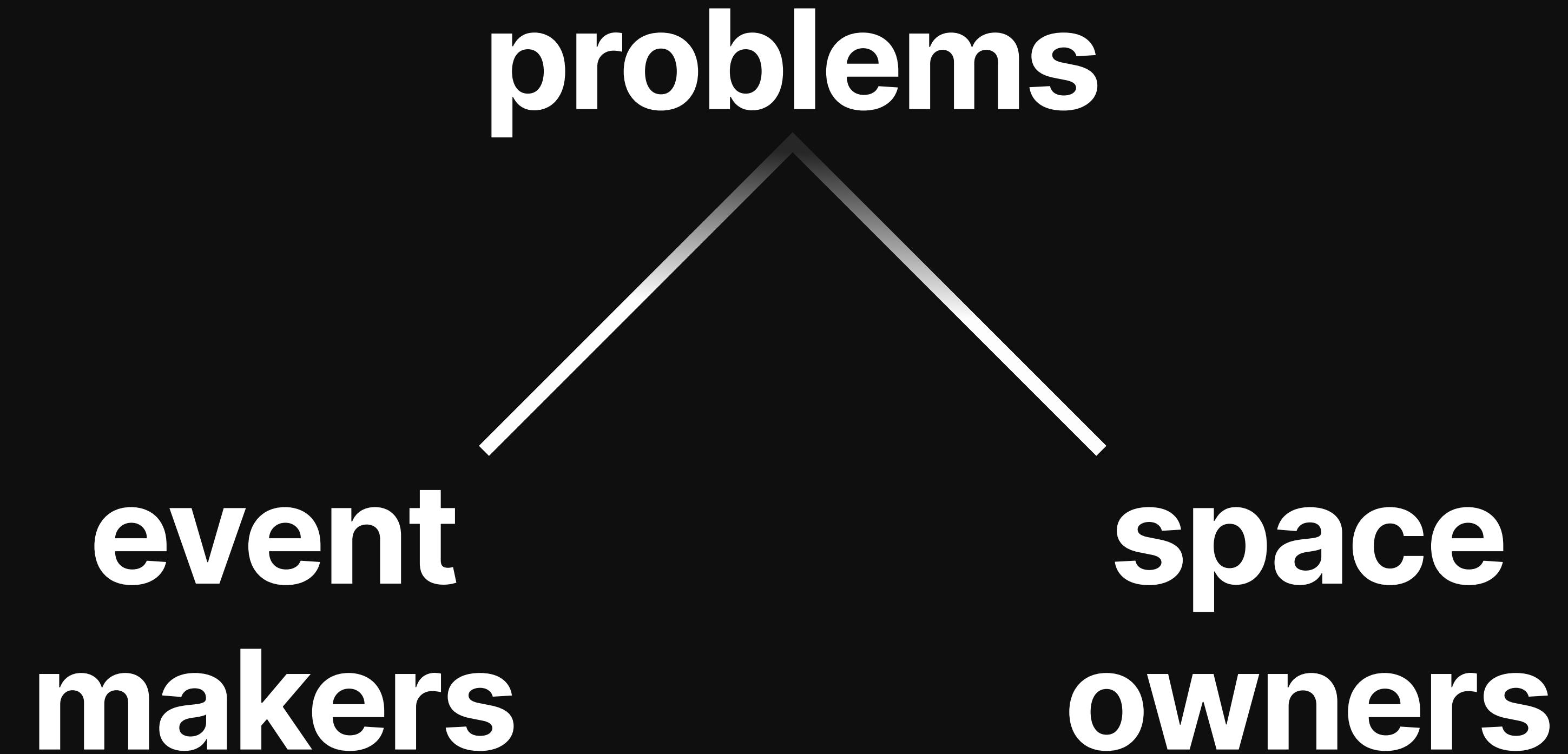




Planning an event can take **40** to **120** times more time than the event itself.

problems



```
graph TD; problems[problems] --- eventMakers[event makers]; problems --- spaceOwners[space owners]
```

**event
makers**

**space
owners**

problems

event makers

- ✖ Difficult to find suitable venues due to scattered sources.
- ✖ Lack of transparent information on pricing, availability, and terms.
- ✖ Inconvenient communication with venue owners.
- ✖ High risk of fraud (e.g. venue cancellation at the last moment).
- ✖ No unified platform for reviews or verified listings.

space owners

- ✖ Low booking rates, especially for lesser-known spaces.
- ✖ Distrust toward new clients and lack of guarantees.
- ✖ Lost revenue due to last-minute cancellations or no-shows.
- ✖ No easy platform for promotion and exposure.

joytop

From Empty Rooms to Iconic Moments

Join the *Community* of Visionaries

solution

A community-driven platform for booking venues for events, hackathons, conferences, photo shoots, art studios, coworking sessions, etc.

- 🎨 Focused on young creators, community leaders, and influencer-organizers.
- 🔍 Easy filters, transparent booking terms, peer reviews, and a sleek UI.
- 🏦 Escrow system to guarantee safety for both sides: funds are held until the event is confirmed.
- 💰 Monetization through commissions, premium listings, and promotional tools.

