

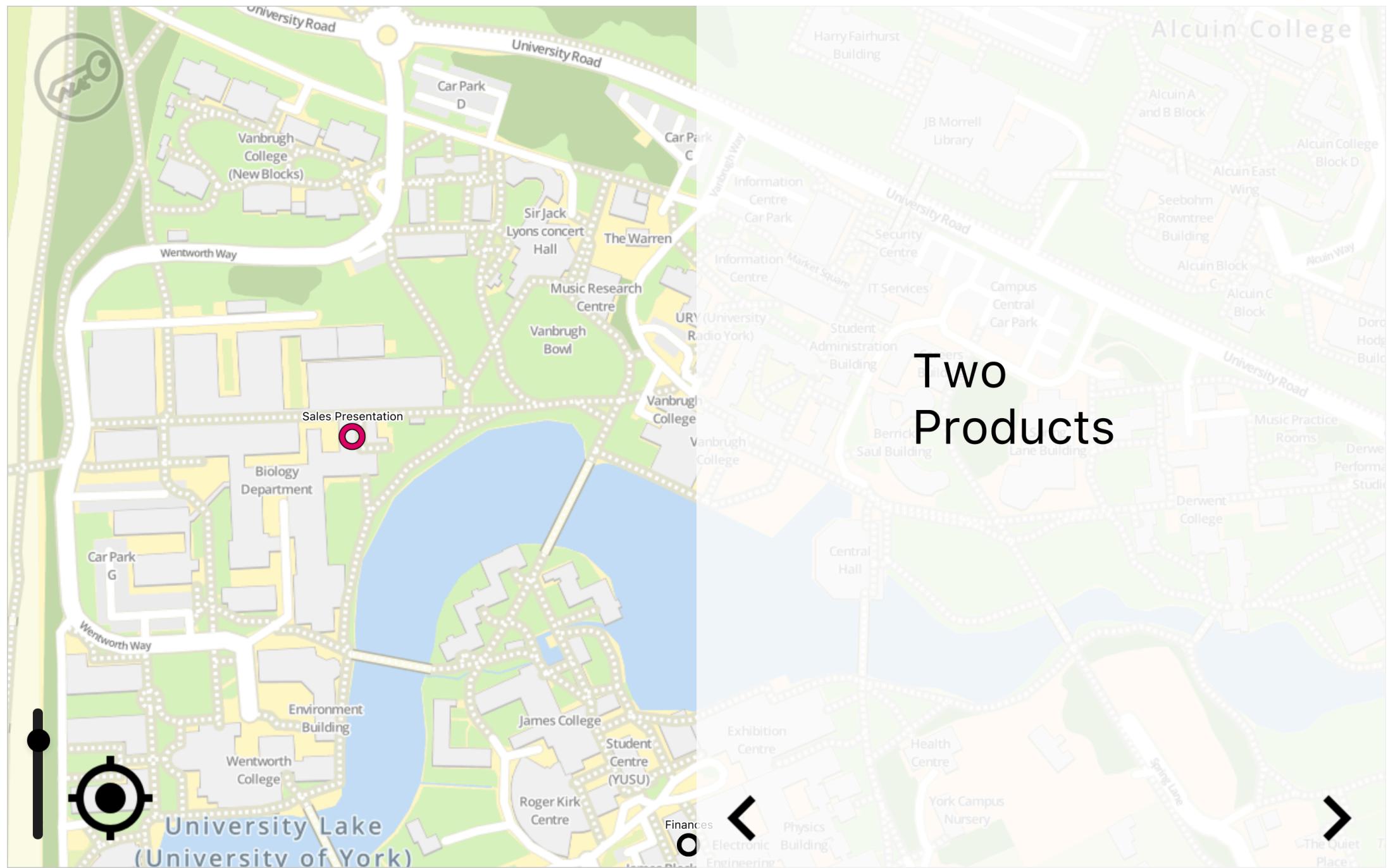
UNLOCK:YORK

University Lake
(University of York)

