

HIVEAWAY

Let's Celebrate
Food, People, Traditions





Let's Celebrate



VISION STATEMENT

Empowering people relations
through local community
connections.



Food, People, Traditions



Let's Celebrate

MISSION STATEMENT

Our mission is to reconnect individuals with their roots and each other, transforming the way we celebrate our traditions and festivals. We aspire to be the golden thread that connects the diverse tapestry of cultures around the globe, ensuring that no one has to celebrate alone.



Food, People, Traditions

Survey Results



31% found it very hard to find festive necessities of their culture in their town



71% said they need help to find a place to host their event



66% are willing to celebrate and welcome other communities



63% miss all family, food and traditions during festival season in new place



User wanted an App that

assists in locating
necessary items for the
event

aids in organizing events
within a budget and
helps in finding suitable
venues

connects users through the
festive spirit of traditional
foods and familial bonds.



unites individuals sharing
similar interests and a
desire to celebrate together

helps them to explore new
cultures

helps hosts to manage the
guest list, allowing them to
accept or reject attendees
based on their profiles

PRODUCT ROADMAP

Q1

Host and Guest Mapping:

- Hosts create and manage party invitations.
- Guests can request to join via a waitlist.
- Hosts approve guests based on personal preferences.

Event Management Tools:

- Control over guest capacity and specific event requirements.

Q2

Enhanced Communication Features:

- Direct messaging between hosts and guests regarding event details.

Favorites and Community Building:

- Users can favorite or rate hosts and guests to receive notifications of future events.

PRODUCT ROADMAP

Q3

AI-Powered Personalization:

- AI questionnaire analyzes preferences for personalized event recommendations.

Enhanced Event Discovery:

- AI-driven suggestions for events based on user interest and location.

Q4

Product Launch

Partnerships with Local Businesses:

- Collaborations with restaurants and grocery stores for cultural and religious necessities.

Discounts and Special Offers:

- Exclusive discounts for users through partnerships with local vendors.

PRODUCT ROADMAP

Q5

Venue Matching:

- Implement a feature where users can find venues within their budget. The app suggests venues based on a commission model with venue owners.

Item Mapping:

- Provide a list of locations where specific items or ingredients can be found, integrating real-time data from store collaborations to ensure accuracy and availability.

Q6

Mega Mela Events:

- Organize large-scale events in 50 cities to celebrate major festivals such as Christmas and Diwali. This feature includes vendor participation with commission-based stall placements and generates revenue through ticket sales for entry.

Master Classes:

- Online classes portal from teachers across the world for cultural arts like dance, singing



PRODUCT ROADMAP

Q7

AI-Powered Event Planning Tool:

- Launch an AI tool that takes user inputs like event type, budget, and specific requirements. It utilizes real-time data to offer venue options, item availability, and cost estimates, effectively planning within the user's budget.

Local Artisan Marketplace:

- Integrating a platform within the app for local artisans to sell goods related to the festivals, such as handicrafts, traditional attire, and festival-specific items

