

Saffitt

backstage networking app

for 58th CID Conference, Athens, 6-10 July 2022

Mariana Gomes

Ballet dancer (Bolshoi Theatre)

Ballet teacher

Liliya Kosyreva

Dancewear designer

Entrepreneur, Zidans co-founder

Ex-professional sportsman



Zi. Stained in print

Photographer Liza Monakhova, Ballerinas Mariana Gomes



Zi. Stained in print



Changing the perspective of doing things



Mariana Gomes, 8 y.o.

Lauro de Freitas,
tiny town near Salvador,
Brazil



Mariana Gomes, 22 y.o.

Bolshoi Theatre, Moscow,
1st Brazilian ballet dancer
in Bolshoi



Changing the perspective
of what is possible



Let's think how we can change the perspective on the dance world?

How can we change it? If it needs change.

1

Let's start
dance world
actors and
their **issues**?

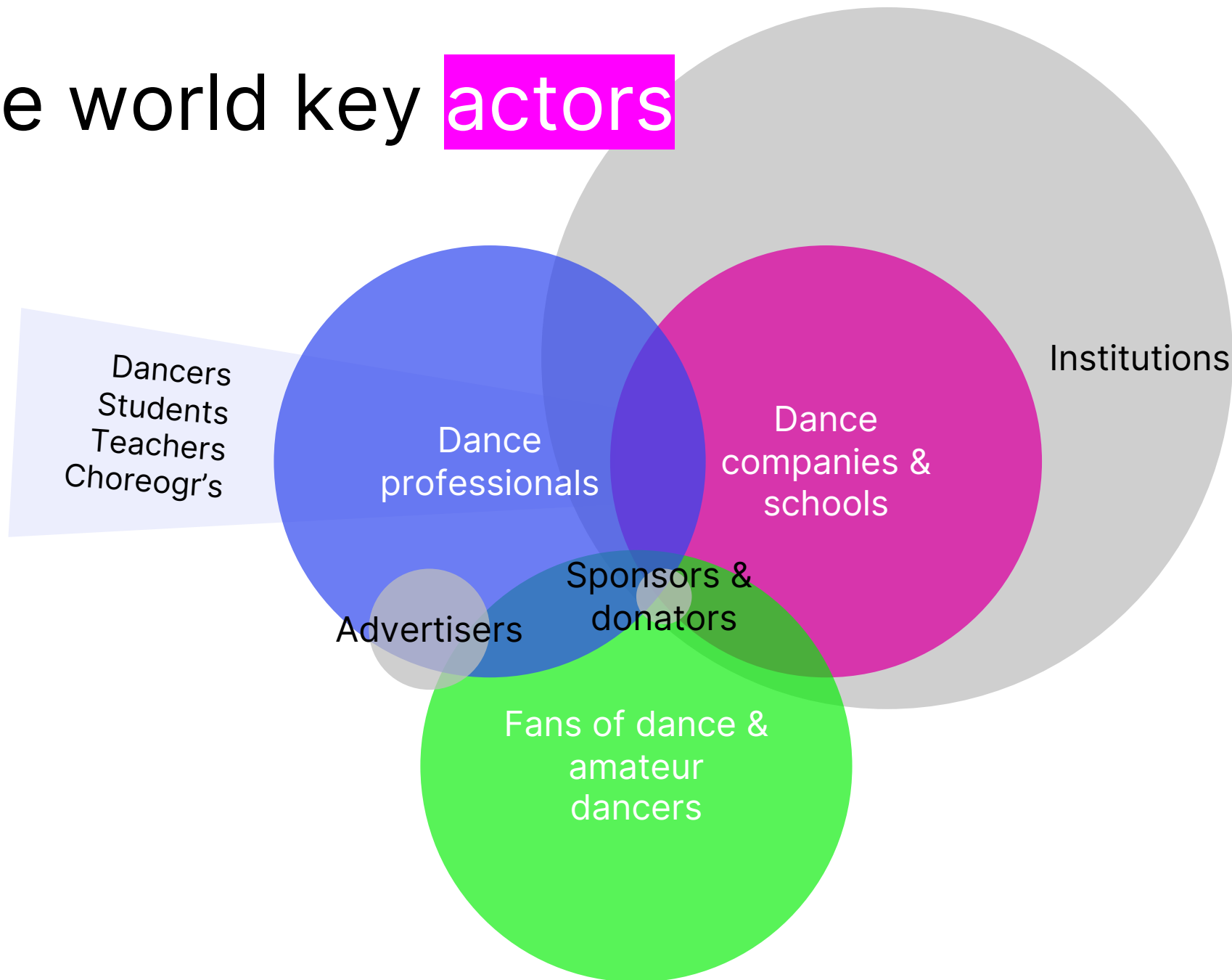
2

How can we
solve them?

