SuroyGo 5-Minute Pitch Script

OPENING HOOK *(30 seconds)*

[Carl stands confidently, makes eye contact, speaks with 50% more energy than feels natural]

"Last Saturday, Leah felt adventurous in Cebu. She opened her phone, scrolled through Instagram for 45 minutes, got overwhelmed by the same tourist spots, and ended up binge-watching Netflix instead."

[Pause for 2 seconds]

"Leah isn't alone. Our research shows 36.6% of Cebu residents experience this exact decision fatigue weekly. That's 2 million people paralyzed by too many choices and no personalized guidance."

PROBLEM + SOLUTION *(90 seconds)*

[Slide: Current travel apps problems]

"Here's the brutal reality: Current travel apps require endless scrolling, focus on overcrowded tourist spots like Kawasan Falls, and completely ignore your emotional state. When you're feeling contemplative, why would you want the same recommendation as someone feeling adventurous?"

[Slide: SuroyGo solution overview]

"That's exactly why we built SuroyGo — the first mood-based exploration app for Cebu."

[Slide: Leah's User Story]

"Here's how Leah's Saturday should have gone: She opens SuroyGo, taps 'Adventurous,' and instantly gets three perfectly filtered spots: Kabutongan Falls with its hidden cave behind the waterfall, Qube Gallery showcasing contemporary Cebuano artists, and Crate Café with its stunning mountain views."

"From 45 minutes of endless scrolling to 15 seconds of instant decision-making, Leah chose Kabutongan Falls — a hidden gem she never knew existed, just 30 minutes from the city. Instead of decision paralysis from scrolling through endless options, she saved

time and stress with three curated choices that actually matched her adventurous mood."

"The result? Leah discovers an incredible waterfall, shares her experience, and local businesses get targeted customers who actually want to be there."

FEATURES *(30 seconds)*

[Slide: Features overview]

"SuroyGo has four core features: our mood-based exploration engine that matches psychology to places, real-time navigation assistance, a community-driven ecosystem where locals share hidden gems, and offline multilingual support for seamless exploration anywhere."

MARKET + BUSINESS MODEL *(90 seconds)*

[Slide: Market size]

"We're targeting Cebu's 10.25 million potential users with a serviceable market of 6.2 million Filipinos actively seeking authentic local experiences."

[Slide: Pricing model]

"Our freemium model starts free with mood-based recommendations and basic navigation. Premium at ₱79 monthly adds offline maps, exclusive hidden-gem guides, and partner deals."

[Slide: Revenue streams]

"We generate revenue three ways: premium subscriptions, advertising to free users, and sponsored listings where local businesses promote their establishments with detailed analytics."

[Slide: Traction]

"In 5 months, we've validated massive demand: 36.6% experience our target problem weekly, 20 respondents willing to pay ₱50-100 monthly, and our projections show ₱62,900 monthly profit at 10,000 users."

COMPETITIVE ADVANTAGE *(60 seconds)*

[Slide: Comparison with competitors]

"Unlike TripAdvisor or Booking.com that show you places, we match places to your psychology. While others recommend Temple of Leah to everyone, we know that 'Adventurous' users want Kabutongan Falls' cliff jumping, 'Chill' users prefer 10 Café's hidden bookworm sanctuary, and 'Romantic' users love La Vie Parisienne's garden setting."

"We're hyperlocal and community-driven. We spotlight Mantayupan Falls in Barili, Lakeview Le Jardin's misty highlands, and Offroads Coffee's rooftop views — places that locals love but mainstream apps completely miss."

THE ASK *(30 seconds)*

[Slide: Investment ask and timeline]

"We're seeking ₱61,000 for our 6-month runway to complete our MVP, acquire our first 1,000 users, and reach break-even. This modest investment gets you in early on the platform that will transform how 10 million Filipinos explore their own cities."

[Team slide: Team photo]

"We're the MainCharacterz team that's going to make this happen. No matter what you're feeling — adventurous, contemplative, or romantic — the question is whether you want to help us match every mood to the perfect Cebu experience."

[Pause for 2 seconds, then with a smile]

[Final Q&A slide appears]

"So... what are you feeling curious about?"