



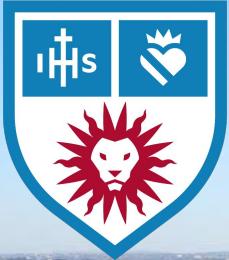
IDEACorps 2025

Tipzy

X



Loyola Marymount
University



Loyola Marymount University



JILLIAN
BUTLER



WILSON
CHATHAM



JACQUELINE
MAHER



CHRISTIAN
ORTIZ



LUKE
PETRARCA



THEOPHILUS
ESSILFIE



DANTE
SHOGHANIAN

Tipzy

Tipzy is a digital jukebox that lets users pay to request songs, while its smart system adapts to the bar's vibe for the perfect atmosphere



born in NOLA

BUSINESS MODEL

Free for
bars to
adopt

Easy to
implement

Bars earn
70%

Tipzy earns
30%



CURRENT ROADBLOCKS

1

Limited sales
strategy

2

Relatively
new brand

3

High credit
card fees

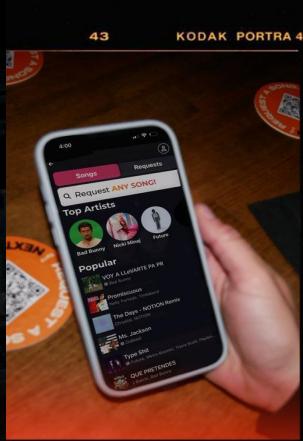


INDUSTRY SNAPSHOT

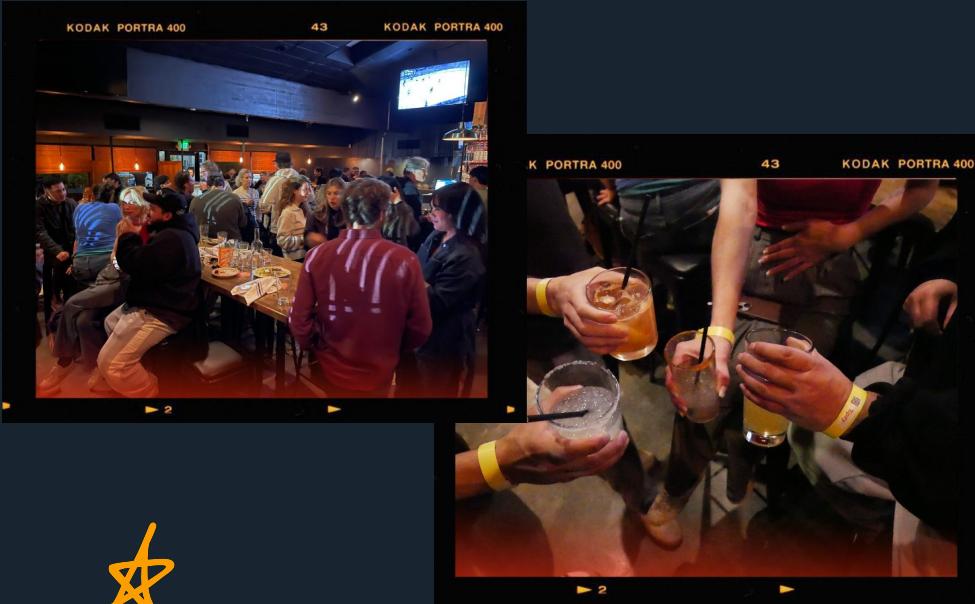
	Tipzy 	Jukeboxes  	Streaming  
No Hardware Installation	✓	✗	✓
AI DJ Intelligence	✓	✗	✗
Dynamic Pricing	✓	✗	✗
Flexibility	✓	✗	✓
Revenue Model	Transaction / SaaS Based	Transaction Based	SaaS Based

