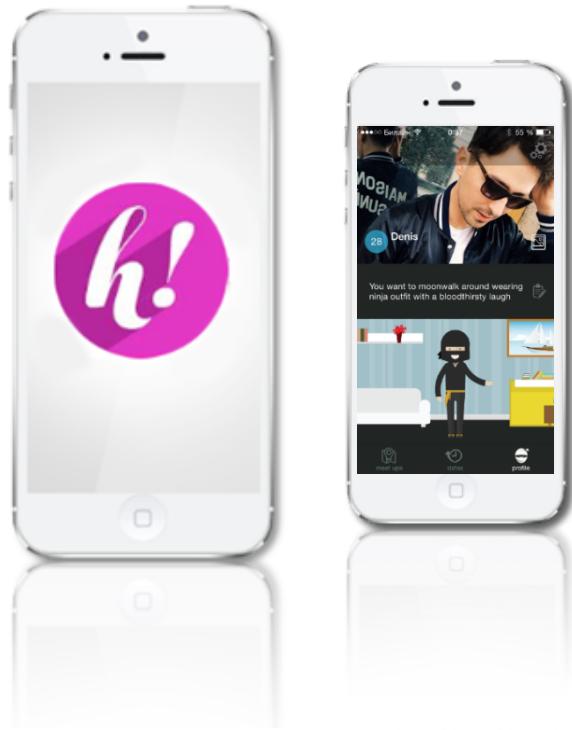




HOLLA! - Play and date

The future of creative dating



The Team – Let's Make it happen!



DENIS DAVYDOV

Asian Architectural Institute graduate,
Architecture.

5 years of digital development
experience at **HBO** and **Bazelevs**; 2 years
of marketing experience at **Philip Morris**.

Participated in launch of numerous web
platforms, created national ad campaign
for Kazakhstan and number of movies
while heading Bazelevs Asia.

Into movies, sneakers and design.



DIOR SALIEV

Wharton MBA WG`15
Strategic Management

4 years of **Strategy Development**
across North America, Middle East,
Russia and Central Asia with the
latest working experience at
Fortune 49 Company.

Into: Volcano climbing, coral reef
diving, racing and community
service.



GLEB BUKHIN

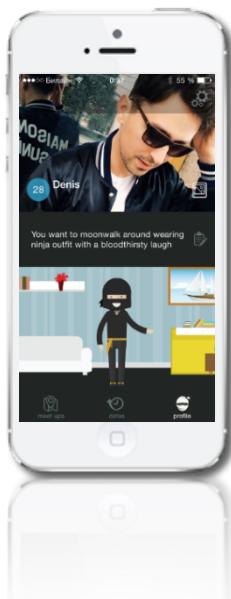
Lomonosov MSU graduate,
World politics.

7 years of advertising/marketing
experience at **Dentsu**, **Leo Burnett** and
Philip Morris.

Leaded Russian launches of such brands
as **Uniqlo**, **Lenovo**, **Pandora** etc. from
agency side, as well as ad campaigns for
Lexus and Toyota.

Author of novels for Vice magazine.

What is Holla!



Holla!: part mobile-dating, part friend-finder, part social-game. Holla! Is a mobile application that helps you find new dates and friends while using game mechanics to have fun while interacting.

Now: Thanks to geo location mobile applications dating became very fast and easy. Swipe left, swipe right and you've found a couple to start the conversation with ... But is it as fun as it seems to be ?

We have only few photos from Facebook, couple of shared interests and a dull: "- Hello, we have a lot of common" - in the blank chat window.

Future: In Holla! world you will have an opportunity to create your avatar, play games, and have fun during your digital date, just like having fund during real date.

Problem



Online Dating is only about typing and very dull.

