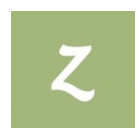




# zerply



## MEET YOUR MAKERS



MEMBER CREDIT

"The Empire Bargains" *by*



**JOSHUA VIERS**  
CONCEPT ARTIST

# SUMMARY

- Zerply is the marketplace for the world's best creative talent
- **54M people** freelance in the US, and creatives lead the pack
- **\$48B / year** spent on creative recruiting

- We have the top talent from:

STAR  
WARS

HALO 5

MAD  
MAX

- We have the finest studios:

DISNEY

EA

Microsoft  
game studios

BILZARD  
ENTERTAINMENT

DREAMWORKS

+200 others

- Our management team are industry pros from ILM and Dreamworks



# PROBLEM

*Huge talent and opportunity* **MISMATCH**

## Talent Struggles With:

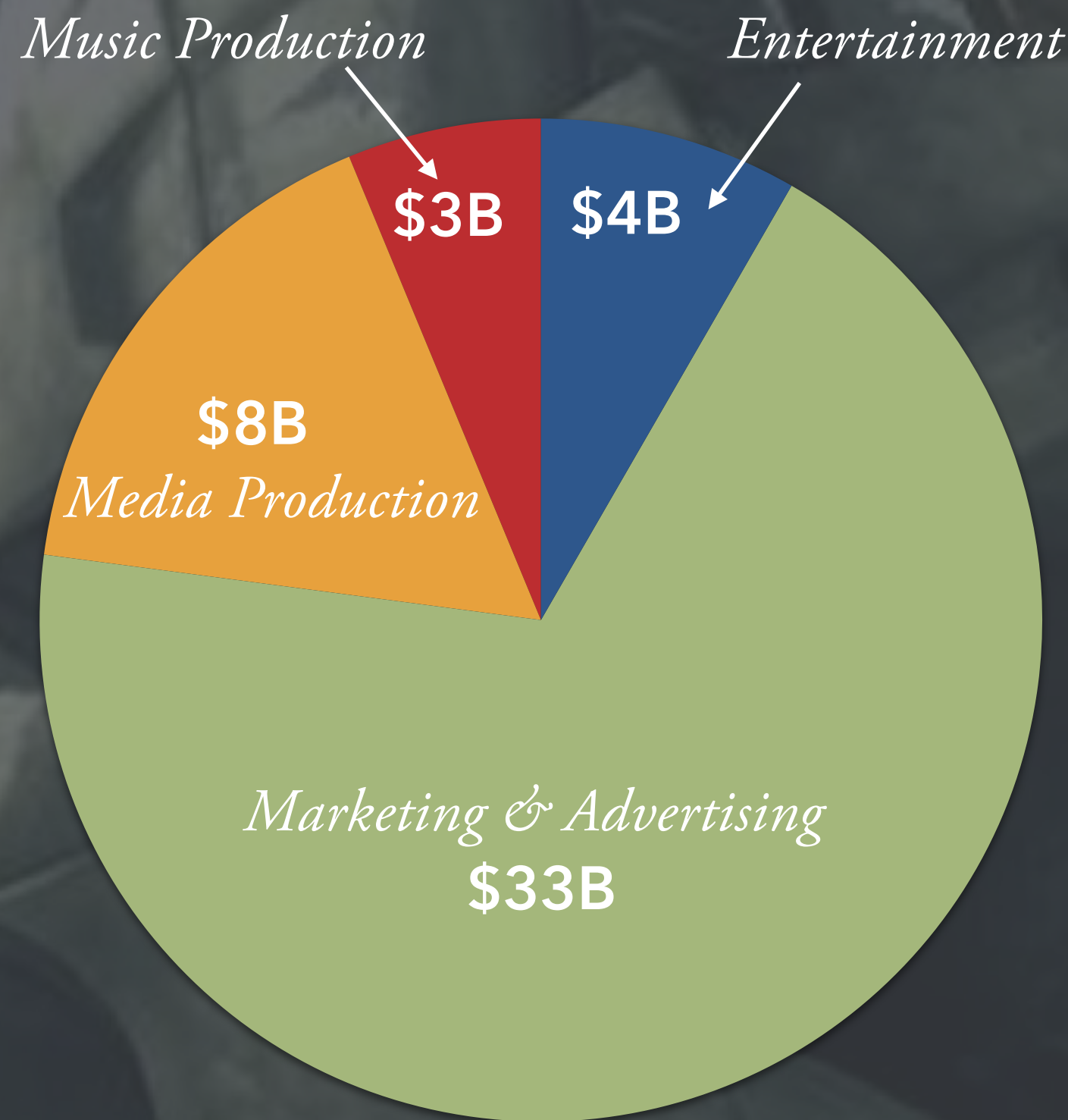
- Downtime = lost income
- Hard to keep portfolios up to date
- Tricky to manage calendar, projects

