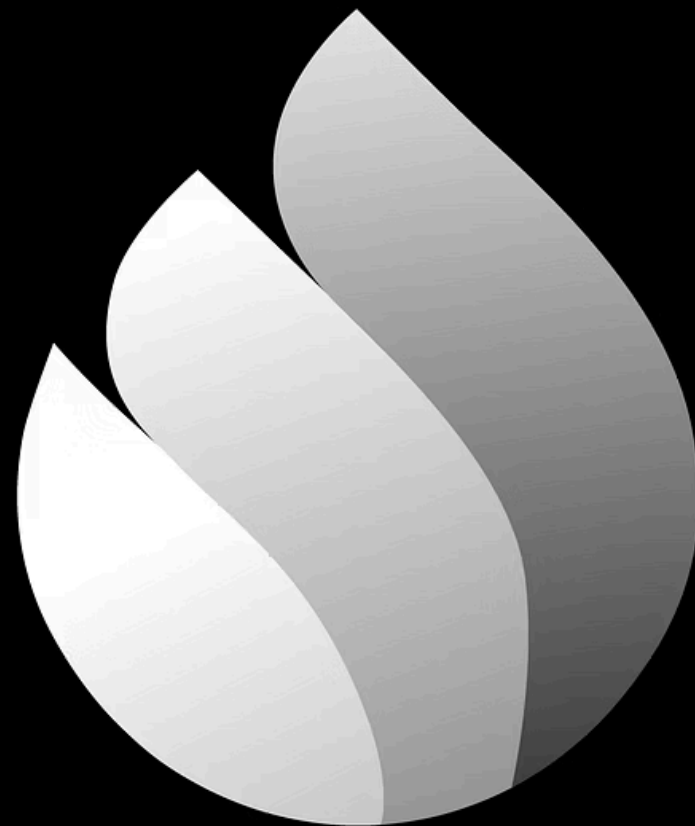


SPARK: For Creatives

A two-sided professional network and recruitment platform built exclusively for the creative industries.

SPARK — PITCH DECK 2026



Career Board

CURATED OPPORTUNITIES IN THE CREATIVE INDUSTRIES

ALL ROLES

22 Roles

FASHION

11 Roles

FILM & TV

9 Roles

MUSIC

8 Roles

PRODUCTIONS

9 Roles

All Roles

Freelance (3)

Full Time (18)

Internship (1)

AWWG Product Manager (maternity cover)- Hackett

AWWG

London, UK

FULL TIME

AWWG Junior Designer (Knitwear and Shirting) -
Hackett London

AWWG

London, UK

FULL TIME

Fashion Designer

WITH NOTHING UNDERNEATH

London, UK

FULL TIME

Felix Welsh

FASHION DESIGNER / PHOTOGRAPHER

■ London, UK

3 Connections

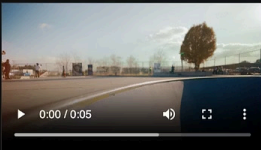
MESSAGES

DOWNLOAD PORTFOLIO

[01 - ABOUT]

My work explores the intersection of digital and physical mediums, creating pieces that evoke emotion and challenge perspective.

[SHOWREEL]



[PORTFOLIO]

View Portfolio

MY WORK

CREDITED IN

ALL CATEGORIES

FASHION

VIDEOGRAPHY

PHOTOGRAPHY



THE VISION

The centralised, visual-first professional network for the creative industries — fashion, film, design, and music.

NOT LINKEDIN

We replace text-heavy corporate pages with a beautiful, visual showcase of your work and experience.

NOT PINTEREST

We replace passive moodboards with an active talent engine. Don't just save the aesthetic — instantly hire the verified artist who created it.

NOT SQUARESPACE

We replace the isolation of expensive, standalone website builders with a zero-cost portfolio built directly into an active hiring network.

NOT INSTAGRAM

We replace the exhausting pressure to be a 'content creator' with a professional space where your art speaks for itself.

