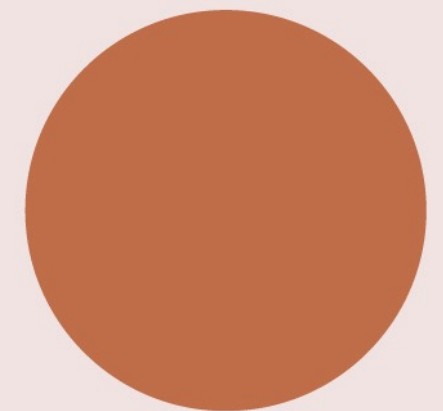




flow~

A prosperity engine for
the new creative
economy.

Founder: Glen Cassidy.





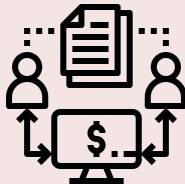
We’re building the economic infrastructure for the new creative economy.

A *fintech enabled* platform that will power creative industries.

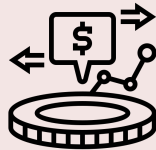
Distribution



Payments



Lending

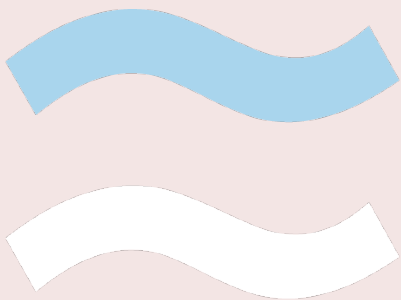


Investing

*Embedded
finance*



Problem



Our starting point is PAYMENTS

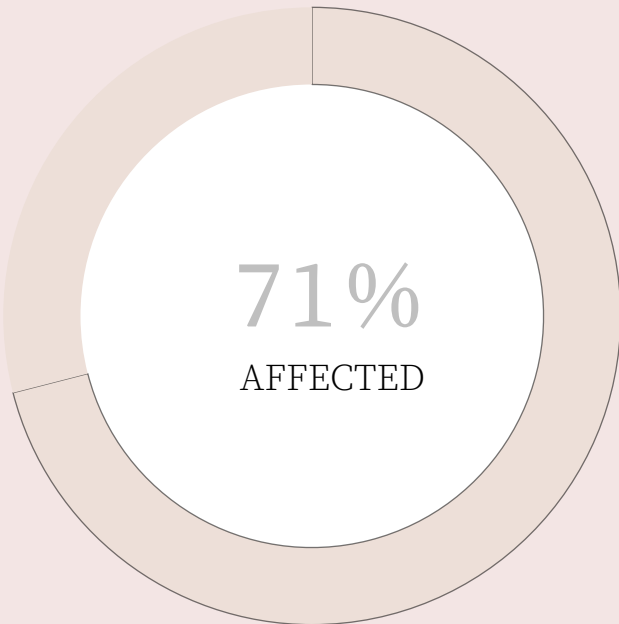
The friction around paying and getting paid is a major bottleneck



Resource cost

Average days late payment for
freelancer / creative

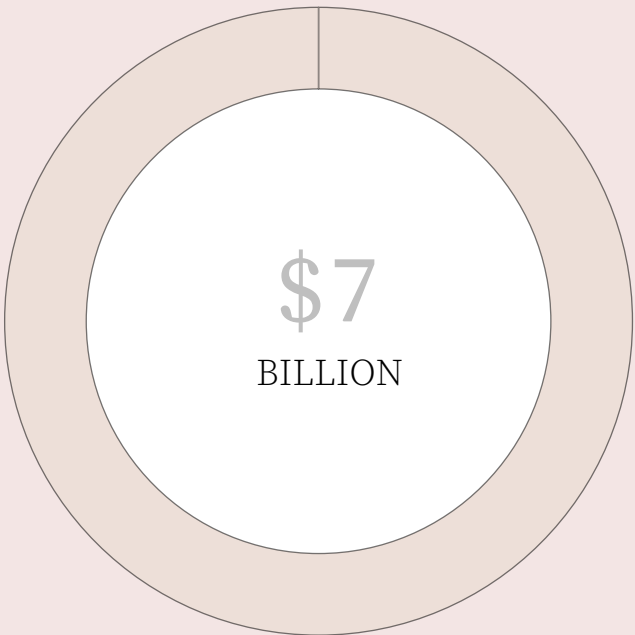
[Source](#)



