



Opportunity



1. SMEs spend 32% of their marketing budget on content marketing – **£400 billion per year**
2. Freelancing in the creative industry is growing at **25% per year**

Problem



Content is essential to the success of companies.
They need audio-visual content to engage and
delight their customers

Problem



Creative freelancers struggle to
build a network and **find paid work**

Introducing Twine



Twine is the **marketplace** that connects companies to a huge **network** of creative freelancers in **design**, **music** and **film**

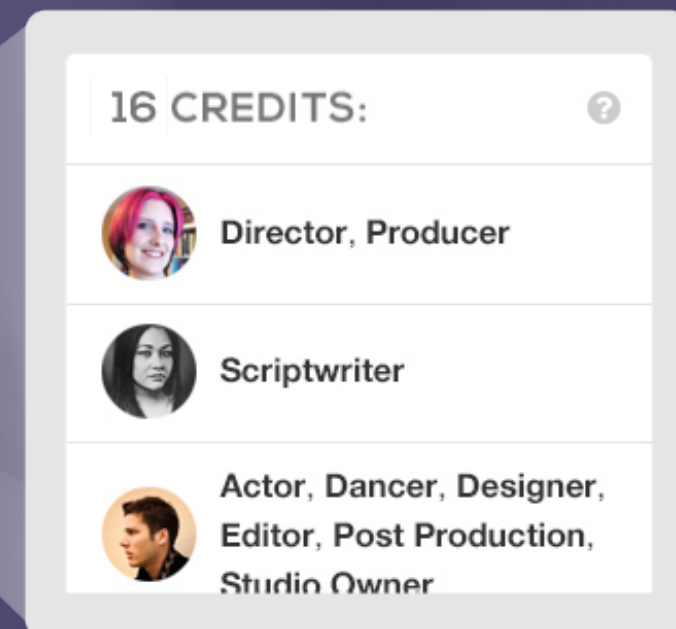
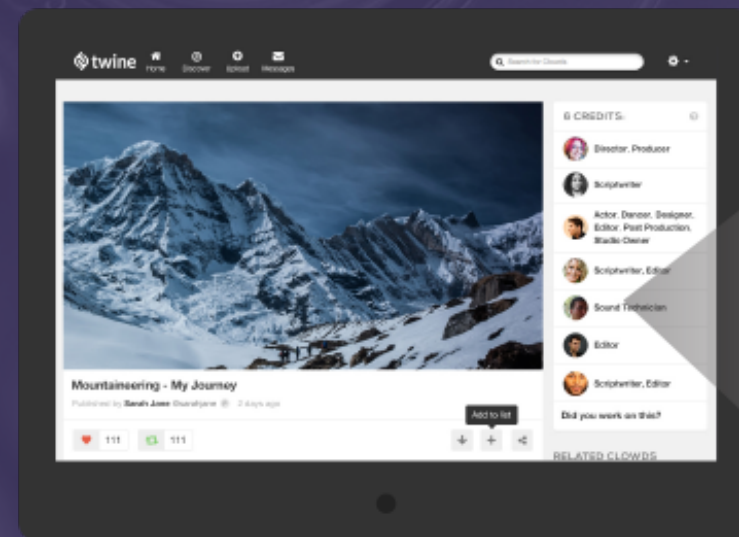
Companies post project briefs for audio-visual content that our community can pitch on

