



*Pick a spot. Shoot
the shot.*

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A pre-booked, time-boxed, gig-based photography platform for the everyday moments between *asking a stranger* and hiring a \$500 wedding photographer.



QIK · BEHIND THE LENS

THE GAP

Between “*ask a stranger*” and a \$500 wedding shoot, there is no product.

01 — FOR USERS

Pros are overkill for casual moments.

\$100–\$300/hr is wedding-shoot pricing. Not what Friday-night dinner at Tanjong Pagar should cost.

02 — FOR USERS

Strangers, tripods, photo booths — all friction.

Blurry shots, heads cut off, queues, flat lighting. Nothing the 18–28 crowd actually wants.

03 — FOR PHOTOGRAPHERS

Freelance income swings weekly.

Peak Fri–Sun evenings are underbooked. No platform exists for a 15-minute, \$20 gig.

THE SOLUTION

A **three-way handshake** for photography.
QIK sits between the people who want photos and the people who take them. Matched in minutes, delivered the same day.



I

Booked in minutes.

Under two minutes. No app install.
Telegram or web.

II

From \$20 a session.

Impulse-buy territory. Same price as
a meal.

III

Fixed pricing, fixed
time.

No quotes. No surge. No tipping.
One price per package.

IV

Built for casual
moments.

Friend hangs, date nights, IG shots.
Not weddings, not editorial.

A DIFFERENTIATED BUSINESS

A new category, not a better version of an old one.

Casual photography doesn't have a marketplace. We're building it.

I · ON-DEMAND

Built for the moment, not the wedding.

Post a shoot, get matched, shoot today. No quotes, no back-and-forth.

II · FRACTIONALISED

Photography by the 15-minute slot.

The market sells hour-long packages at \$100+. QIK sells 15-minute slots at \$20.

III · FIXED PRICING

No negotiation. No surge. No tipping.

DIFFERENTIATION
Three packages, three prices. Set by QIK, fixed across the platform.

IV · OPEN SUPPLY

Not just pros. Emerging shooters welcome.

THE THREE-WAY HANDSHAKE

How it works.



FIXED · NON-NEGOTIABLE · SIMPLE ·

Three packages. One price each.

STARTER · 15 MIN

\$20

Couples, quick IG shots, impulse bookings.

MOST POPULAR

CORE · 30 MIN

\$35

Friend groups, dates, casual outings. The core product all marketing leads with.

FULL · 60 MIN

\$55

Families, birthdays, small celebrations.

LIVE . SHIPPING . PRE-LAUNCH .

Where we are today.



40

PHOTOGRAPHERS
ONBOARDED

Onboarded and active in Tanjong
Pagar.

10K

TOP REEL VIEWS

Organic TikTok + Instagram
reach.

70

INSTAGRAM FOLLOWERS

32 posts. Building ahead of
launch.

~\$350

MONTHLY BURN

Telegram + Airtable + Railway.

LIVE TODAY

Telegram bot @QikBot, website qikbooking.com ,
and @qik.sg on IG + TikTok.

TRACTION

WHY TELEGRAM FIRST

Zero download friction. Fastest path to real
transactions. Validates demand and supply before app
spend.

A \$1.5B market. We start with \$5M of it.

T A M \$1.5B SEA photography services market, 2025. Growing at 8.13% CAGR to \$2.2B by 2030. <i>Mordor Intelligence.</i>	S A M \$120M On-demand casual photography — Singapore plus SEA gateway cities: Bangkok, KL, Jakarta, Manila.	S O M (Y 1 – Y 3) \$5M 1% of 1.7M Singapore Instagram users aged 18– 34. 20% take rate → \$1M revenue by Year 3.
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Singapore first: 3.15M IG users · 88% social penetration (highest in SEA) · dense urban geography · 18–34 dominates the social content economy.

TWO PHASES.

Loss leader today. *20% commission from Q3.*

PHASE 1 · APR-SEP 2026

Loss Leader.

Free-to-transact during MVP. Solve the chicken-and-egg — build supply and demand. Subsidised by seed capital.

MONTHLY BURN COMMISSION

~\$350 0%

PHASE 2 · Q3 2026 ONWARDS

App launch. Monetisation on.

20% per booking activated. iOS + Android live. Photographer keeps 80%. No subscriptions, no hidden fees, no surge, no tipping.

BREAK-EVEN

50 / mo

ON THE CORE 30-MIN PACKAGE.

\$7.00 gross margin per booking.

BOOKING PRICE

$\$35.00 \times 20\%$

QIK TAKE

$= \$7.00$

Photographer keeps \$28.00 — a strong take-home rate in the regional market.

PATH TO BREAK-EVEN

~50 bookings a month covers ops.

YEAR-3 REVENUE

$\$1M$ on \$5M GMV

Singapore only.

