



**INVESTOR MEMORENDUM**

**PLACE2B**

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# GENERAL **SUMMARY**

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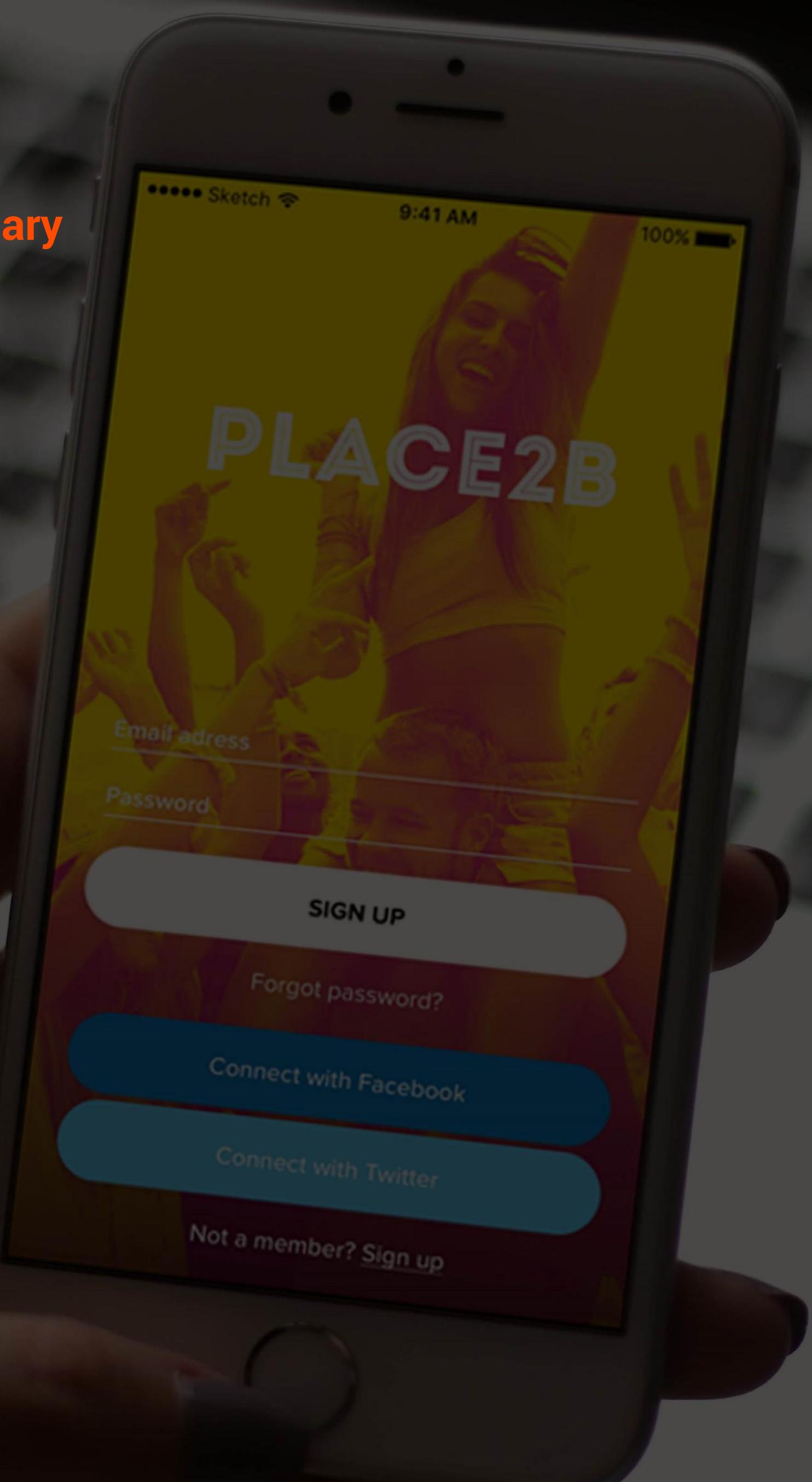


01. Executive Summary

02. Business Plan

03. Marketing Plan

04. Financial Plan





FACT  
01



# EXECUTIVE SUMMARY

# EXECUTIVE SUMMARY

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## Place2b ●●●●

Startup created by two French students in Miami and part of "La French Tech", official association of all the French startups all around the world, where we have been elected best startup of the month.

Place2b is a 'must have' for people who like to party, a user can quickly discover and join events around him and at the same time create his own event in 10 seconds. First application dedicated to the creation of night (and day) events. When the user open the App he will see a map with all the events around him (without the exact location) and be able to join them.

The app has been released on iOS on 10/26/2016 and count already 1700+ users. The Android (beta version) has been released in mid January 2017.

All the team is dedicated for now on Miami but other cities will be developed soon. There is a colossal potential reach and a huge potential to make awesome promotion & partnerships.

An evaluation of the company's internal strengths and weaknesses and external opportunities and threats served as the foundation for this strategic analysis and marketing plan. The plan focuses on the company's growth strategy, suggesting ways in which it can grow its user base, develop new features/partnerships & monetize, in a third-time. Since Place2b markets a smartphone application used primarily as event finder/manager by its users, it currently is considered a business-to-business-to-customer company.

# EXECUTIVE SUMMARY

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## Fund Rising

Place2b is currently looking for \$1 000 000 in order to expand in the USA.



### Valorization

Right now VR Technology which is owning 100% of the application plans to give away 30% of its shares for a total valorization of \$3 000 000.



### Competition

Place2b is currently new on the market, there is no such application in the US Apple Store. Place2b will benefit from the fact it's the first application of its kind.



### Future Expenses

According to the developing plan, Place2b plans to spend around \$500 000 before the end of year 2017. This expenses will include all the marketing process, server costs and creation of new features.

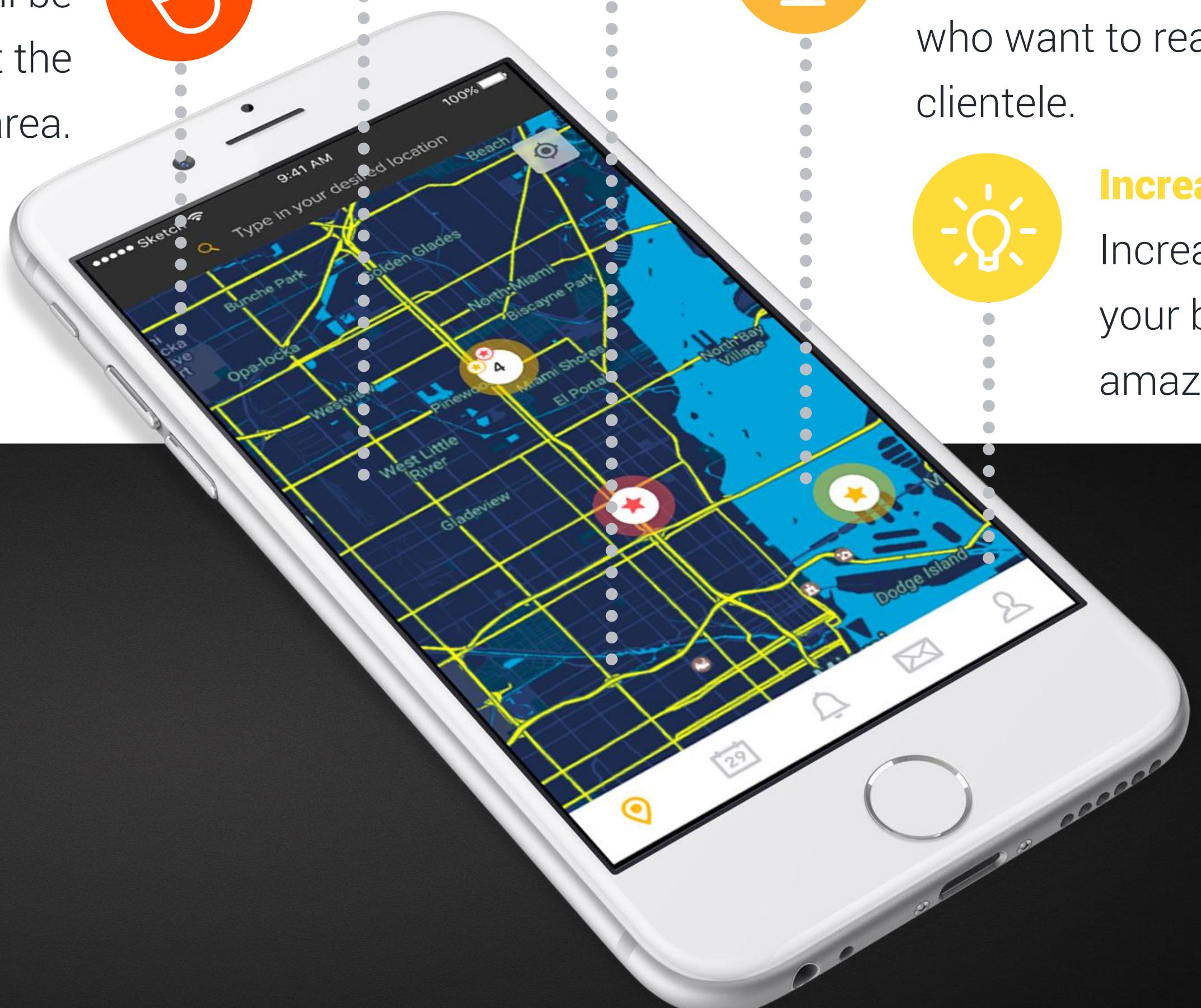


### Financial Debt

At this time VR Technology has no Financial Debt.