## Companies Struggle With:

- Fragmented market
- No way to get real-time or future availability
- Inefficient vetting process

# MARKET

**\$48B** / *year* on creative recruiting



**54M** freelancers in the US  
with creatives leading the pack

**Zerply's opportunity:**  
*Become THE marketplace for  
creative freelance work*

# SOLUTION

*Our breakthrough platform for* **MATCHING CREATIVE TALENT**

## Talent Side:

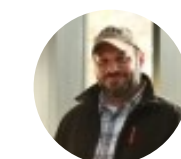
*One-stop-shop for creatives*

- Individually curated flow of gigs
- Automatically updated projects & portfolios
- All the top industry opportunities
- Engaged, passionate community

## Company Side:

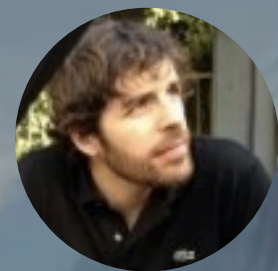
*10x more efficient process*

- Real-time & future availability
- Talent booking option system
- Real-time communication
- Reputation graph



# PRAISE FOR ZERPLY

I LOVE *Zerply's industry-focused, CROSS-DISCIPLINARY approach.*



MANUAL LLANES  
GAME ENGINEER



I CANCELLED OUR SPEND ON INDEED.COM  
*to fund our annual Zerply membership.*



FORREST KITLAS  
TALENT MANAGER



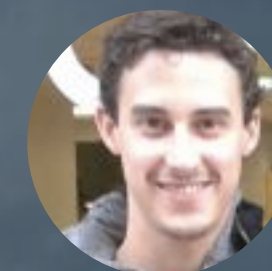
*Zerply will literally be CHANGING LIVES.  
Many of us will be relying on this. Thank you.*



ERIC WALTERS  
LIGHTING ARTIST



*Zerply is very well-done, super-intuitive, and perfectly organized -*  
**THIS IS AWESOME!**



JORDI OÑATE  
CROWD ANIMATOR



# DEMO

[Try it here!](#)

## Find Talent

**zerply** Book Talent Jobs

Looking for

Location

Available for

- Extra work
- Freelance
- Part-time
- Full-time
- Taking commissions

Advanced Search

Level  Junior  Mid-level  Senior  Lead  Supervisor Industry  Film & TV  Gaming  VR

**James Bennett**  
Senior Animator

Worked on Godzilla, How to Train Your Dragon 2, and 16 other projects.

**David Luong**  
Senior VFX Cinematic Artist

Worked on World of Warcraft: Legion, StarCraft 2: Legacy of the Void, and 16 other projects.

**Rini Sugianto**  
Senior Animator

Worked on Avengers: Age of Ultron, Teenage Mutant Ninja Turtles, and 14 other projects.

**Peer Lemmers**  
Senior Animator

Worked on Horizon Zero Dawn, The Huntsman's Winter War, and 11 other projects.

**Nivanh Chanthara**  
Senior Concept Artist

Worked on Maze Runner: The Scorch Trials.

**Ronn Brown**  
Senior Matte Painter

Worked on The Book of Life, Life of Pi, and 26 other projects.



