

TheRight.Fit

Empowering influencers and creative talent

TheRight.Fit is an online platform directly connecting influencers and creative talent, such as models, photographers, videographers, actors, stylists and other professionals, with brands, removing hidden commissions and bias. The platform allows models, actors, photographers, stylists, and other industry professionals to post their portfolios and market themselves to brands while in turn, letting brands search, book and pay for talent directly. The influencer and talent platform is also used by major advertising agencies to find the best talent for their jobs. With a focus on control, simplicity and efficiency, it puts power back into the users' hands allowing for a single, online transaction. TheRight.Fit was founded by Taryn Williams in 2016 and has subsequently secured \$775,000 in seed funding, led by Airtree Ventures and including several HNW investors.

Background

The Right.Fit was founded in 2016 by WINK Models founder and CEO, Taryn Williams. With over fifteen years' experience in the talent and advertising industry, Williams saw an opportunity for technology to improve the current workflow process between influencers, creative talent and clients. The platform now has more than 6,700 talent available and has had over 4,000 jobs booked.

Business model and strategy

TheRight.Fit generates its income from paid subscriptions from talent wanting more than the free basic profile and from commissions to both the talent and the brands for each job booked. The basic free profile allows talent to apply for one job a month, send three direct messages and display five photos. A paid subscription, costing \$10.95 per month, allows talent to display 100 photos, apply for an unlimited number of paid jobs and send an unlimited number of direct messages. Commission rates charged by The Right.Fit are respectively 7% to the brand or client and 10% to the talent for each job booked. This compares with the traditional agency charge of 15% commission to a client and 20% to the talent.

Market size and Competition

Traditional talent and model agencies are estimated to generate around US\$20b a year in commissions with at least one quarter of that generated in the US. Currently, TheRight.Fit operates in Australia with team members based in Australia, New York and Bangkok, giving it offshore expansion potential. In the US, there are two significant marketplaces for creatives and brands, Swipecast and Model Mayhem. The latter has almost 1m creative talents registered on its platform and it matches up jobs and creatives globally, including Australia. Swipecast was founded by a former modelling agency executive and venture capitalist.

Share details

Investment to date	\$0.775M
Number of shareholders	<10
Shareholders include the founders and AirTree Ventures	

Market size

Research and Markets estimates that the US talent and model agencies industry generates US\$5b in income a year. Globally, this sector is estimated to generate US\$20b a year.

Upside Case

- Highly scalable model
- Management team highly experienced in this space
- Move into influencer marketing gets it closer to the brands/advertisers

Downside Case

- Barriers to entry are low
- Potential backlash from traditional agencies
- Well established competitors in the US

Company contacts

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