

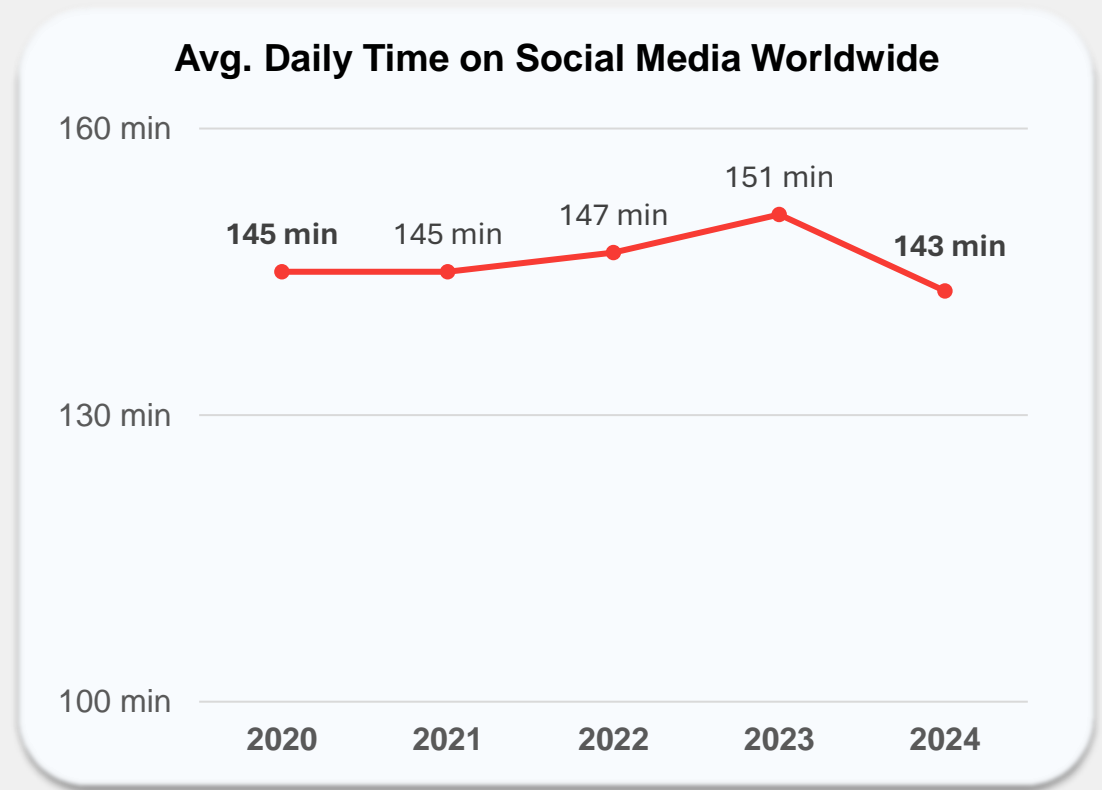


***Turning Virtual Inspiration into Real-Life
Adventures – Plan, Explore, Connect***

We live in a world filled with people stuck on social media.

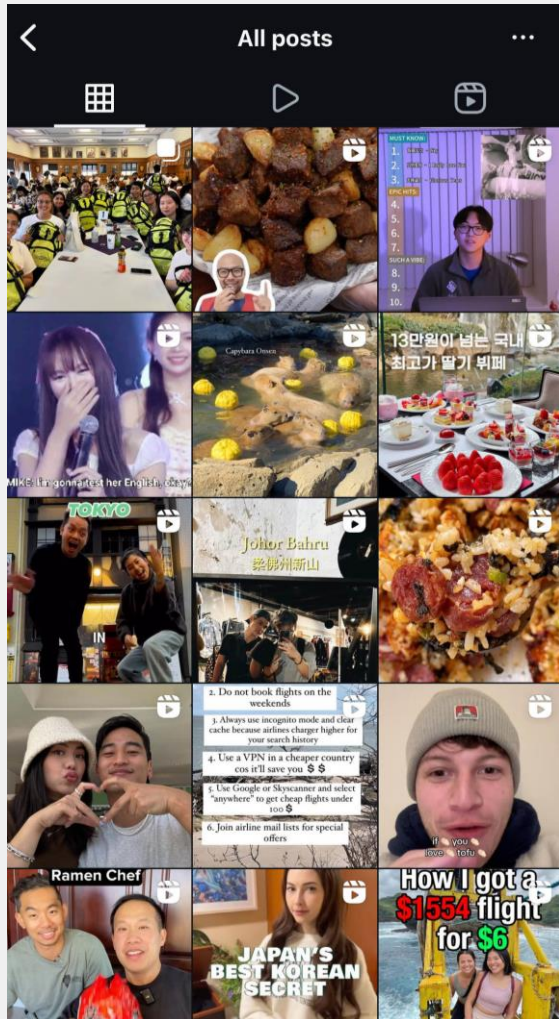
With Instagram Reels, TikTok, and many other social media platforms, people have integrated each of these apps into the first and last hours of each day.

