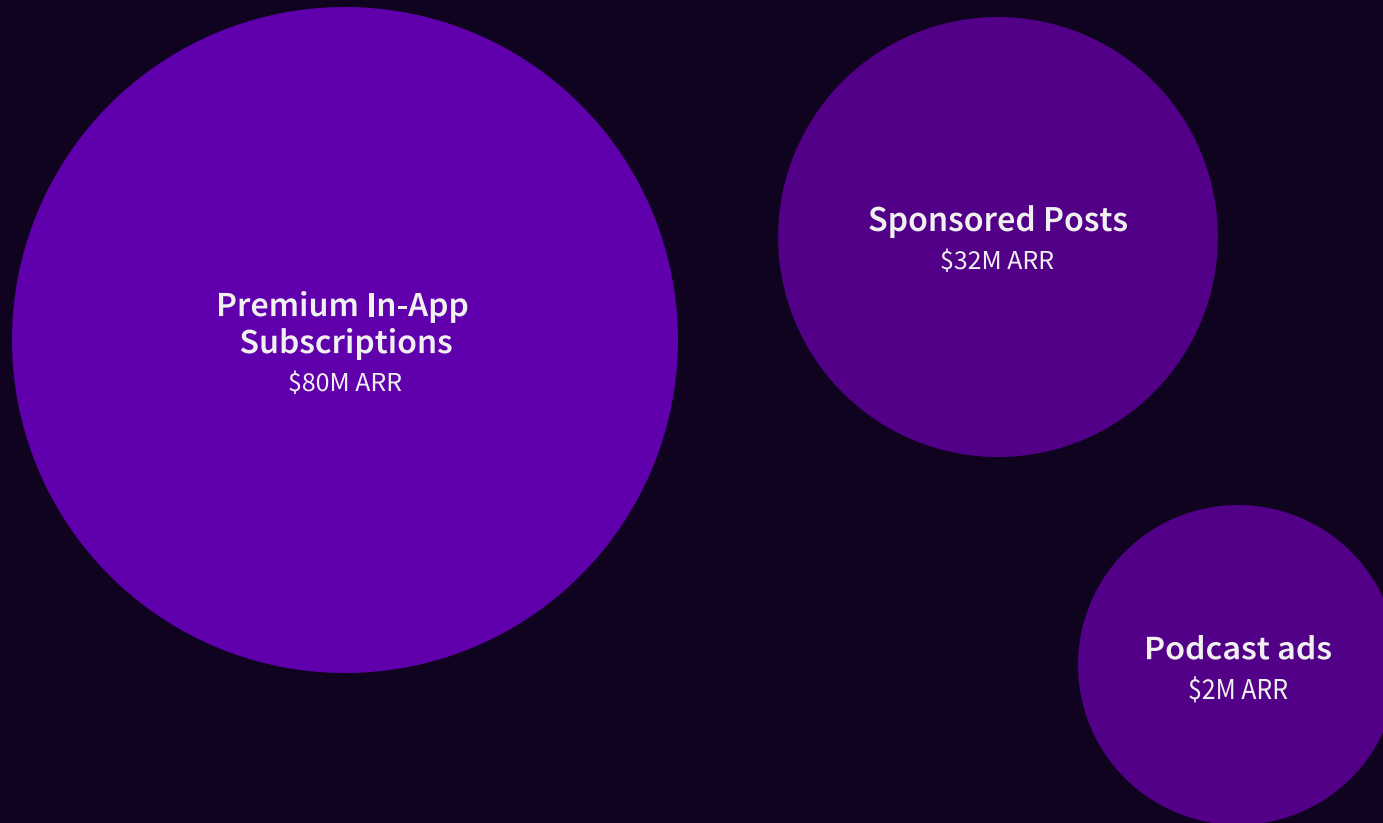
I actually love the sound of this and it's music to my ears! I've already submitted my application and am eagerly waiting to hear back from you and the team!