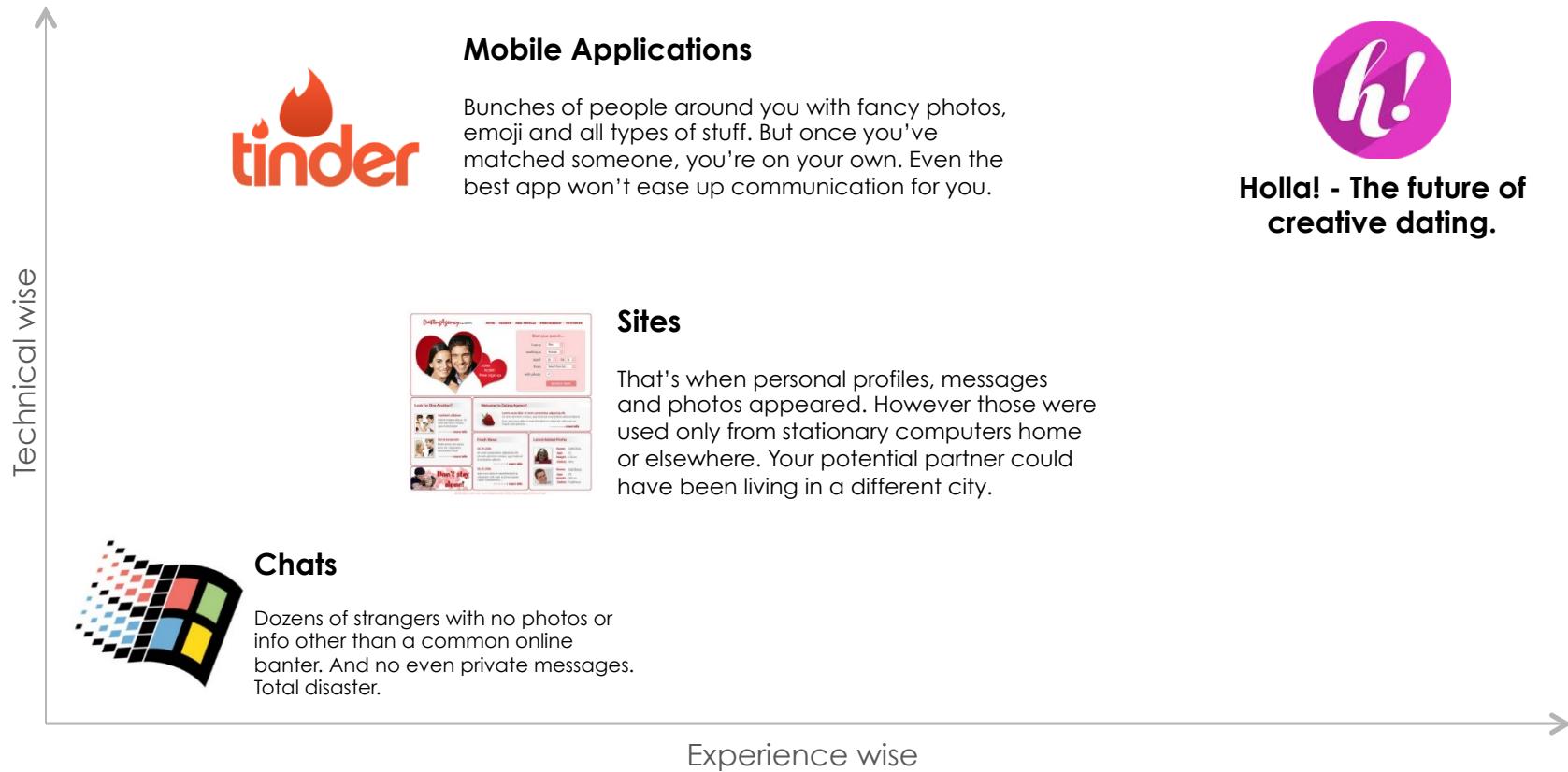


You don't know the mood and feel of your date.



Starting a conversation is a real bottleneck for a lot of users.

Evolution of dating resources



Holla! – Gamification approach to a standard dating experience.

We are **solving a problem** of **dull dating apps**

From the beginning will create a unique engaging experience:

Exciting **virtual date** combined with the **ice-breaking gaming elements**.



User Journey



1 Sign in with your Facebook account.



DONE DURING FIRST APP LAUNCH

2 Set your gender, age and geo preferences.



DONE DURING FIRST APP LAUNCH
OR IN SETTING IF NEEDED

3 Create your avatar: set your mood, look and action plan; to illustrate your personality and feelings right now.



4 Match or skip other users based on their avatar's mood & feel and photos.



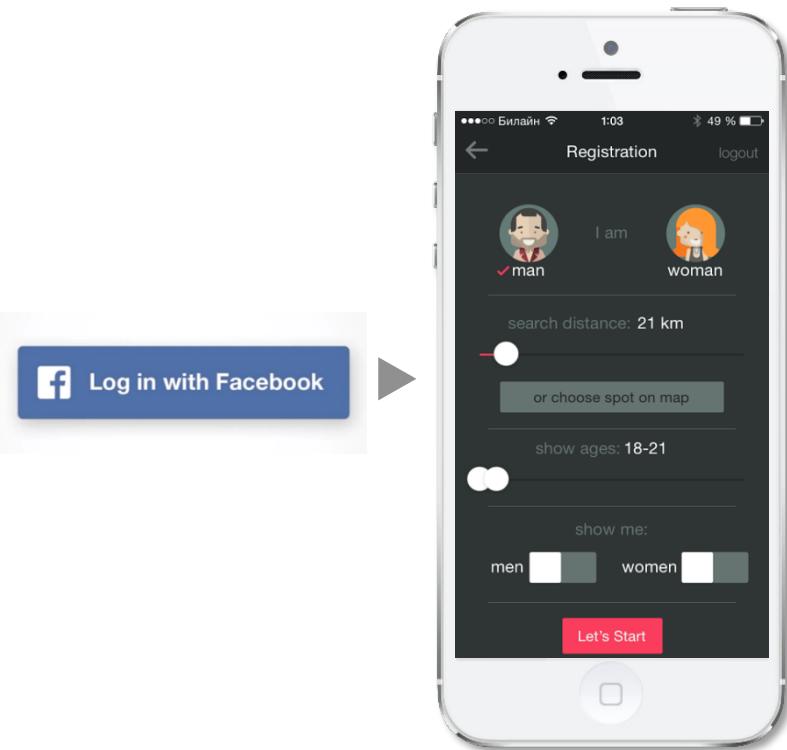
5 Got a match and proceed to personal virtual date !