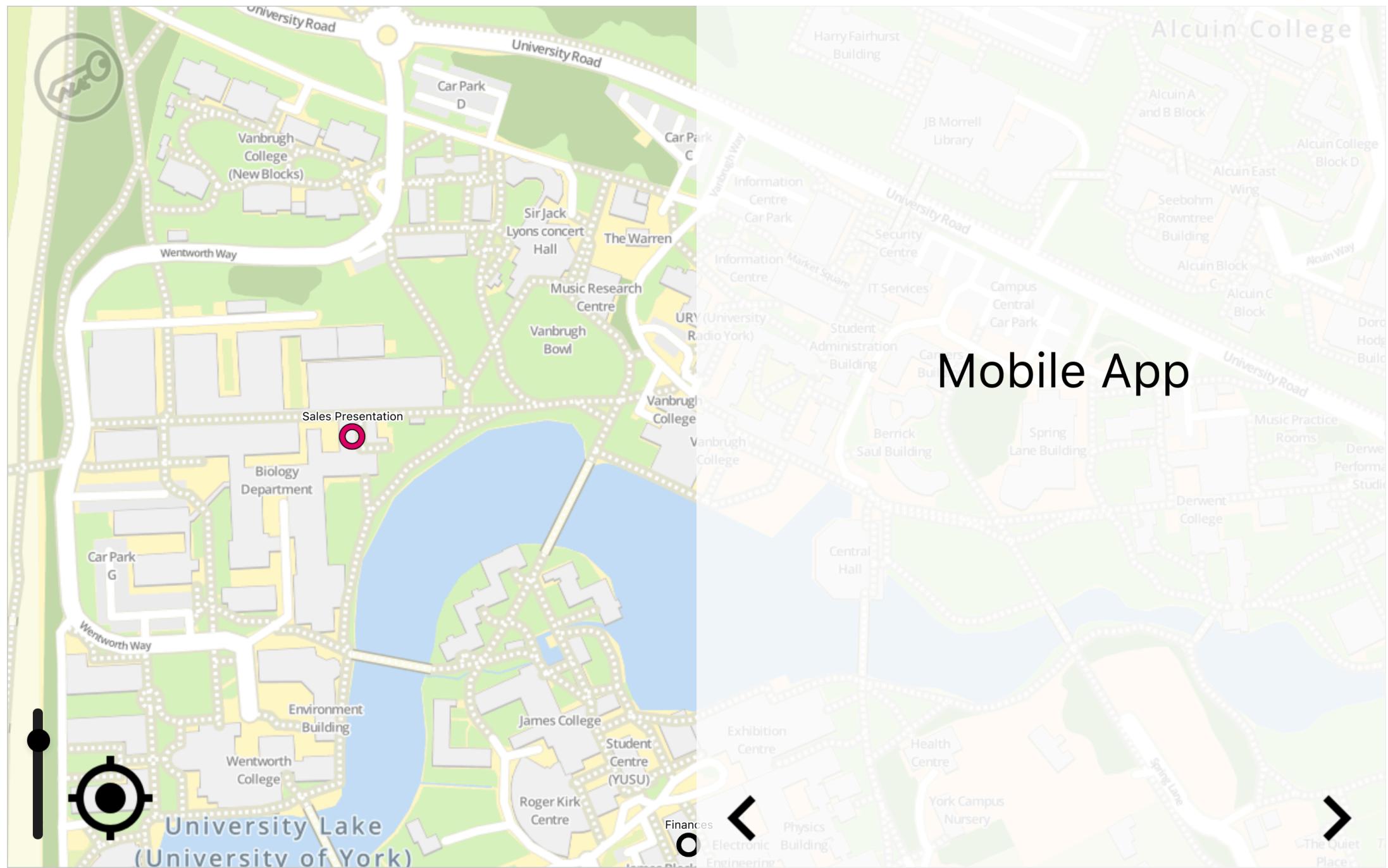
The Platform

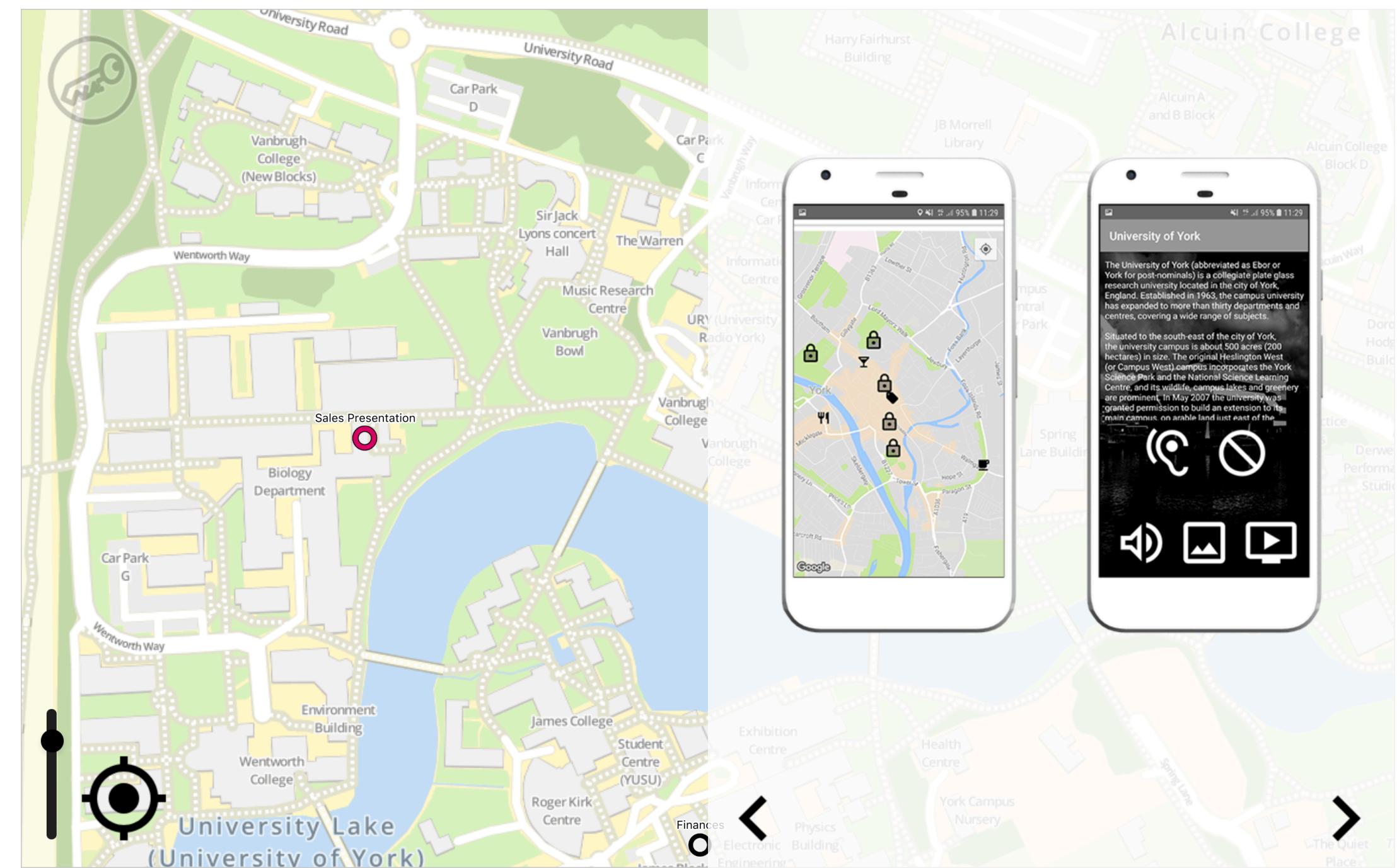


Two Products

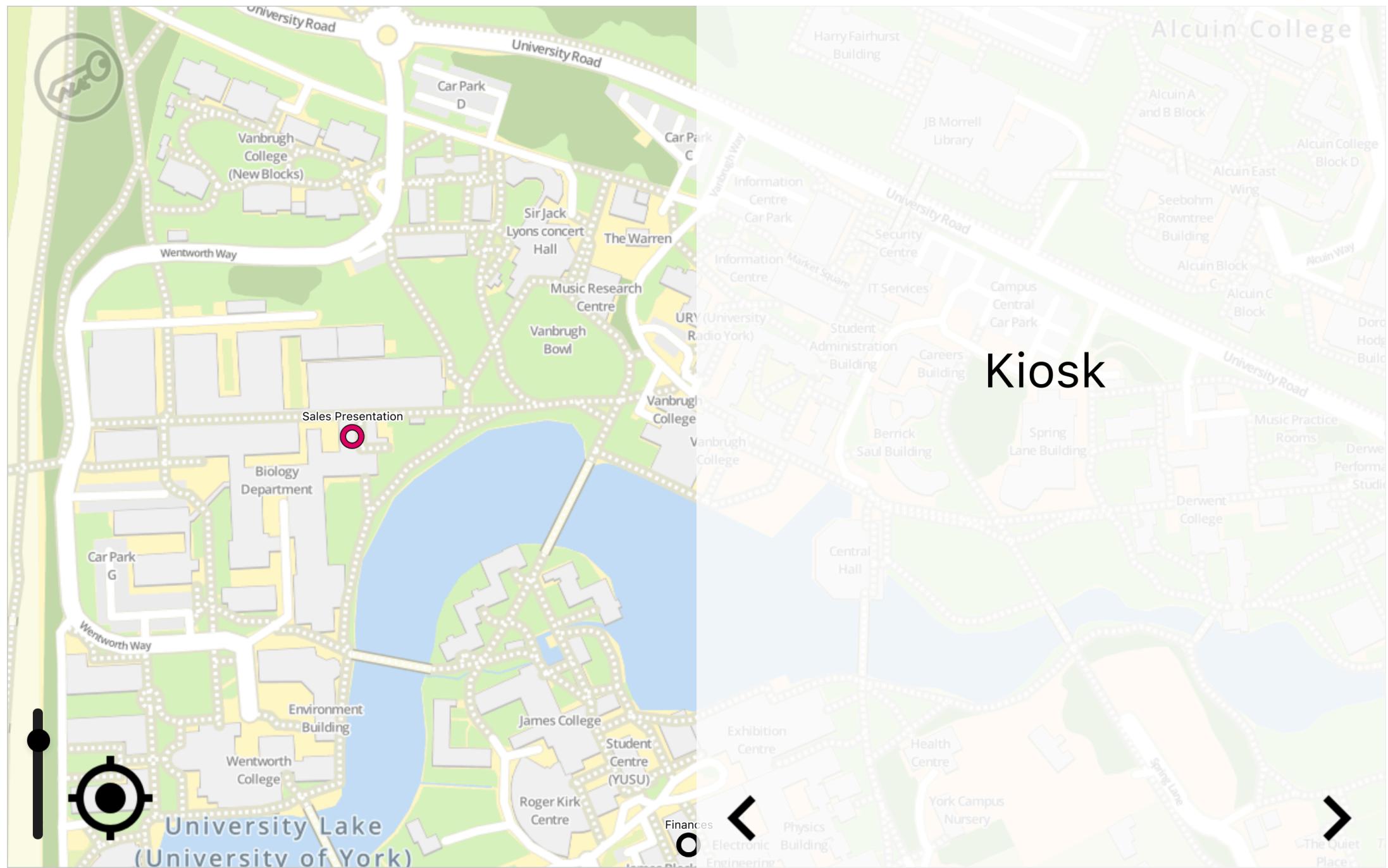


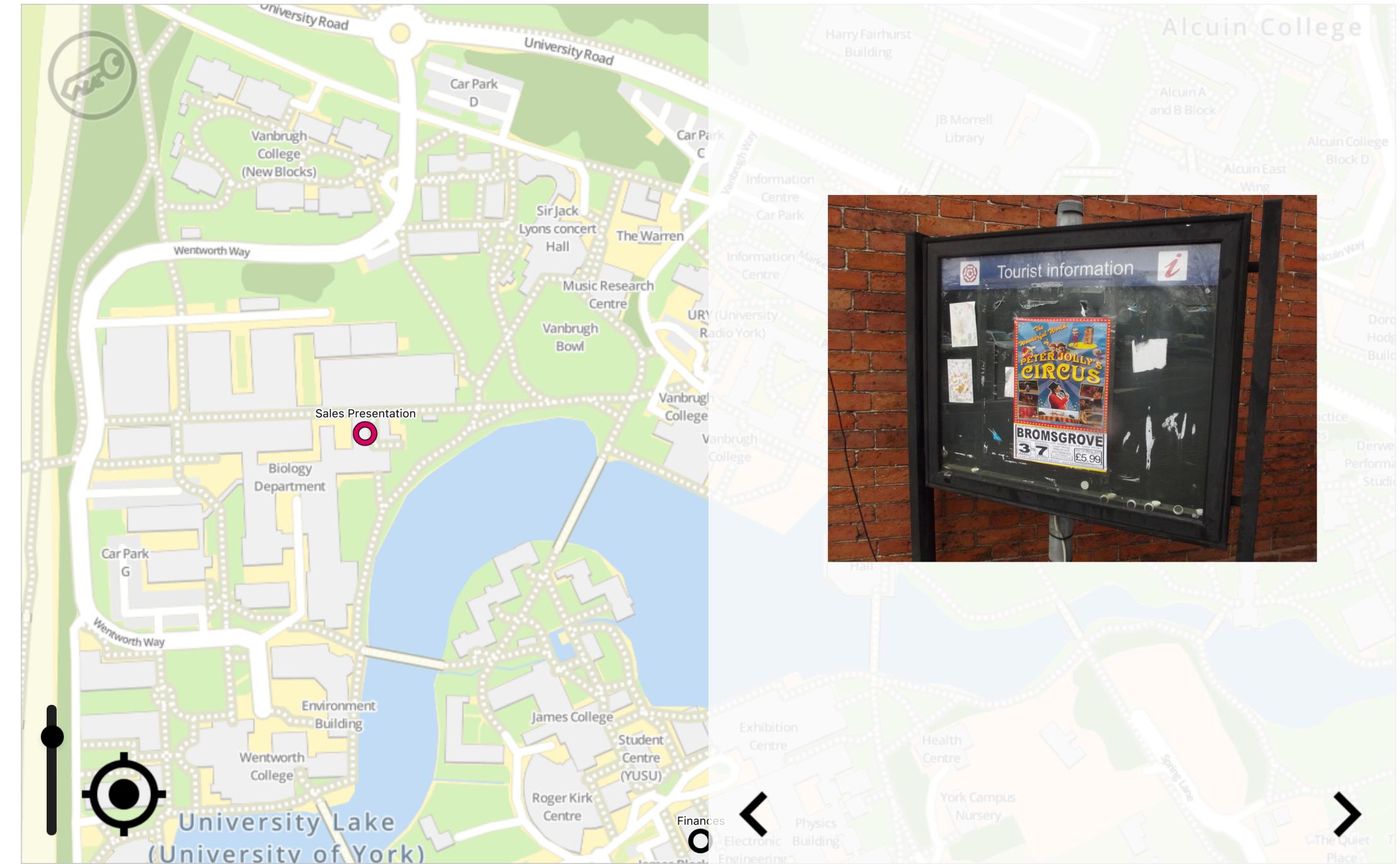
Mobile App

