

# Slashhour Business Plan

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## The Essential Deals Platform for Everyday Savings

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### Executive Summary

**Company:** Slashhour

**Mission:** Help consumers fight inflation by connecting them with deals from essential local businesses through a dedicated platform where shops reach 100% of their followers.

**Core Concept:** A two-tab mobile app where users follow their favorite local shops (restaurants, grocery stores, clothing stores, etc.) to see ALL their deals in one feed, plus discover nearby savings from essential businesses.

**Target Market:** Cost-conscious consumers and small businesses in essential categories

**Launch Markets:** USA/Europe (2025) → Southeast Asia (2026) → Latin America (2027)

# 1. Problem Statement

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## The Inflation Crisis Meets Discovery Breakdown

### Consumer Pain Points:

- **Rising Costs of Essentials:** Food up 20%, clothing up 15%, electronics up 18%
- **Deals Exist But Hidden:** Local shops post deals on social media but only 2% of followers see them
- **Fragmented Discovery:** Need to check Instagram, Facebook, Twitter, TikTok, plus 10+ deal apps
- **Missing Daily Savings:** "My local grocery had 30% off produce - found out after it expired"

### Small Business Pain Points:

- **Can't Reach Customers:** Restaurant posts lunch special to 5,000 followers → 100 see it
- **Essential Goods Spoiling:** Groceries, prepared food, seasonal clothing going to waste
- **High Marketing Costs:** \$200/day for Facebook ads with poor ROI for small shops
- **Competition from Big Chains:** Local shops can't compete with large retailer marketing budgets

### Market Reality:

*"I follow my neighborhood grocery, favorite restaurants, and local clothing shops on Instagram. I never see their deals. Meanwhile, I'm spending 30% more on essentials." - Consumer Research*

*"We throw away \$500 of groceries daily. We post deals on Facebook but nobody sees them." - Local Grocery Owner*

## 2. Solution

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### Slashhour: Your Essential Deals Hub

#### Two-Tab Interface:









##### Tab 1: "YOU FOLLOW"

- Follow your essential shops (grocery, restaurants, clothing stores)
- See 100% of their deals chronologically
- Never miss savings on daily necessities
- Get notified instantly when your grocery has fresh deals

##### Tab 2: "NEAR YOU"

- Discover essential deals within 2/3/5/10 km
- Find savings on groceries, meals, clothing nearby
- Perfect for "what's on sale for dinner tonight?"
- See all local shop discounts in real-time

#### Essential Categories Focus:

 Restaurants & Food	 Grocery & Supermarkets
 Fashion & Clothing	 Shoes & Accessories
 Electronics & Gadgets	 Home & Living
 Beauty & Personal Care	 Health & Pharmacy

### 3. Market Analysis

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#### Target Market Segmentation

##### Primary Users:

- **Budget-Conscious Families:** Shopping for groceries, clothing, household items
- **Young Professionals:** Seeking restaurant deals, fashion discounts
- **Students:** Limited budget, need savings on all essentials
- **Seniors:** Fixed income, fighting inflation on groceries and necessities

##### Primary Businesses:

- **Independent Restaurants:** 500K in US alone
- **Local Grocery Stores:** 65K small grocers in US
- **Clothing Boutiques:** 150K fashion retailers
- **Electronics Shops:** 85K small electronics stores
- **Home Goods Stores:** 120K home & living shops

#### Market Size

Market Segment	Value
Global essential retail	\$8.5 trillion
Small business share	\$2.1 trillion
Deals/discount market	\$315 billion

## 4. Business Model

### Revenue Streams

#### 1. Transaction Fees (70% of revenue)

- 8-12% commission on redeemed deals
- Lower rates for essential categories (groceries: 8%, restaurants: 10%)
- Performance-based: shops only pay on successful redemptions
- Average transaction: \$35 for essentials

