



Drip Pitch Deck

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



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.

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



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



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

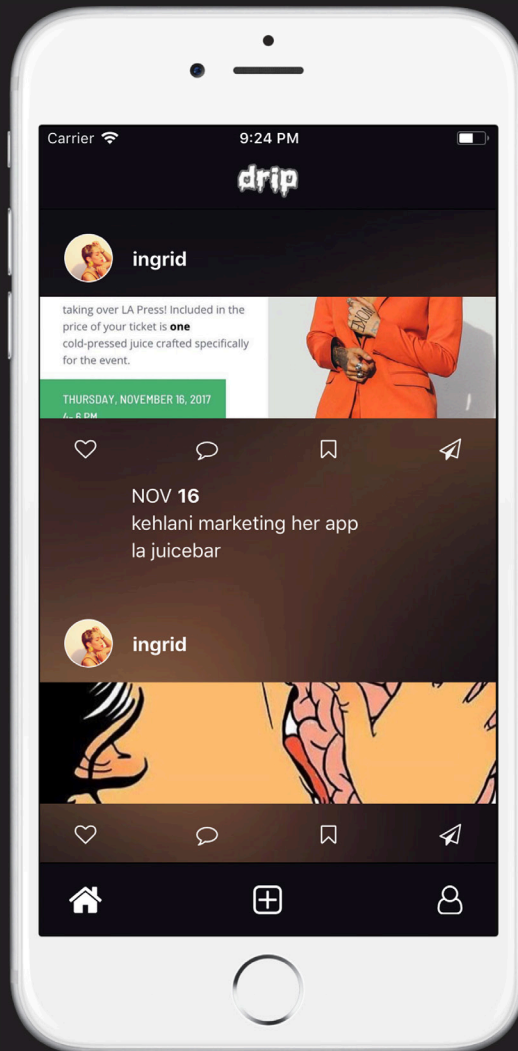
Million Tickets Sold
on Eventbrite in 2014

Eventbrite Ticket Numbers

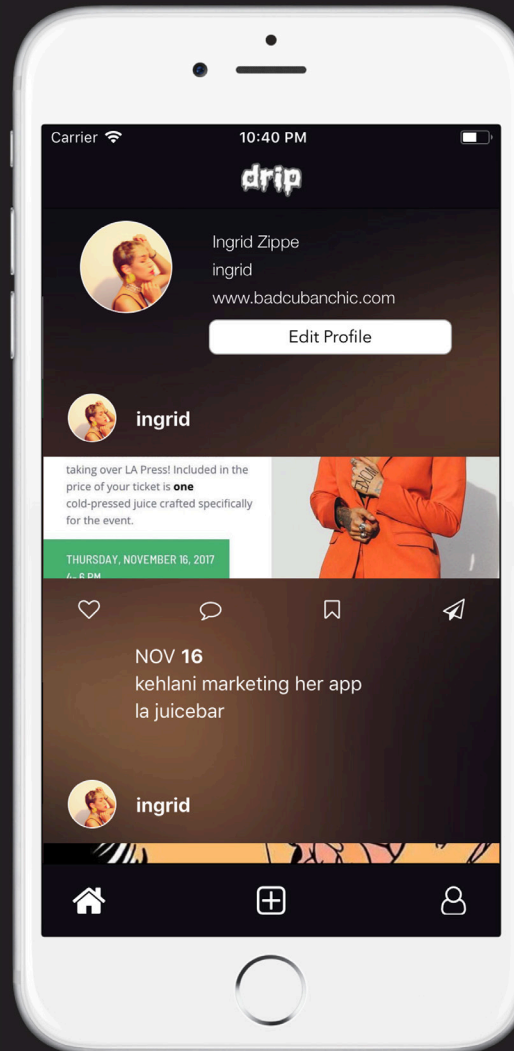
source: Eventbrite

Share of Market
10% of available market

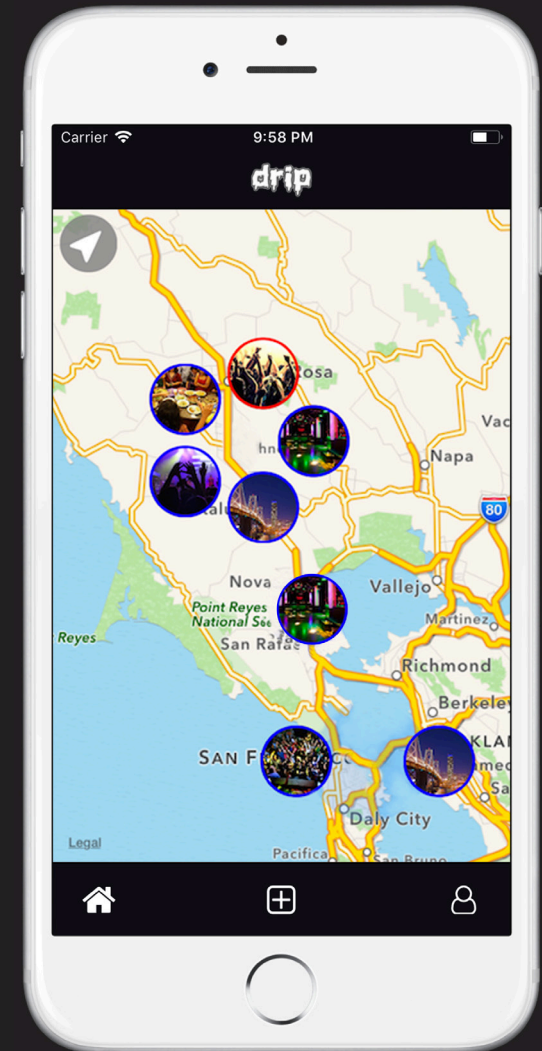
Product



Social feed for events.



Curious about what others are up to?



A map of friends sharing where they are.



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

Young Thug

Kehlani

Lil Tracy

Camillionaire

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

Music Industry

Sports Industry



Team



Ingrid Zippe

iOS Development,
Product Design

Brown University

Computer Science + Visual Art | 2017

Kairos Fellow | 2017

Advisor to the Brown University
Nelson Center for Entrepreneurship
| 2017

Horizons School of Technology
Fellow | 2017

Brown Venture Fellow | 2016

President of RISD
Entrepreneurship Club | 2015–16

Teaching Assistant to RISD
Sculpture Professor, Gareth Jones
| 2015

Experience

Ense | social audio startup
iOS Engineering Intern, Advisor

Ceek VR | virtual reality startup
Web Development Intern

Suma | product design startup
Founder, Web Developer

Brown University Startup Lab
Summer Startup Accelerator

SsD Architecture
AutoCAD Modeling Intern

Proenza Schouler
Fashion Design Intern

Advisors



Iqram Magdon-Ismail

Cofounder of Venmo

Cofounder of Ense



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



facebook

fever

Music / Sports
Events

StubHub



Discover All
Events

ticketmaster

Eventbrite

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



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.