***Slashhour Investor Pitch Deck***

**Slide 1: Title Slide**

**SLASHHOUR**

***Your Essential Deals, Every Day***

**The Dedicated Platform Where Local Shops Reach 100% of Their Followers**

Fighting Inflation Through Direct Deal Discovery

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**Series Seed | $3M Raise | Q1 2025**

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**Slide 2: The Problem**

**The Perfect Storm: Inflation Crisis + Broken Discovery**

**Consumer Pain (Affecting 2.5B People Globally):**

- 📈 **Essential goods inflation**: Food +20%, Clothing +15%, Electronics +18%

- 😤 **Deals exist but hidden**: Follow local shops on social media → See only 2% of posts

- 📱 **Discovery chaos**: Check 15+ apps (Instagram, Facebook, Groupon, store apps...)

- 💸 **Missing daily savings**: "My grocery had 30% off produce - found out after it expired"

**Small Business Pain (45M Shops Struggling):**

- 👥 **Can't reach customers**: Post lunch special to 5,000 followers → 100 see it

- 🗑️ **Essential goods wasting**: $500 daily in groceries, prepared food thrown away

- 💰 **Marketing too expensive**: $200/day Facebook ads, poor ROI

- 🏢 **Can't compete**: Big chains dominate while local shops struggle

**Market Evidence:**

*"I follow 50+ local shops on Instagram. I see maybe 2 deals per week. Meanwhile, groceries cost 30% more*

*than last year." - Consumer Research, NYC*

*"We post deals daily on Facebook. 10,000 followers, 200 views. We're throwing away fresh food while*

*customers don't know about our discounts." - Local Grocery Owner*

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**Slide 3: The Solution**

**Slashhour: Two Tabs, Total Visibility**

**Simple Core Innovation:**

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│ YOU FOLLOW | NEAR YOU │

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**Tab 1: "YOU FOLLOW"**

- Follow your essential shops (grocery, restaurants, fashion)

- See 100% of their deals (not 2% like social media)

- Chronological feed - no algorithm hiding

- Instant notifications when they post

**Tab 2: "NEAR YOU"**

- All deals within 2/3/5/10 km radius

- Perfect for "what's on sale nearby?"

- Discover new essential shops

- Real-time, location-based

**Essential Categories Focus:**

🍕 Restaurants | 🛒 Grocery | 👗 Fashion | 👟 Shoes📱 Electronics | 🏠 Home | 💄 Beauty | ⚕️ Health

**Why It Works:**

- **Direct connection**: Shops → Followers (no middleman)

- **Essentials only**: Not luxury, daily necessities

- **Real-time relevance**: Post when needed, see when nearby

- **Inflation fighter**: Track and maximize savings

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**Slide 4: Market Opportunity**

**$315B Global Essential Deals Market**

**Market Size Breakdown:**

| Segment | Value | Our Focus |

|-------------------------|-------|-----------|

| Global Essential Retail | $8.5T | ✓ |

| Small Business Share | $2.1T | ✓ |

| **Deals/Discount Market** | **$315B** | **✓ Target** |

**Geographic Expansion Plan:**

2025: USA/Europe Launch

├── US: 500K restaurants, 65K grocers, 150K fashion

└── Europe: 800K essential shops

2026: Southeast Asia

├── Japan, Korea, Singapore

└── 1.2M small businesses

2027: Latin America

├── Brazil, Mexico, Argentina

└── 900K essential shops

**Market Drivers:**

- 🔴 Inflation at 40-year high globally

- 📱 78% consumers actively seeking deals (vs 45% pre-2020)

- 📉 Social media organic reach: 16% → 2%

- 🏪 SMBs desperate for affordable customer acquisition

**TAM/SAM/SOM:**

- TAM: $315B (global essential deals)

- SAM: $90B (digital-ready shops, target cities)

- SOM: $1.8B by Year 5 (2% capture)

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**Slide 5: Business Model**

**Performance-Based Revenue That Scales**

**Revenue Streams:**

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

- 8-12% commission on redeemed deals

- Groceries: 8% | Restaurants: 10% | Fashion: 12%

- Only pay on success (no upfront costs)

- Average transaction: $35

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

Business Tiers:

- Essential ($29/mo): Unlimited deals, 5km reach

- Champion ($99/mo): Analytics, 10km reach, API

- Anchor ($199/mo): City-wide, featured placement

Consumer Plus ($1.99/mo):

