

A composite image featuring two main sections. The top section shows two scuba divers from behind, swimming over a vibrant coral reef. The bottom section is a close-up of a sea turtle's head and upper body, resting on the reef. The water is a clear, translucent blue.

ScuBuddy

Travel More. Dive More.

Problem: Dive planning and booking is tedious and time consuming

When I travel to dive, I have to...



1. Search the Internet for dive shops for **HOURS**
2. **CALL** or **EMAIL** dive shops to ask for prices and availability
3. Pay in person, often in **CASH**

No one has time for this!

Solution: ScuBuddy, a mobile and web platform connecting divers and dive shops

DISCOVER, BOOK, and PAY for your dive ONLINE!

Dive Dates

 to

Price Range



Options

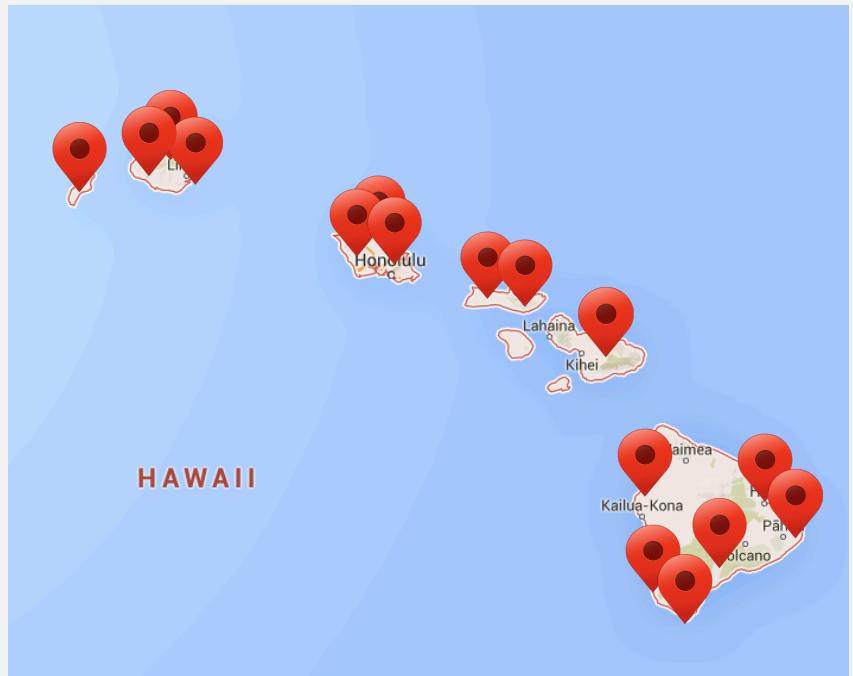
Cave Dive Wreck Dive Night Dive



Aqua Dive Shop: \$150



Shark Cage Dive: \$750



Scuba diving is a \$420 million dollar* industry ripe for technological disruption

In the United States alone:

3M

Active Divers

11M

Snorkelers

150K

New Divers Annually

2,000

Dive Shops

Worldwide:

6M

Active Divers

20M

Snorkelers

1M

New Divers Annually

*In the United States

The founder of ScuBuddy is a seasoned Product Manager and Scuba Diver



Victoria Cheng
Founder &
Rescue Diver

Education



Experience



Deloitte.

Previous Mobile Apps



ScuBuddy will be launched in Summer 2016

Jan

Feb

Mar

Apr

May

June

July

Aug

Sept

Plan and Design

- Interview stakeholders – dive shops, dive instructors, and scuba divers
- Develop specifications and wireframes for mobile and web applications
- Acquire user feedback by showing users mockups
- Find developer and UI designer

Build MVP

- Work with engineer and designer to develop features
- Invite users to test app before official launch

Launch Version 1.0

- Acquire first 1,000 users
- Iterate app based on user feedback and A/B testing
- Add new features for Version 1.1