



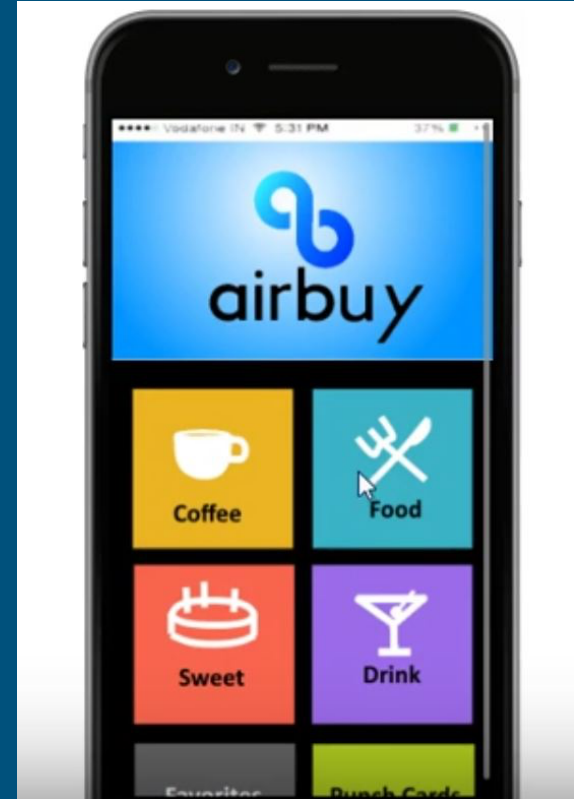
Airbuy



What is Airbuy?

Airbuy is an app that would allow customers to skip the line at participating cafes and restaurants

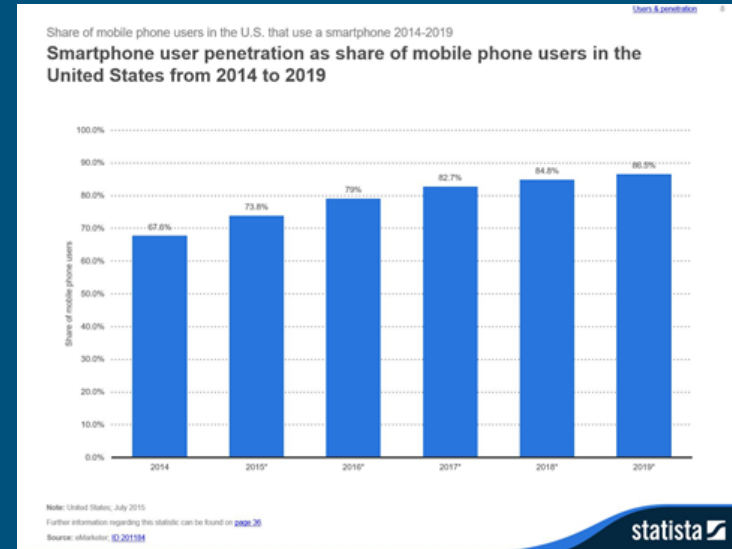
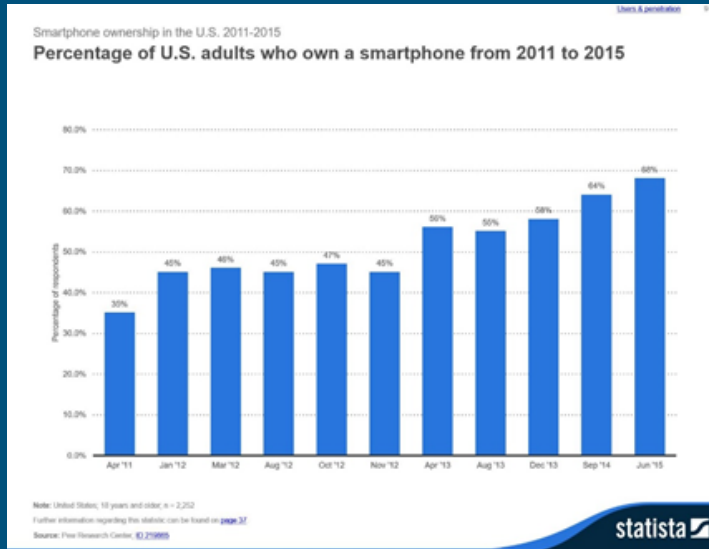
Entrepreneur Tom Taylor



Market Research- Smartphones in the US

Over the last four years, the percentage of adults who own a smartphone has risen from 35% to 68% of adults.