Social Media Is Here To Stay



With strong post-COVID usage, the world requires better solutions to connect offline and online experiences.

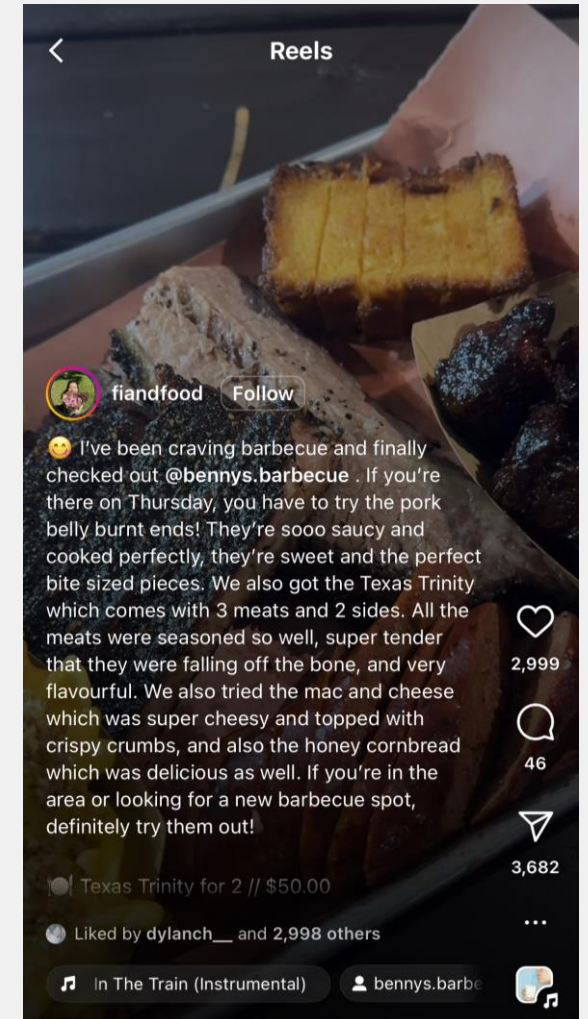
Yet Social Media Apps Remain Frustrating To Recall Videos...



Trying to Dig Up a Post from Your Saved, Yet It Isn't There



6+ Minutes of Scrolling Just for Chats to Reset...



... Can't Copy a Description or Find Locations

What's The Deal?

1

Users struggle to find saved posts and videos due to poor organization

2

Manually copying details is time-consuming and inconvenient

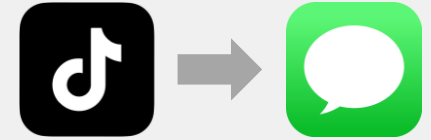
3

Missed opportunities cause frustration and unproductivity

No Easy Way Exists to Organize and Execute on Content



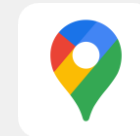
“Where is the screenshot of the food spot I came across?”



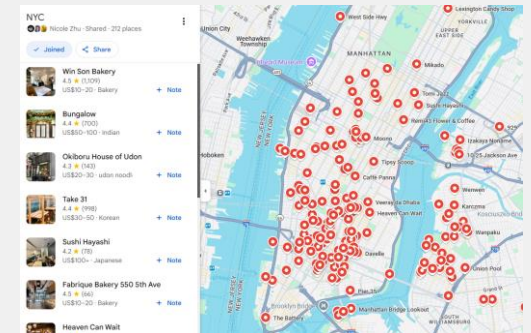
“Did I send some content to the iMsg group chat?”