Mental health

Over 71% of freelancers reported
serious mental health issues resulting
from late payments

[Source](#)



Economic impact

Annual economic impact of late
payments on small business

[Source](#)



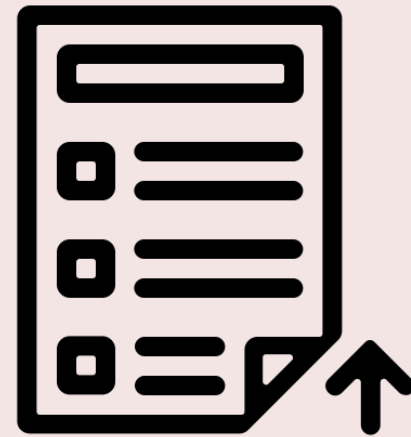
Problem

The current process is broken

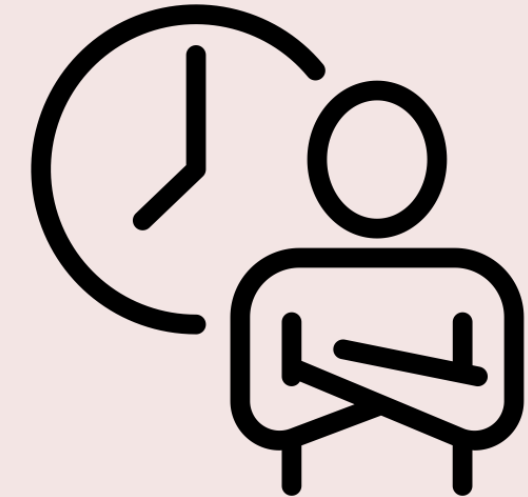
Over 90% of creatives / freelancers are experiencing some kind of payments friction, right now!



1. Do the work



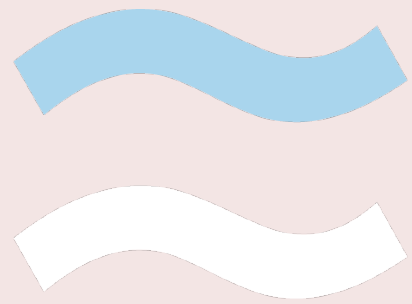
2. Send the invoice



3. Wait 30, 60, 90 days.. sometimes 6 months to get paid!!!



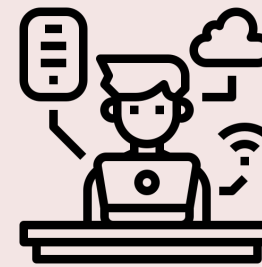
Problem



Both creative AND client experience equal pain

3 critical moments of friction that lead to late payments:

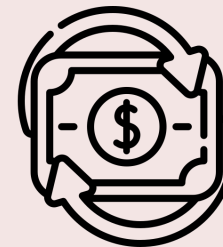
"I hate doing invoices"



1. Payments admin

"Paying out multiple contractors is a time-suck"

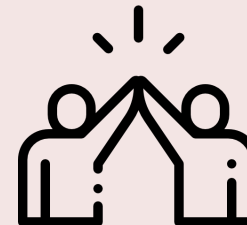
"I need to pay rent"



2. Cashflow

"I need to keep the lights on"

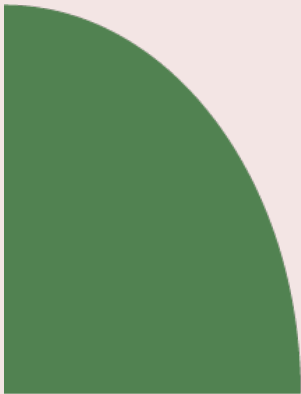
"I don't want to chase them again"



3. The relationship

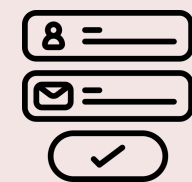
"I hope they don't chase me again, cashflow is tight!"





