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Digital Network & Marketplace for Creatives

Creatives or ***Creative Professionals*** refers to anyone from hobbyists to professionals working in the arts (music, film, theatre, art, literature industries) 200+ professional titles - examples include:

- Musicians
- Painters
- Filmmakers
- Directors
- Composers
- Dancers
- Actors
- Models
- Set Builders
- VFX Artists
- Fashion
- Artisans
- Designers
- Performers
- Theatre Maker
- Event Organizers
- Illustrators
- Producers
- Sculptors
- Stylists
- DJ’s
- 3D Artists
- Art Teachers
- Curators
- Photographers
- Poets
- Choreographers
- Sound & Lighting Engineers
- Editors
- Stage Managers
- Set Designers
- Workshop Facilitators
- Hair & Make-up Artists
- Graphic Designers
- Animators
- Writers

The Problem

- **There is no accessible, free, streamlined, global, multi-arts industry NETWORK for creative professionals i.e. a LinkedIn that is less corporate / for the creative industries**

- **Creative professionals are forced to use 5-10 different apps for their careers / they have no purpose-built, "one-stop shop" MARKETPLACE for their core business needs**

The Solution

Unify the creative economy into one global network & marketplace

✅ **Jobs & Services:**

Hire & get hired,

Open calls, Gigs

✅ **Sell Products:**

Art, Music, Merch,

Physical & Digital Goods

✅ **Network & Community:**

Discover, Message,

Find Collaborators

✅ **Sell Tickets:**

Events, Concerts, Workshops,

Meetups, Exhibitions

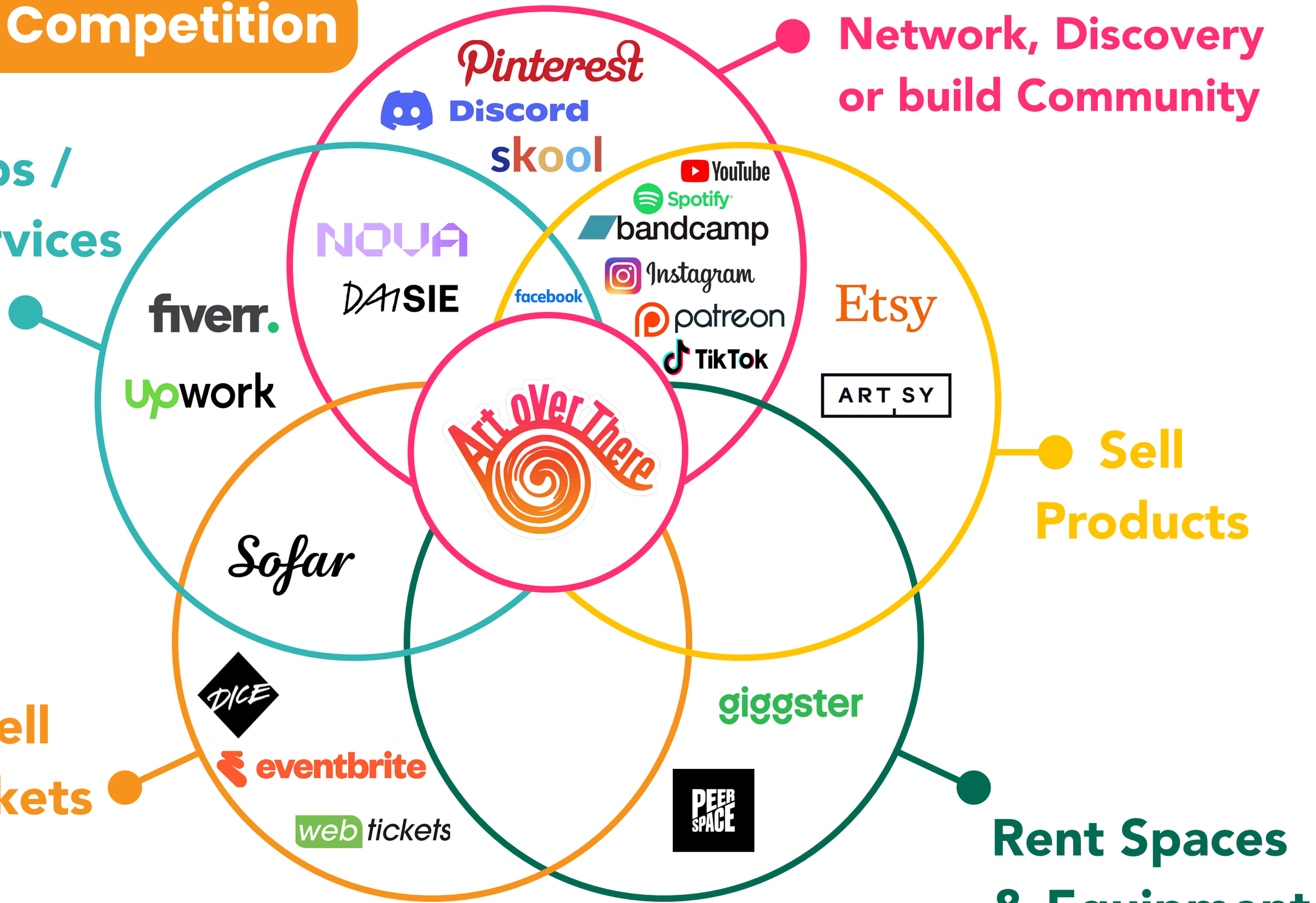
✅ **Rent Spaces:**

Studios (music, art, film, photo), Venues

✅ **Rent Equipment:**

Instruments, Props, Costumes, AV, Camera, Production & Creative Gear

The Competition



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Create a Profile:

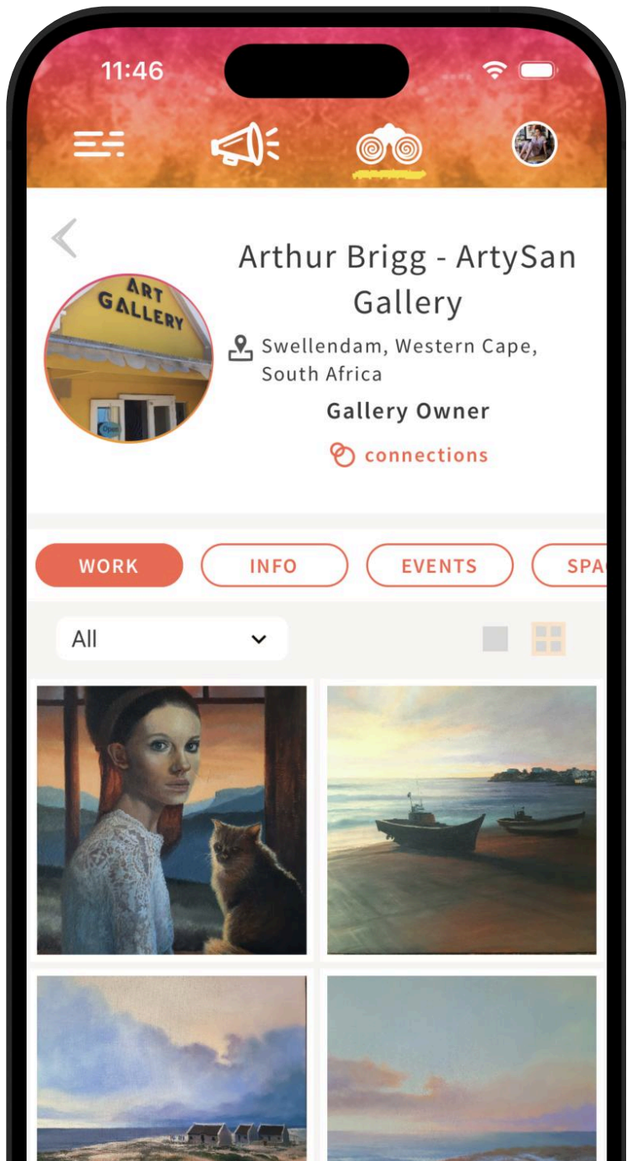
Add anything you want to SELL or HIRE out (work, events, studios, open calls)