THE PROBLEM

Traditional hiring infrastructure fundamentally fails visual creatives. The broken process costs everyone time, money, and opportunity.

TAB-SWITCHING FATIGUE

Employers waste hours sifting through PDF attachments, unverified claims, and fragmented links — from LinkedIn to Vimeo to Instagram to a personal site.

PLATFORM MISMATCH

Platforms built for corporate networking actively work against visual artists. Pitching a creative portfolio on LinkedIn feels like walking into a boardroom in jeans and a vintage t-shirt — the infrastructure simply wasn't built for us.

THE HIDDEN GIG MARKET

A massive percentage of creative hiring happens through chaotic WhatsApp groups and ephemeral Instagram Stories — no infrastructure, no verification, no trust.

PLATFORM FATIGUE

Nearly 4 in 10 creative freelancers suffer periods of unemployment despite high industry demand — not from lack of talent, but from broken discovery infrastructure. *(BECTU)*

Review Application

Pitching for Motion Graphics for Music Video with
Independent Artist



Felix Welsh

FASHION DESIGNER / PHOTOGRAPHER



ADD A NOTE (OPTIONAL)

Introduce yourself briefly...

SEND PITCH

THE SOLUTION - FOR TALENT

MAGIC LINKS

A single link. A complete creative identity.

Replace your PDF CV and clunky website with a free, world-class portfolio that opens instantly on any device. Upload your work and, in under 3 minutes, we'll turn it into a brutalist grid of high-res imagery, video reels, and work history — all built directly into an active hiring network.

VERIFIED CREDITS SYSTEM

Every collaborator is tagged and verified by peers, eliminating fake portfolio claims. Each tag acts as an invitation to 3-5 new users, fueling organic growth while building immediate trust with employers.

THE INSPIRATION FEED

A visual-first feed where creatives post actual work. We replace the 'corporate peacocking' of LinkedIn and the exhausting 'algorithmic dancing' of Instagram with a pure inspiration board. Organic peer discovery, aesthetic matching, and genuine connectivity through the art itself.

THE SOLUTION – FOR EMPLOYERS

Spark Scout – Our high-speed visual talent discovery engine. We replace the chaos of hiring with a centralised dashboard that eliminates tab-switching fatigue entirely



VISUAL GRID SEARCH

Filter by creative “vibe” (Brutalist, Editorial, etc.) or software (Blender, After Effects) and instantly scan a visual grid of candidates. Spot the exact aesthetic in seconds.

We bypass the resume black hole. Instead of sifting through 1,000+ text-based CVs, hiring managers see real visual capability at a glance.



INSTANT REVIEW

When a creative applies via Magic Link, the hiring manager sees a beautiful, read-only portfolio — not a broken PDF to download.

The premium, standardised viewing experience naturally converts employers into registered B2B users and eliminates the “filtering fatigue” of generic gig platforms.



TALENT BOOKMARKING

Save, shortlist, and collaborate internally on candidates. Team members share notes directly within the visual dashboard — no more cluttered email threads.



PLATFORM UNIFICATION

Centralise your entire creative hiring workflow.

We replace scattered emails and portfolio links with a single visual dashboard to discover, bookmark, and review verified talent.

By consolidating discovery, employers avoid the 20%+ markups and £15,000+ placement fees charged by legacy staffing agencies.

THE MARKET: TAM / SAM / SOM

Spark attacks a dual-revenue market, capturing budgets from both traditional creative staffing agencies and direct-sourcing freelance platforms.

\$674B

TAM — Global Staffing & Freelance Market

The Dual Wallet. This represents the absolute ceiling of corporate capital deployed to hire talent globally. It combines the massive \$650 billion global staffing market with the \$24.16 billion global freelance platform market. Staffing firms face increasing competition from direct-sourcing talent platforms, creating a historic disruption opportunity.

