EVENT PLANING AND HOSPITALITY

We're planning to create a website where people can easily find and book places to celebrate special moments like birthdays, dates, meetings, or movie nights. We will partner with restaurants, resorts, and private homes that are available for such events. When a customer visits our website, they can choose what kind of event they want to plan — whether it's a birthday party, a romantic dinner, a casual meetup, or a movie night. Based on their choice, our team will arrange everything for them. This includes decorating the space, organizing catering, booking a birthday cake, and even setting up a beautifully designed dining table for dates. our goal is to make it easy for people to celebrate special moments without the hassle of planning everything themselves.

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1. Problem Description – Some questions to answer (not limited to these –not limited to slides – give more images / graphs)

- What is this problem ?

- Why this problem ?

- Who is affected by this ?

- How this problem occurs ?

- How big is this problems globally ?

- Which geography has the biggest problem ?

1. Problem Description

Planning events like birthdays, dates, and meetups is stressful, time-consuming, and expensive.

Finding venues, arranging decorations, and booking catering can be overwhelming.

Our platform will simplify this by offering a **one-stop solution**—venues with complete event packages, including décor, catering, and special arrangements.
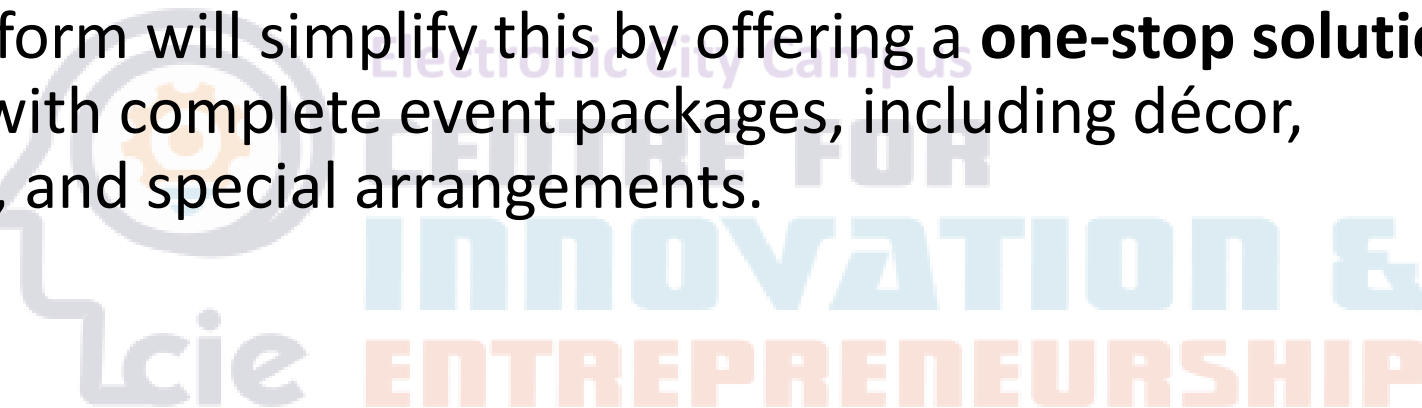
1. Problem Description

- What is this problem ?

  People struggle to find and book event venues with full services leading to frustration and wasted time.

- Why this problem ?

  Lack of time , resources and a centralized platform to handle venue booking , decorations and catering.

- Who is affected by this ?

  Individuals , families , business owners , venue owners and event planners

1. Problem Description

- How this problem occurs ?

  No single platform for seamless event booking, unclear pricing, and

  multiple vendor coordination hassles.

- How big is this problems globally ?

  The global event industry is worth billions; urban areas have high demand for

  convenient event planning.

- Which geography has the biggest problem ?

  Metropolitan cities, tourist hubs, and hospitality-rich regions like the Banglore,

  Mumbai, UAE.

2. Existing solutions to the problem - Benchmark

- What are the existing solutions ? In various geographies ?

