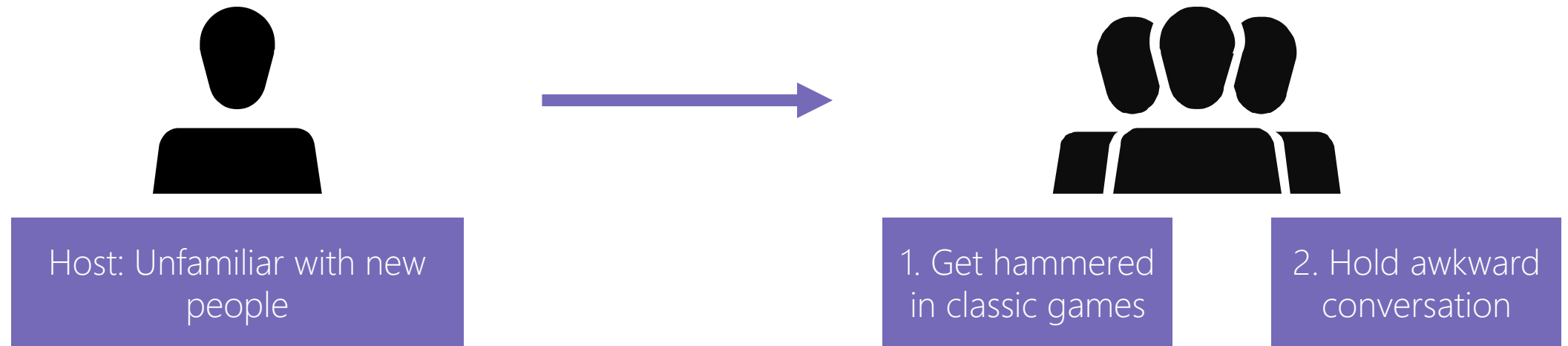




# Social Activities at Universities



What if you don't have the **physical props** to initiate the game?

What if you wanted to create a more **organic platform** to form deeper friendships?

# Team Hungover



Sam  
Developer



Ben  
Sr. Developer



Victor  
Business Analyst



Diane  
PM



Cache  
UI/UX Designer



Tim  
Developer



Tina  
Business Analyst



Ethan  
Frosh

# Problem Overview: Gen-Z's Need For Social Interaction



1

Classic party games are played out of tradition rather than interest



2

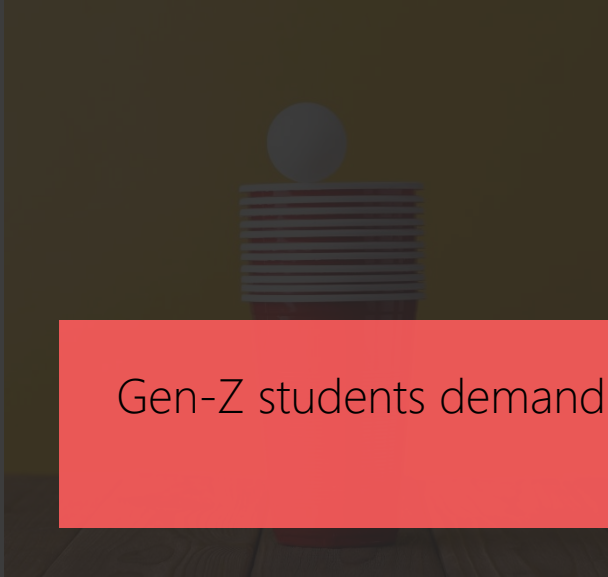
Opportunity for meaningful social interaction is limited



3

Limited physical props prevents inclusivity

# Problem Overview: Gen-Z's Need for Social Interaction



Gen-Z students demand a new and dynamic social game, that allows for easy, inclusive interaction while being convenient to access

1

Classic party games are stale and repetitive

2

Lack of social interaction opportunities in current university games

3

Limited physical props prevents inclusivity

# Social Games Market: Direct vs. Indirect Competition



Direct



Piccolo



Jackbox

Indirect



Beer Pong



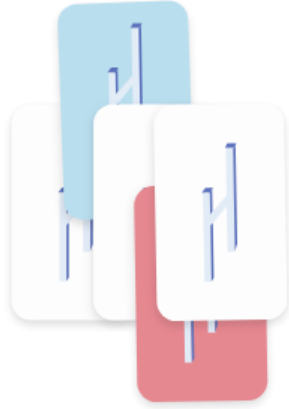
Cards Against Humanity

# Competitor Matrix



	Piccolo	Jackbox	Beer Pong	Cards Against Humanity	Hangover
Static vs. Dynamic	Limited Prompts	New Packs / Year	Limited Rules	Limited Cards	Dynamic
Engagement Level/Inclusivity	Unlimited	Unlimited	Max 4 players	Multiple Players	Unlimited
Accessibility	Portable and Inclusive	Need TV Box	Not easily accessible	Not easily accessible	Portable and Inclusive

# Introducing Hangover: The New Standard for Social Experiences



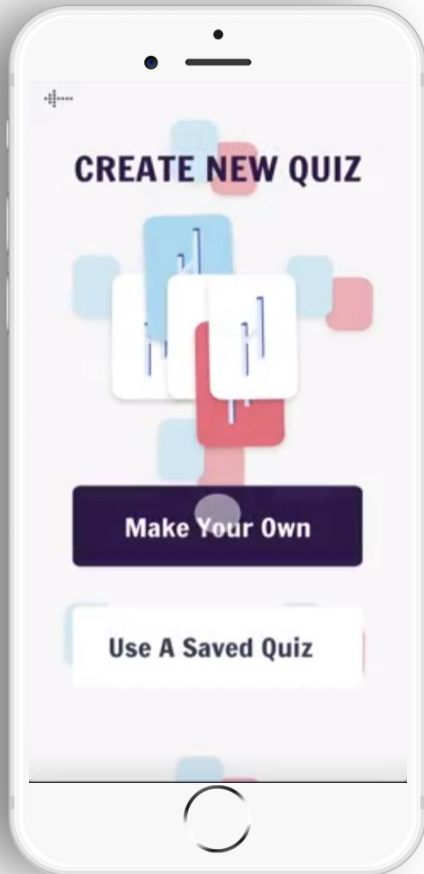
Hangover is a consumer-facing, mobile app designed for **social** settings of the typical university student. We fuse the **“live” quiz** aspect of Kahoot! and **dark humour** of Cards Against Humanity to create an engaging experience and routine.