# PLACE2B

AVAILABLE ON IOS & ANDROID



## Live Location

Place2b is accessing to your live location in order to propose you the best events available in your area.

## All the events around you

With Place2b you will be able to meet people at the best events in your area.

## Rewards

Get amazing rewards by creating events, inviting your friends on the App and recommending events to your friends.

## Reach new people

Huge opportunity for businesses who want to reach a specific clientele.

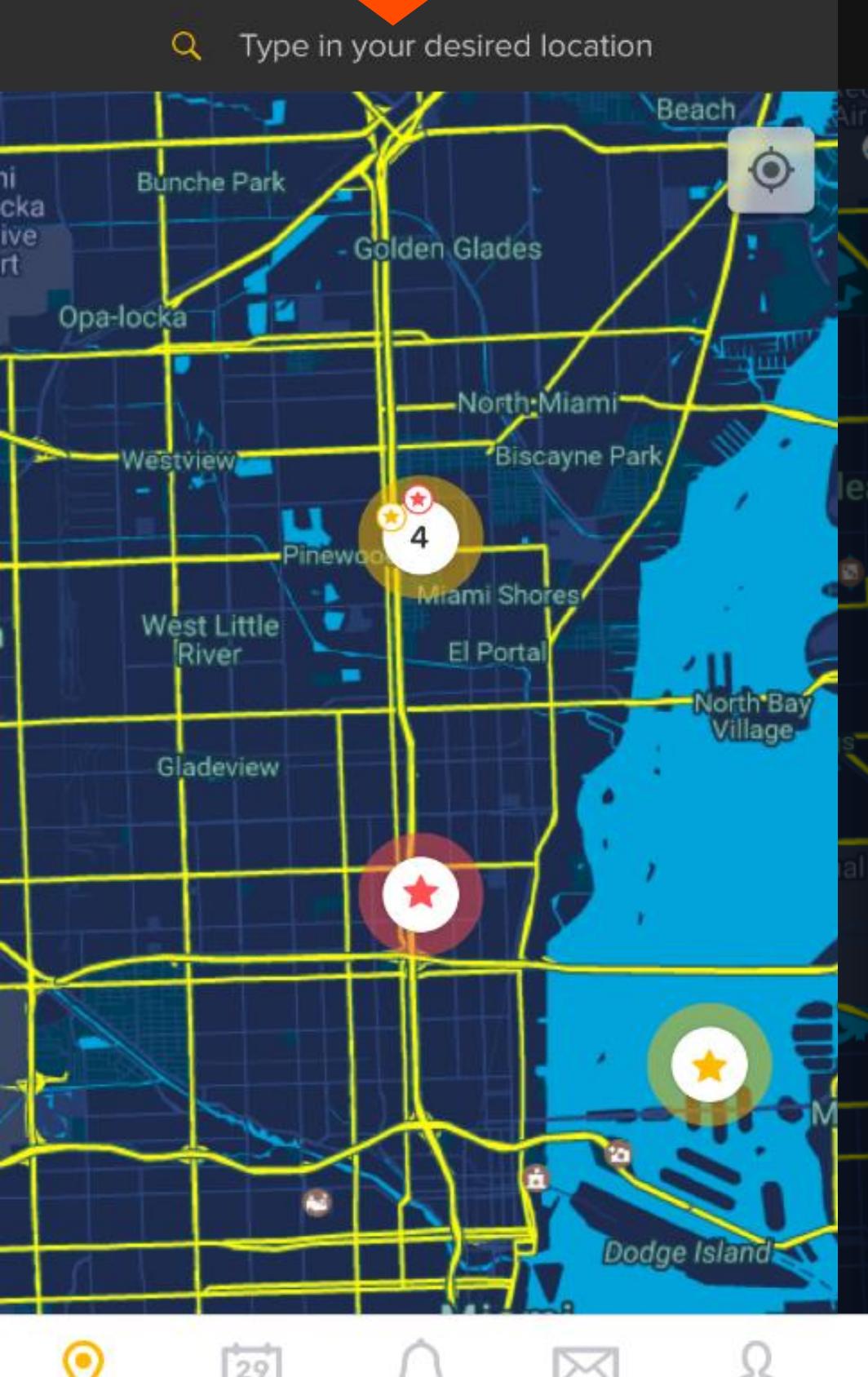
## Increase your awareness

Increase the popularity of your business by creating amazing events.

# APP V2 PRESENTATION

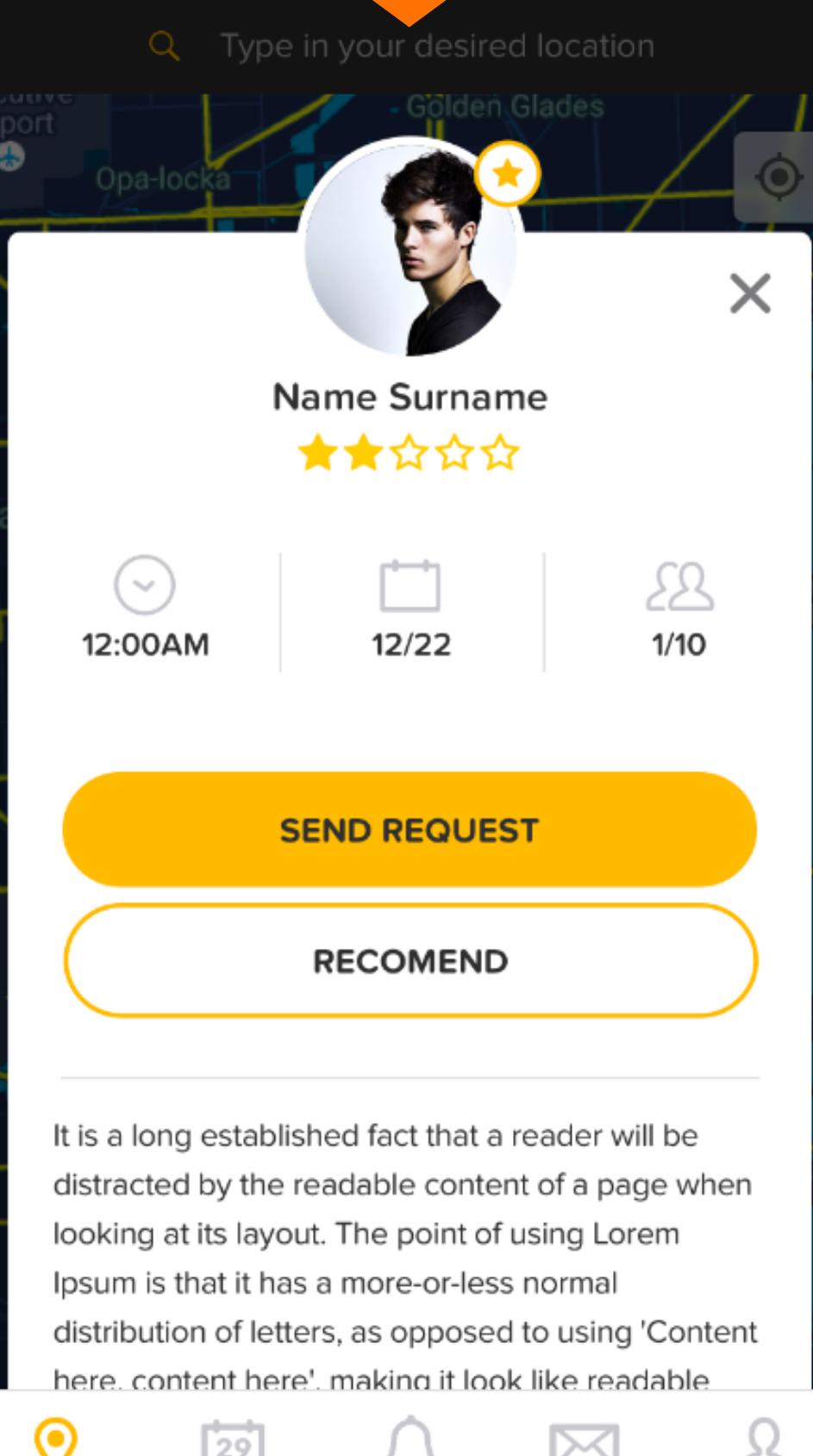
## Discover

This is where the user will have access to all the events in his area.