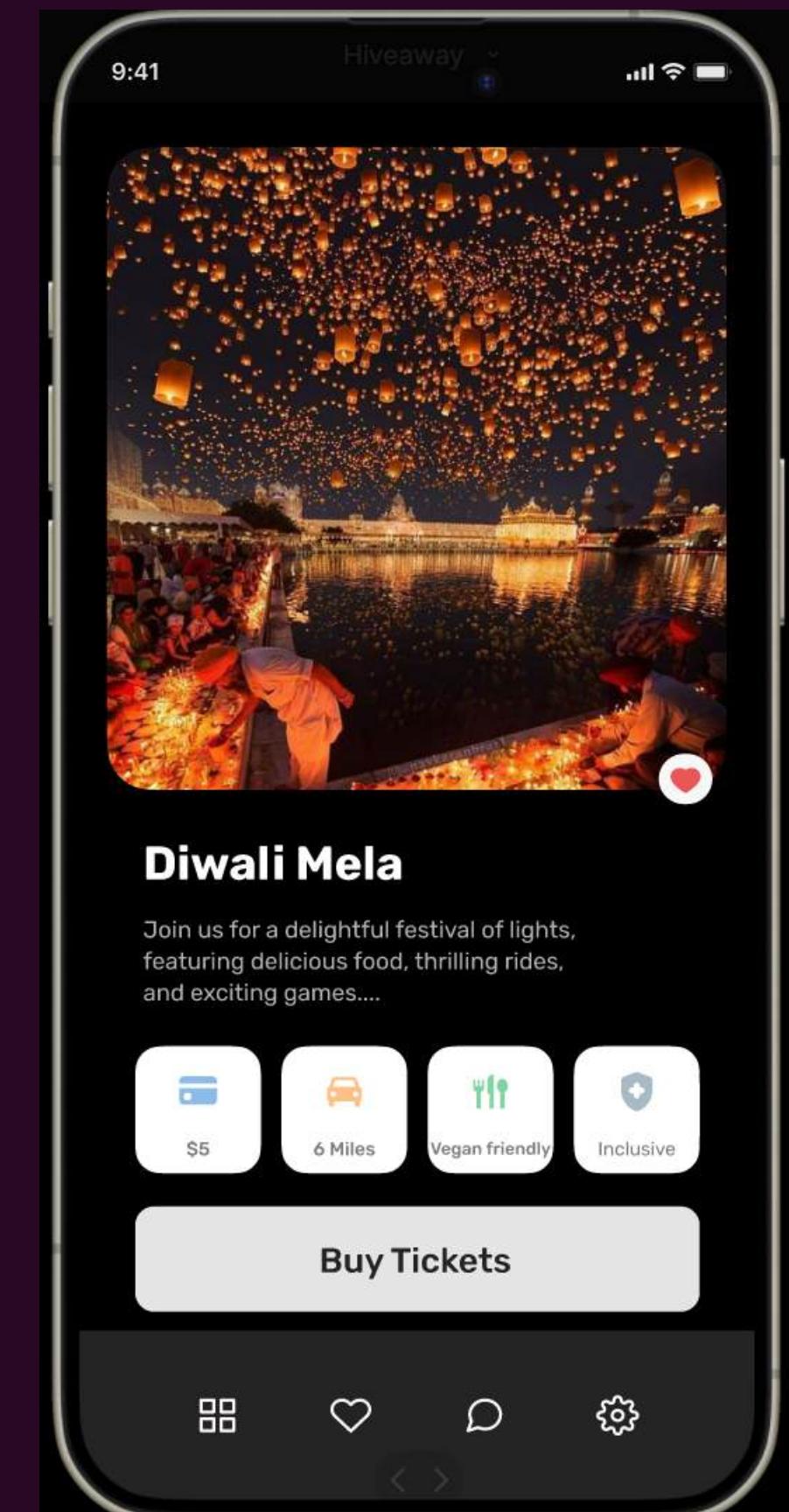
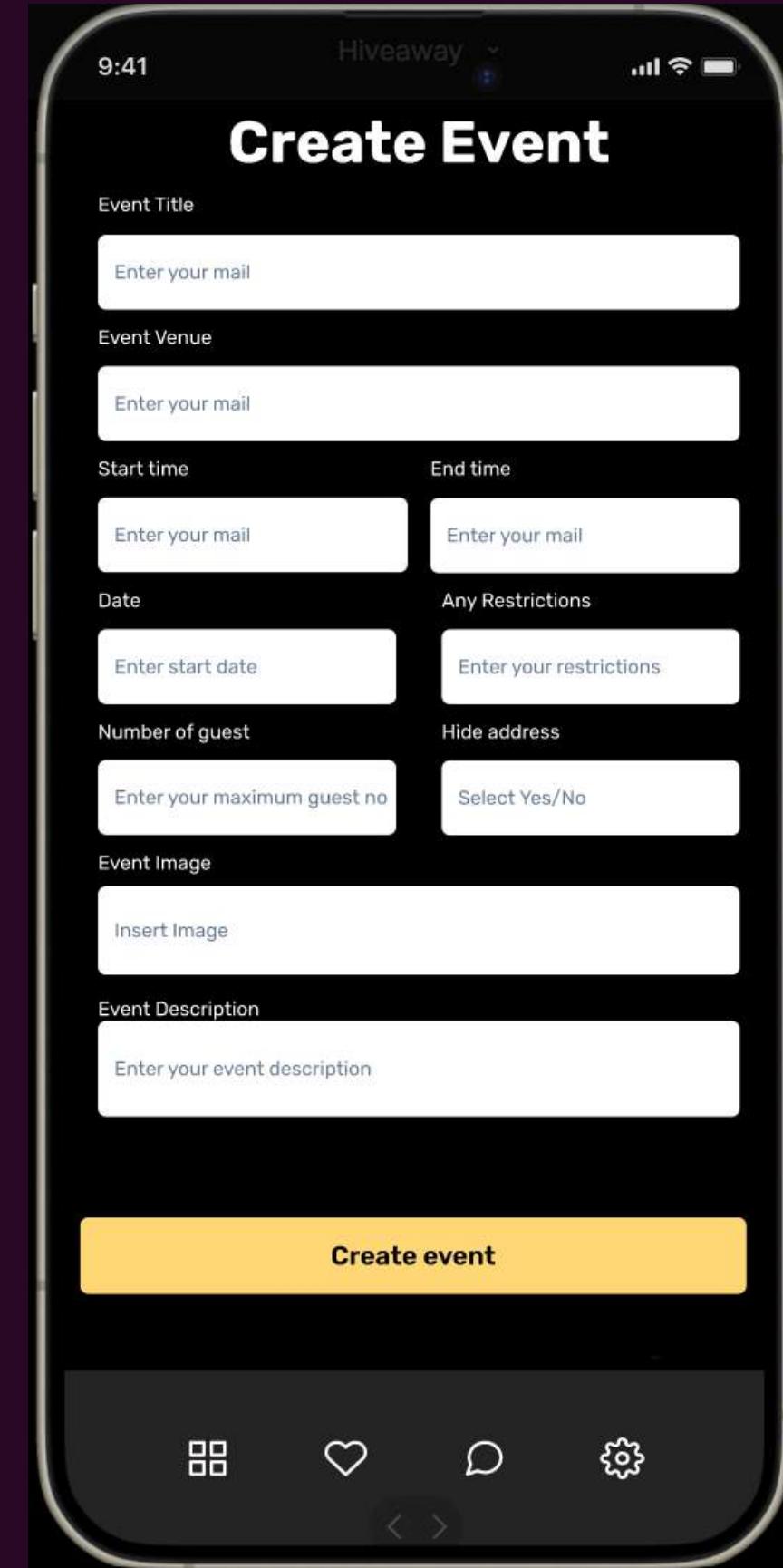
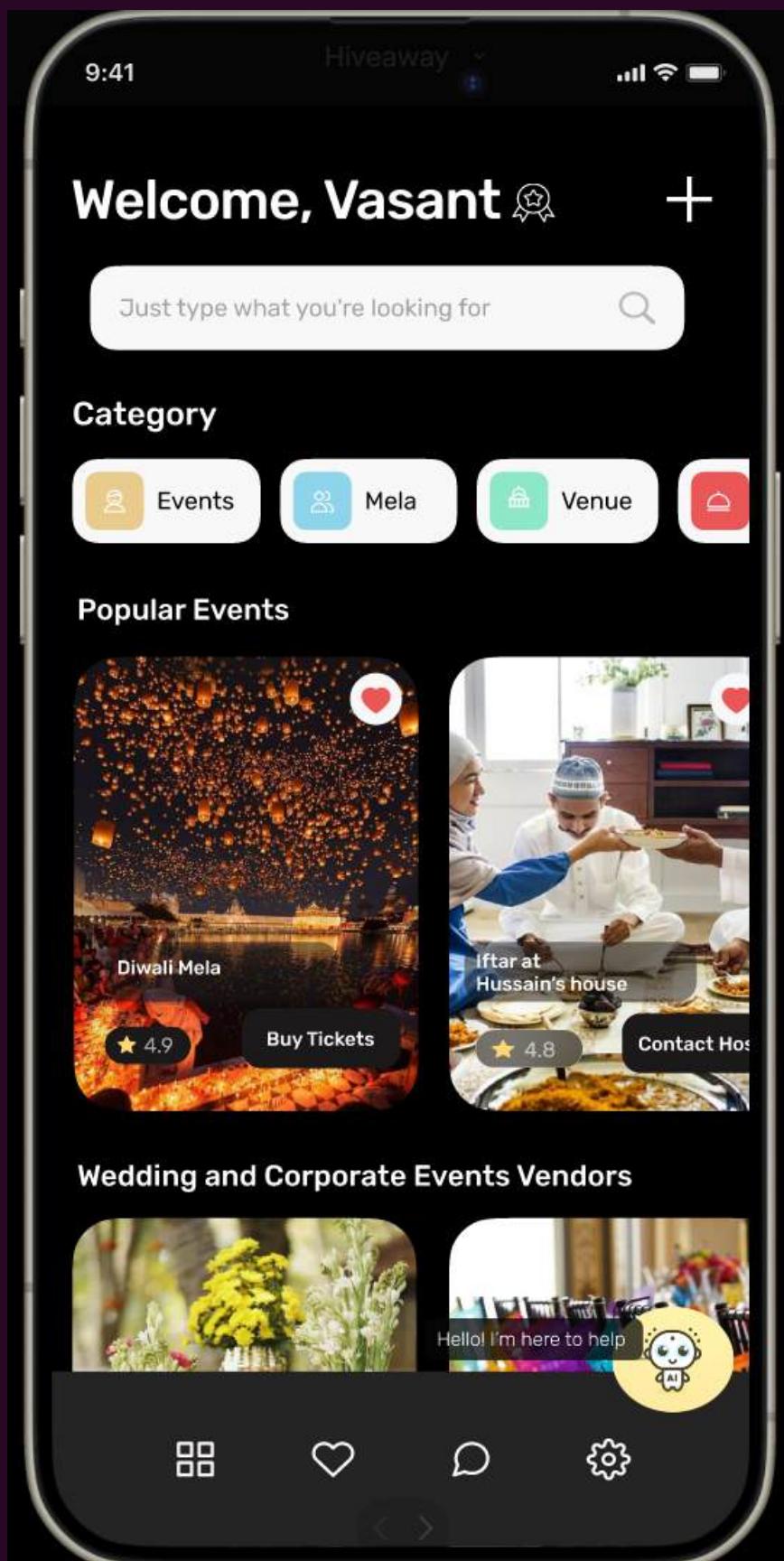
Q8