6 Enjoy the unique icebreaking experience and social mini games to make your first chatting really engaging !

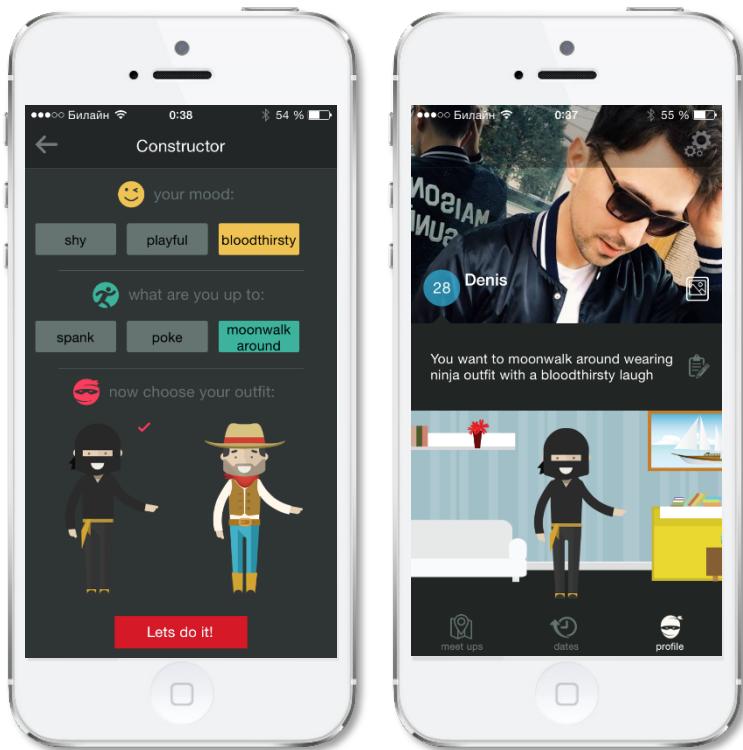


How it works ... Log in with your Facebook!



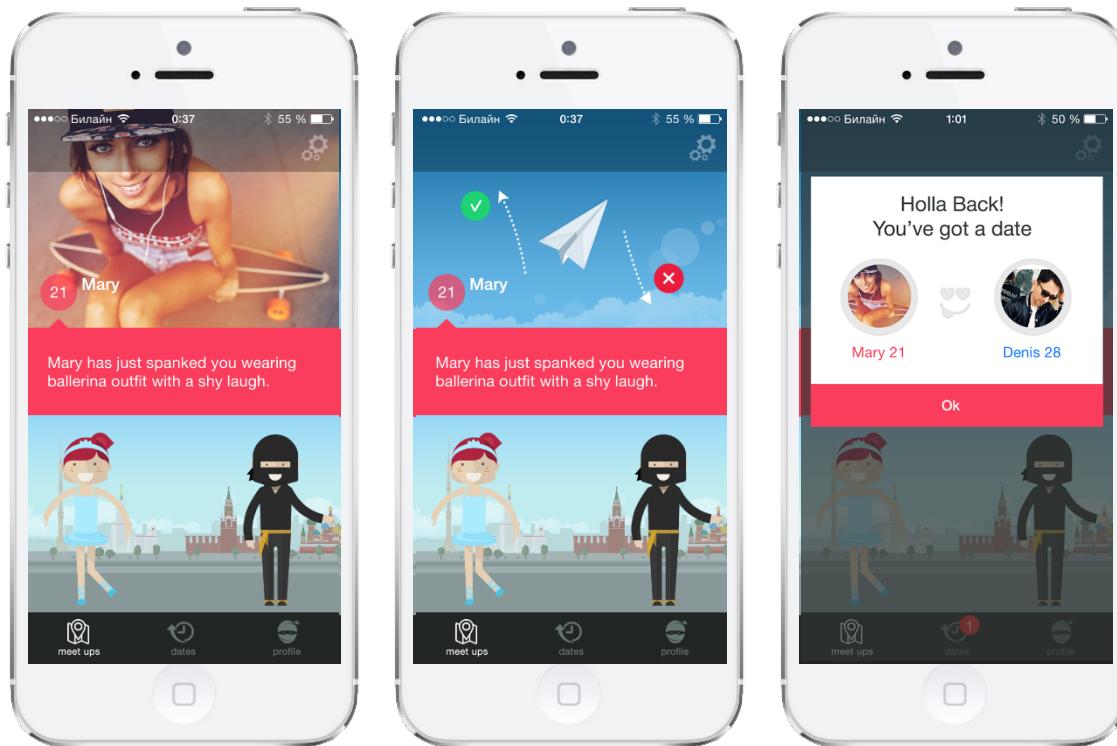
- Before we actually start, let's get the **basic stuff** done.
- Just give us access to your **FB photos** and setup the geo, age and gender **preferences** for your future dates.