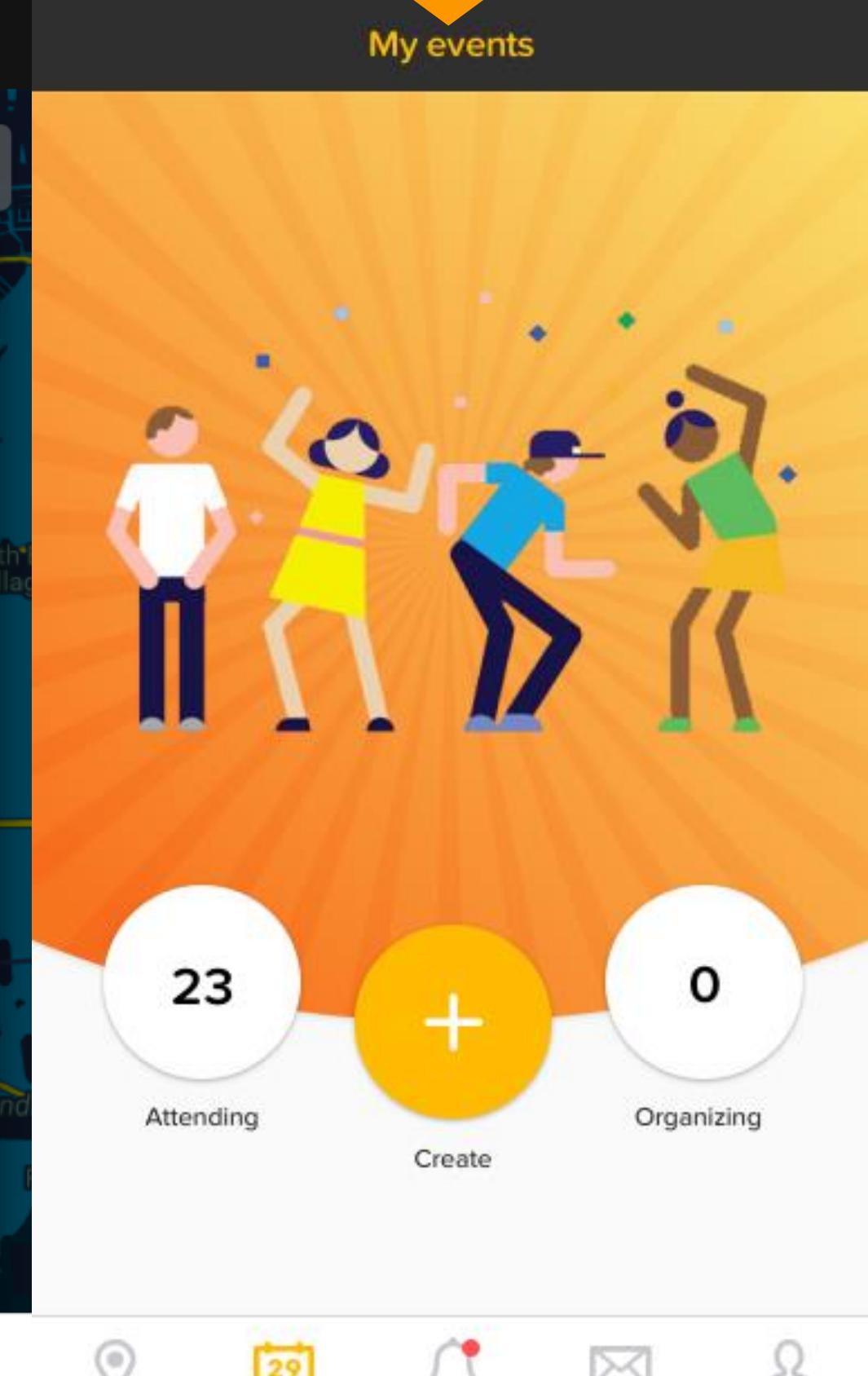
## Join

The user will then be able to send a request to the host and have access to the list of participants.



## Manage

The user will be able to create an event in less than 10 seconds and see all the events he has joined and organized.



## Create

These are the information the organizer will have to add in order to create an event.

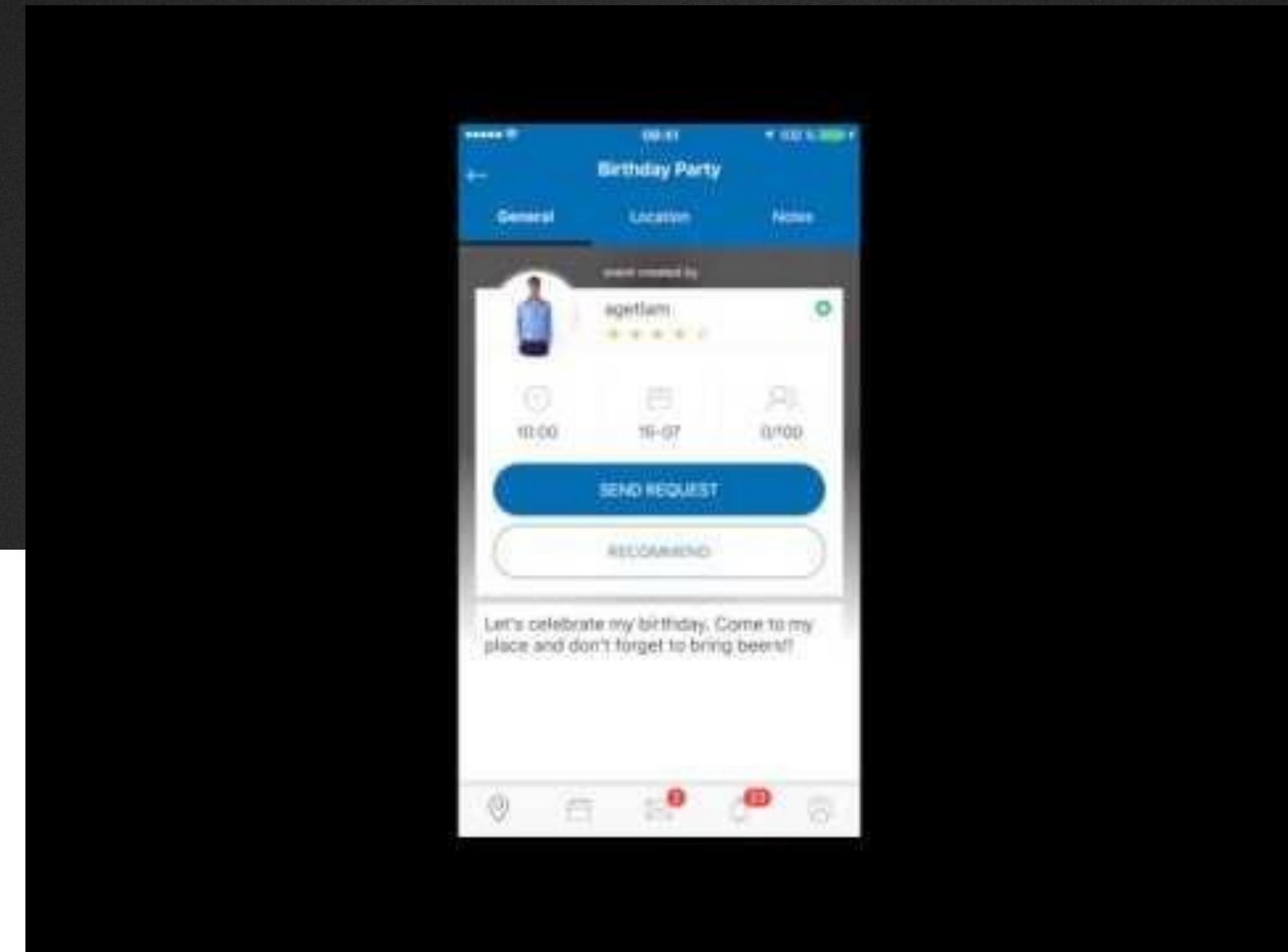
The Create event form includes fields for "Event name" (placeholder "Your event"), "Event date" (placeholder "month/day/year hour"), "Address" (placeholder "Select"), "Indoor event" (toggle switch), "Number of places" (slider set to 10), "Private event" (toggle switch), "School" (placeholder "Select"), and "Event description" (placeholder "Describe your event"). A large orange "SAVE" button is at the bottom. To the right, a sidebar titled "Notifications" lists various event-related messages with timestamps.

Notification Type	Message Content	Timestamp
New message	Event by Lady Gaga	30 min ago
Request accepted	You have been registered to the Crazy party	30 min ago
New message	Event by Lady Gaga	30 min ago
Request accepted	You have been registered to the Crazy party	30 min ago
Cancelled event	Event by Lady Gaga	30 min ago
3 hours before start	Event by Lady Gaga	30 min ago
Note added	Event by Lady Gaga	30 min ago
Event changed	Event by Lady Gaga	30 min ago
Recommendation to event	Event by Lady Gaga	30 min ago
Request received		30 min ago

## Stay alerted

The user will receive a notification every time he gets accepted to an event, receive a message or receive a request.