Introducing Twine



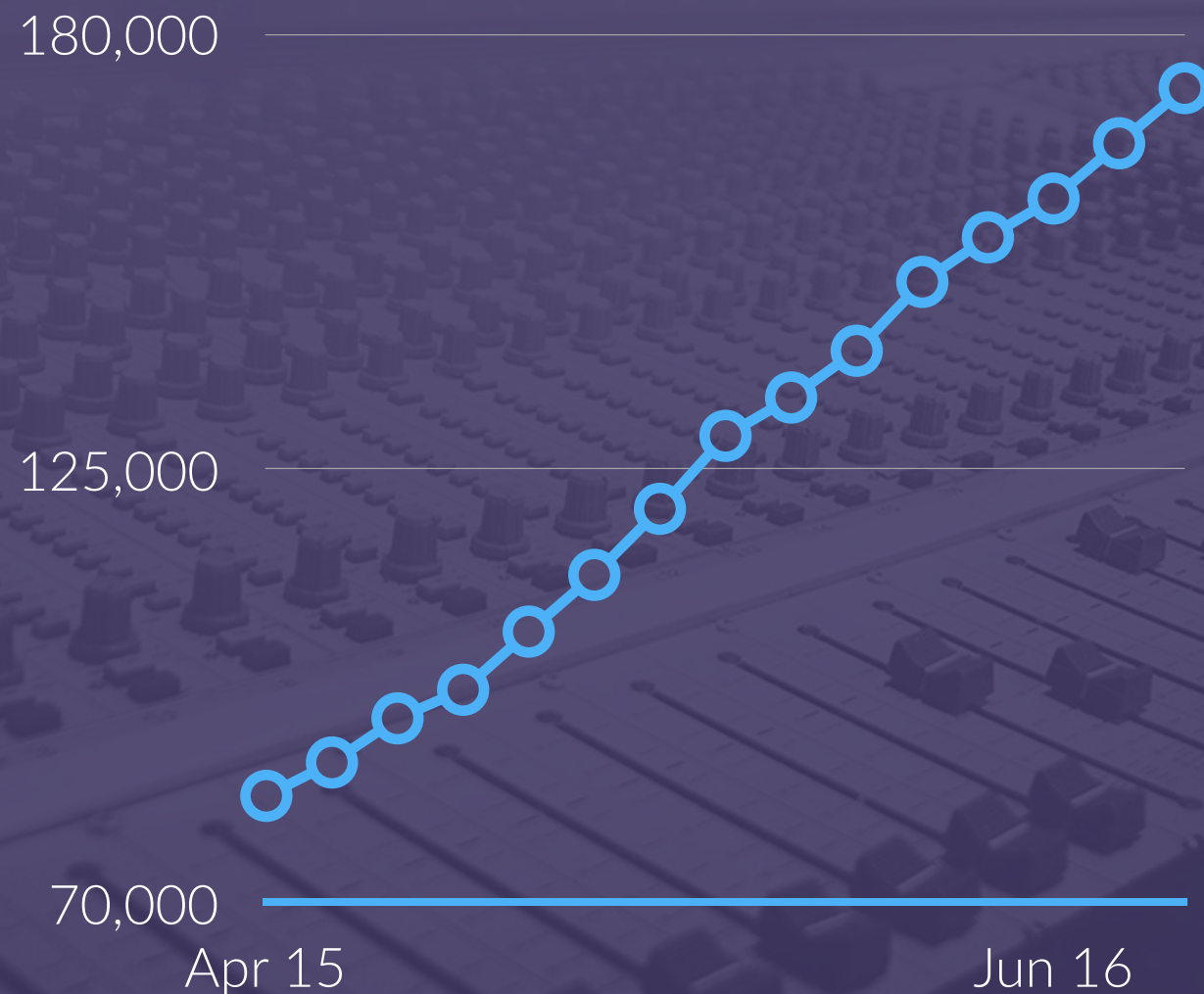
An **audio-visual portfolio** platform makes hiring creatives easier than on other marketplaces

Creatives behind the scenes (producers, vocalists, crew) can be **credited on a project** and build their portfolio



Phase 1

Complete



Grew the supply of the marketplace to **175,000 creatives** registered in 169 countries:

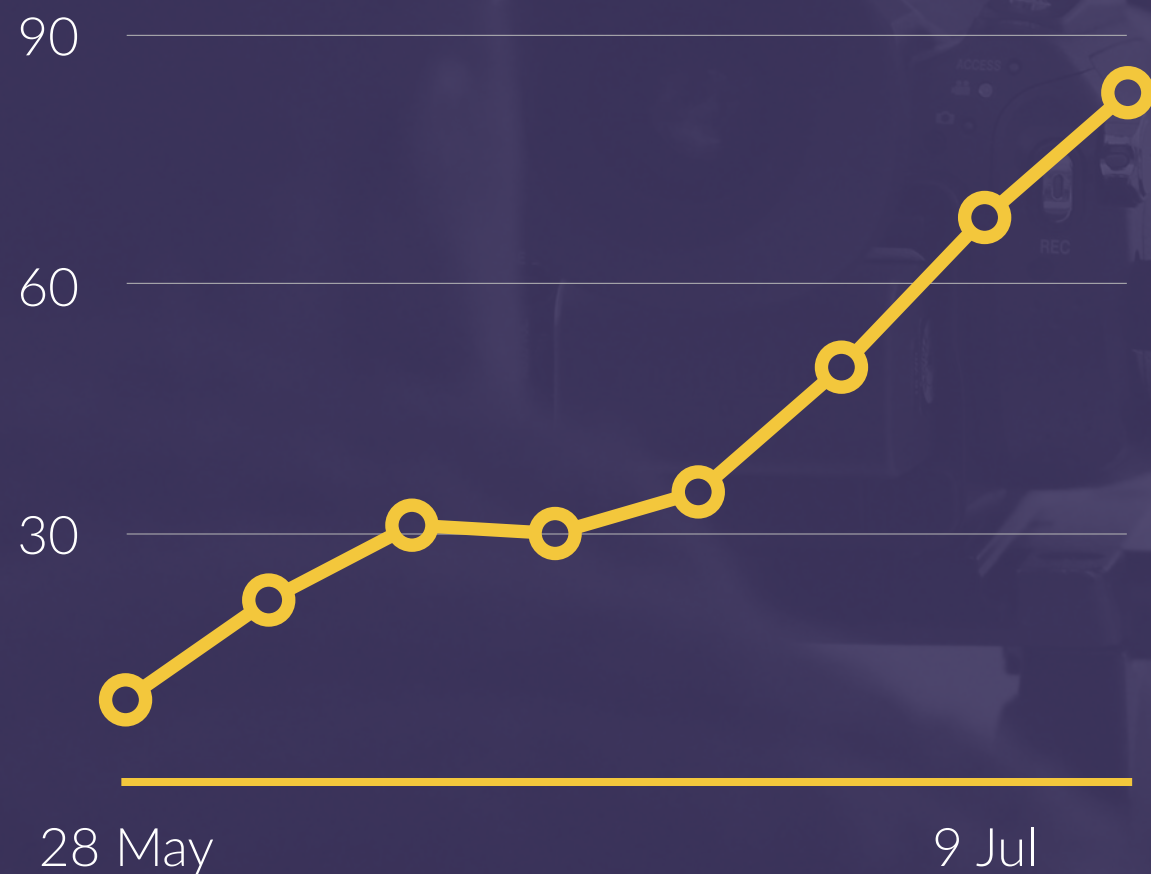
- 30% US
- 10% UK

Phase 2

Started



Currently growing the **demand** side – **SMEs**



£12k of project briefs

added in September

Our existing creatives
fulfilling the demand

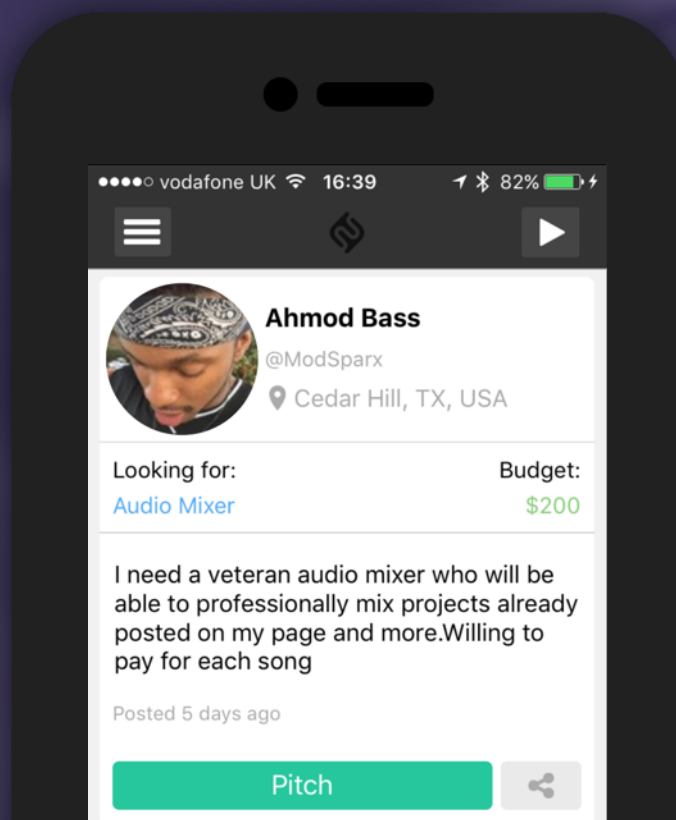
Business Model



Companies post project briefs with a budget

Twine takes a **20% commission** for facilitating the hire and payment process

User-ratings and project milestones create **trust** and reduce platform circumvention