**CHIEF EXECUTIVE OFFICER
SAIDJON MUKHITDINOV**



joytop

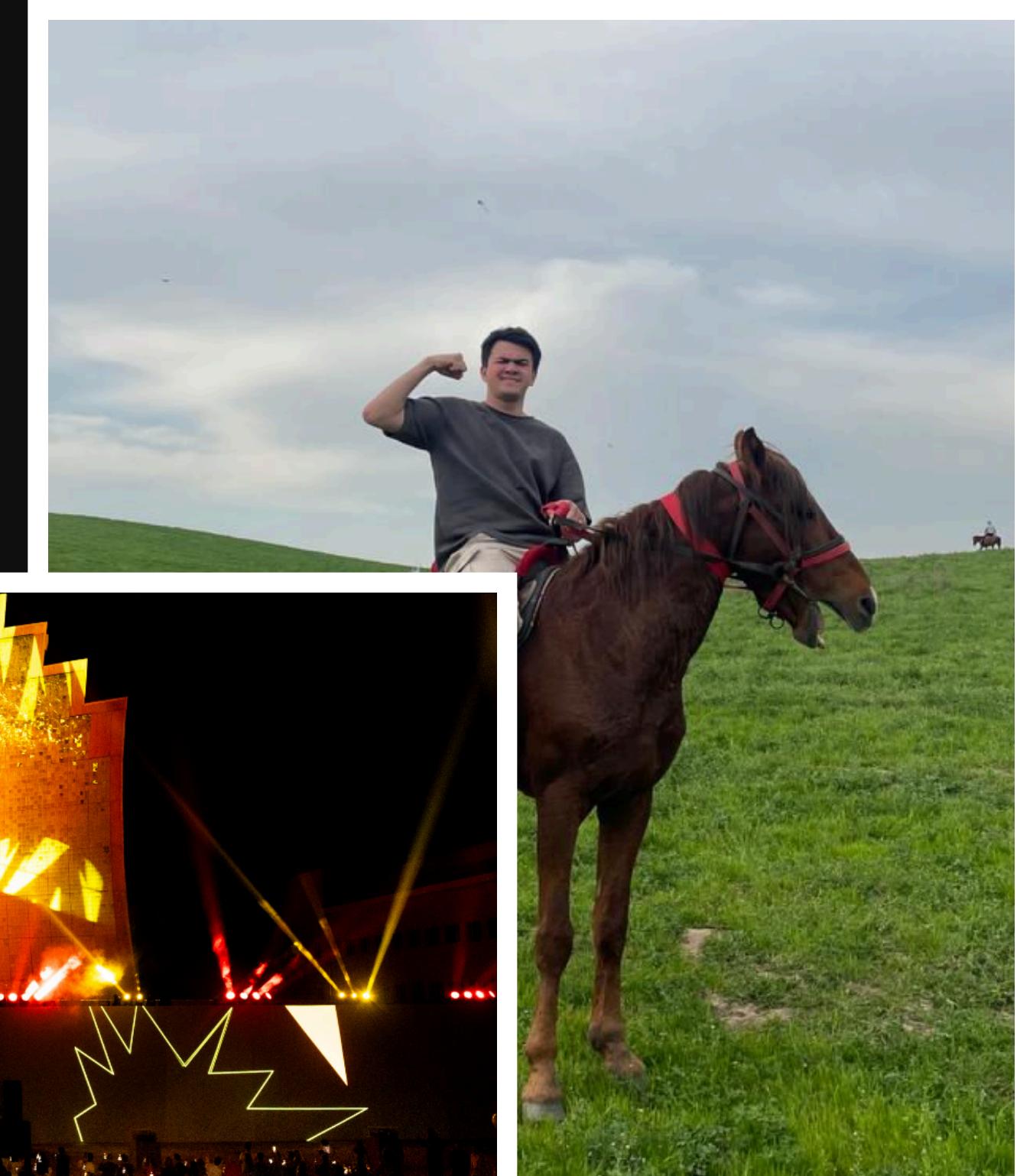
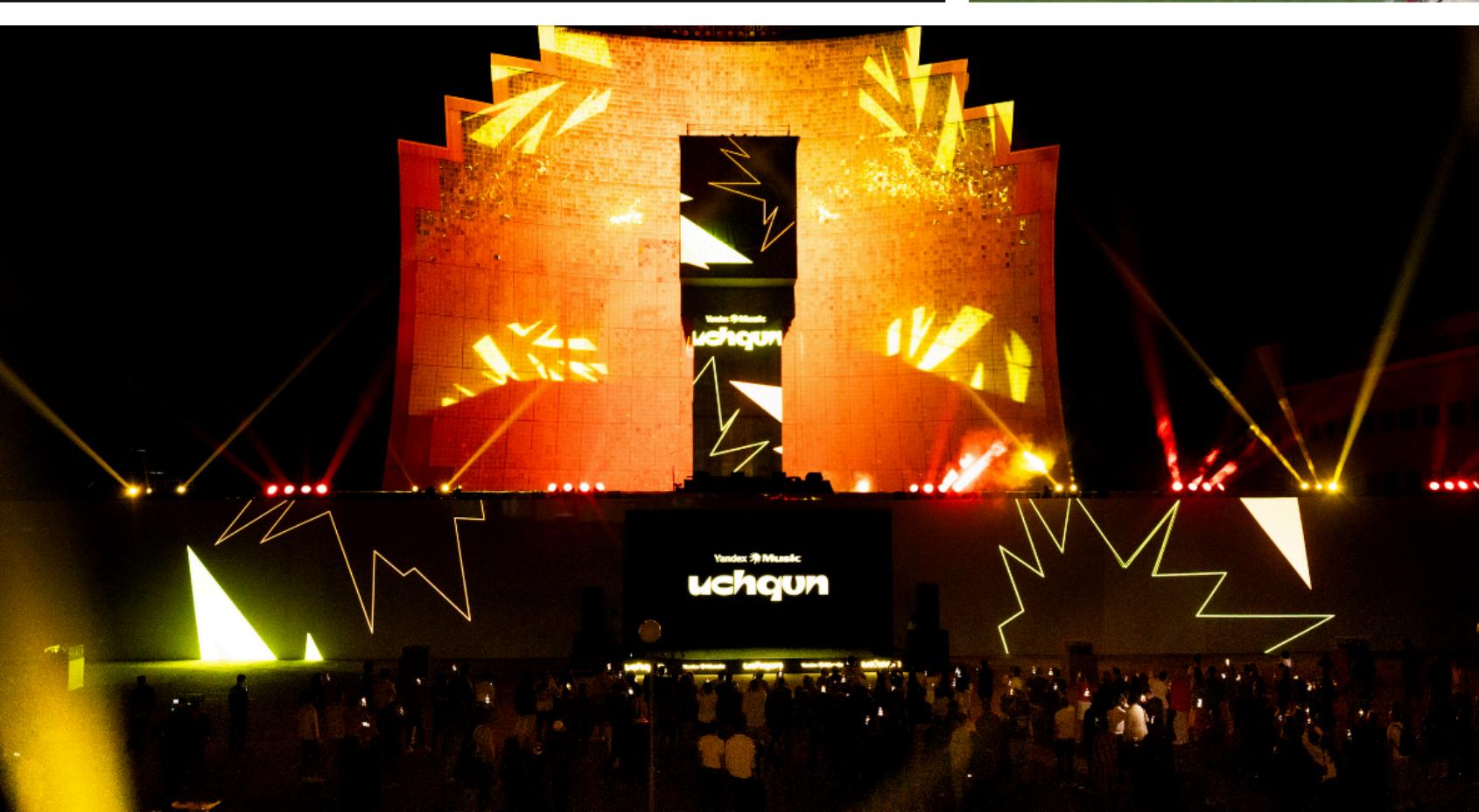
From Empty Rooms to Iconic Moments