- Ad-free, early access, advanced filters

**3. Promoted Placements (10% of revenue)**

- Boost deal visibility

- Featured category placement

- Targeted notifications

**Unit Economics Excellence**

| Metric | Slashhour | Industry Average |

|----------------|-----------|------------------|

| **Customer CAC** | $6 | $80 (Groupon) |

| **Business CAC** | $35 | $500 (Yelp) |

| **Customer LTV** | $124 | $110 |

| **Business LTV** | $1,800 | $3,000 |

| **LTV/CAC Ratio** | 20.6x | 3x |

| **Gross Margin** | 86% | 45% |

| **Payback Period** | 6 weeks | 12+ months |

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**Slide 6: Product & Traction**

**Live Product with Strong Validation**

**Pilot Results (6 months, 3 US cities):**

| Metric | Result | vs Industry |

|-----------------|-------------|-------------|

| **Active Users** | 127,000 | - |

| **Essential Shops** | 2,840 | - |

| **Monthly GMV** | $8.5M | - |

| **App Rating** | 4.8/5 stars | 4.2 avg |

| **D30 Retention** | 71% | 25% typical |

| **Both Tabs Usage** | 83% | New metric |

**Behavioral Proof Points:**

- **89% deal view rate** from followed shops (vs 2% on social)

- **38% redemption rate** (vs 3% Groupon)

- **3.2 deals redeemed** per user per month

- **$147 average monthly savings** per active user

**Customer Love:**

*"I've saved $450 in 3 months on groceries and restaurants. The 'You Follow' tab means I never miss my*

*local shops' deals." - Maria, Austin*

*"We reach 100% of our 1,847 followers now. Our evening grocery deals sell out in 30 minutes." - Kumar's*

*Grocery*

**Media & Recognition:**

- Featured in TechCrunch ("The Anti-Inflation App")

- #2 Product Hunt (Food & Drink category)

- Google Play Editor's Choice (pending)

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**Slide 7: Go-to-Market Strategy**

**City-by-City Essential Category Rollout**

**Proven Playbook (Working Now):**

Week 1-2: Grocery & Restaurants

├── Partner with 50 grocery stores

├── Onboard 100 restaurants

└── "Fight grocery inflation" campaign

Week 3-4: Fashion & Retail

├── Clothing store partnerships

├── Shoe store recruitment

└── Seasonal sales focus

Week 5-6: Full Categories

├── Electronics, Home, Beauty, Health

├── 500+ total shops

└── Critical mass achieved

**Customer Acquisition Channels:**

| Channel | CAC | Strategy |

|----------------------|-----|-----------------|

| **Grocery Parking Lots** | $3 | QR code flyers |

| **Restaurant Tables** | $5 | Table tents |

| **Instagram/TikTok** | $8 | Savings stories |

| **Referrals** | $2 | $5 both sides |

| **Word of Mouth** | $0 | 42% of growth |

**Expansion Timeline:**

- **2025 Q1**: 10 US cities

- **2025 Q2**: 20 more US + London

- **2025 Q3**: UK expansion (5 cities)

- **2025 Q4**: Germany, France

- **2026**: SEA (Singapore, Tokyo, Seoul)

- **2027**: LATAM (São Paulo, Mexico City)

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**Slide 8: Competitive Landscape**

**Why Slashhour Wins**

| Feature | Slashhour | Groupon | Social Media | Local Flyers |

|-------------------------|-----------|------------|--------------|--------------|

| **Follow favorite shops** | ✅ Yes | ❌ No | ✅ But buried | ❌ No |

| **100% reach to followers** | ✅ Yes | N/A | ❌ 2% | N/A |

| **Essential focus** | ✅ Yes | ❌ Mixed | ❌ Everything | ✅ Yes |

| **Real-time deals** | ✅ Yes | ❌ Planned | ✅ But lost | ❌ Weekly |

| **Two-tab discovery** | ✅ Unique | ❌ No | ❌ No | ❌ No |

| **Free to start** | ✅ Yes | ❌ No | ✅ Yes | ❌ Printing |

| **Location-based** | ✅ Yes | 🟡 Limited | ❌ No | ✅ Yes |

**Competitive Moats:**

**1. Network Effects**

- More shops → More users → More shops

- Local density creates winner-take-all

**2. Behavioral Lock-in**

- Users check both tabs daily

- Shops depend on follower base

**3. Essential Category Focus**

- Not competing with luxury/travel deals

- Daily necessity purchases = higher frequency

**4. Data Advantage**

- Only platform with: Follow graph + Location + Purchase intent

- Predictive deal optimization

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**Slide 9: Team**

**Second-Time Founders with Domain Expertise**

**Core Team:**

**Alex Chen - CEO & Co-founder**

- Former: Head of SMB, Uber Eats (scaled to 500K restaurants)

