



Investor Opportunity

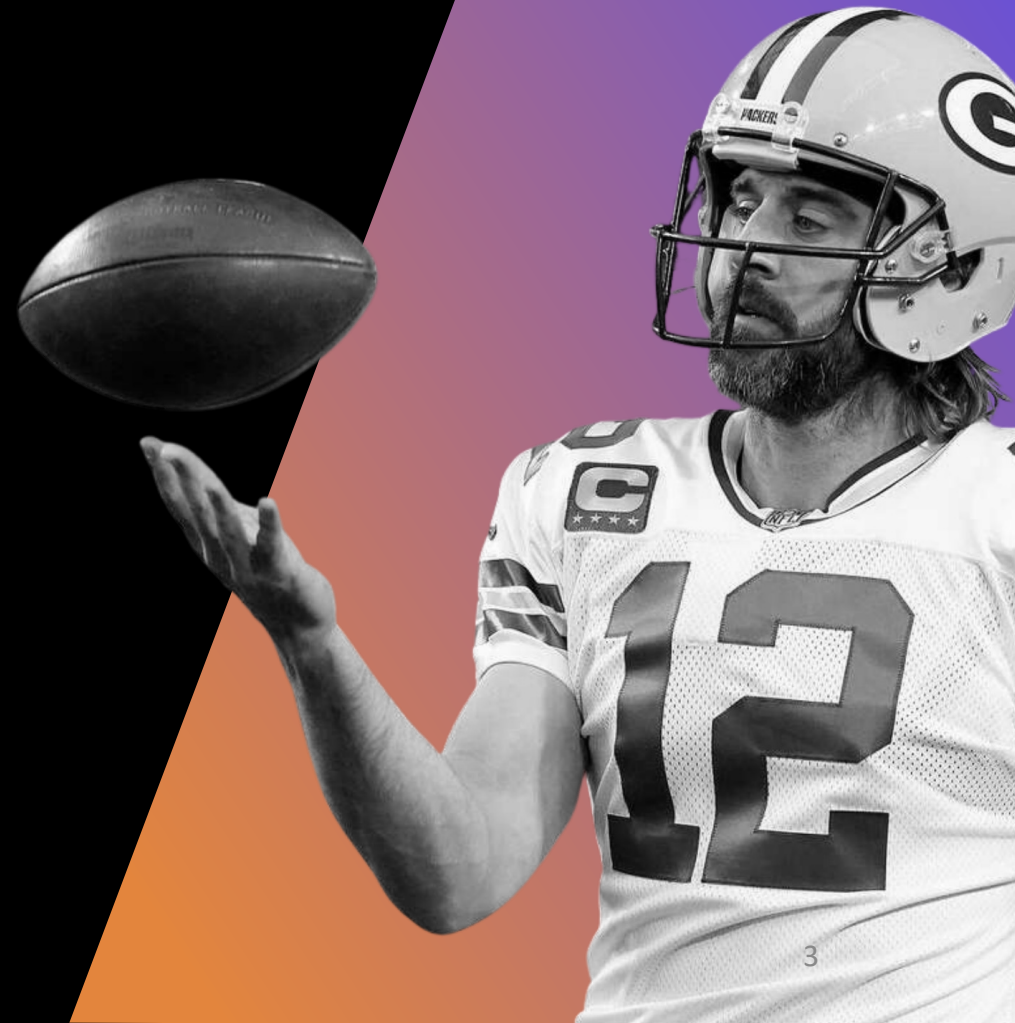
May 2022

Ignite Meaningful Moments With Inspirational Stars



The global talent activation ecosystem is broken

- **Talent & talent agencies** are desperate for more commercial opportunities
- **Brands and fans** don't know where to find talent, or who to book
- **Teams, leagues, talent agencies & media** waste time & money not having the data driven insights to manage millions of talent activations, worth billions of dollars