THE TIPZY TAKEOVER

Strategic One-Night Launch: Testing Tipzy in Real Bars



THE TIPZY TAKEOVER



STATS & KEY TAKEAWAYS



COASTER QR CODES DOMINATE

- 86% of 115 requests

KEY TAKEAWAYS

- Seamless setup, zero hassle
- Coaster success
- Bar owner approved



1

ACQUISITION

More bars,
more users

2

ENGAGEMENT

More users,
more revenue



1

ACQUISITION

More bars,
more users



2

ENGAGEMENT

More users,
more revenue

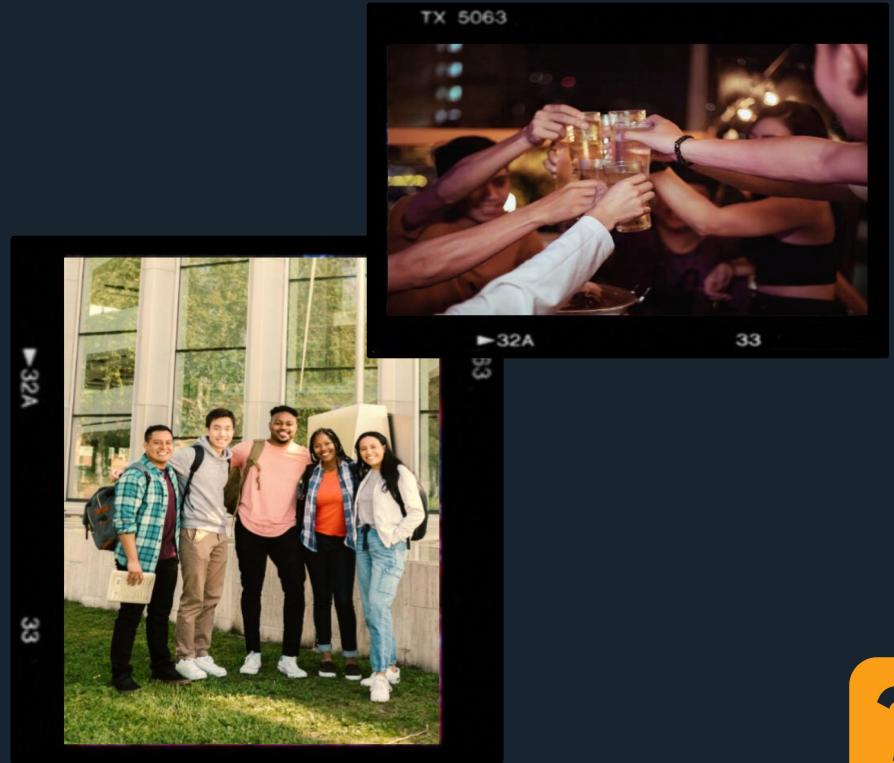
AMBASSADOR PROGRAM

GOALS

- Install Tipzy in bars
- Educate and engage patrons

IMPLEMENTATION PLAN

- Targeted outreach
- Live bar activations
- Strategic event marketing



REVENUE CALCULATOR

The image shows a screenshot of the Tipzy Revenue Calculator. At the top, there's a logo for 'Tipzy' with the tagline 'the soundtrack to an unforgettable night'. Below the logo, the title 'Tipzy Revenue Calculator' is displayed in orange. A sub-instruction 'See how much more revenue you can generate with Tipzy vs. a Jukebox!' follows. A dropdown menu labeled 'Weekly Song Requests:' contains the value '100'. Two sections compare 'Jukebox (20% Profit Share)' and 'Tipzy (70% Profit Share)'. The Jukebox section shows '\$30.00'. The Tipzy section shows '\$105.00'.