our mission

- To make event planning in Uzbekistan simple, quick, and secure for all participants.
- Streamline the preparation process and strengthen trust between event organizers and venue owners.
- Promote a culture of events by offering a platform that enables users to create memorable and impactful experiences.
- Bringing together **culture** and **community**.

positioning

- We're building a platform that brings event organizers and venue owners together, offering a **simple, secure** service for booking and event planning.
- By introducing innovative features, we aim to lead the market in safe event booking and create a space for creativity and collaboration.



brand identity

Everything as simple as possible...

Detect language [Uzbek](#) [English](#)

joy top|

[English](#) [Uzbek](#)

find place|

our values are Creativity, Transparency, Empowerment, Accessibility

→ 4 words to describe joytop are young, energetic, community-focused, reliable

go-to-market strategy

How We Will Launch JoyTop and Drive Growth

Digital Marketing

- Targeted advertising on social media (Instagram, TikTok, Facebook).
- Content marketing: Create videos and articles to educate users.

Partnerships & Collaborations

- Partner with event agencies, influencers, and key organizers.
- Direct sales and promotions to attract early users.

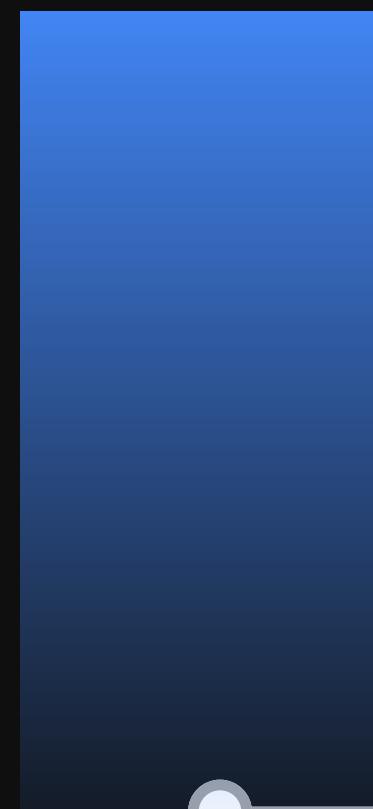
Customer Acquisition

- Launch pilot programs to test the platform with a select audience.
- Implement referral programs and bonuses for early users.

long-term strategy

Sustainability and Leadership:

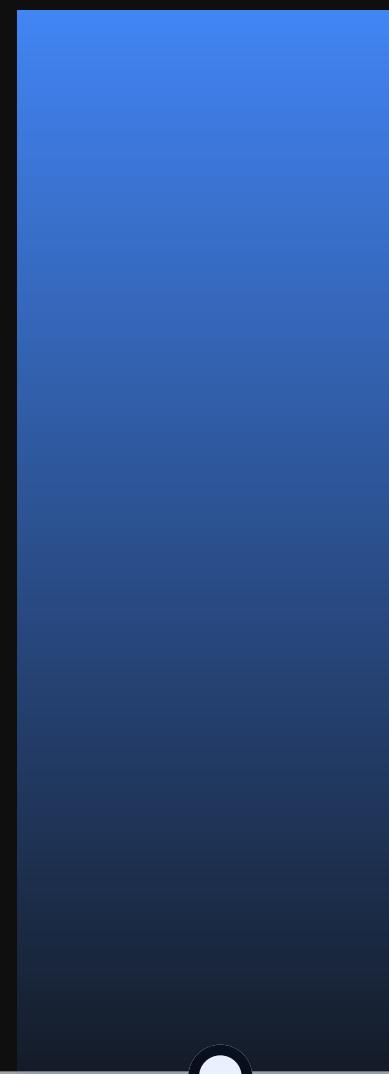
- Ensure high transaction security and enhance platform technologies to protect users.
- Build and maintain an active user community.



stage 1

Product Development:

- Introduce additional features such as analytics and personalized recommendations.
- Continuously improve the user experience based on feedback and analytics.



stage 2

Growth Strategy:

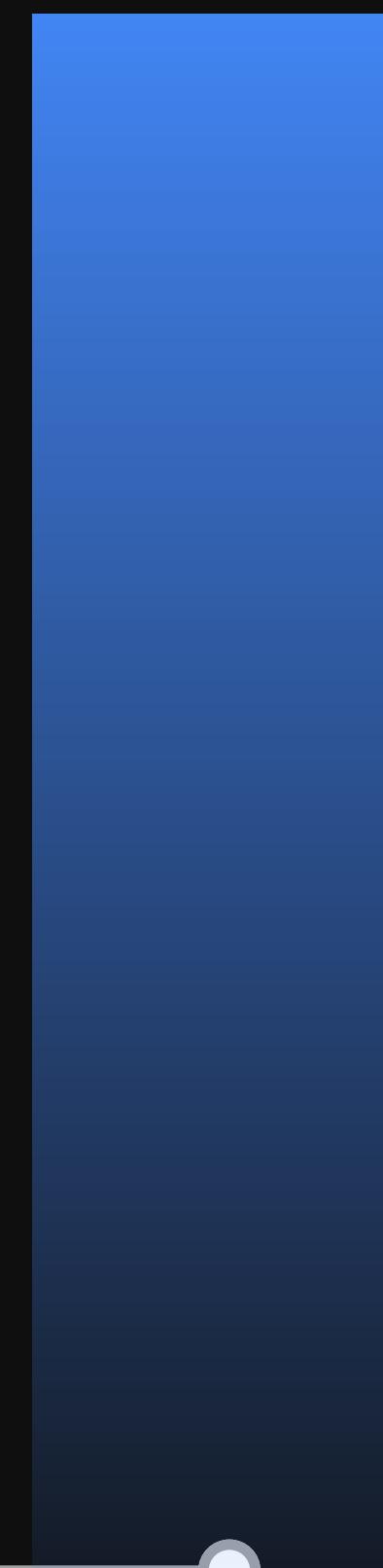
- Scale to new cities and regions.
- Expand the partner network and attract new venue owners.
- Organize proprietary events through the platform.



stage 3

Brand Expansion and Recognition:

- Strengthen brand presence through strategic marketing campaigns.
- Build partnerships with major industry players and key influencers to enhance brand credibility and recognition.
- Create a strong, recognizable brand that resonates with the target audience and establishes trust.



stage 4

**CHIEF TECHNOLOGICAL OFFICER
ASADBEK FAZLIDDINOV**

9:41

Aviasozlar

★ 4.5

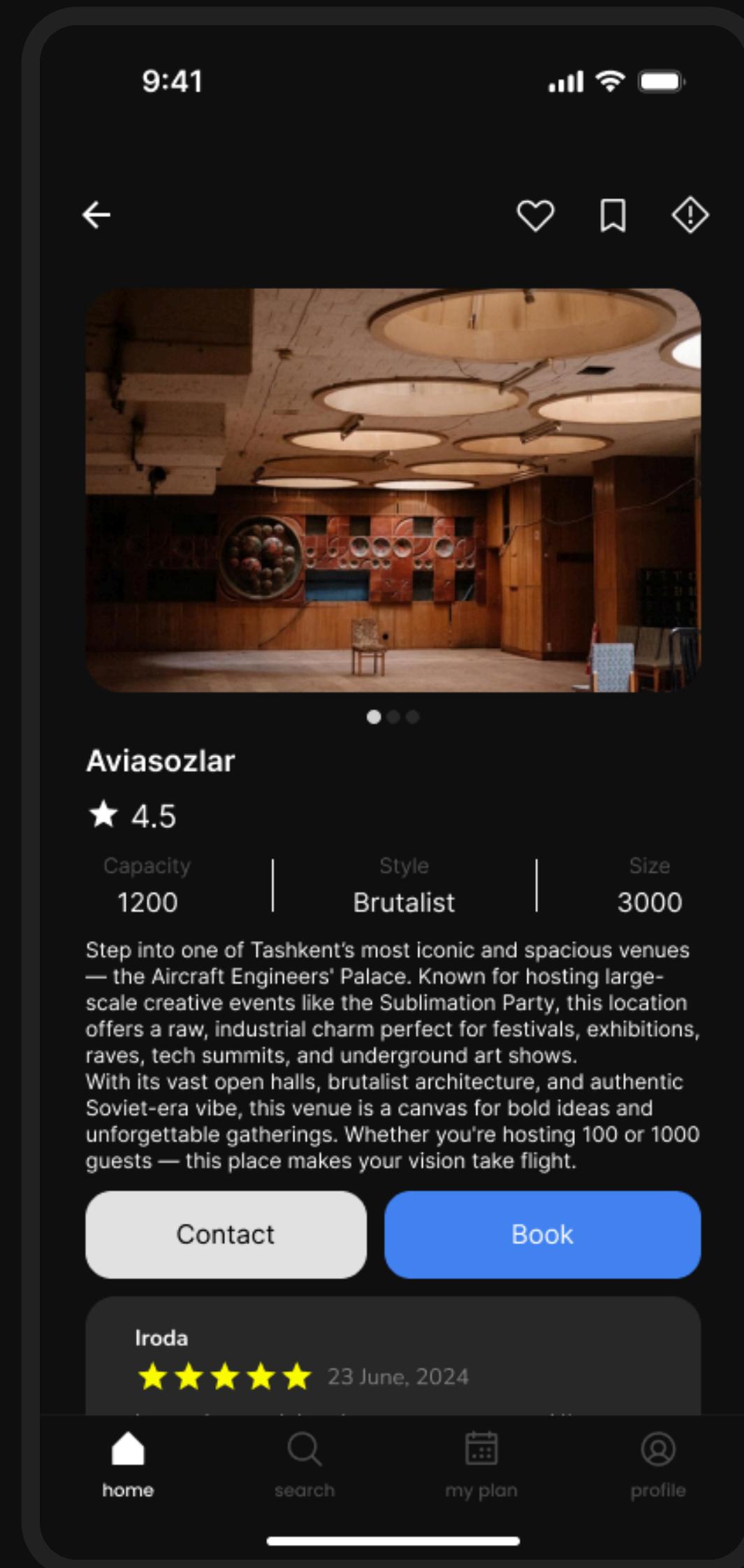
Capacity 1200 | Style Brutalist | Size 3000