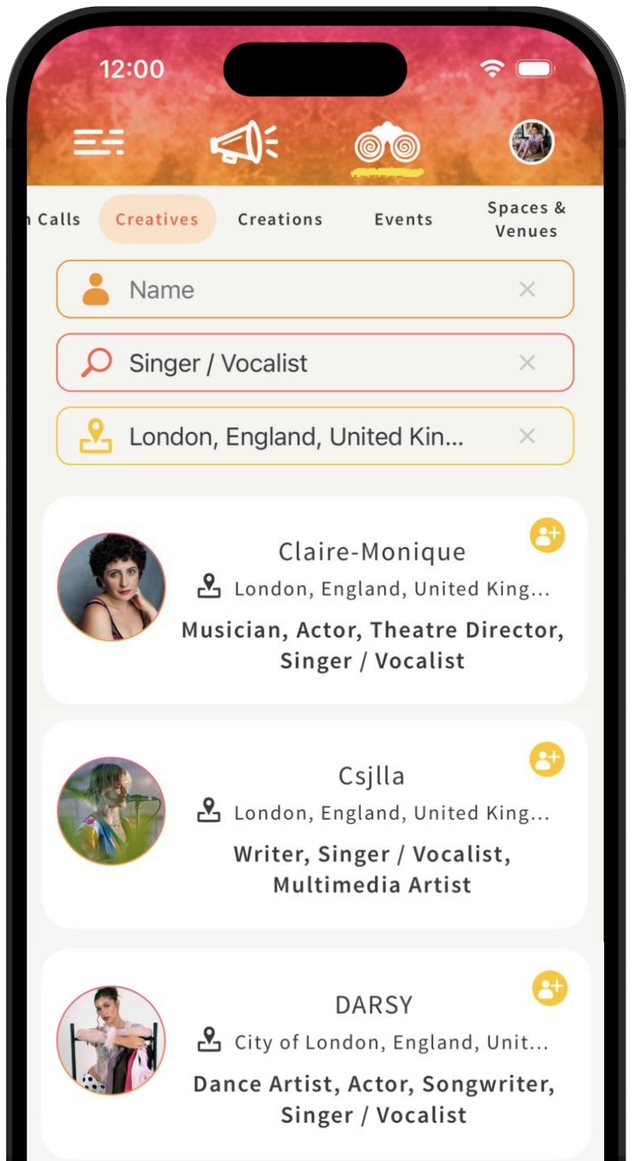
Search :