How it works ... Step one – Avatar!



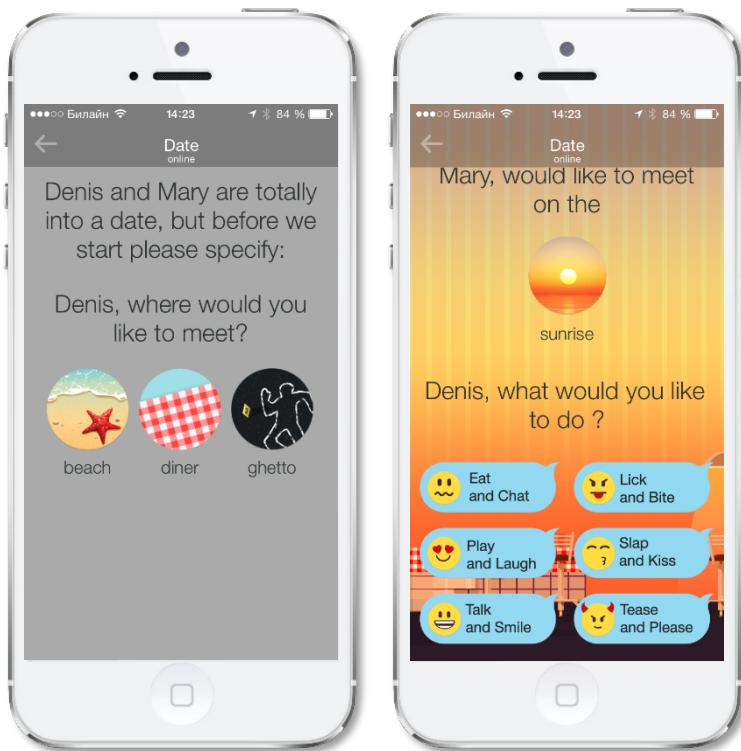
- Now let's create your **avatar**! Who will **express your daily mood and look** – not in a boring “personality research form” way, but in the awesome **avatar way**!
- Your avatar is your virtual **alter-ego who will start interacting with other users for you**, once you have launched it for another 24 hours (or less).
- Don't be shy! Your avatar is just a cute virtual guy or gal, whose actions will be always perceived welcoming and positive, even if you have decided to do something weird like: **moonwalk around wearing ninja outfit with a bloodthirsty laugh!**

How it works ... Step two – Discovering!



- Remember us telling you not to be shy? Because others won't!
- And right now **Mary's avatar just spanked you wearing ballerina outfit with a shy laugh!** She seems to be quite awesome – let's ask her for a date, and... Boom, we've got a match!
- Isn't it awesome to connect people who's avatars want to moonwalk around and spank each other?

How it works ... Step three – Avatar Virtual Date!



- Yes, we know it's difficult to start a conversation with a total stranger. That's why before dropping you into a chat, we've prepared a nice **icebreaking game** called **avatar virtual date!** Now you guys can get accustomed to each other before starting the conversation.