3

How would
it **help**?

Dance world key actors



1 What are the **issues** you see?



Dance Professionals

Dance students

Dancers

Teachers

Choreographers

1 What we saw as issues



Dance Professionals

Dance students

- find a school
- find scholarship, grants
- make career choices
- find sponsors for first career steps

Dancers

- find a job
 - follow and find auditions
 - to attend
 - to network before auditions
- find part time opportunities
- read contracts, arrange for visas
- have clear vision about career and job opportunities

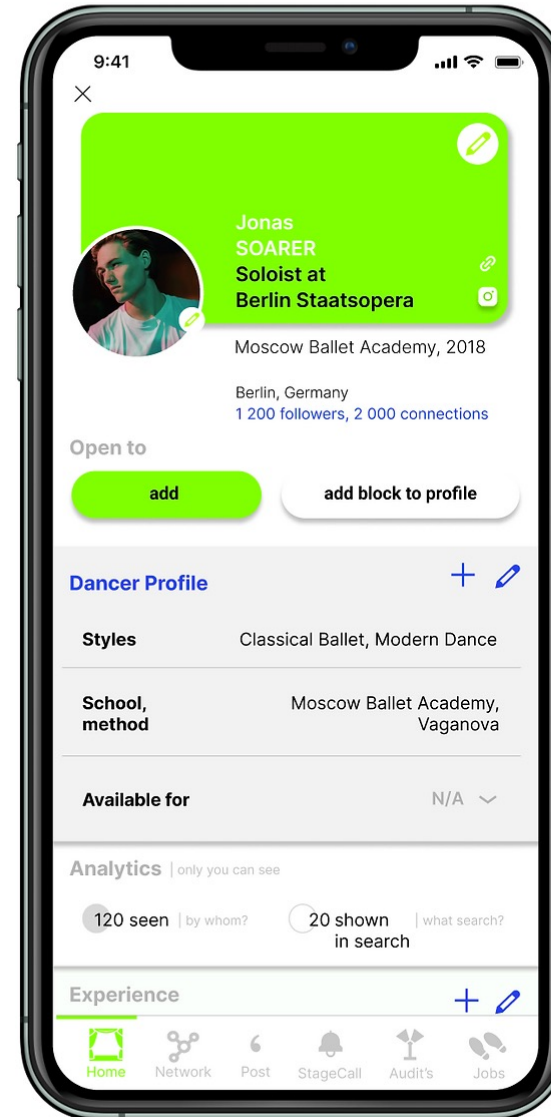
Teachers

- find a job
- find students for private lessons
- promote group lessons
- find the best courses

