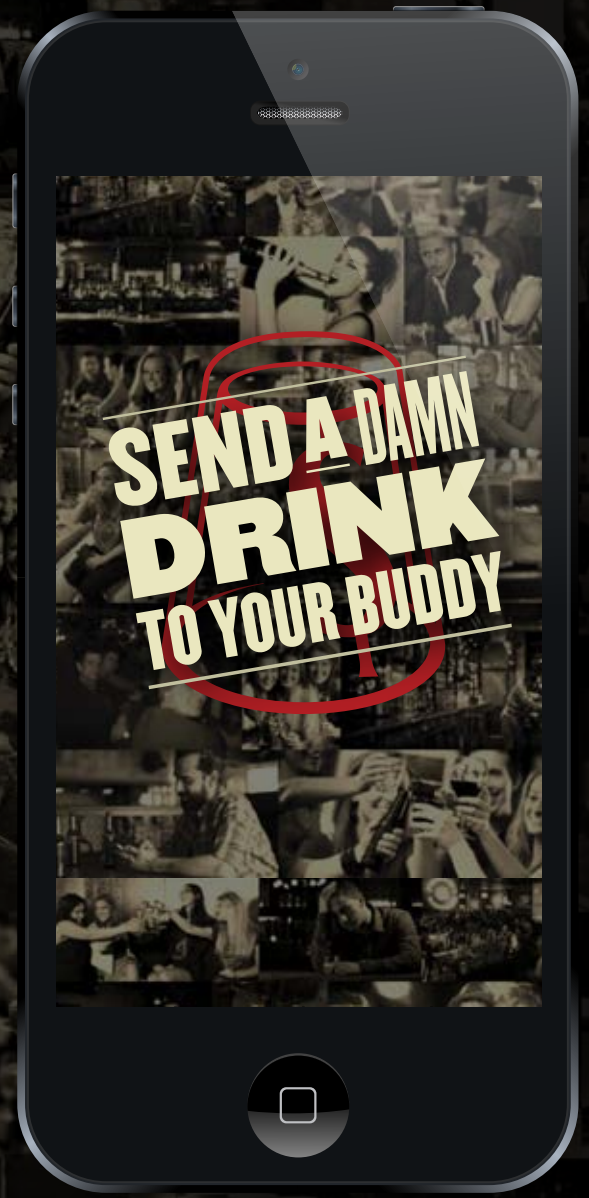
MONEY$HOT

SEND A DRINK TO ANYONE, ANYWHERE!



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THE PROBLEM

A

I want to buy another person a drink remotely using my phone.
The person then has to be able to redeem the drink with participating bar.

B

Getting Bars to participate.

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THE SOLUTION

A

APP/WEB Platform that alows users to send and receive drinks.
Back end that allows participating bars to keep track of drinks redeemed.

B

CROWDFUNDING: Give users a platform to use social media
to receive drinks at their local favorite bars.

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MARKET VALIDATION

8% of the total gift card spending in 2015 will be done electronically. This segment experiences continuous growth and is expected to reach 14% in 2017.

33% more e-gift cards will be purchased compared to 2013 by people who already purchased e-gift cards.

As a comparison the same number for physical gift cards is 20%.

13% of respondents said they used an app to purchase gift cards in 2014.

This is a new category in Fist Data's prepaid consumer insight study.

FIRST DATA 2014 PREPAID CONSUMER INSIGHTS STUDY
CEB TOWER GROUP - GIFT CARDS: FROM NOVELTY TO MAINSTREAM

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MARKET SIZE

[TBD]

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MARKET ANALYSIS

[TBD]