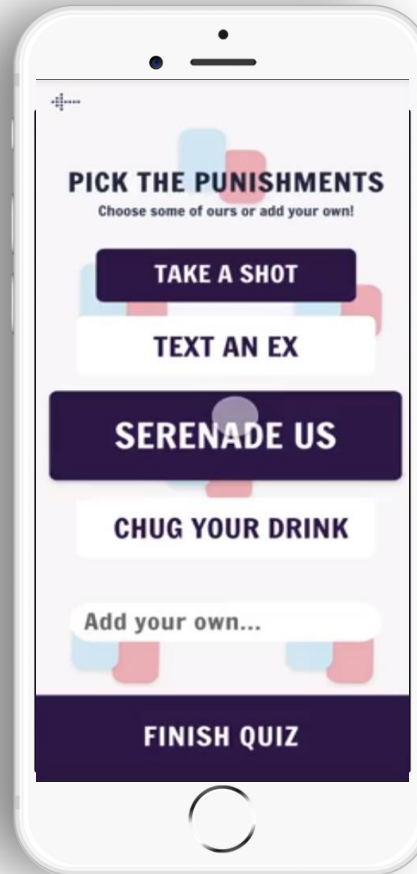
# Introducing Hangover: The New Standard for Social Experiences



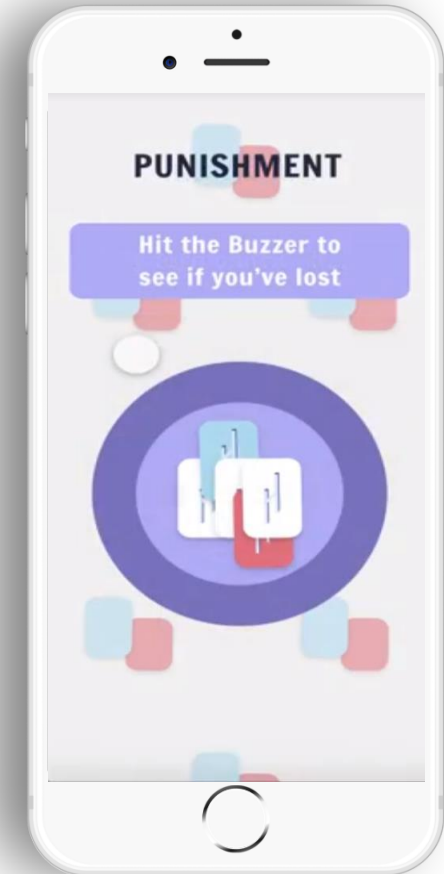
1. Join a fun, inclusive game with your friends



2. Customize each game to be unique



3. Show off your superior sense of humour



# Hangover: MVP Features & The Solution



1

Users can create their own quizzes



Customizable

2

Quizzes can be taken from an existing and crowdsourced database



Improve Interaction

3

Host can create a room on mobile and invite an unlimited number of players



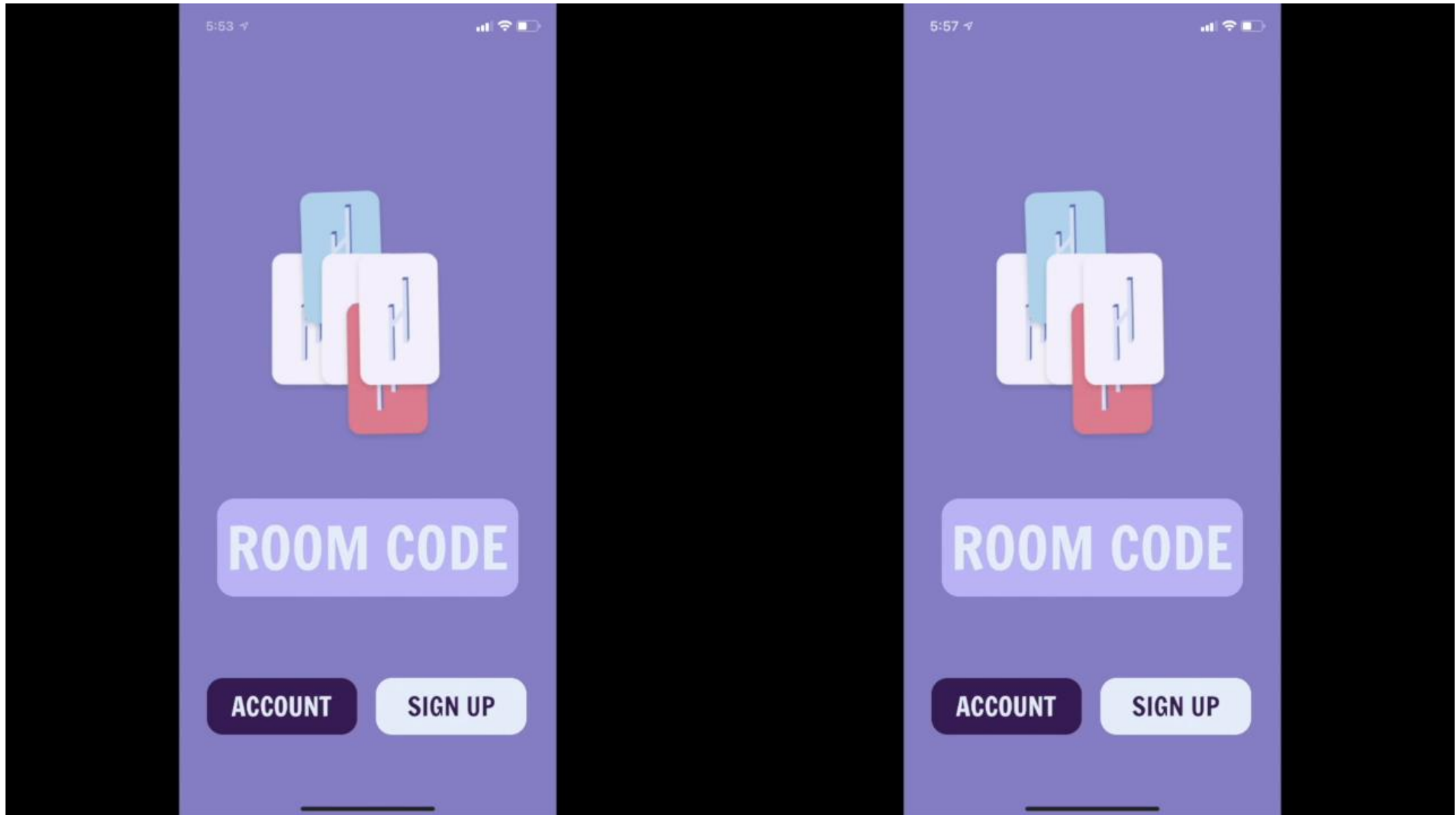
Inclusive

# Our Vision For Hangover



*"Hangover does not need to just be another game on your phone, Rather a part of a routine"*