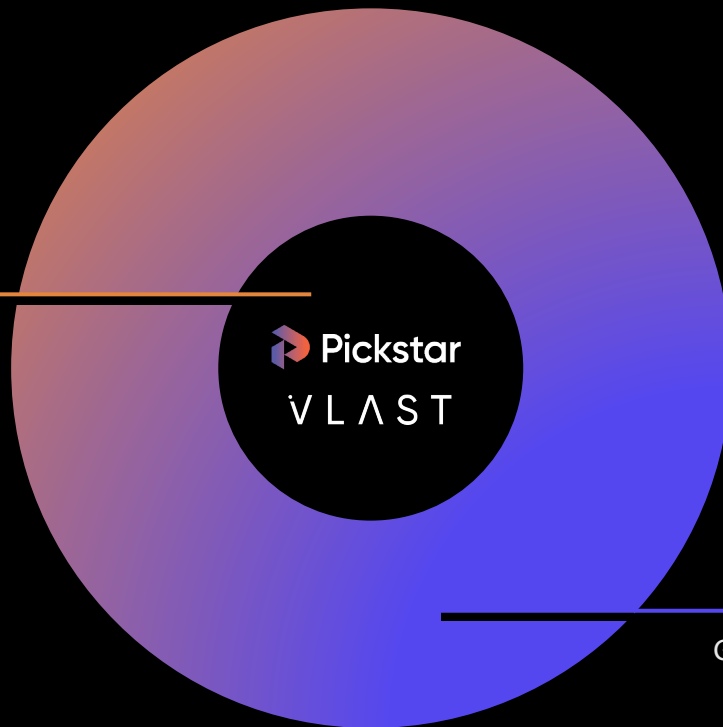
The Pickstar & Vlast platforms change the way you book and manage talent

- **Talent** are more accessible to brands and fans with data delivering them better opportunities to make more money
- **Brands & fans** are provided access to generate meaningful moments with the best available global talent
- **Teams, leagues, talent agencies & media** use data to drive talent insights, while saving time and money