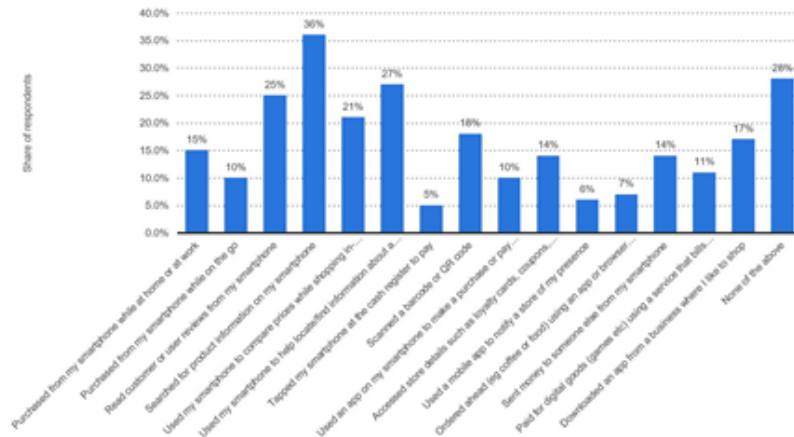
This year, 2016, 79% of all cell phone users in the United States used a smartphone. This number is expected to rise to 86.5% in 2019.



Market Research- General Smartphone Shopping trends

Worldwide smartphone shopping behaviors 2014

Thinking generally about shopping online using a smartphone, which of the following have you done in the past year?



Note: Worldwide; September 9 to November 3, 2014; 18 years and older; n = 12,941; Smartphone owners/users

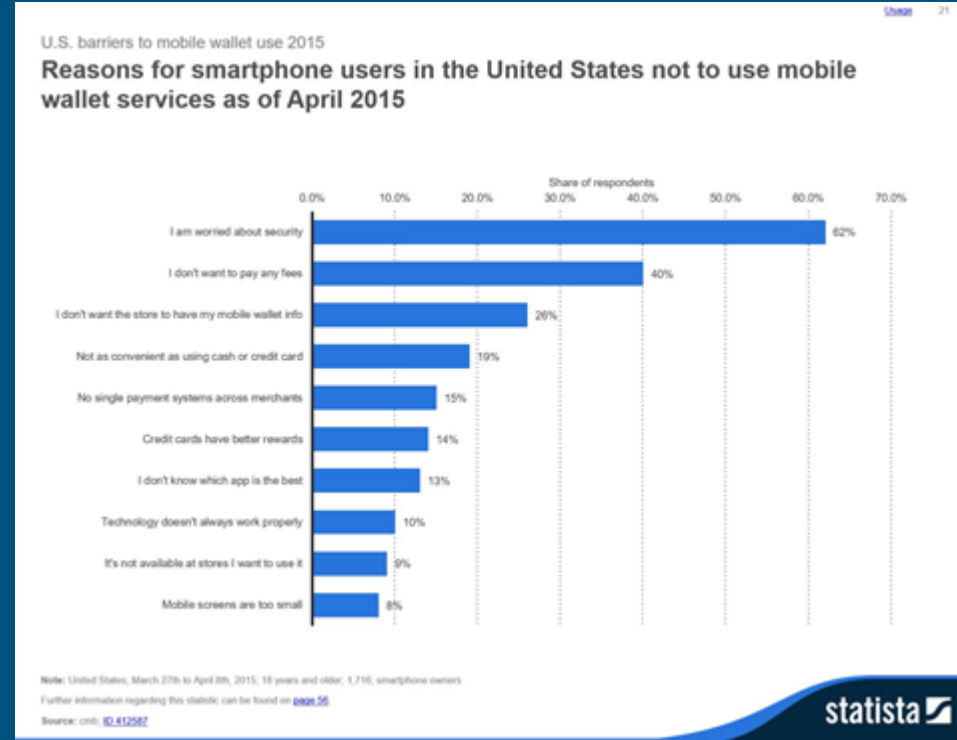
Further information regarding this statistic can be found on [page 8](#)