# Product Demo



# Go-To-Market Strategy Overview



Geographic Expansion

Marketing

Monetization

Partnerships

# Go-To-Market Strategy Overview



Geographic Expansion

Marketing

Monetization

Partnerships

# GTM: Geographic Positioning



University Students



High School Students



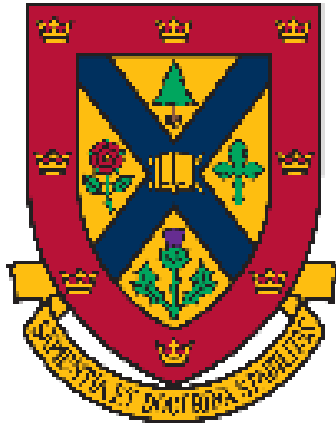
All Social Settings



# GTM: Geographic Positioning (University Students)



Queens Students



Ontario University Students



Students Worldwide





# Go-To-Market Strategy Overview



Geographic Expansion

Marketing

Monetization

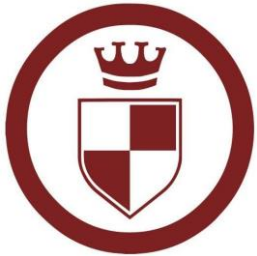
Partnerships

# GTM: Local Marketing Strategy



1

Sponsor Socials and  
Conference Events



Bring Hangover to  
conference socials and  
general events

2

Line Skip Access through  
Hangover



Provide a high volume of  
Queen's users to download  
the application

3

Club and General  
Ambassadors



People who host social  
regularly will spread word of  
Hangover

# GTM: Broader Marketing Strategy



1

Sponsor Major Events Throughout the Country

**TechCrunch**  
**DISRUPT**



Offer quizzes customized to each event and build a mailing list for those interested