So we've simplified things...now both parties win.

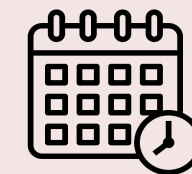
Reducing booking + payments down to a 10 second process.



1

Sign up

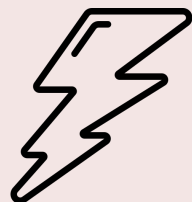
Contractor or client.



2

Book now, pay later

Booking + payment flows + invoices
auto-created for both parties.



3

Instant payment

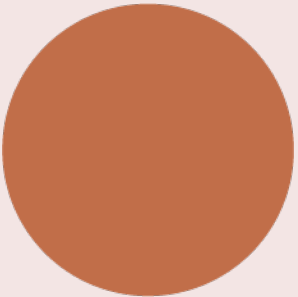
At the conclusion of gig / project, payment
to creative is instantly triggered.

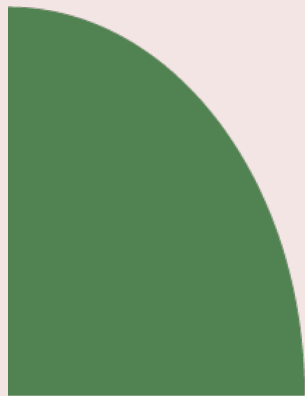


4

Pay-back over time

Automatic direct debit instalment plan begins
for business.





Underpinned by a powerful payments engine

Combining frictionless payments and embedded finance to book, schedule, and manage payments.