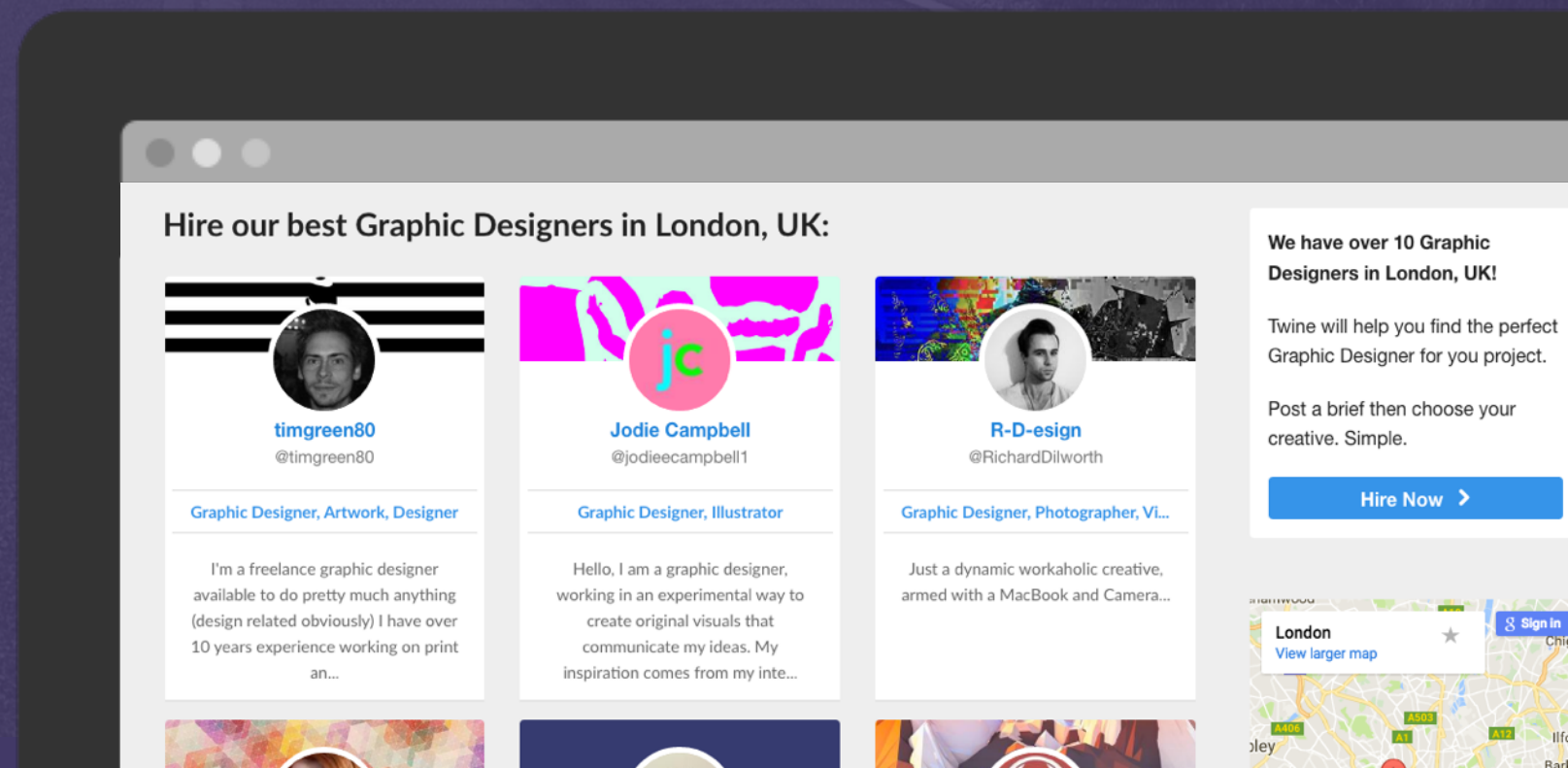
Route to Market



Small companies that need creatives “Google it”,
with over 2 million searches per month

Targeting start-ups in fashion and tech who need
content through search and content marketing

41,000 localised
landing pages for
organic search



Team

Stuart Logan

Founder and CEO



- Second time founder
- Founded ad-tech company to £1.4m gross annual revenue

5 full-time staff:

CEO, CTO, System Architect,
Community & UX Designer

Seedcamp

Investor

**creative
england**

Investor

AXM VC

Investor

Damien Shiells

Co-Founder and CTO



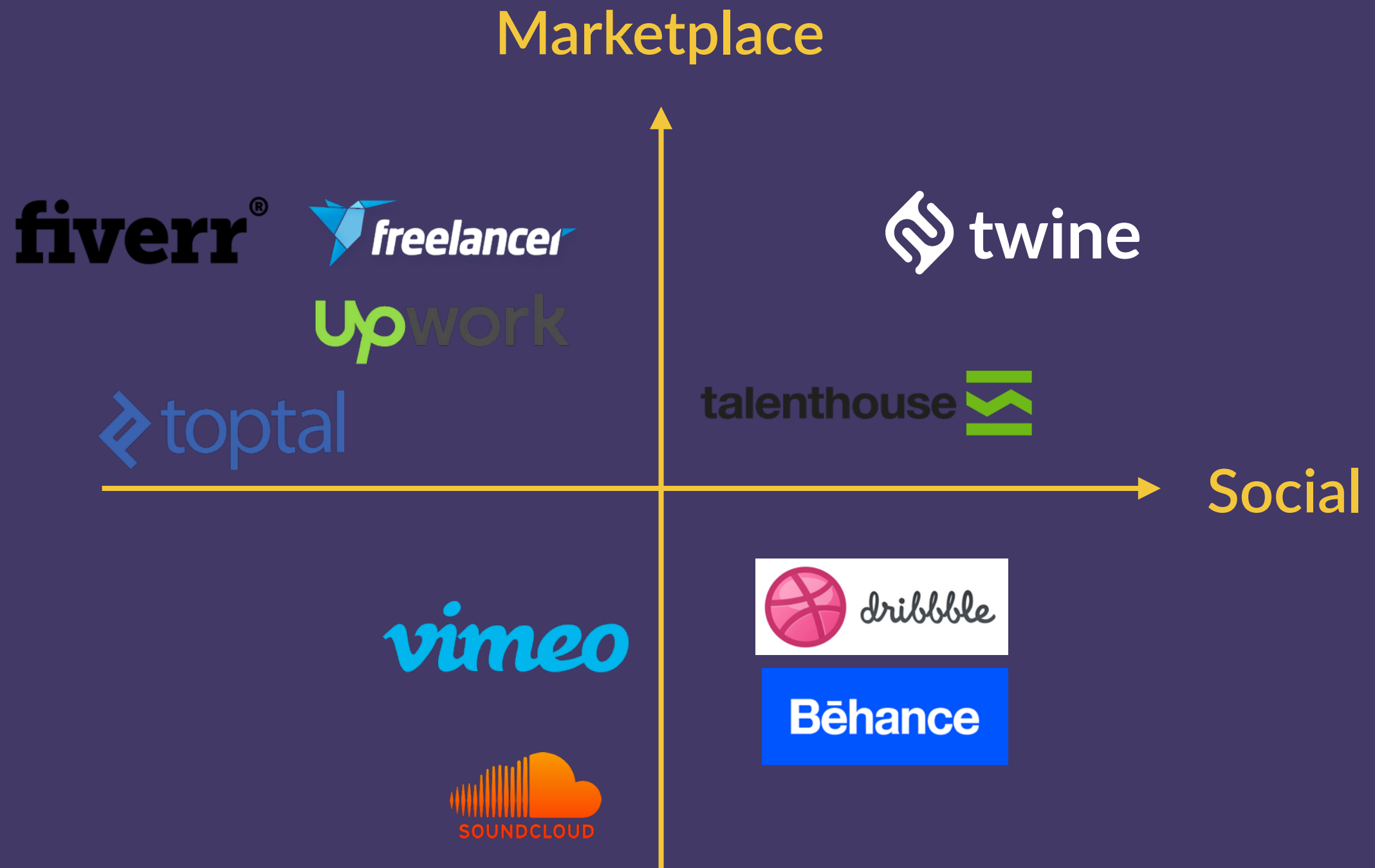
- Worked with Stuart for 4 years
- BEng in Computer Science



Figures and Data

a few extra things you will want to know

Competition



Feedback



“The great thing about Twine is that it allows you to work with creative people all over the world, which gives you a 24 hour momentum, which is amazing”

ENL1TE - Multi-platinum award winning music producer

**We have a Slack channel dedicated to user feedback.
Just ask if you want to see it. They love Twine.**

“I think this is going to become one of the best tools in the industry if it isn't already.”

Mission



What we try to do every day:

1. Help creatives find success
2. Give buyers a smooth, quality, service