2

Brand Ambassadors and Influencers



Build social proof and legitimacy through blogs & channel influencers

# Go-To-Market Strategy Overview



Geographic Expansion

Marketing

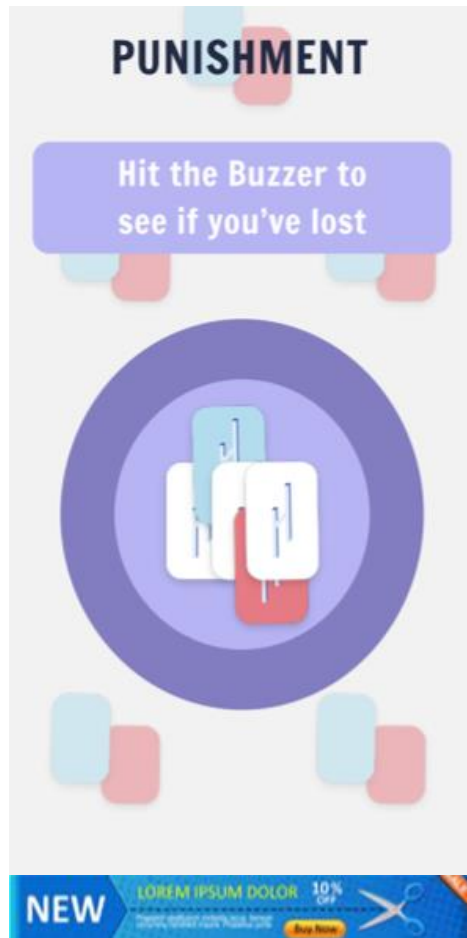
Monetization

Partnerships

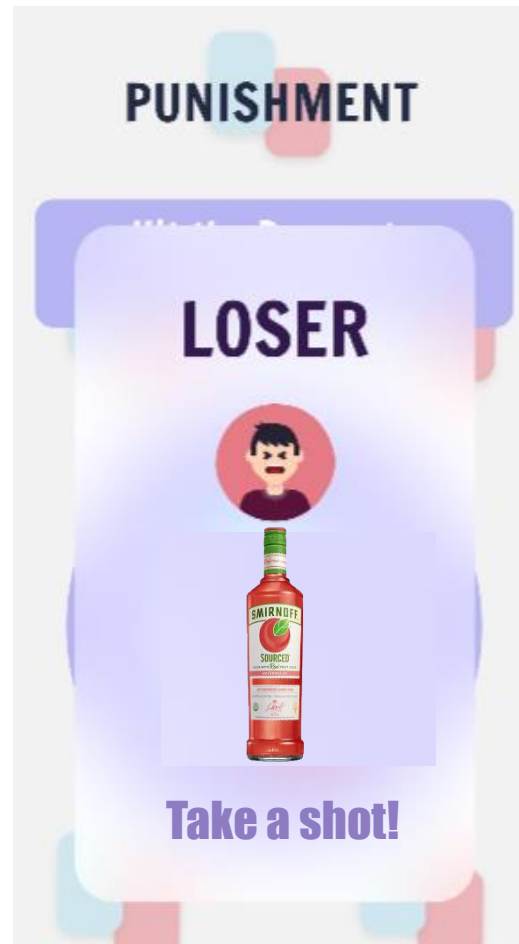
# Monetization Strategy



## Banner Ads



## Native Ads



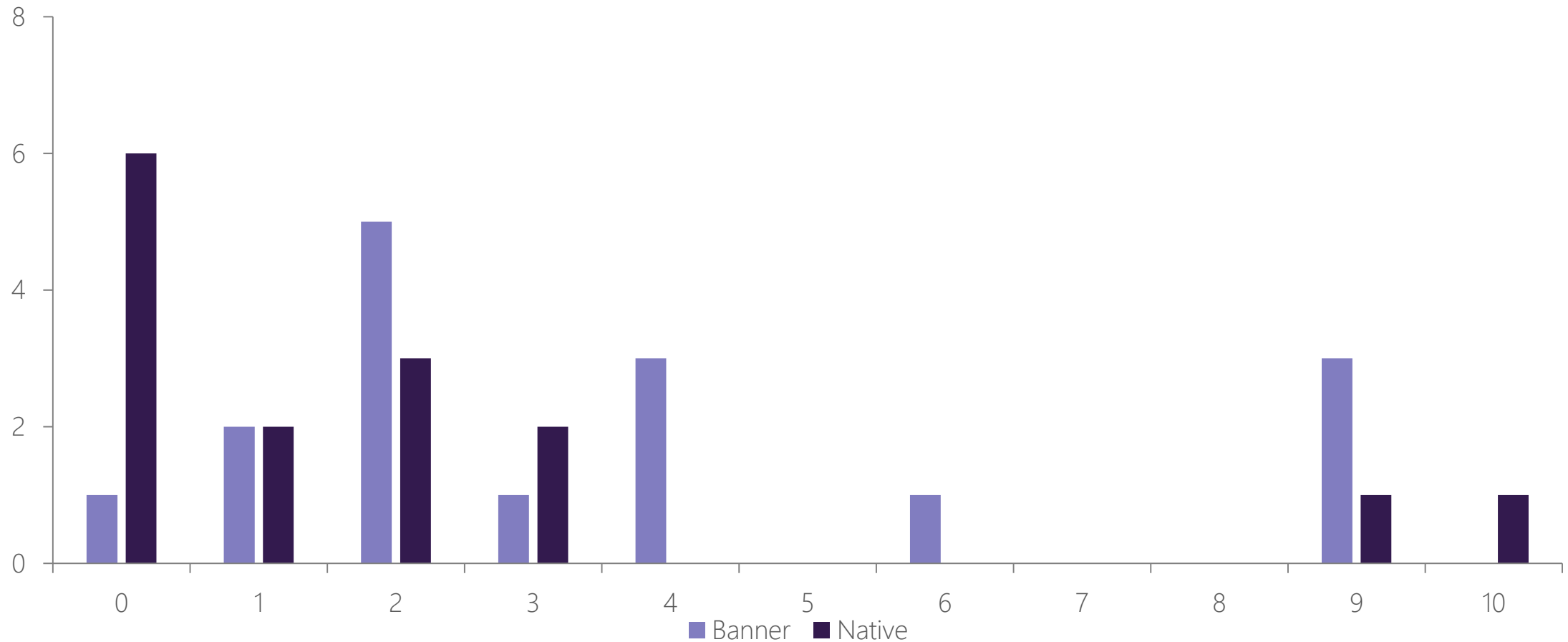
## Hangover Merchandise



# User Research: Impact of Ads



On a scale from 1-10, how detrimental will banner or native ads be to your user experience?



# Go-To-Market Strategy Overview



Geographic Expansion

Marketing

Monetization

Partnerships

# GTM: Partnerships



Alcohol/Beer Companies



Other Social Games



Music Streaming Companies



Event Organizations





# Product Goals & KPIs



Queens University Users

1000+ users on campus

Revenue from Sponsorships

Accumulate \$4500 in revenue from native advertising brand deals

Marketing generated downloads from line skip promotions

Line skip promotion that adds 250+ users who downloaded the app

Large Presence at Universities besides Queens

200+ users at 9 or more North American Universities

# Risks & Mitigation



Misbranding: Target Market may not be met due to misbranding as a drinking game



General Audience Branding  
Potential for Modes/Decks

Jackbox Competition: Jackbox can be seen as too close of a competitor



Customizability  
Portability  
Branding

Copiable: The implementation of a gaming app with customizable quizzes

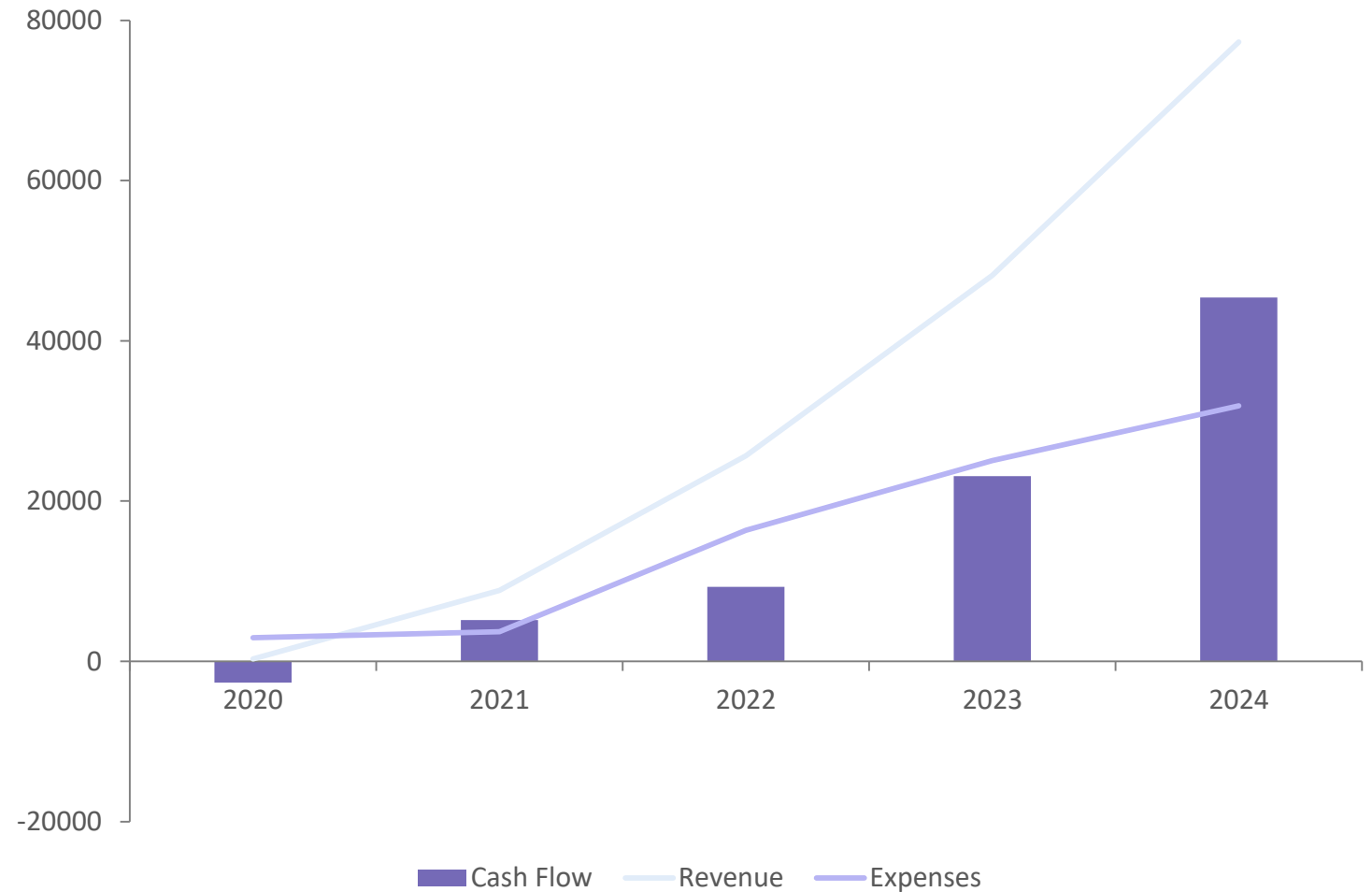


Unique positioning with  
database and non-  
competitive nature

# Financials



- There are 1.4M university students in Canada – the target market started from 25,000
- % Market Penetration started from 5% and increased by increments
- Assuming users use the app at least 24 times per year
- Revenue / click: \$0.01
- Marketing Expense ranged from 31% - 60% of total revenue