Step into one of Tashkent's most iconic and spacious venues — the Aircraft Engineers' Palace. Known for hosting large-scale creative events like the Sublimation Party, this location offers a raw, industrial charm perfect for festivals, exhibitions, raves, tech summits, and underground art shows. With its vast open halls, brutalist architecture, and authentic Soviet-era vibe, this venue is a canvas for bold ideas and unforgettable gatherings. Whether you're hosting 100 or 1000 guests — this place makes your vision take flight.

Contact Book

Iroda
★★★★★ 23 June, 2024

home search my plan profile



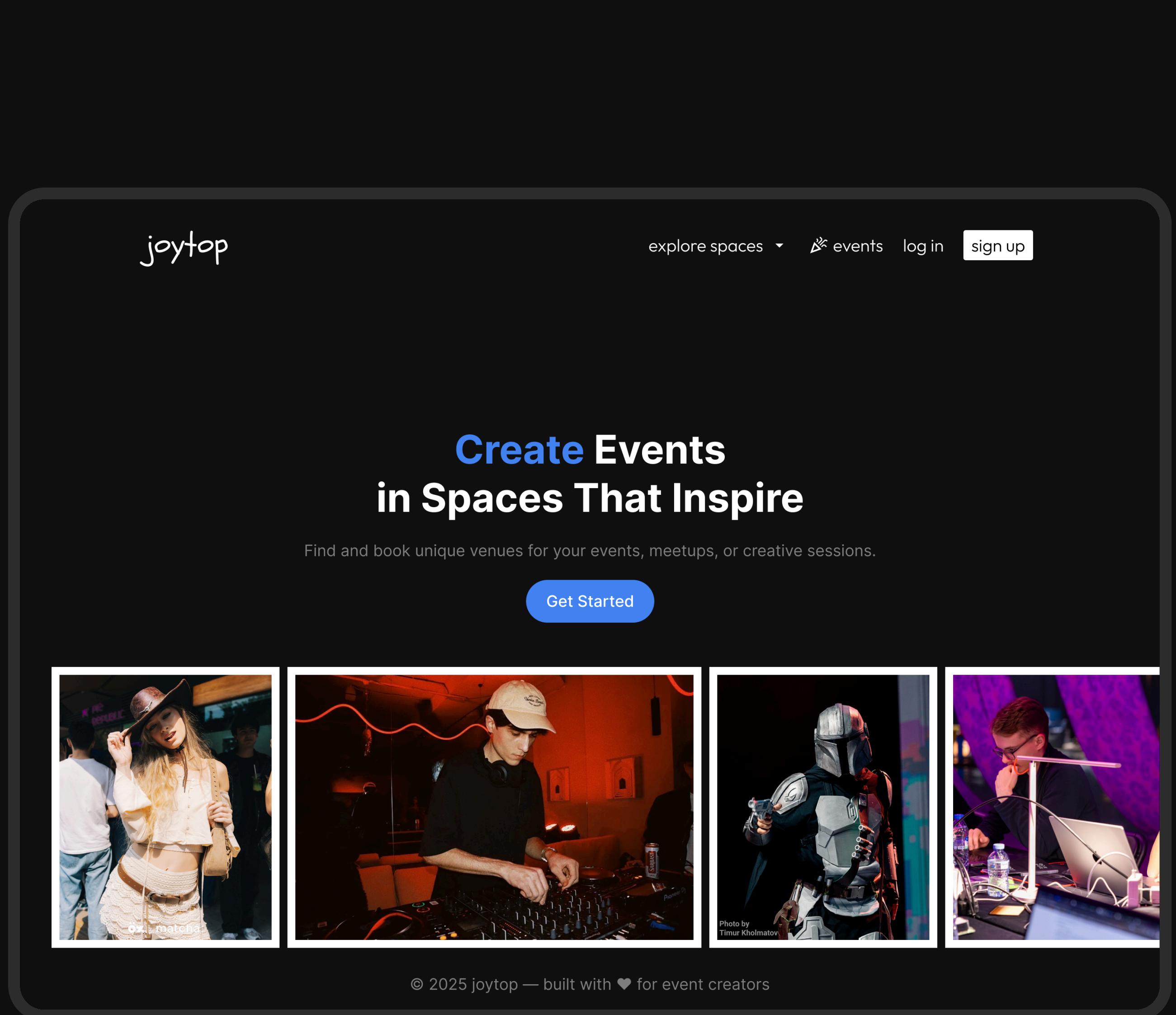
joytop

explore spaces events log in sign up

Create Events in Spaces That Inspire

Find and book unique venues for your events, meetups, or creative sessions.

