

ROMEY.CO

Press Kit



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Romey.co Explained



From cut throat to win-win, Romey is changing the talent industry forever.

Talent struggle to find work, bookers struggle to find talent, and businesses struggle to do more with less.

Enter Romey.co, a global marketplace connecting companies, bookers, models and photographers, where everyone wins in an industry notorious for being cut throat.

How does Romey.co achieve this?



Talent has the ability to book work within minutes, as opposed to days, via an app that effortlessly connects and manages their bookings.

Businesses produce high quality campaigns at 35% of the cost, and use the search processes as a powerful promotional tool for their business.

Agencies can now access a pool of experienced, proven and exposed talent, ready to go to the next level.





How and where did this story start?

“The talent industry is well established, but I think we can take it (the industry) to the next level. To get there, everything must change, except for what makes it successful – hard work, talent and collaboration.” – Jerome “Romey” Rault – Founder and CEO of Romey.co.

Rault saw 3 problems that had to be solved to refocus the modelling industry at talent first:

- 1. How do you enable talent to get a great portfolio?** They need to spend more time being creative and less time bootstrapping their career.
- 2. How do you grow an industry?** Reward everyone for participating, not just the top talent industry giants.
- 3. How do you enable small and medium enterprises to compete in a global market place?** Build the promotion into the production of your marketing budget.

“...Romey is possibly the most powerful career tool available to models and photographers looking to get ahead in their careers...”

Listening to Rault talk about his idea, it's not hard to see that yet another Australian success story is brewing. “All you have to do is ‘like’ a profile and chat, meanwhile, Romey.co will promote you to agents and bookers looking for people just like you... it's essential for Romey.co to reward hard work, letting the artists take control of their career. If you are a serious amateur or aspiring professional this marketplace is everything you need to build an amazing portfolio within weeks and get it noticed by those who count”.

Rault isn't new to the start up game, a successful Indie filmmaker and entrepreneur; he has a history of getting things done despite tight budgets and impossible time frames. “... Romey.co is possibly the most powerful career tool available to models and photographers looking to get ahead in their careers, yet it is fun, friendly and simple to use”.

The message is clear, things are changing by empowering people to showcase their talent and reward everyone in the processes.



Founders Story



Rewarding the top 99%

Talent first, the new wave in modelling.

Time and time again we are reminded that massive changes start with a single moment.

Sometimes this moment doesn't become evident until years later, and sometimes the world changes overnight with one giant advance.

The modelling and talent industry is no exception to this trend, everything has changed; from the tools used to the exposure opportunities available to talent. At the same time, nothing has changed with only the top 1% of talent able to make a living from a notoriously challenging and heart breaking industry.

The good news is that moment that changes everything has occurred, right in the heart of Australia's fashion and creative heartland - Melbourne. We were lucky enough to meet with the founder and CEO of Romey.co, Jerome "Romey" Rault to get a real-time view of this pivotal moment in the industry.

As I sit down with Rault, you would expect that we would be sitting in a bar, cafe or office overlooking the Yarra River, or out the back of a shoot or talent search. Instead, we are in the basement level of York Butter Factory, a startup incubator in the Melbourne Central Business District. No windows, no offices, just the bare minimum you need to bootstrap world changing ideas - a laptop, a desk, unlimited coffee and a vision for a better future.

Despite the sparse surroundings, Rault stands out from your typical tech startup founder and you can see the links to the talent industry. A full frame DSLR sits on his desk to his right, a fresh coffee to his left, and head to toe he has clearly put in effort on today's outfit. As we shake hands, Jerome is warm, engaging and energetic, all spiced together with a definite creative charm that comes from his film director, and sales and marketing roots.

"I thought this would take 2 months! The past 12 months have been a constant roller coaster".

Rault has another unique factor in this industry, he has done this by himself, without funding to date. Just from a motivational perspective this is a tough ask, so how did he get this far?

