

## Stock picture market is sinister

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“Good quality picture costs around 20 pounds. It happens that you buy a picture for a client and he changes his mind after showing it to his friend. Then you buy another one. So, you spend 40 pounds just on the pictures. But you can't ask 70 or 80 pounds for a Facebook cover or a Google banner and usually, the client doesn't cover photo costs. So, situations like that make you work almost for free.” – Says Deborah, working as a freelance designer in South Kensington.

Same goes for photographers, pages like Shutterstock take a very big commission on each photo, taking almost half from the price they sell. So the photographer is left with scraps and gets paid at the non-convenient time for him.

“I have been a travel photographer for nearly a decade. I am fully dedicated to traveling and the only thing I do for a living is photography. For me, giving up to 40% of my income to a stock market is ridiculous and getting paid after a long time span is very hard for me because I need funds to travel and create. But I have no other choice, the smaller marketplaces don't have any traffic, and advertising on the free platforms did not bring me any result.” – Marcus, who is currently traveling and taking pictures of the mountains of Argentina.

And there are more than designers and photographers. The whole industry of marketing and web development face the same issues. Therefore with the help of the market participants, a convenient and fair photo marketplace solution has been created. Before creating the full concept of Photochain, over 1000 market participants were interviewed - designers, illustrators, photographers, web designers and constant clients of the following service providers. All with one goal, to find out what's missing on the market and delivering a game-changing solution.

Photochain already has over 2000 unique photographers ready to work with them by giving them 95% from the sale and making the payment instantly. Also, lowering the price to make it more attractive to designers, illustrators, and developers.

Instant payments are one of the most important issues to be fixed in the market. Ability to instantly buy the picture, with no costly subscriptions or liabilities to the marketplace and immediate cashout for photographers at any time they wish. It was achieved by implementing Tokia's proprietary fiat to crypto payment processing technology to build an internal fiat (euro, dollar, etc.) and picture exchange.

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