“Did I like the post, save it, or send it to a chat?”



“Why did I mark down this place to visit and what is the experience?”

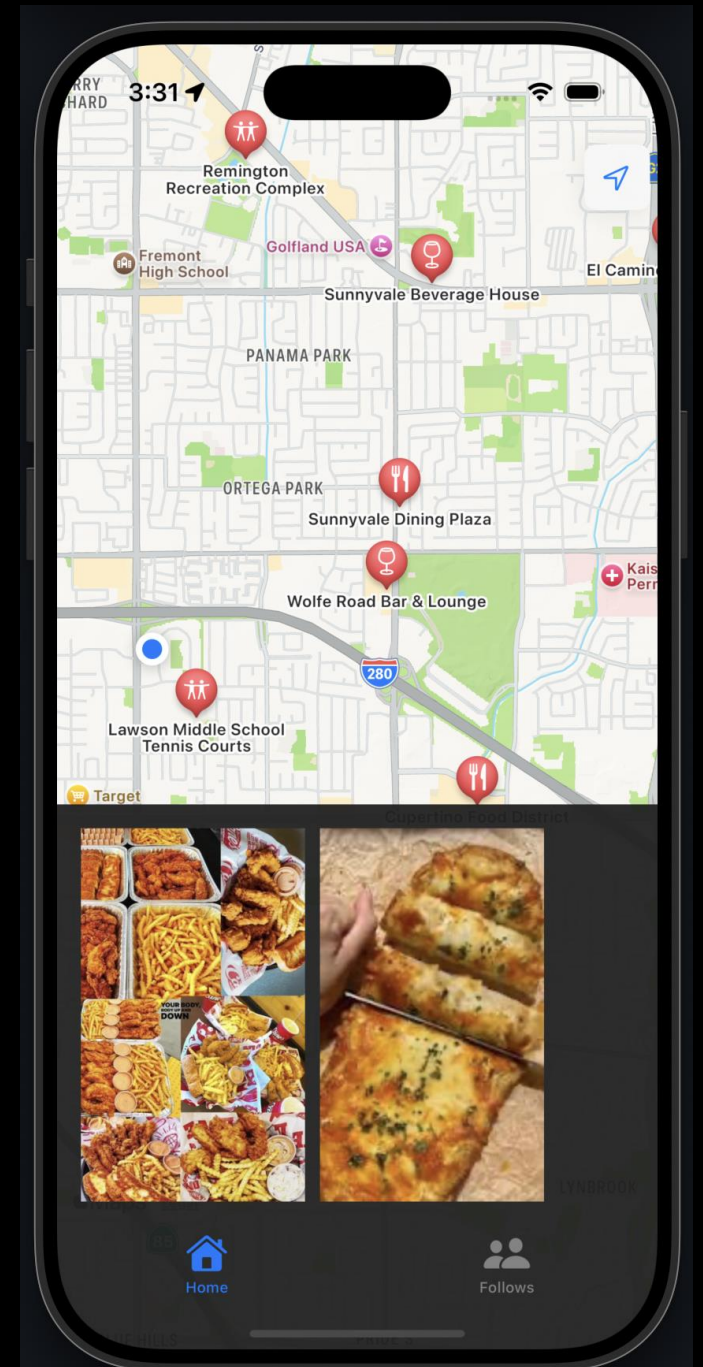


Introducing Reel-It-Back

Reel-It-Back is the best way to visualize social media content on a map.

