



# Meet Iris

HEADSHOTS FOR THE FUTURE PROFESSIONAL

 [irisbooth.com](http://irisbooth.com)

 902-718-9922

  
PRO PHOTO BOOTH



# Challenges

- 1 Many college students looking for internships or entering the job market do not own professional-quality headshots.
- 2 Universities are struggling to implement immediate and impactful programs that demonstrate their commitment to diversity, equity and inclusion.
- 3 Families and students expect rising tuition costs to cover transformative college experiences as well as services that will facilitate future career success.

# Iris Booth Solution #1

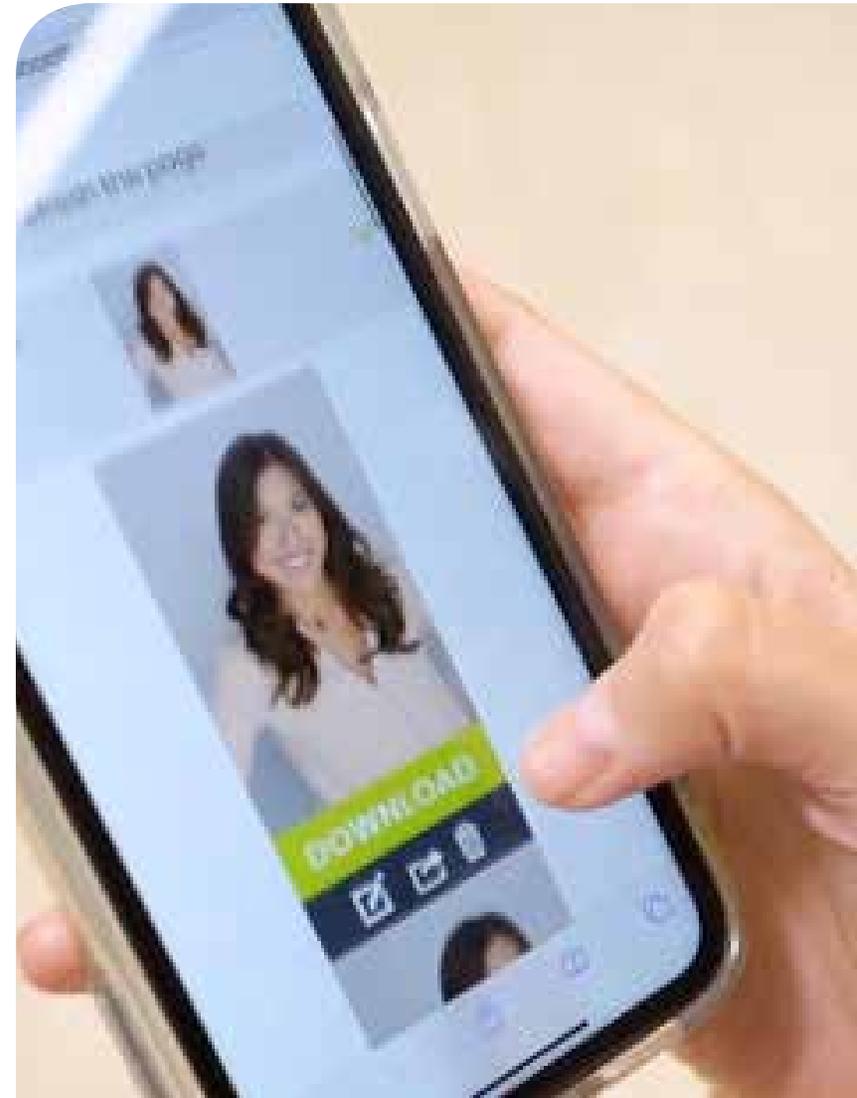
## The self-service Iris Booth

Uses high-quality studio lighting and photography equipment.

Allows users to approve or retake photos and displays posing tips.

Allows users to crop photos, touch up blemishes, whiten teeth, or apply filters.

Instantly delivers digital photos via email.



# Iris Booth Solution #2

**Iris Booth is an impactful and immediate career services solution that demonstrates your university's commitment to DE&I efforts:**

Allows any student or alumni the opportunity to take professional-quality headshots.

Establishes image parity for all students: first generation/low-income, international, Black, Latinx, LGBTQ, Indigenous, international, disabled, military/veterans, transfers, graduate, post-docs, and others.

Beneficial to visiting alumni.

Works great for special events.



# Iris Booth Solution #3

**The Iris Booth demonstrates your commitment to engage and support students and alumni as they begin or continue their career journeys.**

Using Iris Booth, Georgia State University Career Resource Center increased the number of students taking headshots by 376%\*.

A person's profile is 14x more likely to be found on LinkedIn when using a professional photo\*.

[\\*https://www.youtube.com/watch?v=Uc7VzRHZBFs](https://www.youtube.com/watch?v=Uc7VzRHZBFs)



A young woman with long, wavy blonde hair, wearing a black graduation gown with a white stole, smiling at the camera.

# How It Works

1

## Login

Step inside our sleek, modern booth and login with your email.

2

## Tutorial

Instructions and posing tips will guide you through the process.

3

## Retakes

Choose to retake one, two or all three of your original photos.

4

## Editing

Easy editing tools ensure a polished image every time.