Expansion to New Cultures and Countries:

- Extend the app's services to include more cultural and regional varieties by expanding to new countries. This broadens the market reach and caters to a more diverse user base.

Augmented Reality (AR) Experiences

- Using AR technology to replicate famous festiv places to create immersive experiences for users



INNOVATIONS

- AI-Driven Personalized Event Planning
- Real-Time Local Vendor Integration based on your cultural preferences
- Dynamic Guest and Venue Matching

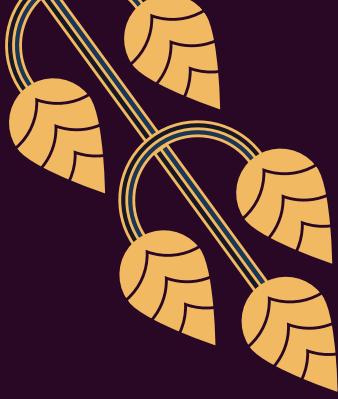




DISRUPTIVE INNOVATION

- Ensuring No One Celebrates Alone
- Disrupting Traditional Event Planning by mapping correct vendors to users
- Marketplace Model for Event Resources
- Scalable Event Planning Solutions
- Mega mela events





VALUE CREATION

Users:

- Convenience and Customization
- Access to Exclusive Deals
- Enhanced Social Connections



Stakeholders:

- Revenue Growth from Diverse Sources
- Market Expansion and Brand Recognition
- Sustainability and Scalability of Business Model

Vendors:

- Increased Business Visibility and Reach
- Direct Access to Target Markets
- Data Insights for Business Improvement

Employees:

- Global Exposure
- Exposure to New Technology and innovative ideas



STICKNESS

- Engagement through Personalization
- Community and Network Effects
- Recurring Large-Scale ‘Mega Mela’ Events
- Onestopsolution
- Multiple filter search



Food, People, Traditions

Market Types

Existing Market

Even though there is no app that is similar to us, We will be competing with the following

- Existing event management companies
- Social Media(Facebook, Insta)
- Meeting people apps(Dating apps)

New Market

New markets we entered are:

- App to host cultural gathering
- Mega mela / festival gatherings
- AI based cultural event Planning
- Vendor integration
- App to find Multicultural
- wedding vendor contracting
- Corporate get aways
- Intercultural meetups



Market Types

Adjacent Market

The Adjacent market we target are:

- Marketplace platform for cultural products
- Online platform for Master cultural classes
- Mega Mela
- App to find Multicultural Event Vendor contracting

Exponential Market

Exponential growth is achieved by:

- AI based event Planning
- Venue Matching and vendor integration
- Wedding and corporate event Vendor contract mediating
- Expanding to multiple cultures and countries
- New Experience with Augmented Reality

Product Strategy:

- Promotions and active presence in Social media
- Organizing Influencer Parties at discount rates

Pricing Strategy:

- Free trial
- Low-cost subscription model



Marketing Strategy



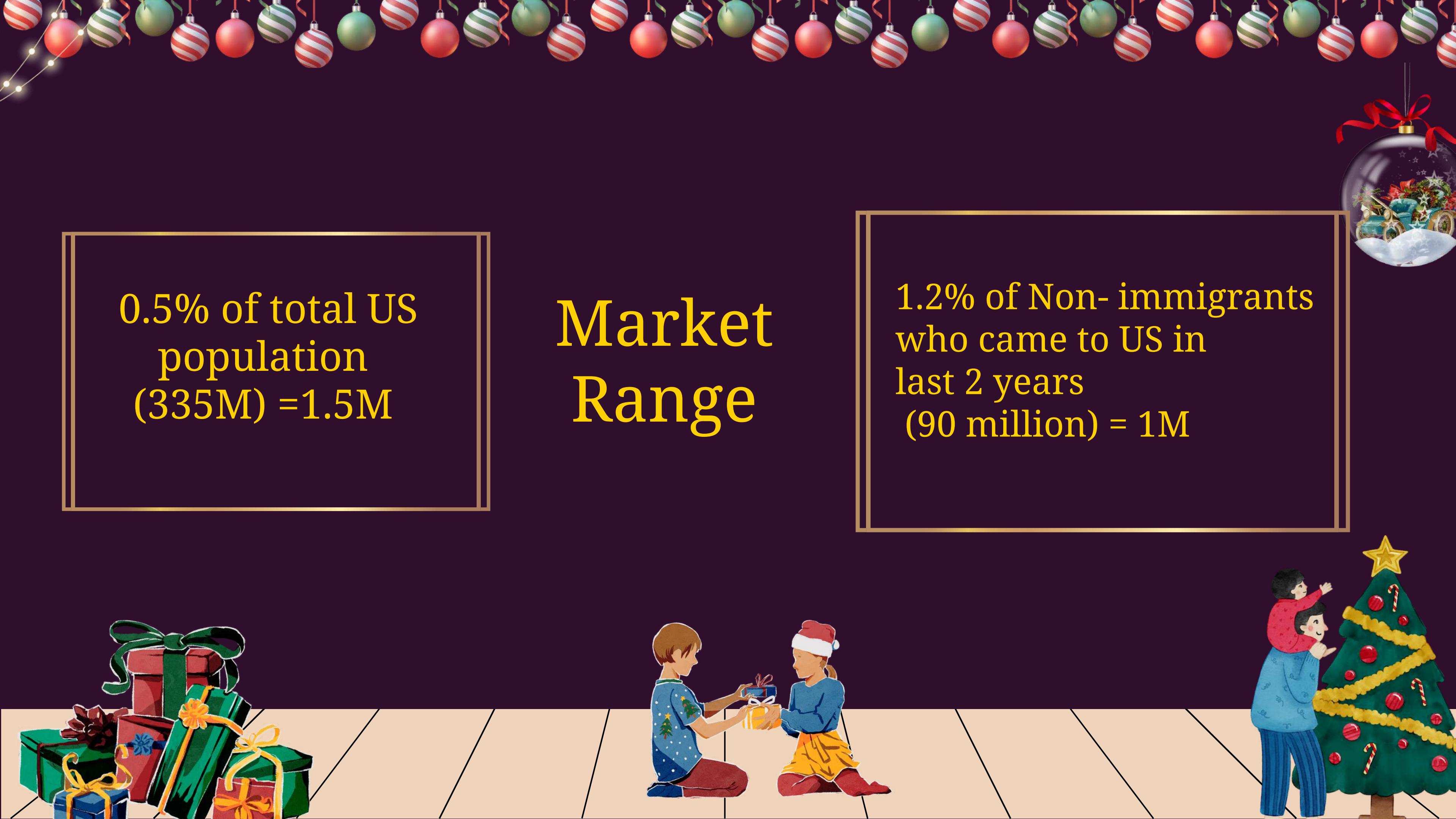
Partnership Strategy:

- Free Photo and videography and promotions for select template party styles
- Promotion in popular venues

After Market Strategy:

- Predictive Analysis
- Virtual User get togethers
- Encroaching Social Media Presence





0.5% of total US population
(335M) = 1.5M

Market Range

1.2% of Non- immigrants who came to US in last 2 years
(90 million) = 1M





Basic Model

- Can Host Multiple events
- Can visit Restricted number of events
- Gets vendor access with standard pricing
- Gets standard offers from restaurants and grocery stores

Business Model

Subscription Model

- Can Host and visit multiple events
- Gets vendor access with discounted pricing
- Gets special offers from restaurants and grocery stores
- Discounted Ticket prices for events organised

