

ToonCave

WHERE ANIMATORS CAN FIND
WORK AND FIND FRIENDS

Sara Eissa | Arin Waller | Salman Tariq

contact.saraeissa@gmail.com

16%

GROWTH
of working animators
by 2030

59%

of animators do
FREELANCE
work



but they lack PLATFORMS to



**showcase
their work**



**build teams
and projects**



**find job
opportunities**

Opportunity

Freelance Marketplaces are BOOMING

fiverr

35m

monthly visitors

**KICK
STARTER**

40m

raised in a year
animated projects

upwork

43m

monthly visitors

NOW

is the best time to serve
animators

ToonCave

Now, freelance animators and artists
can **connect** with people through

Browse Jobs

Browse Freelancers



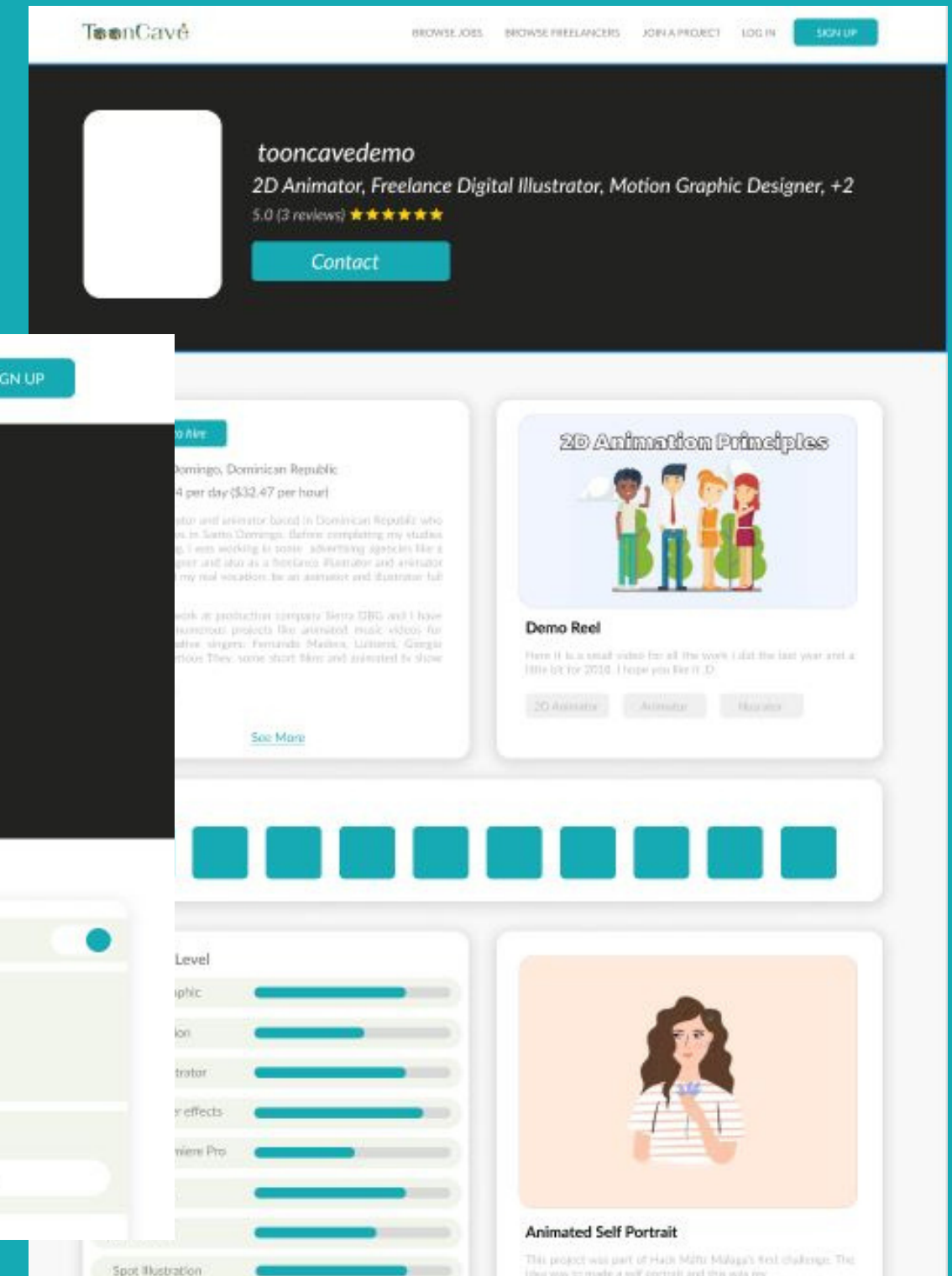
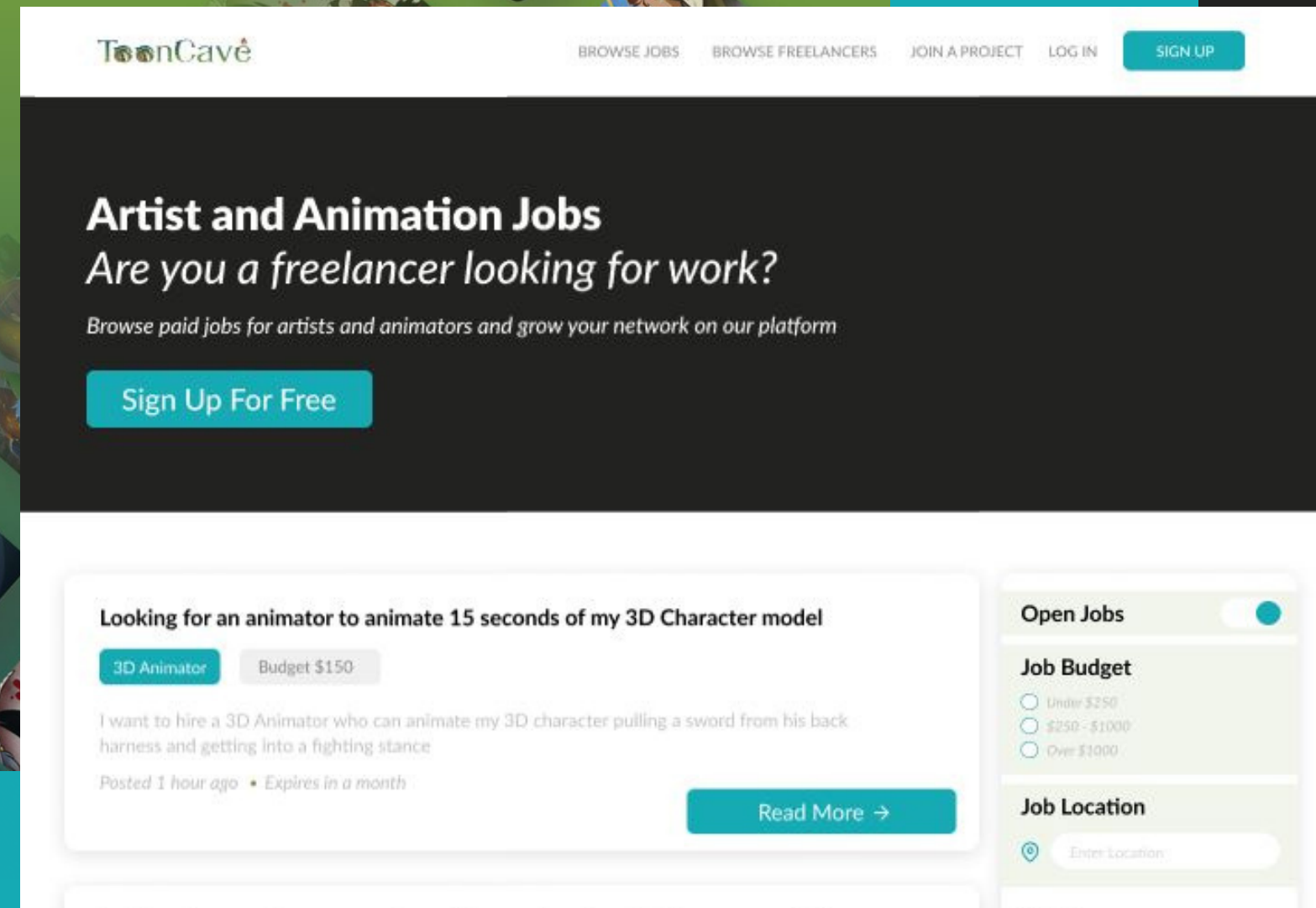
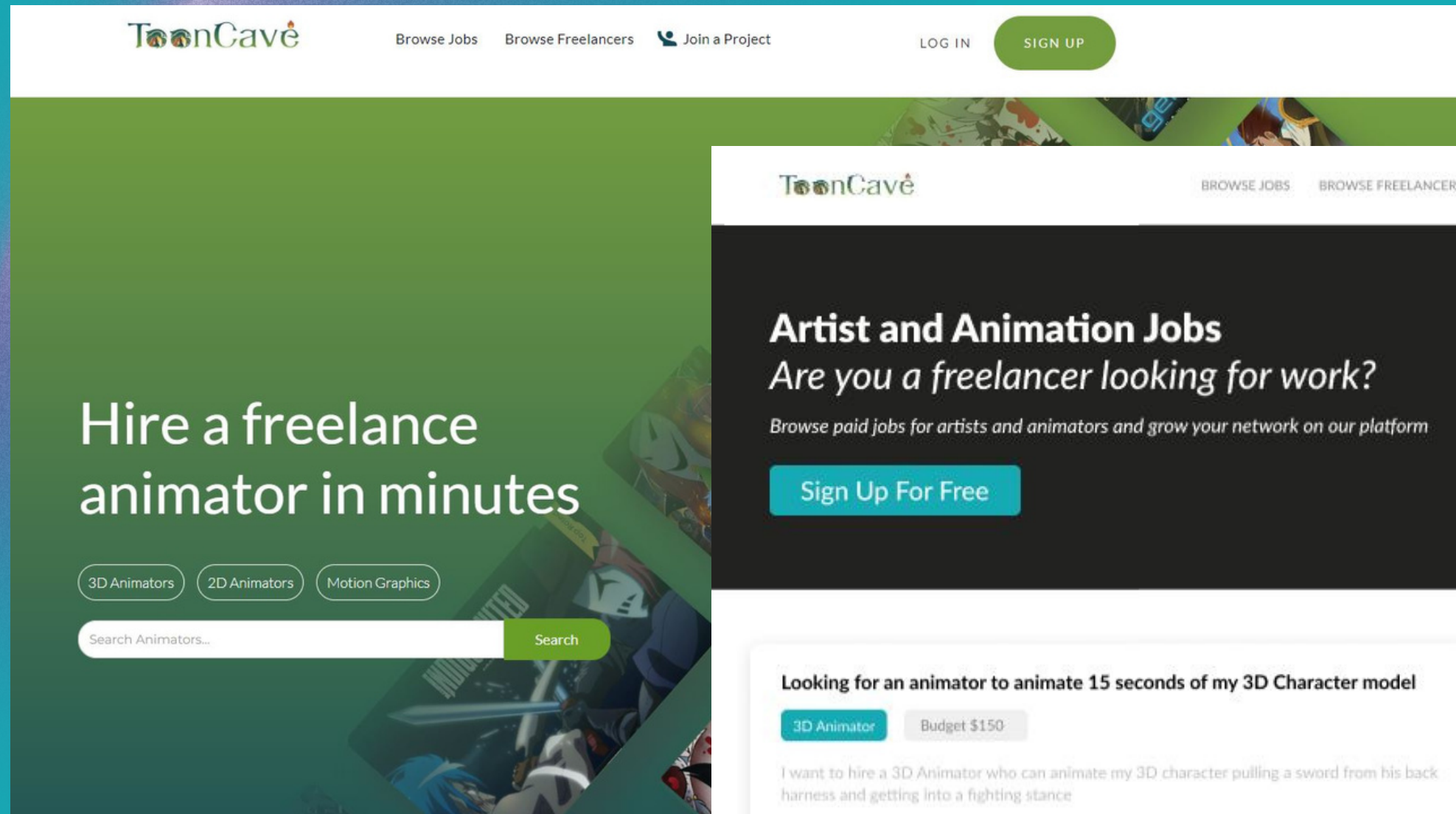
Join a Project

