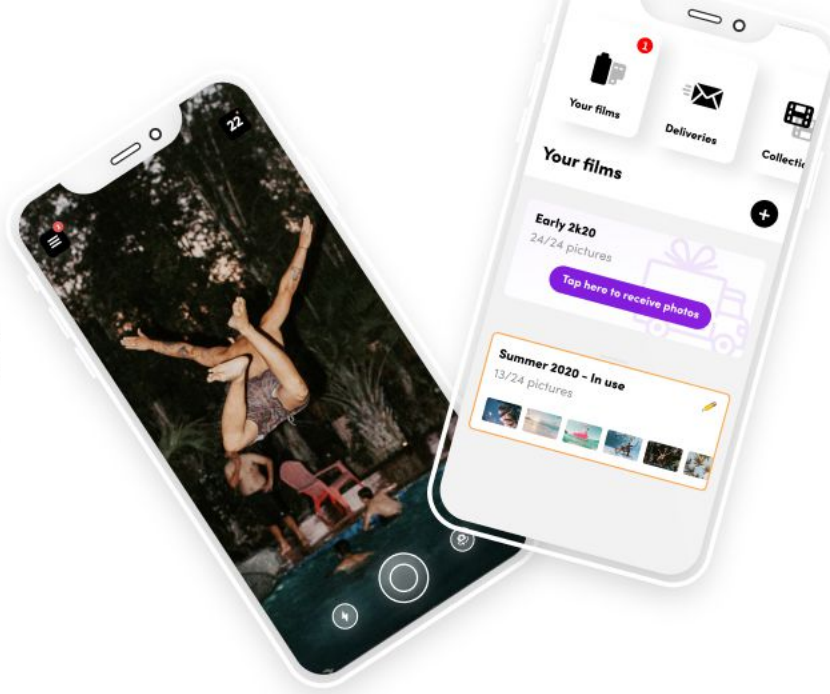


Lightsnap

Bringing back photos
to the photo albums

Lightsnap is the worlds first **disposable camera** app. Take photos with your phone and see them for the first time printed and delivered at your home. It's really as simple as that.



Team

Adam Norðfjörð Viðarsson
Software Engineer & Designer
Stokkur Software - Tripadvisor

Guðmundur Egill Bergsteinsson
Software Engineer & Marketing
Spiir - EA Games - Tripadvisor

How does it work?



Purchase film



Take 24 photos



Get them delivered

Individual use

Lightsnap works mainly around individual films, where the focus is on selling the user "**Individual films**" with 24 pictures to capture.

Event films

We also have "**Event films**" that have a higher picture capacity for events such as Weddings, Birthdays and more. The event feature allows event guests to collectively take photos into a shared group film where the event planner can then get the photos delivered afterwards.

Business model

Product	Price	Profit
Individual film	\$14,99	\$6,07
Event film	\$200-600	30%

Partnerships

	Printing
	Delivery
	Events

Road to market

Freemium model

Give free sample films with 5 pictures, to attract more customers.

Event films

In events a large amount of users will download the app to participate in the group event film.

Scaling

Build printing and delivering processes in Europe/USA building upon our learnings in Iceland.

Timeline



Adam & Guðmundur

Formed the company
October 2019

Lightsnap released

Android & iOS
December 2019

Sales & Deliveries

1500 users, 300+ deliveries
Jan-June 2020

Startup Supernova

Accelerator
23 June 2020

Events

Event films released
8th July 2020

Next steps

Freemium model
August 2020

Europe
December 2020

USA
June 2021