Get Started



© 2025 joytop — built with ❤ for event creators

9:41

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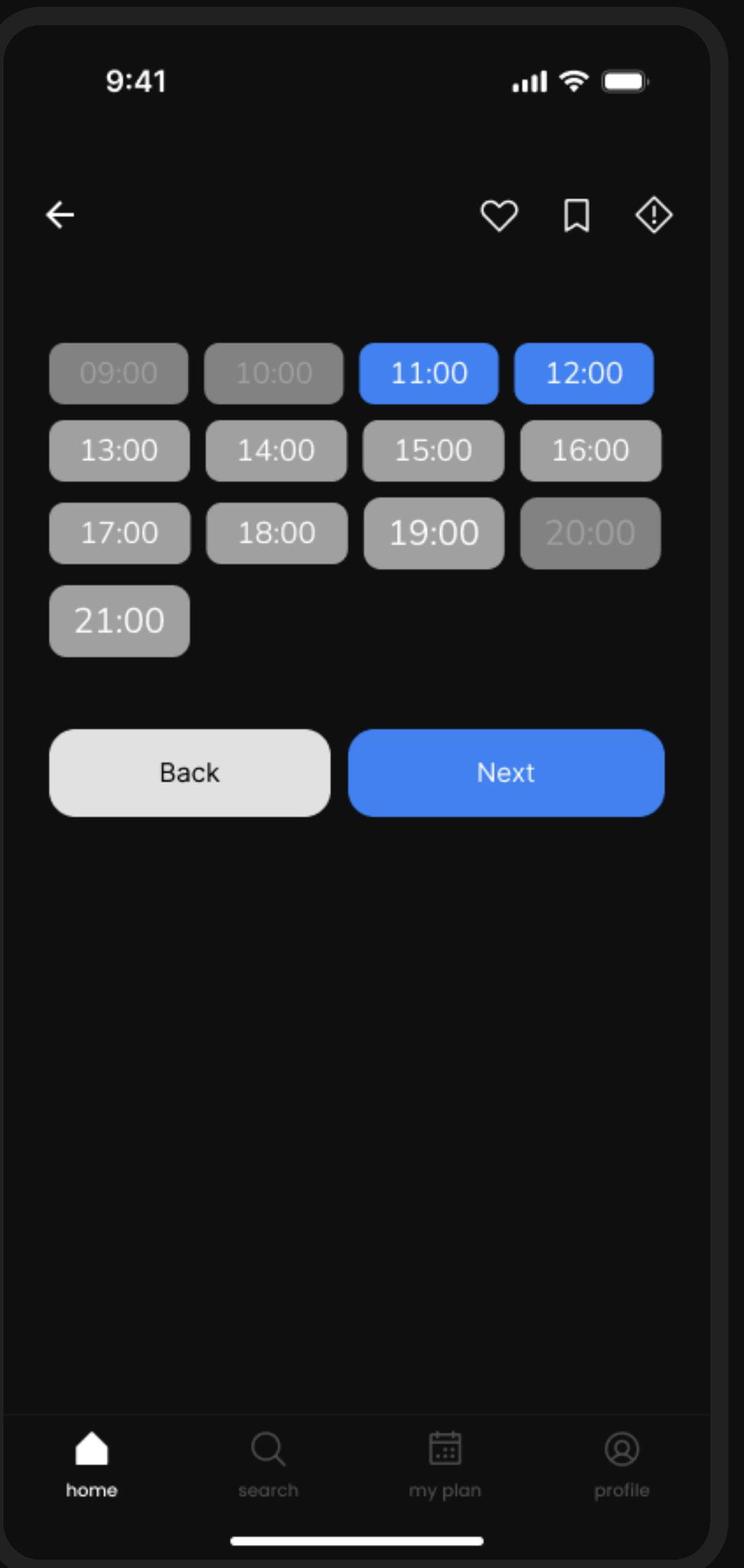
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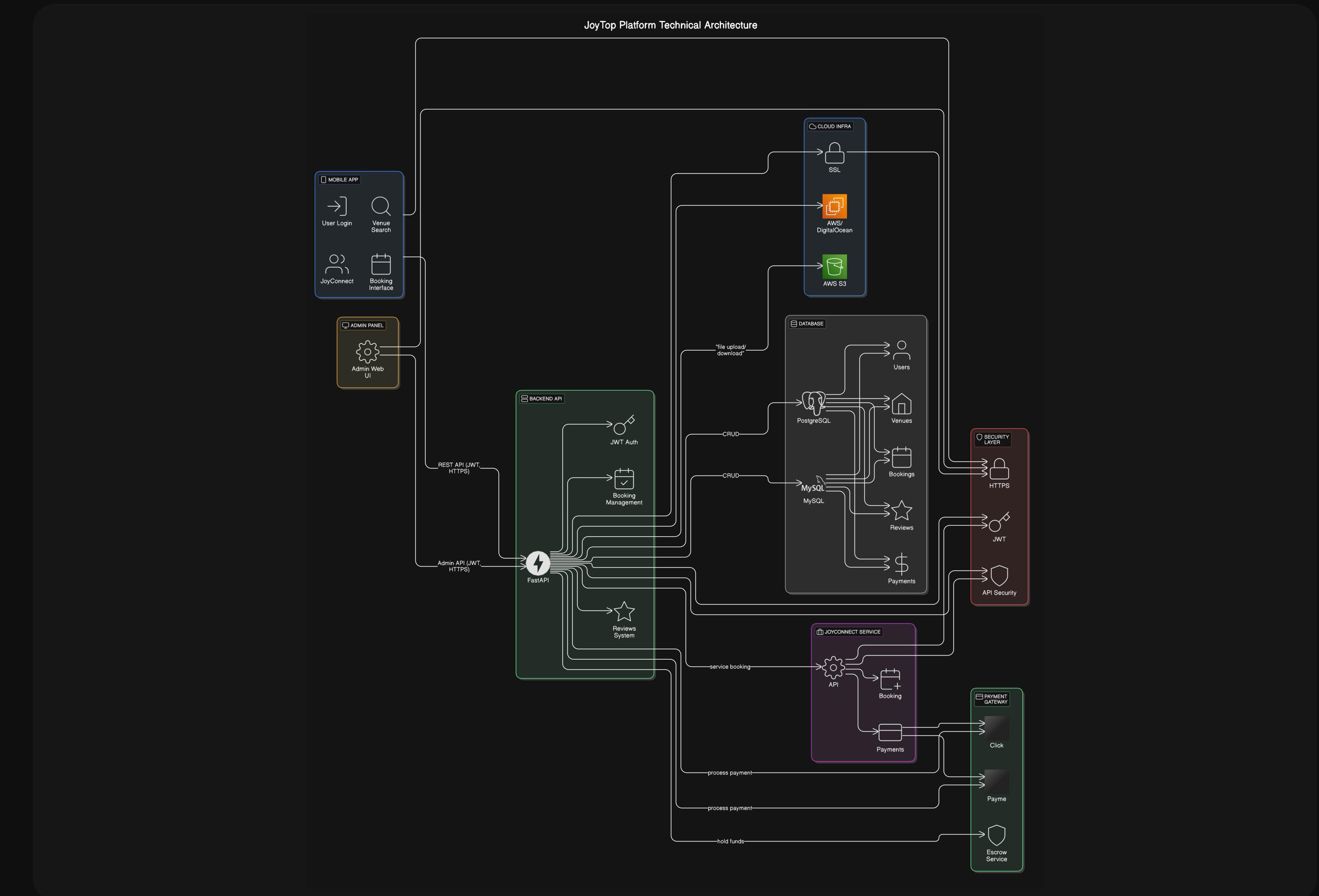
home search my plan profile