## Book Talent

**Request to Book**

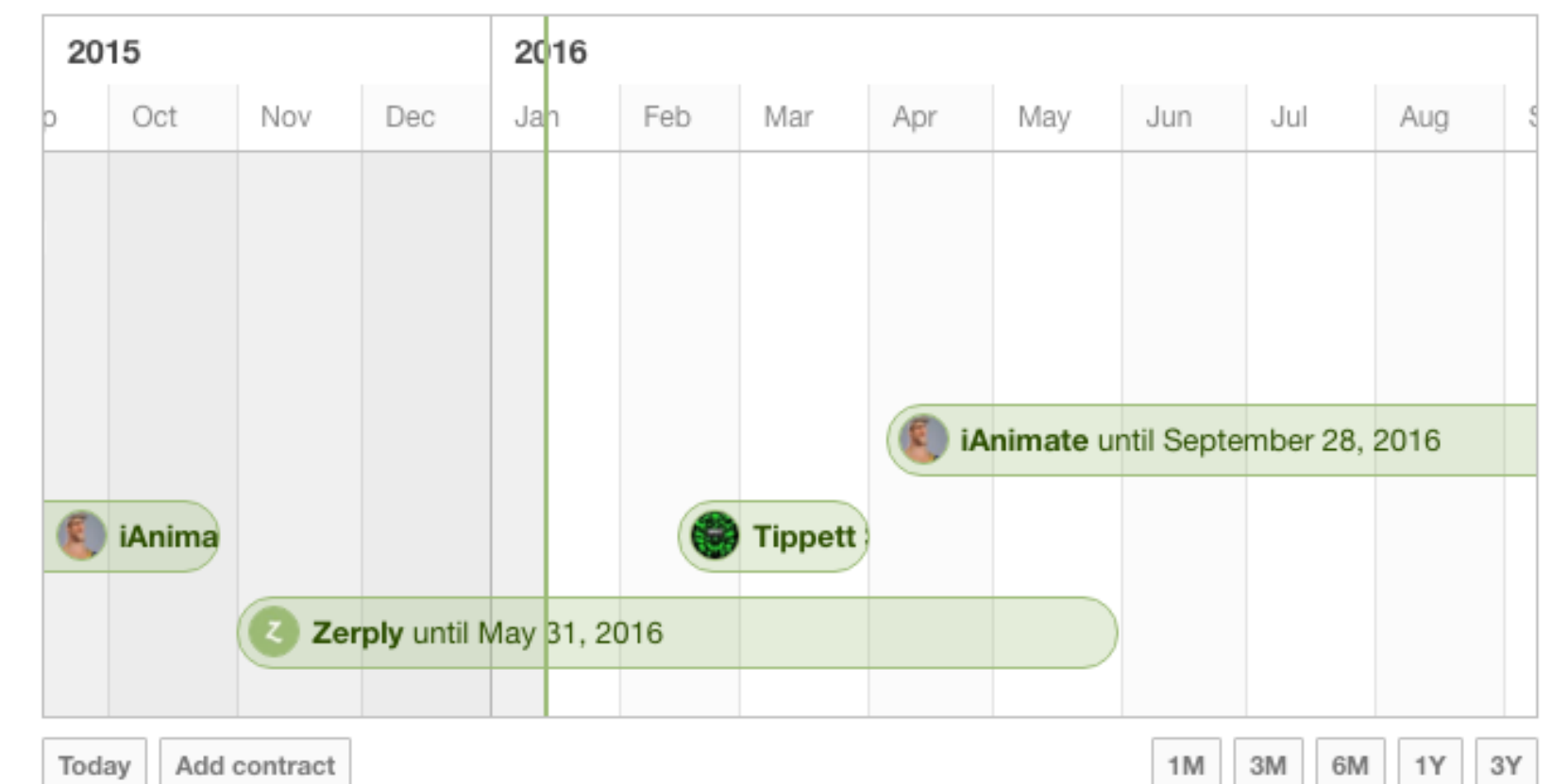
To **David Luong**  
Currently available for extra work