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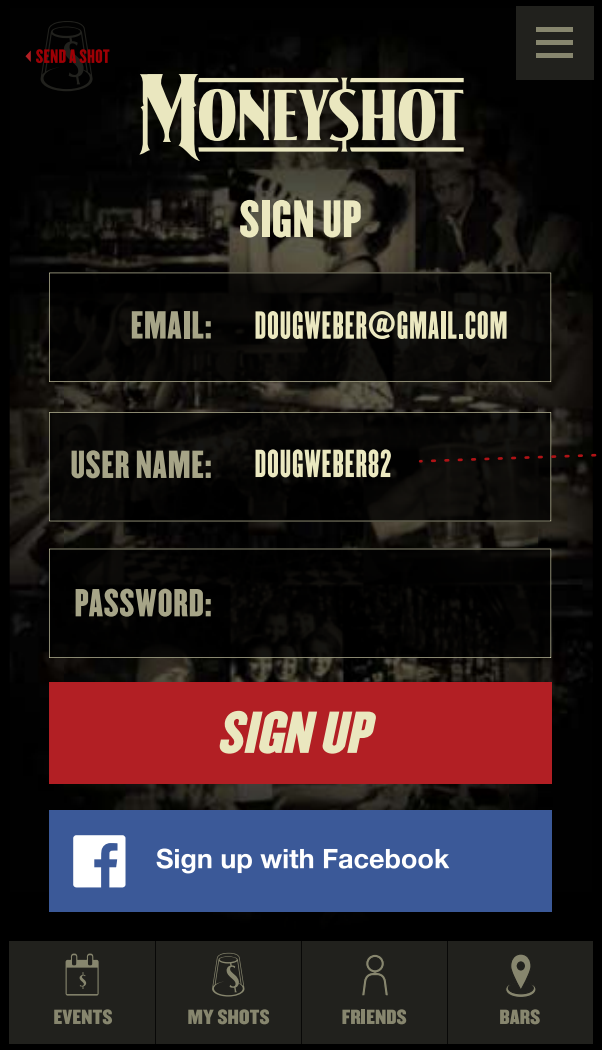
THE APP



We can send using a unique username that is created when user makes a profile.

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BUSINESS MODEL

The current business model is we are charging **$2 for every transaction fee.** This may change for percentage.

In the future there will be room for advertisement money once a network is developed, especially from liquor companies.

Potential premium paid versions for bar owners, with special access to user network. (Advertising drink specials, or events to users in the area)

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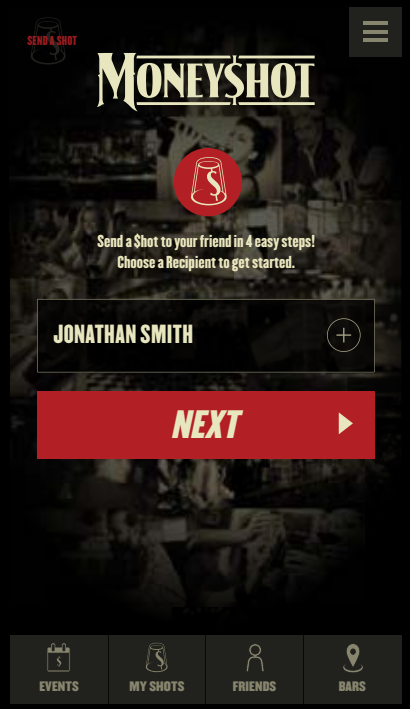
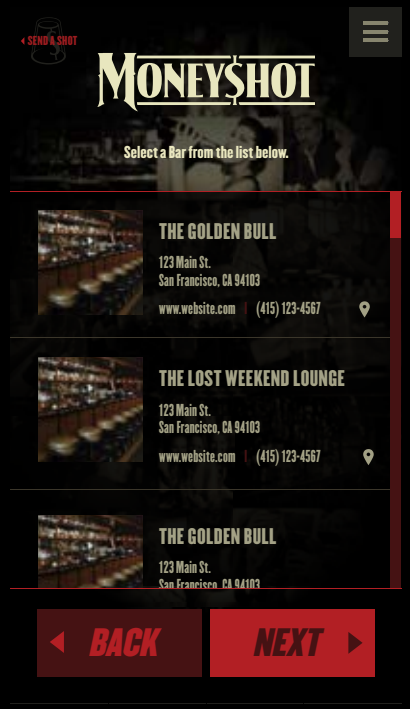
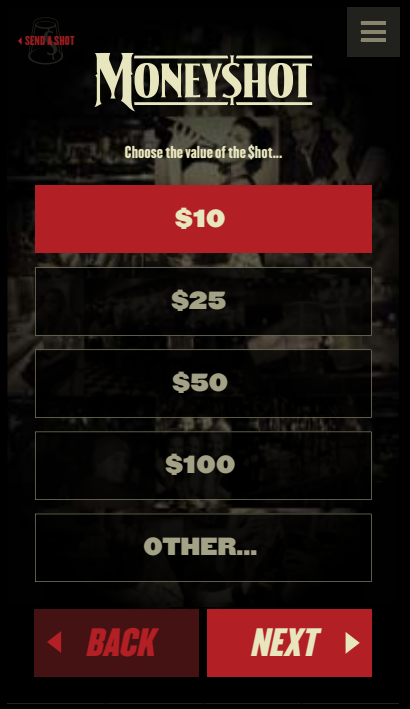
HOW IT WORKS