# VIDEO PRESENTATION



Double click the picture to start

YouTube Link Application presentation: <https://www.youtube.com/watch?v=nylncQnmxqE>

YouTube Link Commercial Presentation: <https://www.youtube.com/watch?v=qa06IM1CSr0>



FACT  
02



# BUSINESS PLAN

# VICTOR RAVIER

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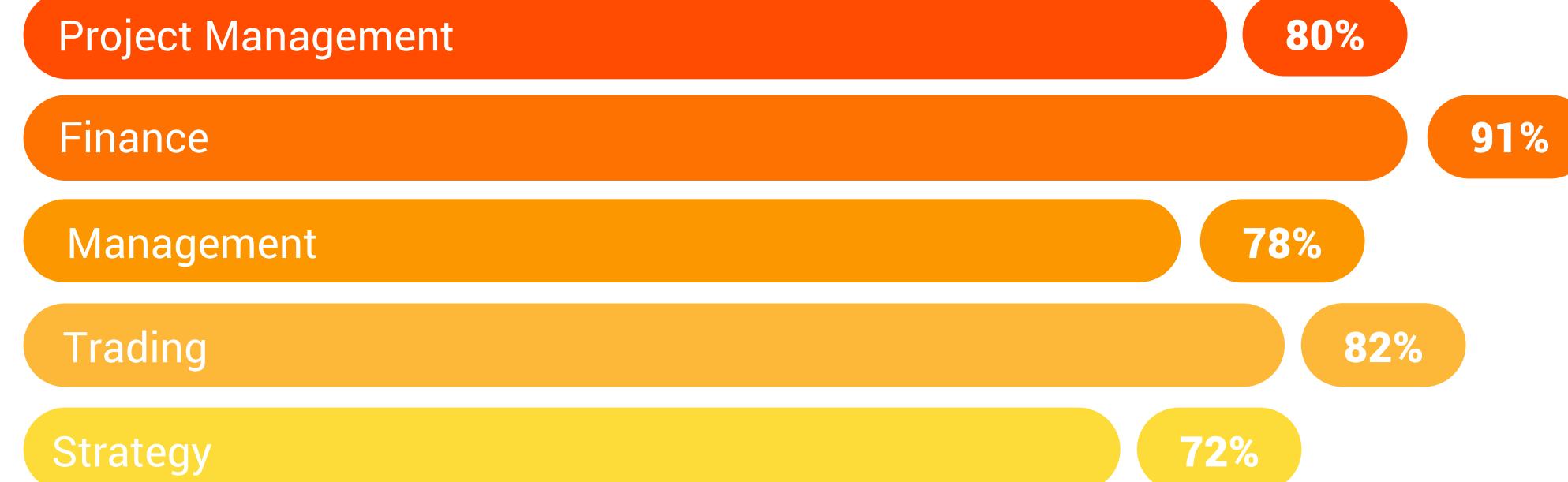


## WHO IS VICTOR RAVIER?

Founder of the company VR Technology and creator of Place2b. Passionate about Technology and Finance. Currently studying finance at the San Andreas School of Business in Miami. Ex-Professional tennis player on ATP circuit. Among top 50 junior players in his country.



## GENERAL SKILLS



: [linkedin.com/in/victor-ravier](https://linkedin.com/in/victor-ravier)

: [agetlam](#)

: [victor@place2bapp.com](mailto:victor@place2bapp.com)

# JÉRÔME FREANI



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**✉** : [jerome@place2bapp.com](mailto:jerome@place2bapp.com)



## WHO IS JÉRÔME FREANI?

Co-founder of Place2b, his 3rd startup launched.

Passionate by entrepreneurship, currently studying business at the San Andreas School of Business in Miami. Over the past years, he developed his business and management skills brought by his family business background and his school formation but also by his experiences.



## GENERAL SKILLS



# CURRENT INVESTORS



**Jean-Marc Ravier**  
Working with Investment  
Funds in Europe and the  
Indian Ocean



**Karim El Salakawi**  
Broker at BGC International  
in Geneva, Switzerland



**Camalex LTD**  
Company working with  
hotels in Mauritius



**Jean-Christophe Ravier**  
CEO of Web4all, a developing  
and designing web company



**Armando Zambelli**  
Owning restaurant franchise  
in France

# MARKET SUMMARY



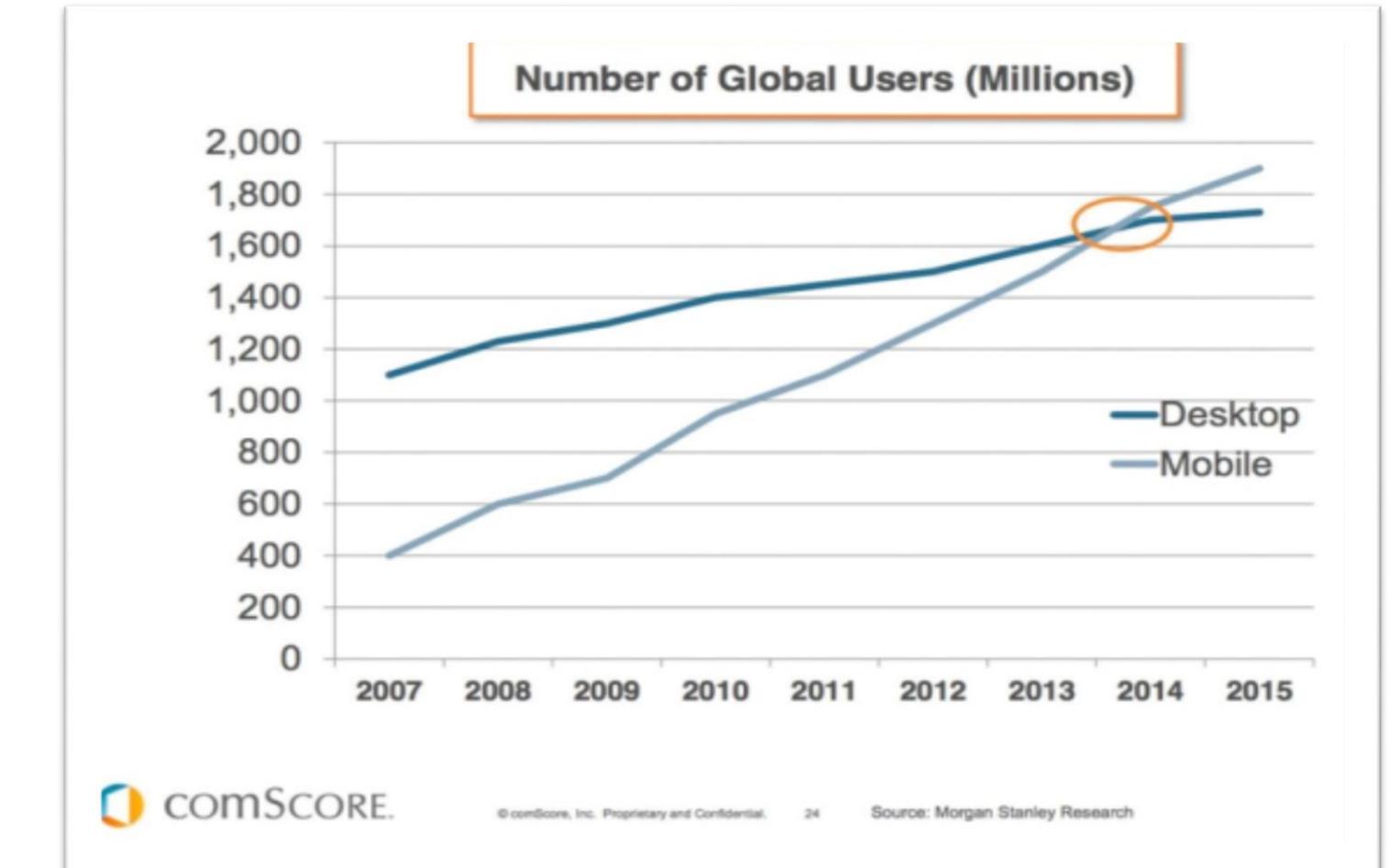
## Adapted Market

United States → One of the largest smartphone markets.



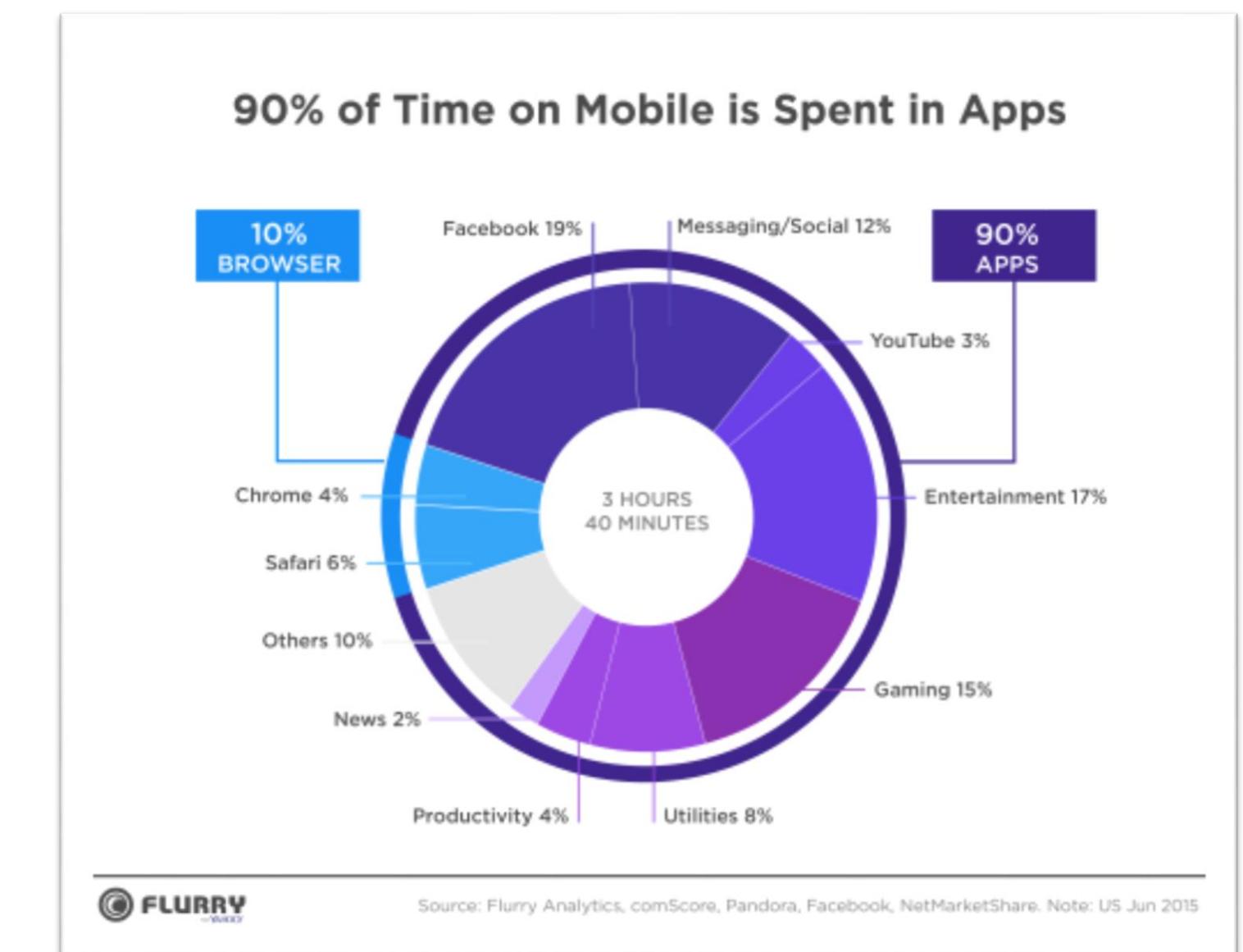
## #1 Smartphone User.