Choreographers

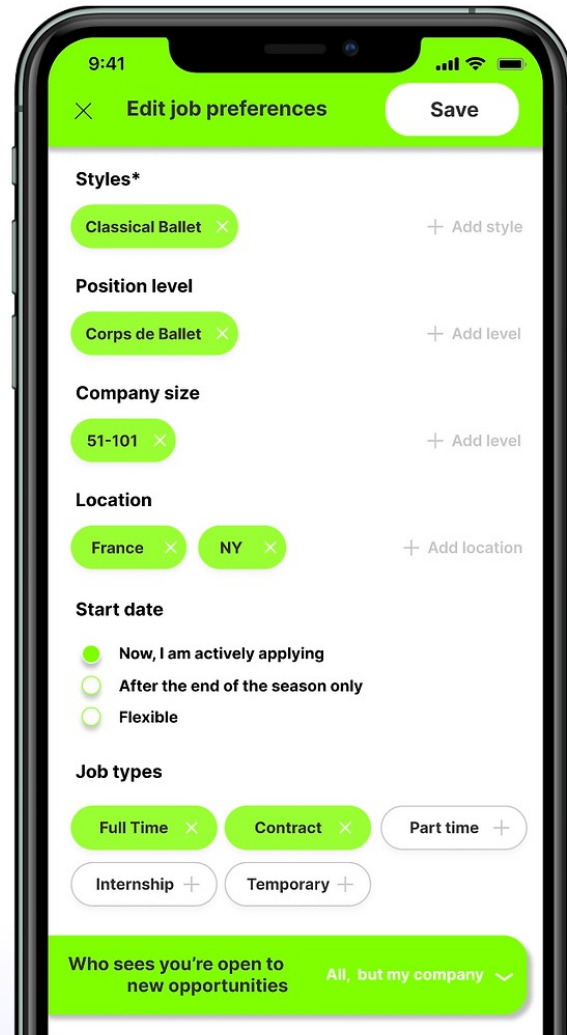
- find a job / a project
- follow open calls
- find people for new projects

2 How can we solve them?



.showcase
your profile

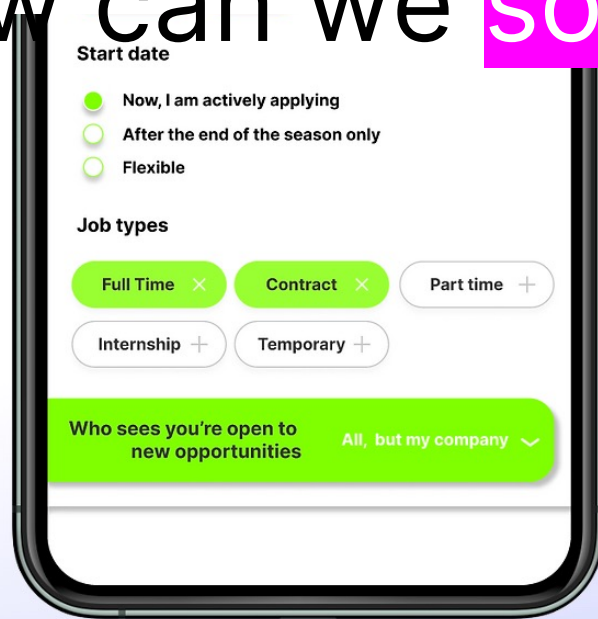
2 How can we solve them?