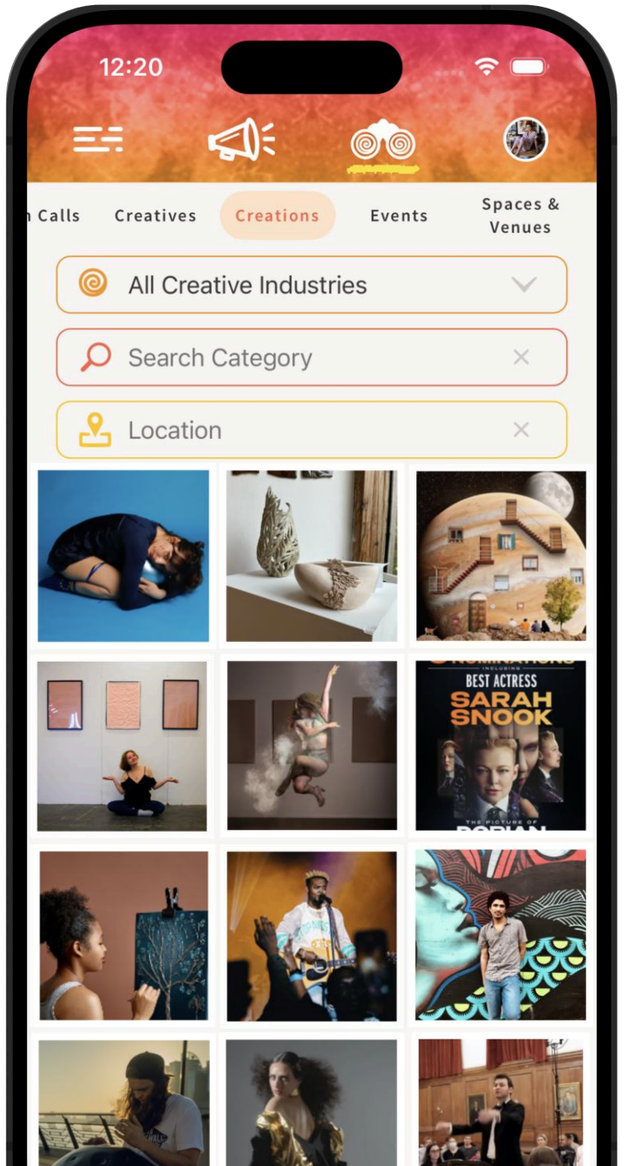
Find a creative by searching their name, their profession and or their location

Search :

Search for a creation e.g. art, music, film, performance etc by industry, category and location