FROM FUNDING DATE TO APP STORE.

12 weeks. iOS + Android.

WEEK 1 – 3

Design & architecture.

App design, tech stack locked, schema finalised.

WEEK 4 – 7

Core build.

Booking, matching, notifications, in-zone pairing.

WEEK 8 – 10

Payments & photo.

Payment routing, upload/download integrations.

WEEK 11 – 12

QA & submission.

Beta testing, App Store submission.

Q3 2026

App live.

20% commission model activated. Eight zones.

ONE-TIME BUILD COST

~\$1,500

POST-LAUNCH OPS

~\$350 / mo

KEY MESSAGE

The app is not where most capital goes. **Most goes into marketing and growth.**

THREE PHASES · APR → DEC 2026

Go-to-market.

PHASE 1 · APR – JUN	Hustle.	Organic IG + TikTok. Tanjong Pagar street activation. NUS partnerships. Friends & family referrals.	~\$960
PHASE 2 · JUL – AUG	Validate	Micro-influencer collabs (10k–50k SG creators). Targeted IG ads. Photographer referral. 500+ bookings.	~\$1.8K
PHASE 3 · SEP – DEC	Scale.	Full paid campaigns. App Store launch. All 8 SG zones live. Early Bangkok + KL research.	~\$17K

Eight zones by Q4: Clarke Quay · Orchard · Marina Bay · Fullerton · Sentosa · Bugis · Tiong Bahru · Tanjong Pagar.

TOTAL MARKETING SPEND

~\$20K

FIVE PEOPLE · THREE COUNTRIES · LEAN BY DESIGN.

The team.

FOUNDER & CEO

Sakthi

NUS Year 2, Business + Supply Chain. SAP Pre-Sales (18mo). Runs vision, investor relations, ops.
S G

FIN & TECH LEAD

Zac

Built the Telegram bot end-to-end. Owns app architecture, schema, and the 12-week roadmap.
S G

CREATIVE & DESIGN

Reena

Instagram + TikTok strategy, brand voice, content, community growth, photographer onboarding.
S G

MARKETING & OPS

Yok

Visual identity, content design, and photography direction. Based in Bangkok.
T H

STRATEGY & RESEARCH

Xing

Market research, business development, and SEA expansion strategy. Based in Canada.
C A

THREE YEARS. ONE DIRECTION.

Singapore → SEA.

NOW · APR 2026 MVP live. Telegram bot. 25 photographers onboarded. Tanjong Pagar.	Q3 2026 App launches. iOS + Android live. 20% commission on. All 8 SG zones.	Q4 2026 Scale in SG. Break-even run-rate. App Store push.	2027 SEA gateway cities. Bangkok · Kuala Lumpur · Jakarta · Manila. Zone-by-zone.	2028+ Deeper SEA. Additional markets. \$5M GMV / \$1M revenue target.
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SEED ROUND · PRE-PRICED

WE 'RE RAISING

SGD \$50K

Seed round, pre-priced. To ship the app and win Singapore before Q4.

WHY THIS ROUND

- I MVP is live with 40 photographers and a working bot.
- II June–December 2026 is our window to win Singapore.
- II I \$50K converts proof into traction before the app launch.

ON THE \$50K RAISE.

40% goes straight to growth.

40%	20%	20%	20%
Marketing & Growth	ACRA & Legal	App Development	Working Capital
\$20,000	\$10,000	\$10,000	\$10,000

MARKETING & GROWTH

Phase 1–3 campaigns. IG + TikTok. Street activation. Influencers.

ACRA & LEGAL

Incorporation, T&Cs, IP protection. One-time setup cost.

APP DEVELOPMENT

12-week iOS + Android build. One-time cost.

WORKING CAPITAL

~12 months of pre-app ops plus contingency buffer.

Total raise

\$50,000

Deployed across nine months, Apr–Dec 2026.

T H E W I N D O W .

Why now.

I Singapore is the densest social-content economy in SEA.
3.15M IG users · 88% social penetration · 1.7M aged 18–34 · dense urban geography photographers can cover multiple gigs a night.

I I Supply is already onboarded and idle on weekends.
25 photographers onboarded pre-launch. Fri–Sun evenings are the highest-demand socially, and the most underbooked for freelancers.

I I I Nothing exists at the \$20, 15-minute price point.
Snappr and Bokksu are built around 1-hour+ editorial bookings. Impulse-priced casual photography is an empty product category.

I V Telegram MVP has validated the mechanics
Booking, matching, notifications, and delivery all working. The next dollar deployed is the highest-leverage dollar of the whole round.



Pick a spot. *Shoot the*

Raising SGD \$50,000 to ship the app and scale to all of Singapore by Q4.
shot.



WEB / BOT

qikbooking.com

@QikBot · @qik.sg

END

STAGE

Pre-launch MVP

Singapore · April 2026