.get tailored
audition | open call | competition
notifications



2 How can we solve them?



.search for all dance related jobs in 1 place



2 How can we solve them?

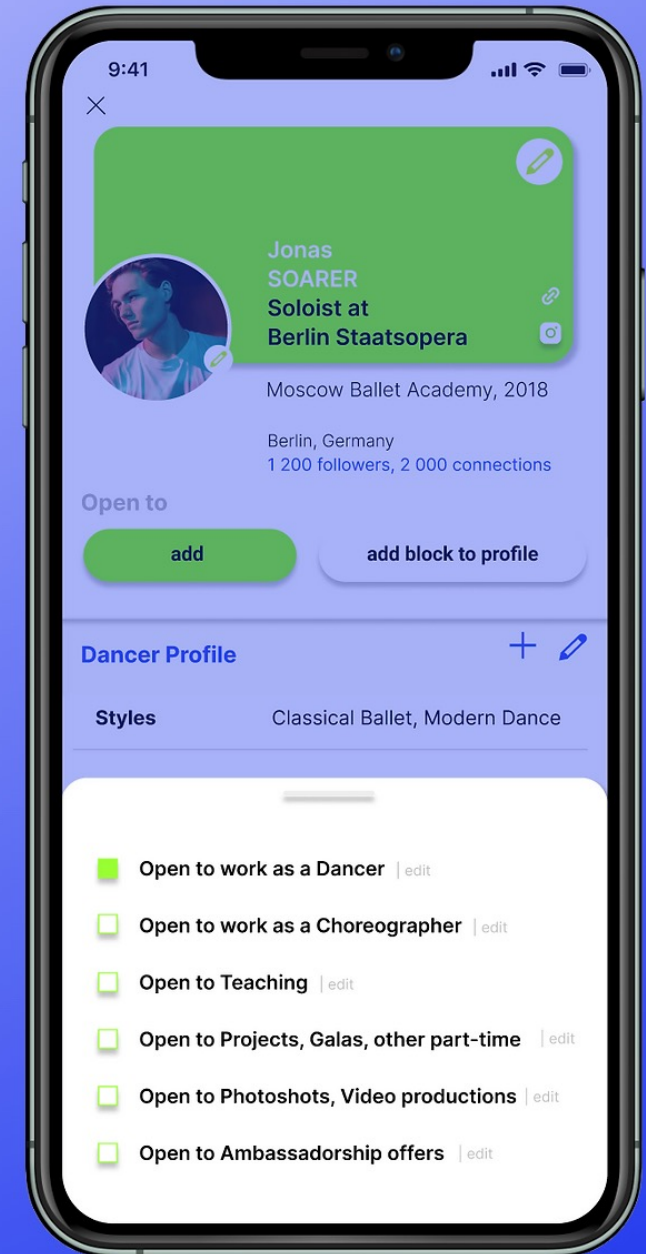
.be discovered by

.company managers

.by sponsors

.choreographers

.your peers





3 How would it help?

More visible for each other

Easier to test exit opportunities during dance career

Each dancer becomes potential candidate

More transparency in the job market

Easier to attract attention of the target audience

Easier to follow new audition, job openings, open calls, competitions etc.

1 What we saw as issues



Dance Companies & Schools

Tier 1 dance companies

- find new teachers for workshops, experience exchange
- find new talented choreographers
- attract audience through targeted channels

Small dance companies

- find dancers with proven skills & level
- unsynchronized auditions, difficult to attract talent
- find new talented choreographers, no portfolio transparency
- organisational barriers to attract guest dancers / teachers

Independent projects

- time & resources to check availability & level of the dancers and choreographers

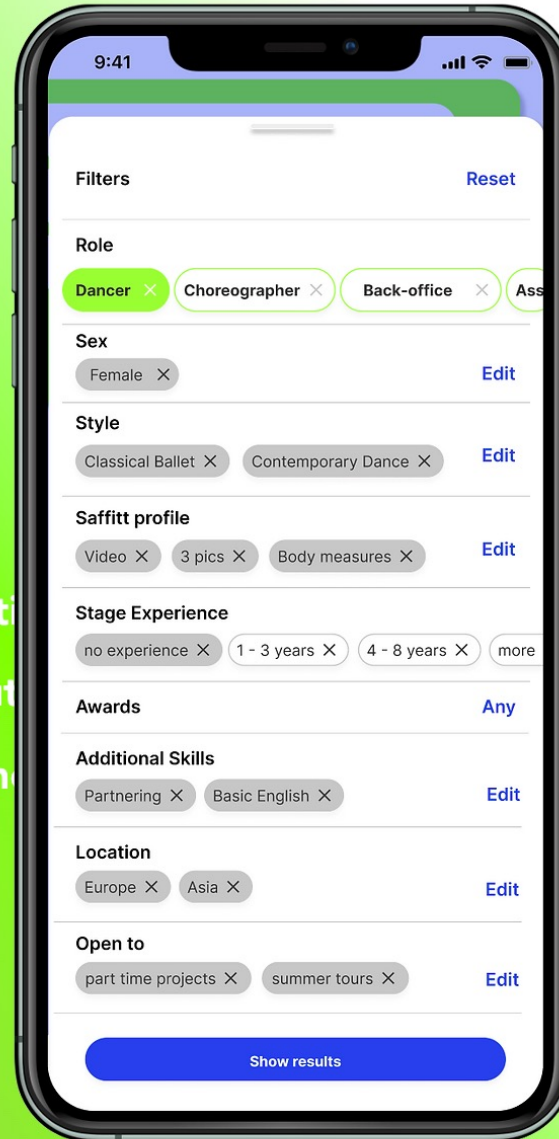
Dance schools

- find new talents: students, teachers, master class teachers
- invite potential employers to your concert
- organize exchange programs
- attract targeted audience for summer courses / workshops
- promote school, students & graduates