- Built LocalDeals (exit to Groupon, $40M)

- Harvard MBA, Stanford CS

- Expert: Marketplace dynamics, SMB partnerships

**Sarah Kim - CTO & Co-founder**

- Former: Tech Lead, Instagram Shopping (1B users)

- Built Facebook Marketplace feeds

- MIT PhD Computer Science

- Expert: Feed algorithms, real-time systems

**Marcus Rodriguez - COO & Co-founder**

- Former: Director, DoorDash Essentials

- Launched grocery/convenience verticals ($2B GMV)

- Wharton MBA, ops background

- Expert: City launches, category expansion

**Priya Patel - Head of Categories**

- Former: Category Manager, Instacart

- Managed $500M grocery/essentials business

- Deep vendor relationships

- Expert: Essential retail, supplier network

**Advisors & Investors**

- **Bill Gurley** (Benchmark) - Marketplace expert

- **Kevin Systrom** (Instagram) - Social commerce

- **Tony Xu** (DoorDash) - Local commerce

- **Local Expert** - Former Walmart Local VP

**Team: 35 people** (18 eng, 8 product, 6 sales, 3 ops)

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**Slide 10: Financial Projections**

**Path to $1.1B Revenue**

| | 2025 | 2026 | 2027 | 2028 | 2029 |

|-----------------|--------|-------|-------|-------|-------|

| **Cities** | 30 | 100 | 250 | 500 | 1,000 |

| **Countries** | 2 | 5 | 12 | 20 | 30 |

| **Essential Shops** | 10K | 50K | 150K | 400K | 1M |

| **Active Users** | 500K | 3M | 10M | 30M | 75M |

| **Categories** | 8 | 8 | 8 | 8 | 8 |

| **GMV** | $75M | $450M | $1.5B | $4.5B | $11B |

| **Net Revenue** | $7.5M | $45M | $150M | $450M | $1.1B |

| **Gross Margin** | 85% | 86% | 86% | 87% | 87% |

| **EBITDA** | -$3.6M | $8M | $45M | $180M | $440M |

| **EBITDA Margin** | -48% | 18% | 30% | 40% | 40% |

**Revenue Mix by Category**

| Category | % of GMV | Transaction Size | Frequency |

|-------------|----------|------------------|------------|

| Restaurants | 35% | $28 | 8x/month |

| Grocery | 25% | $45 | 6x/month |

| Fashion | 20% | $65 | 2x/month |

| Electronics | 10% | $120 | 0.5x/month |

| Others | 10% | $50 | 2x/month |

**Key Assumptions:**

- Take rate: 10% average

- Shop retention: 90% annually

- User MAU: 65%

- Viral coefficient: 0.8

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**Slide 11: Use of Funds**

**$3M Seed Round Allocation**

Market Expansion (40% - $1.2M)

├── Launch 27 new US cities

├── UK market entry (London, Manchester)

├── Local team hiring (30 people)

└── Shop acquisition campaigns

Product Development (30% - $900K)

├── Category-specific features

├── Android app enhancement

├── POS integrations (Square, Toast)

└── Multi-language support (5 languages)

Shop Acquisition (20% - $600K)

├── Sales team expansion (10 people)

├── Onboarding automation

├── Category partnerships

└── Success team

Operations (10% - $300K)

├── Customer support

├── Infrastructure scaling

└── Legal & compliance

**Milestones with This Funding**

**End of Year 1:**

- ✅ 30 cities operational (US + UK)

- ✅ 10,000 essential shops

- ✅ 500K MAU

- ✅ All 8 essential categories

- ✅ $75M GMV run rate

- ✅ Series A ready ($10-15M target)

**18-Month Targets:**

- 50 cities across 3 countries

- 25,000 shops

- 1M MAU

- $150M annualized GMV

- Path to profitability clear

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**Slide 12: Why Now**

**The Perfect Storm Creating Our Opportunity**

**Macro Trends:**

**📈 Historic Inflation**

- 40-year high globally

- Essential goods most affected

- Permanent behavior change to deal-seeking

**📱 Social Media Breakdown**

- Organic reach collapsed: 16% → 2%

- Businesses abandoning paid ads

- Users have notification fatigue

**🏪 SMB Desperation**

- 30% revenue decline from inflation

- Can't afford $200/day marketing

- Need performance-based solutions

**⚡ Technology Ready**

- Smartphone penetration 85%+

- Location services normalized

- Real-time notifications standard

- Digital payments ubiquitous

**Why This Team Now:**

✅ **Experience**: Built and scaled marketplaces before✅ **Network**: Deep SMB relationships from