mvp



scan me



Flutter



Python



Firebase



**CHIEF FINANCIAL OFFICER
SAMANDAR KAMBARALIEV**

business model & financial projections

marketplace and transactional models

"We connect spaceowners with event organizers and take a commission per booking."

- 10–15% commission on every successful transaction
- Escrow-based — JoyTop holds funds until the event is confirmed
- Encourage trust and increase platform engagement

affiliate model

"Spaces don't run events — people do. We bring them to you."

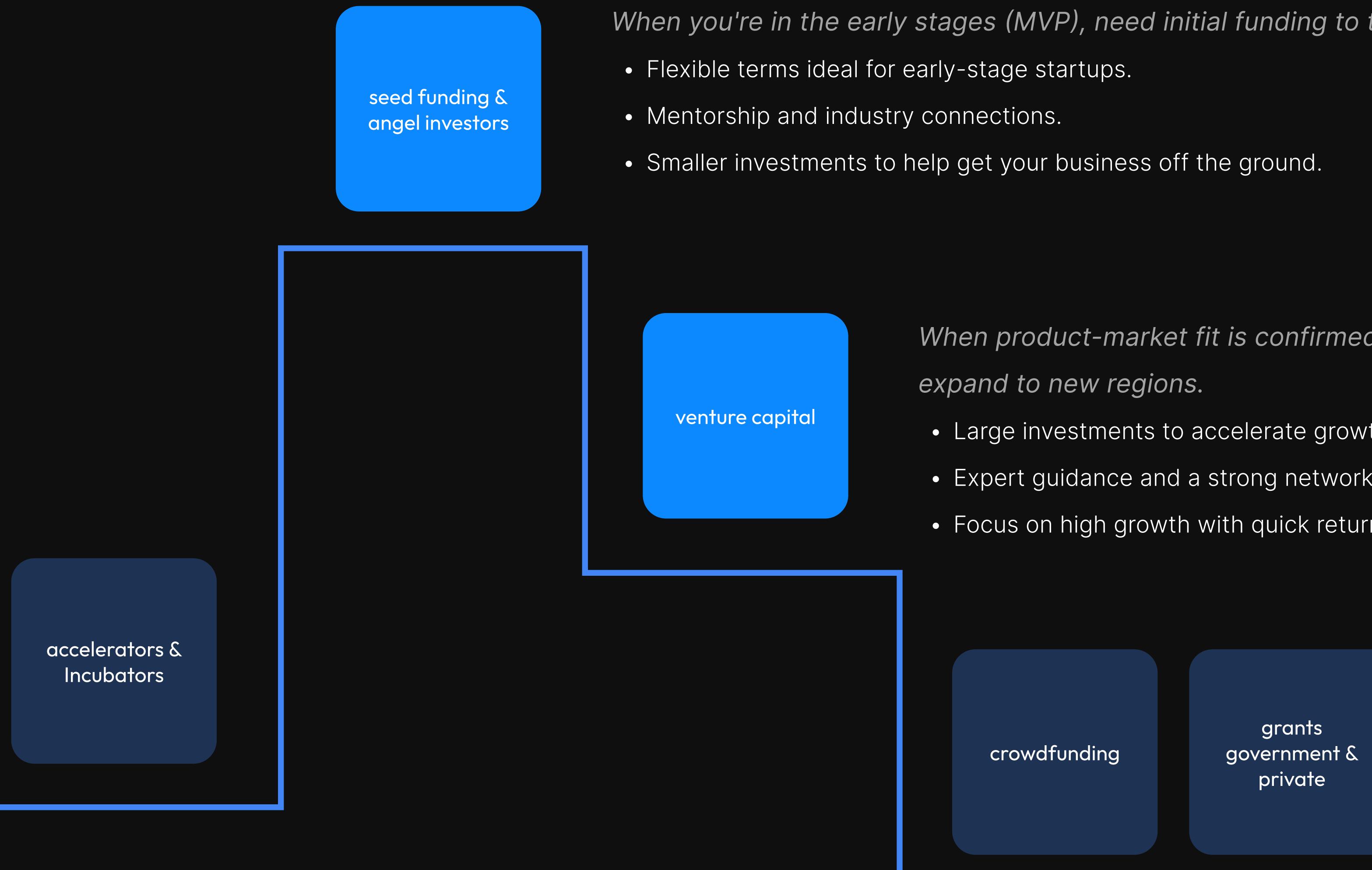
- Event photography or videography teams
- Sound, lighting, stage or furniture rentals
- Staff, crew, catering or guest management services
- Decor, setup or logistics solutions

pay-as-you-go model

"Organizers can pay for additional services as needed."