2 How can we solve them

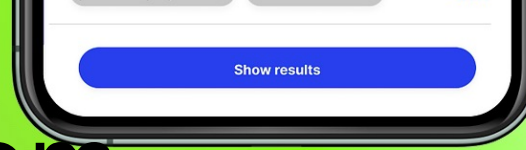
.finally,
smart search

by style | background | work permit | location
by language | dance language style | minutes
education | experience | work permit | family



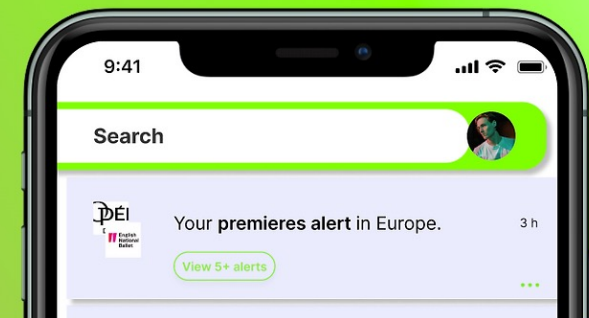


2 How can we solve them



.reach the largest
dance audience with
your job vacancy

we make sure it's seen by the matching
candidates looking for opportunities

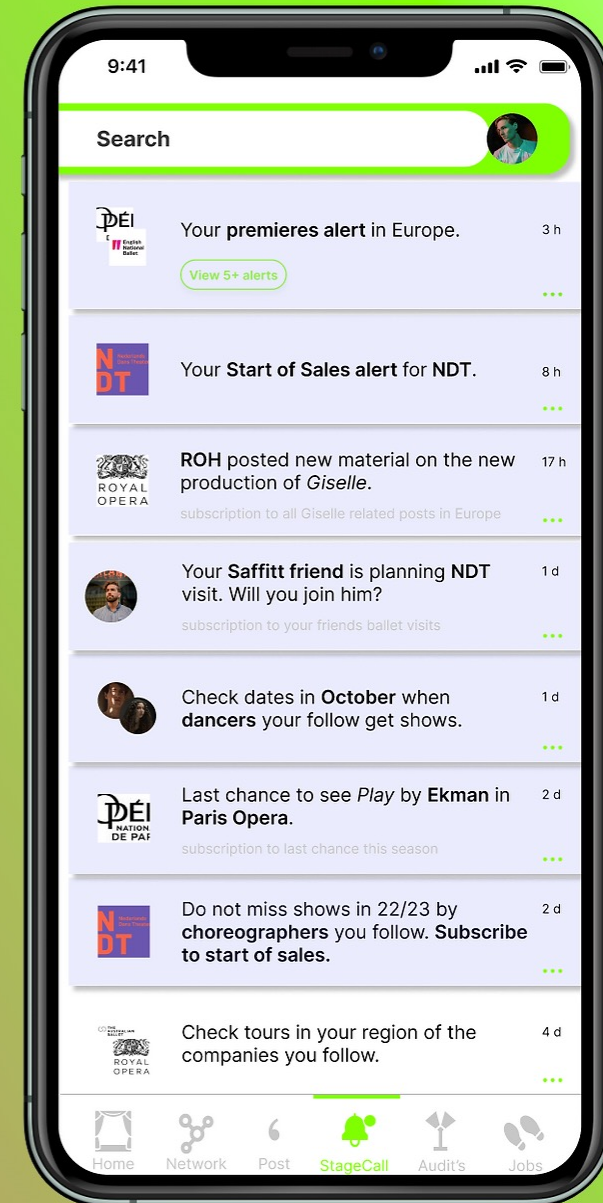


2 How can we solve them

.ensure sold outs

theatre lovers will be notified about

- | new performances in their area
- | performances by artist of your company
- | non-performance events



