



Business Update February 2013

Sales Update

Now is the time that companies are starting to get full-swing into their project schedule for 2013. Just prior to Christmas I visited major companies in Brisbane, Melbourne and Adelaide while Mat did some solid groundwork with Sydney companies. This has proven very beneficial as it got companies thinking about how they managed their projects over the quiet time. I have just done a return visit to Melbourne in the last week and the engagement and interest levels continue to be high.

Milestone Activity by 30 June	Target	To Date	
20 New Companies	20	2	10%
\$3,750 revenue over preceding 3 months	\$3,750	\$1,500	40%

Pipeline	
Current Opportunities in Pipeline	48
Converted from Free Trial	2
Currently in Free Trial	12
Leads Expected from USITT (March)	200

We have included below the profiles for 4 companies that are either currently using StageBitz or have stated that they expect to use StageBitz as of a particular point.

**BELL
SHAKESPEARE**

PAYING CUSTOMER
Customer value in 2013: \$440
Project: Henry 4



Bell is the national touring company for Shakespearian and similar period works in Australia. They have 3-4 major productions a year and an educational program. They have arranged for Mat to come in and talk to their designer for their next project also, and fully expect to use StageBitz for every project moving forwards, as well as for their inventory management as soon as that becomes available. Bell has been involved as a beta-tester since the start of StageBitz. Henry 4 will premiere in Canberra as part of the Centenary celebrations.

NIDA

PAYING CUSTOMER
Customer value in 2013: \$1500
All projects in 2013



NIDA is the leading tertiary trainer in the performing arts in Australia. They are internationally respected and have some of the best facilities available to students. They are also one of the very few places world-wide that offer a 3 year degree in prop, costume or scenery manufacture as a specialty. We have high levels of engagement from all the senior lecturers and are looking forward to the feedback from staff and students alike.

CENTRAL

SCHOOL OF SPEECH & DRAMA

FREE TRIAL
Customer value in 2013: \$1500
Project: Cabaret



Central is one of the leading tertiary trainers in the UK. This is a particularly valuable customer case study for us as they initiated the relationship. In May last year, the UK Stage Management Association sent me a question from one of their members, Peter Maccoy (Stage Management Lecturer) who was asking about StageBitz. I replied directly to Peter, and we had a Skype call to talk details and to show him the product. I was intending to re-establish contact after the release of Item Types in the second week of February this year, but in mid-January I had a support ticket come through the system from him asking a question regarding invitations. Since then he has made detailed enquiries about the development plan and payment arrangements and has indicated that they will do their first project on the per-person, per-project plan and then look to move to an annual license. Of particular interest is the fact that they are looking at using StageBitz specifically to improve their environmental sustainability as part of a trial they are doing with Julie's Bicycle, a UK organisation leading the push for sustainability in the arts internationally. I have met the CEO of Julie's Bicycle, Alison Tickell, several times and she is very supportive of the concept of StageBitz. A successful experience with StageBitz at Central thus has the potential to open many strategic doors.



FREE TRIAL

Customer value in 2013: \$500

Project: TBC



The Props Coordinator at Belvoir is very enthusiastic about StageBitz and has been talking to his stage management colleagues about it as well. In addition, Todd Wilson, formerly a production coordinator at Bell Shakespeare, is about to commence a full-time position at Belvoir, where he is keen to help them get using StageBitz. We are expecting this to be great validation of the 'mobile workforce' theory, where successful use in one company will encourage uptake in another company as staff change. Belvoir is also currently looking at the possibility of providing a central storage facility for unwanted sets, etc from other companies, which is, of course, exactly what StageBitz is looking to support.

Other companies that we expect to have active and paying over the next few months include:

- Queensland University of Technology
- Victorian College of the Arts
- Malthouse Theatre
- Polyglot Theatre
- HIT Productions
- Canberra Youth Theatre, Jigsaw Theatre and other companies participating in the Pilot Program in Canberra.

We continue to talk to these and many more companies and we also expect a spike in customers as a result of our US trip.



Product Update

Development Process:

We are using scrum methodology to develop StageBitz. Our working process with Geveo is as follows:

1. Develop the User Stories:

- a. Catherine & Mat map out an entire feature set (e.g. the Company Inventory).
- b. They 'slice' the map into likely chunks of work
- c. Mat (with some assistance from Catherine) creates screen mockups and rough user stories

2. Refine the User Stories:

- a. In conjunction with the Geveo team, Mat discusses the details of the user stories and clarify the requirements for each.
- b. Mat finalises the user stories and mockups accordingly, complete with acceptance criteria and business values (i.e. priorities)
- c. The Geveo team uses that information to break the user stories into Sprints.