Service	Profit Share	Revenue (\$100 requests)
Jukebox	20%	\$30.00
Tipzy	70%	\$105.00



Stronger value proposition



Scalable sales tool



Showcase 70% profit share



SALES INVESTMENT

\$20K BUDGET OVER 6 MONTHS



AMBASSADOR BAR CRAWLS

\$7,500 Budget

- 1x per month
- Training
- Free food and drinks

INDUSTRY NIGHTS

\$12,500 Budget

- Demos
- Networking
- Free food and drinks





1

ACQUISITION

More bars,
more users



2

ENGAGEMENT

More users,
more revenue

PRODUCT RECOMMENDATIONS

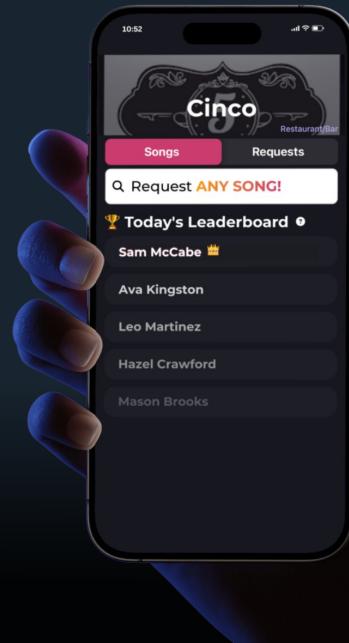
SMART DJ

12% more songs per hour



MAYOR OF THE BAR

Leaderboard creation



BUNDLE STRATEGY

	1 SONG	5 SONG BUNDLE	7 SONG BUNDLE
CUSTOMER PAYS	\$2	\$8	\$10 <i>2 FREE SONGS!</i>
TRANSACTION FEE %	18%	7%	6%



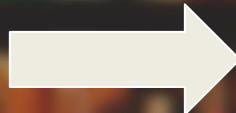
**NEXT
18 MONTHS**



GROWTH PLAN

CURRENT SONG
REQUEST RATE

28%



TARGET SONG
REQUEST RATE

35%

\$150K additional