Choose the place where would you like to meet

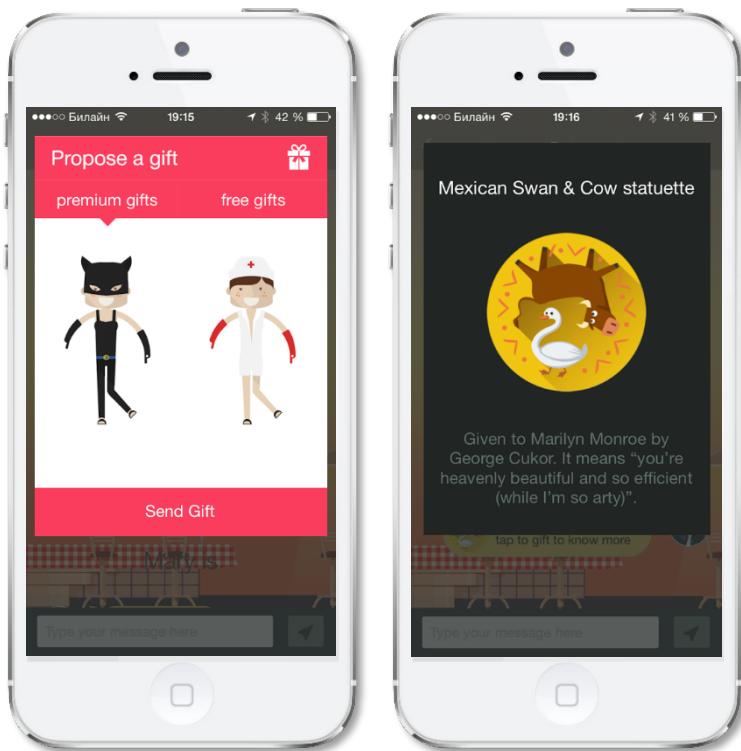
Let her choose the time of your date

Propose her what would you like to do on a date

Wait for her reaction

And... Propose her a gift! (see details on the next slide)

How it works ... Step three – Gifts



- To make your date even more fascinating, you can **present your date a gift**.
- And even this stage is equipped with some awesome icebreaking stuff. **No more flowers or chocolate - it's too boring**.
- Instead you can get a **fancy new free or paid outfit (1\$ or 100\$) for her avatar** or...
- ... add some symbolism by giving your date one of our **special presents**: Faust's Soul, Tom Sawyer's Rat, Mexican Statues and dozens of other **gifts with a story** will allow you to express yourself even better and will create a perfect topic for you to chat about!

How it works ... Step four – Getting to know each other better!



- Here we go! Now, before typing the **boring** “**Hey, how are you doing?**” you can rather compliment her with a new cat-woman outfit. Or ask if she is shy or bloodthirsty... Or maybe you can ask her about fondness for sunrises? You decide!
- And if you would like to go even further or just enhance your chatting experience we've prepared quick **mini games** for you, like **Selfie or Truth**. What a **great way to spice up your dialogue**.

Selfie or Truth

Mini game like Truth or Dare, with the only difference... It is all about the selfies! What could be a better way to see how your date looks in real, or spice up your conversation with interesting facts from her past.

Monetization



1



We'll start with avatar outfit **in-app gifts and outfits.**



2



Proceed to **collaboration** with our **favorite fashion brands.**



3



Evolve into **e-commerce** fashion advisor (where to buy new looks and accessories promoted by our avatars)



Promotion



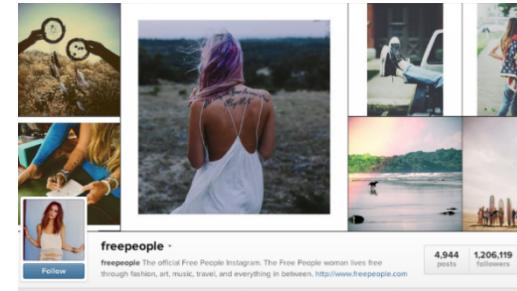
To quickly gain the critical mass of users to our app, we are going to **spread it across universities creating a viral bomb** - using straight forward Red Bull like approach.



Holla! Hostess Teams



Holla! University and College Parties



Holla! Social Ambassador Program

Schools we are going to focus first: Upenn, Harvard, Columbia, Yale, Dartmouth, Cornell, Brown, Princeton, Stanford, MIT, Berkley, Duke, NYU.

This is intended to increase **Awareness**, boost a **Word of Mouth** and create **Networking Effect**.

Competition



tinder.

If Tinder isn't the most popular app on the market now, it's likely to be the most talked about and most influential. Tinder is a location-based dating app that integrates with Facebook. The main feature of swiping left or right to dismiss or show interest in someone near you has become a feature of other dating apps such as Match.com.

- Tech progress application with first mobile UI, lacks interactive user experience.

More than 600 mln swipes a day.
No revenue so far.
20 months application.
With more than 4bln potential.



match.com

Match.com is one of the most established online dating sites, and with more than 21 million users, you'll have tons of potential dates to choose from. Its recent redesign is proof of Tinder's influence. Potential daters can now show interest in someone or ignore their profile quickly and easily.

- Web and mobile based application with simple user interaction mechanics.



PlentyOfFish

The "plenty" part of Plenty of Fish's name must be taken literally. The service boasts the largest online dating user base, with more than 70 million members in its proverbial sea. In addition to messaging and browsing potential matches, [the app](#) lets you meet singles in the area with its locals feature.

- Web and mobile based application with simple user interaction mechanics.