Hiring for

Dates

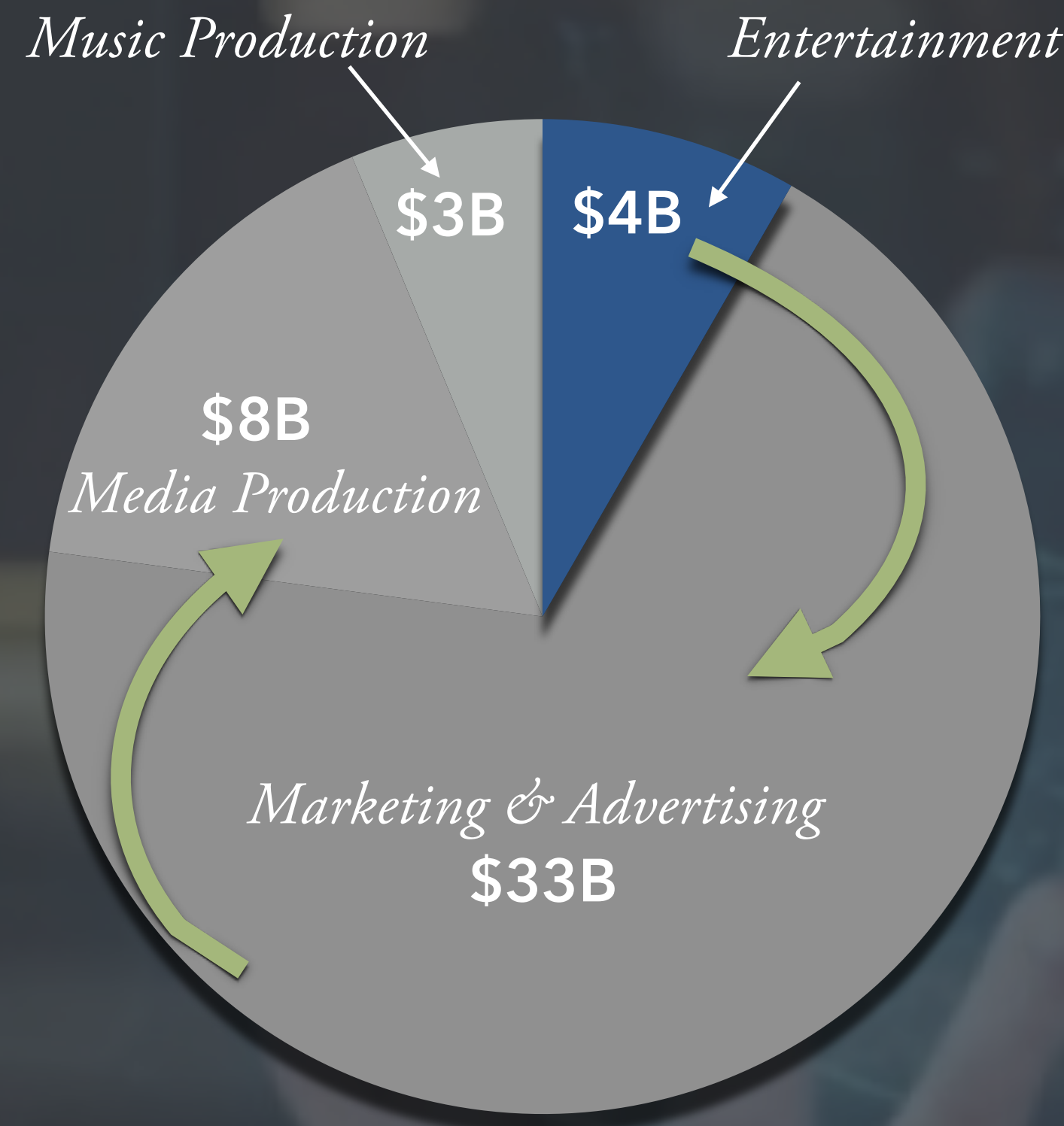
Message

## Schedule Project



# GO-TO-MARKET

## Why Entertainment as our Entry Point into the Freelance Economy?



- \$4B/year spent on recruiting
- Highest % of early adopters and influencers
- Entertainment is just the first domino

Next Industries We'll Capture:

- Marketing & Advertising
- Media Production
- Music Production



# GO-TO-MARKET

## HOW WE WILL DOMINATE

### 1. BUSINESS DEVELOPMENT

- Team has extensive industry knowledge and network

### 2. GROWTH HACKS

- Our proprietary Talent Algorithm gives us unparalleled ability to organize the entire market

### 3. EMBEDDED STRATEGY

- We're already embedded in top 3D party job boards (20M uniques)