Source: Ipsos, [ID 415208](#)

statista

Market research- Why not use payment app?

Over half of people who do not use payment apps said it was due to security risks. However, Airbuy would ideally pair with BrainTree, a subsidiary of PayPal, a trusted payment app service



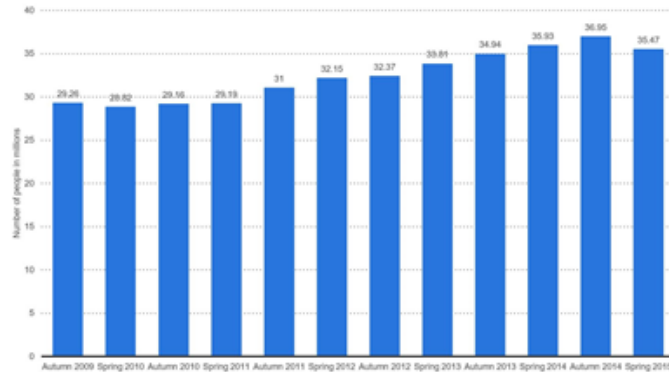
Market Research- The Industry

35,470,000 people have visited a coffee bar in the last 30 days in the US (on date of survey)

In 2016, food and drink sales in the United States reached \$782,670,000,000

Restaurant visit: people who visited any coffee house/coffee bar (USA), 2015

Restaurant visit: Number of people who visited any coffee house or coffee bar within the last 30 days in the United States (USA) from autumn 2009 to spring 2015 (in millions)



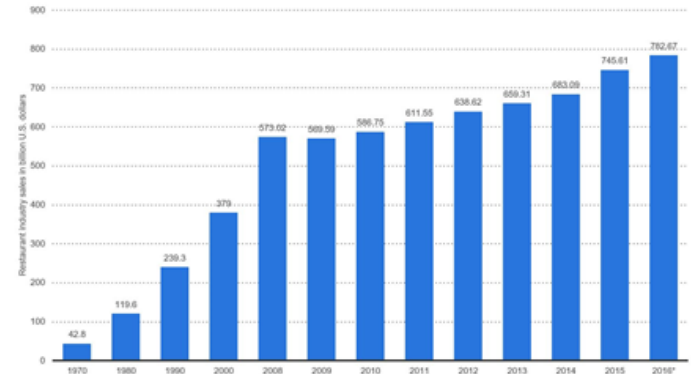
Note: United States, Spring 2008 to spring 2015, 18 years and older, approx. 204,000

Further information regarding this statistic can be found on [page 8](#)

Source: Nielsen Scarborough, © 2015

Restaurant industry food and drink sales in the U.S. 1970-2016

Restaurant industry food and drink sales in the United States from 1970 to 2016 (in billion U.S. dollars)