revenue over 18
months



18 MONTH ADOPTION FORECAST



SALES STRATEGY

- 4 Ambassador Takeovers Per Week
- 25 Industry Events



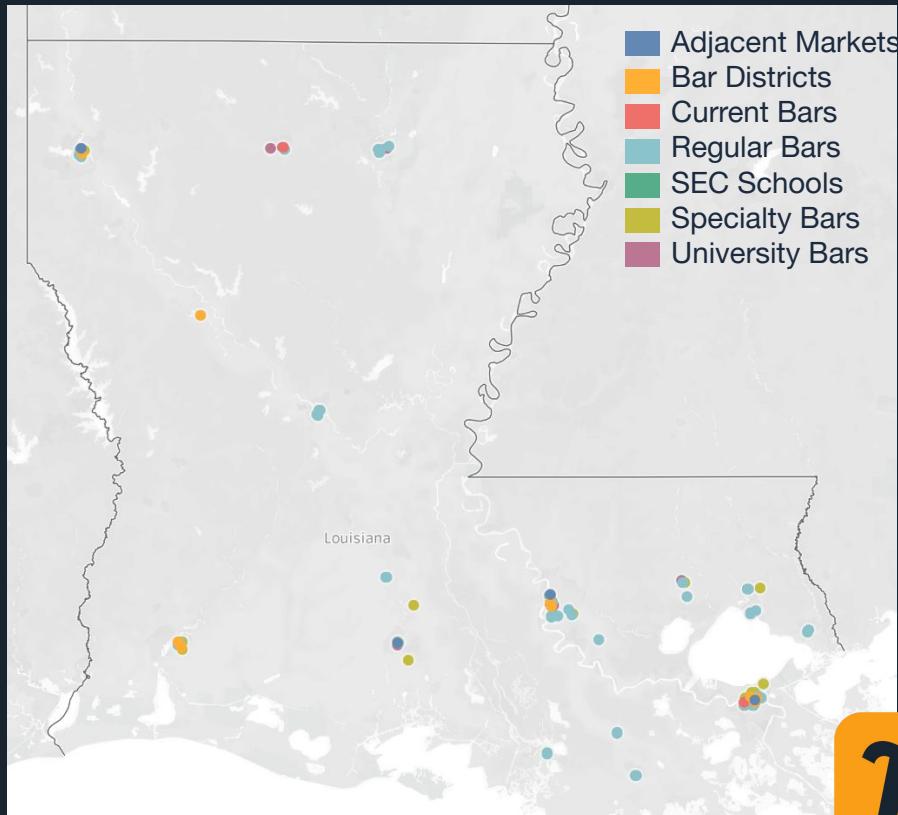
TARGET LOCATIONS

ONE STRATEGIC MARKET

LOUISIANA NEW
LOCATIONS

200

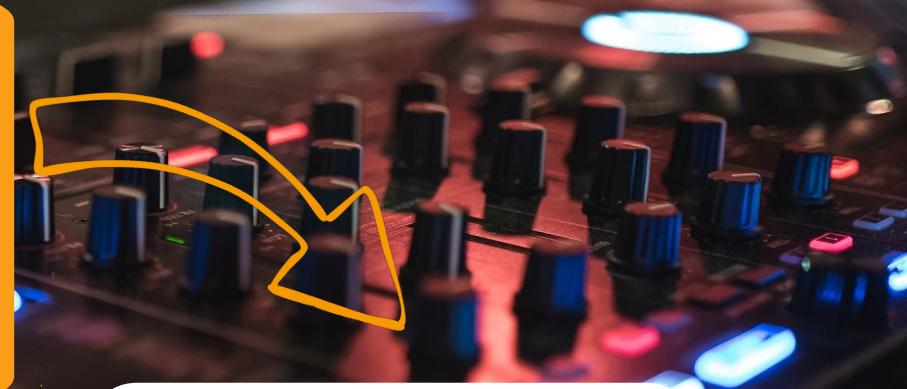
Over 18 months



COST OF ACQUISITION

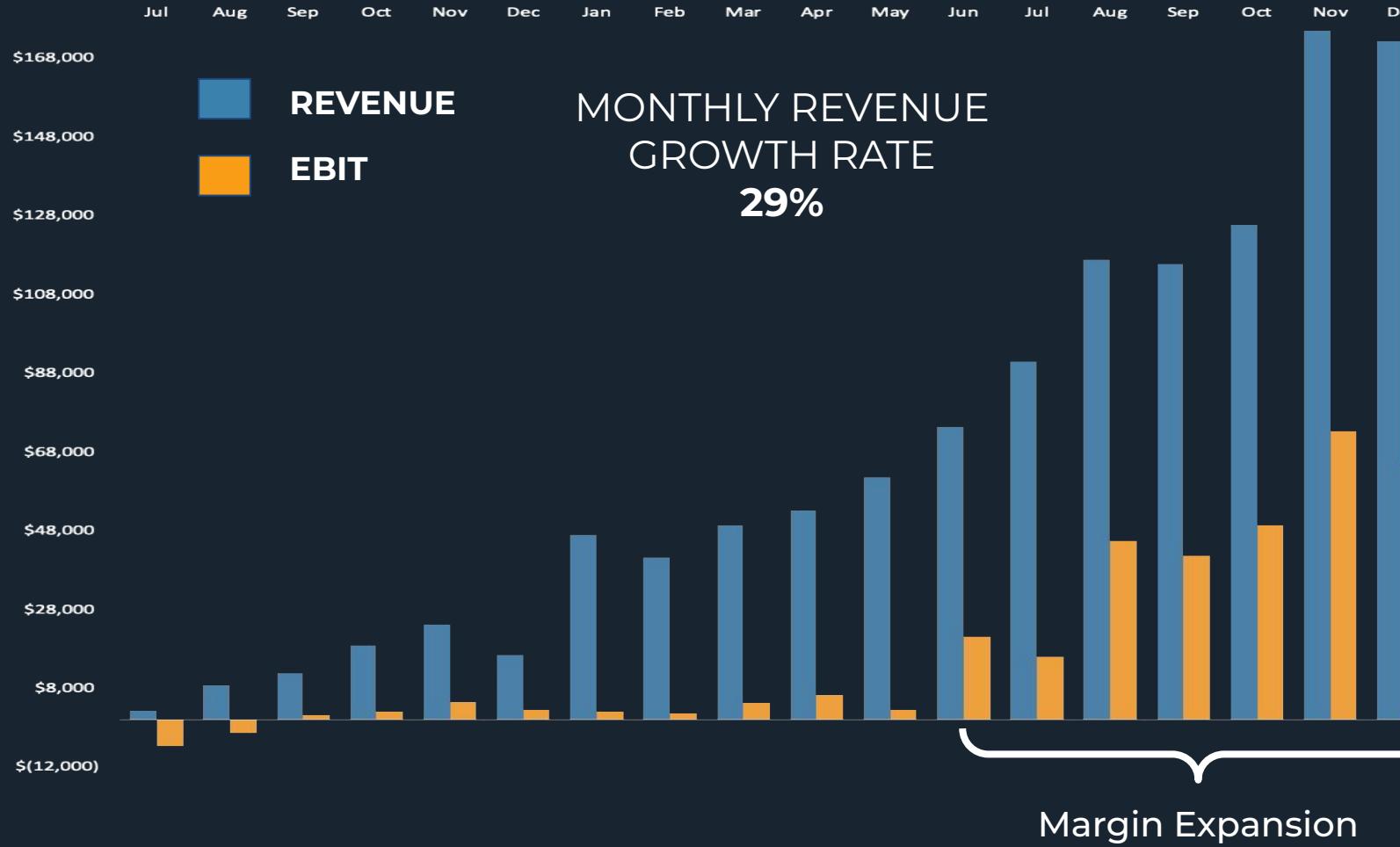
Total Sales Cost + Ambassador Fees

Total Bars



CAC
\$390





EVERYTHING WE DID...