Competitive advantages



GAMIFICATION

Unlike competitors Holla! is based on funky gamified process. **Get to know your match naturally – while playing** – instead of being too straight forward.

Or even use Holla! as a **fascinating time killer** – who said that final goal of using app is find a real date?



ENGAGING DESIGN

Ladies love Holla! because it's fueled with all types of giggles and cuties.

90% of female beta testers wondered if they could download the app immediately. Other 10% asked what's the official release date.

And gentlemen will just follow the ladies.



EVERYDAY USER ACTIVITY

Just like good ol' Tamagotchi. Not so demanding though.

To keep your avatar active, just log in every 24 hours and set your daily mood, action and outfit.

Results in **high retention rate**.



UNIQUE ICE-BREAKER

Significantly new simplified approach of building connection between you and your match. We decrease the stress of approaching a stranger by naturally guiding you through it.



ADVANCED GEO

Got used to local partners around your hood or office? **Set a new specific spot to look around** – there's no need to change your location to do so. There's plenty more fish in the sea.



SIMPLE MONETIZATION

Selling gift-outfits for 1, 10 or 100 bucks for the fellow avatars is a great way to capitalize the project.

It could include **collaboration with fashion/fashion retail brands as well as pop-culture skins** for the avatars.

Market size



ONLINE DATING MARKET
(World Wide) **4.2%** ANNUAL GROWTH



MOBILE DATING
(World Wide) **14.2%** ANNUAL
GROWTH



CONSUMERS AGE 18-24
OUR MARKET OPPORTUNITY

*SOURCE: WWW.IBISWORLD.COM

Revenue Potential



\$15M

**OUR FOCUS IS ON USERS OF
CONSUMERS AGE 18-24**
(World Wide)

**2 YEAR GOAL: SIZE
5% OF AVILABLE MARKET
REVENUE 2015-2017**

User Growth Projections



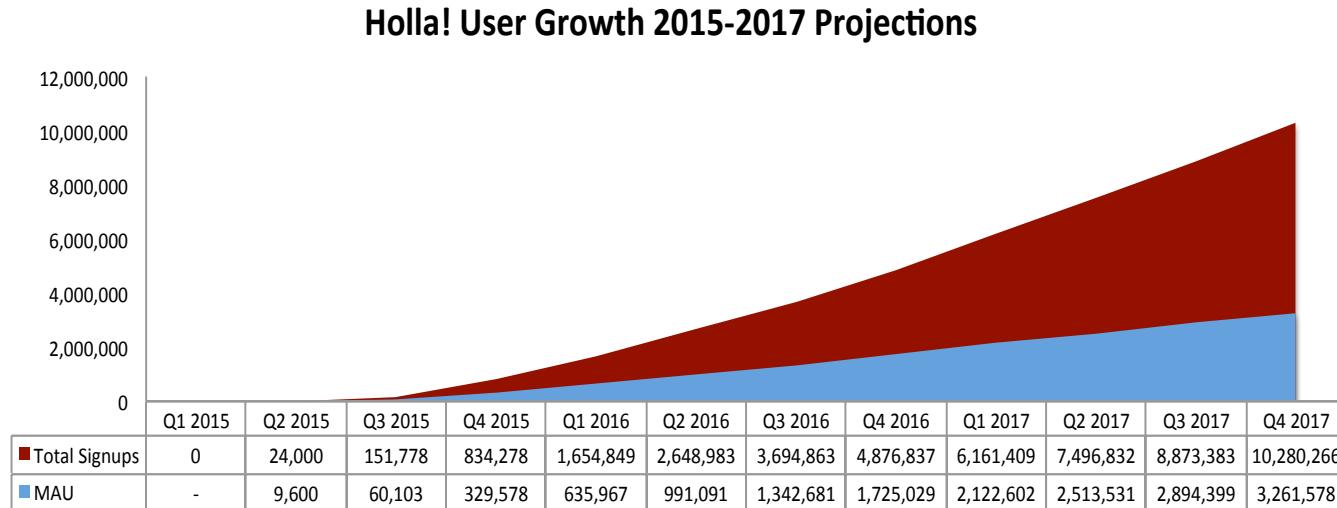
Snapchat – came out as a first Teenager oriented App In **3 years** got **100M registered users**, **30M MAU**.



We consider Snapchat users as **our target audience**. Our **goal** to capture **25-35%** of **Snapchat** users



This is **undervalued niche** in **mobile dating** – we will **take it over fast**.