Uber/DoorDash✅ **Timing**: Capturing inflation-driven behavior shift✅ **Execution**: 127K users in 6 months

proves model

**First-Mover Advantage:**

- First dedicated essential deals platform

- Building habits during inflation crisis

- Locking in SMB relationships

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**Slide 13: Vision & Exit Strategy**

**Building the Essential Commerce Layer**

**Vision Evolution:**

Year 1-2: Essential Deals Platform

└── Solve discovery problem for inflation era

Year 3-5: Local Commerce Infrastructure

└── Power all SMB digital marketing

Year 5+: Predictive Commerce Platform

└── AI-driven demand/supply matching

**Exit Opportunities:**

**Strategic Acquirers**

| Company | Strategic Fit | Likely Valuation |

|---------------|---------------------------|------------------|

| **Amazon** | Local commerce expansion | $5-10B |

| **Google** | Local search monetization | $5-8B |

| **DoorDash/Uber** | Essential categories | $3-7B |

| **Meta** | Social commerce | $5-10B |

| **Walmart** | Local competition | $3-5B |

| **Square/Toast** | Merchant services | $2-4B |

**Financial Path**

- Series B: $30M at $150M (Year 2)

- Series C: $75M at $500M (Year 3)

- Series D: $150M at $1.5B (Year 4)

- IPO: $10-20B valuation (Year 5-6)

**Comparables:**

- DoorDash: $70B market cap

- Groupon: $1B (peaked at $13B)

- Nextdoor: $2B

- Our target: $10-20B

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**Slide 14: The Ask**

**Join Us in Solving Essential Commerce**

**Investment Terms:**

- **Raising:** $3M Seed Round

- **Valuation:** $15M post-money

- **Lead:** $1.5M minimum

- **Structure:** Priced equity round

- **Board:** 1 seat for lead investor

**Use of Capital:**

- 40% Market expansion

- 30% Product development

- 20% Shop acquisition

- 10% Operations

**Why Invest Now:**

✅ **Massive Problem:** Inflation + broken discovery affecting billions✅ **Proven Solution:** Two-tab model

showing 89% engagement✅ **Strong Traction:** 127K users, $8.5M monthly GMV✅ **Huge Market:** $315B addressable

market✅ **Right Team:** Second-time founders with domain expertise✅ **Perfect Timing:** Inflation driving

permanent behavior change

**Investor Benefits:**

- Board seat (lead)

- Pro-rata rights through Series B

- Monthly metrics updates

- Strategic input on expansion

- Access to SMB ecosystem

**Next Steps:**

1. Data room available immediately

2. Customer/merchant reference calls

3. Product demo (live in app stores)

4. Team dinner in SF/NYC

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**Slide 15: Appendix - Supporting Data**

**Pilot Metrics Deep Dive**

**User Behavior:**

- Session frequency: 4.2x per week

- Session duration: 8.3 minutes

- Deals viewed per session: 12

- Categories browsed: 3.4 average

- Push notification opt-in: 76%

**Merchant Success:**

- Average followers: 650

- Deal posting frequency: 4x/week

- Redemption rate: 38%

- Revenue increase: 23%

- ROAS: 5.2x

**Financial Details:**

- Gross transaction value: $8.5M/month

- Net revenue: $850K/month

- Gross margin: 86%

- Contribution margin: 42%

- CAC payback: 6 weeks

**Social Impact**

**Consumer Benefits:**

- Average savings: $147/month

- Inflation offset: 12%

- Time saved: 2 hours/week

- Local discovery: 8 new shops/month

**Business Benefits:**

- Waste reduction: 30%

- New customers: 120/month

- Marketing cost reduction: 60%

- Cash flow improvement: 15%

**Environmental Impact:**

- Food waste prevented: 50 tons/month

- Paper flyers eliminated: 1M/month

- Local shopping increase: 25%

- Carbon reduction via local commerce

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**Thank You**

*Join us in making essential goods affordable for everyone while empowering local businesses to thrive.*

**Our Mission:*Help people afford life's essentials while supporting local businesses.***