yooact

A website and mobile app made for our actor friends, yooact is a platform like no other. It's a place where actors can post their experiences with agents, managers, teachers, coaches and more (anonymously if preferred) to help other actors make informed decisions. Our mission is to build a directory of helpful industry resources for trailblazing artists.

KEY BENEFITS

ACTORS

- Digital database updated in real time including authentic peer reviews
- Ability to rate and review agents, managers, coaches and more
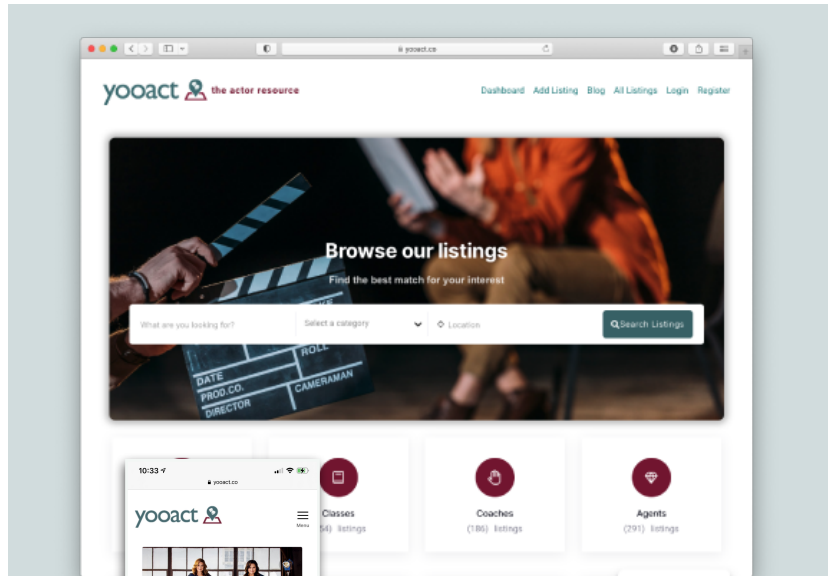- One stop shop for useful industry resources

MARKET SIZE The Internet Movie Data Base has over 2.3 million actors listed with at least one credit between 2012 and 2022. New actors, without credits, are not included on IMDb. (Source: IMDbPro)

INDUSTRY RESOURCES

- Inclusion in the most thorough database of resources for use by new and established actors
- Easy access to update company and employee profiles
- Real time feedback and reviews
- Promotion and marketing opportunities available as the platform expands

MARKET SIZE As of September 2022, IMDb has 1564 talent agencies listed, 1985 management companies, 2024 publicity firms and 1210 entertainment law firms. Each company employs 1 to 100+ actor representatives. (Source: IMDbPro)

http://yooact.co

BUSINESS STATUS

Start-up
Populating Data Base
Pre-user Engagement
Management Team Funded
Securing Additional Investors

MARKETING

Target 90% of the Total Addressable Market (TAM) for Actors and Resource Vendors.

ACTOR TARGETED ACTIVITIES
PR, word-of-mouth, social media channels and event tactics for reach.

RESOURCE VENDOR TARGETED ACTIVITIES
PR, direct marketing i.e. calling and direct email offers, word-of-mouth social media channels and events for reach.

TEAM

The management, development and advisory team have extensive experience within the entertainment industry and in bringing to market complex software and mobile applications ranging from projects for Fortune 500 companies to VC funded startups.

CONTACT

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