Breaking into the massive market of talent, sport, brands and media

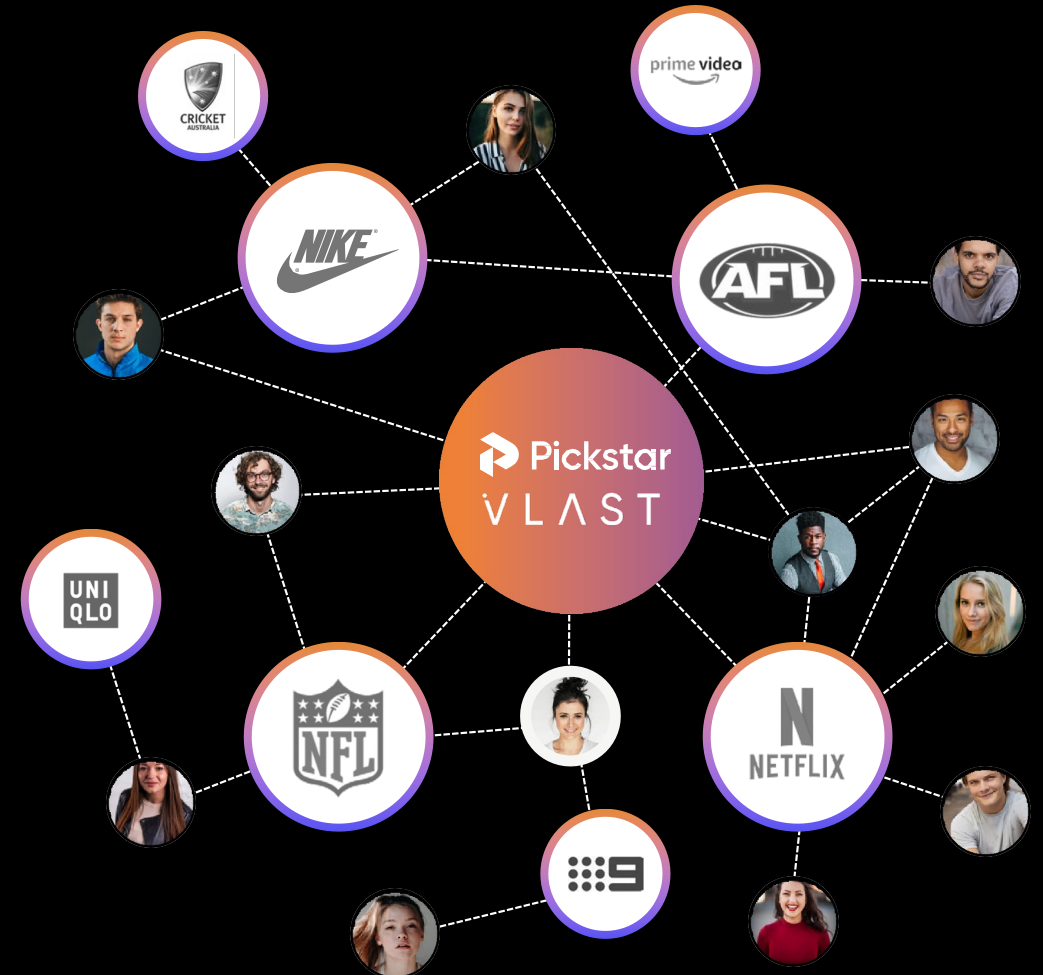
\$33.3B

Pickstar + Vlast
net addressable
market (USD)*



\$645B

Global yearly spend
on talent (USD)*



Talent Activation

/ta-lent ak-ti-vay-shon/

noun

1. an obligation undertaken by talent for an external brand partner, corporate group, sponsor, or fan;
2. a contractual appearance for a commercial partner as a part of talent role within team, league or media partner;

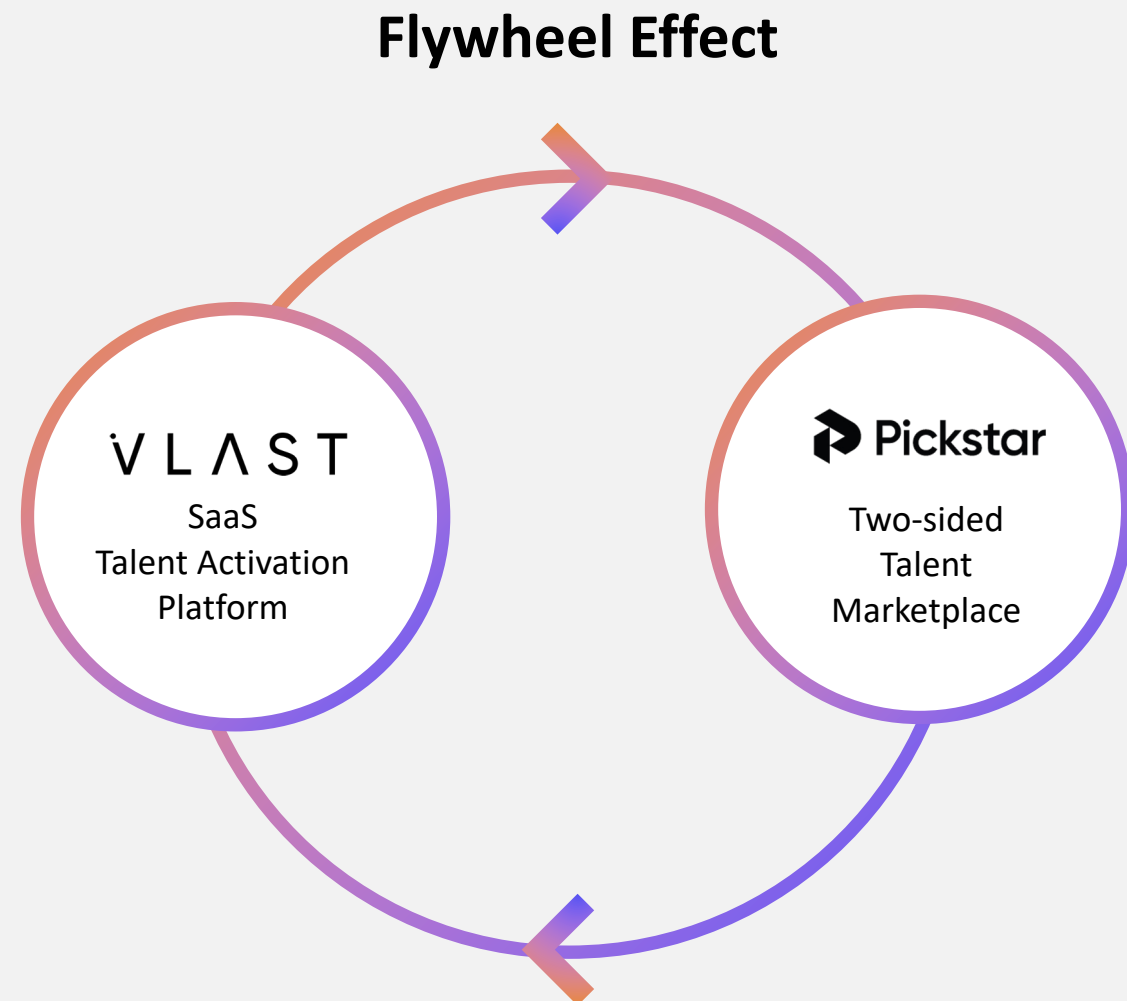
“in person - guest speaking, MC role, TV commercial shoot, sporting clinic, corporate function, meet and greet, broadcasting duties, or;

