



hömfield

# Pennvention Presentation

## February 2016

Contact:  
Will Habos  
Wharton MBA '16  
[will@homfield.com](mailto:will@homfield.com)

# The Hömfield Team



**Will Habos**

*Co-Founder & CEO*

**Education:**

MBA - UPenn Wharton (2016)  
BS - New York University (2008)

**Career:**

Investment Banking (5 Years)

**Role:**

- Execution of business strategy / vision / operations
- Business development, vendor acquisition, sales & marketing
- Manage finances



**Andy Schneider**

*Co-Founder & Co-CTO*

**Education:**

MS - UPenn SEAS (2016)  
BA - Williams College (2012)

**Career:**

Software Engineer (2 Years)

**Role:**

- Oversee website development and maintenance
- Execute on Hömfield vision



**Ryan Smith**

*Co-Founder & Co-CTO*

**Education:**

MS - UPenn SEAS (2016)  
BA - Central Conn. State (2010)

**Career:**

Software Engineer (2 Years)

**Role:**

- Oversee website development and maintenance
- Execute on Hömfield vision

# The Problem Today



**Tap Room**  
32 North is dedicated to craft brewing beer for uncharted territory.

4-10pm MON-FRI  
12-10pm SAT | 12-8pm SUN

Gallery  
Tap Room  
Directions  
On Tap Now

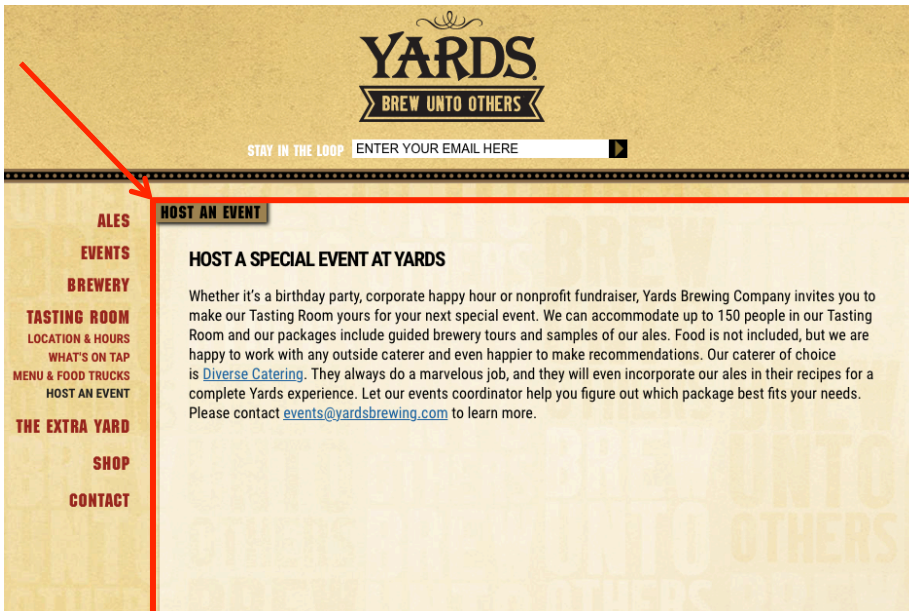
8655 Production Ave. Suite A  
San Diego, CA 92121  
(619) 363-2622  
info@32northbrew.com

Please contact [events@32northbrew.com](mailto:events@32northbrew.com) for information and booking for private events...  
We love them, so [click here](#) to let us know if you're interested!

What if planning an event was as easy as making a *single click?*

When planning special events at local bars, breweries, wineries, lounges, clubs and restaurants for small to mid-sized parties, customers run into several pain points:

- **Search:** Finding venues with event spaces is currently a very manual process, with *many customers resorting to extensive and exhausting Google searches*
- **Scheduling:** Determining event space availability and eventually scheduling a private party typically involves *several rounds of back and forth email/phone communication*
- **Pricing:** *Venues do not provide much transparency* around pricing of event spaces on their websites, making comparisons difficult. Customers typically address pricing questions via phone/email communications
- **Accommodations:** Venue websites *do not disclose much event space information*, such as size, features and other amenities



**YARDS**  
BREW UNTO OTHERS

STAY IN THE LOOP ENTER YOUR EMAIL HERE

**HOST AN EVENT**

**HOST A SPECIAL EVENT AT YARDS**

Whether it's a birthday party, corporate happy hour or nonprofit fundraiser, Yards Brewing Company invites you to make our Tasting Room yours for your next special event. We can accommodate up to 150 people in our Tasting Room and our packages include guided brewery tours and samples of our ales. Food is not included, but we are happy to work with any outside caterer and even happier to make recommendations. Our caterer of choice is [Diverse Catering](#). They always do a marvelous job, and they will even incorporate our ales in their recipes for a complete Yards experience. Let our events coordinator help you figure out which package best fits your needs. Please contact [events@yardsbrewing.com](mailto:events@yardsbrewing.com) to learn more.