- Which are the most popular solutions and why ?

- How good are these solutions and What are the gaps in the existing solutions ?

- How this problem occurs - origin ?

2. Existing solutions to the problem

- What are the existing solutions ? In various geographies ?

    Global: Airbnb Experiences, Peerspace (venue rentals), Eventbrite (event ticketing).

    Region-Specific: Zomato, OpenTable (restaurant bookings), VenueScanner, Splacer (event spaces).

- Which are the most popular solutions and why ?

    Airbnb Experiences, Peerspace – Easy venue booking but no event services.

    Zomato, OpenTable – Restaurant reservations, but no event customization.

    Eventbrite – Event ticketing, lacks venue booking.

2. Existing solutions to the problem

- How good are these solutions and What are the gaps in the existing solutions ?

Platform	Gaps
Airbnb Experiences	No event planning, décor, or catering
Peerspace	Venue only, no full event services
Zomato/Opentable	No event-specific features
Eventbrite	No venue booking
Venuescanner	Limited event customization

Key Issues:

No platform offers **venue + complete event planning** (decor, catering, etc.).

Users must **coordinate multiple vendors separately**.

High **time and cost burden** for customers.

2. Existing solutions to the problem

- Why Does This Problem Exist?

  People want **hassle-free celebrations** but struggle with **venue booking ,**

  planning , and high costs.

  No single platform **combines venues, event setup, and catering**.

Proposed Solution: Celebration Booking Website

Proposed Solution: Build a **website with a booking system** for easy venue selection, decoration, and catering services.

Evaluation (TIPSC):

- **Time:** Quick to launch
- **Cost:** Moderate investment
- **Practicality:** Easy to implement
- **Scalability:** Expandable to an app & AI features
- **Customer Satisfaction:** High convenience

Opportunity Cost:

- No mobile app at launch
- Delayed AI recommendations
- Less personalized service initially

Next Steps: Start with a website → Expand to an app → Integrate AI-based recommendations.

4. Market

Global Market Size & Growth:

The event planning industry, which includes venue bookings, is valued at around **$1.5 trillion globally** and is expected to grow at a **CAGR of 6-8%** over the next few years. Within this:

- **Venue booking market**: Valued at **$120-150 billion** globally.

- **Online event booking & management**: A rapidly growing segment, as more people prefer digital solutions over traditional event planning methods.

- The demand comes from a mix of **corporate events, social gatherings (birthdays, dates, weddings), and private parties**, making it a huge and diverse market.

4. Market

Which market you want to focus and why ?

Since we're in Bangalore, the **Indian market** is the best place to start due to:

•**Urban Lifestyle & High Demand** – People prefer celebrating outside their homes due to space constraints and rising disposable incomes in metro cities.

•**Experience-Based Services** – Customers seek unique, well-planned celebrations rather than just venue bookings.

•**Untapped Mid-Tier Events** – While weddings and corporate events have planners, **small celebrations** (birthdays, dates, private movie nights) lack organized solutions.

•**Tech Adoption & Convenience** – Growing preference for online bookings and hassle-free event planning.

Future Expansion: Once established in India, we can scale to non-banglore—regions with high demand for curated celebrations.

5. Competitive Landscape- Learn about competition – direct and indirect competition

- Who are the competitors ?

- What are the pros and cons of their solutions ?

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5. Competitive Landscape- Learn about competition – direct and indirect competition

Introduction to Competition

•The event planning and venue booking market is competitive.

•Several businesses already offer similar services, either directly or indirectly.

•Understanding competition helps in positioning our startup effectively.

Direct Competitors

1. **Established Event Planning Companies**

•Full-service event planners handle everything from venue booking to catering and decoration.

•Examples: Local event planning agencies, wedding planners.

2. Online Venue Booking Platforms

•Websites/apps that allow users to search and book event venues.