"Romey.co came out of necessity. I was sick of seeing really great talent simply get left behind because they didn't have the right contacts, or location to get into the industry, and with the new world of smartphones and social media, I saw a way that we could help the whole industry, not just the top 1%". Jerome goes on to explain the challenge for talent in the industry.

"For every success story there are thousands of aspiring models and photographers trying to break into paid work. To make ends meet, they are usually working part-time, or living at



home. But the big problem they are all facing is building a portfolio of work. It usually takes 3 - 4 days to get one shoot organised, and that is often done as 'Time For Pay' (TFP) - an industry term that simply means you don't get paid".

Romey.co changes this by taking all of the effort out of booking work.

"All you need is great photos, a portfolio... but how to get them? So Romey helps you connect fast with other aspiring talent so you can build a great portfolio. The mobile app does that process in minutes, not days, and you only match with talent you like so you retain a high level of personal security and control. Suddenly you can be booking, scheduling and managing your own portfolio building photoshoots wherever you are from your cell phone". This by itself is a great outcome but Jerome has a vision for the future, not just a great product.

"The real problem is we need to change how the industry works. Agencies have had a great problem of too many talented people coming to them for work. On-top of this, small business are creating brands that are competing on the world stage but they don't have the budgets required to access the talent pool managed by the agencies." This is where Romey.co goes from a great product to a true game changer, shifting the industry on its head by connecting talent with work and enabling everyone to win.

"It's funny how simple it all sounds now a year later but our platform allows everyone to connect. Businesses who need cost effective campaigns can connect directly with photographers and models without the need for an agency. The website is super simple to use. Photographers and models can connect directly in the app - safely, efficiently and productively. Talent need paid work, not just TFP shoots, and Romey.co posts paid jobs directly to their phones They just accept, ignore or decline to be considered for paid jobs!"

This is a very different world to the current approach which requires models and photographers to bootstrap their careers without any monetary reward for years, and small and medium business's often not being able to afford the campaigns they need to grow their brand. Plus, if talent have a social media presence they become very valuable to small brands. They can help each other grow.

So whats next for Romey.co?

"We have worked really hard over the last twelve months to get a great product out to market. Now we are growing and delivering value to our customers from day one. We have sales people on the road talking with business, photographers getting access to high quality and reliable talent quickly and easily, and we have a roster of talent that some boutique agencies would be envious of - and we have only been out there for a few weeks. Plus, all that talent is still available to the Agencies, and they can even run a Virtual Agency on Romey.co so now we expect to see new agencies operating much more efficiently via romey.co too".



Chatting with Rault, it's feels like we may have had a unique view of an important moment in time as yet another industry is disrupted by technology.



Press Release



Maintaining success in modelling and photography can be difficult, with less than 1% of the millions of aspiring models & photographers worldwide obtaining fame. However, companies are looking to find fresh, reliable, local and new talent at affordable prices. Romey.co is here to make that happen.

Romey.co is a global marketplace connecting and empowering companies, models, and photographers. Talent can connect seamlessly on the free mobile app (available on [Android](#) and [iOS](#)). The app connects talent with companies based on location, interests and availability, in an effort to reduce the decision time for projects. If the company and talent like each other's profiles, they can chat and schedule shoots through the app. With different features throughout the app, users can choose what kind of account suits them, choosing between Free, Pro and Elite, with Pro and Elite available at an annual price.