Highest smartphone penetration rate. By 2017, 63.5 percent of the U.S. population is expected to use a smartphone.



## Smartphone Use Increasing

Mobile users spend on average 30 hours a month on more than two dozen apps.



## Supply and Demand

Bars & Nightclubs in the US are represented by 69,606 companies  
→ considered as potential "hosts".



## Market with Outlets

Parties market in general includes over 129,776 businesses.

# MARKET STUDY



## Market Analysis

According to the article "Where are millennials moving? Miami, of course" published by the Miami Herald a lot of potential users are already in Miami.



## Current population of young people in Miami

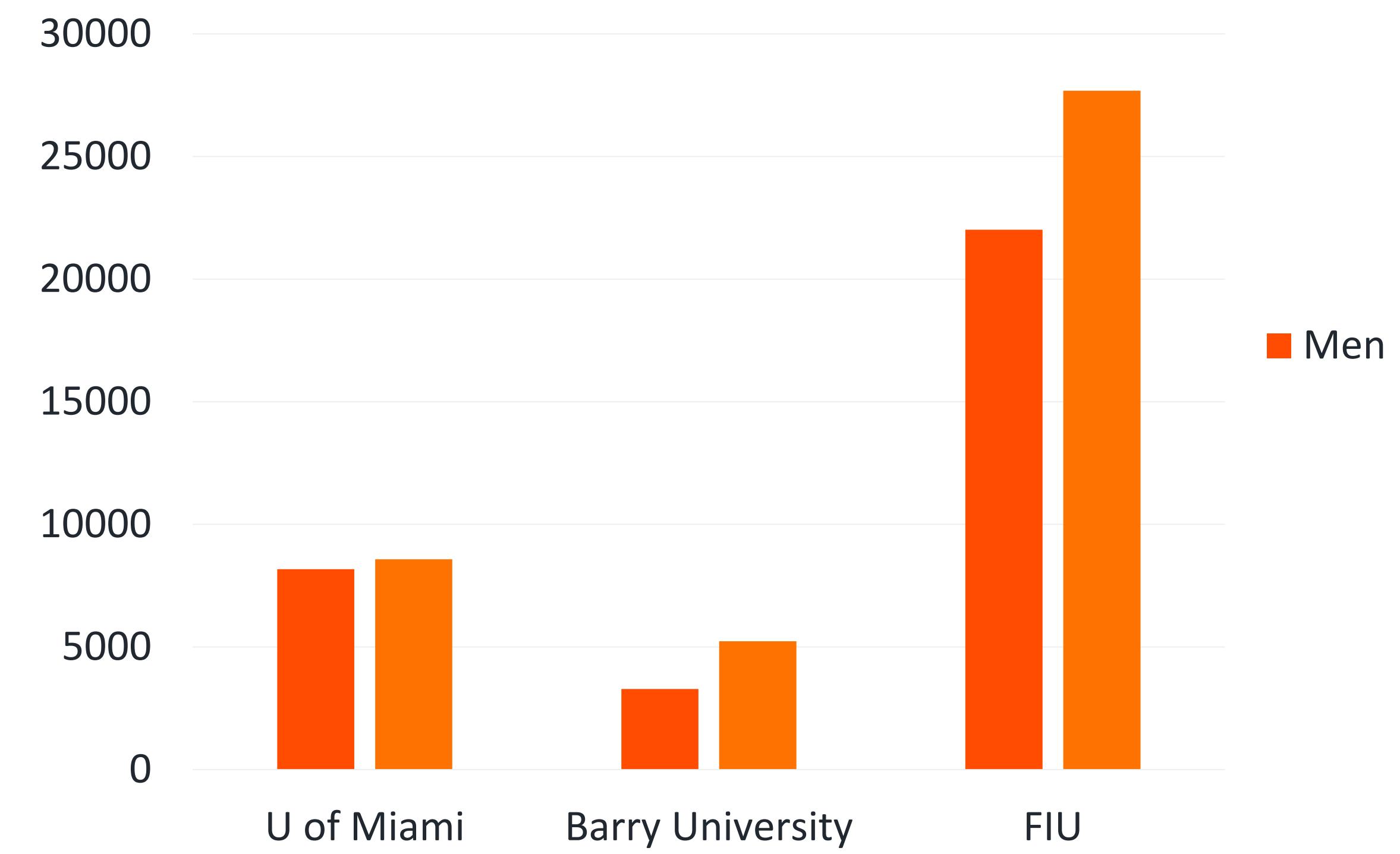
Currently 403,668 between 18-30 with 200,582 males and 203,086 females.



## Best location

Miami is a perfect place for Place2b because all kinds of events are happening everyday during the whole year. Moreover, there are some special weeks such as Art Basel or Miami Music week where the number of events is even more important.