Indirect Competitors

1. Restaurants & Resorts Offering Event Services

•Many restaurants and hotels have private event spaces and in-house planning services.

•Direct bookings reduce the need for an external event planner.

2. DIY Event Planning

•Some customers prefer to book venues and manage everything themselves.

•Social media (Pinterest, Instagram) offers DIY event inspiration.

Competitive Advantages

•**All-in-One Convenience:** Unlike venue-only platforms, we provide full event planning services.

•**Customized Experience:** Personalized setups based on customer preferences.

•**Exclusive Partnerships:** Private home rentals and unique venues not available on other platforms.

•**Hassle-Free Booking:** A seamless process from selection to execution.
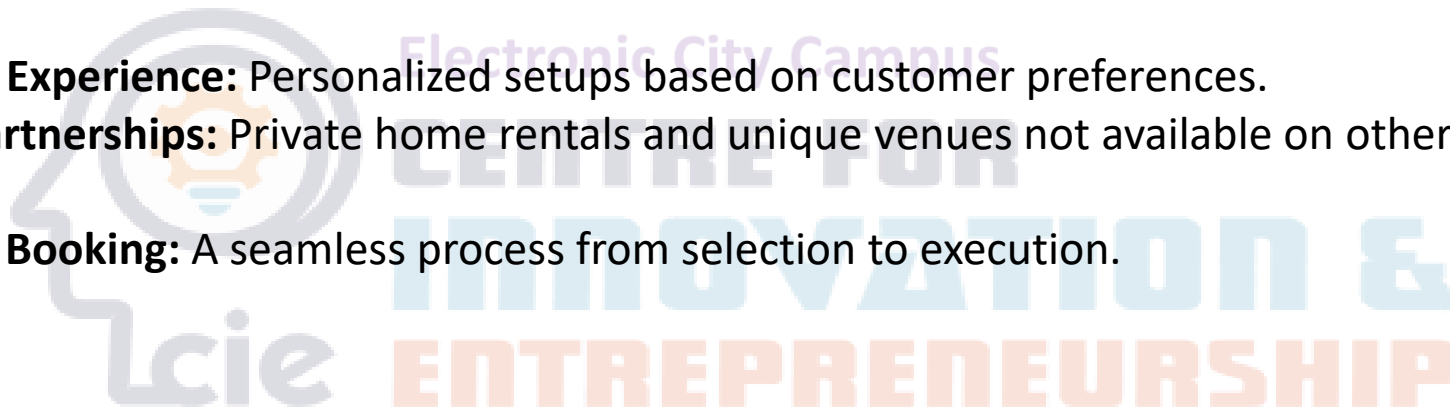
Strategies to Overcome Competition

•**Target Niche Markets:** Focus on small, intimate celebrations rather than large corporate events.

•**Strong Vendor Partnerships:** Build relationships with unique venues and service providers.

•**Technology & User Experience:** Develop an intuitive website with easy navigation and booking.

•**Marketing & Branding:** Social media engagement, influencer collaborations, and referral programs.

Conclusion

•The market has competition, but our startup's unique value proposition sets it apart.

•Focusing on convenience, personalization, and customer satisfaction will help us gain a competitive edge.