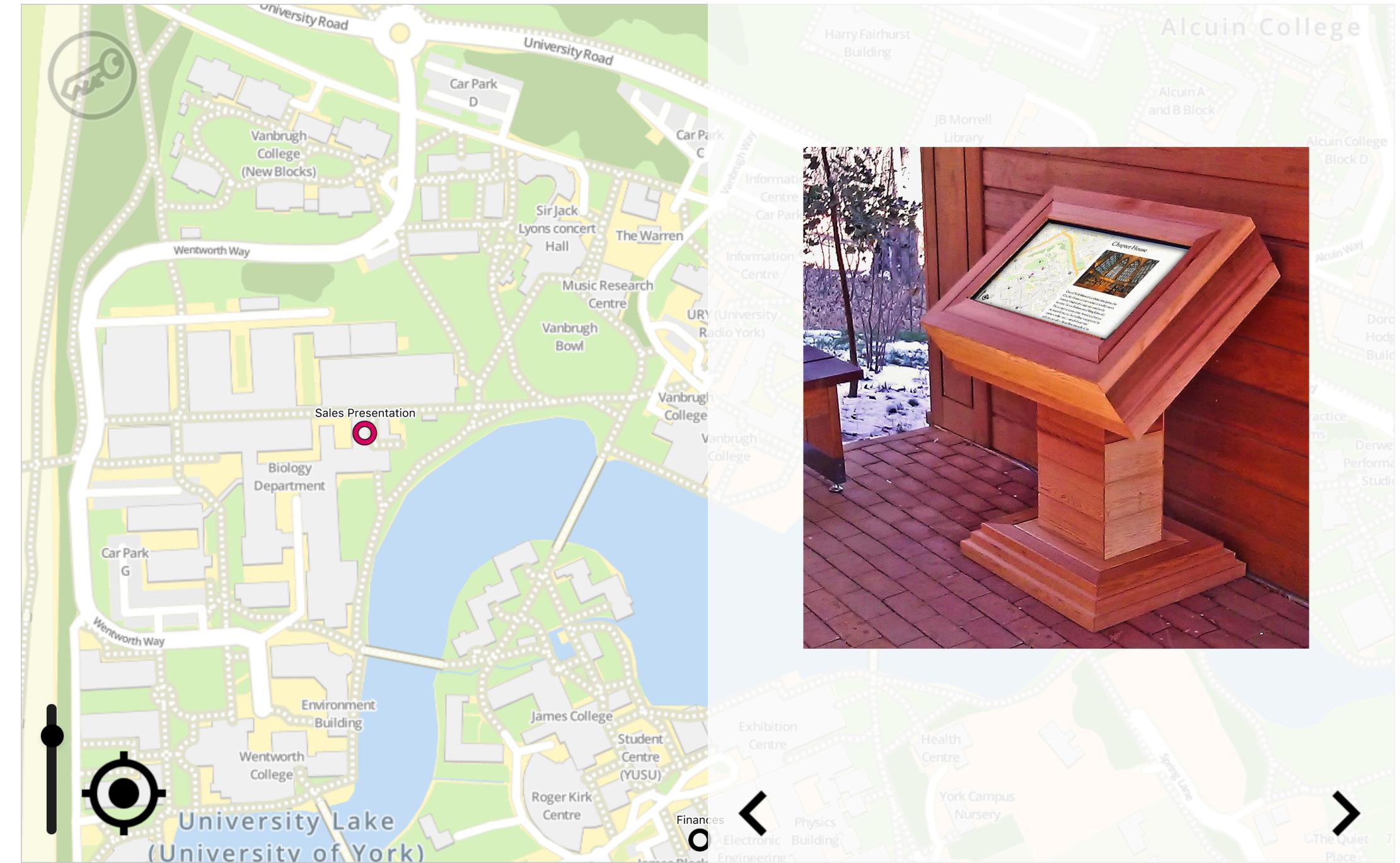




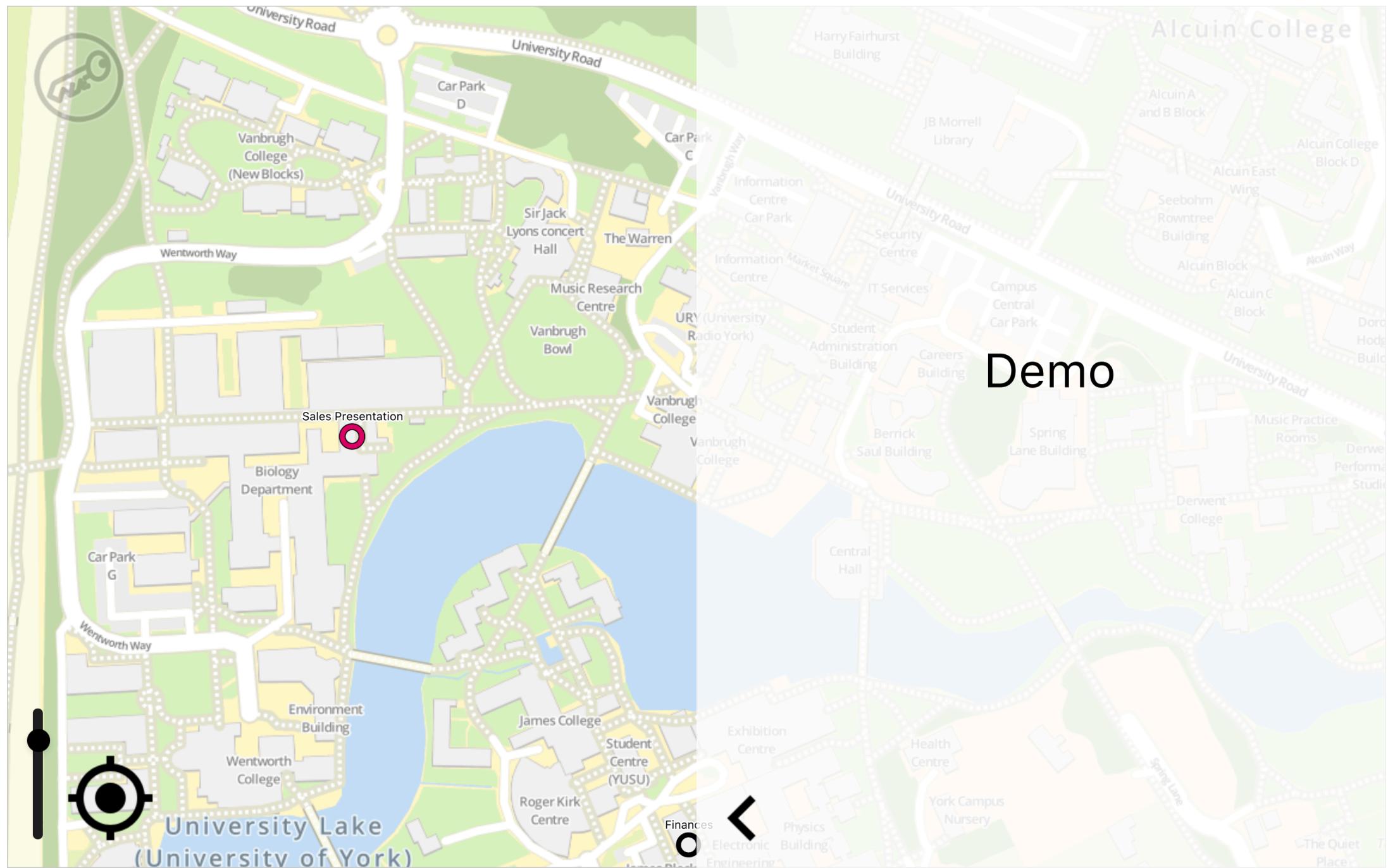
Kiosk



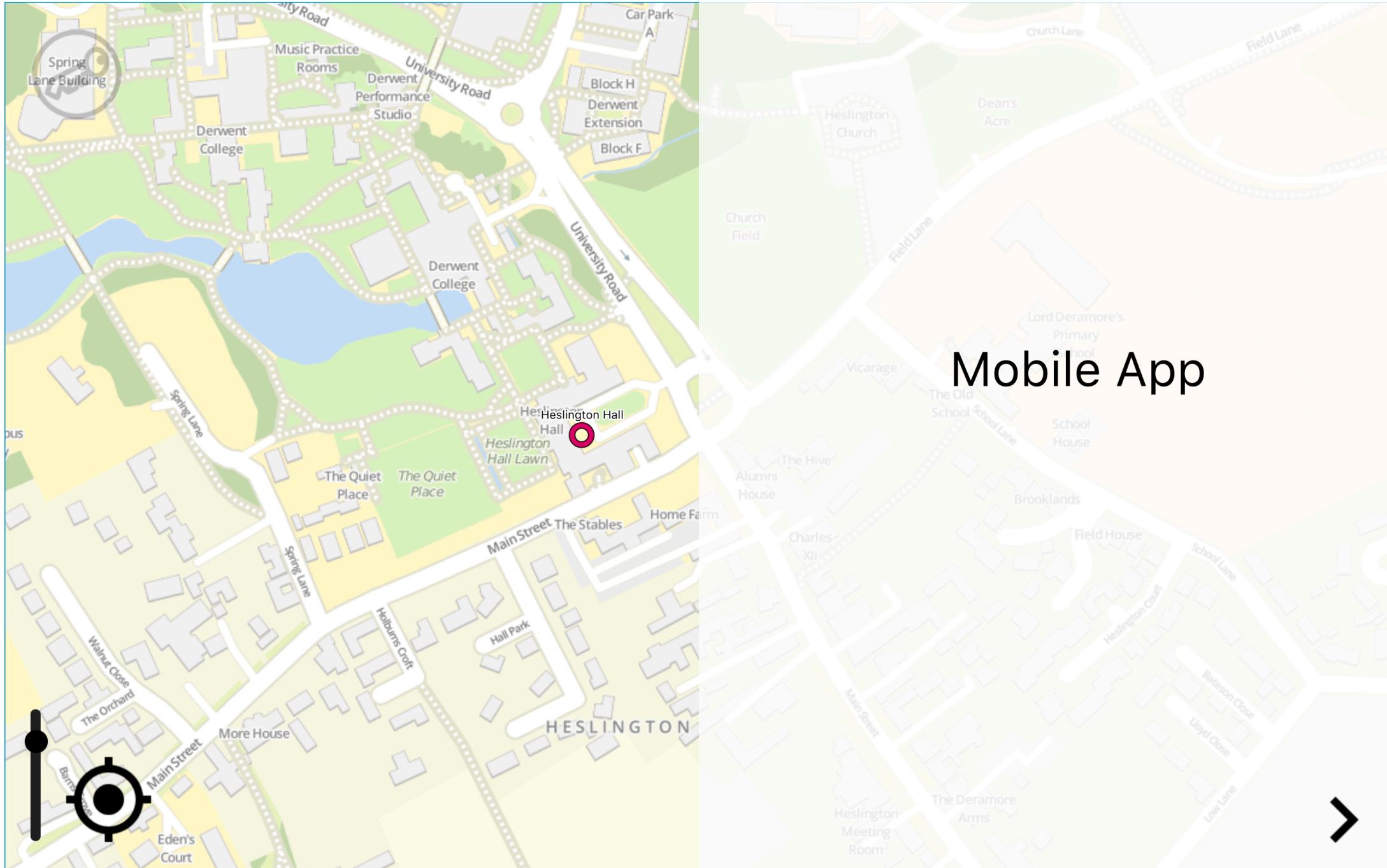


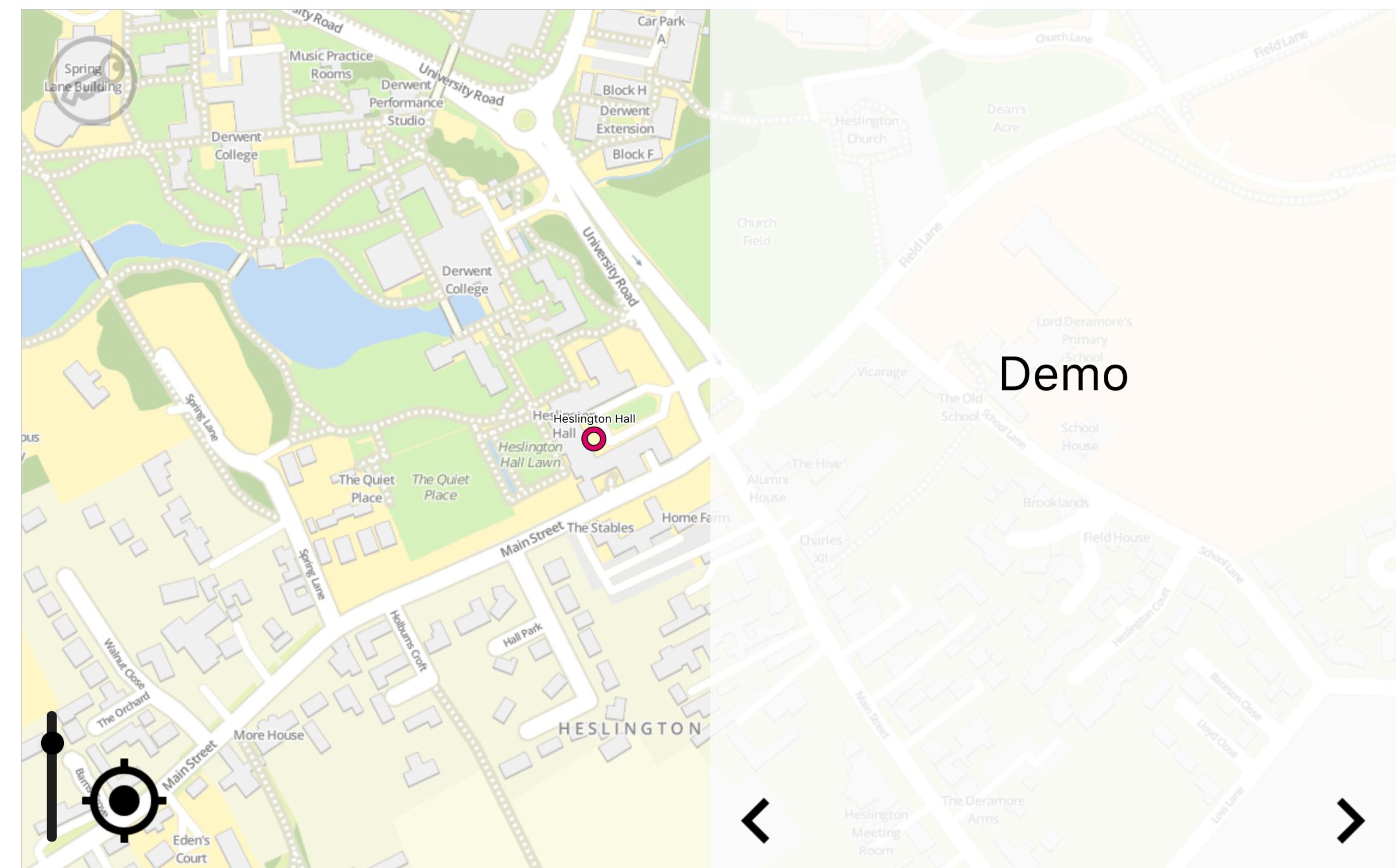


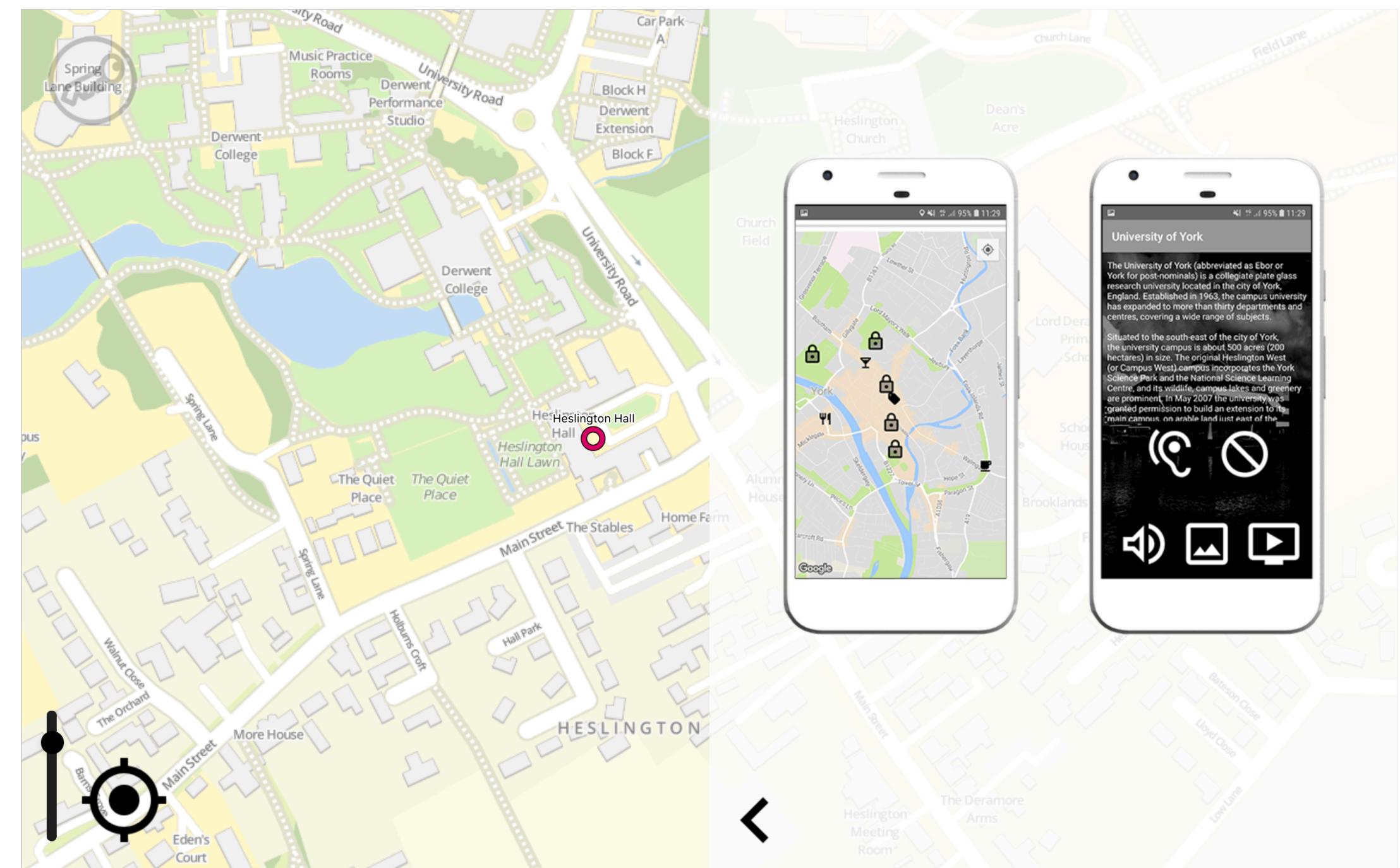
Demo



Mobile App