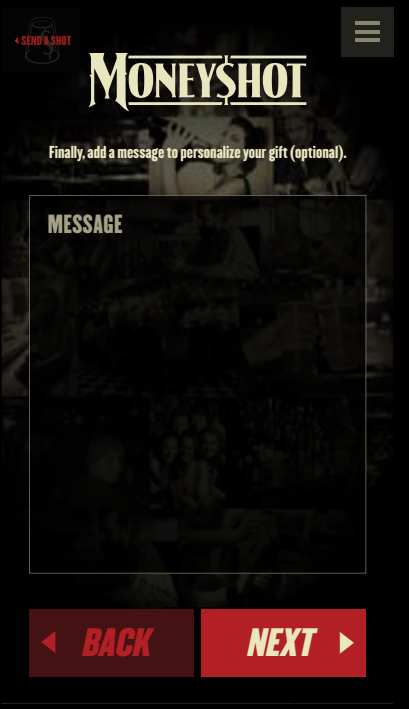
1 Select Recipient



2 Select Location



3 Select Amount



4 Add Message

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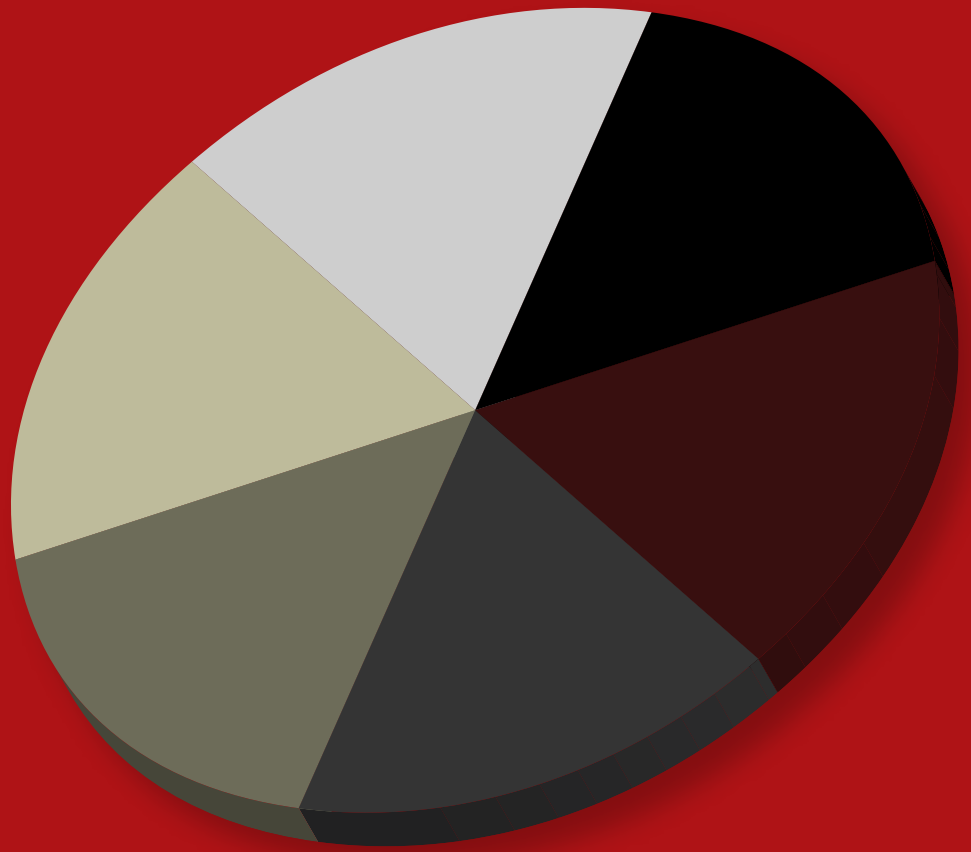
ADOPTION STRATEGY

MARKETING



- Social influences - personal network (ads)
- Moneyshot paid events
- Liquor sponsored events
- Participating Bar events
- User of Crowdfunding option to use users to help obtain and sign up participating bars
- User events (birthday, bachelor parties)

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COMPETITIVE ADVANTAGES

USE OF SOCIAL INFLUENCERS

Personal connections to MMA (Nate Diaz, shields,melendez), NFL raiders, Music, Graffiti, skate scene