### 4. SCHOOL AMBASSADOR PROGRAM

- We've partnered with top institutions worldwide to onboard graduates

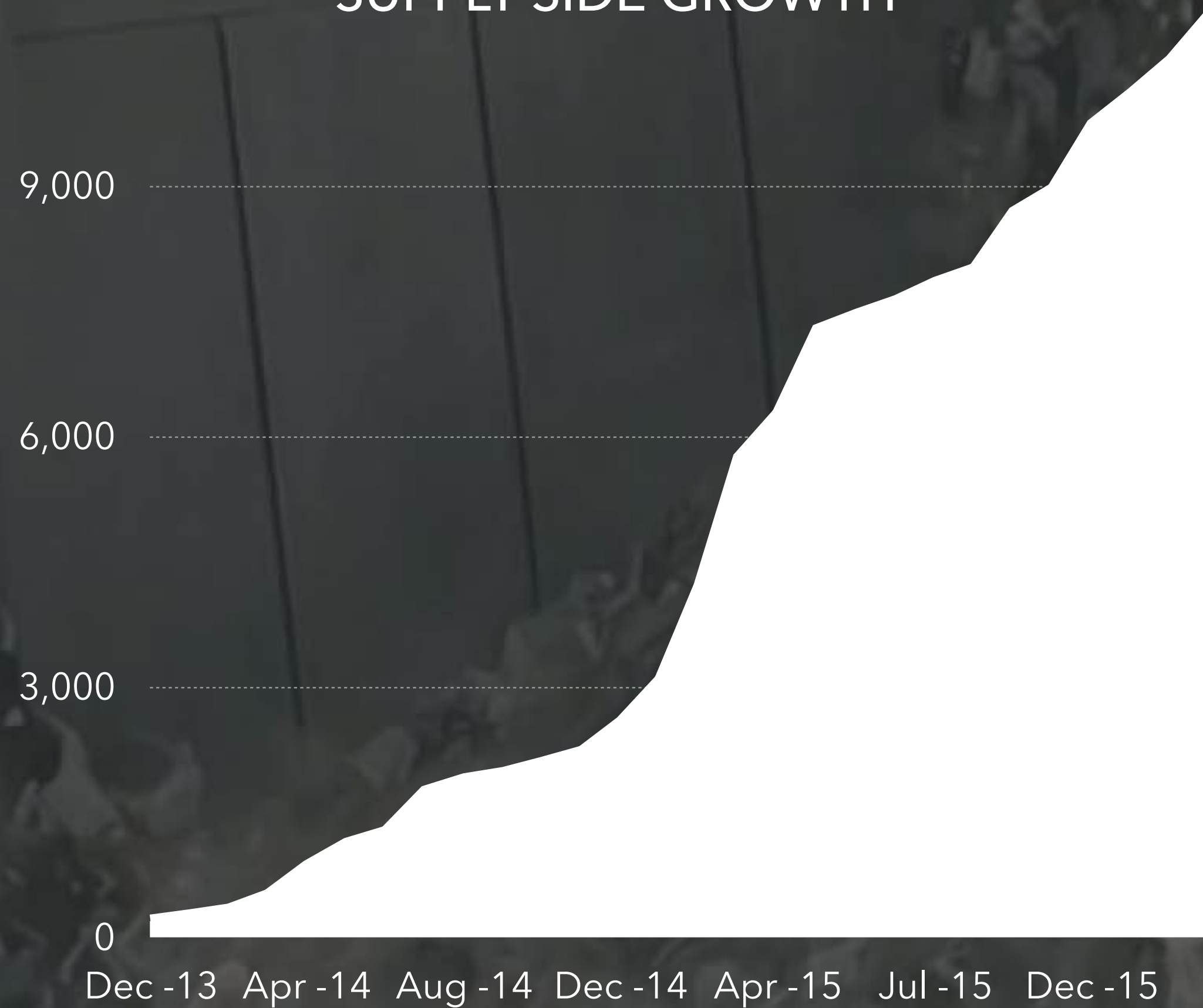


# TRACTION

Incredibly strong growth over 15 months on Supply side... and now an enormous spike on Demand side.