BUT DIDN'T HAVE TIME TO TALK ABOUT

★ Tipzy Takeover

★ Ambassador Playbook

★ 18 Month projections

★ Customer profiles

★ AI DJ research

★ Lead list

★ CRM strategy

★ Credit system implementation plan

★ Customer surveys

★ Working revenue calculator





THANK YOU

Tipzy



Loyola Marymount
University



APPENDIX



CREDIT CARD FEES

FOR ONE TRANSACTION

2.9% Credit Card Fee + \$0.30 App Store Fee

Flat rate



**33% of every dollar*



HOW SMART DJ WORKS

USES MACHINE LEARNING



**Supervised and
Reinforced
Learning**



**K-Nearest
Neighbors**



**Decision Trees /
Random Forests**



**Neural Networks /
Deep Learning**

AUTOMATING SALES



HubSpot

29%

**AVERAGE INCREASE
IN SALES REVENUE**

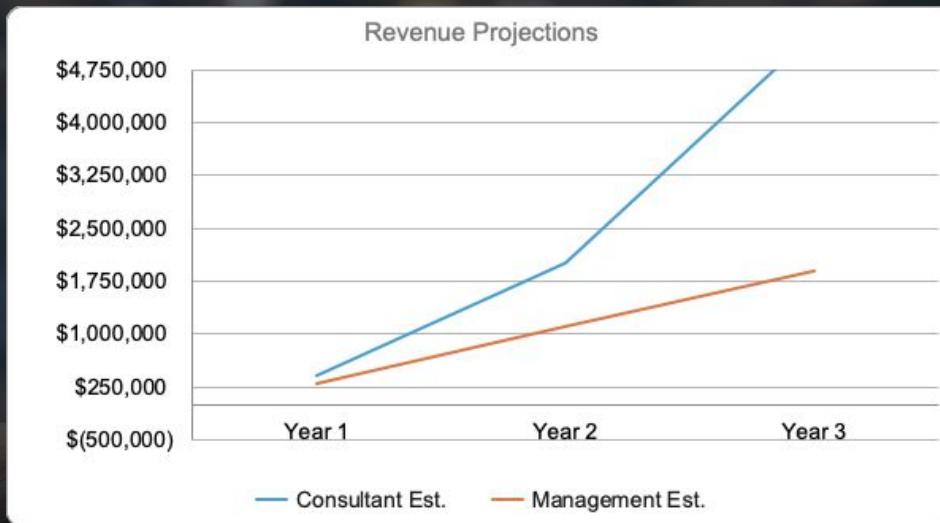
300%

**HIGHER
CONVERSION RATES**



FINANCIAL PROJECTIONS

Next 18 Months	18 Month forecast												Oct	Nov	Dec			
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
Revenue	\$ 2,314	\$ 8,777	\$ 11,950	\$ 18,981	\$ 24,375	\$ 16,510	\$ 47,108	\$ 41,181	\$ 49,565	\$ 53,334	\$ 61,547	\$ 74,556	\$ 91,026	\$ 116,908	\$ 115,749	\$ 125,662	\$ 177,995	\$ 172,434
Processing Fee	\$ (1,194)	\$ (4,463)	\$ (6,086)	\$ (9,551)	\$ (12,247)	\$ (8,316)	\$ (23,724)	\$ (20,689)	\$ (24,542)	\$ (25,637)	\$ (29,742)	\$ (36,425)	\$ (46,343)	\$ (59,296)	\$ (58,882)	\$ (63,742)	\$ (90,016)	\$ (87,573)
Operating Expenses	\$ (7,717)	\$ (7,717)	\$ (1,717)	\$ (2,467)	\$ (1,467)	\$ (9,637)	\$ (8,437)	\$ (8,137)	\$ (7,387)	\$ (13,387)	\$ (16,987)	\$ (28,611)	\$ (12,111)	\$ (15,111)	\$ (12,411)	\$ (14,561)	\$ (19,061)	
Ambassador Fees	\$ -	\$ -	\$ (2,932)	\$ (4,715)	\$ (6,064)	\$ (4,097)	\$ (11,692)	\$ (10,246)	\$ (12,511)	\$ (13,849)	\$ (15,902)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Net Income	\$ (6,597)	\$ (3,402)	\$ 1,215	\$ 2,248	\$ 4,597	\$ 2,630	\$ 2,055	\$ 1,809	\$ 4,374	\$ 6,461	\$ 2,515	\$ 21,143	\$ 16,072	\$ 45,501	\$ 41,756	\$ 49,509	\$ 73,418	\$ 65,800