Dashboard

My Bookings

My Financials

Messages

INVITE

Dashboard

Upcoming Bookings

Graphic design work

Due 24th Mar

\$16.83

OUT Payment to Glen Client

Pending

Sunsets Dj's

31st Mar 15:30pm

\$11.00

OUT Payment to Glen Client

Pending

Upcoming Transactions

Payments

Next 30 days

\$2.55

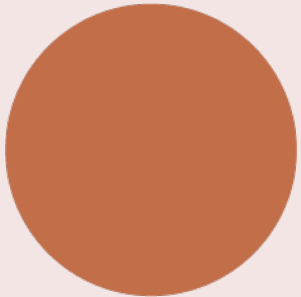
Payouts

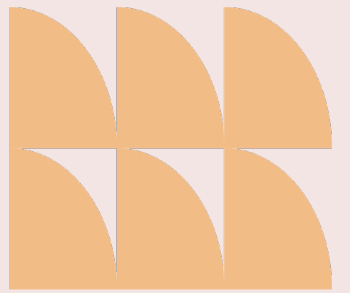
Next 30 days

\$0.00

11

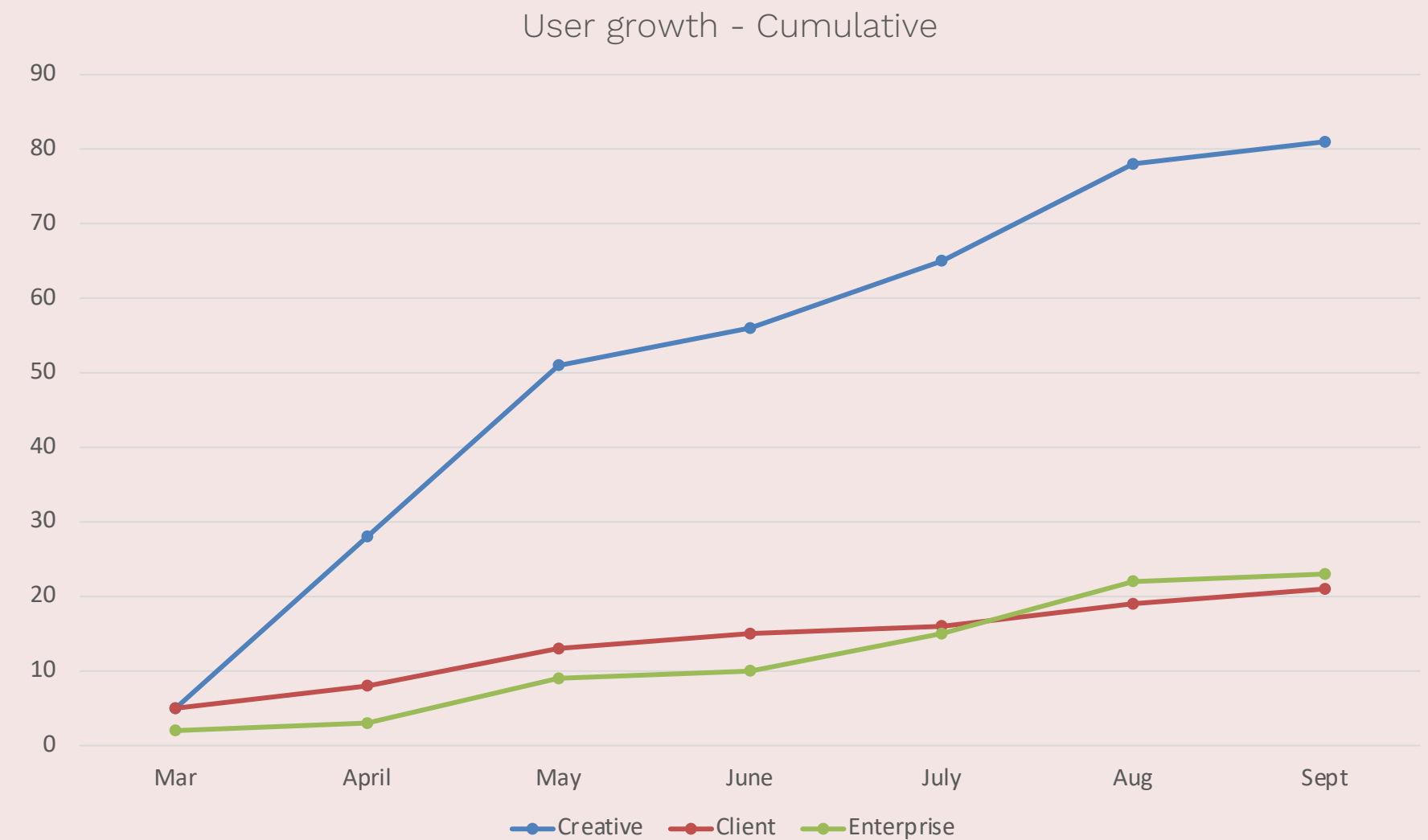
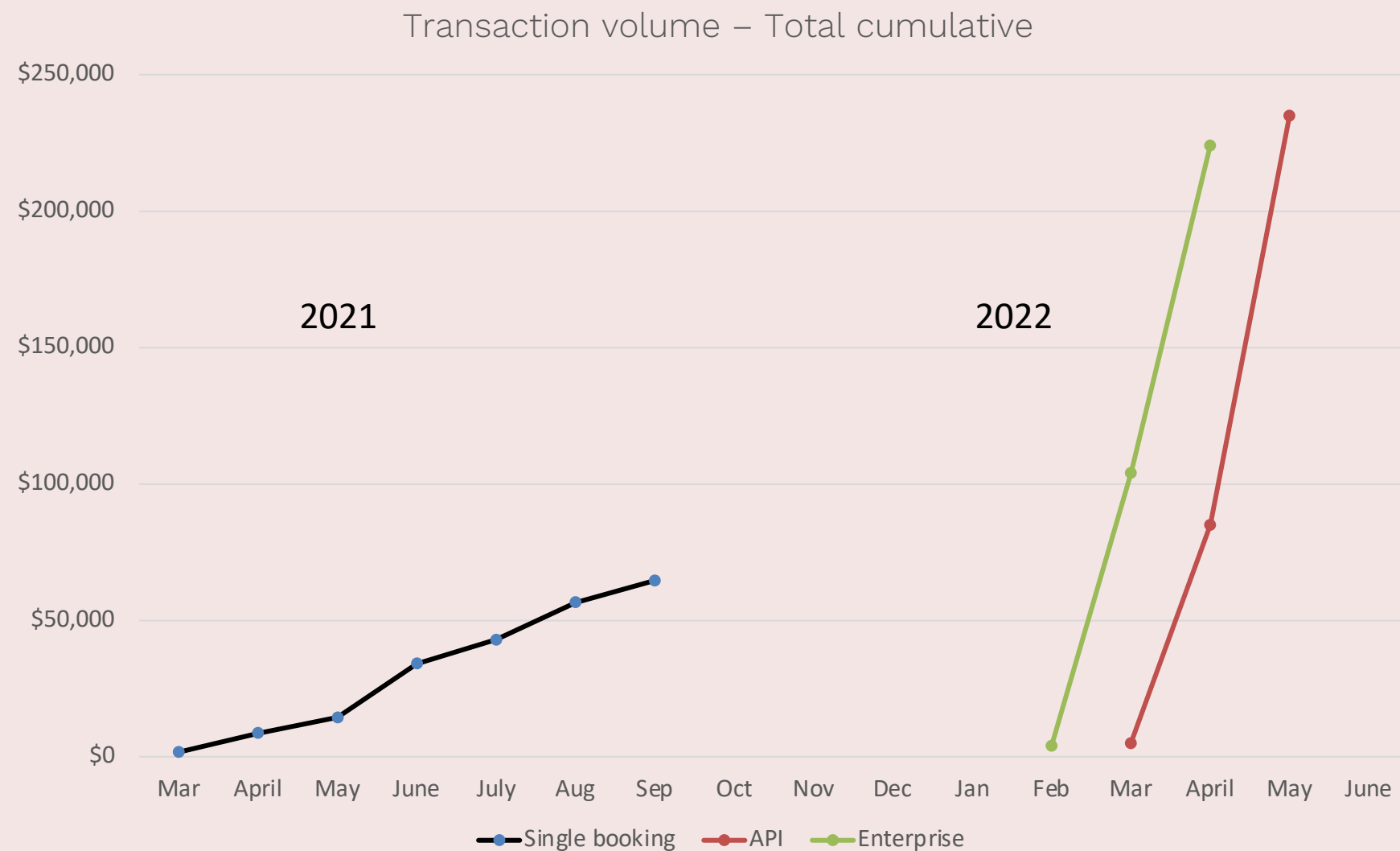
CREATE NEW BOOKING