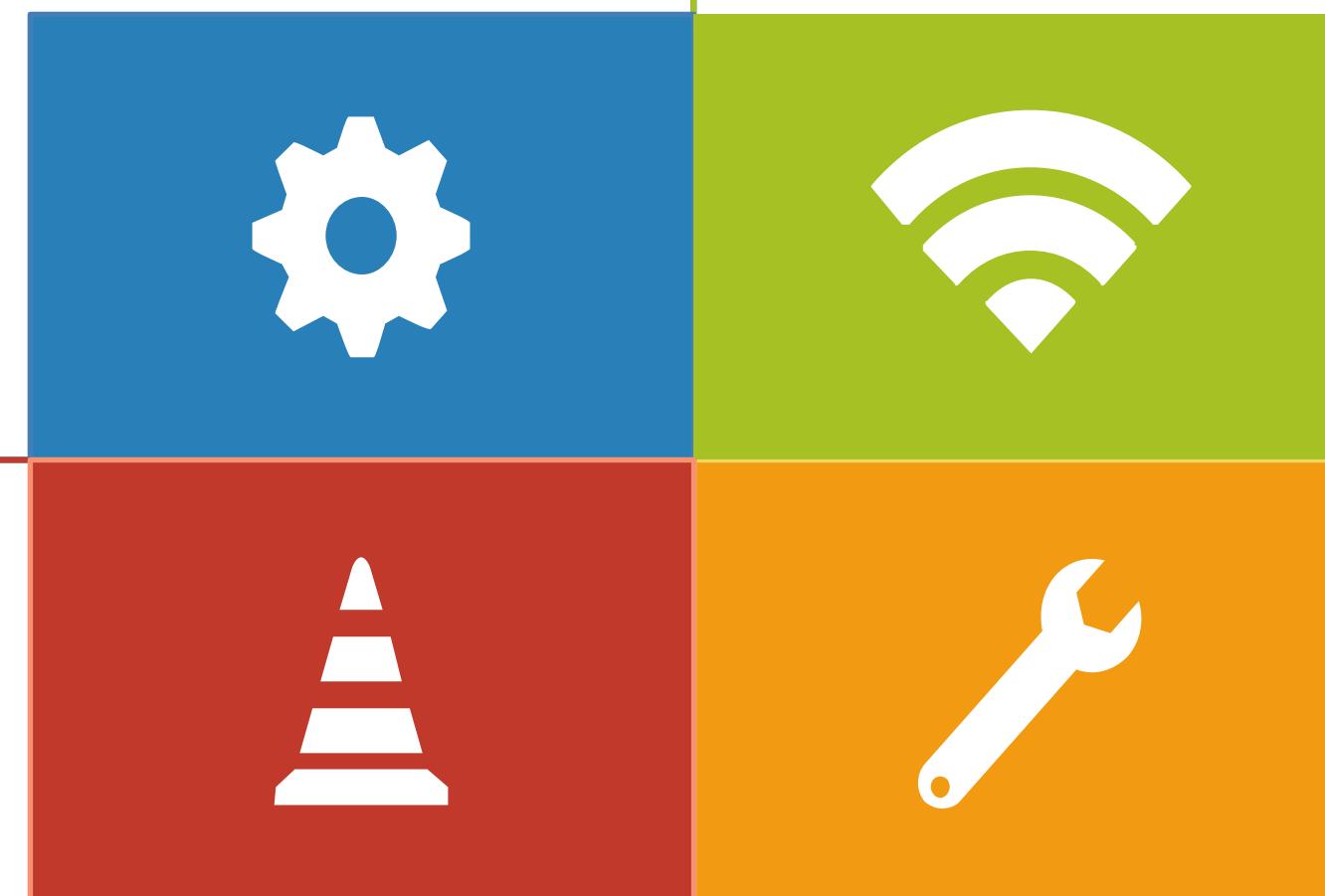
## Number of Students in Miami



# SWOT ANALYSIS

## Strengths

First of its kind. Currently no such offers on the market in the US.  
Can be used by anyone (locals/tourists/students).  
Free/quick/easy to use.  
Easy way to meet new people/places.  
Target with huge potential.  
1000+ users in less than 30 days.  
Server are fast & secured (US-based)



## Opportunities

Everyone needs entertainment.  
Extend on other kind of events (commercial, sports, etc.).  
Partnership with other apps (Uber, Tinder).

## Weaknesses

This kind of application depends a lot on the supply and demand we have. This is why we have instore a promotional system in order to increase supply and then have more demand.

## Threats

Creation of similar app by competitors.  
Servers down (DDOS or crash).

# ENVIRONMENTAL ANALYSIS



# MASLOW'S PYRAMID

Both hosts and participants have the same needs during nightlife activities.

**4 of the 5 needs are covered by Place2b.**

**01**

## Safety

With user profiles and rating, you know who is coming to your event, it's not the stranger next door.

**02**

## Belonginess & love

Everyone needs to feel part of a group, have friend and feel love, especially millennials. Place2b is the solution to meet new people & broaden your circle of friends.

**03**

## Esteem

You get a good reputation and improve your "image"

**04**

## Self-actualization

By creating your own event, making people happy and entertained, you feel accomplished.



# POSITIONING

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This application is the result of a market study we made in Miami. This market study let us think that Place2b has a huge potential of success in the United States but also in many other countries.

First of all, young people (between 18 and 30) are very interested by night events and parties. These night events are the occasion for them to meet new people, broaden their circle of friends, exchange, speak and discover new cultures. Exchange is something people and especially young people are looking for when they go out. House party seems to be without any doubts the perfect event they are looking for. House party can be friendly and suitable for exchanges between people. The problem is that nowadays it is really difficult to know where and when this kind of events are happening if you don't have any contacts. Consequently, people decide, instead of spending a night with three or four friends, to go to night clubs in order to meet people and dance.

The conclusion for young people is always the same all over the world. Going out in night clubs cost money, is always the same thing, and not conducive to exchange between people. These kind of evenings are most of the time source of disappointment but are here in case if no parties are found. Indeed, the price to get in a night club is at least 50 dollars adding the price of some drinks you can easily spend a hundred dollars just for one night and when you are a student it is not always easy.

It is also important to talk about all the underage people that cannot go in night clubs because they are not 21. The only way for them to go out is to go to a private event. Between the over age who are disappointed of the night clubs and the underage who can't even go out, it seems that house party and private parties are really requested.

Place2b offers the opportunity to choose who they want to meet. The event organizer can create private event just for specific people from specific schools. In universities where you have thousands of students this kind of application is useful for young students who don't know anybody.

# THE WORK DONE

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## Numerous Downloads

Over 1400 downloads in only one month.



## Website

The website [www.place2bapp.com](http://www.place2bapp.com) has been built like a « vitrine » to simply present the app and its features.  
Domain place2b.app already pre-booked



## LinkedIn

<https://www.linkedin.com/company/3526192>

LinkedIn is very important and is nowadays the first professional social network. It will be useful to find leads and keep contact with our clients.



## Facebook

Over 2500 likes.

<https://www.facebook.com/Place2bApp/>

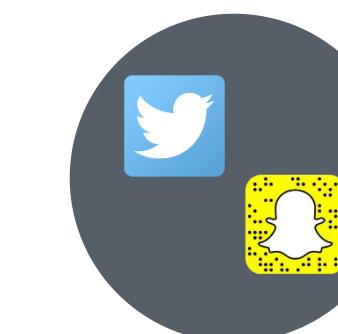
This page is made to post information about incoming events and news about the app.



## Instagram

<https://www.instagram.com/place2bmiami>

This profile is used to post pictures of previous events, and information about those incoming. It is important to be present on Instagram because our target (15-30 years old) is using Instagram a lot.



## Twitter & Snapchat

Twitter and Snapchat are « under development ».

Twitter will be based on daily live news. Snapchat will be used to post pictures and videos of live events.

# THE WORK DONE

A considerable amount of work has already been done. Place2b is now available on the Apple Store with an average of 30 new users everyday just in Miami. A first fund raising has been made in order to develop the Android part and to improve all the functionalities of the App.