# Future Product Roadmap



## Hangover 1.0 Release

Standard Game mode for players and hosts

Quiz creation and editing

Penalties/rewards for winners/losers

## Future Features

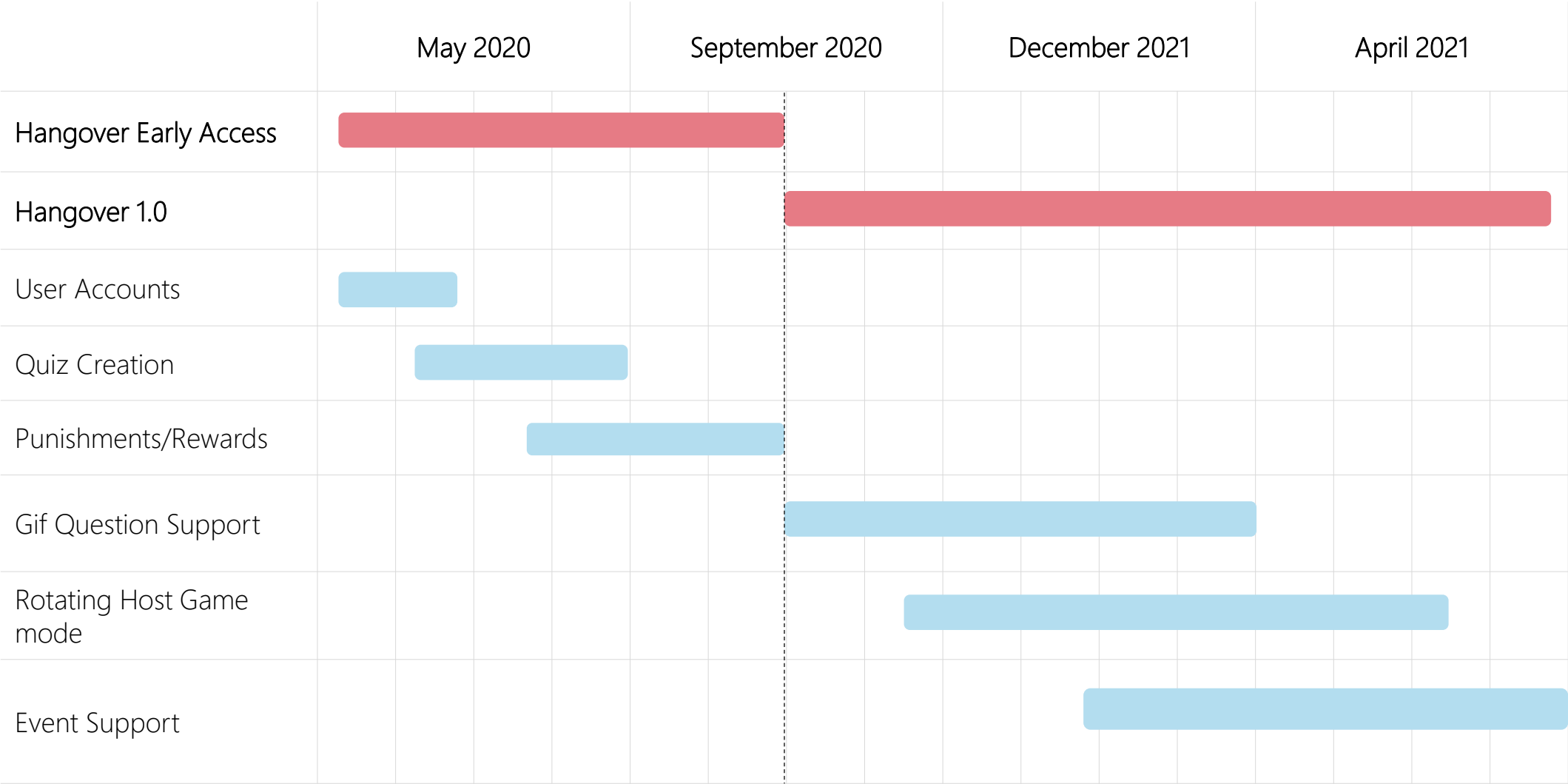
More game modes including image-based questions and rotating host

Support for Influencers on Twitch, Instagram Live and other interactive platforms