- DA, Actor



Revenue Streams

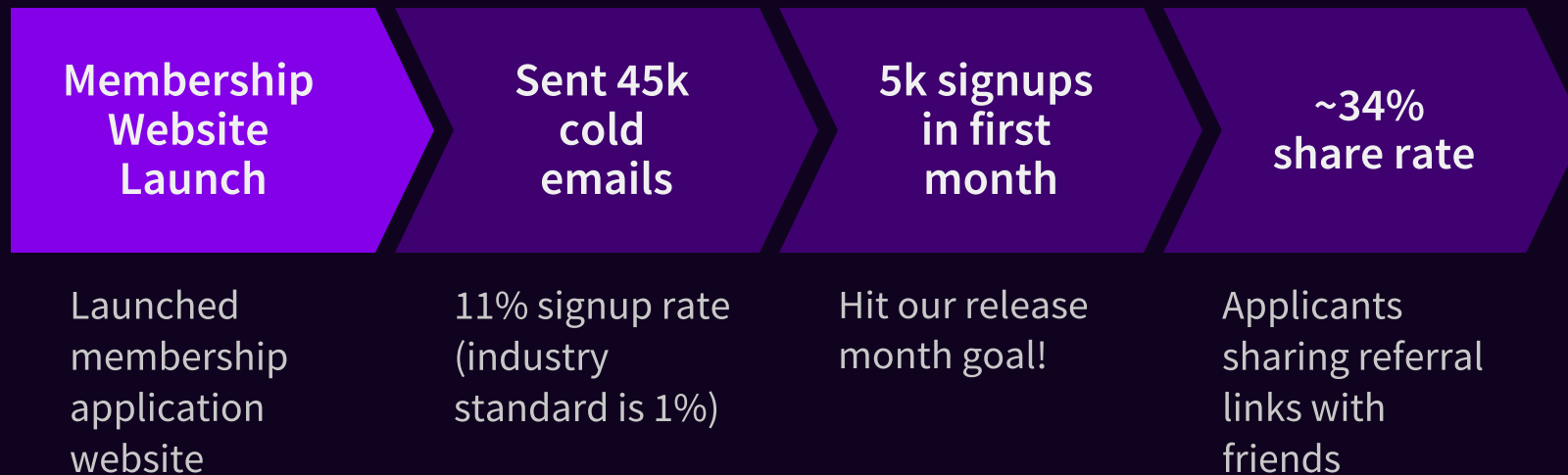
Yearly estimates with 4 million MAU resulting in \$114M ARR



- Achievable by year 5
- 20% subscription rate (\$100 USD user/ARR)
- 80% freemium (\$10 USD user/ARR from ads)

Future: Tier for general public to engage with celebrities

Timeline before Seed Funding

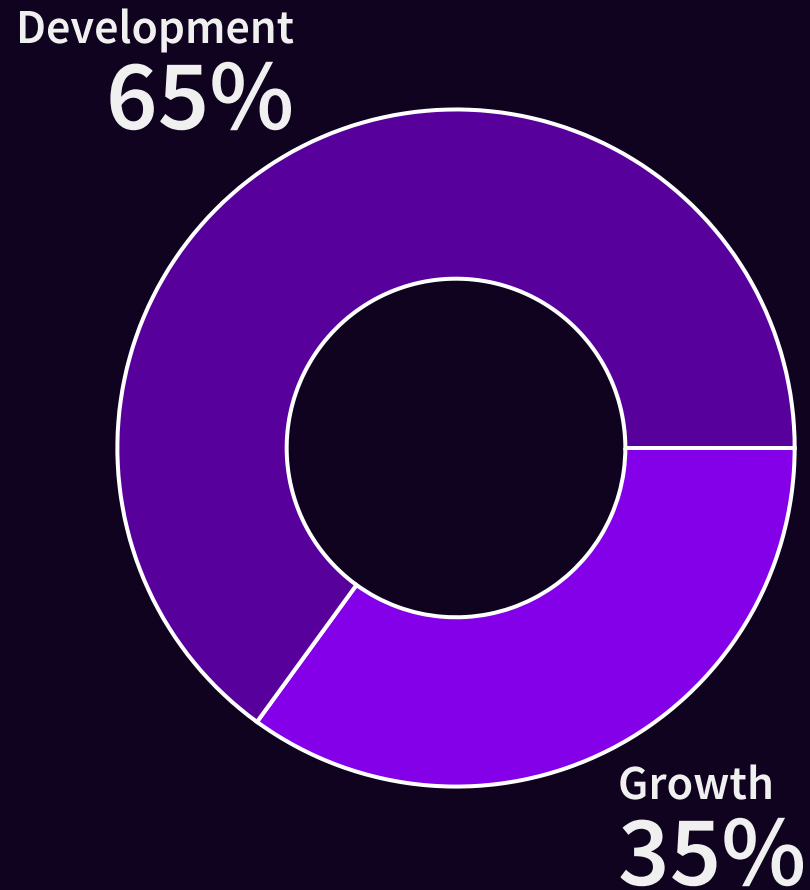


FUNDING AND TERMS

- \$1.2M convertible debt
- \$6M valuation cap

Use of Funds

\$1.2M convertible debt at \$6M valuation cap



- Build and release app
- Email marketing
- Partnerships
- Customer Service
- Advertising
- Operational Expenses

Lot Club - Founders

An established team with a rare background in film/tv, tech and marketing.



Elliott Staffer

CEO & Technical Co-Founder

elliott@thelotclub.com

12+ years experience in UX design, app development and management, with a focus on film/tv production, social networking, security and artificial intelligence.

His tech has been featured by Apple, used on over 600 films, including over 20 Oscar winners, and secured startup angel funding.



Kate Ferguson

COO & Co-Founder

kate@thelotclub.com

8+ years experience in digital media, marketing, tech, and film; both as talent and various production roles.

Her social community building, editorial content, and branding helped a previous startup secure startup funding from VC's who funded Calm, Ring, and various social startups.

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Help us build the
first digital community that the
entertainment industry is lining up for.