- Hidden analytical data for spaceowners
- Boost in search list
- Verification by creator

funding



costs

marketing funding	\$15k total
Influencer Seeding & UGC	\$3,000
Paid Social (SMM Performance)	\$3,500
Event Activation (IRL Marketing)	\$3,000
Content and Production	\$1,500
Referral & Loyalty Systems	\$1,000
Referral & Loyalty Systems	\$1,000
Salary for Team	\$2,000

operational funding	\$5k total
Payment Services	\$500
Legal Expenses	\$500
Infrastructure and Office	\$1,000
Customer Service	\$1,000
Referral & Loyalty Systems	\$1,000
Salary for Team	\$1,000

technical funding	\$13k total
Platform Development	\$3,500
Hosting & Infrastructure	\$2,500
Development Tools & Licenses	\$1,000
Contingency	\$1,000
Salary for Team	\$5,000

risks & mitigation



CHIEF MARKETING OFFICER
TIMUR URUNBAEV

target audience

Psychographics: creative, value community & uniqueness

1. Independent Event Creators

Motivation: Build their own community, create memorable events, gain visibility

2. Professional Event Planners & Agencies

Motivation: Reduce operational risks and save time while pleasing high-end clients

3. Small Business Owners & Influencers

Motivation: Grow brand presence, experiment with in-person formats

4. Venue Owners (Secondary Audience)

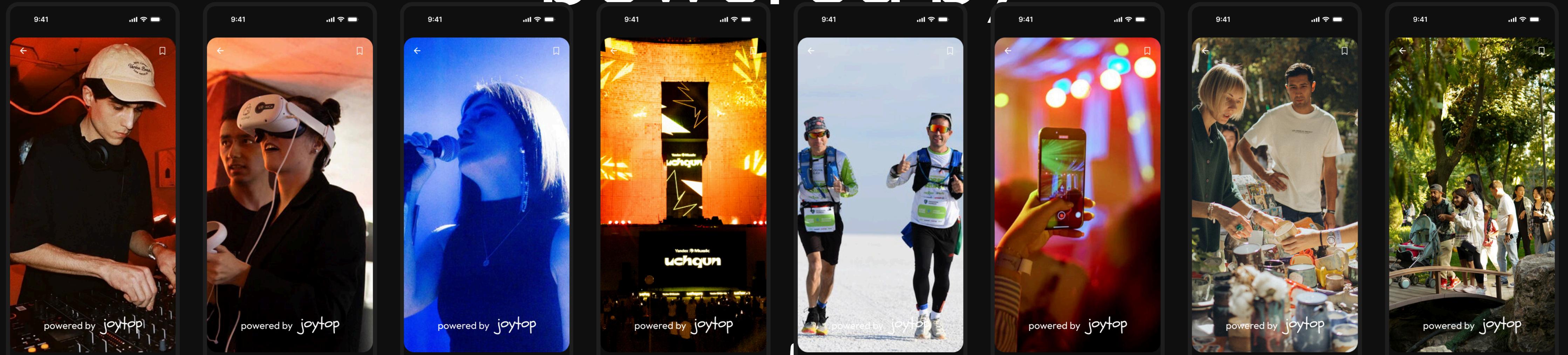
Motivation: Monetize underused space, join creative ecosystem, build reputation

keywords: meeting room, photoshooting, studios, workshop space, coworking space, concert spaces, art exhibitions, seminar room, board room, awards ceremony, training room, day office, podcast recording, music studio, conference hotel, business center, office space, corporate event space, fashion event, product showcase, rooftop party...

marketing strategy

- 89% internet penetration (32.7 million users)
- 92.2% mobile connections (33.9 million)
- Median age: 27 years
- 31.7% active social media users (11.7 million)

powered by



joytop

marketing strategy & key metrics

✓ Goal (6 month)

spaces	MAU	bookings
100+	1500+	3000+

Key Metrics to Measure Success

User Acquisition:

Goal: 1,000–1,500 active users

User Engagement:

Goal: Increase repeat bookings and active usage

Retention:

Goal: 30-day retention > 40%

Marketing Channels

Influencer Marketing & UGC

Action: Collaborate with micro-influencers (TikTok, Instagram, Telegram)

Paid Social Ads (SMM)

Action: Targeted ads on Instagram, TikTok, Telegram

Event Sponsorships & Activations

Action: Sponsor local events ("Powered by JoyTop")

Referral Program

Action: Incentivize user growth through referral bonuses

Content Creation (Photography, Promo Videos)

Action: Showcase top venues and event success stories

Branding & Community Building

Action: Create promotional materials and build presence on Telegram

cast

Chief Executive Officer
Chief Technology Officer
Chief Financial Officer
Chief Marketing Officer

Saidjon Mukhiddinov, 210814
Asadbek Fazliddinov, 210086
Samandar Kambaraliev, 210034
Timur Urunbaev, 210080

crew

Executive Researcher & Brainstorming Partner
Global Intelligence Network
Lead Interface Architect
Visual Directors

ChatGPT
Google
Figma
Timur Urunbaev, ChatGPT

soundtracks

Morning alarm
Keyboard typing
“Can we meet in 5?”
“Bro, let’s submit before midnight!”