•With strategic planning and execution, we can carve out a strong position in this industry.
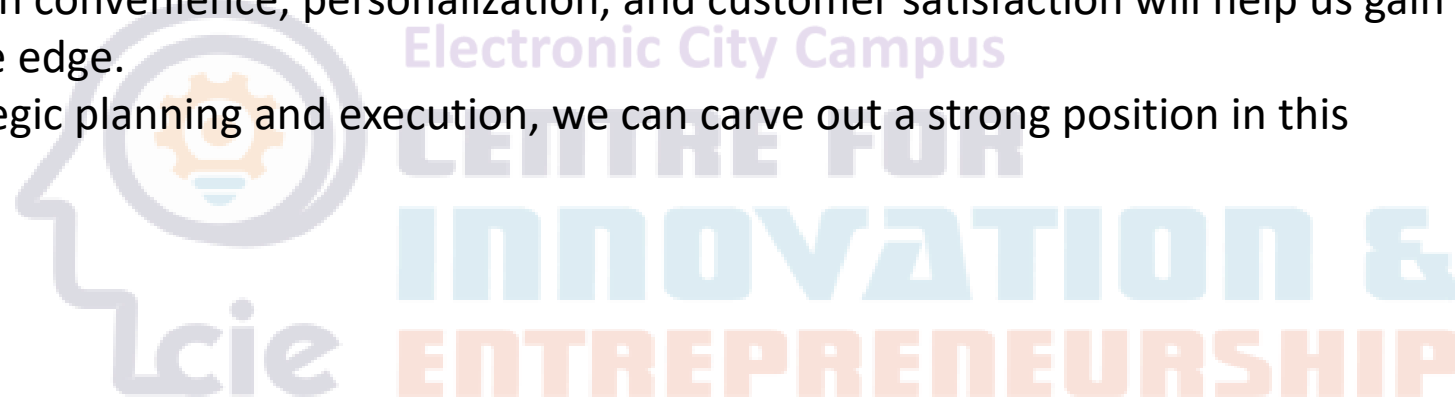
6. Customer Discovery & Validation

Introduction to Customer Discovery

•Identifying target customers and understanding their pain points.

•Helps ensure the platform solves real problems.

•Reduces the risk of building a product that lacks demand.

Target Audience

1. Individuals & Couples

•People planning birthdays, dates, or private celebrations.

2. Families & Friends Groups

•Small gatherings for anniversaries, reunions, or casual meetups.

3. Corporate & Professional Clients

•Small team meetings, networking events, and business dinners.

6. Customer Discovery & Validation

- **Identify Target Audience**: Use surveys, interviews, and social media polls to understand customer needs.

- **Validate Demand**: Test interest via landing page and prototype to gather feedback.

- **Address Pain Points**: Focus on simplifying event planning, offering seamless booking, and ensuring quality.

- **Customization**: Provide personalized services for each event type (e.g., decoration, catering).

- **Test Pricing Models**: Explore different pricing strategies based on customer feedback.

- **Refine Offerings**: Improve services based on user insights and preferences.

- **Competitor Analysis**: Study market competitors to identify gaps and differentiate the platform.

Customer Pain Points

•**Time-Consuming Planning:** Many people struggle to find and book the right venue.

•**Lack of Customization:** Standard venue bookings don't offer personalized experiences.

•**Budget Constraints:** High event planning costs make celebrations difficult.

•**Limited Venue Options:** Hard to find unique or private locations.

Validation Process

1. Surveys & Questionnaires

•Conducted with potential customers to gauge interest and expectations.

2. Interviews & Focus Groups

•Conversations with target users to refine service offerings.

3. Prototype Testing

•A pilot version of the website to test user engagement and feedback.

4. Market Demand Analysis

•Evaluating online search trends, competitor success, and social media insights.

Key Findings

- **High Interest in Hassle-Free Booking:** Majority prefer an all-in-one service.
- **Customization is a Priority:** Users want tailored setups for special occasions.
- **Budget-Friendly Options Needed:** A mix of affordable and premium choices is crucial.
- **Trust & Reliability Matters:** People prefer verified venues with good reviews.

Refining the Business Model

- **Flexible Pricing Plans:** Offering different packages for different budgets.
- **User-Friendly Booking Platform:** Ensuring an easy-to-use interface.
- **Exclusive Venue Partnerships:** Securing unique, hard-to-find locations.
- **Marketing Through Social Proof:** Using testimonials and influencer marketing.

Conclusion

- Customer discovery and validation confirm strong demand for our service.
- Addressing key pain points will differentiate us from competitors.
- Continuous feedback and iteration will help us refine and grow the platform.