Traction

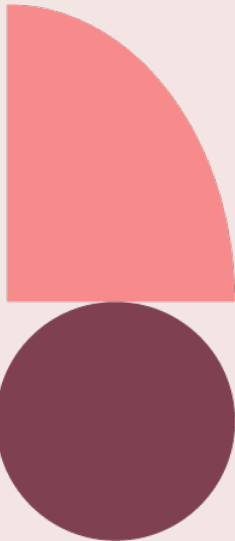
Rapid growth first few months with MVP focusing on user group where payments problems is most easily solvable (musician + venue), lockdown hit, accelerated focus on “creative contractor” + enterprise, as well as exploring API integration opportunities with like minded platforms.



- Single Booking (Client + creative) - Processed transactions - \$60k
 - API (Forecast) – Transaction volume - \$200k per month
- Enterprise (Forecast) – Transaction volume - \$100k per month

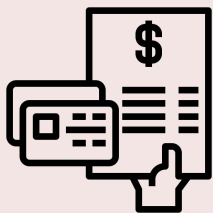
- Beta – April to Sept
- Users onboarded – 144
 - 60% creatives / 20% clients / 20% Enterprise
- Creative / Client – Avg transaction size - \$500 - \$800





Model

4 PAYMENTS products over the next 6 – 12 months



1. Single bookings



2. Large group payments



3. External integrations



4. QR Payments

CREATIVE SERVICES:

Flow makes 4.5% per invoice on average

Creative - 1.5% of invoice total per payment

Business - 1.5% of invoice total per payment:

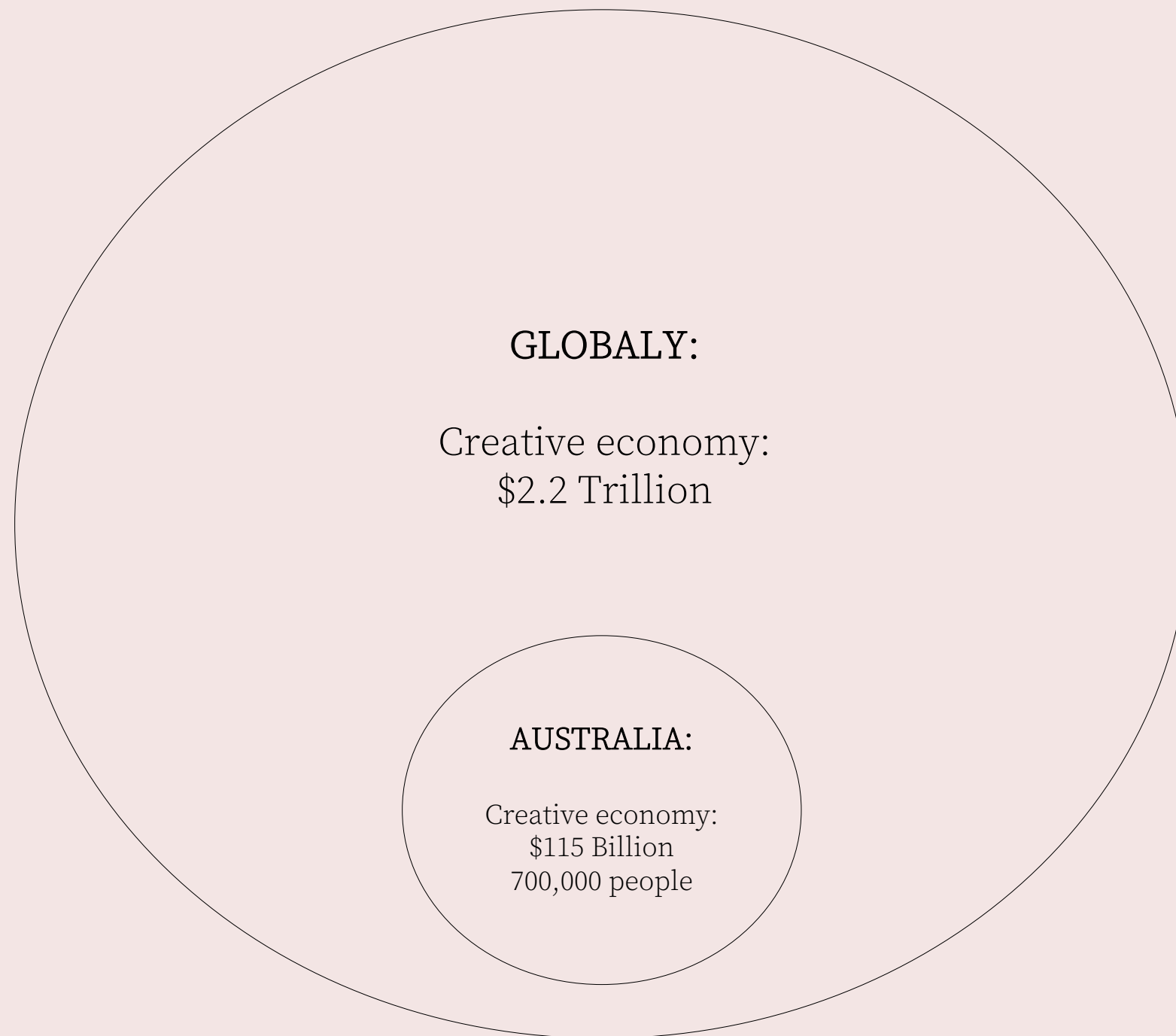
- 1 payment in 5 days (free)
- Fortnightly x 2 weeks (1.5% x 2)
- Fortnightly x 8 weeks (1.5% x 4)

CREATIVE EXPERIENCES:

- QR tipping for live performance (15% commission)

A global market experiencing explosive growth

In Australia alone the creative economy has grown by 34% in the last decade.