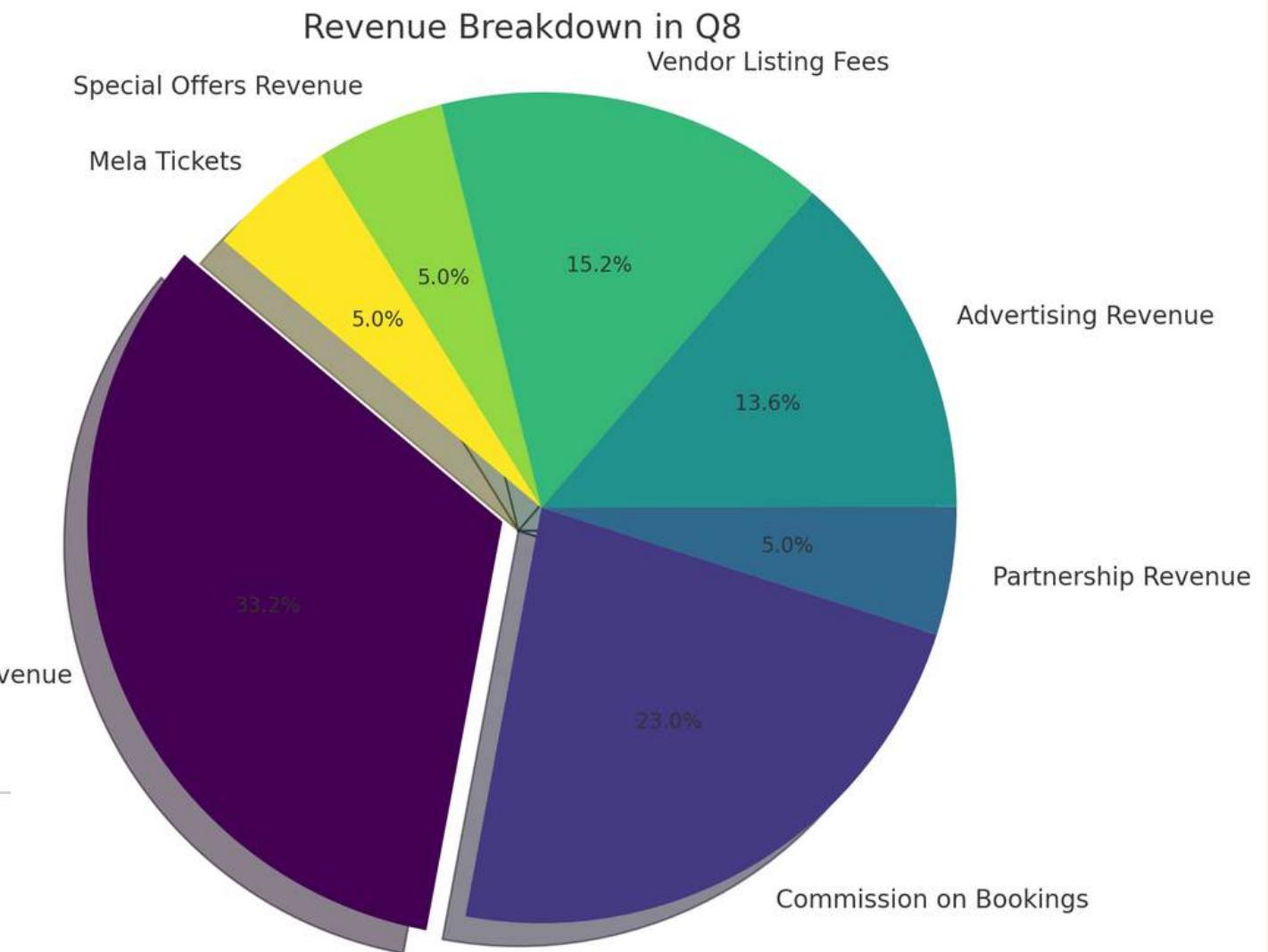
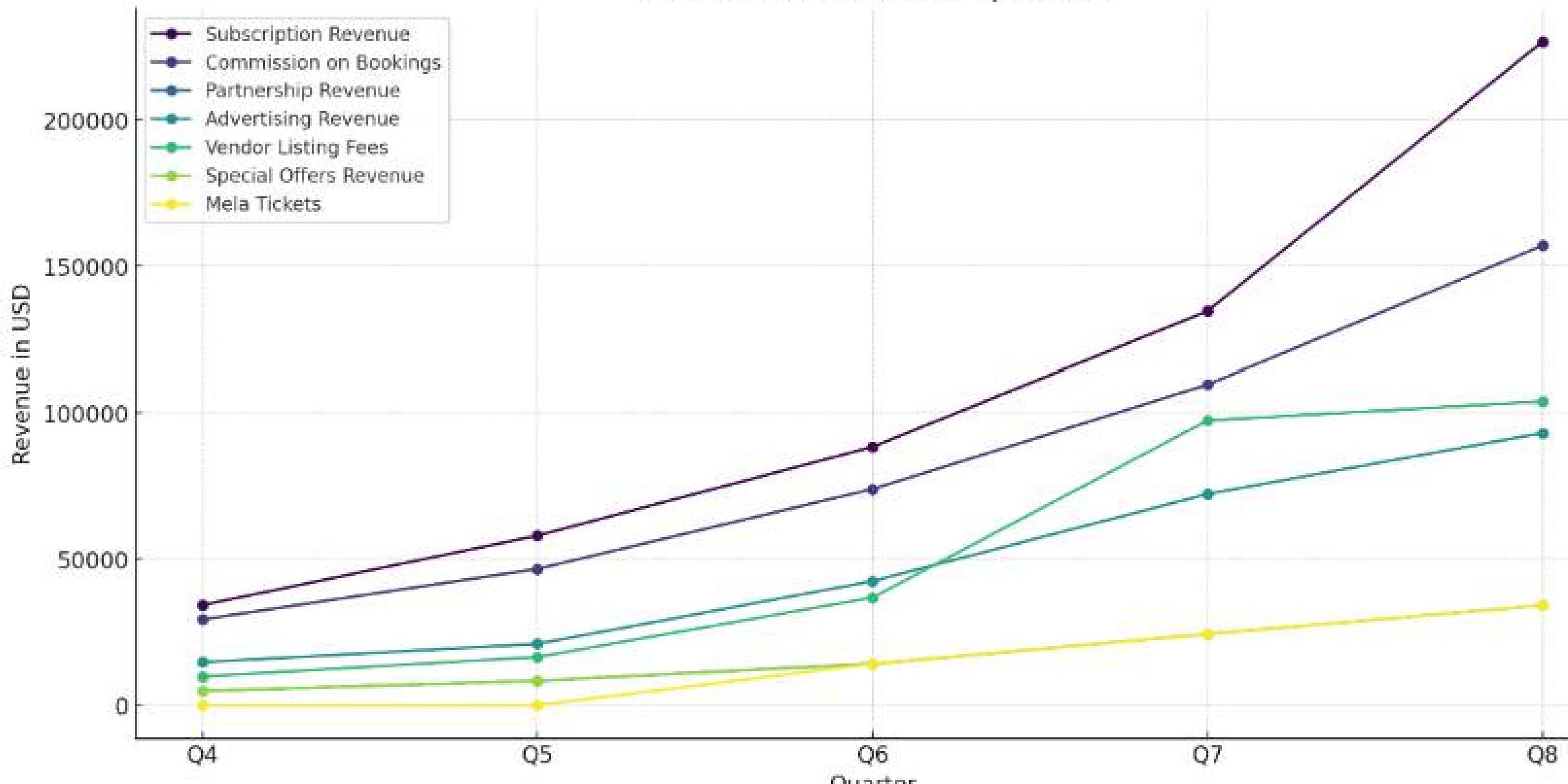
Business Revenue Model (assumptions)

Business Model Element	Revenue Details	Initial Metric (Q4)	Growth Description	Key Assumptions
Subscription Revenue	\$4.99 monthly	\$34,294	Increasing by 50% each quarter	Assuming less than 1% users takeup subscription
Commission on Bookings	10% fees from event bookings	\$29,381	Increasing by \$50,000 each quarter	5% of users utilize booking services with an average booking fee of \$200.
Partnership Revenue	5% collaborations with business	\$4,913	Increasing by \$10,000 each quarter	5% revenue sharing on transactions facilitated by partners.
Advertising Revenue	\$30 per ad	\$14,759	Doubling each quarter	Around 500 ads
Vendor Listing Fees	Fees based on highest bidder	\$9,826	Increasing by \$2,000 each quarter	Fees are auction-based
Special Offers Revenue	6% of sales from deals/discount	\$4,913	Increasing by \$6,000 each quarter	Average deal size \$50.
Mela Tickets	\$8 per ticket	\$0	Introduced in Quarter 6	Mela attendees starting from 2000 members