#### 2. Premium Subscriptions (20% of revenue)

Tier	Price	Features
Essential Shop	\$29/month	Unlimited deals, Basic analytics, 5km radius reach
Local Champion	\$99/month	Advanced analytics, 10km radius, API integration, Priority support
Neighborhood Anchor	\$199/month	City-wide reach, Featured placement, Custom promotions, Dedicated manager
Consumer Plus	\$1.99/month	Ad-free, Early access, Advanced filters, Unlimited saves

### Unit Economics

Metric	Slashhour	Industry Comparison
Customer CAC	\$6	Groupon: \$80
Business CAC	\$35	Yelp: \$500

Metric	Slashhour	Industry Comparison
Customer LTV	\$124	Groupon: \$110
LTV/CAC Ratio	20.6x	Industry: 3x
Gross Margin	86%	Groupon: 45%
Redemption Rate	38%	Groupon: 3%

# 5. Financial Projections

## 5-Year Forecast

Year	2025	2026	2027	2028	2029
Markets	US (10 cities)	US (30) + UK	+EU (10)	+SEA (10)	+LATAM
Essential Shops	10K	50K	150K	400K	1M
Users	500K	3M	10M	30M	75M
GMV	\$75M	\$450M	\$1.5B	\$4.5B	\$11B
Revenue	\$7.5M	\$45M	\$150M	\$450M	\$1.1B
EBITDA	-\$3.6M	\$8M	\$45M	\$180M	\$440M
EBITDA Margin	-48%	18%	30%	40%	40%

## Revenue by Category

Category	% of GMV	Avg Transaction	Frequency/Month
Restaurants	35%	\$28	8x
Grocery	25%	\$45	6x
Fashion	20%	\$65	2x
Electronics	10%	\$120	0.5x
Home & Living	5%	\$85	1x

Category	% of GMV	Avg Transaction	Frequency/Month
Other Essentials	5%	\$40	3x



## 6. Team

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### Founding Team

#### CEO - Alex Chen

- Former Head of SMB, Uber Eats
- Scaled restaurant partnerships 0 to 500K
- Understands small business needs

#### CTO - Sarah Kim

- Former Tech Lead, Instagram Shopping
- Built category browsing for 1B users
- Expert in feed algorithms

#### COO - Marcus Rodriguez

- Former Director, DoorDash Essentials
- Launched grocery, convenience verticals
- Supply chain expertise

#### Head of Categories - Priya Patel

- Former Category Manager, Instacart
- Managed fresh, grocery, essentials
- Deep vendor relationships

### Advisory Board

- **Restaurant Advisor:** Former CEO, OpenTable
- **Retail Advisor:** Former VP, Walmart Local
- **Grocery Advisor:** Founder, FreshDirect
- **Fashion Advisor:** Former CMO, Zara
- **SMB Expert:** Former President, Square

## 7. Funding Requirements







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### Seed Round: \$3M

#### Use of Funds:

Category	Amount	Details
<b>Market Launch (40%)</b>	\$1.2M	Launch 10 US cities, Recruit 10,000 shops, Acquire 500K users
<b>Product Development (30%)</b>	\$900K	Category features, Analytics, Multi-language, POS integrations
<b>Shop Acquisition (20%)</b>	\$600K	Sales team, Onboarding support, Partnerships, Training
<b>Operations (10%)</b>	\$300K	Customer support, Success team, Infrastructure, Legal

#### Milestones - End of Year 1:

-  10,000 essential shops across categories
-  500K monthly active users
-  All 8 essential categories live
-  \$75M GMV run rate
-  3 of top 10 US cities covered
-  Series A ready (\$10-15M)

## Conclusion

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Slashhour addresses the critical need for affordable access to essential goods and services during unprecedented inflation. By focusing on small businesses in essential categories and providing a dedicated two-tab platform for deal discovery, we create value for both consumers seeking savings and local shops needing customers.

**Our mission is simple: Help people afford life's essentials while supporting local businesses.**

With proven traction, clear monetization, and massive market opportunity, Slashhour is positioned to become the essential deals platform for the inflation era and beyond.

**Join us in building the future of local commerce.**

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## Contact Information

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