

Empowering **DIY Filmmaking**

Shootsta enables corporations to create professional videos to satisfy today's immense content requirements.



Communication has evolved alongside the technology that enables it, and corporations often find it challenging to keep on top of the enormous amount of content required. During his previous career as a cameraman and producer of videos for multinationals, Australian Mike Pritchett noticed a gap between the type of video that clients wanted and what production houses wish to produce. Along with co-founder and CTO Tim Moylan, Pritchett established Shootsta to enable anyone to shoot original content and share high quality films with a target audience.

Shootsta aims to educate and inspire businesses to produce excellent, cost effective videos in as little as 24 hours. Its subscription package includes a DSLR camera, tripod, light, microphone, and iPad autocue. Shootsta also trains clients how to use the kit and provides production tips such as how to video host or incorporate animation and subtitles. "Shootsta allows clients to get involved and tell their story – and the end result is something they want and can use," said Pritchett, Shootsta's co-founder and CEO. "It allows companies to scale and budget, eventually compiling a library of content."

Since its inception in 2015, Sydney based Shootsta has expanded to Singapore, London, San Diego and Hong Kong. "We launched our Hong Kong office in 2018 due to demand from clients," Pritchett added, "We had five clients here prior to opening our office. I know Hong Kong and love the city. A lot of large corporations are here, and they are our demographic. We find that many have the same problem: they cannot create enough content and get stuck. We help them scale up their work. We offer advice. We have worked with many different verticals, from technology to construction. We can assist anyone who needs to communicate."

In Hong Kong, Shootsta currently employs a team of five fulltime staff. "We enter new markets with a light footprint and a small nucleus of people," explained Pritchett. "As we secure more clients, we will scale up. I can see a staff of 40 to 50 people here in time." He cites Hong Kong's pool of talent as being one of the best things going for the city. "Its great talent is one of Hong Kong's best assets – people have a no fuss, get the job done attitude," he noted.

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Co-Founder and CEO
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Although Pritchett feels that Hong Kong is one of the most straightforward places to set up a business, he also values the assistance that Invest Hong Kong provides. "InvestHK's networking events are key to growing our business here. Being a sales led business, it enables us to showcase our unique offering," he concluded.

Shootsta

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- Shootsta has offices in Sydney, Singapore, London, San Diego and Hong Kong

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