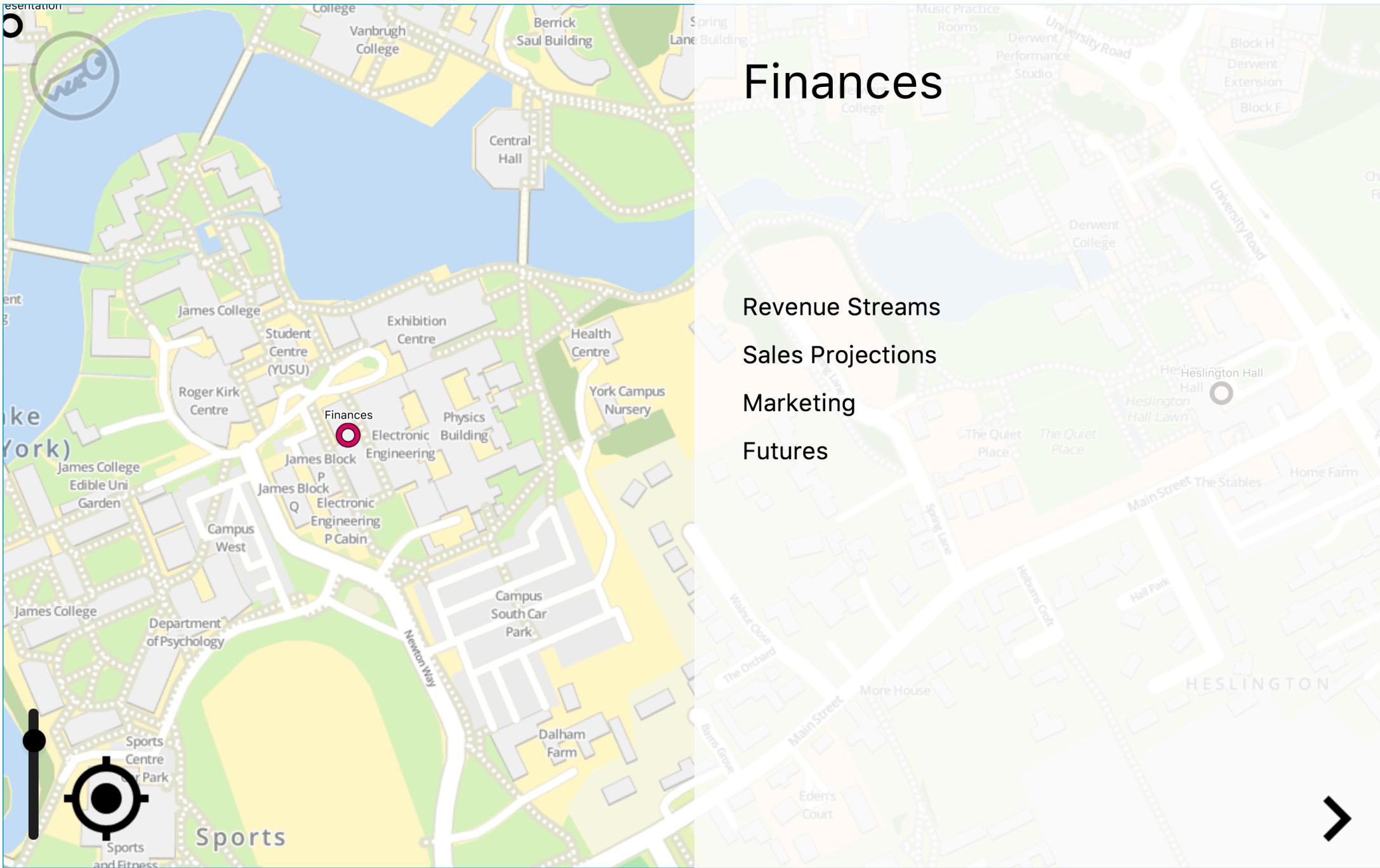
Finances

Revenue Streams

Sales Projections

Marketing

Futures



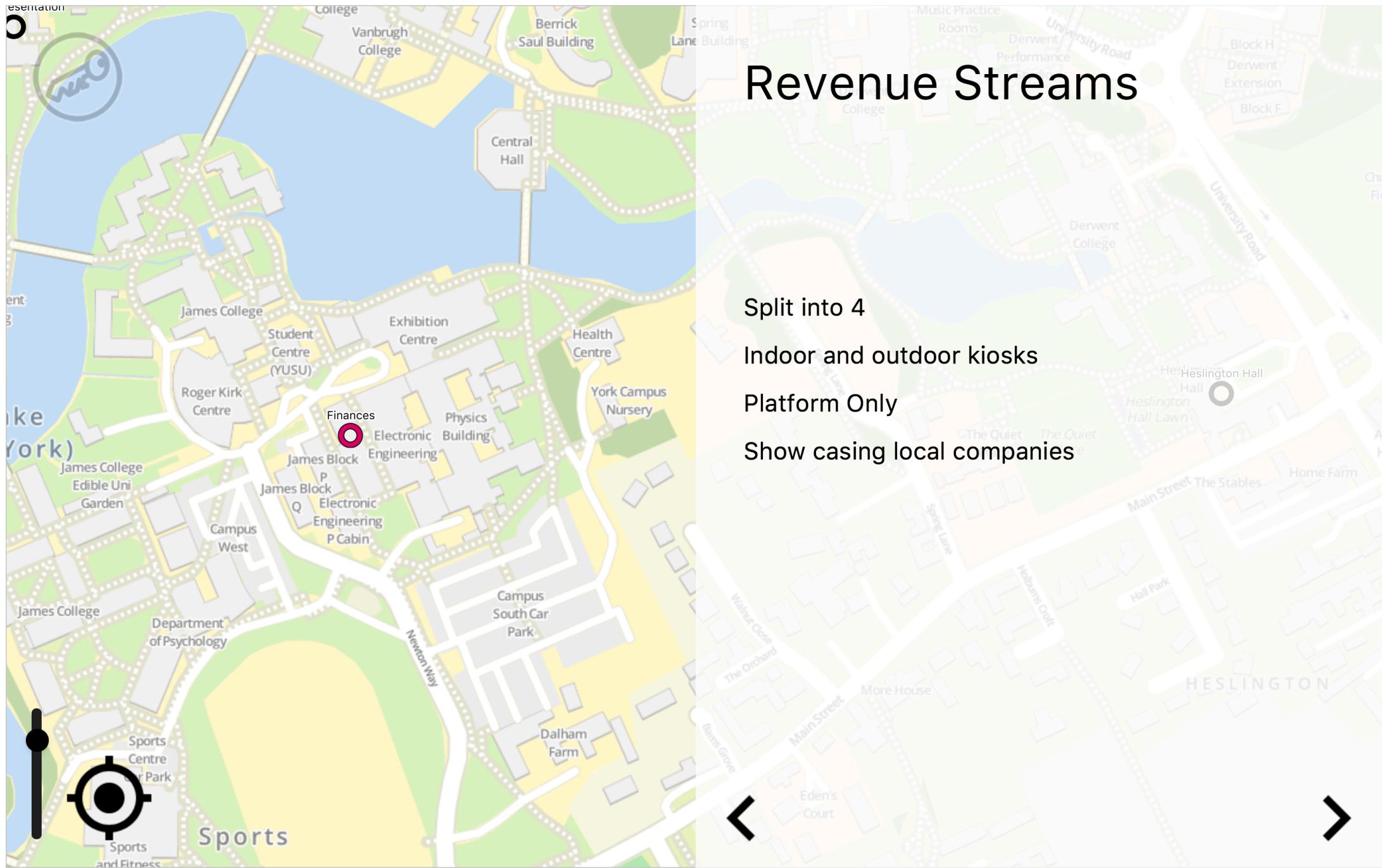
Revenue Streams

Split into 4

Indoor and outdoor kiosks

Platform Only