7. Value Identification

For Customers:

- **Convenience** – One-stop event booking & planning.
- **Customization** – Personalized decor, catering & themes.
- **Time-Saving** – No need to search for venues & vendors.
- **Affordability** – Transparent pricing & budget-friendly options.
- **Memorable Experiences** – Hassle-free celebrations.

For Partners (Venues & Vendors):

- **More Bookings & Revenue** – Increased exposure & earnings.
- **Brand Visibility** – Featured on a digital platform.
- **Operational Efficiency** – Simplified event handling.

8. Product positioning

Target Audience

•Busy professionals, couples, families, and small businesses looking for stress-free event planning.

Value Proposition

•One-stop platform for booking venues and arranging **decor, catering, and customized experiences** for birthdays, dates, meetings, meetups, and more.

Competitive Edge

•Unlike traditional event planners or direct venue bookings, we offer **an all-in-one digital solution** with complete customization and convenience.

Brand Message

"Celebrate, Don't Plan – We take care of the details, so you can enjoy your special moments."

9. Desirability , Feasibility & Viability

Desirability: People want hassle-free event planning, especially for small celebrations. Busy professionals and families prefer pre-arranged setups, and there's demand for Instagram-worthy experiences.

Feasibility: Partnering with restaurants, resorts, and decorators is practical. A booking website with event filtering is achievable.

Viability: Revenue from partner commissions, service fees, and premium add-ons. Start in one city, expand gradually, and introduce an app later.

10. BMC – One pager

1. Value Proposition
-Providing **affordable, hassle-free, and personalized event planning** for small to mid-scale events.
-**End-to-end event solutions** including venue, decor, catering, and entertainment.

2. Customer Segments
-**Young professionals** looking for unique experiences.
-**Families** planning birthdays, anniversaries, and private parties.

3. Revenue Streams
-**Commission on bookings** (venues, catering, photographers, etc.).
-**Premium subscription** for exclusive event planning services.
-**Advertisement & sponsorships** from brands.

4. Channels
-**Website & Mobile App** for online bookings.
-**Instagram & Facebook Marketing** for direct engagement.
-**Partnerships with restaurants, resorts, and influencers**.

5. Key Resources & Partnerships
-Local **vendors & service providers** (venues, decorators, caterers).
-**Technology team** for platform maintenance & AI-driven recommendations.
-**Influencers & event bloggers** for social media traction.

11. Financials projected

Category	Year 1	Year 2	Year 3
Revenue (Event bookings, partnerships)	₹60-80 Lakhs	₹2-3 Crores	₹5+ Crores
Tech & Development	₹15 Lakhs	₹20 Lakhs	₹25 Lakhs
Marketing & Ads	₹10 Lakhs	₹25 Lakhs	₹40 Lakhs
Operations & Salaries	₹25 Lakhs	₹40 Lakhs	₹60 Lakhs
Net Profit	Break-even ~ Year 2	₹50 Lakhs+	₹2 Crores+

12. What support do you need to get ahead / forward from here ?

Market Research & Customer Insights: Access to a larger pool of potential customers for surveys, interviews, and focus groups to validate our assumptions and refine the service offering.

Technology Development: Development of a user-friendly website/platform for easy booking, payment processing, and service customization. This may involve hiring or partnering with tech experts.

Partnerships: Building relationships with venues, restaurants, resorts, and catering services to ensure a variety of high-quality options for customers.

Marketing & Branding: Assistance in creating a strong marketing strategy to raise awareness, attract customers, and build brand recognition, including digital marketing, social media campaigns, and influencer partnerships.

Funding: Securing funding or investment to support technology development, marketing efforts, and building partnerships.

Legal & Compliance: Guidance on contracts with partners (venues, vendors) and ensuring all legal aspects of the business are in place, including customer agreements and data privacy policies.

Customer Support & Operations: Building a customer service team to manage inquiries, bookings, and ensure smooth execution of events.