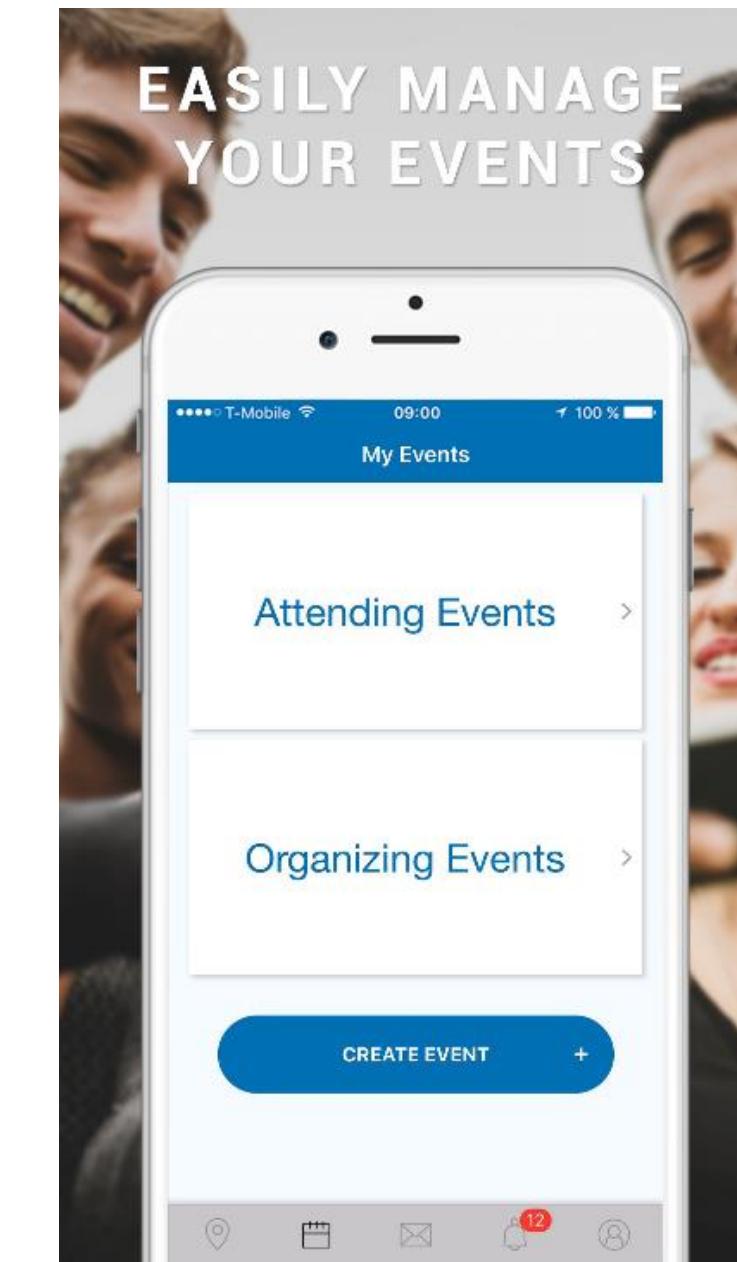
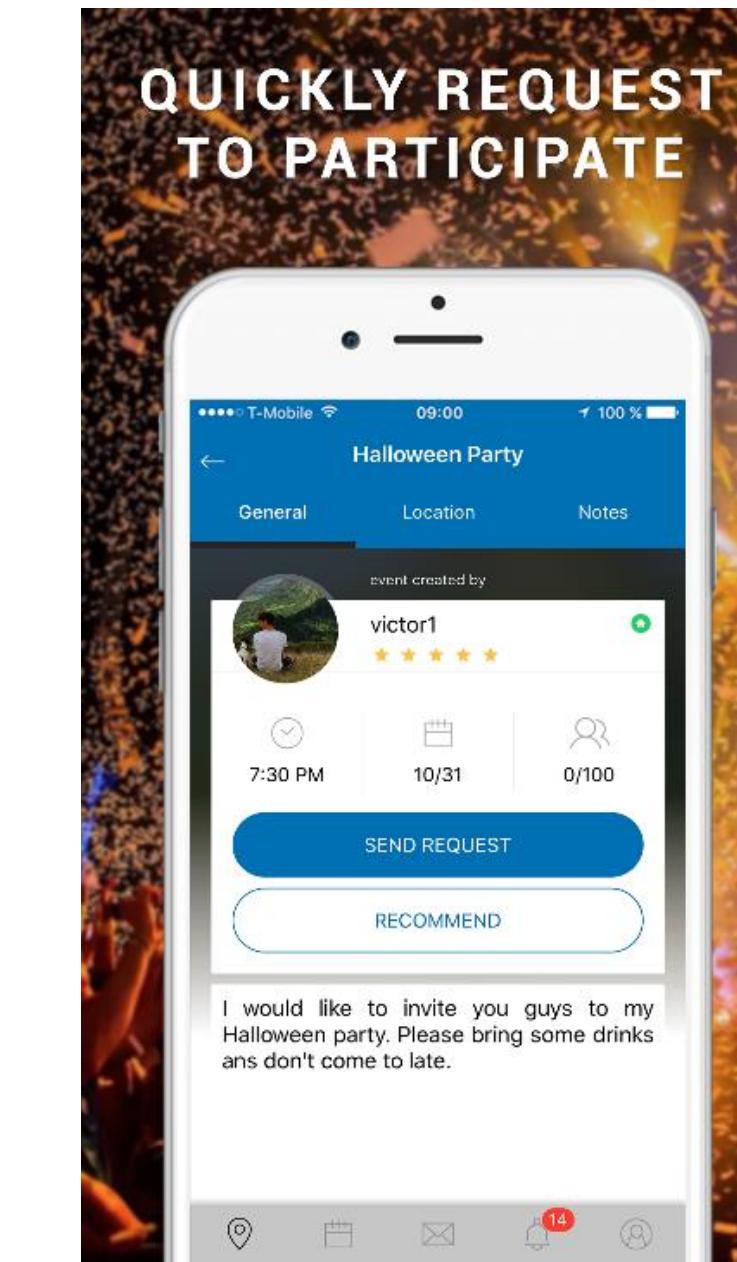
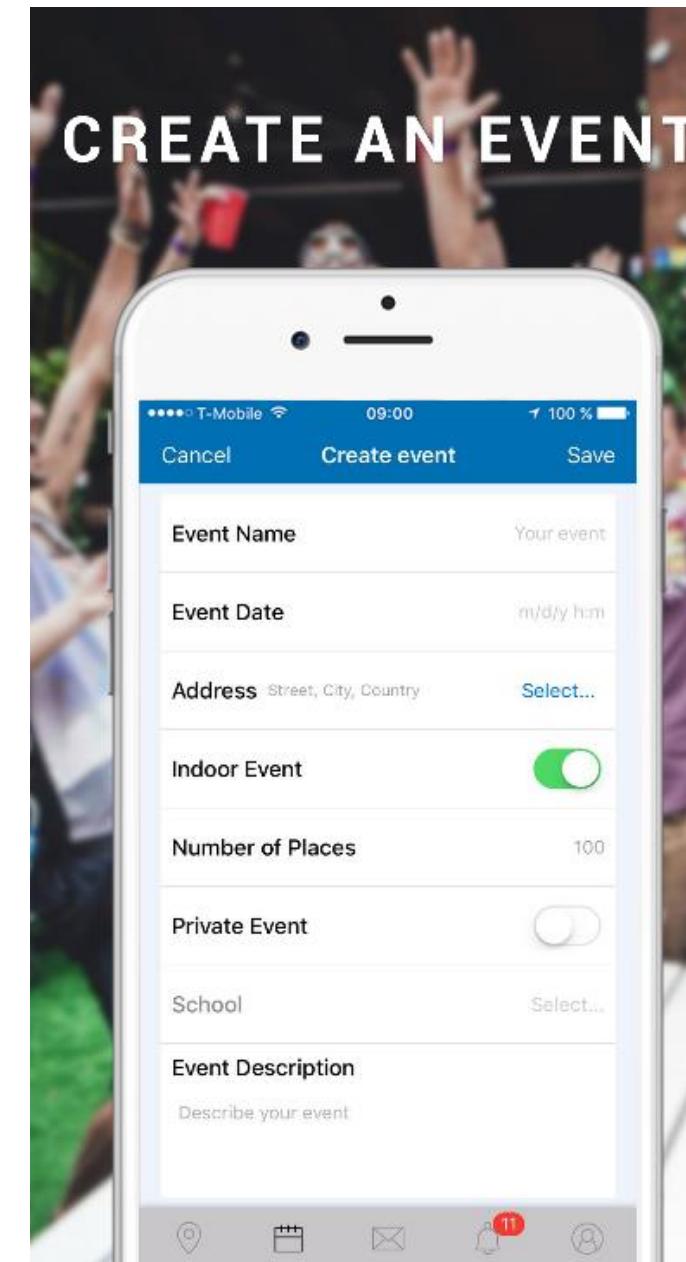
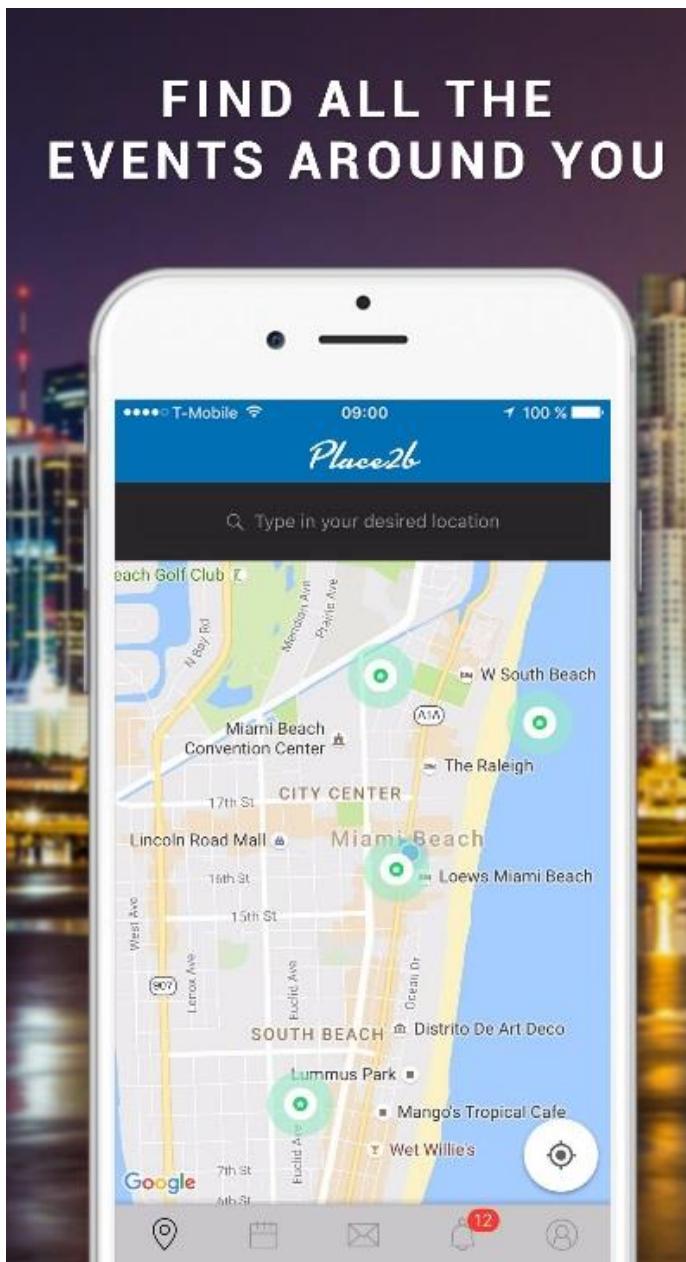
The version 2 will bring a new design and amazing features such as a promotion system in order to get more and more users.



Place2b is also part of the “French Tech” one of the largest official association for startups in France.

We have been nominated Startup of the month on the French Tech website.

Sponsored by FB Start, Facebook has considered that our startup had a tremendous growth potential and has offered us \$40 000 of services.



# PLACE2B VS EVENT RELATED APP

Events can already be created on app/websites which are not specialized in it such as Facebook.

The differences between Facebook and Place2b are various:



## In-app point system

Earn money while using the app by creating/joining events and referring friends.



## Simple and efficient targeting for hosts

People on the App are already interested by night events.



## Easier way to find events.

Just open the app instead of going on Facebook, looking for events, sort it to find parties and don't display a political meeting for example, etc..



## A simple App to manage everything.

Manage your events.  
Check profile of the people before approving them and instantly discuss with anyone on the app with the chat.