5

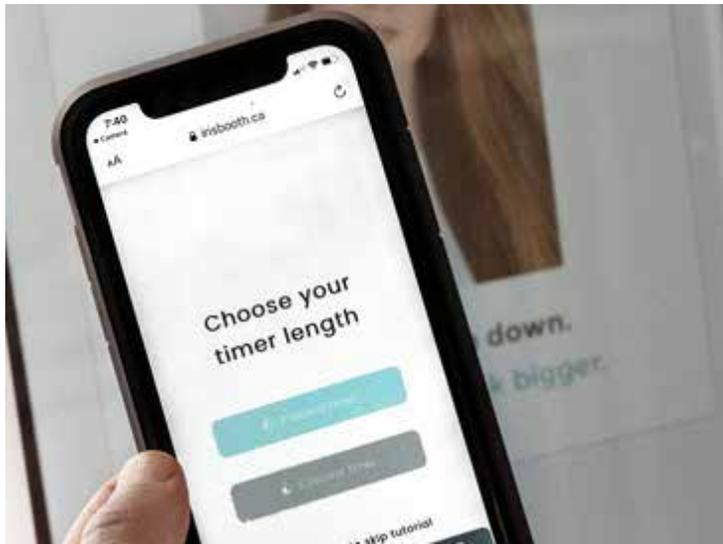
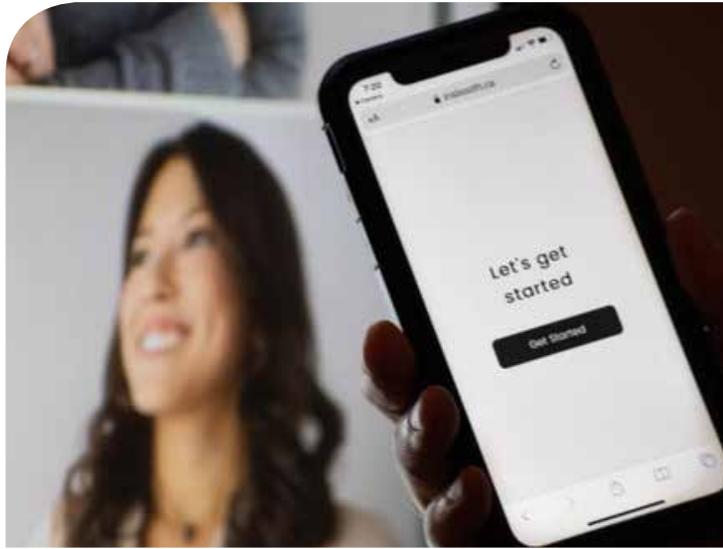
## Activation

School-branded activation email directs you to your online account.

6

## Activation

Download and share photos directly from the web.



# Touchless App

The pandemic has changed the way we live, work and take care of our health. Here at Iris we've been working hard to keep up. Intro-ducing the new "contactless" Iris App! It is now possible to use your smart phone as a remote to get studio quality headshots in minutes. All while keeping you safe and happy.



# Demonstrated Success

“Fantastic idea- should be in every college and university career development center.”

– Career Developer

“Quality was fantastic, perfect lighting, it even allows you to edit pics. 10/10, more than satisfied!”

– GSU Student

“This is an amazing resource for students! As a recruiting professional, I can tell you that your profile picture is an indicator of how professional someone is. As a former student, I am so jealous!”

– Executive Recruiter

# Admin Account

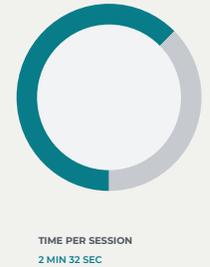
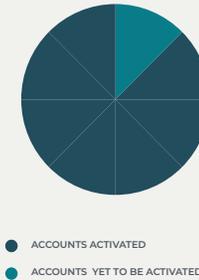
## View usage & photos

An admin account is provided with each booth. This account provides access to all photos as well as usage reports.



Iris Booth Usage Report  
Generated for Georgia State University

FEB. 10, 2021



At Iris Booth we believe knowledge is power. In order to help you understand your booth and how it's working for you, we've created two downloadable reports. The first is the overview above, detailing usage totals, accounts data, and session duration. The second is an CSV file of email addresses that can be exported to Excel or most CRM programs. Use the buttons to the right to download.

# Academic Lease Option

## Lease an Iris Booth or Iris Air

### The monthly fee includes the following:

1. One fully equipped booth
2. Unlimited usage, account creation and data storage
3. Tech support
4. Co-branding of user interface and outgoing emails
5. Initial set up and training

### Monthly Fee

### Iris Booth

**\$21,000**  
Annually

### Iris Air

**\$16,000**  
Annually

### Service

**Included**

**Included**

### Shipping

**Variable**

**Variable**

# Academic Purchase Option

## Purchase an Iris Booth or Iris Air

### The purchase fee includes the following:

1. One fully equipped Booth
2. Unlimited usage, account creation and data storage
3. Tech support
4. Custom branding of user interface and outgoing email
5. Admin access to your system to retrieve data and photos

### Base Price

### Iris Booth

\$22,500

### Iris Air

\$15,000

### Service

\$6,000

Annually

\$6,000

Annually

### Shipping

Variable

Variable

# Funding

**The cost per student for a University with 10,000 undergraduates and 8,000 graduate students is \$1.44/student in the first twelve months (for booth purchase/service agreement costs) and only 33 cents/student each year after that.**

## **SUGGESTED SOURCES OF FUNDING**

Departmental budgets.

Diversity, Equity & Inclusion budgets.

Annual funds.

Unrestricted university funds.

Student technological fees.

Naming opportunities (the side of the iris Booth/back of the iris Air allow for a branded decal acknowledging the name of the donor(s).



**Sean Siri**  
Director of Events



**Victor Fisher**  
Vice-President



**David Gonzales**  
University Partnerships



**Sue Siri**  
Founder & CEO

# The Team

## Connect

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