



Contact Information

Kelly Chidi-Ogbonna
CEO & Founder

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Capital Seeking

200K€

Use of funds

Technology: 100K€
Hosting: 3K€
Marketing: 50K€
Team: 47K€

Managing team

CEO & Founder

Kelly Chidi-Ogbonna
B.Sc Statistics, Digital Marketer and Oracle
Database Administrator, 15 years as a
Career Counselor.
<https://www.linkedin.com/in/kellyohams2468>

CTO & Co-Founder

Covenant Chukwudi
Software Developer
Enterprise App Development, Agile
Methodologies, SAP, Product Development,
Data Science
10 years
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CFO

Michael Olorunninwo
Masters in Management from the Stanford
Graduate School of Business and a BS
degree in Insurance and Risk Management.
16 years
<https://www.linkedin.com/in/michael021/>

CCO/CMO

Chuka Obi
Advertising, Copywriting, Art Direction,
Illustration, Comic Book Creation and Sound
Design
[https://www.linkedin.com/in/chuka-
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Short Description

MySpotlyt is a social media platform for Scouts and Talent Discovery. We enable talents, be the spotlight, so scouts and talent agencies can conveniently and seamlessly discover new talents.

Problem/Opportunity

Talents spend time and money waiting on auditions to showcase their talents. Talents depend on a large number of followers on their social media handles for their talents to be seen. In the sports and creative sectors, talented young people often lack opportunities to meet scouts. As a result of these inadequacies, millions of young talents do not have the opportunity to fulfil their dreams. This further heightens unemployment among youth leading to teenage delinquencies, poor social behaviour, drug abuse and sometimes suicide. Scouts using online methods spend dozens of hours on data with no system of talent categorization. Worldwide, scouts spend over \$60,000 annually scouring different parts of the world in search of the best talents. Still, over 560 million talents go undiscovered in Africa and Europe.

Solution/Product

- **Search:** scouts can filter the cloud database for talents that meet their specifications from the comfort of their mobile and desktop devices by filtering their search based on age, gender, or location of the talents.
- **Messaging (talent-scout interaction):** through our platform, talents can avoid scams and illegal agents.
- **Online auditions:** users can participate in online auditions, saving both scouts and talents costs and stress of long-distance travel and challenges of finding discovery opportunities
- **Categorised Talent Database:** we provide a social media platform with a simple interface for easy screening in a pool of categorised cloud-based directory of talents.

Business Model

MySpotlyt operates a Software as a service (SaaS) business model in which use of the company's website is licensed to customers (scouts and talent agencies).

The key revenue sources will be earned from:

- **Talents:** Subscribers to the website who sign up to the website for free. However, the revenue from this market would be earned via advertising to the site's traffic.
- **Scouts:** Scouts are presently allowed to announce auditions for free and connect with Scouts, by 2023, we would introduce a premium fee of €20/month. In subsequent years after proper study, different plans could be tailored to agents' needs at the best price points.
- **Merchandising:** 10% of each merchandise sale on the website, i.e., sale of tickets to events, audition forms and voting.

Market

MySpotlyt's has 7.13B potential revenue, its target market falls in two broad categories:

Youth Talent Market

- Youth population (age 15-30) in Africa and Europe is 1.2 billion which is our Total Addressable Market (TAM).
- 560 million unrecognised talents in Europe and Africa – Serviceable Addressable Market (SAM)
- 80 million unrecognised Footballers and Singers in Europe and Africa – Serviceable Obtainable Market (SOM)
- Africa's internet penetration is 40%. In Nigeria, Ghana & South Africa, youth internet usage amounts to 50%, 52% and 75% respectively.

Talent Agents and Scouts

- Music record labels, model agencies, dance agencies, sports clubs etc.
- Football clubs globally are estimated to be 1600, with 168 leagues.
- Outside the NBA, there are 12 other basketball leagues that take in upcoming players.

Advisors

Luigi Leonetti

CEO of LEONET Srl

<https://www.linkedin.com/in/luigi-leonetti-57a18114>

Christian Richmond Nzi

Founder at Mygrants

<https://www.linkedin.com/in/chris-richmond-nzi/>

Marika Mazzi Boém

Co-founder & Director at X23

<https://www.linkedin.com/in/marikamazzi-boem/>

SINGA

<https://www.singaitalia.com/>

Pre-Commitment

€40k

Used for developing the Mobile and Web Application.

Competitors

Tonsser is a platform and performance app for footballers. Raised €11.3m and generate €4m annually

Wyscout is a football platform that offers scouting, match analysis, networking, training, and player transfers. Raised €3.3m and generate €11m revenue. Was acquired by Hudl for an undisclosed amount

Sports Talent Hub is a Talent Hub for Sporting Activities. Launched in 2016 in Uganda.

DropTrack is a tool that helps record labels, independent artists, and producers organise and promote their music.

ExploreTalent is an online platform for audition and casting calls for actors, models, musicians, and dancers. Generates over €2m annually with over 11 million subscribers.

Backstage is an online platform enabling actors to find casting information. Raised €36m and generates €12m annually.

Kaazi is a platform for football players in Ghana, launched in 2021.

Traction

Oct 2020 – MVP was launched with 300 users

Dec 2021 – MMR was launched with 1500 users

February 2022 – 50 Talent Agencies signed up and 18 auditions announced.

April 2022 – Over 3000 users and €7000 generated.

April 2022 – Mobile App (iOS and Play Store) was launched

Competitive advantage

Despite the ongoing digital evolution in talent scouting, there is still no tailor-made solution to the needs of talents and scouts.

- MySpotlyt is a digital marketplace that directly connects talents to scouts and agents.
- The platform provides undiscovered talents a free and fair chance to get discovered.
- As an innovative online solution, scouts do not need to travel long distances to find top talents as the platform has a vast database of talents available.
- Different talent segments are organised categorically to make scouting as seamless as possible
- The platform is tailored specifically for scouting purposes.

Social/Environmental Impact

Presently 18 auditions have been successfully conducted, including 1 football juggling competition and 12 beauty pageant auditions.

In December 2021 MySpotlyt Talent of the Month Audition was organised, in Lagos, Nigeria, and the talent with the highest number of votes was awarded a cash prize of €200, the 1st runner up was given €100 while the 2nd runner up won €70.

When we launched our MVP in 2020, A 19 years old Migrant Artist living in Padova, Italy, was discovered, after his artwork was posted on his profile, this happened during the 2020 Pandemic, the effects of lockdowns across the world were largely felt by the media and sports industries as talent shows, music festivals and live games were cancelled, but thanks to our live auditions, users on our platform were able to focus on their talents and apply for auditions.