“digital – social media post, virtual meeting, PR campaign, video shout out, online marketing”



SaaS & Marketplace products, trusted by the biggest brands & endorsed by the worlds biggest stars

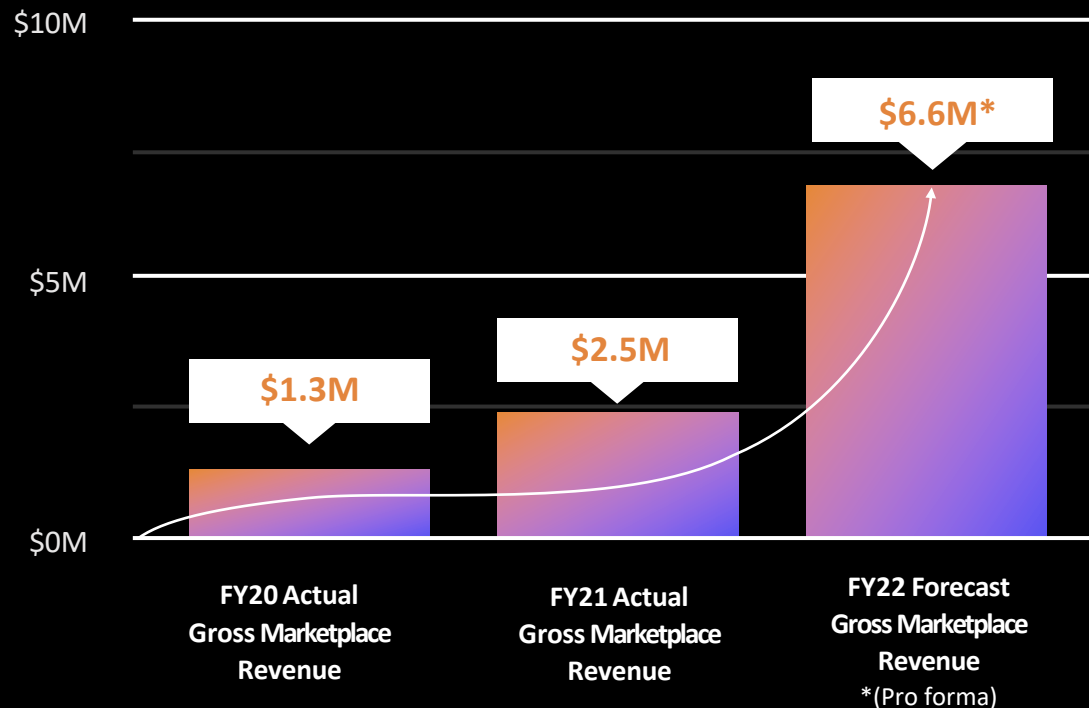
- Vlast clients drive Marketplace talent acquisition
- Talent drive more Marketplace bookings via network effects
- Marketplace bookings drive more Vlast clients