CLEVER SOCIAL MEDIA MARKETING

MONEYSHOT SPONSORED EVENTS

(dj, bands) Pop ups

GUERILLA MARKETING

stickers, use of underground graffiti scene to reach bar culture

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FUTURE DEVELOPMENT

Improve User Interaction (Ability to Facetime/Video chat when redeeming shot so there is an option to thank person real time)

Improve social network integration

Allow users to send drinks through social media and sms

Allow users to communicate with each other. In app chat

Location based friend finder / life event reminders

Crowdfunding/Event creation interface (show wireframes)

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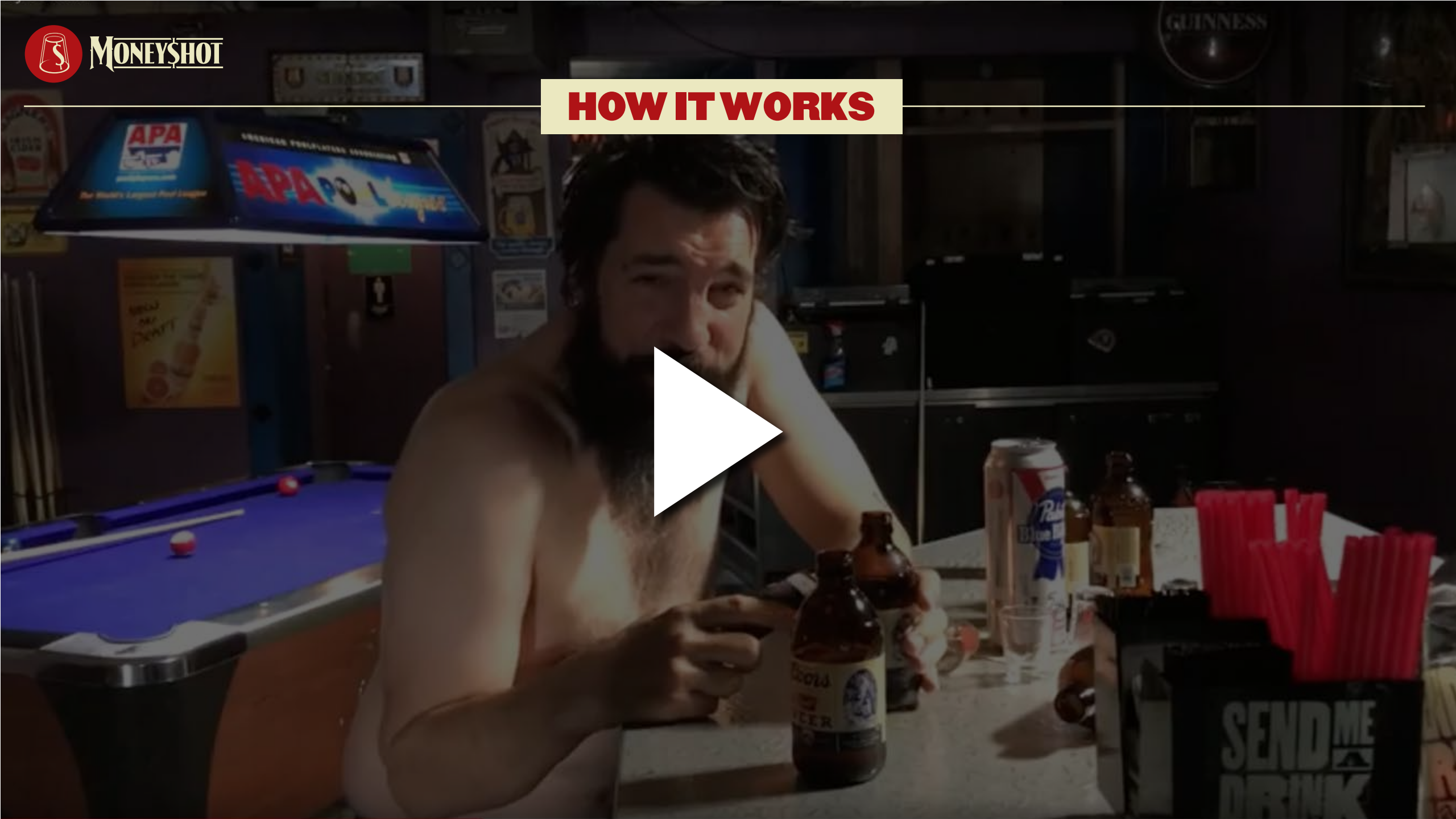
HOW IT WORKS



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WHAT WE NEED TO ACHIEVE THESE GOALS

[TBD]

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TEAM

[TBD]