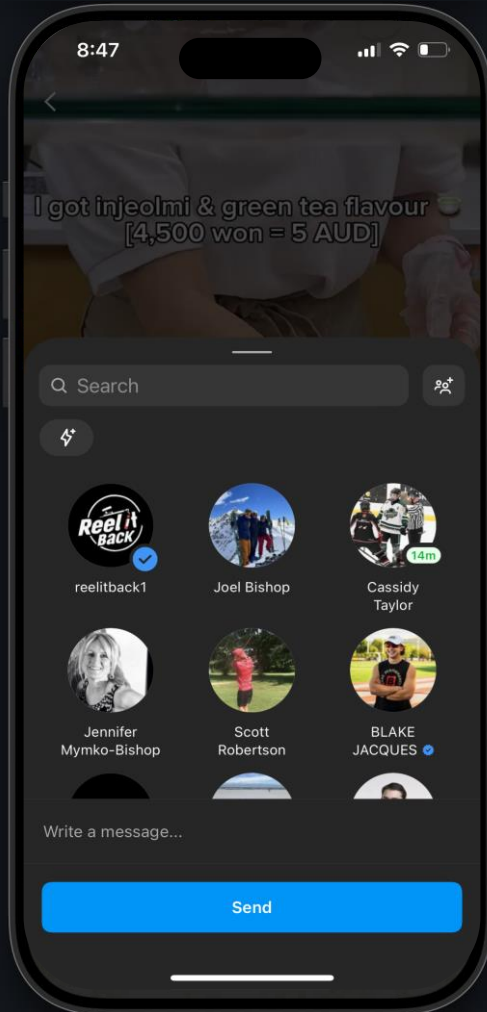
Reel-It-Back maps your saved posts and videos into actionable plans, simplifying trip planning and spontaneous adventures—so you can focus on creating memories and strengthening bonds

Reel-It-Back is what Google Maps would be if it focused on personalizing with your social media activity.

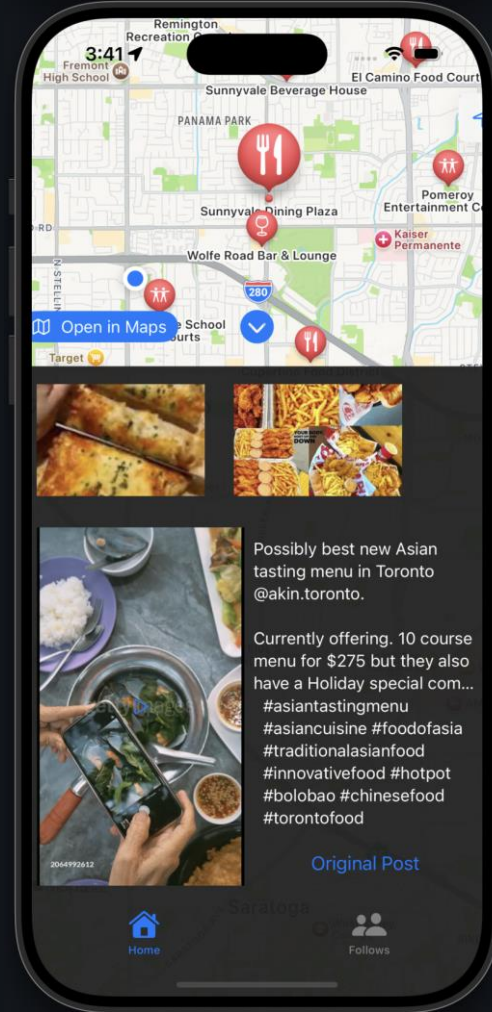


How It Works

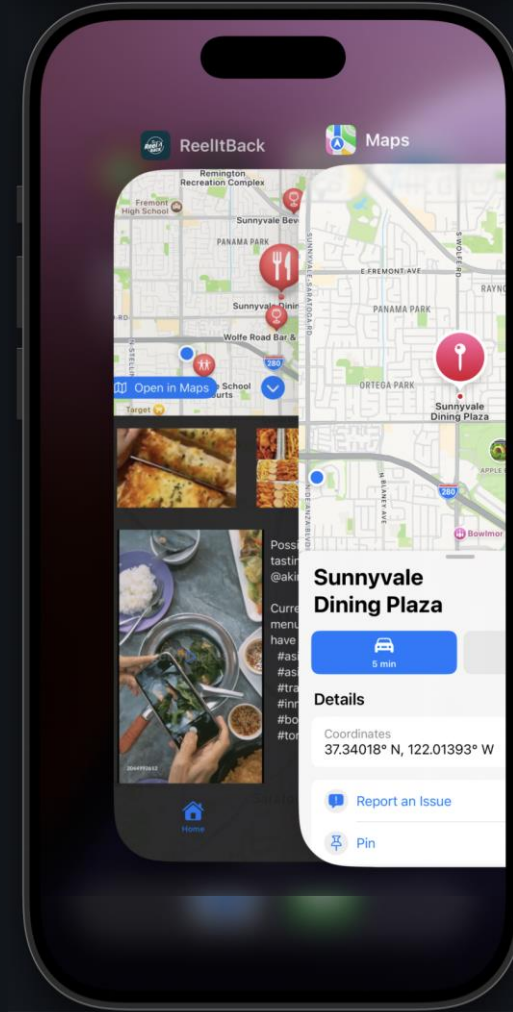
Easily choose the experience you've always wanted