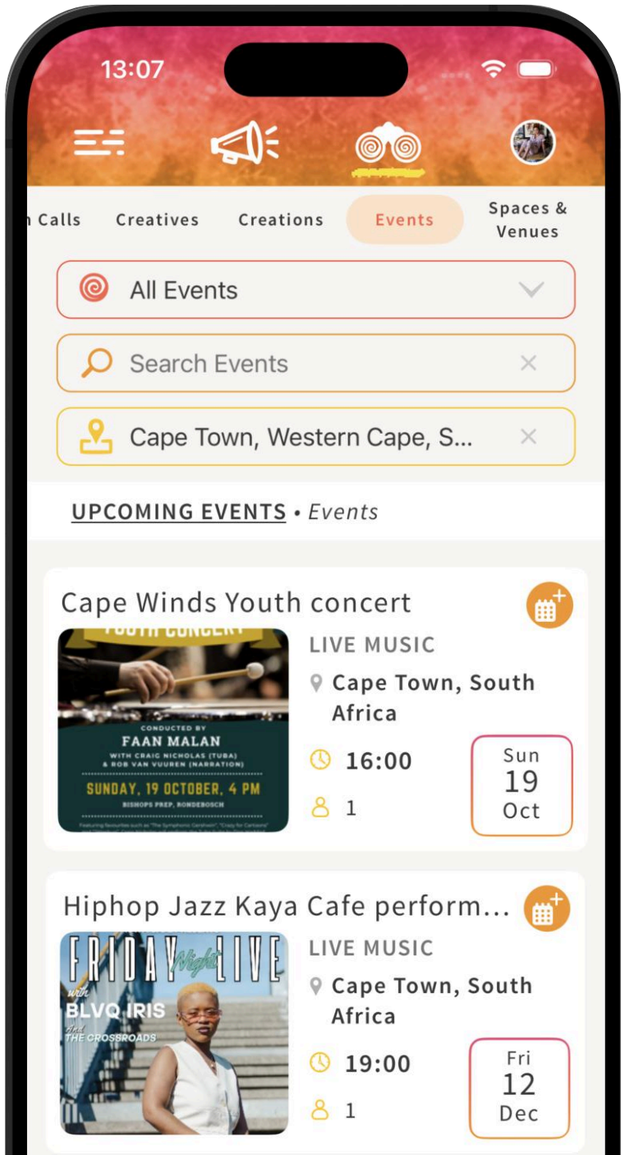




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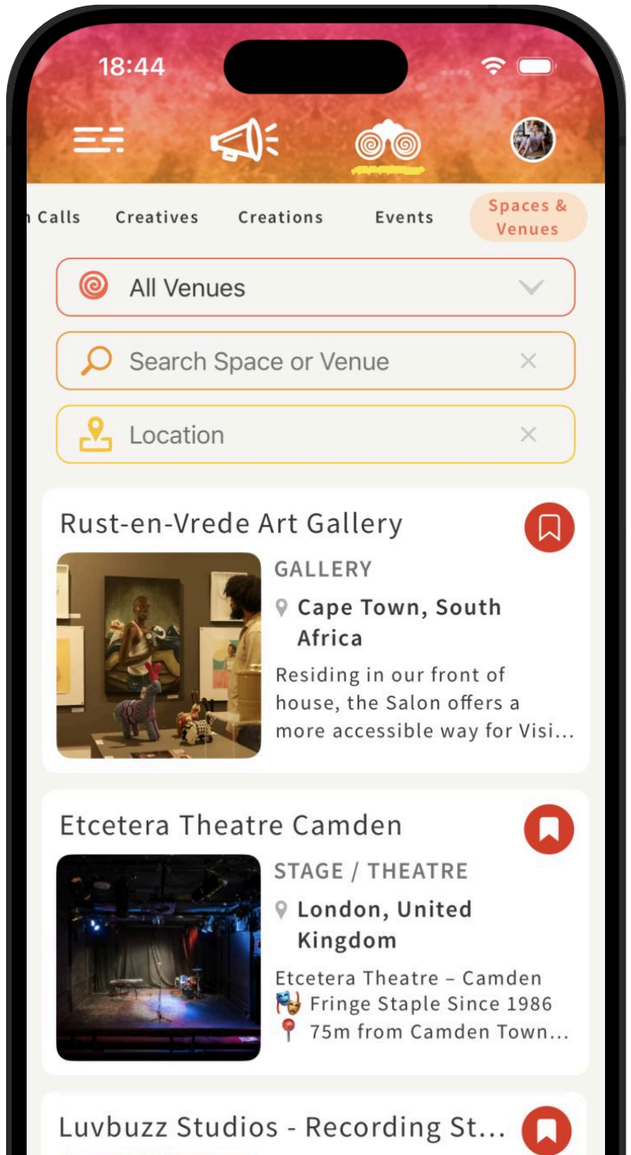
Search :

Search for a type of event e.g. live music, exhibition, comedy, theatre etc by location



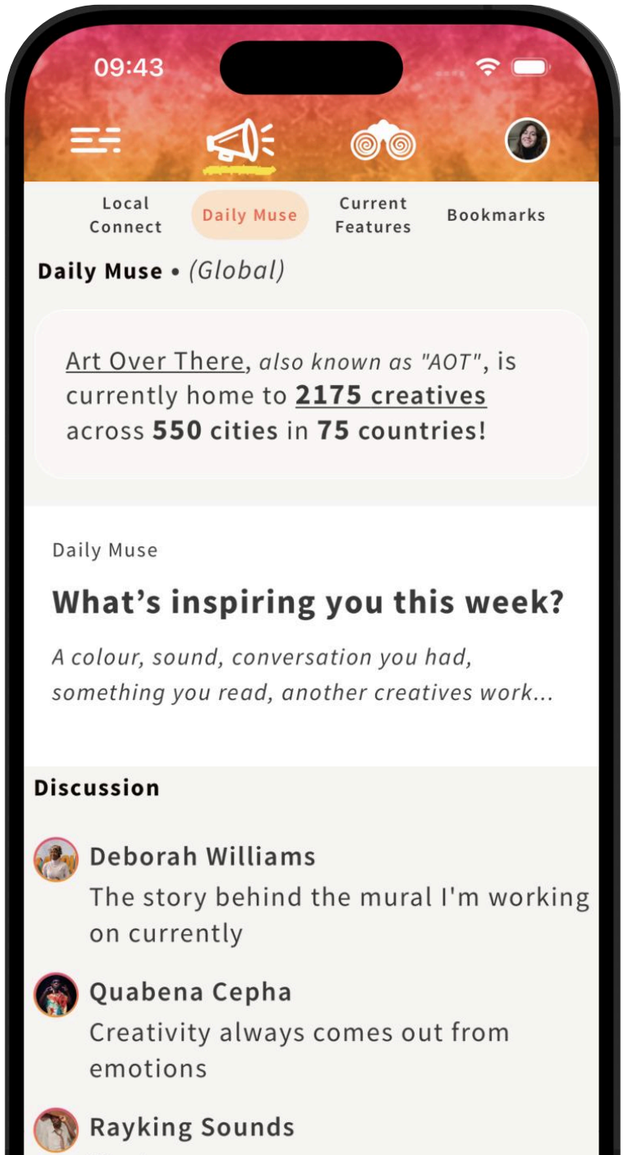
Search :

