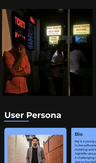
ClubDate

Connecting Club Enthusiasts for Unforgettable Nights Out

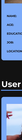
Product Deck



Problem Statement

- High costs and difficulties associated with stag entries to clubs and events discourage many individuals from going stag.
- Couples often enjoy more affordable or even free entry to clubs and events, while singles face higher costs.
- Lack of a reliable platform for people to find clubbing partners and plan outings leads to missed opportunities and isolation.

User Persona



NAME: Raj
AGE: 26
EDUCATION: B.Tech, LNMIIT
JOB: Software Engineer
LOCATION: Navi Mumbai

Bio

Raj is a young professional working in the software industry. He enjoys clubbing and exploring new music and dance styles. He prefers to attend events in groups but sometimes finds it challenging to find people who share his interests in clubbing. Raj is also interested in meeting new people and building a strong social network through his friends and their connections.

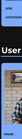
Pain points

- Limited social circle interested in clubbing
- High cost associated with stag entries
- Difficulty in finding compatible clubbing partners

Goals

- To find like-minded individuals interested in clubbing and socializing
- To expand his social circle and meet new people who share similar interests
- To enjoy a vibrant clubbing experience with friends in a safe and welcoming environment

User Persona



NAME: Priya
AGE: 24
EDUCATION: MBA, NMIMS
JOB: Marketing Executive
LOCATION: Bandra, Mumbai

Bio

Priya is a young professional working in the marketing industry. She loves dancing and exploring different music genres. However, she sometimes feels hesitant about going alone due to safety concerns and the high costs associated with stag entries. Priya is looking to find a group of like-minded friends who share her passion for big nights out and dancing.

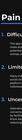
Pain points

- Safety concerns regarding attending events or clubs alone
- High cost and difficulties associated with stag entries
- Limited options for finding compatible clubbing partners

Goals

- To find a trustworthy clubbing partner or group to attend events and celebrations
- To enhance her clubbing experience by sharing the music and events
- To find a reliable and trustworthy partner who enjoys dancing and relaxes during nights

User Persona



NAME: Ravi
AGE: 28
EDUCATION: MBA, VIT, Ceilgar
JOB: Nightclub Owner
LOCATION: Andheri East, Mumbai

Bio

Ravi is the owner of a high-end nightclub in Andheri East. He has years of experience in the hospitality industry and has witnessed firsthand the challenges that people face when looking for ways to attract more customers, increase footfall, and boost revenue during slow nights.

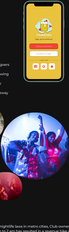
Pain points

- Difficulty in attracting customers to his nightclub during slow nights
- Maximizing table bookings and ensuring a profitable business by hassle-free experience
- Maintaining revenue and remain an unbeatable nightclub

Goals

- To increase the visibility of his nightclub and attract more customers
- To streamline table bookings and ease reservations for a seamless experience for patrons
- To explore new marketing strategies to promote his venue and events effectively

Pain Points



1. Difficulty and Cost of Stag Entries:

This app addresses the challenges of single stag attendees in clubbing by providing a platform to connect with other individuals who share similar interests and plan outings together. This can help reduce the cost of stag entries and increase the overall enjoyment of clubbing.

2. Limited Social Circle for Clubbing:

Many individuals face the challenge of not having a large social circle interested in clubbing. This app addresses this issue by allowing users to connect with like-minded individuals in its stag clubbing experience together.

3. Uncertainty and Safety Concerns:

Attending clubbing events alone can pose safety concerns for individuals. The app addresses this issue by facilitating connections and planning outings in groups, which can enhance safety and security, minimize loneliness, and increase overall enjoyment.

Product Overview

ClubDate is an innovative mobile application designed to facilitate connections between individuals in metro cities of India who are interested in clubbing, but face challenges in finding dating partners. The app addresses the issue of high costs and difficulty associated with stag entries by connecting users with like-minded individuals who share a passion for attend nightlife events and events, leveraging the benefits of couple entries and shared expenses.

Goals

- Building a sizable user base by actively targeting and acquiring clubgoers from various demographic groups, including companies, universities, and social clubs, through targeted marketing campaigns, offering easy profile creation, swiping, messaging, and booking processes.
- Establishing partnerships with popular bars and event organizers to provide exclusive deals and promotions for ClubDate users.
- Implementing robust security measures and a reliable payment gateway to instill trust among users for making bookings and transactions.

Target Audience

- Young adults aged 21-35 living in metro cities of India.
- Individuals interested in clubbing, music, and nightlife experiences.
- Individuals comfortable with using smartphones with dating mobile applications.

Quantitative Research

While the clubbing market is growing rapidly in India and estimation of nightlife laws in metro cities, Club owners have said that extending the closing time of cafes and bars from 1 am to 3 am has resulted in a substantial rise of 25 per cent for sales.

India emerged as the 5th fastest-growing market in terms of year-over-year growth in dating app spending in 2022. Indians spent $71 million more on dating apps in 2022 than they did in 2021.

Observations

13.8%
Expected CAGR of the Indian PBCL market for next 5 years

200%
Cooldar Tickets for stag entries into night clubs

78%
Regular users of Dating Apps in our target audience

19%
Only 19% people have been able to successfully go on a second date through usual dating apps

54%
Women said they'll go on a date with people they met online as it is convenient and private

37%
People form top-two cities go on a new date every month or at least multiple dates a month

70%
Untapped young audience in Clubbing market

80%
People prefer to go out clubbing with a partner rather going alone

User Research

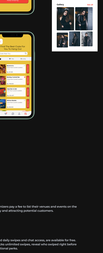
- Many individuals prefer going to clubs and events with a partner to enjoy a better experience, reduced costs, and a sense of security.
- According to surveys, nearly 80% of people in India believe that going out with a partner or in a group is more enjoyable than going alone.

Competitive Analysis

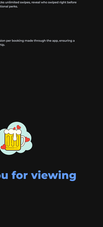
Clubdate differentiates itself from other dating apps and event discovery platforms by offering unique features specifically designed for connecting individuals seeking clubbing partners and events experiences. Overall, while there may be indirect competition from established dating apps and event discovery platforms, a dedicated platform like ClubDate focusing on connecting individuals in metro cities can create a unique value proposition and cater to the specific needs of its target audience.

Company Name	Clubdate	Bumble	Sort My Scene
Company Info	Dating-Lum Experience Booking Platform	Dating App	Club and Event Discovery Platform
Match Making	✓	✓	✗
Club and Event Discovery	✓	✗	✓
Entry and Table Booking	✓	✗	✓
In-App Chat	✓	✓	✗

User Flow



Application UI



Revenue Model

Listing Fee
- Club owners and event organizers pay a fee to list their venues and events on the app, increasing their visibility and attracting potential customers.

Freemium
- Basic features, such as limited daily swipes and chat access, are available for free. Premium subscriptions unlock unlimited swipes, reveal who swiped right before matching, and provide additional perks.

Comissions
- ClubDate charges a commission per booking made through the app, ensuring a mutually beneficial partnership.

Thank you for viewing