Business Revenue



Revenue Metrics Over Quarters



COST BREAKUP(Sales)

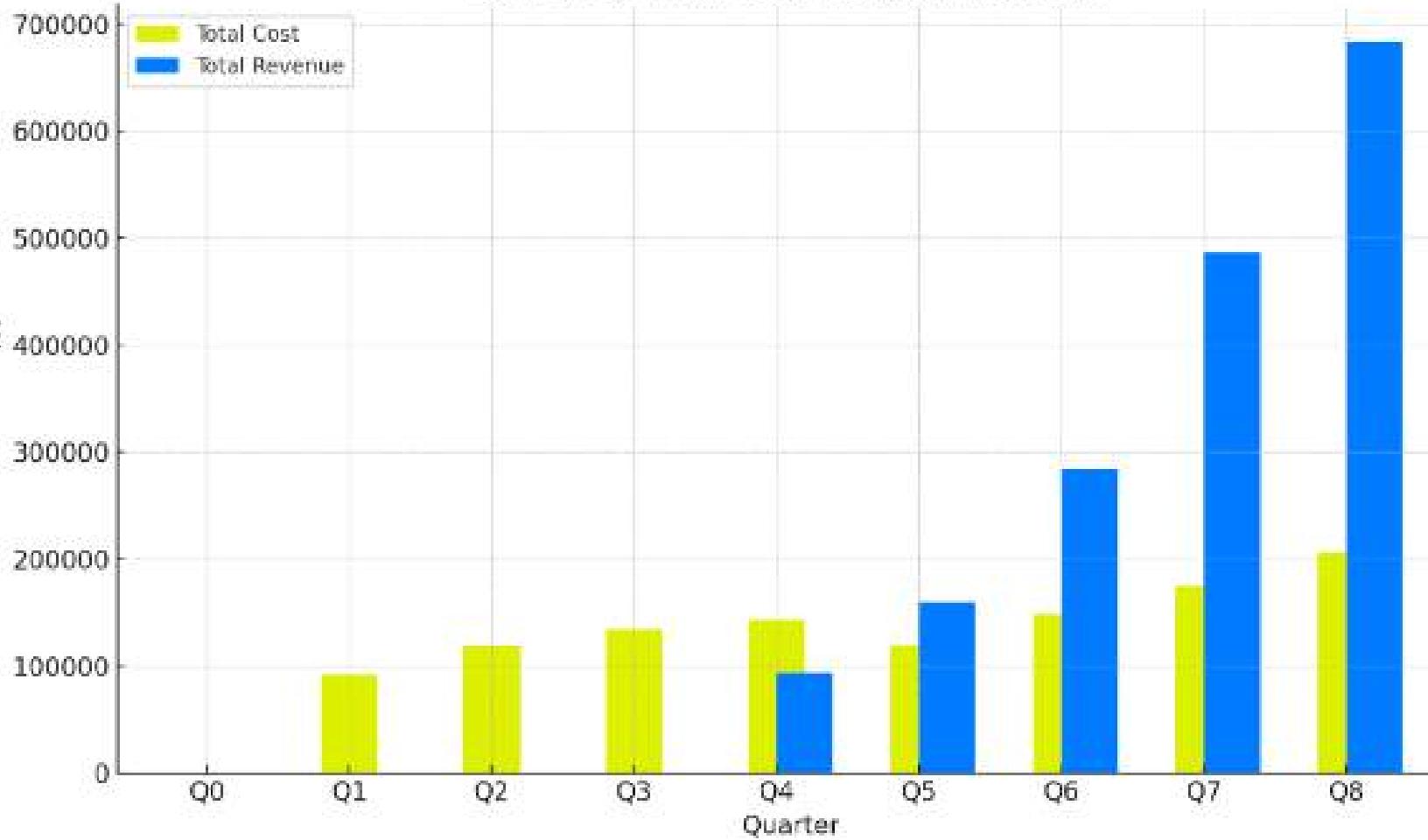
Cost Item	Q1	Q2	Q3	Q4	Employees
Project Manager	\$22,500	\$22,500	\$22,500	\$22,500	1
Full Stack Developers	\$24,000	\$24,000	\$24,000	\$24,000	3
Backend Developers	\$6,000	\$6,000	\$6,000	\$6,000	2
UX/UI Designer	\$4,000	\$4,000	\$4,000	\$4,000	2
QA Specialist	\$2,500	\$2,500	\$2,500	\$2,500	1
DevOps Engineer	\$3,000	\$3,000	\$3,000	\$3,000	1
AI/ML Specialist	\$0	\$15,000	\$15,000	\$15,000	2
VR Designer	\$0	\$0	\$0	\$0	
Data Analyst	\$0	\$0	\$3,000	\$3,000	1
Subtotal Development	\$62,000	\$77,000	\$80,000	\$80,000	
Digital Marketing Spec.	\$0	\$0	\$2,500	\$2,500	1
Content & Social Media	\$0	\$0	\$3,000	\$3,000	2
Event Marketing & PR	\$0	\$0	\$5,000	\$10,000	2
Partnership Manager	\$18,000	\$18,000	\$18,000	\$18,000	
Community Outreach	\$1,250	\$1,250	\$1,250	\$1,250	1
Subtotal Marketing	\$19,250	\$19,250	\$29,750	\$34,750	
Administrative Expenses	\$2,000	\$2,000	\$2,000	\$2,000	2
Legal & Licensing	\$7,000	\$7,000	\$7,000	\$7,000	1
Infrastructure & Ops.	\$0	\$11,000	\$13,200	\$15,840	
Customer Support Setup	\$0	\$0	\$0	\$1,500	
Cultural research	\$1,500	\$1,800	\$2,160	\$2,592	
Mega Event	\$0	\$0	\$0	\$0	
Subtotal Other Costs	\$10,500	\$21,800	\$24,360	\$28,932	-
Total per Quarter	\$91,750	\$118,050	\$134,110	\$143,682	-