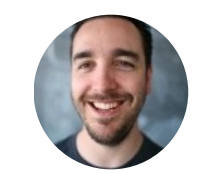
Members 12,000

## SUPPLY SIDE GROWTH



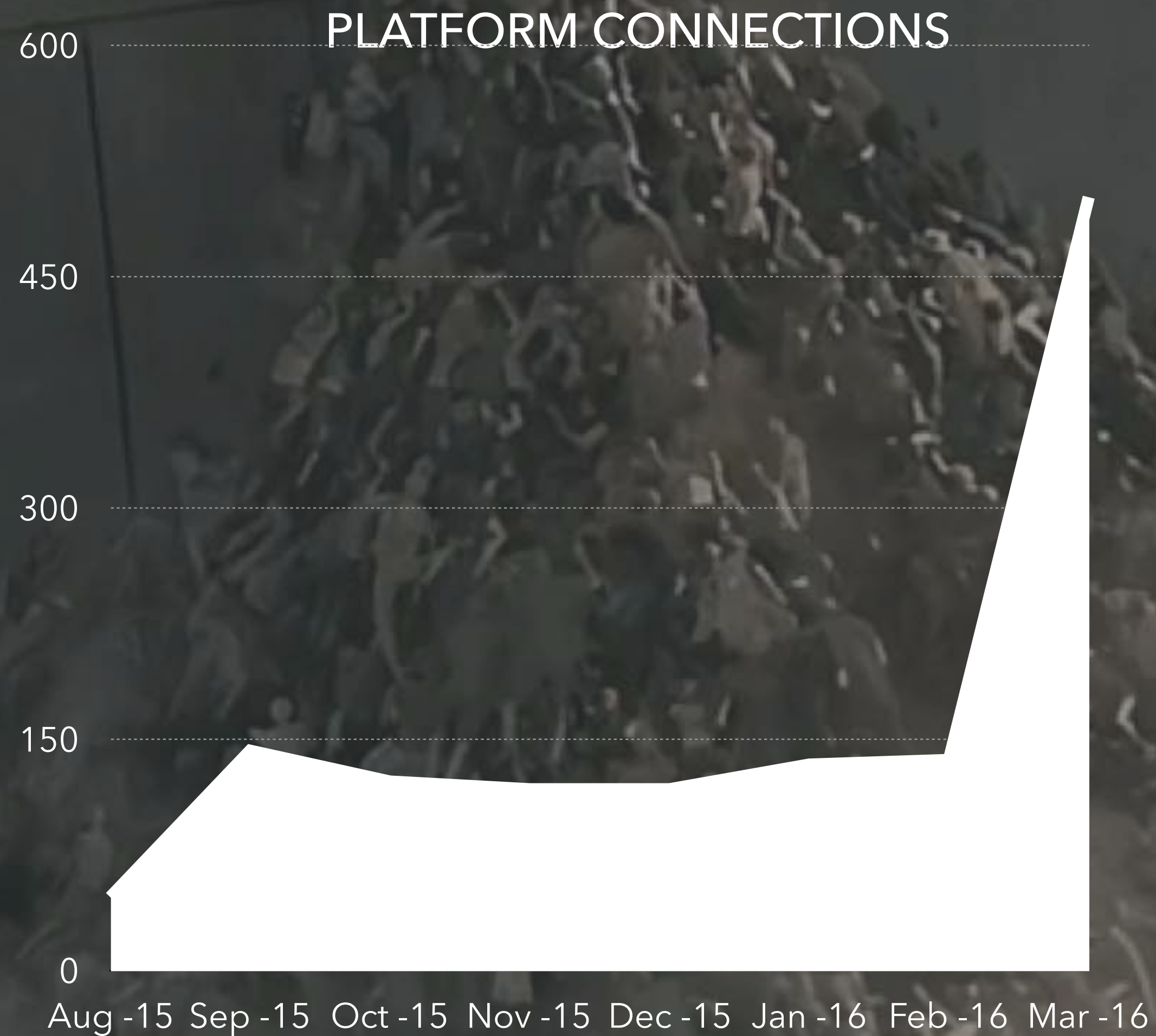
Recruiter Seats 500

## DEMAND SIDE GROWTH



# TRACTION

Opened up the marketplace on March 1, resulting in a huge uptake in connection



# BUSINESS MODEL

## Talent Side:

Free community & portfolio hosting

Pro accounts \$15/mo (Q2)

