

A solid dark grey rectangle is positioned on the left side of the slide, partially overlapping the title text.

# Drip Pitch Deck

Find cool things to do, and get there  
with your friends.

A solid dark grey rectangle is positioned to the left of the word 'Problem'.

# Problem

**Loneliness** is a concern for young people in urban centers.

**People** want to find enriching and fun things to do with others.

**No social media application** yet exists that easily brings people together in person.

A solid dark gray rectangular bar is positioned to the left of the 'Solution' heading.

# Solution

A **mobile application** for users to find popular events nearby, see which friends are going, and invite others to go.



## Save Time

figuring out  
what to do



## Meet New People

without a blind  
date



## Easily Share

your plans or  
your events

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# Market Validation

**eventbrite.com**

**2 million events**  
held on Eventbrite in 2016

**4 million tickets**  
are processed per week on  
Eventbrite

**\$1.5 billion**  
total volume processed on  
Eventbrite in 2014

**facebook.com**

**550 million people**  
use Facebook events each month

**47 million public events**  
created on Facebook in 2015

**41% of users**  
on Facebook engage with public  
events each month

A solid dark grey rectangle is positioned on the left side of the slide, partially overlapping the 'Market Size' header.

# Market Size

**\$5**

Billion in Revenue  
from Ticket Sales

(United States)