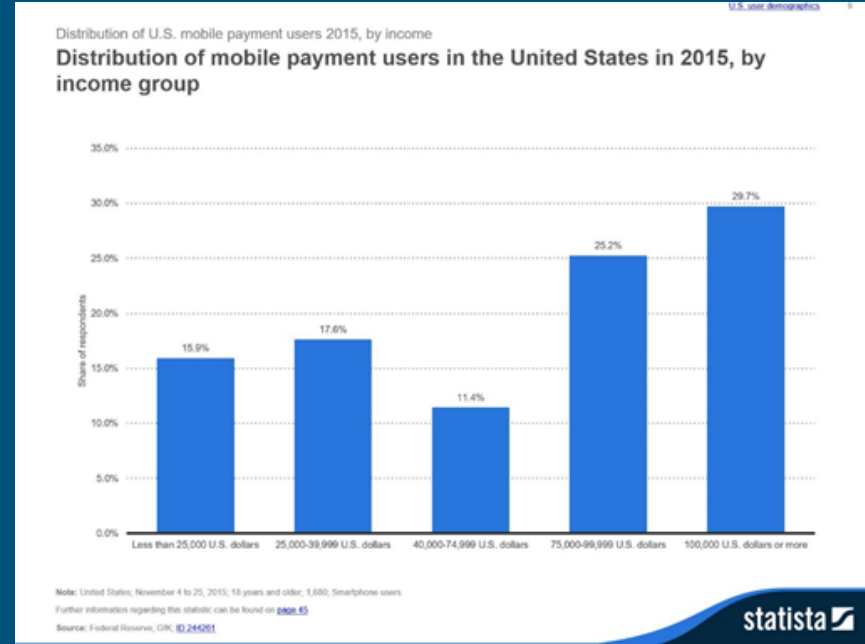
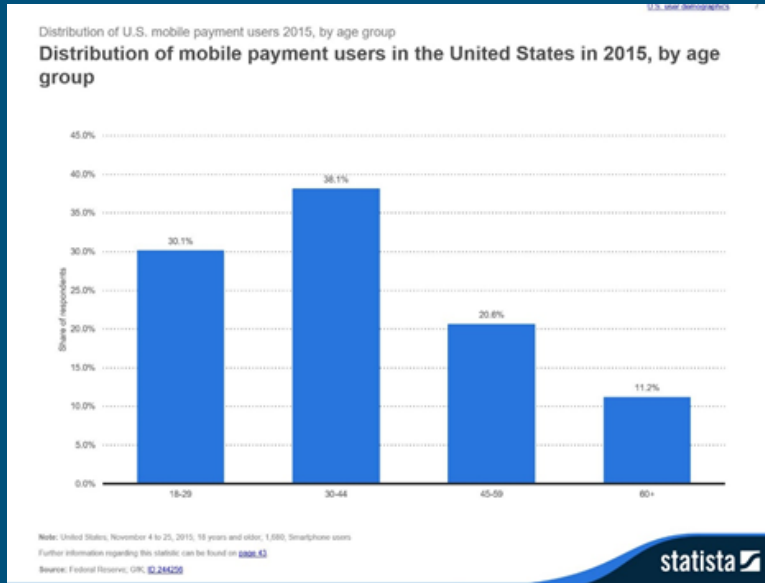
Note: United States, 1970 to 2015

Further information regarding this statistic can be found on [page 45](#)

Source: National Restaurant Association, © 2015

Market Research- Target Market

Adults age 18-44 hold 68.2% of the users of mobile payment apps



Target Markets: Assessment of Market

Target markets generally revolve around demographics of potential consumers

Final Findings: Due to competition listed in the following slides, recommend targeting business professionals, age 18-44

Demographics of Spokane

- Population
- Household Income
- Age
- Education

College Campuses

Tapingo

- Easy Mobile ordering app
- Located in over 30 states
- Over 100 schools
- Separate Ipad for orders
- Launched Nov 9th at NC State

-Claims

Increase traffic 7%

Increase sales 22%

College is too much fun to worry about food.

Don't miss out. **Use Tapingo.**

Download on the App Store GET IT ON Google Play

Tapingo
Pickup. **Delivery.**

Stadiums

SeatServe

- ”With SeatServe, fans get their food, drinks and merchandise delivered right to their seats, so they never have to miss any of the action.”
- Orders and payments go straight to concession stand
- Tablets provided for orders
- In addition, businesses have the ability to push promotions and specials through the application.