Show casing local companies



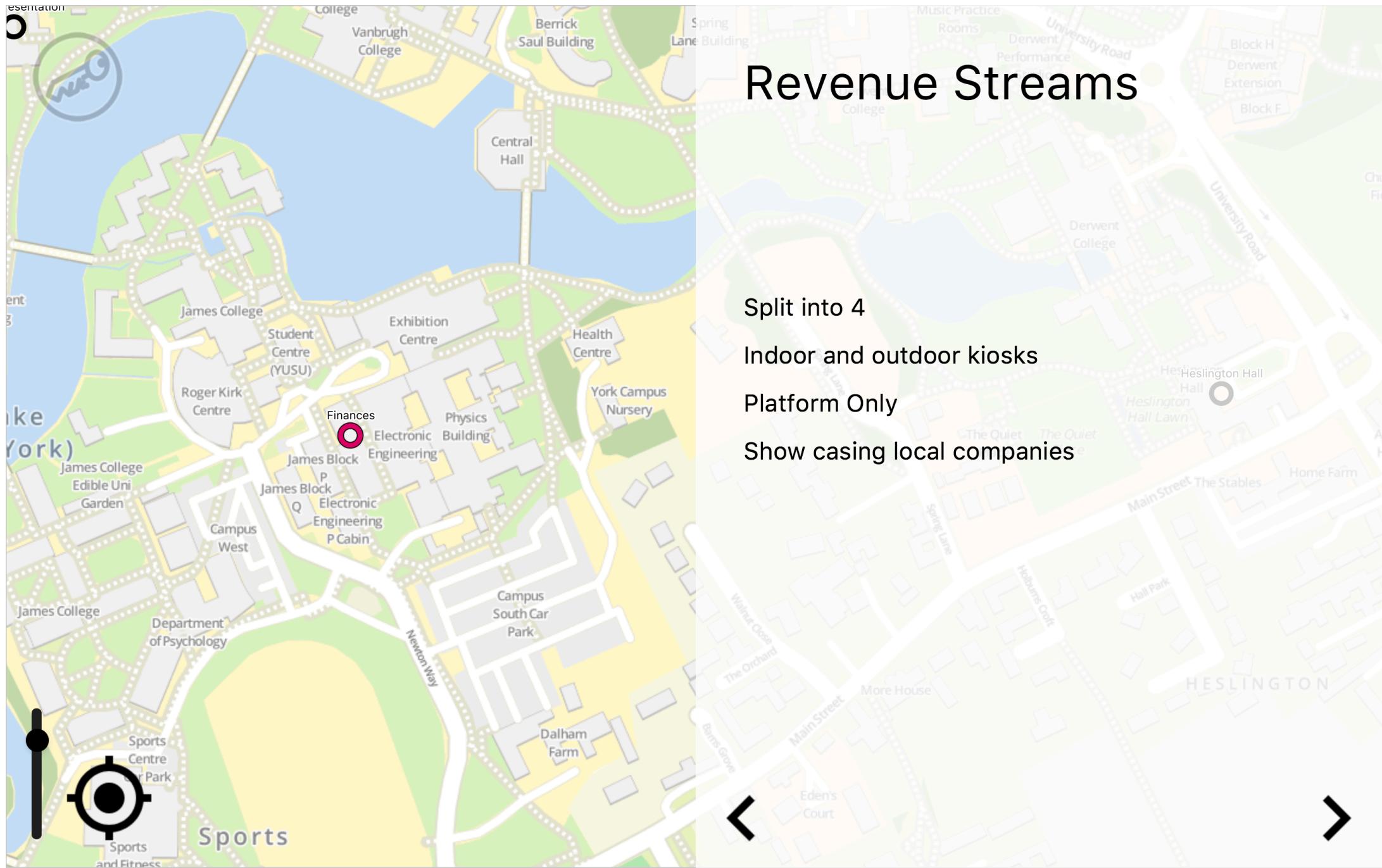
Revenue Streams

Split into 4

Indoor and outdoor kiosks

Platform Only

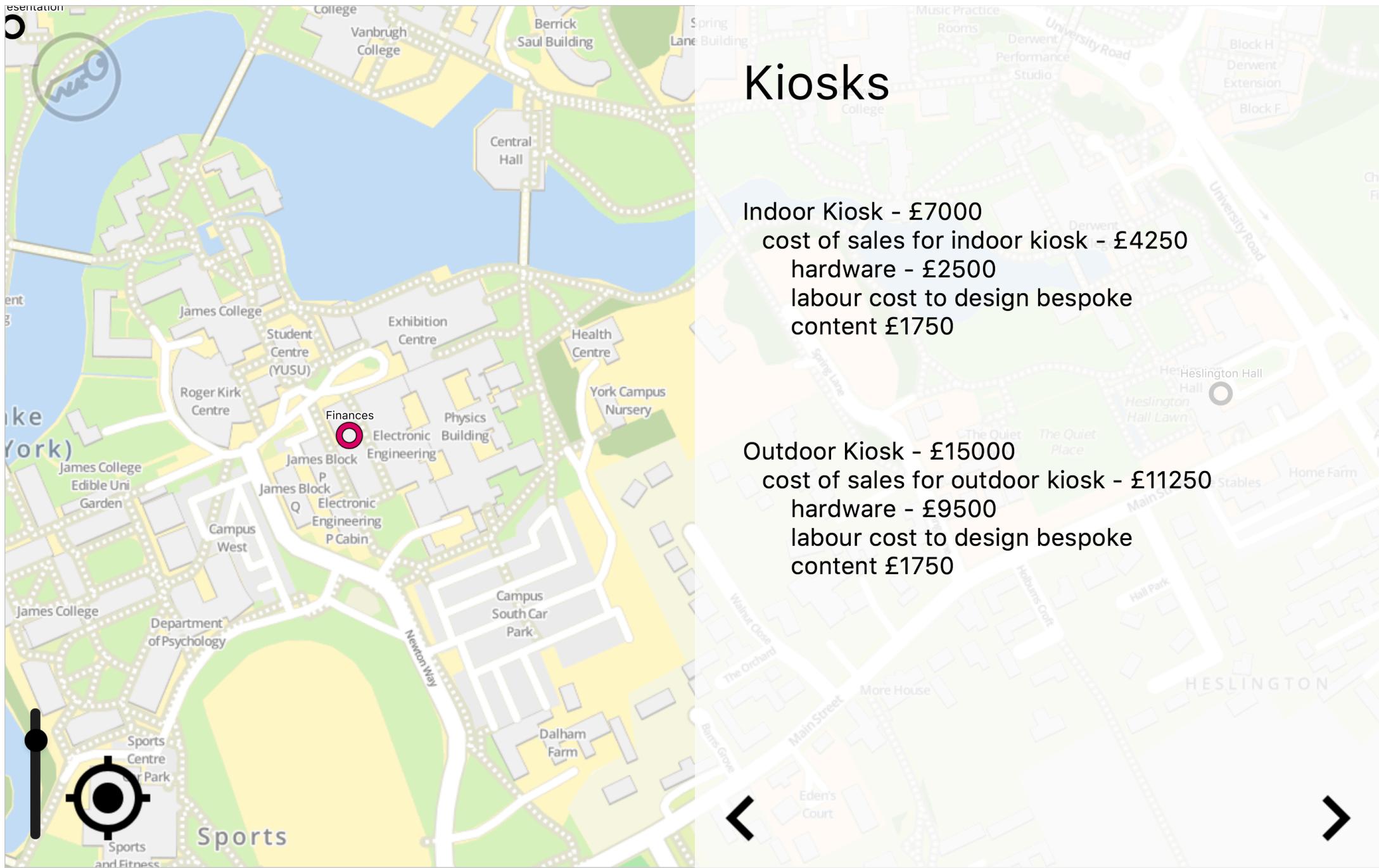
Show casing local companies



Kiosks

Indoor Kiosk - £7000
cost of sales for indoor kiosk - £4250
hardware - £2500
labour cost to design bespoke content £1750

Outdoor Kiosk - £15000
cost of sales for outdoor kiosk - £11250
hardware - £9500
labour cost to design bespoke content £1750