\$10.62B

SAM — Global Creative Platforms & Staffing

We strip out generic gig-work to target the highest-margin segment. This \$10.6 billion SAM combines the global creative freelance platform market (\$3.86 billion) with the global marketing and creative staffing market (extrapolated at \$6.76 billion). This highly lucrative capital is currently hoarded by a few legacy recruiters, with just 14 legacy firms controlling 77% of the US market.

\$615.3M

SOM — UK Premium Creative Beachhead

The Day-1 Target. We are launching into a concentrated, highly fragmented local market. Combining the UK's specialised creative freelance platform spend (\$75.3 million) with its localised creative staffing sector (\$540 million) yields an immediate \$615+ million Serviceable Obtainable Market. By capturing this digital spend first, we establish the infrastructure to consume the traditional UK creative staffing market entirely.

Spark is uniquely positioned to capture the **entire market for premium creative hiring, encompassing both freelance projects and full-time staffing**. When a producer needs to hire a photographer, they can't simply choose anyone at random, like hailing a cab. They must select a specific artist based on verified visual style and reputation. Spark serves as the visual infrastructure designed specifically for these types of transactions, replacing generic gig platforms and costly traditional recruiters.

POSITIONING & COMPETITORS



The left side of this map is a monopoly. LinkedIn owns it. The right side is completely fragmented — Spark aims to dominate this space.

POSITIONING & COMPETITORS

Creatives currently duct-tape their careers together — Instagram for reach, Behance to host their portfolio, The Dots to find jobs. Each platform does one thing. None of them do all three — and none have the verified trust layer that makes hiring in creative industries actually work.

Feature	SPARK	LinkedIn	The Dots	Behance	Dribbble	Instagram
Visual portfolio	✓	×	✓	✓	✓	✓
Active jobs board	✓	✓	✓	×	×	×
Creative niche only	✓	×	✓	✓	✓	×
Peer credit verification	✓	×	×	×	×	×
Magic link portfolio	✓	×	×	×	×	×
Freelance gig posting	✓	~	✓	×	×	×
No algorithm pressure	✓	×	~	✓	✓	×
Free to join	✓	✓	✓	✓	✓	✓

We aren't just building a portfolio tool. We're building the definitive professional network for the creative industries.

THE FLYWHEEL: Supply & Demand

THE SUPPLY

Ages 18–35 Creatives

Photographers, stylists, set designers, lighting techs, sound engineers, and graphic designers. Freelancers and emerging professionals across fashion, film, design, and music — looking for a visual-first home for their work and career.

THE FLYWHEEL

A freelance photographer gets hired through Spark. The next day, they need a lighting tech and stylist for their own shoot — so they become the employer. Supply and Demand are the same people. Every new user turbocharges both sides of the network simultaneously, compressing CAC to near zero.

THE DEMAND

Agile Independent Agencies

Boutique production companies, indie fashion labels, independent creative agencies, and grassroots directors. They need talent fast — often within 24 hours — with no budget for £195 job posts or slow corporate HR pipelines.

DISTRIBUTION & GO-TO-MARKET ENGINE

SOLVING THE COLD START PROBLEM

ATOMIC NETWORK GENERATION (SUPPLY SIDE)

- **Performance-Vested Super-Nodes:** Advisory equity for hyper-connected creatives, strictly tied to acquisition KPIs (e.g., onboarding 20+ users with 3k+ IG followers who share Spark to their stories).
- **Gated Event Partnerships:** Exclusive ticketing infrastructure for top underground collectives (e.g., Maxxing). A Spark profile is the only ticket in.
- **Exclusive Graduate Pipelines:** "Early Access" partnerships with top design universities to capture elite talent exactly when they need a portfolio.