Search for a type of space or venue e.g. gallery, stage, film or music studio etc by location



Connect :

Discuss a topic (global) or link an item e.g. a local event for local creatives



The Creative Economy

TAM

Total Available Market

$4.3T / year

Global cultural & creative industries (estimated global worth)

SAM

Serviceable Available Market

$2.25T / year

Revenue pool in the cultural & creative industries (UNESCO).

**Initial focus: music, visual arts, performing arts, film/entertainment.*

SOM

Serviceable Obtainable Market

$50M / year

Annual GMV (3–5 yrs)

*Bottom-up: 25k transacting creatives × ~$2,000 annual GMV/ creative (mix of light/medium/high sellers) = $50M
(GMV: Gross Merchandise Value)

Business Model: Transaction-Led Marketplace

We earn when creatives earn.

Core revenue: transaction fees (commission) across the marketplace on 5 revenue streams:

- Tickets — event ticket sales
- Products — art, music, merch, digital goods
- Spaces — studios, venues, creative spaces
- Skills — hiring creatives for projects & work
- Equipment — production & creative gear rental

Raise: 18 months runway → Target: $750K

Complete selling / renting / hiring transaction functionality with a lean team→ Hire 2 more senior engineers + founder-led delivery to ship messaging, push notifications & payments across 5 revenue streams

Minimum close: $500k

Lean build (founder-led + 2 contractors) to ship messaging, push notifications, and Payments v1 (tickets/products).

Team Plan (use of funds)

- 2 engineers: React Native + AWS/backend (hire or contractors)
- Part-time QA + security/compliance basics
- Community-led growth: city/community builders to onboard local creatives, venues, and organisers in traction markets
- Small paid growth budget (ads / partnerships)

Product Milestones:

- Months 0–3: Messaging + push notifications (retention loop)
- Months 3–7: Payments v1 event tickets + start product checkout (GMV starts)
- Months 8–11: Products payments + start spaces & equipment
- Months 12–18: Hire talent (all 5 revenue streams working) Scale & optimize — trust & safety, disputes/refunds, funnel conversion, analytics

Traction / Stats

Bootstrapped Beta Traction - Launched March 2025.
As of April 2026 Global Reach:

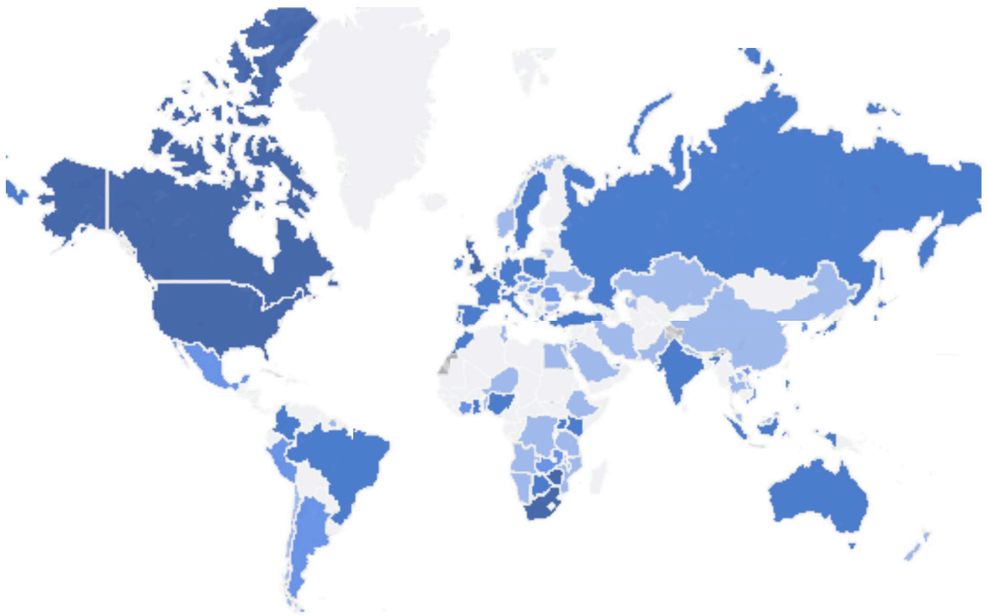
- **2,734 creatives onboarded**
- **678 cities · 83 countries**
- **2,094 listings created**
  - **1,944 creations (art etc)**
  - **178 events listed**
  - **40 spaces added**

Growth to date: ~$4k total marketing spend to date.(mostly organic/community-led via IG + manual onboarding)
Context: Beta is pre-messaging, pre-transactions, and no push notifications yet - engagement is currently capped by limited retention loops.

Top 14 countries with onboarded creatives

1.) South Africa → 797
2.) Zimbabwe → 264
3.) United Kingdom → 252
4.) United States → 175
5.) Canada→ 175
6.) Nigeria → 156
7.) Kenya → 127
8.) Ghana → 97
9.) Botswana → 82
10.) Netherlands → 66
11.) Uganda → 63
12.) Germany → 60
13.) Spain → 29
14.) Morocco → 28

World map of current onboarded creatives



Team



Tamsyn Mathew: Founder, Artist, Entrepreneur, Full-stack Engineer

Tamsyn's career bridges art and technology. As a theatre graduate, she struggled to build a creative career without contacts, networks, or representation — finding collaborators, spaces, and opportunities meant starting from scratch every time she moved cities. That frustration became the idea for Art Over There: one global ecosystem connecting creatives to the people, places, and opportunities they need.

Without the resources to pay for the development of this idea, she taught herself to code. She then worked as a software engineer in London to gain the skills and experience to execute it properly. She has since launched the beta version globally — with no team and minimal resources — growing it to thousands of users across 80+ countries. This combination of lived experience as an artist, genuine technical ability, and years of sustained commitment is what makes a good founder-market fit.



Justin Mathew: Co-Founder, Mech & Full-stack Engineer

Justin is a Mechanical Engineer (UCT) with more than 7 years experience in Software Development across finance and tech startups. He helped build Art Over There's beta app, contributing to early mobile architecture and core foundations.



Marguerite du Toit: Researcher, Artist, Communications & Community

Marguerite supported Art Over There's beta launch as Head of Communications, driving early onboarding and community growth by building relationships with local creatives, bringing venues/spaces onto the platform, and connecting with event organisers across Cape Town.

The creative economy is worth $4.3 trillion. The 50+ million musicians, painters, dancers, filmmakers, artists and creatives who power it have no global platform purpose-built for them.

Art Over There is building it. 2,734 creatives across 83 countries joined with almost no marketing. The network is here. The community is real. The one thing missing is the ability to transact.
$750,000 · 18 months · 5 revenue streams. Let's turn the AOT network into the creative economy's first global marketplace.

We have live app data, more detailed stats, the funding breakdown and roadmap available for serious expressions of interest.

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