**Navigation Menu:**  
ALES  
EVENTS  
BREWERY  
TASTING ROOM  
LOCATION & HOURS  
WHAT'S ON TAP  
MENU & FOOD TRUCKS  
HOST AN EVENT  
THE EXTRA YARD  
SHOP  
CONTACT

## Market Size – Event Spaces

**340,433**

U.S. Bars & Night Clubs,  
Craft Breweries, Wineries,  
Wine Bars, Single Location  
Full-Service Restaurants

**Total  
Addressable Market**

**82,253**

U.S. Bars & Night  
Clubs, Craft  
Breweries,  
Wineries, Wine  
Bars

**Serviceable  
Addressable Market**

**29,191**

West & Mid-  
Atlantic  
Regions

**Serviceable  
Obtainable Market**

Source: IBIS Industry reports 2015.  
West & Mid-Atlantic comprised of CA, PA, NY, NJ, WA, OR, DE, NV, MD, DC.

# Hömfield – Milestones

## Hömfield History

### May 2015

- ✓ Hömfield is founded by Will Habos

### July - September 2015

- ✓ Market validation / prototyping
- ✓ 20 venues in Southern California and Pennsylvania signed-up / listed

### September 2015

- ✓ Ryan Smith & Andy Schneider join Hömfield
- ✓ Website MVP development begins

### December 2015

- ✓ MVP Completed
- ✓ Friends / family test MVP for bugs

### January 2016

- ✓ Hömfield MVP opens to listed venues for further testing / iteration

### February 2016

- Beta website launch
- Venue market building occurs
- New venues sign-up
- Initial marketing via social media, word-of-mouth, direct email outreach

### March - April 2016

- Pilot Hömfield within UPenn community

### May – July 2016

- Raise funding
- Grow Hömfield in target markets
- Approach strategic partners/venue for exclusive listings on Hömfield

*Costs: incurred up to date are comprised of website costs – including, but not limited to, domain name, AWS, Heroku, and Github. For the foreseeable 6 months, we mainly expect to incur fees from AWS as traffic increases.*

## Near-term Milestones

# Hömfield Product

For non-professional event planners, who **are overwhelmed with event planning**, Hömfield is an online platform that provides customers with advanced search capabilities and complete transparency, **empowering them to book event spaces quickly and easily!**

## Comprehensive Search

- ✓ Location
- ✓ Price Transparency
- ✓ Availability Transparency
- ✓ Capacity
- ✓ Amenities

## Venue & Event Space Profiles

- ✓ Descriptions
- ✓ Photographs
- ✓ Customer Reviews

## Book Event Space

- ✓ Instant booking available
- ✓ Approval-based booking
- ✓ Hassel-free booking / payment process

The screenshot displays the Hömfield website interface. On the left, a sidebar lists search filters: Venue Type, Event Space Type, Capacity, Date, and Amenities. Below these filters, a list of venues is shown, including Appalachian Brewing Co., Yards Brewing Co., Guild Hall Brewing Co., and Naked Brewing Co. The main area features a map of San Diego with blue pins indicating event spaces. On the right, a detailed profile for 32 North Brewing Company is displayed, including a photo of the interior, a description of the venue, and a 'Barrel Conference Area' section. The profile also includes contact information and a 'Check Availability' button.

**32 North Brewing Company**  
 ★★★★★(5)  
 8655 Production Ave. Suite A  
 San Diego, CA 92121

**Barrel Conference Area**  
 Our barrel conference area is semi private, sectioned off by a barrel-made divider. There is a large wooden table perfect for group dinners. The table can be easily moved to accommodate one's likings. There is also a TV monitor for presentations ...  
[more](#)

**Capacity:** 25 people standing  
 15 people seated  
**Price:** \$15 / person  
**Min:** 20 people

[Check Availability](#)



hömfield

Thank You

*See the MVP progress at the  
[Hömfield website](#)*