

Meet Scouty, simplifying content creation for creators and space owners

As part of our quick fire questions series – or QFQs – we spoke to Ryan Gannon, founder and CEO of Scouty about growing up in the creator economy, connecting spaces with creators and launching in Los Angeles.

My co-founder, Nico, and I both have a family background in the media industry and have grown up in the creator economy. A few years ago, we faced the problem of finding cool locations for our photo shoot. When we asked our friends in fashion, film production, and other creative fields how they find locations, we were surprised to learn that the industry is extremely inaccessible and those without a large budget for a location agency often resort to social media platforms like Pinterest and Instagram.

We realised that there was an opportunity for a simple solution that connects people who own spaces with creators looking to rent spaces for their photo and film shoots. This realisation fueled our obsession with the problem, and we decided to create a solution, Scouty!

Tell me about the business – what it is, what it aims to achieve, who you work with, how you reach customers and so on?

Our passion for solving the problem of finding and renting spaces for photo and film shoots led us to create Scouty, a platform that simplifies the process and benefits both creators and space owners. Since launching, we have attracted a diverse range of clients, from large media productions like the BBC to brands and even micro-influencers, all of whom have benefited from using Scouty to find and book locations to create content at.

At Scouty, we pride ourselves on offering creators a wide range of location options, including residential houses, industrial warehouses, film studios, and even private jets. We want the industry to be more inclusive and ensure that our clients have access to unique and interesting spaces that allow them to bring their visions to life. There are no booking fees for creators allowing them to save up to 20% just by bookings on Scouty.

Our hosts also love using Scouty because it's an easy way for them to make money with their space. Many shoots on our platform are for well-respected and exciting brands like Getir, who rent houses on Scouty to create videos for their social media channels. Hosting shoots is a great way for our hosts to earn additional income while also being part of the creative process.

How has the business evolved since its launch?

Since our launch in November 2020, we have been on a mission to simplify the content creation process for creators and space owners. We are proud to have already helped thousands of brands and creators book locations for a variety of shoots, including music videos, commercials, and social content.

Our success in the UK has been remarkable, and we are excited to announce that we are on the verge of launching our services in Los Angeles. We are thrilled to bring our platform to the vibrant and diverse creative community in LA, and we can't wait to see how our platform will help creators bring their visions to life.

Tell us about the working culture at Scouty

At Scouty, we value collaboration, creativity, and continuous learning. Our team is made up of individuals who are passionate about the creator economy and who are driven to make a positive impact in the industry. We foster a culture of open communication and encourage everyone to share their ideas, feedback, and concerns openly. We believe that diversity and inclusivity are critical to the success of our business and strive to create a supportive and respectful environment for all team members. Overall, we are a dynamic and collaborative team that is dedicated to building a platform that simplifies the process of content creation for creators and space owners alike.

How are you funded?

Scouty has secured funding from value adding angel investors that have allowed us to build and grow our business. We are now at a point where we are generating consistent revenue that continues to grow month over month. These investments have been critical in enabling us to achieve our goals and establish a strong foothold in the industry.

What has been your biggest challenge so far and how have you overcome this?

Starting and growing Scouty has definitely been an adventure! We launched during a challenging time, with lockdowns and a shifting funding landscape. However, we've always remained committed to working closely with our users and incorporating their feedback to create a product they love.

One of the biggest challenges we faced was finding team members who not only had the necessary skills, but also shared our company culture and were passionate about our vision. But with perseverance, we were able to build an amazing team that's dedicated to helping creators find the perfect locations and hosts make money with their spaces.

Despite some macroeconomic challenges, we've managed to overcome obstacles and continue growing. Our constant focus on feedback and improvement has been key to our success, and we're proud of the product and community we've built.

How does Scouty answer an unmet need?

Scouty addresses an unmet need in an industry that has historically been extremely fragmented, with creators struggling to find suitable locations. The content creation industry has long been plagued by inefficiencies and barriers that have hindered creativity and made it difficult for people to produce high-quality content.

Scouty solves this problem by providing a one-stop-shop platform that streamlines the entire content creation process. By bringing together creators and space owners in one place, Scouty has made it easier for people to find suitable spaces, negotiate terms, and manage their projects. By eliminating these barriers and inefficiencies as well as not charging the creators any fees, Scouty empowers creators to focus on what they do best, creating amazing content.

What's in store for the future?

We are thrilled to be in such an exciting time of our business. Our growth in the UK has been amazing. Additionally, we are excited to announce that we are expanding our platform to our first city in the US.

As we continue to expand, we are taking the lessons we have learned from our successful growth in the UK and applying them to new markets. We are confident in our ability to implement our proven strategies in new cities and further accelerate our growth.

This year promises to be an exciting one for Scouty as we continue to build upon our success and expand our reach. We are committed to delivering value to our customers and creating innovative solutions that simplify the content creation process for creators and space owners around the world.

With the demand for content growing at an unprecedented rate, Scouty aims to simplify the process of content creation and revolutionise the way creators bring their visions to life.

What one piece of advice would you give other founders or future founders?

My advice is simple: if you're passionate about solving a problem, go for it!

Starting a business is like being on a rollercoaster – it's exciting, terrifying, and sometimes makes you want to scream. But that's part of the fun!

There will be highs and lows, twists and turns, and unexpected surprises along the way. But as long as you stay focused on your goals and keep moving forward, you'll make progress. Don't be afraid to ask for help or advice from others, and remember that you're not alone in this journey.

And most importantly, don't forget to enjoy the ride! Building a business is hard work, but it's also incredibly rewarding. Celebrate your wins, learn from your mistakes, and don't forget to have some fun along the way.

Ryan Gannon is the founder and CEO of Scouty

Article by RYAN GANNON