PRODUCT-LED VIRALITY (THE FLYWHEEL)

- **"Link-in-Bio" Utility:** A frictionless portfolio replacement. Users place their Spark URL in their IG bio, driving organic inbound traffic.
- **Verification Loop:** Users tag off-platform collaborators. Spark auto-emails: *"Claim your profile to verify your Vogue credit,"* forcing immediate sign-ups.
- **Talent Graph:** Every verified project auto-generates an SEO-optimised page, putting Spark at the top of industry search results.

THE TROJAN HORSE (DEMAND SIDE)

- **Inbound Application:** Applying for external roles with a Spark link organically converts employers into B2B users. Every job-seeker becomes a free sales rep.
- **Agency Mandate:** We offer boutique agencies Spark Scout for free. To get booked and receive call-sheets, their freelancers are forced to onboard.
- **Concierge Import:** We ingest the agency's messy contact lists and provide a 1-click template to email their roster from their own domain, ensuring high-trust, instant adoption.

REVENUE STREAMS

A FREEMIUM ECOSYSTEM THAT MONETISES BOTH SIDES OF THE MARKETPLACE.

SPARK SCOUT (B2B) — 60% REV

LITE — £150–£170/mo

Unlimited searches, vibe filtering, direct messaging & unlimited freelance gig postings.

CORPORATE — £800–£900+/mo

Full team collaboration, advanced ATS features & priority support.

A LA CARTE — £150–£250/post

Quality-controlled full-time premium agency roles.

SPARK PRO (B2C) — 15% REV

FREE

Basic profile & Magic Link applications.

SPARK PRO — £15/mo

Unlimited freelance gig postings, advanced profile analytics, 4K hosting, and the Masterclass Vault (high-end tutorials from top platform creatives).

