

**ONSET**

On Set App is a cloud-based production-management platform that eliminates on-set confusion by centralising communication, documents, schedules and real-time updates in one intuitive mobile app. Our market is student, short-form, features, TV and commercial productions in the UK/USA. We project £240.5k revenue by Year 3 and a clear path to global expansion.

# THE CORE PROBLEM

Mistakes due to multiple avenues of focus

Dissipated communication: Currently like 'the Wild West of communication'

Over budget arguably partly due to bad comms

The loss of creativity and drive caused by lost & delayed communication

# THE SOLUTION

OnSet is a central nervous system for your set.

A human-friendly, industry-driven, cast and crew locator and production home.

Track crew status, messaging without sharing personal info,  
production office, watermarked scripts, make up, costume, lighting,  
all in one place.

An agile set companion dedicated to helping everyone do their best work.

# THE PHILOSOPHY

A Set that flows smoothly is more productive and creative

Clear communication and efficiency builds trust  
...which lead to concentrated creative work

Expedited, fluid communication for movie sets

# THE PRODUCT



PRODUCTION  
OFFICE



SCRIPT



LOCATION



YOUR  
SCHEDULE



NOTICEBOARD



MESSAGES



CATERING

Production Office

Communication

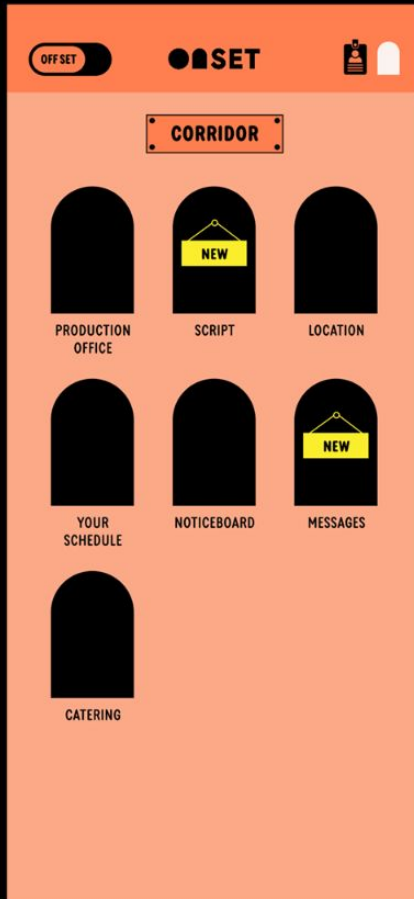
Identification of Colleagues

Watermarked Scripts

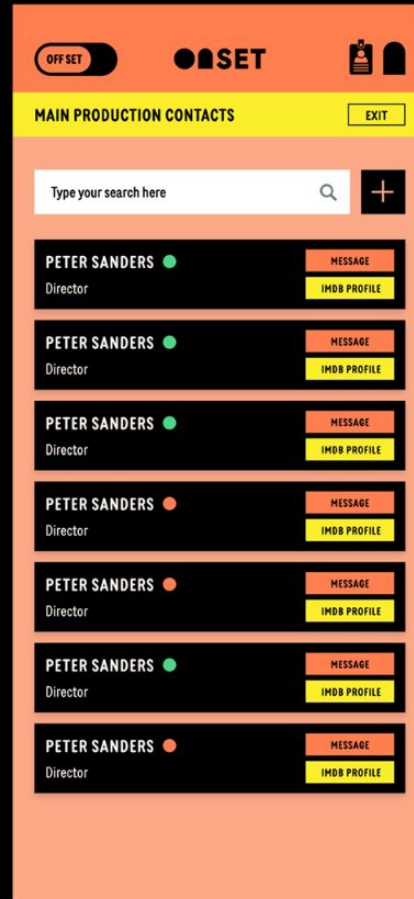
Departments; Make-up, Costume, Sound, Lighting, Catering