Online Freelance
Marketplace

Social Messaging and
Productivity Platform



How It Works



Landing page & discovery



Job Dashboard



Portfolio Page

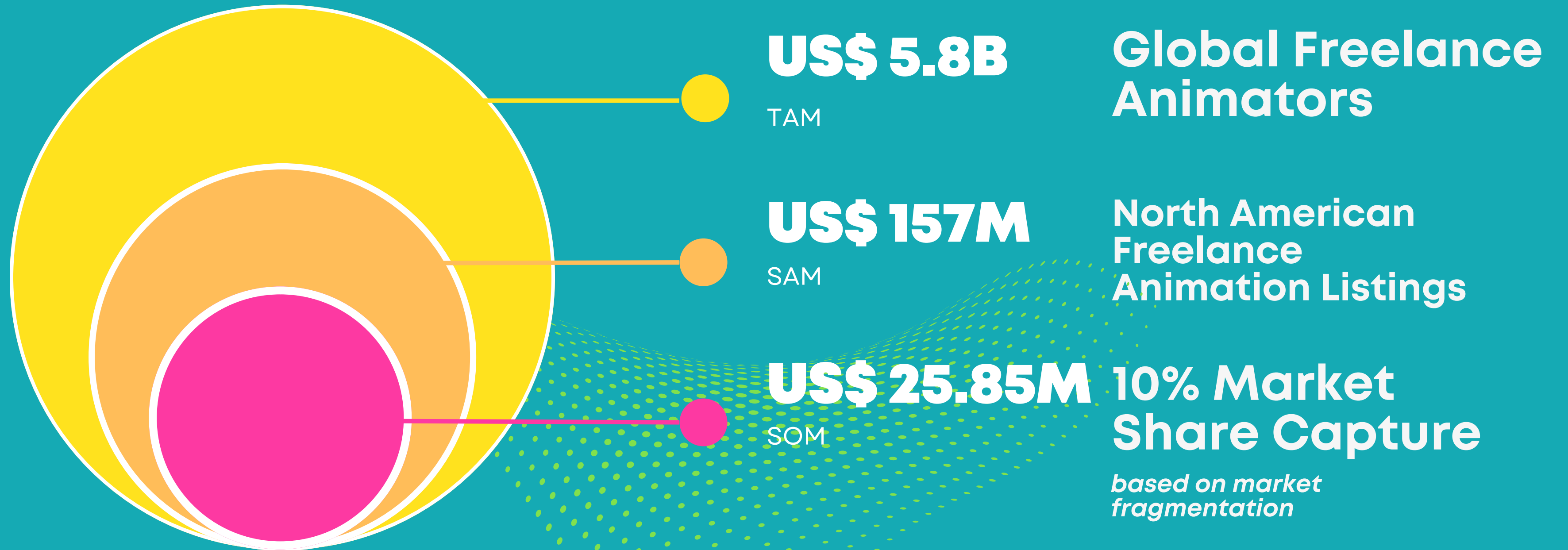


Social Messaging

**Building community,
enabling better
collaboration and
boosting productivity**



Market Potential



"If you're considering a career in animation, consider becoming a freelancer.." - California College of the Arts