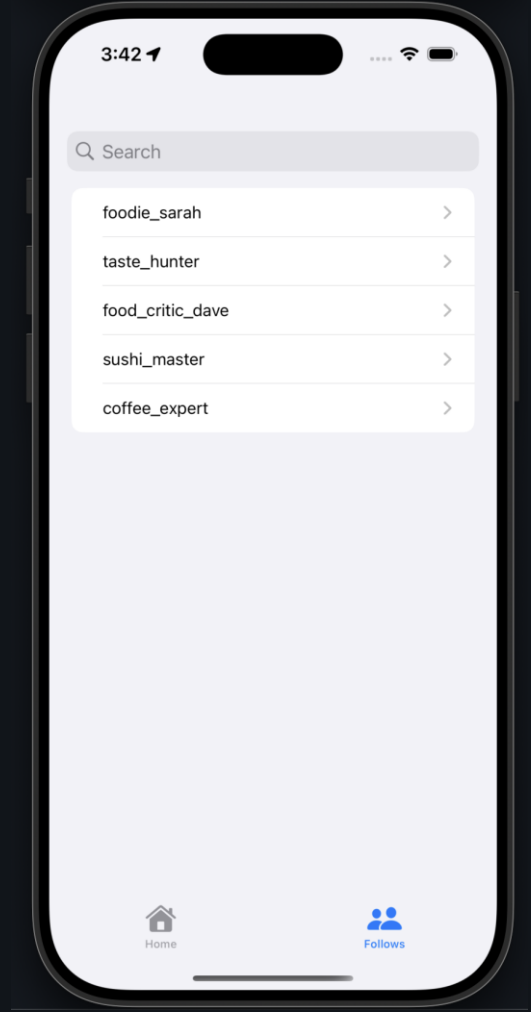
Send to Save



Map



Navigate



Discovery

Ideal Customer Profile

Beachhead Market Focus:

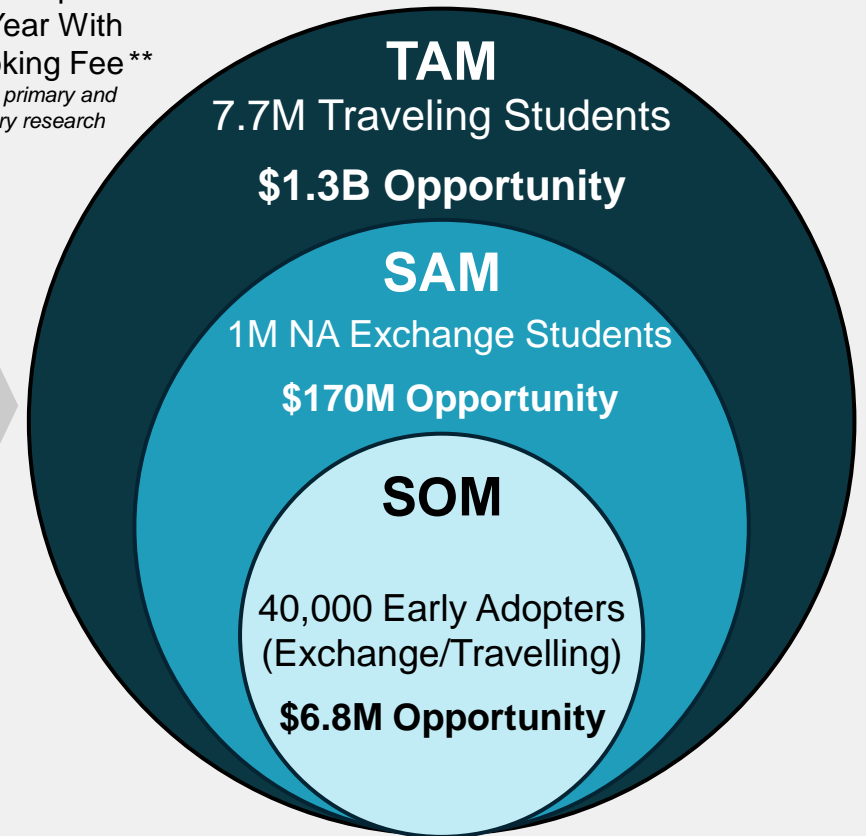
Travelling Post-Secondary Students

- ✓ Limited time in geography
- ✓ Experiencing local culture
- ✓ More free time = media
- ✓ Spontaneous travel plans
- ✓ Higher spending capacity
- ✓ Information overload

Higher Pain Point, Higher Paying, and
Convenience-Driven Customer

Market Potential

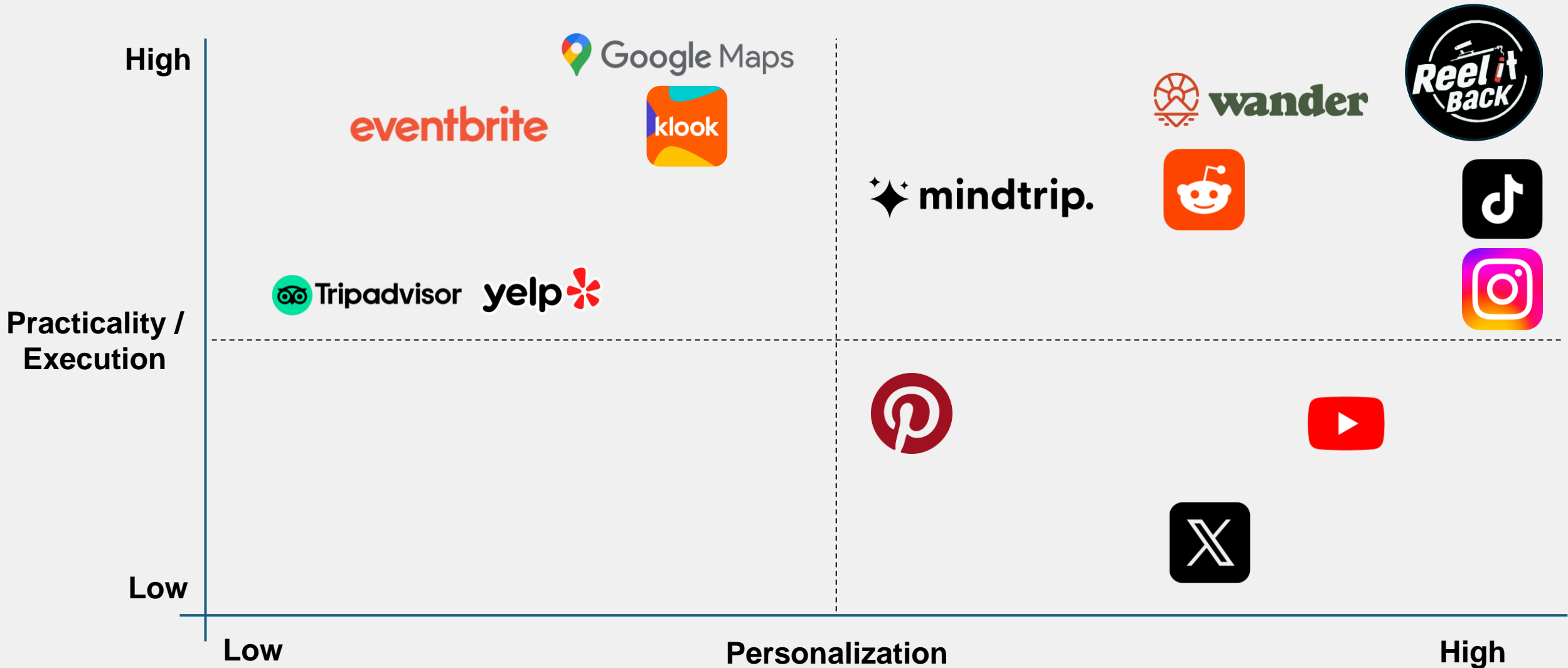
**Average \$60 For
Night Out Spend
20x a Year With
10% Booking Fee**
*Based on primary and
secondary research*