# Product Timeline



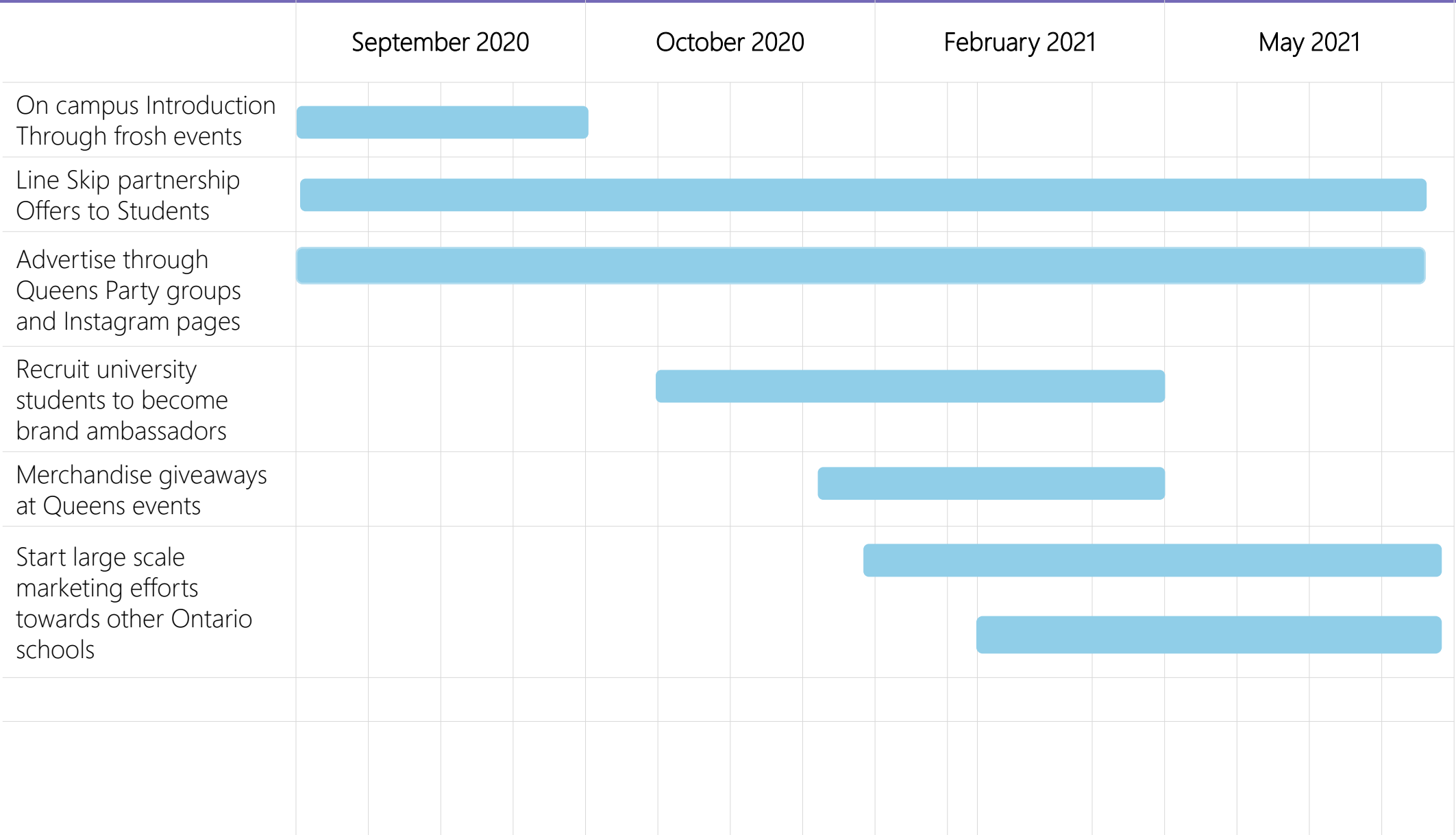
—TIMELINE



# Go To Market Timeline



—TIMELINE



A background image showing two hands clinking beer bottles against a sunset sky. The text is overlaid on this image.

Let **Hangover** be the perfect  
addition to your night

# Appendix Overview



## Product Overview

1. [Mobile App vs Web App](#)
2. [Competitive Advantages](#)
3. [Tech Stack](#)
4. [Django](#)
5. [UI Wireframes](#)
6. [Question Types](#)

## Competition

1. [Product Positioning](#)
2. [Hangover VS Jackbox](#)

## Go-To-Market Strategy

1. [User Research Results](#)
2. [Partnering with other games](#)
3. [Financials](#)



# Appendix: Mobile App VS Website Platform



## Web Apps

People disliking downloading apps creates a barrier to entry

Easier to update with fixes and maintain

## Mobile App

The mobile experience is better than a web-app: faster, greater functionality, safer

Gen-Z use mobile apps and smartphones more often & dislike having TV as a central control

In 2018, the mobile app industry generated 92.1B in app revenue and will increase 50% by 2021 to 139.6B

3.8B smartphone users by 2021 and first-time app downloads over 100B in 2018

# Appendix: Hangover's Competitive Advantages



**Customizable:** games can be modified and updated on a daily basis in contrast to in-person games that are too rigid to customize or other online games that only come out in bundles

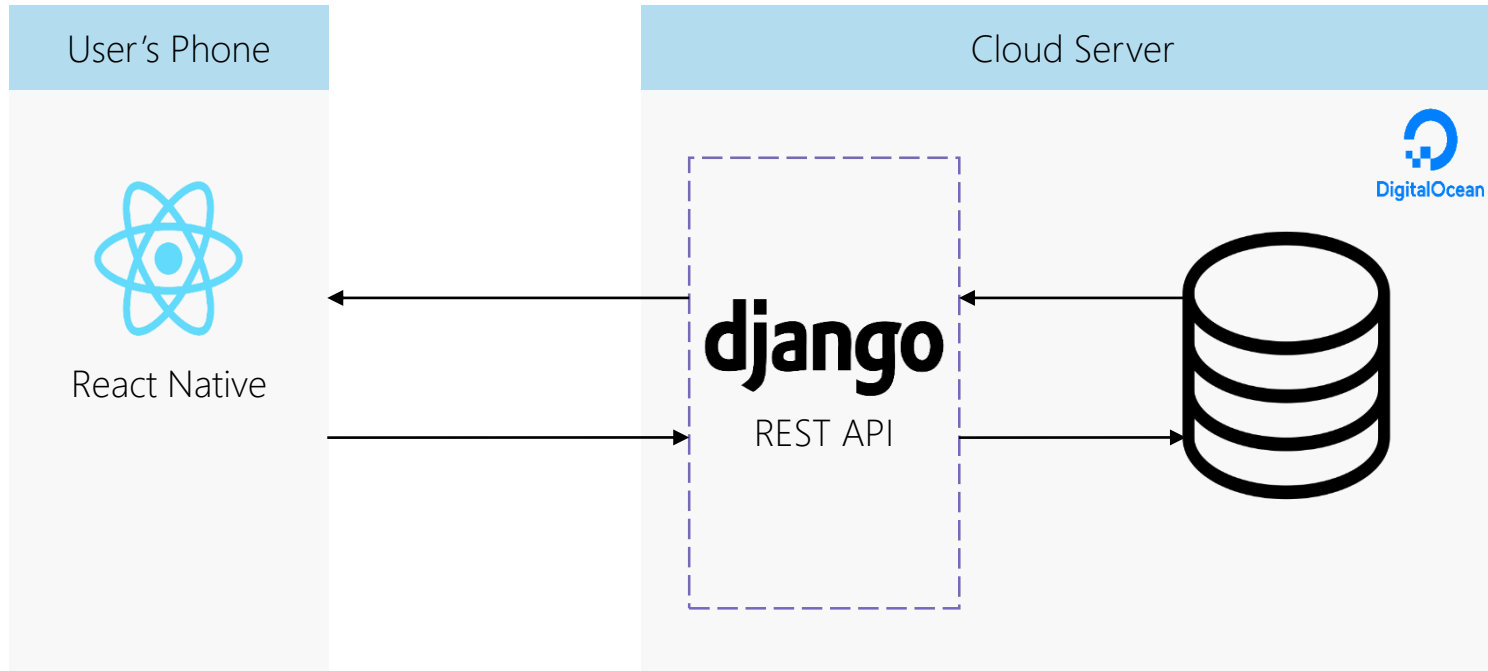


**Improve Interaction:** using a crowdsourced database, Hangover can release questions/games catered to consumer interests, giving it an information advantage



**Inclusive:** Hangover supports several players and does not require physical props or a main TV screen, allowing anyone to join in

# Appendix: Tech Stack



- Backend is Python, using Django Rest Framework, as well as Django Channels
- Frontend is a React Native Mobile App
- The design can be easily expanded to a website also written in React
- The server is hosted on digital ocean, but can be converted to other provider if needed

• <https://github.com/BKitor/HangoverFrontend>

• <https://github.com/BKitor/HangoverGame>



- One of the issues we ran into was interactivity. When a response is sent from a player's phone, everyone else's phone needs to be updated
- A standard HTTP server can't solve this issue since the server can't notify the client when data has been updated
- To solve this issue, we used web sockets.
- There is a web socket implementation built into JavaScript, so we didn't have to use anything special for the frontend
- Django doesn't natively support web sockets, but we found a library that adds web socket support, Django Channels.