3. Sprint

- a. The Geveo team specify which user stories will be completed in each 3 week period ("Sprint").
- b. Mat has a daily Skype scrum call (5-10 minutes) with them where each team member outlines what they've done, what they're doing, and where they need assistance.

4. Product Demonstration & Testing

- a. At the end of the Sprint, Geveo demonstrates the completed user stories to Mat and Catherine.
- b. Mat and Catherine complete User Acceptance Testing and provide any feedback/bugs back to Geveo. (Geveo completes a full round of internal QA testing before the demonstration)
- c. Geveo makes any adjustments required

5. Live Release

- a. Each Sprint must contain at least one user story which will be released at the end of the sprint as a visible improvement to the user. For example, although the Company Inventory work will take several sprints to complete, we include user stories from our 'Rolling Improvement' list in each sprint that can be released independently so that there is visible, continuing improvement each month for the customer.

6. Sprint Review

- a. Mat and the Geveo Team review the sprint, with each team member identifying what went well and how things could be improved.

There are multiples of this cycle, each at a different point, overlapping at any one time. Mat and Catherine usually try to have 3 – 4 sprints worth of user stories defined in advance, along with 6



months' worth of general planning, so the team is always clear on how the current Sprint's work fits into the bigger picture and we can be sure that we are building the appropriate foundations. Early in each sprint the team holds at least one Backlog Refinement Meeting to confirm the details for the next sprint, and so on. We have been working together in this fashion for 9 months and it has proved very productive and effective. With the exception of one sprint, (which had extenuating circumstances around it), every Sprint has been delivered complete and on time.

Recent Releases:

Payment System

Our new payment system has been fully integrated with our payment gateway. We are using Canberra payment gateway, Fat Zebra. The per person, per project, per week payment method that we have implemented was complex to build and took quite some time, but market research has shown very clearly that our customers responded extremely positively to it, and we're confident it will work well for us.

Multiple file types

Users may now attach any file type to an Item Brief instead of being limited to images. More information may be found on our support site.

Uservice integration

We are now using Uservice as the knowledge base and support ticket management system. Early indications suggest that it is very easy to use and will result in a higher level of customer engagement with feedback and support.

Upcoming Releases:

In the second week of February we will release the last major improvement to the Project Management tool prior to work commencing on the Company Inventory. This is the Item Type feature, whereby instead of being limited to a generic 'Item' list, users will be able to create 'Prop', 'Costume', 'Scenery' and another dozen or so Item Types.

Work on the Company Inventory has been scoped and the work has already commenced. We are expecting to release a basic Company Inventory two weeks prior to USITT, which means we will be able to demonstrate the full foundation product to those attending.

Following that, we will be completing the development work for the Item Sharing pilot program in Canberra and then it will be a systematic development of specific improvements across the breadth of the product.



Branding and Website

As mentioned, we have engaged Goosebumps to do a rebrand and overhaul of the website. They have proved very responsive and really responded well to our brief. This is the logo 99% complete, with only a few tweaks remaining.



The new website is being built over the next month and is due for completion at the end of February, QA testing in the first week of March and live release in the second week of March. We will also be getting the Custom Style Sheet for the actual application redone to match the new logo as well, and will update all technical support material as well.

Product Launch

The rebrand and company inventory will be formally launched at US Institute for Theatre Technology Conference and Expo in Milwaukee (March 20 – 23). We intend to release the new website one week prior to the USITT event as that is the week that has the most traffic related to USITT.

Promotional activities will include:

1. **Two formal event opportunities at USITT** (<http://www.usitt.org/2013>)

Innovation Gallery

This year USITT is trialling a new component to the Expo. Innovation Gallery will provide a permanent display for the 3 days for 12 companies to display one product each. There will also be a 20 minute slot for each company to present their new product.

New Product Swag and Brag

This is a more informal version of the above. On the first evening of the Expo, companies can promote new products and provide give-aways.

2. **Competitions at USITT**

TV giveaway

This was very successful at lead and interest generation last year. As it was actually cheaper to buy a plasma display than rent a plasma display, we purchased a TV then invited visitors to put their contact details into the draw to win it at the end of the Expo.



