

# Software that owns the global talent activation ecosystem “

Ignite meaningful moments  
with inspirational stars

## Company Background

The talent activation ecosystem remains one of the most lucrative industries in the world and our platform help streamline the booking and administration process for talent, agencies, brands, fans, teams and leagues.

The Pickstar Marketplace and VLAST SaaS products form a unique commercial model that monetises the entire talent ecosystem

Endorsed by the world's biggest stars, generating valuable networks effects.

## Over the last 12 months the company has achieved:

- 3x GMV growth in Pickstar Marketplace
- 7x GMV growth in VLAST (SaaS sales)
- An increase of 200%+ of talent on our global platforms
- Launched and grown UK Pickstar Marketplace
- Unified and improved our product technology
- Prepared for launch of Pickstar Marketplace in the US in mid-late 2023



## Competitive Advantage

Defensive business model owning the entire talent activation ecosystem, with two dedicated platforms that streamline booking & administration process.

Targeting a defendable market position that no other competitor is solving for:

Talent don't set budgets on Pickstar Marketplace, we use data and market forces to match talent with bookings

We are the only ones that solve the talent booking pain for agents, teams AND leagues

We use data and machine learning to match and book the best available global talent for both VLAST and Pickstar Marketplace customers

## Investment Highlights

### BLUE CHIP VLAST (SAAS) CUSTOMERS



### REPEAT PICKSTAR MARKETPLACE CUSTOMERS



## Who we are

A senior leadership team that understands the talent ecosystem and technology.



James Begley



Matthew Pavlich



Dave Rogers



Jess Millowick



Tom Scott



Marcus Kennedy

## Growth Strategy

The objective is to grow group revenue YOY by ~200% and become profitable within 12 months, before reinvesting in resource and technology and growing further in the UK and the US

Seeking to raise \$5m capital to:

- Launch US Marketplace by mid-late 2023
- Grow AU + UK Marketplace by 2x and VLAST ARR 3x
- Increase talent on global marketplace to +7000 (25%+ International based stars)
- Finalise unification of Pickstar Marketplace and SAAS products