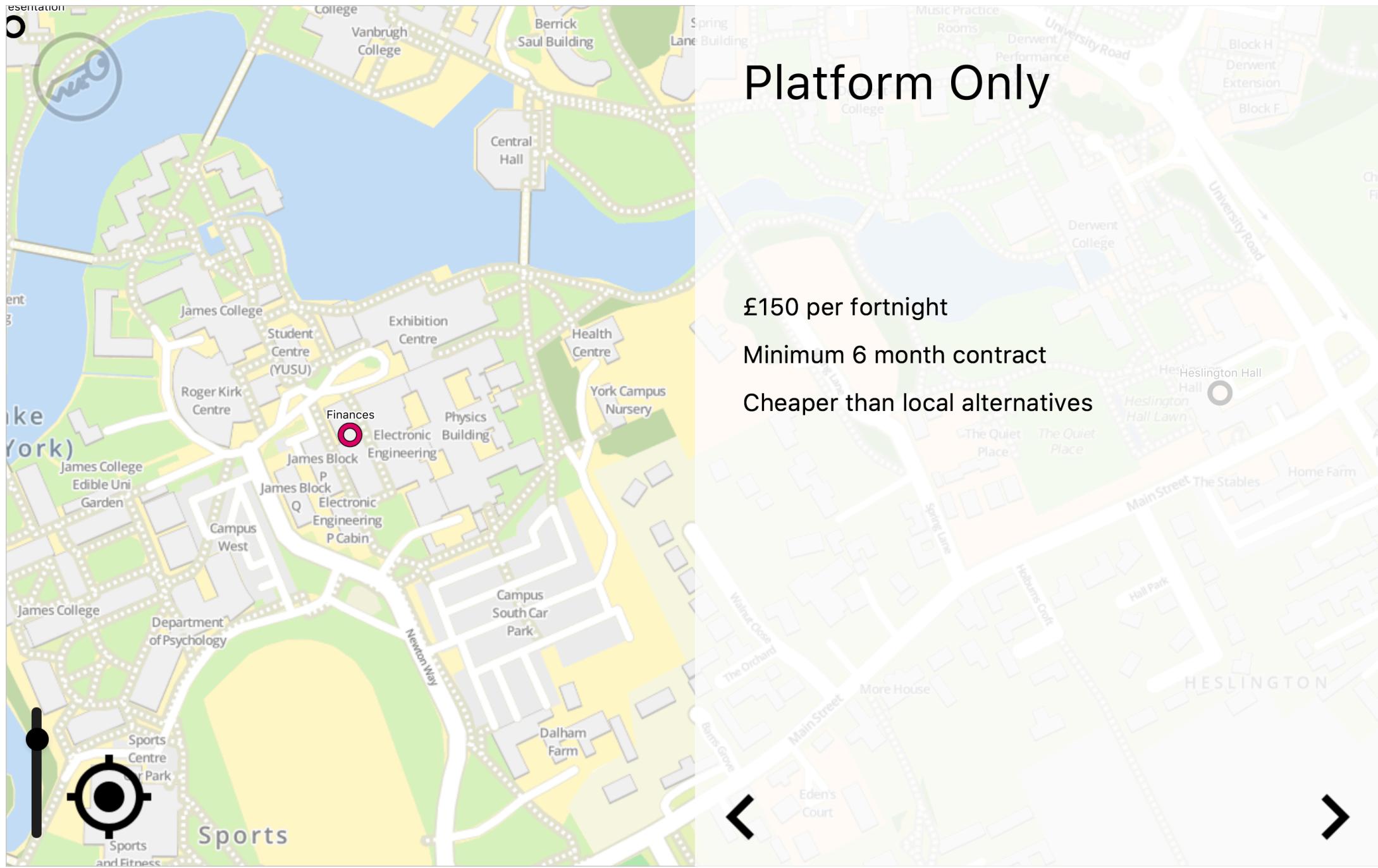


Platform Only

£150 per fortnight

Minimum 6 month contract

Cheaper than local alternatives

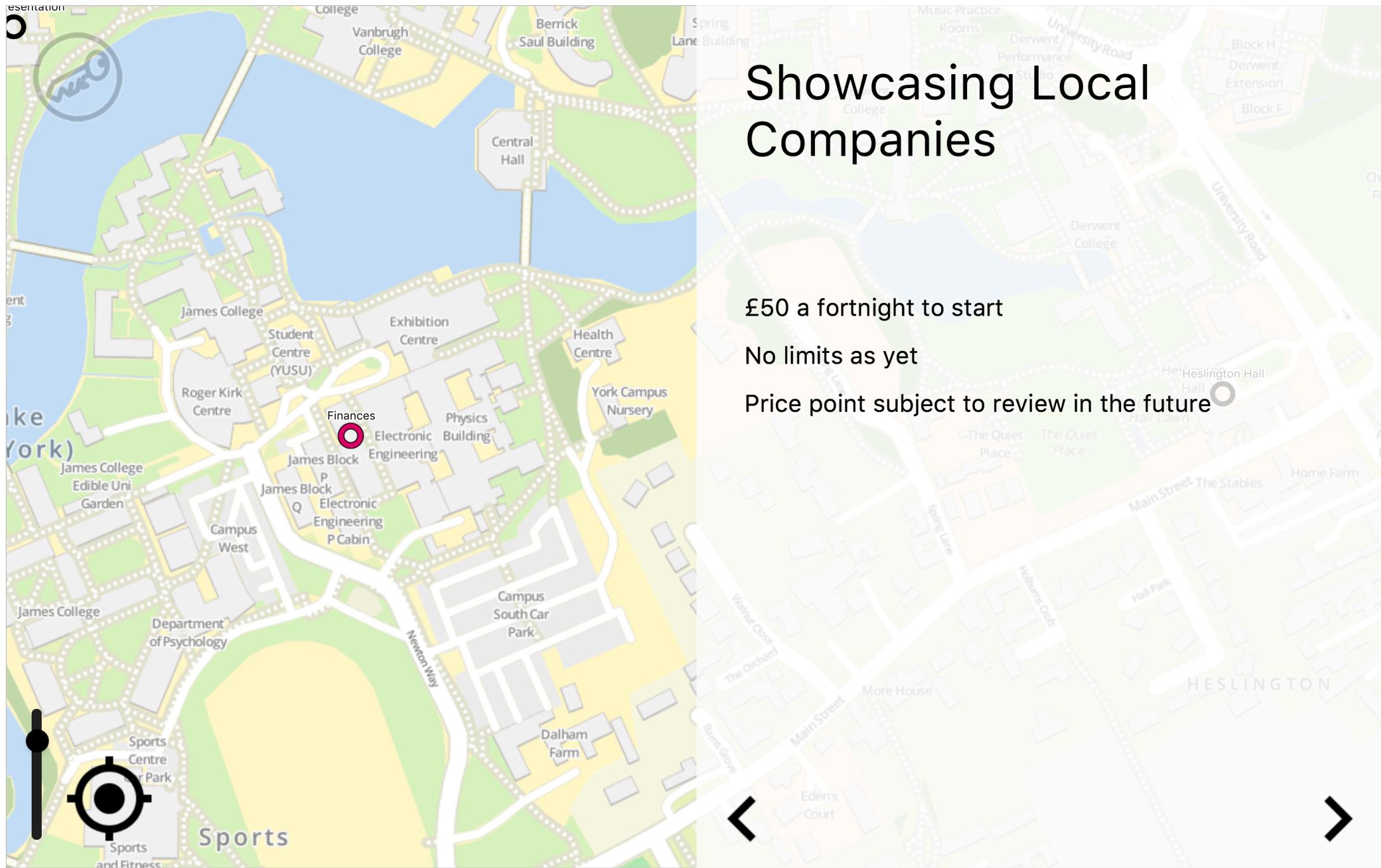


Showcasing Local Companies

£50 a fortnight to start

No limits as yet

Price point subject to review in the future



Marketing

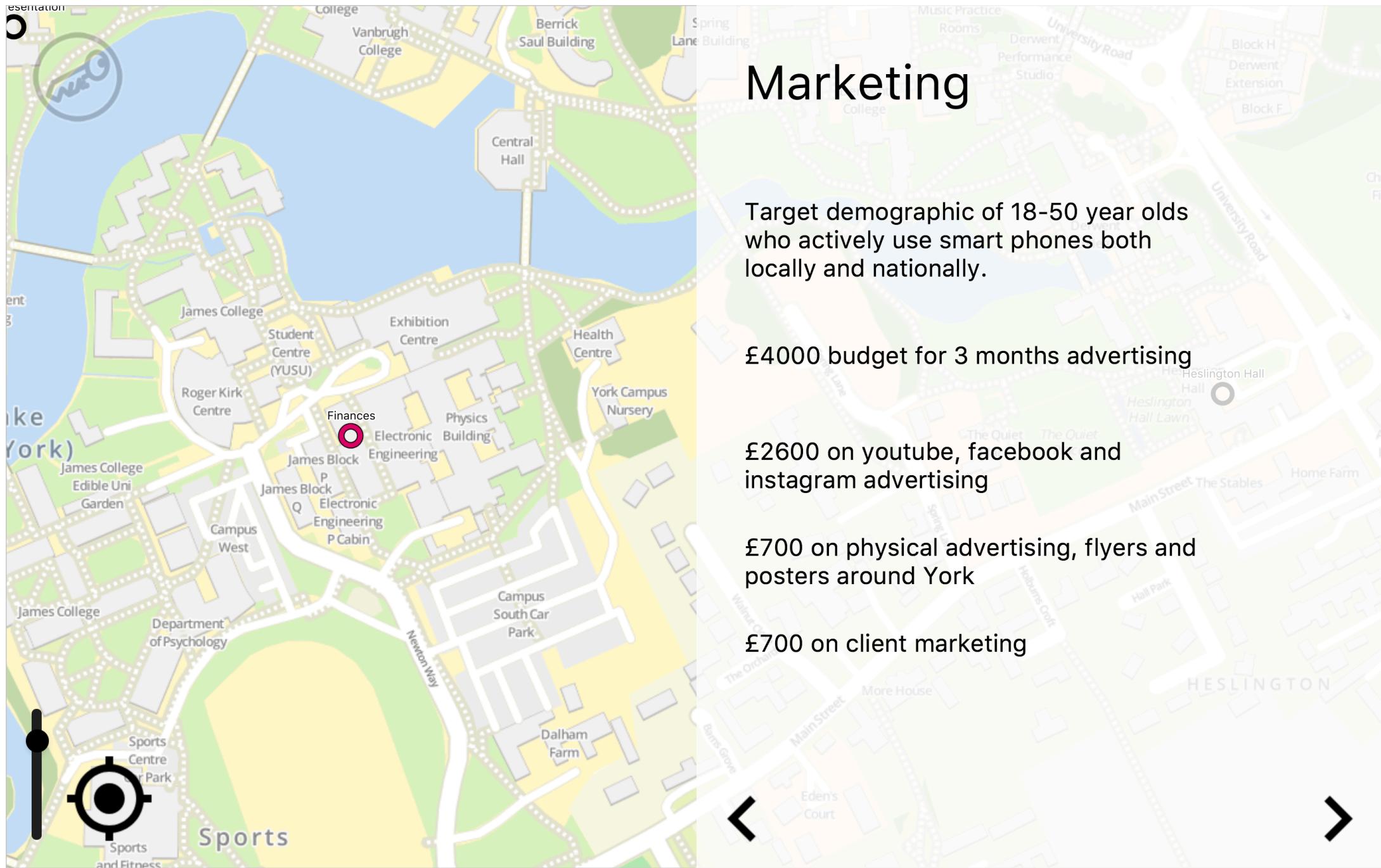
Target demographic of 18-50 year olds who actively use smart phones both locally and nationally.

£4000 budget for 3 months advertising