With strong foundations for sustainable global growth



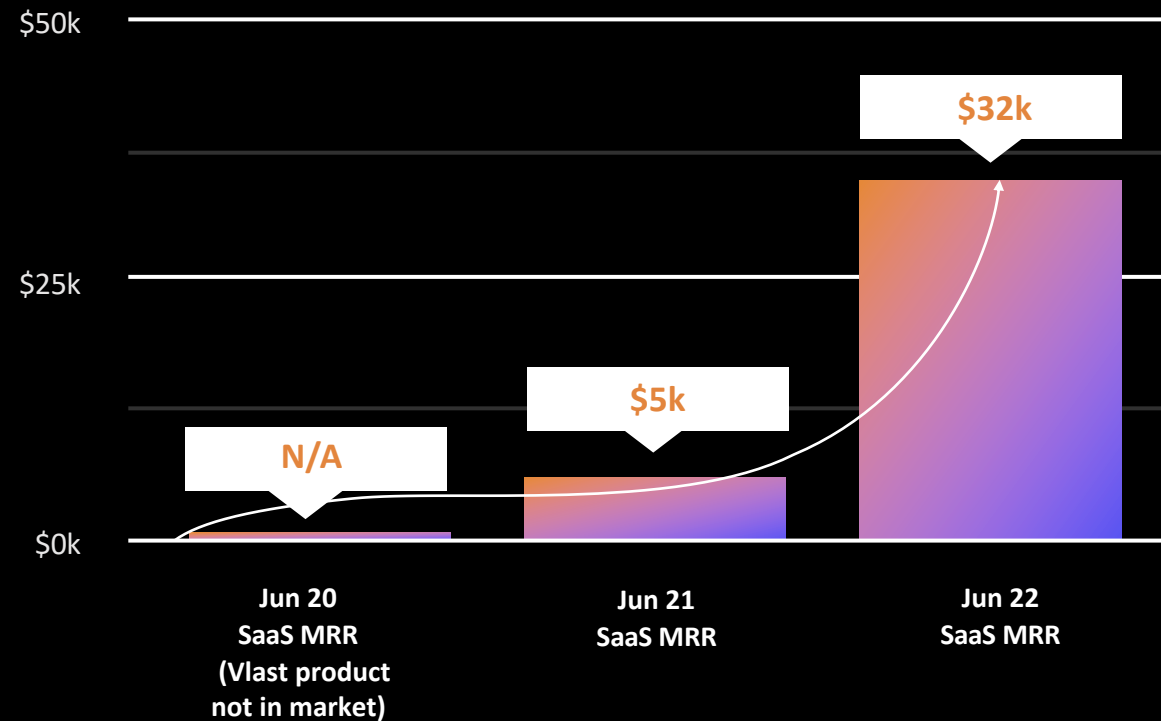
Two-sided marketplace



- Company takes average of 22% of Marketplace transaction fee in AU & UK

V L A S T

SaaS talent activation platform



- Vlast product facilitates acquisition of global talent onto the Marketplace

Using technology to solve complex talent activation problems for repeat customers



Harlequins

Leagues & Teams

Problem

“Booking and managing internal talent activations for commercial partners is a daily nightmare.”



Talent Agencies & Brands

Problem

“Where do I find a brand ambassador?
How do I drive further value for talent and manage my talent booking and activation process.”



Associations & Fans

Problem

“Who is the best available global talent for my brief and budget?”