- <http://channels.readthedocs.io>
- [https://developer.mozilla.org/en-US/docs/Web/API/WebSockets\\_API](https://developer.mozilla.org/en-US/docs/Web/API/WebSockets_API)

# Appendix: UI Wireframes



## SAVED QUIZZES

Quiz: 3. NickName

Hers:5. NickName

Quiz: 1. NickName

His: 2. NickName

Quiz: 1. NickName

LOG OUT

## PICK THE QUESTIONS

Select a question to edit and add.

FILL IN THE BLANK

CAPTION THIS

MEME ME

PURE PUNISHMENT

# Questions Added  
10

ADD QUESTION

## PICK THE PUNISHMENTS

Choose some of ours or add your own!

TAKE A SHOT

TEXT AN EX

SERENADE US

CHUG YOUR DRINK

Add your own...

FINISH QUIZ

## FILL IN THE BLANK

Players will fill in the blank with their own answers. Edit or select our pre-set examples

It's chilly and not the kind you \_\_

Talked to the gods last night, they said \_\_

It's chilly and not the kind you \_\_

It's chilly and not the kind you \_\_

SAVE QUESTION

## FILL IN THE BLANK

WINNER

FOR THE BEST ANSWER: CHOOSE A PLAYER TO TAKE A SHOT

WAIT FOR THE HOST





# Appendix: Question Types




Meme Me

**MEME ME**

My turn on the xbox



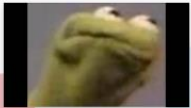


Choose a gif

**SUBMIT**

Caption This

**CAPTION THIS**



Session 1

Session 1

Session 1

Session 1

Your Answer

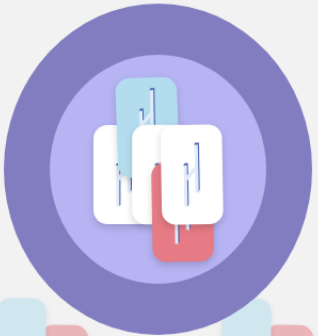
Session 01

**WAIT FOR THE HOST**

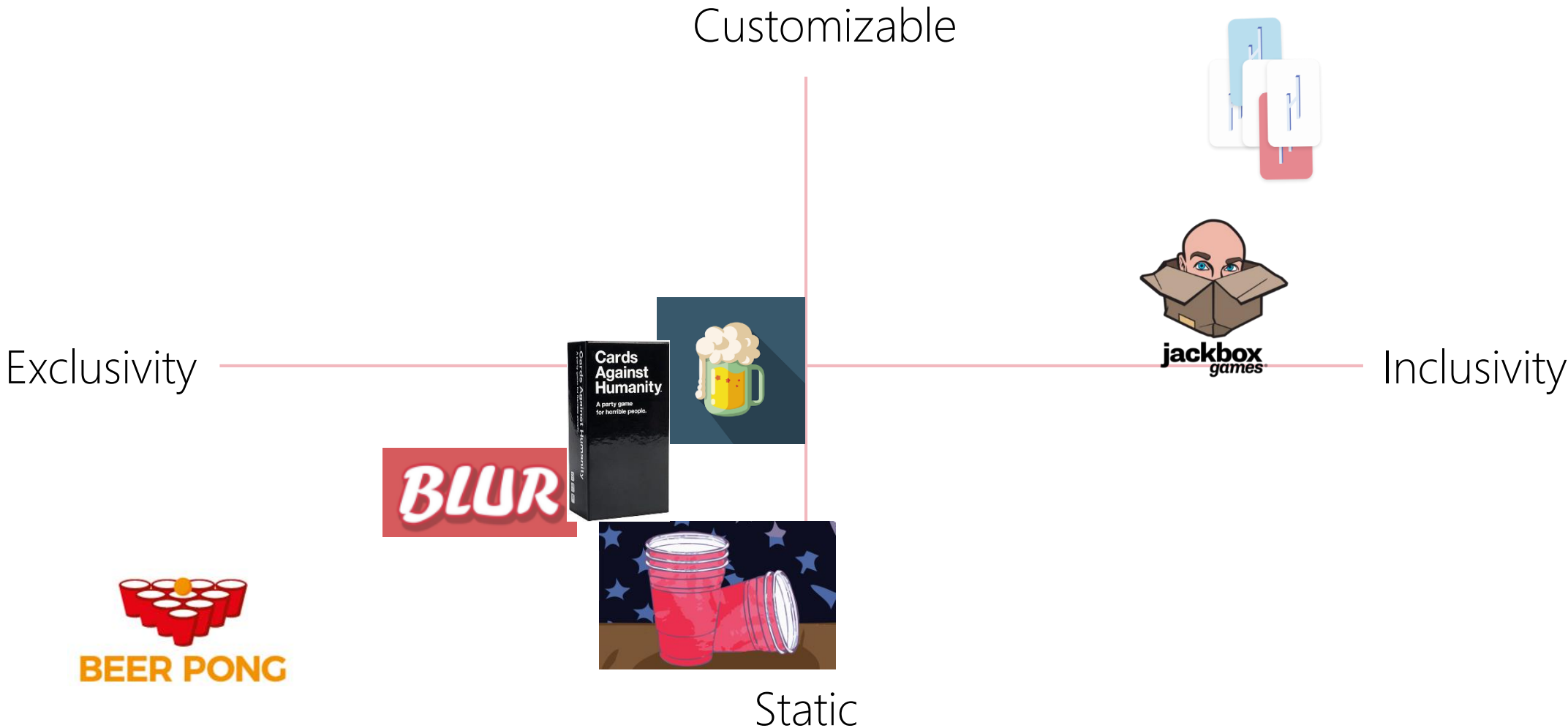
Randomized Punishment

**PUNISHMENT**

Hit the Buzzer to see if you've lost



# Appendix: Product Positioning



# Appendix: Hangover VS Jackbox



Fundamentally, Jackbox and Hangover share nearly the same features

Engagement with Jackbox mainly spikes during holiday season



Jackbox's web-based nature adds to accessibility but prevents the game from joining a routine

Price: \$25+ due to higher number of games offered



Jackbox's games are selected based on bell-curve; \$25 is expensive for a casual Friday night

Majority of games are pitched/created by the staffers themselves



Jackbox lacks customizability and crowdsourcing, making it less adaptable to demand