In addition to sending job posts through the app, companies can create "Talent Searches" through the website, allowing companies to make their shoots go viral. Romey.co uses social media by encouraging talent who are part of the "Talent Search" to share with their networks each time they are shortlisted or made a finalist - something models in particular love to do. In the process, the companies get access to a whole new pool of highly relevant potential clients. As well, Romey.co only posts paid jobs, ensuring that users get compensation from any work they obtain through romey.co, and the opportunity to network, create new contacts

"Romey.co is possibly the most powerful career tool available to models and photographers looking to get ahead in their careers, yet it is fun, friendly and simple to use", says Jerome 'Romey' Rault, founder of Romey.co. "These industries can be so intimidating and hard to break into - you just have to have a great portfolio or you are nowhere. Romey.co helps you do this by focusing on your creativity, connecting you with like-minded talent and promoting you based on merit." All you have to do is 'like' a profile and chat. Meanwhile, Romey.co will promote you to agents & bookers looking for people just like you. Romey.co also supports talent agents by providing a virtual agency platform that gives them access to their talent's (and the Romey.co talent pool) real-time data via the website.

Companies such as Lekker Bikes, are leveraging new talent from Romey.co, to take control of their visual media spend, and in return, getting great quality images.

Rault wants the app to be a game changer. "Romey is designed to reward active talent", says Jerome. "It is essential for Romey to reward hard work, letting the artists take control of their career. If you are a serious amateur or aspiring professional this marketplace is everything you need to build an amazing portfolio within weeks and get it noticed by those who count".

With a global launch in November 2015, romey.co is the missing link between companies, models, and photographers.

-more-



FREE

GoRomey

15 Photos
Real time matching
List Travel Dates
Bio & Availabilities
Chat/Rate Matches



\$8.32/year

RomeyPro

50 photos
Job Notices (<\$1k)
Web Portfolio
Verified icon
Measurements
Link to your agency
Skip (Coming soon)

Go Pro NOW!

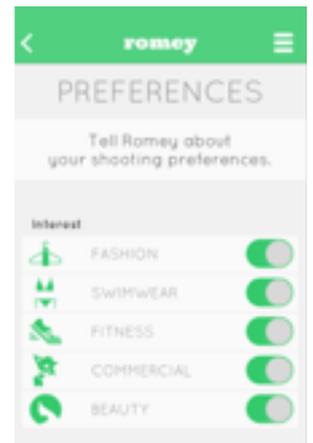
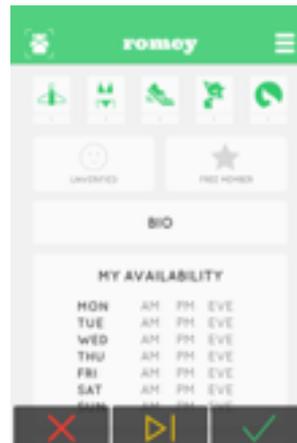
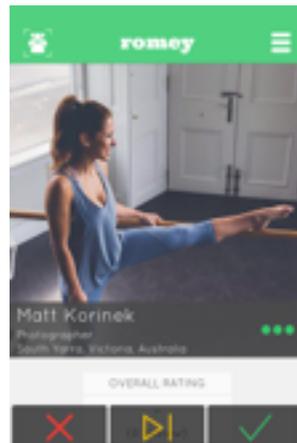
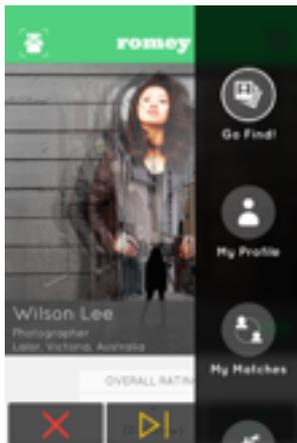
\$16.67/year

RomeyElite

All Pro free features+
Rank first in searches
Unlimited Photos
All Jobs Notices
All future features

*Pro & Elite profiles are subject to Romeyco approval for quality of work

Go Pro NOW!





Feature Article: SME



When stock images just aren't good enough. The challenges of competing on a global stage.

Mikey has almost become a cliché in today's world. He is a thirty something year old, small business owner, starting out learning his trade, going out on his own to spread his wings. Once upon a time, this would be a rare story, plagued by those “Small and Medium Enterprises (SME's) fail in the first 3 years” stories that would scare most people off.

