
New start-up challenges creatives to become T Shirt entrepreneurs

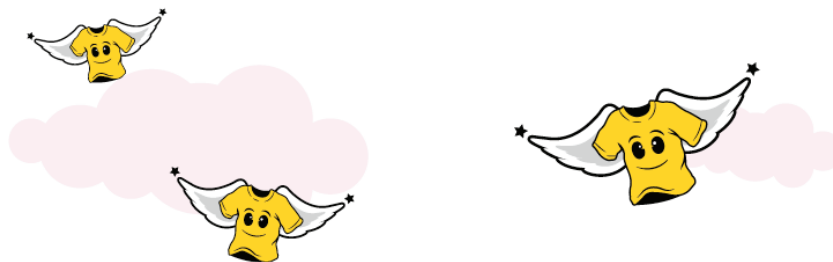
INTRODUCTION

Teesurfer.com is a community based online T Shirt shop. Each shirt has been designed and chosen by our growing community of creative folk. Designers and illustrators are encouraged to submit T Shirt designs to Teesurfer.com. Their designs are then added to a public vote, with the most popular being printed and sold in our online shop. The designer receives a royalty for each one of their T Shirts sold, whilst retaining full rights to their work.

The platform is designed with the artist in mind so they can promote, receive feedback and earn money from their designs without having to invest any of their own capital.

There have been several successful crowd sourced T Shirt stores in the US. However the concept is relatively unexplored in the UK. Although Teesurfer.com is loosely based on the US model where the winning artists are invariably awarded a cash prize, we offer our winning artists a royalty on all their T Shirt sales. We believe this gives our community the opportunity to become entrepreneurs in their own right.

Set up by two former colleagues, Matt O'Shea and David Potter. They have been working closely together on Teesurfer.com for over a year, whilst holding down full time jobs in the creative industry.



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MATT O'SHEA

Managing Director and Co-Founder – Teesurfer.com
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DAVID POTTER

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MATT O'SHEA - Managing Director

Matt has successfully set up and managed several creative focused websites and currently works for a creative agency in Shoreditch, London as a Digital Strategist working on some of the world's most well known brands.

Matt's main responsibility is to make the venture commercially viable, and to ensure Teesurfer's brand values are communicated through an effective marketing strategy.

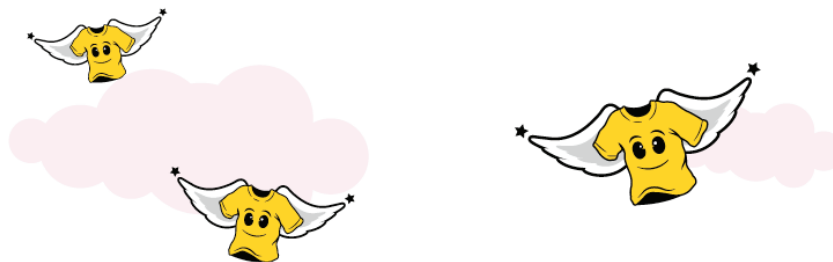
"Getting the opportunity to liaise with such a huge pool of creative talent is a real joy, and inspires me to make the company a success. The UK has a wealth of highly skilled illustrators and designers, and we hope Teesurfer.com will provide a platform to help their careers, as well as providing top quality original tees for our audiences".

DAVID POTTER - Creative Director

David has a BA in Fine Art and an MA in Design Studies and has extensive experience in the creative industry.

David is responsible for creating and maintaining the visual identity of the teesurfer brand, as well as creative programming and product development.

"With a wealth of talent brimming all over the UK, and an ever expanding social media landscape I am convinced that teesurfer will become a solid platform for artists to promote their work, earn revenue and to connect with the creative community online".



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