Noticeboard

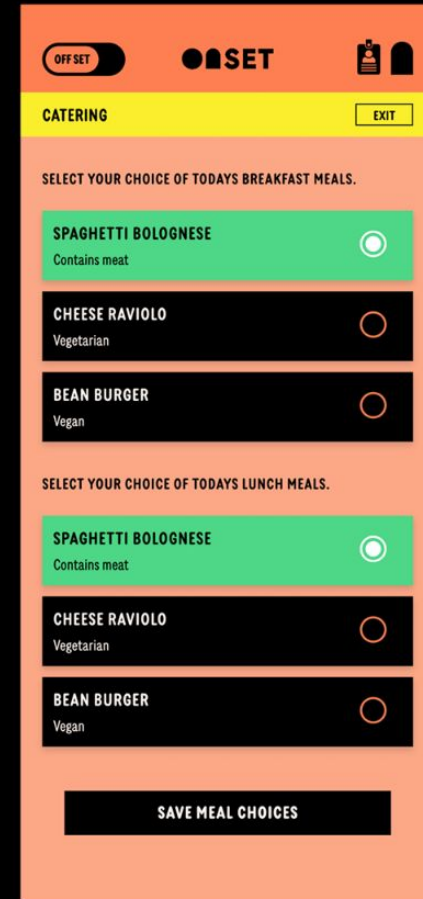
Location



CENTRAL



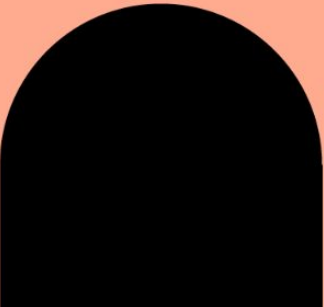
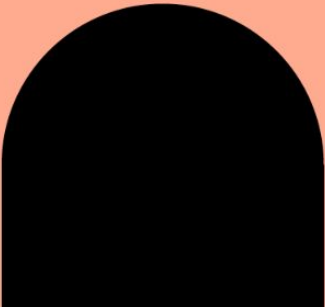
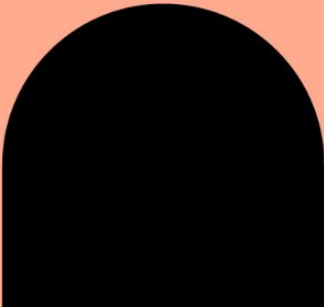
COLLEAGUES



DEPARTMENTS

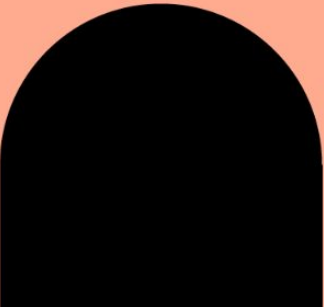
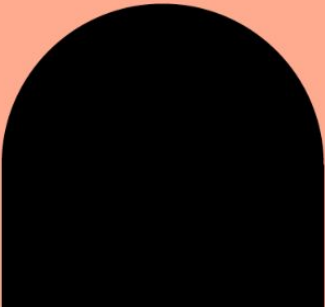
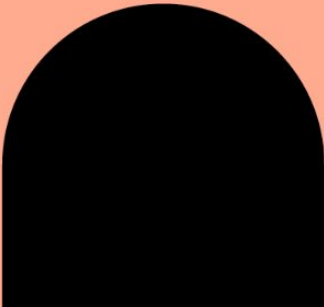


● ON SET





● ON SET



# THE CUSTOMER

Studios

Streamers

TV studios

Commercials

Indies

Student

A wide-angle photograph of a professional film or television studio set. The ceiling is a complex, dark metal grid structure with various ladders and equipment hanging from it. The floor is covered with cables and equipment. Several people are visible, some standing and some sitting at desks with monitors. The lighting is dramatic, with strong highlights and deep shadows. A large black banner with white text is overlaid in the center of the image.

**“I CANNOT BELIEVE THIS DOESN'T EXIST”**

# FINANCIAL

£250,000 for 18 months financing  
-SEIS Advance Assurance granted

Reaching all crew and studio in the English  
speaking production world

	£
Salaries CEO+CTO Contractor	84,500
Platform build & Development	73,000
Hosting, Evolution, Operations	42,900
Marketing	12,000
Legal, accounting, admin	21,600
Sundries & Contingency	16,000

# THE MARKET SIZE

Film & TV spend Global  
\$243 Billion (2023)

Content spend will increase 2% year on year

Film and TV Production spend  
UK alone £4.23 billion (2023)

(UK/US) 680 HE TV, (G) 8748 films, (US) 66 million commercials

# THE BUSINESS MODEL

Global TV/Movie Production 2024

\$247 billion

UK spending on movie production 2022

£1.97 billion

On Set charges £500/production over

£10,000 budget

TV/Film Revenue 24 months (2026-2027)

£240,500

# THE MARKET OPPORTUNITY

Year	Target Markets	Market Penetration	# Productions	Fee per title £	Revenue £
1	UK English-language student, short, indie movies, small TV	5 %	120	500	60,000
2	+ UK/USA Feature sets, streaming services,	15 %	361	500	180,500

**Total addressable market:** 9,400 English-language movies and HE TV productions per year (source. BFI) → £4.7 m at £500.

# THE COMPETITIVE ADVANTAGE

'Setkeeper', 'Yamdu' : don't have our features

We are two years into design and build

Nobody has created this and therefore nobody has  
teamed with IMDB/Amazon

End of pandemic and writer's strike

20,000 new crew members will need to be trained  
to meet demand in 2025

THE TEAM

**BPD**

ΛVΛMΛE

SET FREE YOUR SET

**ONSET**