- Music and performing arts
- Design and visual arts
- Writing, publishing and print media
- Film, television and radio
- Architecture
- Advertising and marketing
- Software development and interactive content

[Source](#)



Why now?

The time is now

Creators are becoming companies...as *payments* become a priority.

1. Consumer

4.1 million Aussies now
freelancing, upwards of
\$50 billion market value.

[Source](#)

2. Category

Open Banking
+ Embedded finance
+ Real time payments

3. Culture

Creative services growing
at 3 times of the overall
workforce!

[Source](#)

4. Company

Building an authentic
brand the speaks to
“creative economy”
audience.



Competitors

Solving this problem in a growing niche where the problem is most prevalent, will allow us to explore adjacent “creative economy” opportunities in the future.

- Invoicing platforms do not solve the payments problem
- Invoice finance positioned as generic “business tools” and do not appeal to creative economy
- Booking engines focus on single verticals, but often creatives have multiple revenue sources (i.e music + design + freelance).
- Enterprise accounting....too many bells and whistles!

We offer a simple, fast, frictionless platform, built for the needs of the audience.

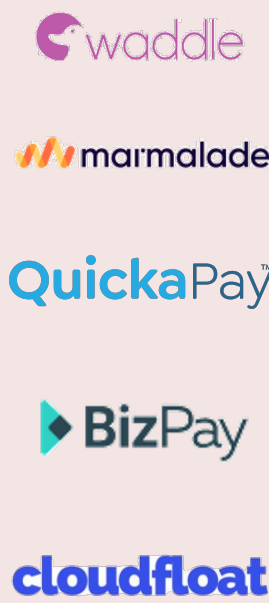
Flow~

Simple. Instant. Frictionless.