3 How would it help?



Easier selection and comparison of talents to hire

Being closer to your audience, peers and clients

Visible to talents, being able to promote job openings

Clear and accessible availability of particular talents, background and more

Access to target audience with great awareness

Traceable track record of professionals

for fans of dance

amateur dancers | theatre lovers | sponsors & donators

**.finally, find that French*
teacher you dreamed about**

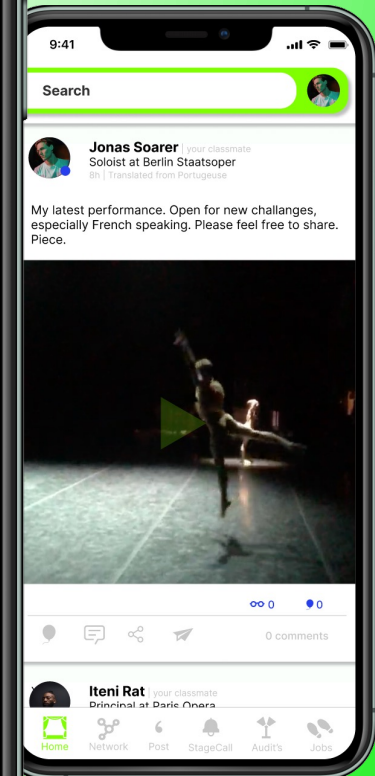
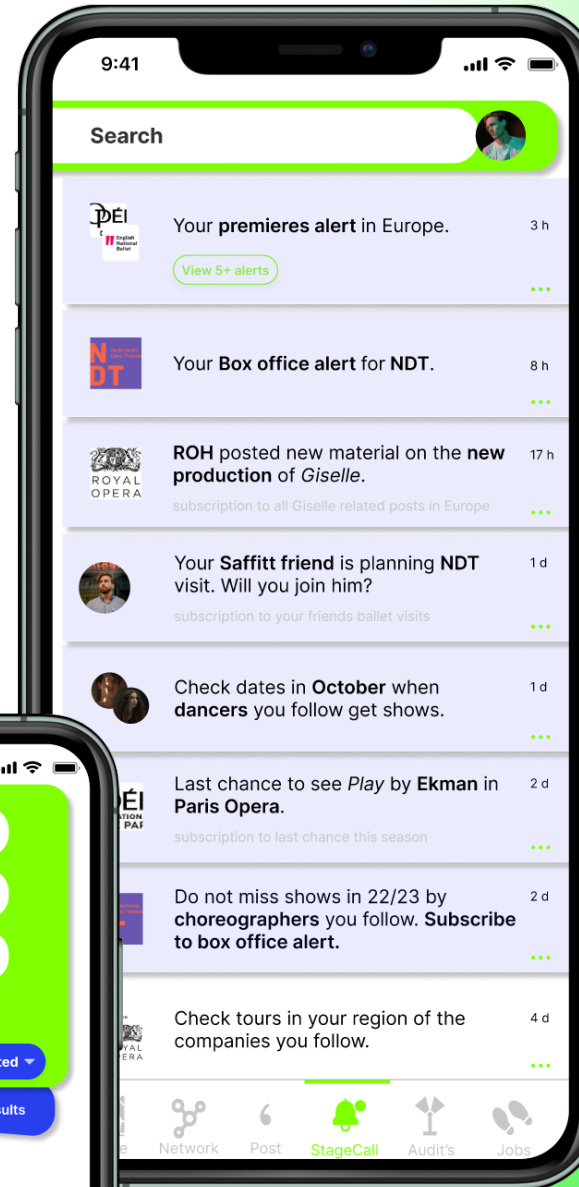
or check whether your favourite
dancer gives private lessons

**.check the
calendar
of all dance
performances
in the world**

.never miss a premiere

**.be the first to
grab the best
tickets**

**.be the first to
discover new stars**



What happens next?

7 July -7 Aug
we test the idea

Saffitt is
currently
invite only

.sign up to request
early access to the app

your email *

e.g., name@example.com

your current occupation, -s

e.g., ballet dancer, dance teacher, ...

Sign up

JOIN

if you think Saffitt
can change your
professional life for the
better



OUR CONTACTS

Drop us a line, if you have questions |
comments or ideas to share in regard to **SAFFITT**



Mariana GOMES

Ballet dancer (Bolshoi Theatre)
Ballet teacher

email: mari.gomes@saffitt.com
tel: +55 (31) 98103 6031



Liliya KOSYREVA

Dancewear designer
Entrepreneur, Zidans co-founder
Ex-professional sportsman

email: lilia.kosyreva@saffitt.com
tel: +7 903 121 8511