Ample Growth From Beachhead Market Alone
Can Consider **Domestic Students** and **Young Professionals** For Future Expansion

Our Competitors

Key Categories of Competition: Bookings, Discovery, Navigation, Reviewing, Social Media



Business Model

Bookings Business Model

Uber



Avg. 10–30% Booking Take Rate

Reel-It-Back will stick to 10% initially and will target entertainment/reservation businesses



Future Revenue Streams

- Data licensing from user behaviour
- Proximity-based advertising campaigns
- Sale of guides or itineraries
- Sponsorship on pop-up events

Financial Projections and Targets

	2025 CY	2026 CY	2027 CY	2028 CY	2029 CY	2030 CY
# of Users	1,000	3,000	5,000	10,000	20,000	40,000
Growth Rate	1,900%	200%	67%	100%	100%	100%
Booking Revenue						
Booking Revenue Per User	\$127.20	\$134.83	\$142.92	\$151.50	\$160.59	\$170.22
Average Entertainment Spend	\$63.60	\$67.42	\$71.46	\$75.75	\$80.29	\$85.11
Take Rate (10%)	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
# of Nights Out Per Year	20	20	20	20	20	20
Total Booking Revenue	\$127,200	\$404,496	\$714,610	\$1,514,972	\$3,211,741	\$6,808,892
Total Revenue	\$127,782	\$406,543	\$718,321	\$1,522,395	\$3,226,586	\$6,838,582
Software Infrastructure Costs	\$25,556	\$81,309	\$143,664	\$304,479	\$645,317	\$1,367,716
Processing Fees Paid to Networks	\$6,389	\$20,327	\$35,916	\$76,120	\$161,329	\$341,929
General Headcount Expense	\$150,000	\$150,000	\$200,000	\$300,000	\$1,200,000	\$3,000,000
Developer Cost	\$240,000	\$340,000	\$440,000	\$540,000	\$640,000	\$740,000
Sales and Marketing (10% of Sales)	\$12,778	\$40,654	\$71,832	\$152,239	\$322,659	\$683,858
Total Expenses	\$434,724	\$632,290	\$891,412	\$1,372,838	\$2,969,305	\$6,133,504
EBIT	(\$306,942)	(\$225,747)	(\$173,091)	\$149,557	\$257,281	\$705,078
Capital Until Breakeven	(\$556,224)					

The Team

From 2x hackathons to long-term startup



Adwait Vaidya
Full-stack/Co-Founder

Software Engineer @ Verizon
CS Graduate @ U Wisconsin-
Madison



Amr Radwan
Full-stack/Co-Founder

ML Developer @ Karmy
2x Hackathon Winner
Software @ Sheridan College



Darcy Liu
Full-stack/Co-Founder

DevOps Engineer @ OpenText
Cloud Engineer @ Sun Life
CS & AI @ U Waterloo



Steven Lui
CEO/Co-Founder

Investment Banking @ NBF
Growth Equity @ OTPP
Commerce @ Queen's U



What We've Done



Conducted 10 user interviews



Initiated 19 chats with Reel-It-Back Instagram bot



30+ users signed up for waitlist within 3 days



50+ ppl publicly observed and analyzed on behavior



13 Google MyMaps created as MVP for prototype



1900+ views across all MyMaps



3+ influencers outreached

What's Next

Go-To-Market Strategy

1

D2C: Penetrate University Exchanges

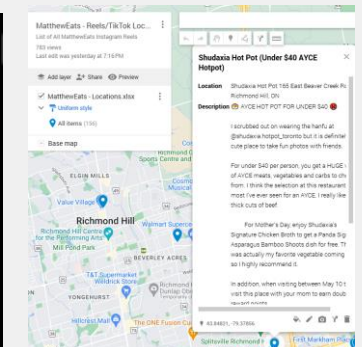


Attending Events

Joining Socials

2

D2B2C: Create Maps for Influencers





***Join Us in Shaping the Future of Mapping
– Turning Inspirations into Experiences***