Ignite

A MOBILE BAR ORDERING EXPERIENCE

Ignite maximizes the bar experience for owners and customers

Problem statement

Typical drink margins are very high, but profit margins are low (~5%), in large part due to inefficient bottlenecks

There are clear pain points for patrons, such as wait times for drinks and the cost of a typical night out

Ignite, a mobile ordering app

- Mobile ordering platform for bars to reduce inefficiencies and service greater demand
  - Ignite increased bar revenue by up to 49%

- Crowdsourcing platform to drive greater business to bars via monetary incentives when patrons bring friends to the bar

- Improved customer experience for bar patrons through reduced wait times and elimination of the traditional "bar line"

Ignite streamlines the bar ordering process

Ignite is an ordering, POS and crowdsourced promotion app for bars.

The ordering feature works as follows:

1. Users initiate the order on their mobile device and it is sent to the bar

2. The bar services the order and notifies the app

3. The app calls the user up to the bar to receive their drink

Ignite's crowdsourcing feature will provide tab deductions to users based on the number of Facebook friends purchasing drinks at the same bar

The team currently has an alpha version of the application

The app uses a unique method (an image/color) to link users with their orders

Additionally, the vision of the product is to use operational algorithms to further streamline bar operations

- Batch orders to increase throughput

- Batch users to improve crowd management

- Varied pick-up notification based upon the types of drinks in the queue

Ignite is entering the ripe bar market with a focus on crowded establishments

Ignite's target audience is crowded bars (urban, college, sports) and night clubs

- Total revenue at US bars and nightclubs is 20B annually across approximately 65,000 establishments
- Average annual sales at these establishments is $200K annually with a total profit equal to 6% of revenue
  - With such narrow profit margins, any savings provided to crowded bars (which produce much more than 200K in annual sales) can have a massive net impact

Ignite plans to capture 25-50% of patrons at 500 bars within 3 years by improving bar owner revenue and establishing long-term relationships

Competitively, there are similar applications in the ordering space, including Preo, Coaster, and FlowTab, but Ignite is superior to these competitors due to our emphasis on operational efficiency, seamless notification, and speed of service.

Ignite will use its mobile advantage to move quickly in the market

Phase 1 (Jan - Mar 2015): Alpha launch to Wharton students at one bar: Milestone of 250 active users.
- Alpha launch to test operational capabilities of device
- Technological development: refine the application capabilities and design

Phase 2 (Apr - Jun 2015): Pilot to 5 Wharton related bars in Philadelphia: Milestone of 5,000 active users.
- Build full scale app (utilizing third party app developers) – Estimated cost of $50,000

Phase 3 (Q4 2015): Full Philadelphia Launch: Milestone of 20 bars and 20,000 active users.
- Focus on driving user acquisition within the bar, utilizing merchandising and co-branded advertisement.

Phase 4 (2016 +): Geographic Expansion: Milestone of 100 bars in NYC and 150,000 active users.
- Bring technical expertise in-house through hiring engineers dedicated to app upkeep and development.

Ignite has a well-rounded team driven for success

Evan Glickman
- MBA Candidate at Wharton
- Former real estate investment professional with Resource Real Estate
- Originated idea and leading technical development

Tyler Neal
- JD Candidate at Penn Law
- Formerly Allstate analyst working in marketing and filings
- Leading legal and marketing efforts

Mark Kozlowski
- MBA Candidate at Wharton
- Started a company in the 3-D printing industry
- Leading testing and bar sales

Kiran Pookote
- MBA Candidate at Wharton
- Former McKinsey & Co. Business Analyst
- Leading strategy and operations