**Total Available Market (US only)**

source: IBIS World

**530**

Million Tickets Sold  
on Ticketmaster in 2015

**Ticketmaster Ticket Numbers**

source: Billboard Report on Live Nation

**60**

Million Tickets Sold  
on Drip

**6.3%**

CAGR for the ticket  
market 2017–2021

**Growth Rate of Market**

source: Cision PR Newswire

**80**

Million Tickets Sold  
on Eventbrite in 2014

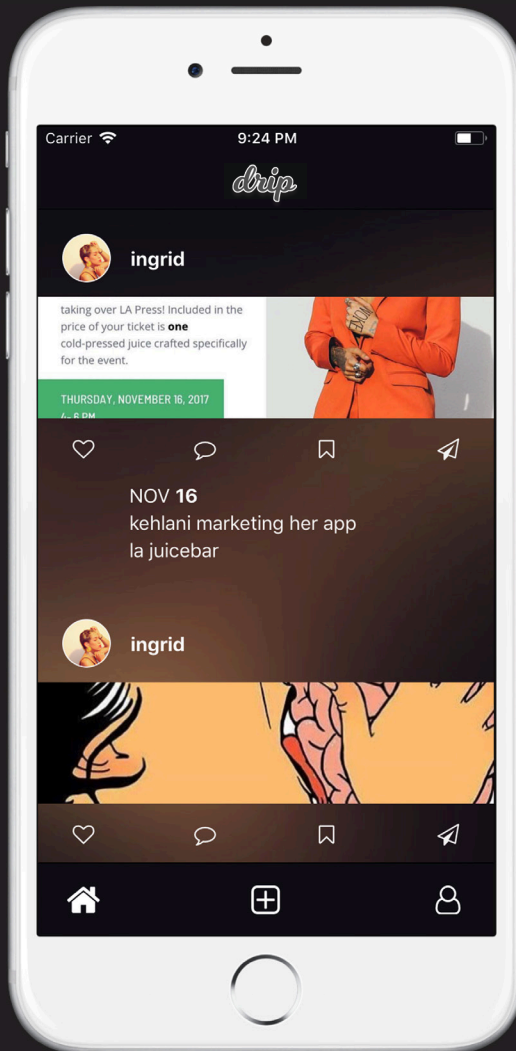
**Eventbrite Ticket Numbers**

source: Eventbrite

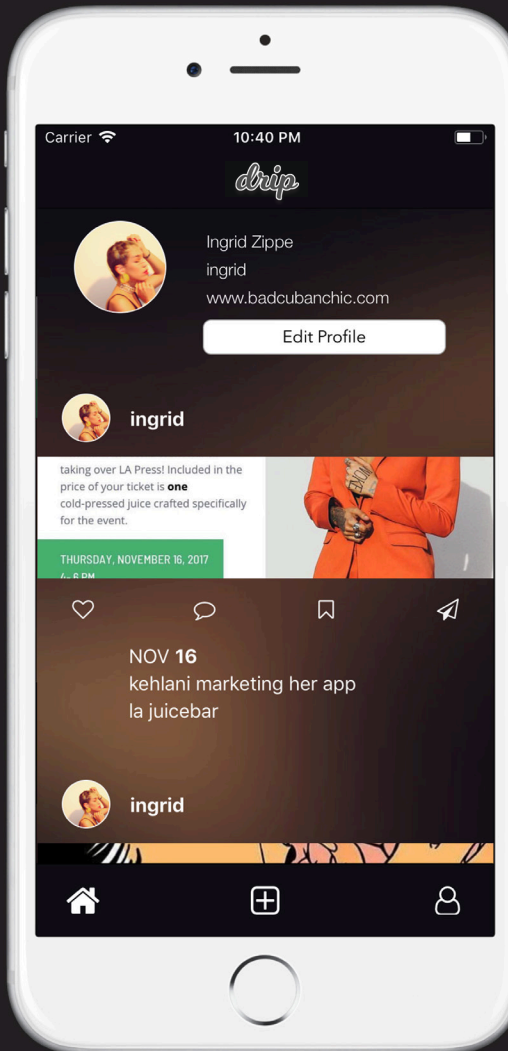
**Share of Market**  
10% of available market

# Product

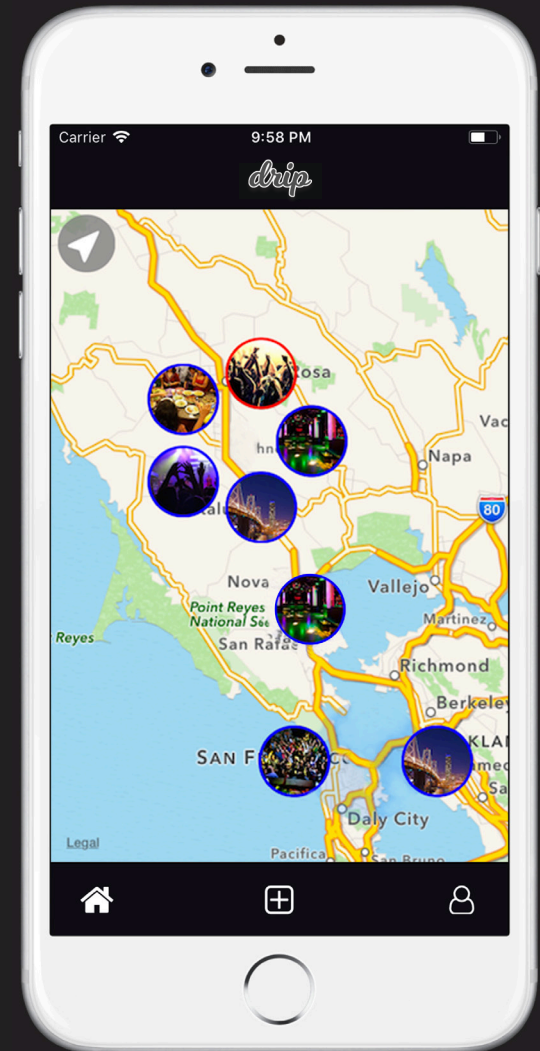
drip



Social feed for events.



Curious about what others are up to?



A map of friends sharing where they are.

A solid dark gray rectangular bar is positioned on the left side of the slide, partially overlapping the 'Business Model' title.

# Business Model

We take a 10% commission on each ticket sale.  
In time, we will allow for sponsored events.