BRAND PARTNERSHIPS — 25% REV

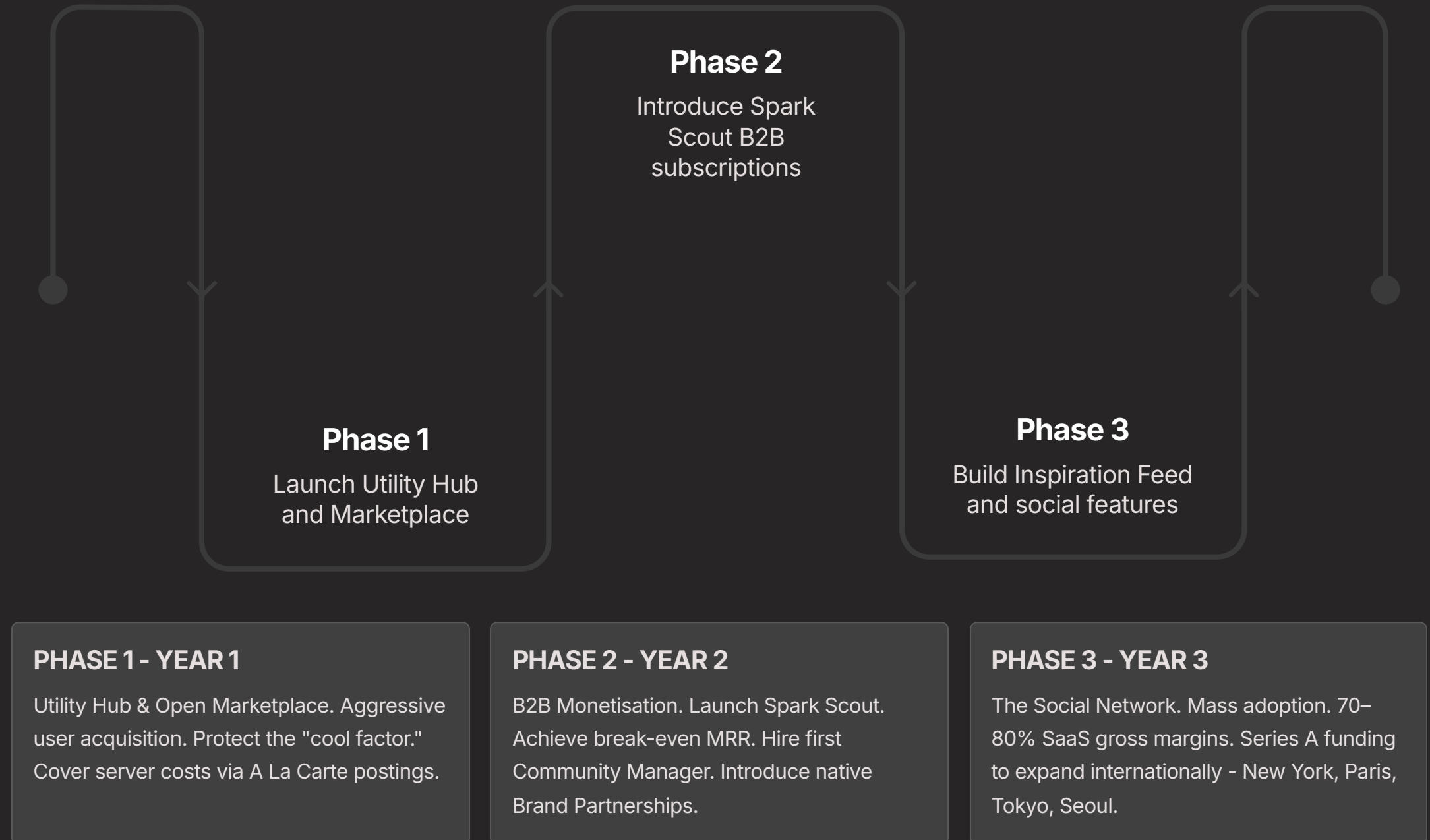
SPONSORED CATEGORIES

Native, high-end integrations (e.g., "Best Cinematography, presented by ARRI"). No banner ads.

FEATURED EVENTS — £50/week

Pinned listings for degree shows, film festivals, and gallery openings.

THE PHASED ROADMAP



THE FOUNDER & THE LEAN BUILD

Bypassing the traditional £30,000–£60,000 dev agency cost entirely.



FELIX WELSH — FOUNDER

An award-winning visual creative and recipient of the Be Still Media Fellowship. Deeply embedded in the London grassroots creative scene. I am building Spark because I am the exact target user, and I understand the friction of this industry intimately.

I operate as a full-stack founder. Utilising AI coding models and brutalist design principles, I conceptualised, designed, and deployed the fully functional V1 prototype of Spark entirely solo, without a single pound of external dev agency spend.

→ CUSTOM FRONTEND

UI and visual architecture custom-coded in-house. The design system is perfectly calibrated — no endless revision cycles with external agencies.

→ PLUG-AND-PLAY BACKEND

Supabase for authentication and database management.
Supabase cloud storage for instantaneous high-res image and 4K video delivery.

→ MONETISATION INFRASTRUCTURE

Stripe integration planned for V2 launch.

→ CORPORATE STRUCTURE

Incorporated as a UK Private Limited Company. SEIS/EIS eligible — offering UK angel investors significant tax relief.

ENTER SPARK.

The broken creative hiring process ends here. A visual-first, merit-driven platform where the work speaks for itself - and the infrastructure finally matches the ambition of the people using it.

OUR MILESTONES

Leverage the programme's network to launch V1, acquire our first 1,500 curated London creatives, and close our first 50 paying B2B agency partners for Spark Scout.

THE OPPORTUNITY

A \$10.6B specialised market. A workforce 66% self-employed. One platform to fix it.

READY TO SCALE

The V1 MVP is fully built, self-funded, and tested. We are seeking the velocity and mentorship of your program to ignite our Go-To-Market strategy.

SPARK — FIND YOUR SPARK — [SPARKFORCREATIVES.COM](https://sparkforcreatives.com)

APPENDIX AVAILABLE UPON REQUEST

Find your Spark.