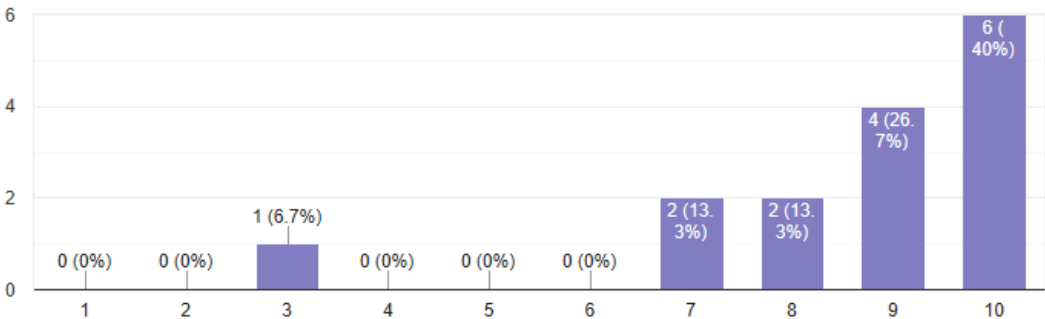


# Appendix: User Research Survey Results



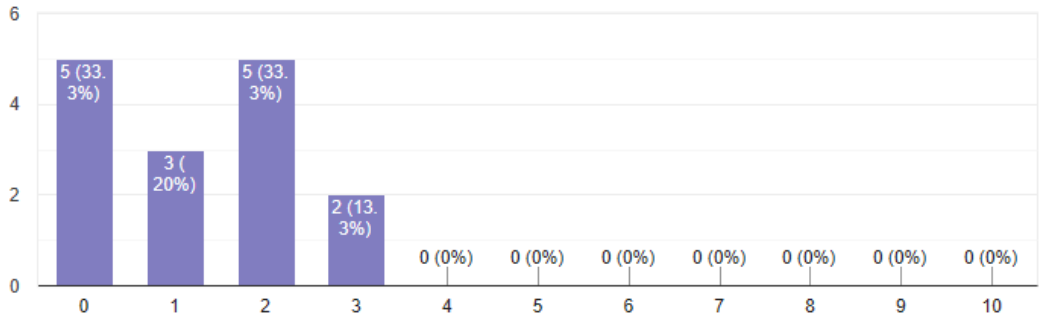
On a scale from 1-10, rate the following: How interested are you in having access to all the question types and features?

15 responses



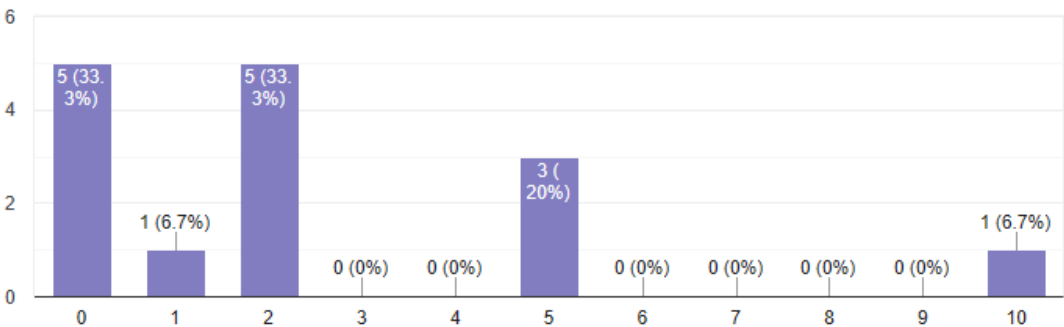
How much would you be willing to pay for access to a theme pack (e.g. girls night out)?

15 responses



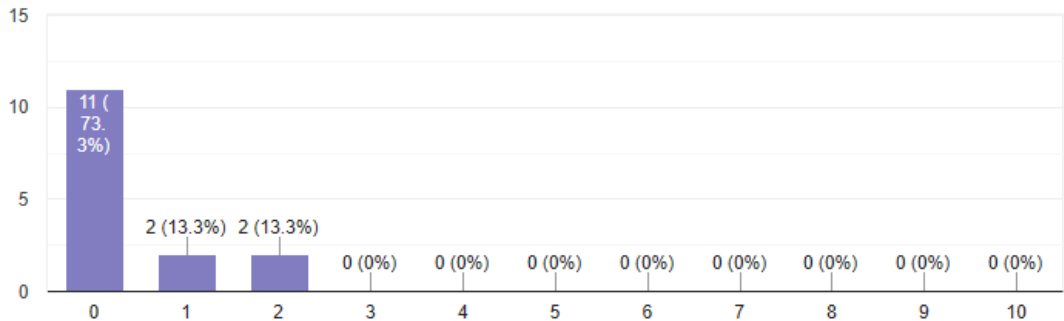
What would be the most you are willing to pay for Hangover's full question types and features?

15 responses



What would you be willing to pay for a monthly subscription to all questions and features ?

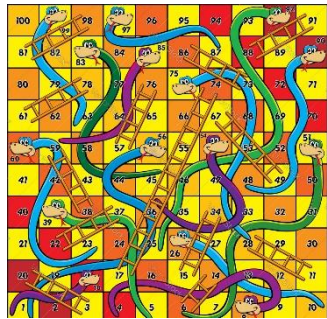
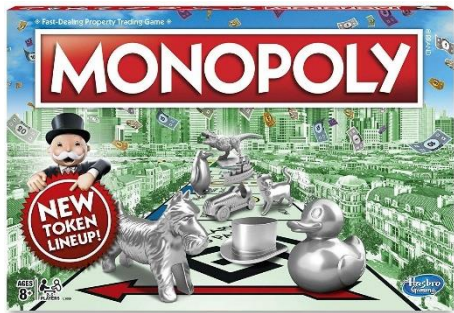
15 responses



# Appendix: Partnering With Other Games



- Jokes from other games can be incorporated into our questions



## Battleships!

My Ships

A									
B									
C									
D									
E									
F									
G									
H									
	1	2	3	4	5	6	7	8	

 Aircraft Carrier 


A	A	A	A	A
---	---	---	---	---

 Battleship 

B	B	B	B
---	---	---	---

 Cruiser 

C	C	C
---	---	---

 Destroyers 

D	D	D	D
---	---	---	---

 Submarines 

S	S
---	---



# Appendix: Financials



Revenue	2020	2021	2022	2023	2024
Target Market Size	25,000	368,750	712,500	1,056,250	1,400,000
% Market Penetration	5%	10%	15%	19%	23%
Yearly Users	1,250	36,875	106,875	200,688	322,000
# of Sessions Per Year	24	24	24	24	24
Revenue per click	\$0.01	\$0.01	\$0.01	\$0.01	\$0.01
Total Revenue	\$300.00	\$8,850.00	\$25,650.00	\$48,165.00	\$77,280.00
<u>Expenses</u>					
App Store Expense	\$124.00	\$124.00	\$124.00	\$124.00	\$124.00
Server expense	\$840.00	\$840.00	\$840.00	\$840.00	\$840.00
Ads / Partnership Marketing Expense	\$2,000.00	\$2,743.50	\$15,390.00	\$24,082.50	\$30,912.00
Total Expenses	\$2,964.00	\$3,707.50	\$16,354.00	\$25,046.50	\$31,876.00
Cash Flows	-\$2,664.00	\$5,142.50	\$9,296.00	\$23,118.50	\$45,404.00