DIRECT MONETIZATION THROUGH IN-APP PURCHASES:
EXCLUSIVE GIFTS
DESIGNER OUTFIT
BONUS GAMES
NEW DATING AREAS:
(DATE ON A MOON)

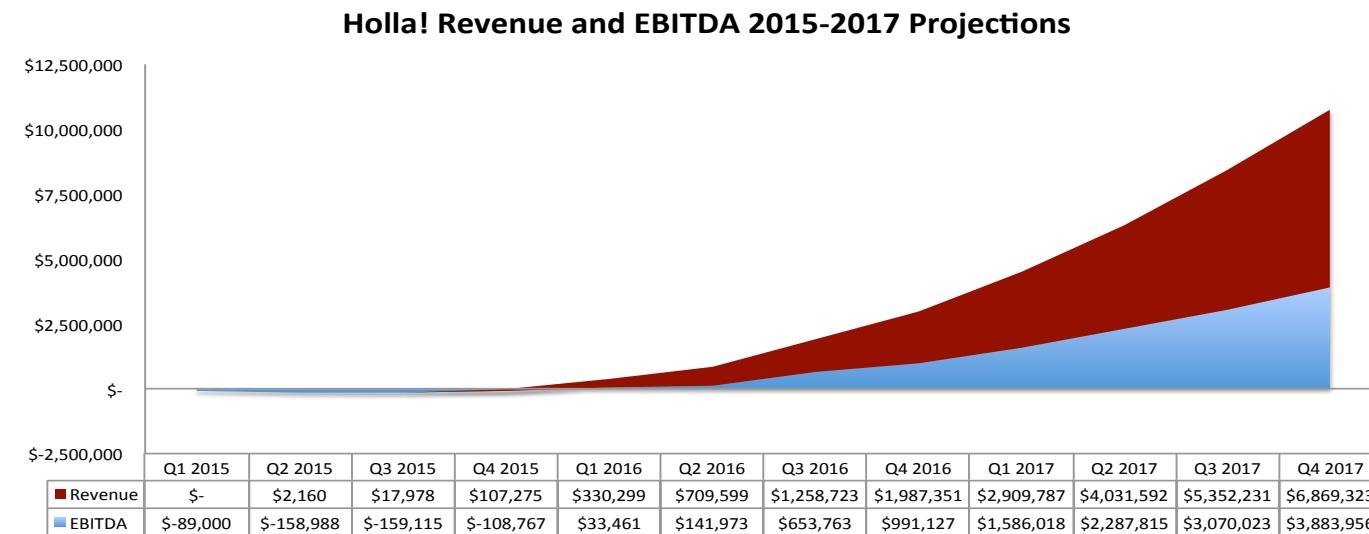
Revenue Projection and Required Capital



Our **ARPU** is **\$3** per
paying customer



Paying customers represent
5% of our **MAU**



*investment costs were broke down as a quarterly costs and spread throughout the year

IN ORDER TO
ACHIEVE OUR
GOALS WE ARE
LOOKING TO RAISE
SEED ROUND:

INVESTMENT: \$200K

FOR STAKE: 10%

USE OF PROCEEDS:

- Build core product
- Build channels and partnership programs
- Marketing
- Team salary

Exit strategies



Holla! will have multiple exit opportunities that will result in high ROI

M&A Prospects

- Many buyers are competing for valuable mobile users
- User base with recurring revenue streams
- Fit into product portfolio

Large Companies in Mobile Space



Online Dating Providers



IPO Consideration

- Based on user base expansion success
- High standalone potential value

Mobile social media apps current valuations



10mm MAU - \$3B



30mm MAU - \$10B



50mm MAU - \$1.5B



THE END

Appendix



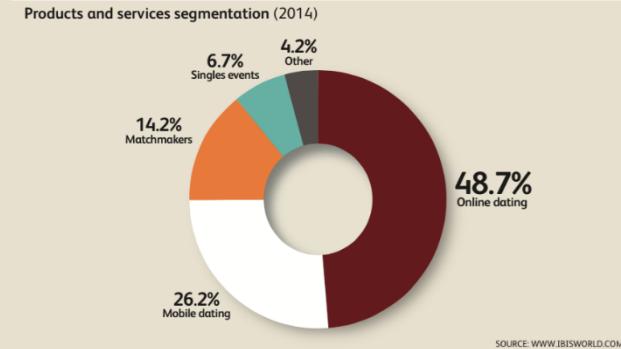
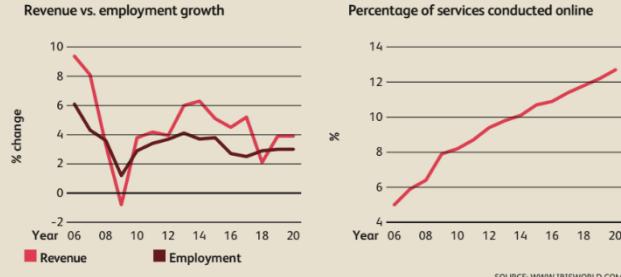
- DETAILED MARKET ANALYSIS OF DATING SERVICES IN U.S.
- DETAILED COMPETITOR ANALYSIS WORLDWIDE