Freelance



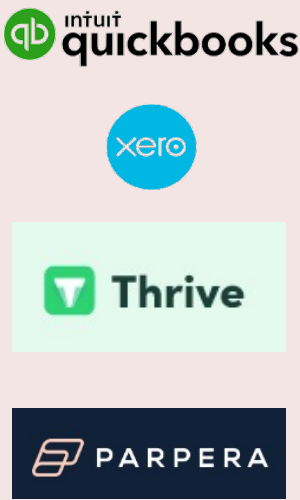
Invoice finance



Booking

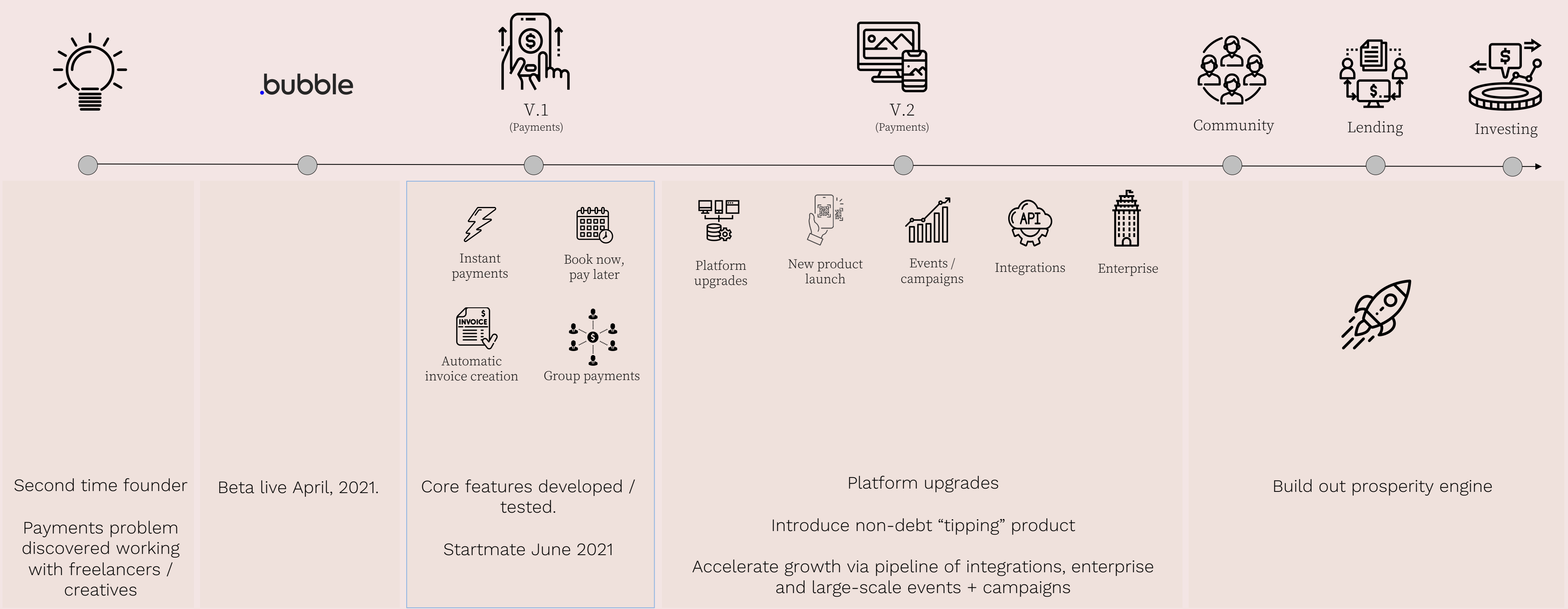


Business



2021 Progress + Roadmap

Successful MVP / beta phase complete during Startmate, looking to capitalize on a pipeline of growth opportunities over the next 18 months.



Team / advisors

A mix of talent across business, tech, fintech, brand:

Growth / Product



Glen Cassidy
(Founder)

Second-time founder /
creative economy /
growth.

- Cake Wines
- Naked Communications

[Linkedin](#)

Technology



James Addison
(Advisor)

Senior full-stack engineer
/ developer / startup
experience

- Westfields
- Silicone jungle

[Linkedin](#)

Product



James Zaki
(Advisor)

Senior product designer /
developer

- Ethereum
- Qoin

[Linkedin](#)

Startmate mentors



Lauren Capelin
Startmate / Blackbird



Jacqui Purcell
Deputy



Luke Howles
Proviso



Michael Stocks
Linktree



The numbers

Unit economics:

- ARPU - \$40 - \$90 per month
- Average invoice amount \$400 (Music) to \$900 (broader creative industries)
- 2 “bookings” per month
- Flow makes between 1.5% and 7.5% per invoice total (average 4.5%)
- Current CAC - \$45
- LTV - \$60 per month x 36 months = \$2160k

Forecasts:

- Market size - 700,000 people
- 10% penetration (70,000 users) after 5 years
- 4.5% average margin per invoice
- \$50k revenue within 6 months,
- \$30k - \$50k MRR within 18 months.

Ask

Raising a seed round of between \$500k - \$1 Million in the coming weeks.

Capital:

- Team – Build team of 4 (Founder + technical, growth, finance)
- Product - Development of additional products
- Growth / Marketing - Support for large scale events
- Operations

Debt - \$200k - \$400k

Initially funded off balance sheet, deploy, get insights + data, the look to establish a debt facility.

- Equity – Potential to fund using capital raised above (short term)
- Venture debt – Currently in discussions with potential partners
- Embedded banking – Exploring options with new entrants in the space.



Thanks!

Glen Cassidy - Founder
glen@myflow.co
0403 140 289