£2600 on youtube, facebook and instagram advertising

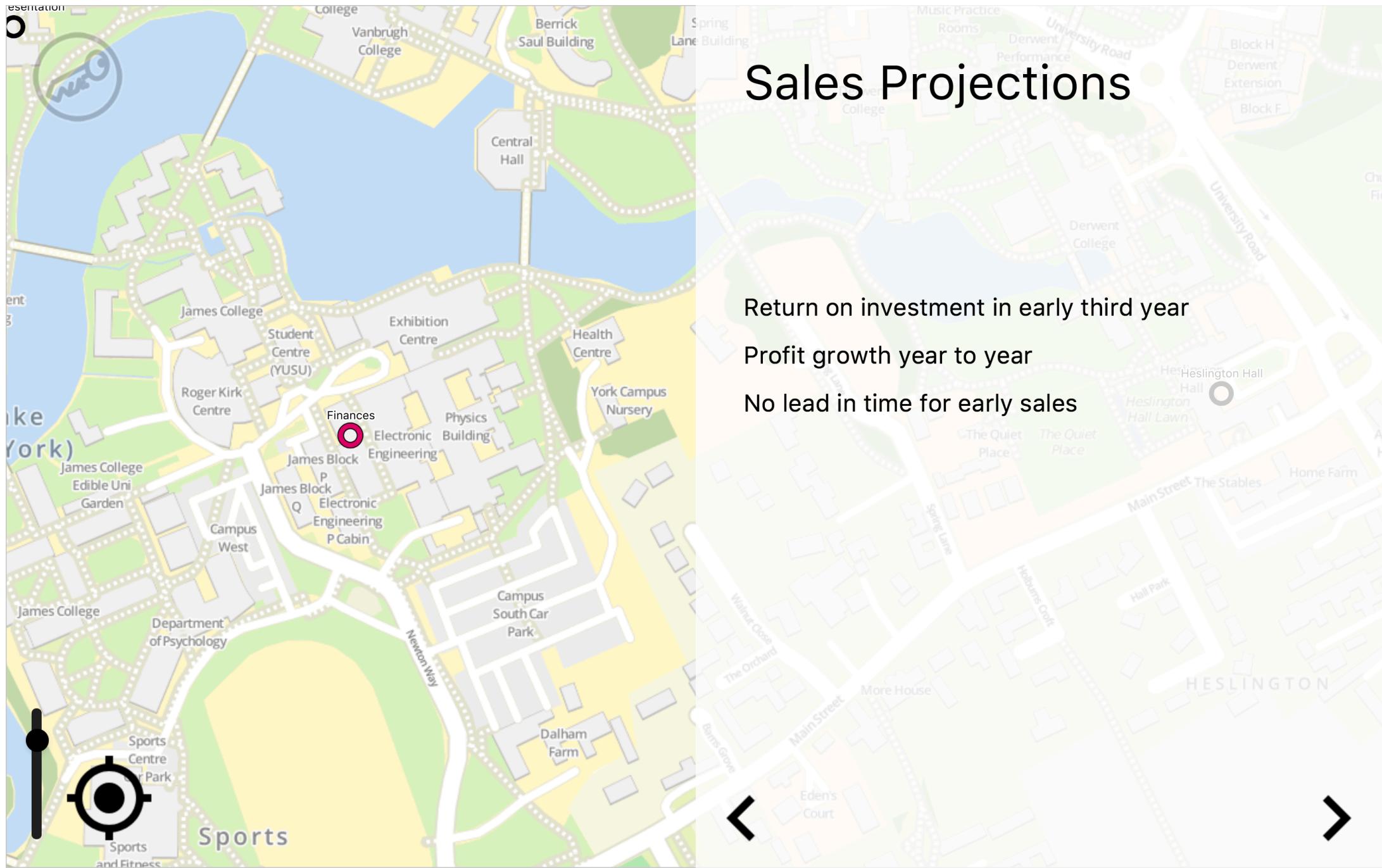
£700 on physical advertising, flyers and posters around York

£700 on client marketing



Sales Projections

Return on investment in early third year
Profit growth year to year
No lead in time for early sales



Future of Unlock

We are positive and fast moving, we could scale out

Depending on traction in early days, possible reinvestment

Money retained by the company to fund our scaling to other cities