It's an interesting time for SME owners, its never been easier to start your own business. With upfront costs lowering, great business tools once only reserved for the big corporates, are accessible to everyone and free information is everywhere to help you run your own business.

So what are the challenges of the modern SME?

I meet Mikey at his office space in an inner Melbourne co-located office, unassuming, but not invisible. I'm greeted by clean, simple, crisp images as I enter the front door, a purposely chosen tangerine colour touches everything, even the mints at reception.

A warm welcome from Mikey, not a receptionist or assistant kicks off our interaction,

“Sorry for having to reschedule a few times, things are a little nuts at the moment”

I follow Mikey to a small conference room, setup with bottled water and some muffins from a local bakery. “Can I get you a coffee? Tea, scotch, beer? Actually it's probably a little to early for that, Coffee?”

It's an interesting juxtaposition, walking in, I felt like I was in a big business, but as I watch Mikey go and make the coffee himself, you realise that this is a small business, where nothing is wasted, especially any sense of bravado.

“Good thing I used to be a barista!” As Mikey proudly draws a rosette and sits down a cafe grade coffee for both of us. “So what do you want to know?”

I had a whole list of questions prepared, but something between my first impression and my subconscious connected and I simply asked, how have you made your business look so... big? Mikey smiled, and that glint that you see from someone 100% connected to their work started to shine.

“I love my business because its an extension of who I am, and I take pride in that. What I found really frustrating was how expensive it was to produce great branding, back in the day you had to go through an agency, which no one at my level had the budget for, so everything looked a little cheap”

“So what changed?” I asked. “The internet is amazing, with services like Canva, Squarespace and 99 designs I can create a truly world class brand that can stand on the intentional stage, but when it came to producing work that wasn't 100% crafted in



photoshop, it was a weak point. It left my brand lacking a face, true personality, which is so important to build a real relationship with my customers”

Mikey laughs again, as he thinks back to how he worked a few years ago.

“I'd have to beg borrow and steal to create one campaign a year if wanted to have any form of talent. Heck I'd have my brother's girlfriends show up to model, and my nephew's mates to shoot, and even then I just couldn't justify the budget required to get something that wasn't up to the standard of my other brand elements.”

I looked over his shoulder at the most recent ad campaign, and proudly on display, a model that oozes Mikey's brand looks back at me. He was right, I had a connection. Before any thoughts of “I wonder if that model was expensive to book” dissolve, Mikey continues.

“Lucky for us the internet came to the rescue once again. Romey.co was a real game changer. I control the budget and the royalties completely, can run 3 or 4 campaigns a year for what one professional shoot used to cost me, and the work is always what I expected because I shortlisted and selected the photographers and models myself. We publish the whole process to social media, invite people from our existing networks to apply and tell their friends.

“Imagine posting paid modelling and photography jobs to your own followers. It's a great way to show loyalty to our supporters, to build brand loyalty and to build a community. Plus the shortlisting process goes viral as the candidates share about us and the project too, so we get branding for free.”

Mikey and I chatted about many other important things during that interview, why he started his business, where his drive comes from, where he grew up. What really stuck with me was that moment where I had assumed he was a big national brand, run from this small unassuming space.



Feature Article: Model Catherine



Creating a new model for success

The future of talent first modelling.

On the surface, Catherine is nothing more than your average person. Young, smart, attractive, all the qualities that a model must possess in the this day and age. What you don't see is the years of hard-work, perseverance, and opportunity that needs to take place to bring in the next crop of fresh faces.

Catherine is no exception, with the modelling industry being a tough ladder to climb. On top of this, the industry is changing rapidly – social media, digital portfolios and the 'like' economy, has made it easier than ever to get found and noticed, but is anything getting easier? “Sure, we all see the Instagram success stories, but I don't think people really understand how much work goes into promoting yourself online, and for every 10 model's making a successful career online there are thousands that can't get cut through.”

