

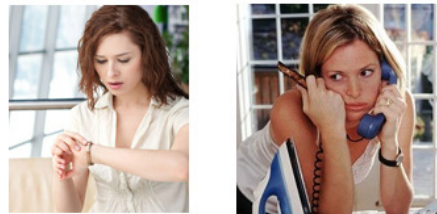
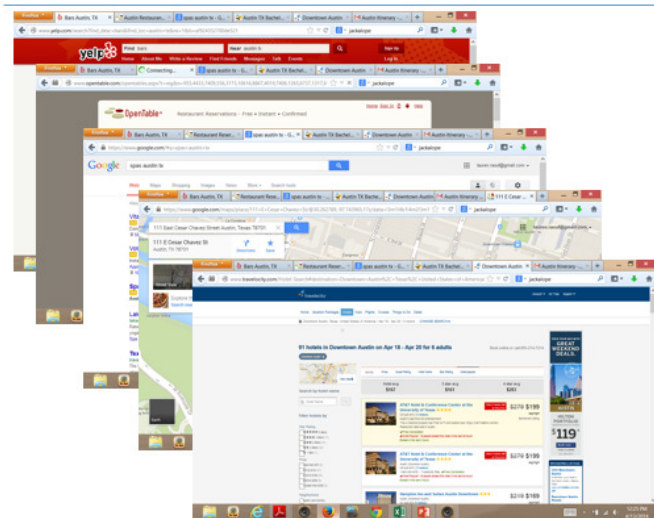


## My Best Friend's Weekend



# Business opportunity

Today, planning a bachelorette is painful



Hours spent + Evaluating options

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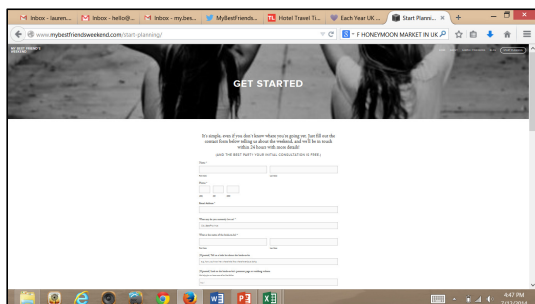
Planning a bachelorette requires:

- Dozens of google searches (activities, restaurants, clubs, etc.)
- 50+ emails within the group to make decisions and brainstorm options
- Many phone calls with possible vendors to gather quotes and options

Our value proposition:

- Save time – do in 20 minutes what used to take 20 hours
- Find the right places – we have deep knowledge of the key cities and can point them to the best vendors

# Current product, with more innovations to come



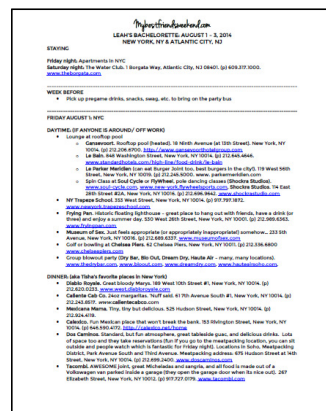
## Enter data

Maid of honor answers  
simple questionnaire  
online



## Phone call

Maid of honor talks with  
us, we gather more details,  
key concerns, understand  
relationship / decision-  
making criteria



## "Prix fixe" itinerary

We send shortlist of  
options for each part of  
the weekend



## Final itinerary, easy payment

Once maid of honor  
decides, we compile final  
itinerary, book, and  
manage payments across  
group

**Innovations: Recommendation algorithms (in development), group payment engine (in development)**

# Significant high end bachelorette market

On average, **2.1 million** couples get married in the United States each year...

**32k parties**

x

**10 attendees**

x

**\$500/person**



~3% of females earn \$100k+ and ~50% travel for their bachelorette party



Average of **10** weekend attendees



Average amount spent per person is ~\$500

**32K parties per year x \$250 fee capture = TAM of ~\$8 million**

## Competitors:

- Strongest is “DIY” – maid of honor and bridesmaids plan the weekend themselves with their own research
- Specific cities covered with vendors who provide package deals with a limited set of vendors (examples: Bashelorette)
- The Bach aims to solve the questions aspect of planning, but doesn’t tackle the more time-consuming aspect of execution

# Technological development plan

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Today

- Lower tech minimal viable product
- Interactions managed through simpler website, email, phone, online payment through external platform
- Algorithms and automatic itinerary generation in development

6 months

- Initial algorithm complete, automatic itinerary generation capabilities available
- Payment platform and ability for each group member to log in and manage own balance and party plan in place

## Costs

- Estimated development costs: \$10-\$15K in next six months
- Cost per unit = \$20/unit (vs. run rate of 10 weekends planned per week – currently we are averaging 2-3 week)

# Our team

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**Tisha Vaidya**

- Co-Founder & CEO
- Roles & responsibilities: Process management, finances, weekend itinerary development bookings, product vendor relationships
- Prior experience in real estate acquisitions and family's fine jewelry business
- Start-up experience launching a fine jewelry line and experience in bridal market through jewelry line
- Travel experience: Extensive domestic and international travel
- Background: Emory BBA, current Wharton MBA



**Lauren Raouf**

- Co-Founder & CMO
- Roles & responsibilities: Product development, marketing, website content, weekend itinerary development, bookings, vendor relations
- Prior experience in project management and consulting for marketing, IT, and operations at the Boston Consulting Group
- Travel experience: Lived in London for two years and more than 300 nights in hotels on 4 continents, 250k + lifetime flight miles
- Background: Harvard BA, current Wharton MBA