Market Analysis



Key Statistics Snapshot

Revenue	\$2.2bn	Annual Growth 09-14	4.8%
Profit	\$293.8m	Wages	\$604.4m

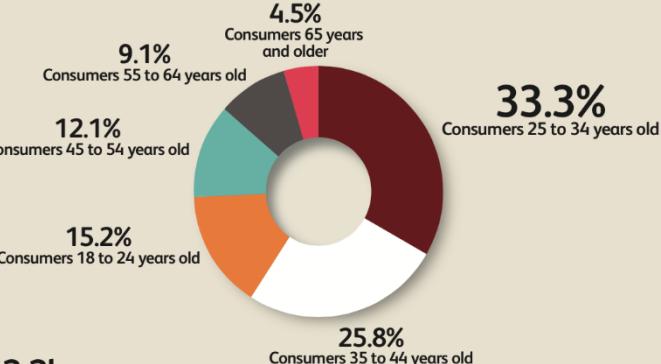


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Key External Drivers
Number of adults aged 20 to 64
Percentage of services conducted online
Marriage rate
Per capita disposable income
Regulation for the Online Dating Industry

p. 5

Major market segmentation (2014)



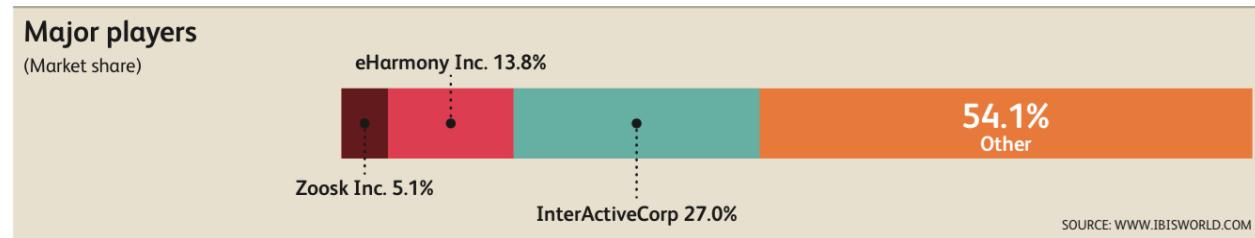
Marital status of people by age (2013)*

Age (years)	Married (%)	Widowed (%)	Divorced (%)	Never married (%)
18-24	8.7	0.2	0.9	89.0
25-34	45.3	0.3	5.3	46.6
35-49	64.8	1.0	12.8	18.2
50-64	65.7	4.1	16.9	10.6
65+	57.9	25.5	11.1	4.4

*Remaining percentage equals separated individuals

SOURCE: US CENSUS BUREAU

Detailed Competitor Analysis



InterActiveCorp
Market share: 27.0 %

Industry Brand Names

- Match.com
- Singlesnet
- Peoplemedia.com
- Chemistry.com
- BlackPeopleMeet.com
- SeniorPeopleMeet.com
- OKCupid.com
- Tinder

InterActiveCorp (US match segment) – financial performance*

Year	Revenue (\$ million)	(% change)	Operating Income (\$ million)	(% change)
2009	289.9	-2.0	71.9	17.7
2010	332.9	14.8	95.8	33.2
2011	398.2	19.6	105.8	10.4
2012	500.9	25.8	144.3	36.4
2013	542.7	8.3	169.1	17.2
2014	605.1	11.5	192.8	14.0

*Estimates

SOURCE: ANNUAL REPORT AND IBISWORLD

Detailed Competitor Analysis



eHarmony Inc.

Market share: 13.8 %

eHarmony – financial performance*

Year	Revenue (\$ million)	(% change)	Operating Income (\$ million)	(% change)
2009	240.0	5.7	20.4	N/C
2010	255.0	6.3	15.6	-23.5
2011	265.0	3.9	25.2	61.5
2012	275.0	3.8	26.4	4.8
2013	290.0	5.5	32.2	22.0
2014	310.0	6.9	35.3	9.6

*Estimates

SOURCE: IBISWORLD

Zoosk Inc.

Market share: 5.1 %

Zoosk Inc. (US dating services) – financial performance

Year	Revenue (\$ million)	(% change)	Operating Income (\$ million)	(% change)
2009*	15.9	N/C	-34.5	N/C
2010	26.7	67.9	-23.8	-31
2011	51.1	91.4	-5.1	-78.6
2012	53.7	5.1	-9.2	80.4
2013	91.7	70.8	-0.1	-98.9
2014*	114.2	24.5	3.5	N/C

*Estimates

SOURCE: ANNUAL REPORT AND IBISWORLD