**60**

Million Tickets Sold  
on Drip  
10% of Available Market

**\$25**

Avg fee  
per venue ticket

**\$150M**

Revenue  
Projected by 2020

As advertisers search for more creative ways to promote products, promoted events will also be a significant source of revenue.

# Market Adoption

## Celebrity Product Input Partnerships

bring culture and a  
fresh perspective to  
design/promotion

Kehlani

Halsey

YesJulz

## Dual Posting

allow users to post to  
Drip, to Face-  
book Events, and to  
Eventbrite at the same  
time

Eventbrite

Facebook Events

## Business Partnerships

Travel or tourism websites

Entertainment Industry

Music Industry



# Team



**Ingrid Zippe**

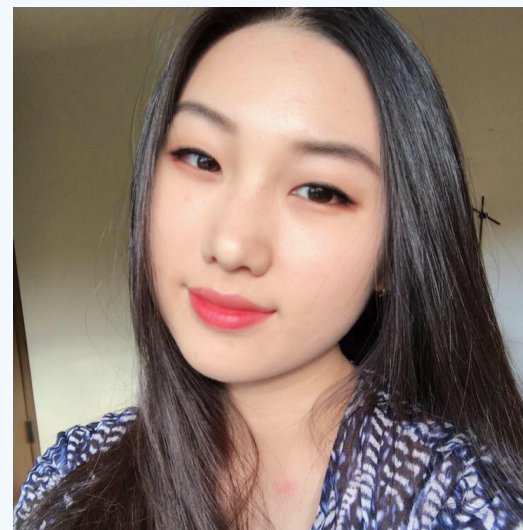
Software Engineering,  
Product Design

Brown University  
Computer Science + Visual Art | 2018

Kairos Fellow | 2018

Advisor to the Brown University  
Nelson Center for Entrepreneurship  
| 2016–2018

Advisor at Ense | 2017–2018



**Jimin Ha**

Software Engineering,  
Product Management

Wisconsin Lutheran College  
Mathematics + Computer Science | 2017

Intern at Nomura Financial Investment  
(Korea) Company | 2017

Horizons Hackathon Winner | 2017

# Advisors



Iqram Magdon-Ismail

Cofounder of Venmo  
Cofounder of Ense



Abhi Ramesh

Co-Founder at the Horizons School of  
Technology  
DreamIt Ventures Class of 2014  
B.S. in Economics from The Wharton  
School

# Ongoing Mentors

**Danny Warshay** has been pivotal in my entrepreneurial education and may evolve as a strong mentor and advisor to the company.



**Daniel Warshay**

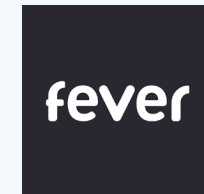
Serial entrepreneur, sold first company to Apple and second company to Oracle

Professor of Entrepreneurship at Brown University

Director of the Brown University Nelson Center for Entrepreneurship

# Competition

Social Network



Music / Sports  
Events



Discover All  
Events



Ticket Platform

# Competitive Advantage



## Discovery

The first point-of-contact with a consumer is upon discovering the event



## Social

People want to experience things with their friends



## List Event Once

Dual posting to Facebook Events and Eventbrite



## Ease of Use

Search by event type, location, and date



## Interactive Map

Blur the line between the physical and the digital, and see your friends' locations



## Design & Brand

Drip understands the importance of social and artistic capital



# Financial

We are looking for 12 months of financing to reach 50,000 transactions on Drip.

**\$100K**

Seed Funding  
Initial Investment  
Opportunity

**50K**

Tickets with Drip  
avg \$25 fee

**\$1M**

Revenue  
over 12 months

A solid dark grey rectangular bar is positioned on the left side of the slide, partially overlapping the 'Summary' header.

# Summary

We want to tap into a \$5 billion market for events by introducing a social product that makes finding events easy.

We will scale by inviting cultural figures onto our board to represent the app, by allowing for dual posting to other sites, and by using the Facebook API to enhance our social features.

We are looking for 12 months of financing to reach 50,000 transactions on Drip.