Airport Order Ahead Apps

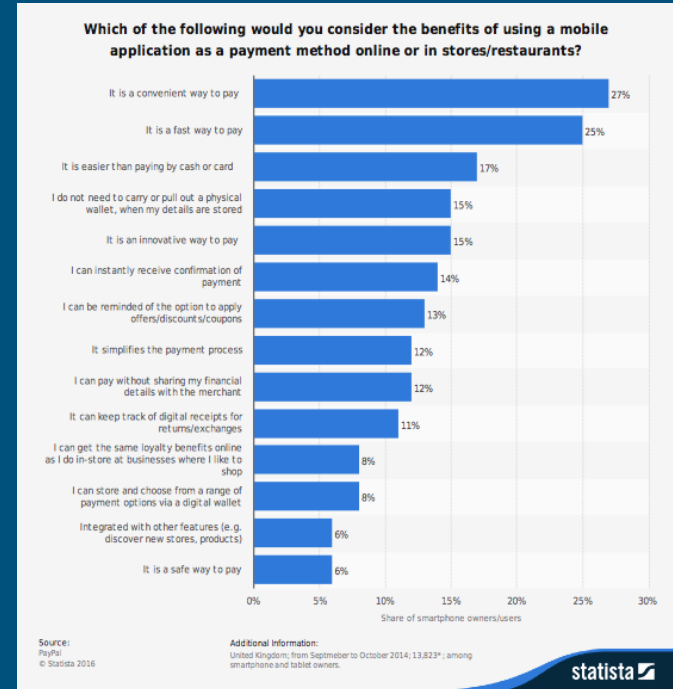
Grab

- IOS and Android app
- Allows mobile ordering at 17 airports across the US and expects to be available in 24 more airports in the near future
- Order ahead and skip lines in order to reduce stress of travel
- Meant to connect “restaurants, retailers and service providers in the airport to most travelers.”
- Functions similar to Tapingo where partners have a tablet specifically for orders



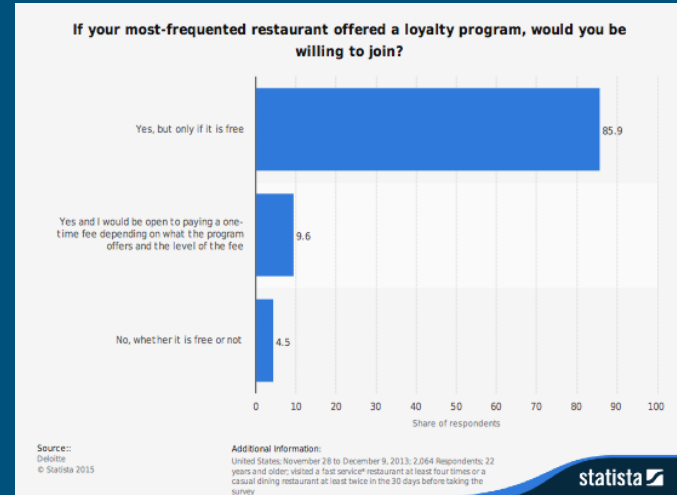
Similar Apps

- Multitude of mobile payment/order ahead apps
- People enjoy the convenience and speed of being able to use their phone to order and pay
- Many nationwide companies have created order ahead and payment app to simplify ordering process Ex. Starbucks, Dominos



Customer Loyalty Apps

- Many businesses offer customer loyalty and rewards programs to incentivize consumers ex. Foursquare, Starbucks Rewards
- Analysed why individuals are both willing and unwilling to join/download loyalty program apps
- Large percentage are willing to join a loyalty program but only if it was free
- Why consumers don't want to download loyalty program apps



Other Alternatives to BrainTree

- Payza
- Spreedly
- Bill.com (used by Tapingo)



Product Development

- Talk to Product Development Company early
 - Helps get the process done right
 - Saves time by getting the tech minded involved
- Harder to develop “consumer-facing” apps
 - No stable funding.. lots of testing/things to figure out



Commercialize Your Product

Market your product through sales and internal promotions



Conclusion

Our Findings and What We Learned