*Advanced stats & automation features*

Future member services

- Payments
- Member health care
- Tax Services

## Company Side:

Free basic search & job posts

Recruiter account: \$250/mo

*Advanced search, hotlisting, talent messaging*

Paying customers include:



**REEL FX**



THE  
THIRD  
FLOOR

TIPPETT  
STUDIO

Blue Sky  
STUDIOS

SPIN VFX

METHOD  
STUDIOS

Introducing platform payments in Q1



# TEAM



**CHRISTOFER KARLTORP**  
CEO, CO-FOUNDER  
*Founded first company at 13*



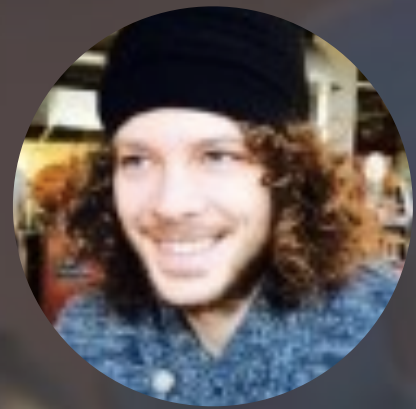
**TAANIEL JAKOBS**  
CTO, CO-FOUNDER  
*Started coding at 12*



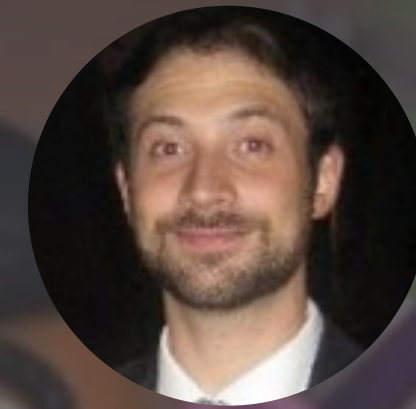
**JAMES BENNETT**  
LEAD CREATIVE, CO-FOUNDER  
*Lucasfilm, Weta, MPC*



**ADAM WINN**  
GROWTH  
*Scansafe (acq. Cisco, \$183M)*



**JOSEF MINARIK**  
LEAD ENGINEER  
*M.Sc. Information Systems*



**VICTOR FUSTE**  
CONTENT & SOCIAL MEDIA  
*Stanford, DreamWorks, Marvel*



**JUSTIN STYLE**  
MARKETING, COMMUNITY  
*Creative Mornings Host*

## ADVISORS



**DON LEVY**  
SVP @



**KEVIN CHOU**  
CEO @








**JOHN SPINALE**  
SVP @



**ANDREW CHEN**  
GROWTH @



# COMPETITION

			<b>Bēhance</b>	<b>IMDbPro</b>			
Jobs	✓		✓	✓	✓	✓	✓
Community	✓	✓	✓				✓
Portfolios	✓	✓	✓	✓		✓	✓
Availability	✓						

# NEXT MILESTONES

Our mission: **DOMINATE ENTERTAINMENT**

Target: **200K MEMBERS** by 2017

Milestones	Q1	Q2
<b>Product</b>	Freemium search/jobs Ambassador program Talent booking Onboarding optimization	3D party job board refresh Mobile app Automatic job scraper Talent Pro Accounts
<b>Marketing</b>	3 school partnerships <b>THR talent search partnership</b>	15 school partnerships
<b>Members</b>	16,000	30,000
<b>Bookings</b>	400	1600



# EXISTING INVESTORS

PREVIOUSLY RAISED \$1M FROM ANGELS, SEED FUNDS



KEVIN CHOU  
CEO @ 



KAI HUANG  
FOUNDER @



STEVEN CHIANG  
SVP @



NICOLAI WADSTROM  
FOUNDER @ 



AUREN HOFFMAN  
CEO @ 



WILL BUNKER  
FOUNDER @ 



# FINANCING

RAISING **\$1.2M** (600K raised already)

Use of funds:

- **DOMINATE** the Entertainment Industry
- Sign up **200K MEMBERS** by 2017
- Create growth infrastructure for adjacent verticals:  
*Marketing & Advertising, Music Production, Media Production*

[angel.co/zerply](http://angel.co/zerply)

[christofer@zerply.com](mailto:christofer@zerply.com)

