



FoCo After Dark

Nightlife membership • VIP vibes • Real customers delivered to your venue.



Who We Are

Neon-branded nightlife tech.
Designed for Fort Collins.
Verified 21+ members.
High spend crowd.



Current Value Proposition

- ✓ Free for bars
- ✓ Guaranteed foot traffic

- ✓ Trackable redemptions
- ✓ Featured in-app placement
- ✓ Nightlife-targeted audience



How It Works

1. Member shows QR
2. Staff verifies
3. Voucher redeems
4. Dashboard updates
5. FoCo promotes your venue



The App in Action

Digital pass
Live QR codes
Wallet integration
Skip-line logic
Age verification



Analytics Dashboard Mockups

Heat map: peak hours
Redemption totals
User return rate
Top perks
ROI metrics



Branding Power

Neon visuals
High-energy marketing
College + young professional focus
FoCo-wide exposure



Premium Visibility

Featured Venue banner
Top search results
Push notifications
Event priority placement



Monetization Roadmap

Phase 1: Free for all bars
Phase 2: Premium placement
Phase 3: Analytics PRO
Phase 4: Redemption fees
Phase 5: Venue wallet
Phase 6: Sponsored events
Phase 7: Enterprise tier



Pricing Breakdown

Premium Placement: \$49–\$199
Analytics Pro: \$79–\$149
Redemption Fees: \$0.10–\$1
Events: \$200–\$500
Enterprise: \$199–\$499



Why Bars Will Pay

They already get customers
Proof of value
Recurring traffic
Competitive advantage
Early partner pricing guaranteed



Old Town Targeting

Designed specifically for:
College bars
High-volume dance floors
Craft cocktail lounges
Late-night food spots



Founding Venue Perks

Permanent discounted pricing
Lifetime featured eligibility
Exclusive city launch promotions



Expansion Vision

Denver After Dark
Boulder After Dark
Greeley After Dark
CSU/CU passes
National rollout



Join the Launch

Become a founding venue.
No cost. No contract.
Day-one traffic boost.
VIP branding exposure.