In the world that Catherine lives in, everything has changed without anything actually changing. “There are more models than ever looking for work, and competition for work is at an all time high... “From what I've heard, agencies used to be the 'must have' to really make it, but they have so many girls submitting work to them it's impossible to get their attention”

So, how did Catherine make it from the suburbs of Melbourne, to a paid model, beating the odds of the industry? “I, like everyone, was struggling in the beginning. I was living at home out in the suburbs and was finding it really hard to juggle my part time job and build my portfolio with TFP (unpaid) work, let alone being able to book paid work” ... “When I would speak to people who were a few years ahead of me, we all complained about the same things – we would spend five times more hours looking and booking work then actually doing work, but I was told that's just the way the industry is.”

So how did Catherine go from dreaming of modelling from her bedroom in the suburbs to living the dream of making a career of modelling? “One thing changed everything, Romey.co. I went from spending hours trying to book jobs, to building my portfolio and getting paid work all at the same time... I really see it as the future of modelling. It's a place where I can build both my portfolio and career by being noticed by the both aspiring and established photographers and bookers, yet retain full control over the work I want to do”.

Romey.co is a potential industry changer. Catherine goes on to explain, “For a long time it was all about who you knew, but this app & website creates an even playing field, where everyone wins’. A number of creative industries are being changed forever by the internet. It looks like the talent industry is next, but for the better.



Feature Article: Photographer Lachlan Scallion



All he had to do was sign up with Romey.co. The rest, is history.

Lachlan Scallion, a local Melbourne photographer, is another success story. His Romey.co profile is just a small example of all the amazing work he has produced. With a killer profile, it is not surprise that Scallion was chosen as the photographer for the Lekker Bikes Campaign.

Lekker Bikes, a Dutch bicycle company in Australia, was looking for some new photos of their store and products. Instead of going with the most expensive and popular photographer in Melbourne, they decided to post on Romey.co, and look at local talent. A picture says 1000 words, and Scallion's pictures did all the talking. With a profile as creative as his, Scallion was the clear choice.

Within two days of being selected to be the photographer for Lekker Bikes, Scallion was on set. It only took an hour and a half to shoot the whole campaign, and within that hour and a half, magic happened.

Fast, easy and affordable. The perfect way to describe what happens when you sign up for Romey.co.





Feature Article: Photographer Michael



A creativity driven future. Living the life of a photographer in a changing industry.

Being a photographer has changed significantly in the past ten years. First, it was digital camera's, then it was digital media, followed by social media, and now it is apps and filters, making everyone a professional photographer. Is there still a future in being a professional photographer?

Michael seems to think so. Michael started as a musician and teacher but has moved to full time photography. "One thing will never change, good work is good work; sure everyone has a camera these days, and in some ways it makes everyone an expert but it also educates your customers and pushes you to take more chances and to show case why you should be paid for your work"

We took time out to catch up with Michael in-between shoots on a Saturday morning in a bustling Melbourne cafe. He presents the image we expect from an up and coming creative photographer. A pair of headphones sit around his neck, a camera bag by his feet and a laptop always within reach and a phone never seems to stop buzzing.

"Sorry, let me set that to flight mode, it always drives me nuts when I have models who can't stop being distracted by their phones, so I better practice what I preach"

From here we settle into a real conversation with a real working creative, something we thought may be a declining industry.

"Its never been about the equipment, everyone gets caught up with wanting a new lens, or the latest flash etc., but great art is great art whether its shot on an iPhone or a full frame."

Michael goes onto explain.

"Look, I was that guy, when I was learning, all I wanted was a Cannon 5D, in my head I was like, once I get that camera I'll start taking great photos! And hey, when I did finally get that camera, my photos were sharp and full of depth, but all they did was show in high detail, how crap my photos were".

Michael laughs to himself.

"You know what, it did make me work harder though and I knew I was getting somewhere when people would like a photo and say, 'wow man, that's a great shot, what was your F stop', and I had to reply, umm well that was shot on my iPhone"

Once Michael got more comfortable, he sat back in his seat and sipped his long black coffee, thoughtfully stroking his creative type stubble.