Business Model

10%

**Commission
per post**

£14

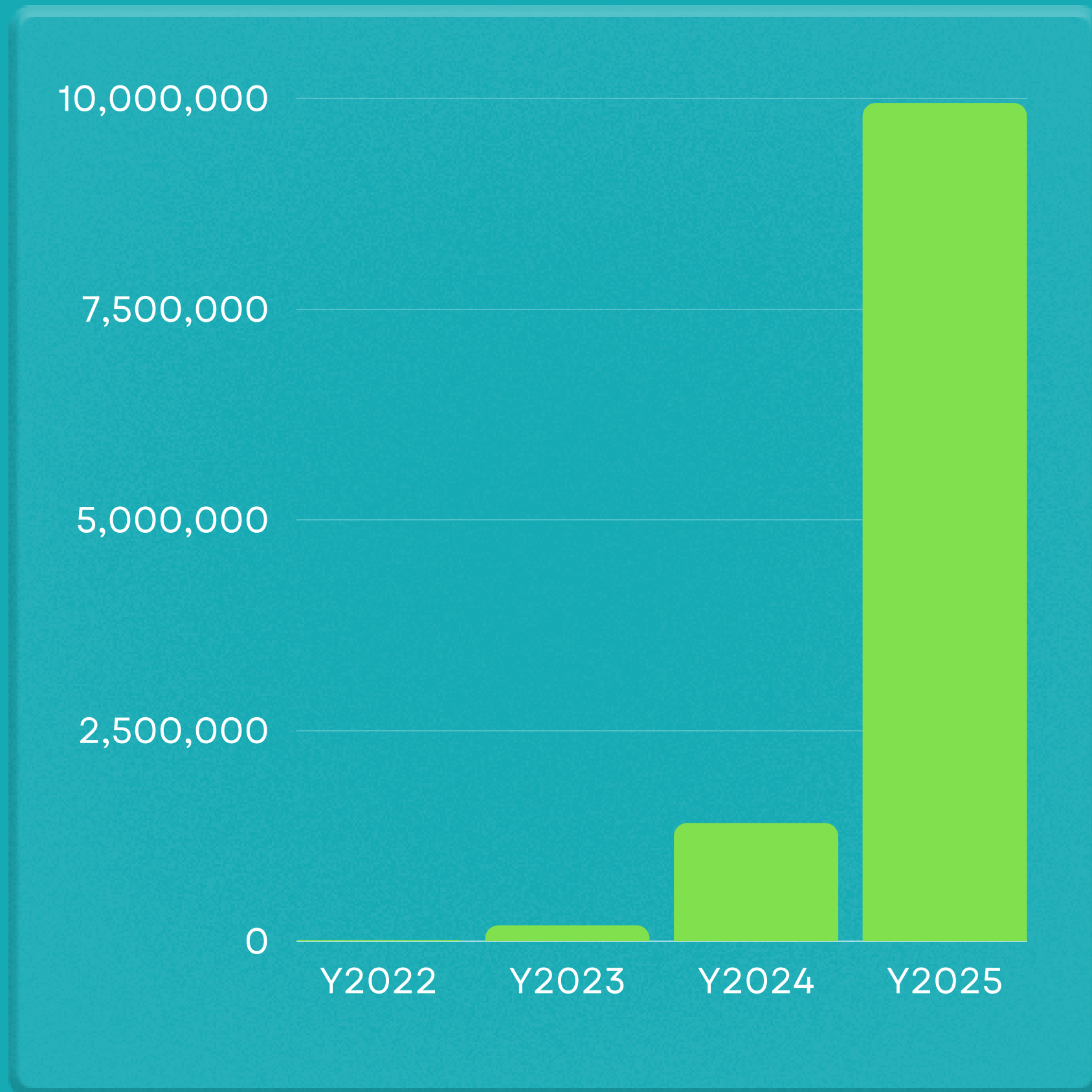
**Avg. revenue per
post**

more
GROWTH
less
CAC

**Leveraging the word of
mouth in the animation
industry**



Growth Projection



By 2025 we project to make revenue of over £7.5M

Competitive Landscape

Bēhance

Lacks commissioning option

Social Component



ToonCave

Blending both optimizes the animator communities needs and puts them first



Generalist

Specialized

upwork

Attract low quality clients for animation and art gigs



twine

Too involved in transactions and member vetting

Isolated



Differentiation

ToonCave creates a one-stop shop for all of the animation communities' needs.

| |  |  |  Discord |
|--|---|---|--|
| Freelance Marketplace | ✓ | ✓ | ✗ |
| Social Messaging Network + Productivity Tracker | ✓ | ✗ | ✓ |
| Collaboration between fans and creators | ✓ | ✗ | ✓ |
| Engaging audio-visual Portfolio | ✓ | ✓ | ✗ |
| Content posting platform | ✓ | ✓ | ✗ |
| | ToonCave | ArtStation | Discord |

Product-Market Fit

**Be a part of the content creation lifecycle
for animators, unlocking new opportunities**



**Where
companies
could
START**

**Where
companies
come in
NOW**

& PLAY



Roadmap

2022

Phase II

2023

2024

September - December



MVP Development & Launch

Focus on User Acquisition & Product-Market-Fit

Build community

Explore new features



ToonCave 2.0

Animation Marketplace

Crowdfunding

Explore new partnerships

We **KNOW** the requirements of animators

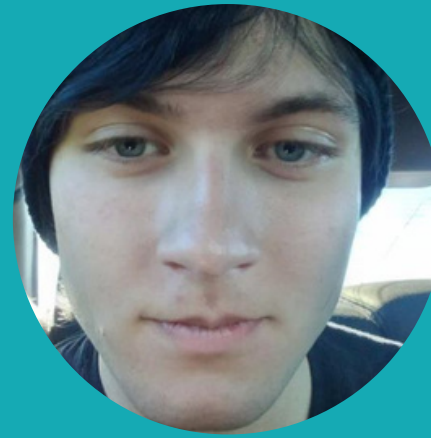
and we are **TECHNICAL** enough to build it



Business Development

Sara

Animation
Screenwriter (Astur's
Rebellion) and
Producer of short
animatic films.
Business and Product
Development
experience at
Storyboard-AI



Front-End Engineer

Arin

Animator, Writer,
Communications
Director at Fiyah.tv
Previously was a
front-end engineer
for fiyah.tv "a
video-sharing
platform for
animated content".



Back-End Engineer

Salman

Currently finishing a
master's in artificial
intelligence and is
also an avid
animation fan.
Previous startup
experience includes
launching an MVP in
3 weeks