REVENUE BREAKUP (Sales)

Metric	Q4
Subscription Revenue	\$34,294
Commission on Bookings	\$29,381
Partnership Revenue	\$4,913
Advertising Revenue	\$14,759
Vendor Listing Fees	\$9,826
Special Offers Revenue	\$4,913
Mela Tickets	\$0
Total Revenue	\$93,350

SALES STRATEGY ROI

Quarterly Total Cost vs Total Revenue



Quarter	Total Cost	Total Revenue	ROI	P&L
Q0	\$80,000	\$91,750	0	0
Q1	\$120,000	\$118,050	-100	-91,750
Q2	\$140,000	\$134,110	-100	-118,050
Q3	\$160,000	\$143,682	-100	-134,110
Q4	\$180,000	\$118,682	-35.00%	-50,332
Q5	\$200,000	\$148,542	34.05%	\$40,358
Q6	\$220,000	\$174,851	91.34%	\$135,768
Q7	\$240,000	\$284,310	178.56%	\$312,369
Q8	\$260,000	\$487,220	230.91%	\$477,009



COST BREAKUP(After Market)



Cost Item	Q5	Q6	Q7	Q8	Employees	Country
Project Manager	\$11,250	\$11,250	\$6,750	\$6,750	1	India
Full Stack Developers	\$8,000	\$8,000	\$8,000	\$8,000	1	India
Backend Developers	\$3,000	\$3,000	\$3,000	\$3,000	1	India
UX/UI Designer	\$2,000	\$2,000	\$2,000	\$2,000	1	India
QA Specialist	\$1,500	\$1,500	\$1,500	\$1,500	1	India
DevOps Engineer	\$1,500	\$1,500	\$1,500	\$1,500	1	India
AI/ML Specialist	\$22,500	\$22,500	\$22,500	\$7,500	3	India
VR Designer	\$0	\$0	\$0	\$20,000	1	
Data Analyst	\$1,500	\$1,500	\$1,500	\$1,500	1	India
Subtotal Development	\$51,250	\$51,250	\$46,750	\$46,750	-	-
Digital Marketing Spec.	\$2,500	\$2,500	\$2,500	\$2,500	1	Philippines
Content & Social Media	\$3,000	\$3,000	\$3,000	\$3,000	2	Philippines
Event Marketing & PR	\$10,000	\$10,000	\$10,000	\$10,000	2	Philippines
Partnership Manager	\$18,000	\$18,000	\$18,000	\$18,000		
Community Outreach	\$1,250	\$1,250	\$1,250	\$1,250	1	Philippines
Subtotal Marketing	\$34,750	\$34,750	\$34,750	\$34,750	-	-
Administrative Expenses	\$2,000	\$2,000	\$2,000	\$2,000	2	USA
Legal & Licensing	\$7,000	\$7,000	\$7,000	\$7,000	1	USA
Infrastructure & Ops.	\$19,008	\$22,810	\$27,372	\$32,846	-	-
Customer Support Setup	\$1,500	\$2,000	\$2,500	\$3,000		Philippines
Cultural research	\$3,110	\$3,732	\$4,479	\$5,375		
Mega Event	\$0	\$25,000	\$50,000	\$75,000	-	-
Subtotal Other Costs	\$32,618	\$62,542	\$93,351	\$125,221	-	-
Total per Quarter	\$118,618	\$148,542	\$174,851	\$206,721		-