V L A S T



Strong market traction with talent, agencies, brands and clients



NETFLIX



Harlequins



Marketplace (AU &UK)
total transaction volume

\$12m+

VLAST (SaaS)
license fee range

\$15k - \$180k

Number of global
talent on platforms

6,345

AU Marketplace
ave transaction value

\$3,211

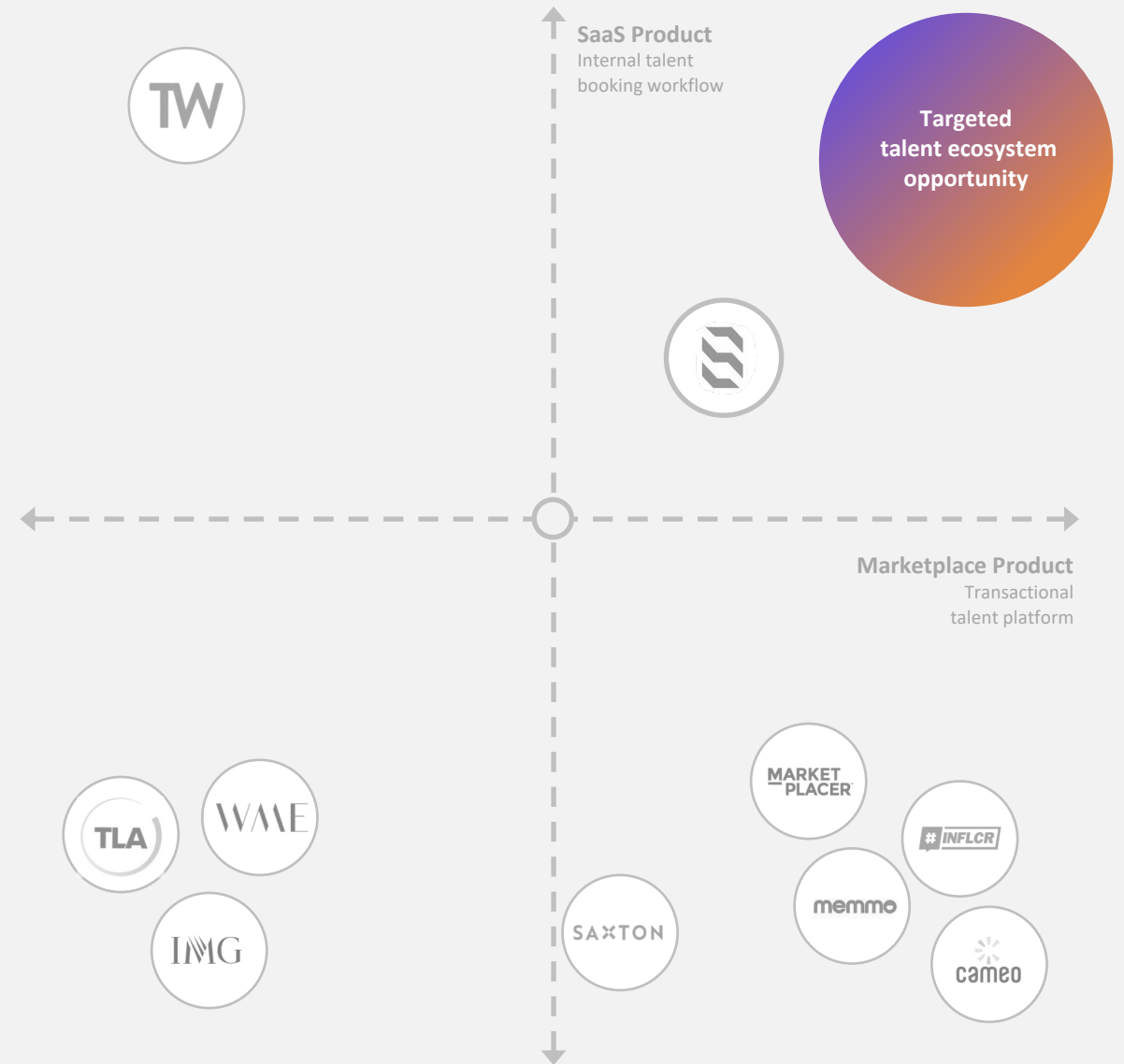
AU Marketplace ave
monthly repeat customers

30%

Targeting a defensible market position by generating revenue for talent & automating talent booking workflow for teams, agencies & brands

Key differentiators to competitors;

- Talent don't set budgets on Marketplace
- We solve talent booking pain for agents, teams and leagues
- We use data & machine learning to match & book the best available global talent for both Vlast and Marketplace customers



An experienced team that understands the talent ecosystem, technology and product



James Begley
Co-Founder & CEO
Former AFL athlete with experience in management consulting and leadership with Australian corporates



Matthew Pavlich
Co-Founder & Chair
AFL great, AFL Players Association President and media presenter, having worked with brands and obtaining a B.Sc and MBA



Jess Millowick
Chief Operating Officer
A decade of law firm operational and administrative experience, before leading the initial Marketplace engagement team



Marcus Kennedy
CFO
A finance and strategy professional with corporate advisory experience from previous roles with Telstra, Village Roadshow and PwC



Dave Rogers
CTO
Almost 20 years experience as a software developer, architect engineer and technology leader in various companies



Ian Howarth
Head of UX/UI
Over 20 years of experience within the creative industry in the UK and Australia, including work for The Premier League, Virgin and 20th Century Fox



Chris Abbott
CPO
Created and led a number of business digital transformations over the last 20 years, including work with Deloitte and Hipages



Tom Scott
CMO
Extensive go to market experience with brands and corporate groups, including the running of his own marketing and PR business in the UK



Dr Grant Osborne
Data Scientist
Over 10 years experience in delivering AI systems and solutions to customers in defence, government and industry

Continuing to set ourselves up for success

Use of funds

Product & Technology

- Unify Marketplace and SaaS products
- Build global product and developer teams

Customer acquisition

- Acquire Marketplace customers and decrease CAC
- Grow Vlast (SaaS) clients and ARR

International growth

- Grow UK Marketplace
- Launch US Marketplace
- Increase global Vlast (SaaS) client sales

Thankyou...let's chat



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