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WASTED





KEEP
CALM
AND
pronto
ON





≡ 5 PM Slot

Send out

— 500 +

Prontos

Pay: \$ 5



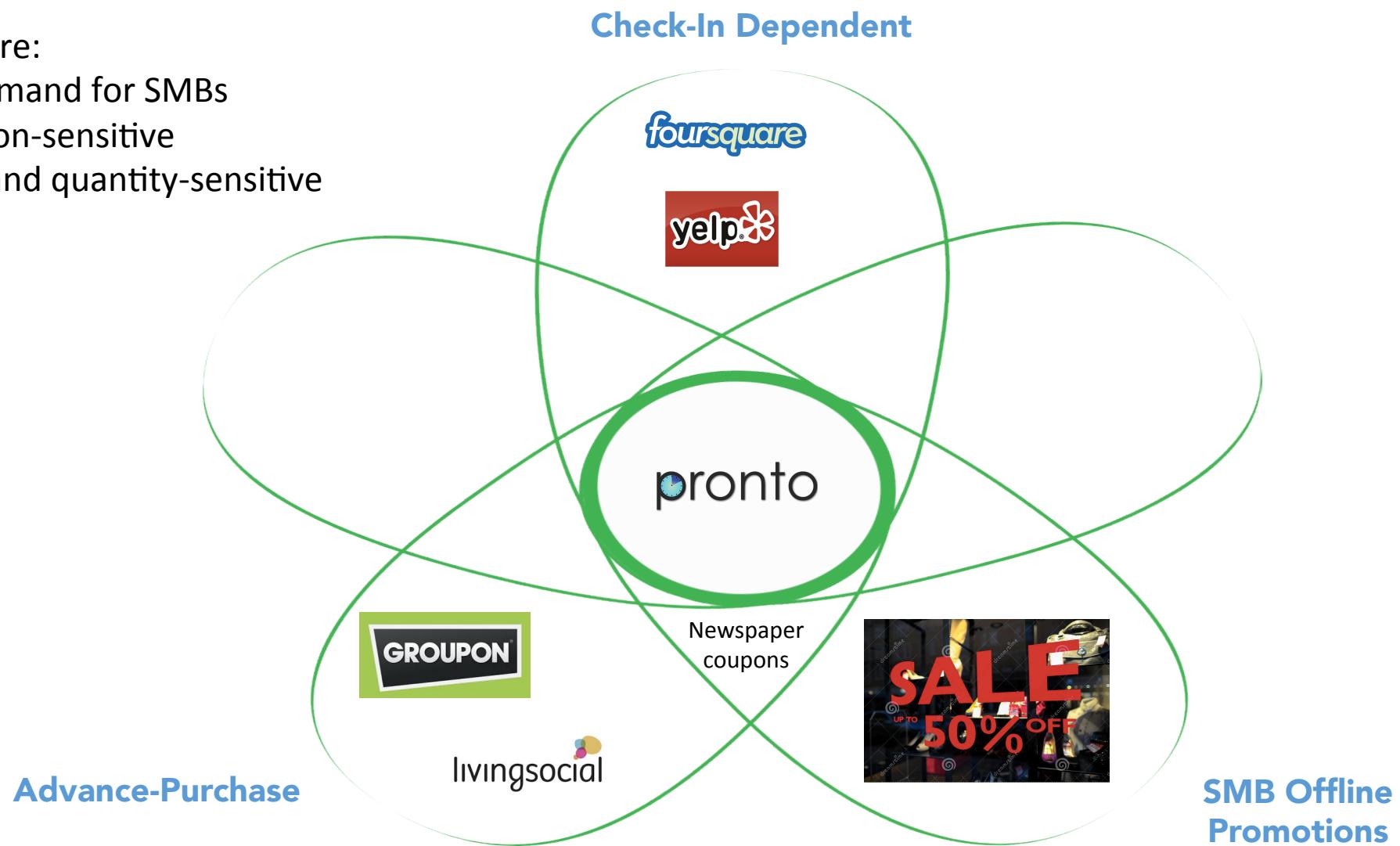
Thank You!

pronto

etitor Leaf Diagram

ontos are:

- On-demand for SMBs
- Location-sensitive
- Time and quantity-sensitive
- Viral



| |   |  |  | Offline Promotions  |
|--------------|---|--|---|--|
| Similarities | <ul style="list-style-type: none"> • Detects proximity to store • Viral effect through sharing | <ul style="list-style-type: none"> • Viral effect through sharing • Targeted reach | | <ul style="list-style-type: none"> • On-demand discounts by SMB owner |
| Differences | <ul style="list-style-type: none"> • Check-in based, while Pronto does not require check-in • Requires advance-purchase by SMB owner, while Pronto only requires purchase of ad space • Dependent on consumer search, while Pronto has customizable alerts | <ul style="list-style-type: none"> • A destination, while Pronto is an advertising platform that facilitates the SMB as a destination • Requires advance-purchase by consumer and SMB owner, while Pronto only requires purchase of ad space • Dependent on consumer search, while Pronto has customizable alerts | | <ul style="list-style-type: none"> • Pronto has a viral effect, while offline offers do not • Pronto has larger and more targeted reach than offline deals |