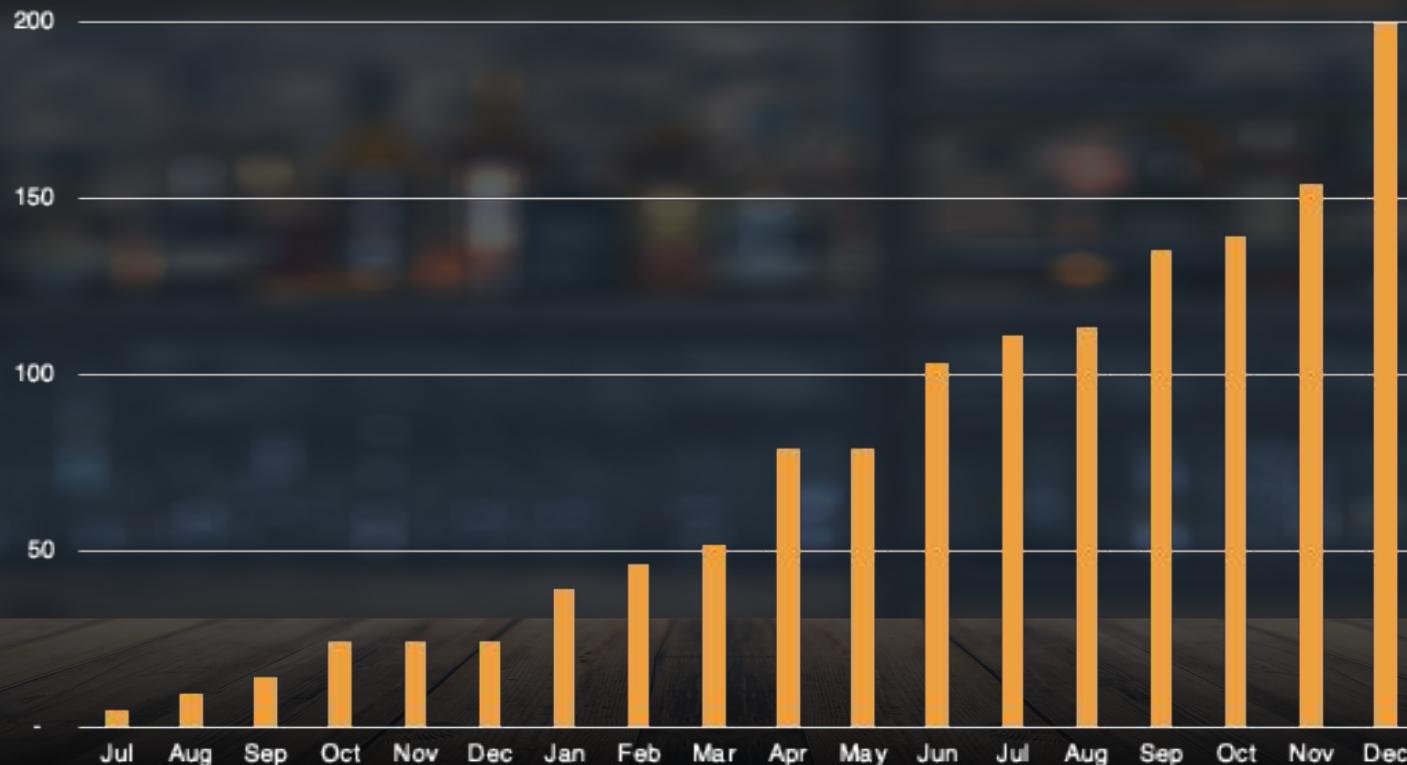
GROWTH ASSUMPTIONS

Cost of Customer Acquisition		
Assumed Monthly Revenue per bar	\$	425
Net Ambassador Split		15%
Monthly Ambassador Cost	\$	64
Months of Ambassador sharing		36
Estimated Bars adoption from Ambassador program		72
Cost of Ambassador Program Per bar, per year	\$	191
Total Cost	\$	13,770
Total 18mo Sales Budget	\$	60,000
CRM	\$	4,400
Total Ambassador fees + Sales Budget	\$	78,170
Total New Bars	\$	200
Cost of Acquisition	\$	390.85

GROWTH ASSUMPTIONS

Growth Assumptions	
Monthly Revenue Growth (next 18mos)	29%
Monthly bar acquisition rate	4%
Average song length (minutes)	3.50
Request Rate (songs requested by users)	35%
Average song price	\$2

TOTAL BAR ADOPTION (MONTHLY)



LEAD LIST

NAME OF BAR	PRIORITY	LEAD STATUS
<u>Pat O'Brien's Bar</u>	P1	Not started
<u>The Sazerac Restaurant</u>	P2	Not started
<u>Tipitina's</u>	P3	Not started
<u>Carousel Bar</u>	P0	Not started
<u>Napoleon House</u>	P1	Not started
<u>Chemin á la Mer</u>	P2	Not started
<u>French 75 Bar</u>	P1	Not started
<u>Peche Seafood Grill</u>	P1	Not started
<u>Preservation Hall</u>	P0	Not started

TIPZY REVENUE CALCULATOR

TECHNICAL OVERVIEW

- Built with HTML, CSS & JavaScript to dynamically calculate and display revenue comparisons.
- User input (weekly song requests) triggers real-time updates using on input event.
- Uses a fixed song price of \$1.50 and calculates venue share under 3 models: Jukebox (20%) Jukebox (30%) Tipzy (70%)
- Results are formatted to currency and updated directly in the DOM.
- Auto-calculates on page load for immediate insights.
- Clean, scalable logic – easily adjustable for future pricing models or UI enhancements.