Tablet giveaway

We will run a competition whereby visitors can come and collect one of our scale cards, then take photos of any item they can find at USITT which also appears in our new logo, and include the scale card in the photo. Each photo they upload to our Facebook or Twitter page will earn them an entry in the draw. We expect this to be particularly popular with the large number of students who will be attending the conference.

3. Media timed in and around the event.

We are currently putting together a media pack which will include:

- Prepared articles
- Background information
- Promotional photographs

We will target particular publishers for coverage around that the time of the launch, including:

- www.artshub.com.au / www.artshub.co.uk (Australia and UK). They published a profile article on me recently and have expressed interest and willingness to do editorial coverage as well.
- www.Sightlines.usitt.org
This is the online magazine published by USITT and they have previously mentioned our investment success in their Member news. David Grindle, the Executive Director of USITT, has expressed interest in including an article.
- TD&T Magazine (Theatre Design and Technology) This is the print publication of USITT, published quarterly. There will be an issue published shortly after USITT concludes.
- Stage Directions Magazine <http://www.stage-directions.com/> Published monthly, this is a US magazine that is specifically for professional makers of theatre.
- www.thestage.co.uk This is a weekly newspaper that also has an online edition.
- The Age, Sydney Morning Herald, Canberra Times

Competitive Landscape

While there are still no direct competitors to StageBitz, it is encouraging to note increased activity in formal sharing sites for scenery and props. There are three sites which are getting increasing traction and awareness:

1. **Set Exchange UK** (www.set-exchange.co.uk)
This is a message board service that allows companies to list items or entire sets that they no longer need or to request items that they do need. All items must be listed for free.
2. **Scenery Salvage** (www.scenerysalvage.com) This is another UK organisation that companies can ring when they have scenery they no longer need. Scenery Salvage then breaks the set items down to salvage useful components (e.g. hardware) and then recycle the timber, metal and plastic components. They list all saleable items at discounted rates on their site.
3. **Ready Set Recycle** (www.readysetrecycle.com) and **Showbiz Rentals** (www.showbizrentals.com)
The first is a Canadian organisation that will take your unwanted items and then lists them for



sale or hire, repairs them and lists them, or simply strips and recycles them. The second is run by the same people, but allows you to list your items directly on the site.

All of the above organisations are grass-roots organisations that have developed in response to a desire on the part of the industry to be more responsible with how it disposes of and uses its resources. Each of them is potentially an ideal partner or customer for StageBitz as they are creating strong networks (particularly the UK organisations) around sustainability in the entertainment industry.

Many companies use traditional and modern word-of-mouth means to advertise the hire, and particularly the sale, of unwanted items. For example, Polyglot Theatre recently promoted their 'garage sale' of unwanted items via Facebook posts. Melbourne Theatre Company usually holds a 'clean-up sale' once a year which usually gets some 'local colour' coverage in the press. This does limit the companies to a physical event and doesn't allow for ongoing access for the public.

There are, of course, more general online trading sites, like eBay, Gumtree and Craigslist, which continue to be used to source items and occasionally sell excess items. It's very hard to either source or sell very specific items (e.g. items specially adapted for stage, ones with trick effects in them, etc) as they are either not put up in the first place or get lost in the crowd. Often companies have to buy an item they like and then find a way to get rid of it again after the show because hire is not an option on these sites (in most cases).

The real advantages StageBitz has over organisations like these are:

- We provide three tools that all integrate; project management, inventory management and marketplace. The examples above are all marketplace services and nothing more. By integrating with the projects, we eliminate the double-handling of data required to get information into a separate system, we ensure a better quality of information, and we provide a familiar interface across all aspects.
- We will be providing customers with internal and external inventory options; the ones above are only for listing inventory items externally, and not for internal management.
- We will provide multiple access points to StageBitz, unlike the options above which require the user to go to their website. Our users/customers will be able to access their inventories:
 - Via their StageBitz account after logging in
 - Via the websites of the Companies that choose to link to StageBitz within their own websites
 - Via the StageBitz website itself.



Summary

While there is always pressure on a business this side doing something as different as we are, we're confident that over the last 3 months we have been consistently improving across all fronts, including governance, administration, sales and marketing and product development.

The level of engagement we are seeing in customers at this early stage gives us confidence that we are moving in the right direction and we will achieve our first milestone towards June.