"Its funny you know, you would think that everyone having the access to make great art would make it really hard, but its made it easier. Suddenly inspiration comes from everywhere, a great photo taken by my 11 year old niece, or my friends mum can



connect the dots for something I'm working on, and keeps you sharp, you need to show why you are better than an App, what is the value you can offer to your clients”?

Then we really get into it, what is that untouchable value?

“That's the other thing, everyone tells you, but its not until you start that you work it out. Business has nothing to do with the work, well not nothing, I mean you have to be good, but its more about how you run your shop”

Michael thinks again, staring past me at a non-specific point somewhere in the cafe as he forms his thoughts.

“Let me say that again, your work needs to be exceptional to get in the door, but that quickly gets replaced with, 'can I work with this person and will he (Michael) be able to deliver me the brief I've set up'. Once you earn that trust, your clients will start giving you some real freedom, and that's when the good work comes”.

So if its all about the business of relationships, how did Michael make the leap, what is his secret?

“Oh man, in the early days it was brutal,” Michael chuckles to himself again as he orders another coffee. “I mean, I had like 10 google calendars going, and 20 spreadsheets, my phone would be blowing up all day (this hasn't changed from what I can see) and I would struggle to present that professional image I wanted to. I just never wanted to be that 'typical' creative you know, unreliable, unprofessional.”

So how did he make the change, keep that professional image and become a working photographer?

“I tell you what, when I was working in cafe's and bars and hustling, the thing that really helped was that Romey.co App” Michael goes on to explain “Finding good talent who shared my vision for my shoots was just a real hassle, I was always chasing down talent, and then if they turned up, they just weren't a good fit, but I had to shoot it anyway because I had no choice.”

A common story in the industry, it seems the right of passage for any photographer is learning how to select and get the most from your talent.

“But I got that Romey.co app, and it just got so much easier, I could apply for paid work and do TFP work if I wanted, and not waste time searching for talent. Oh, and that low level stress of, 'man, I hope this one turns out okay' just went away, I could focus on producing great work”.

Having dabbled in photography myself, I tried to show off my knowledge by asking if models still hated TFP (free) work?

“Oh everyone hated it, the photographers would get talent that thought they were doing you a favour, and the talent would be jerked around by photographers that were still learning and producing sub-par work, but these days I use TFP work for when I want to



do a 100% passion piece and it's a great way to source future talent. It is important for building a portfolio and networking but must lead to paid-work. Finding out who is up and coming, and who I can rely on for paid work down the track. TFP work used to be a real hassle, but now its easy to book and a win-win, and then the paid work is high quality!"

Maybe there is a future out there for photographers after all, enabled by technology, not drowned by it.

"Sorry mate, I better go, I've got a shoot around the corner I've got to set up for" And with that, Michael shook my hand and returned his phone to normal operations, quickly buzzing away as he makes his way to yet another job.



Feature Article: Photographer Michael



All I had to do was create a profile and upload photos.

In August 2015, I signed up with Romey.co. As a photographer, I am focused on fashion, beauty, glamour and art photography. But making it in the photography industry can be hard work. Not everyone reaches Annie Leibovitz status, but I was determined to have success in photography.

After hearing about the benefits of signing up with Romey.co, I made myself a profile, posted some of the best photos I have ever taken, and waited. One of the comforting things about signing up for Romey.co, is that they choose the talent they want to hire within days. This knowledge was comforting, knowing the hiring process would not be dragged out, and hope dangled in front my face, only to have it taken away.

Since joining Romey.co, I have been provided the opportunity to photograph two different photoshoots. The feeling of being recognised for my hard work is indescribable. Romey.co has delivered on their promise to match models and photographers with companies, and am proud to be part of the Romey.co community.

-Zee Shawn Photography

[Meetup](#)

[Instagram](#)