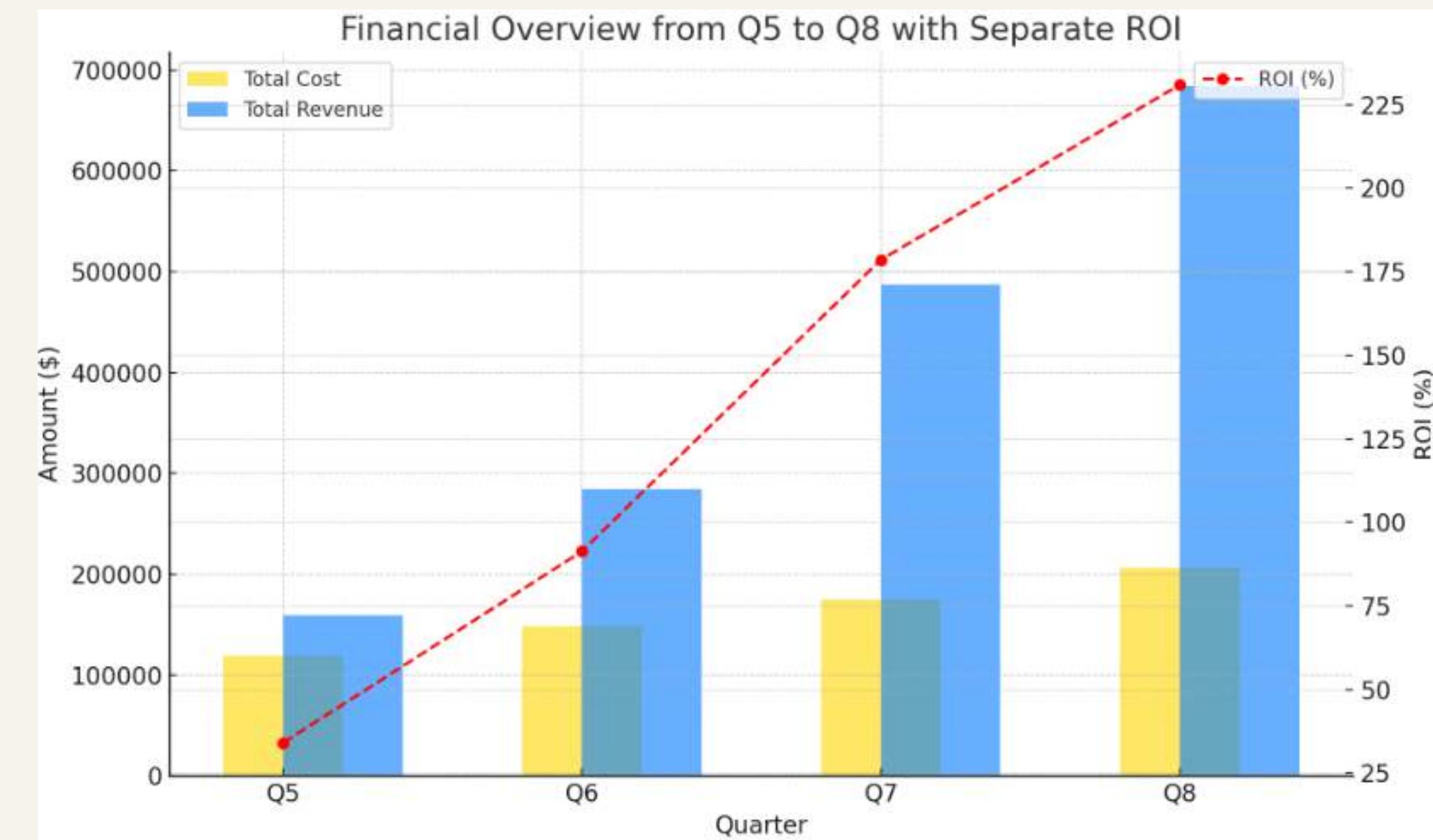


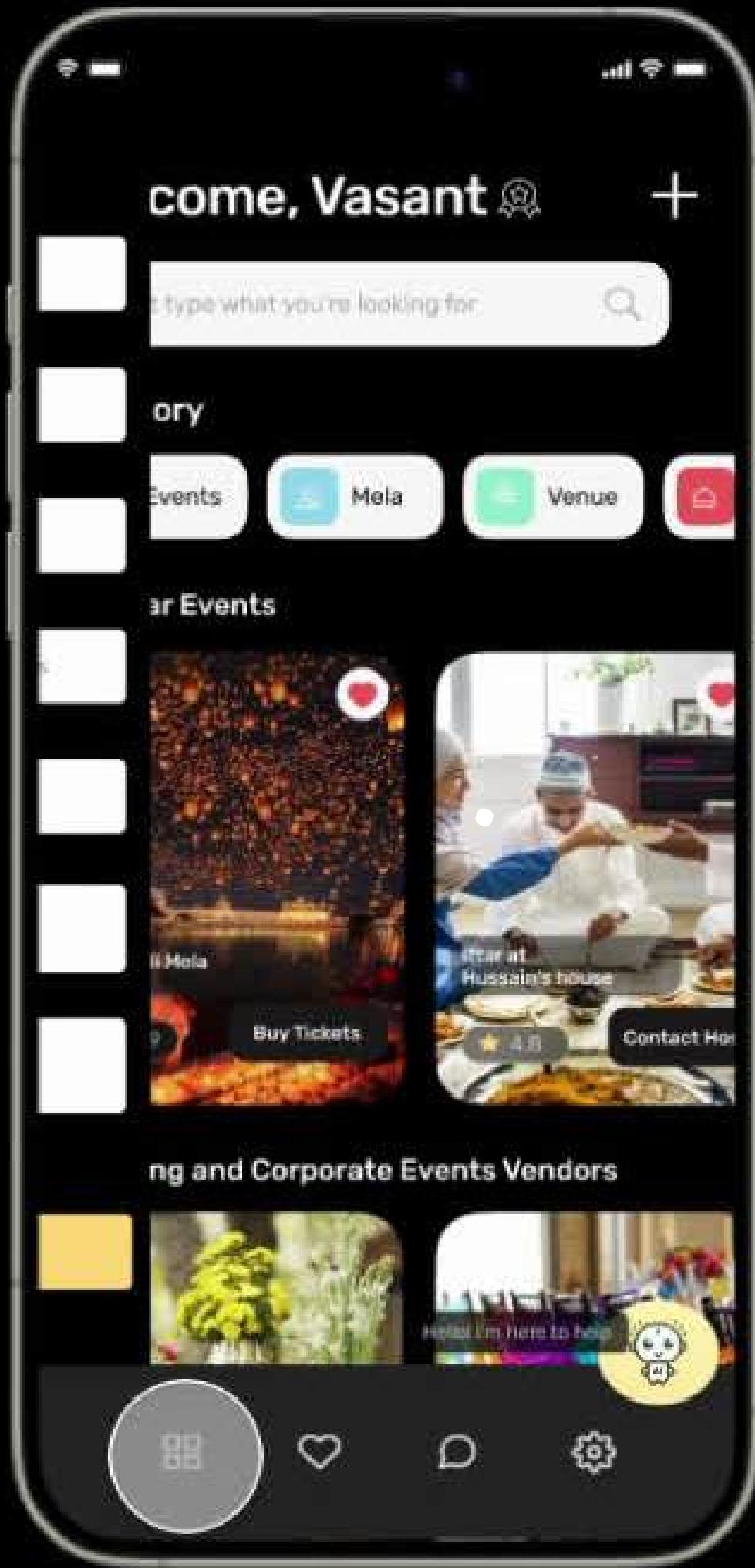
REVENUE BREAKUP (AfterMarket)

Metric	Q5	Q6	Q7	Q8
Subscription Revenue	\$58,083	\$88,423	\$134,720	\$226,873
Commission on Bookings	\$46,667	\$74,003	\$109,684	\$157,132
Partnership Revenue	\$8,371	\$14,216	\$24,361	\$34,187
Advertising Revenue	\$21,007	\$42,488	\$72,289	\$93,177
Vendor Listing Fees	\$16,541	\$36,862	\$97,444	\$103,987
Special Offers Revenue	\$8,371	\$14,102	\$24,361	\$34,187
Mela Tickets	\$0	\$14,216	\$24,361	\$34,187
Total Revenue	\$159,040	\$284,310	\$487,220	\$683,730

AFTERMARKET STRATEGY ROI

Quarter	Total Cost	Total Revenue	ROI	P&L
Q5	\$118,682	159,040	34.05%	\$40,358
Q6	\$148,542	284,310	91.34%	\$135,768
Q7	\$174,851	487,220	178.56%	\$312,369
Q8	\$206,721	683,730	230.91%	\$477,009





Thankyou

Detailed excel breakdown of cost and revenue

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