AMBASSADOR PLAYBOOK



The Role of the Ambassador

The role of the Tipzy Ambassador is to help Tipzy build strong business relationships with local bars in exchange for a portion of generated revenue.

Ambassadors will coordinate with bar owners to launch Tipzy through one-night "Tipzy Takeover" events, and receive a percentage of generated revenue for _ scheduled nights after the initial launch event.

Payment Structure

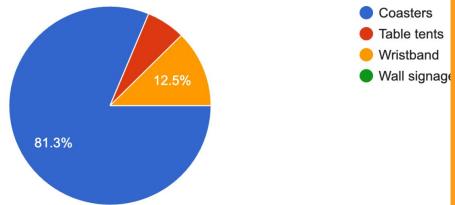
Tipzy ambassadors will have access to an initial event fund which will be utilized specifically for hosting Tipzy Takeovers (one per bar on first night launch). The funds will be utilized to provide drink tickets to users who successfully purchase credit packs (one per person, until tickets run out).

Ambassadors are paid 10% of generated revenue for "Tipzy Takeovers", as well as 10% of generated revenue for 3 months following the initial event.

TAKEOVER FEEDBACK

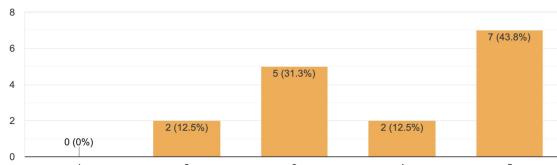
What QR code did you use the most to request songs?

16 responses



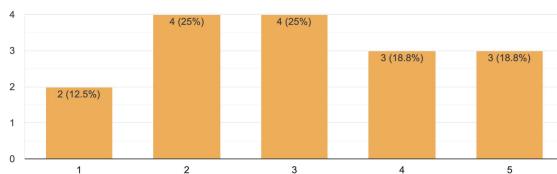
How satisfied were you with the song selection available?

16 responses



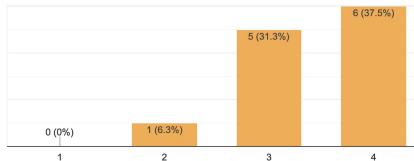
Currently, Tipzy operates on a web browser that requires you to log in during each session. How likely would you be to download a Tipzy app on your...one that would make it easier to log in each time?

16 responses



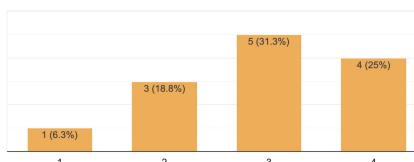
How easy was it to request a song using Tipzy?

16 responses



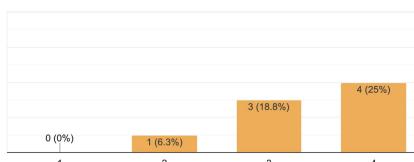
How satisfied were you with the amount of time it took to play your song request?

16 responses



If you saw Tipzy available at another bar, how likely would you be to use the service?

16 responses



JOHN, THE BAR OWNER

- Age: 45
- Bar Owner/Manager of Prince of New Orleans
- Pain Points:
 - Managing music is a headache
 - Jukeboxes take up space and are hard to manage
 - Paying music licensing fees
- Goals:
 - Make extra income without disrupting bar operations
 - Keep control of the bar's vibe
 - Test new tech with minimal risk before committing



JULIA, THE BAR PATRON



- Age: 22
 - College student at LSU, regular bar-goer
- Pain Points:
 - Bad music ruins the night
 - Hard to request songs in bars
- Goals:
 - Know the vibe of a bar before going s
 - Share music with her friends
 - Engage with the social scene of bars