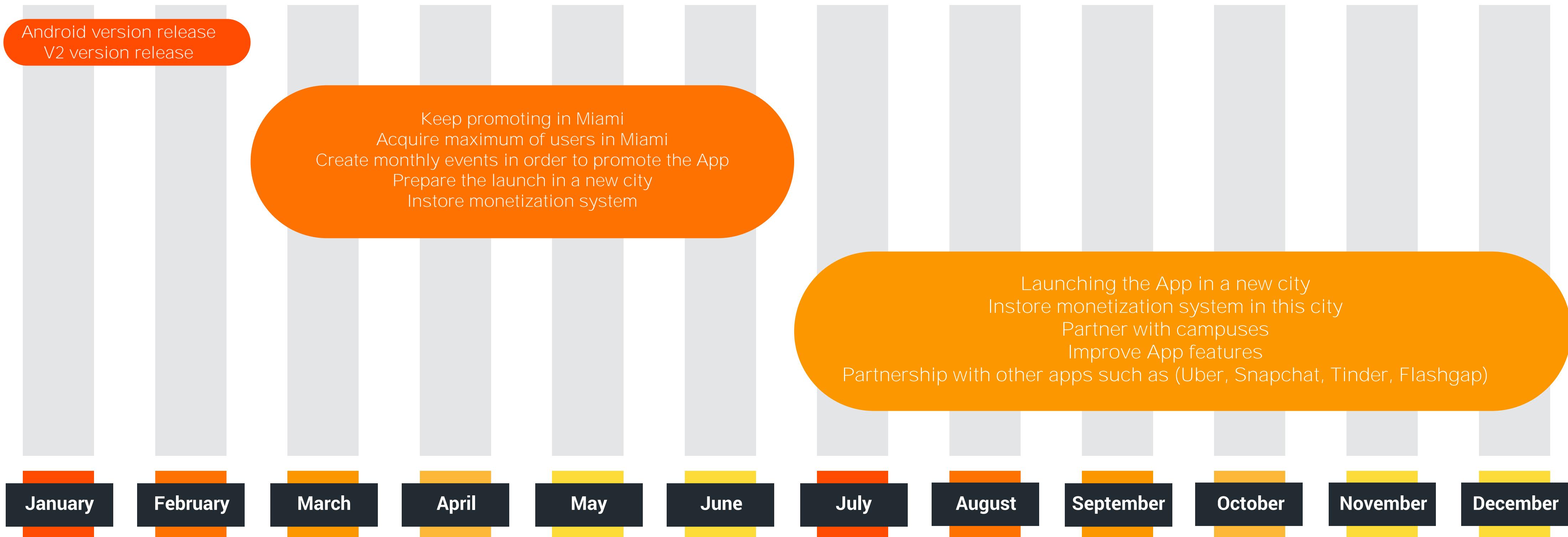


## All in one.

Find/create event, request, participate, manage, invite friends, reach new people.

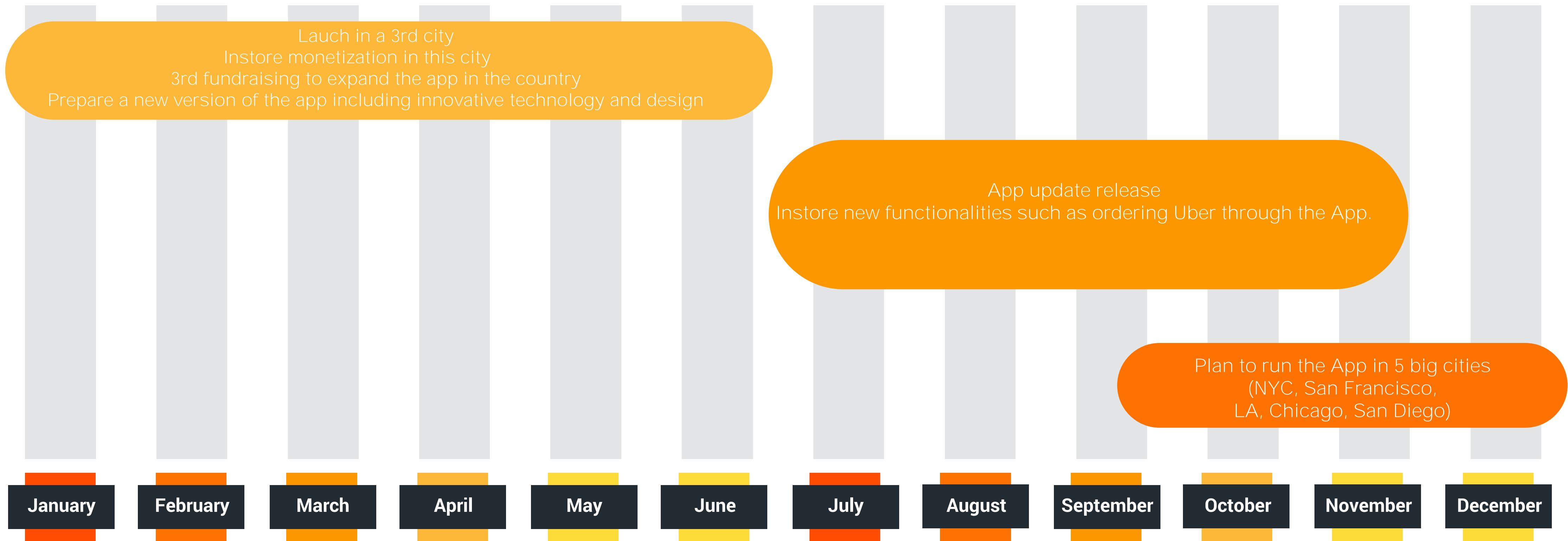
# 2017 SCHEDULE

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# 2018 SCHEDULE

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# FACT 03

# MARKETING PLAN

# COMMUNICATION STRATEGIES



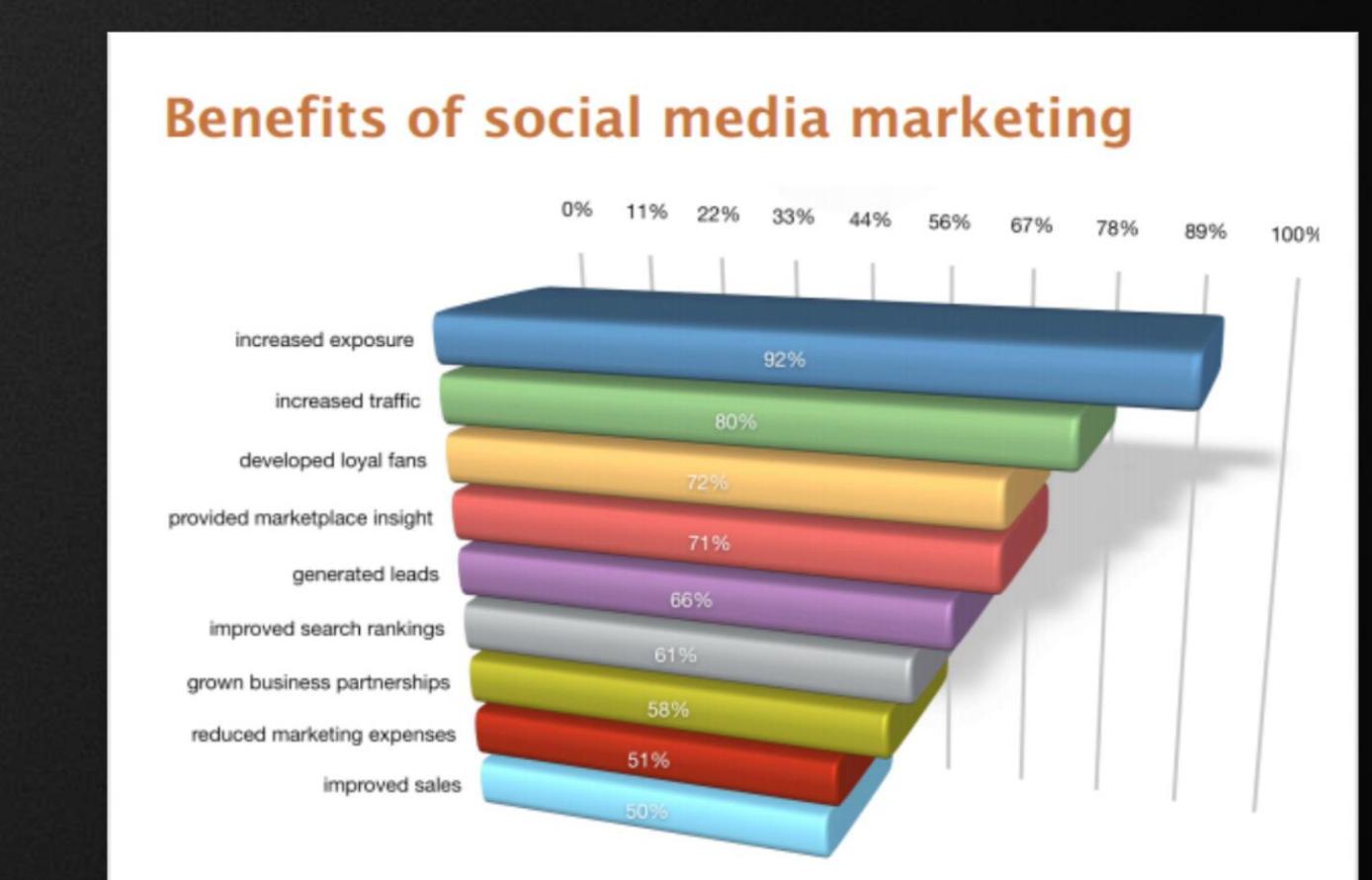
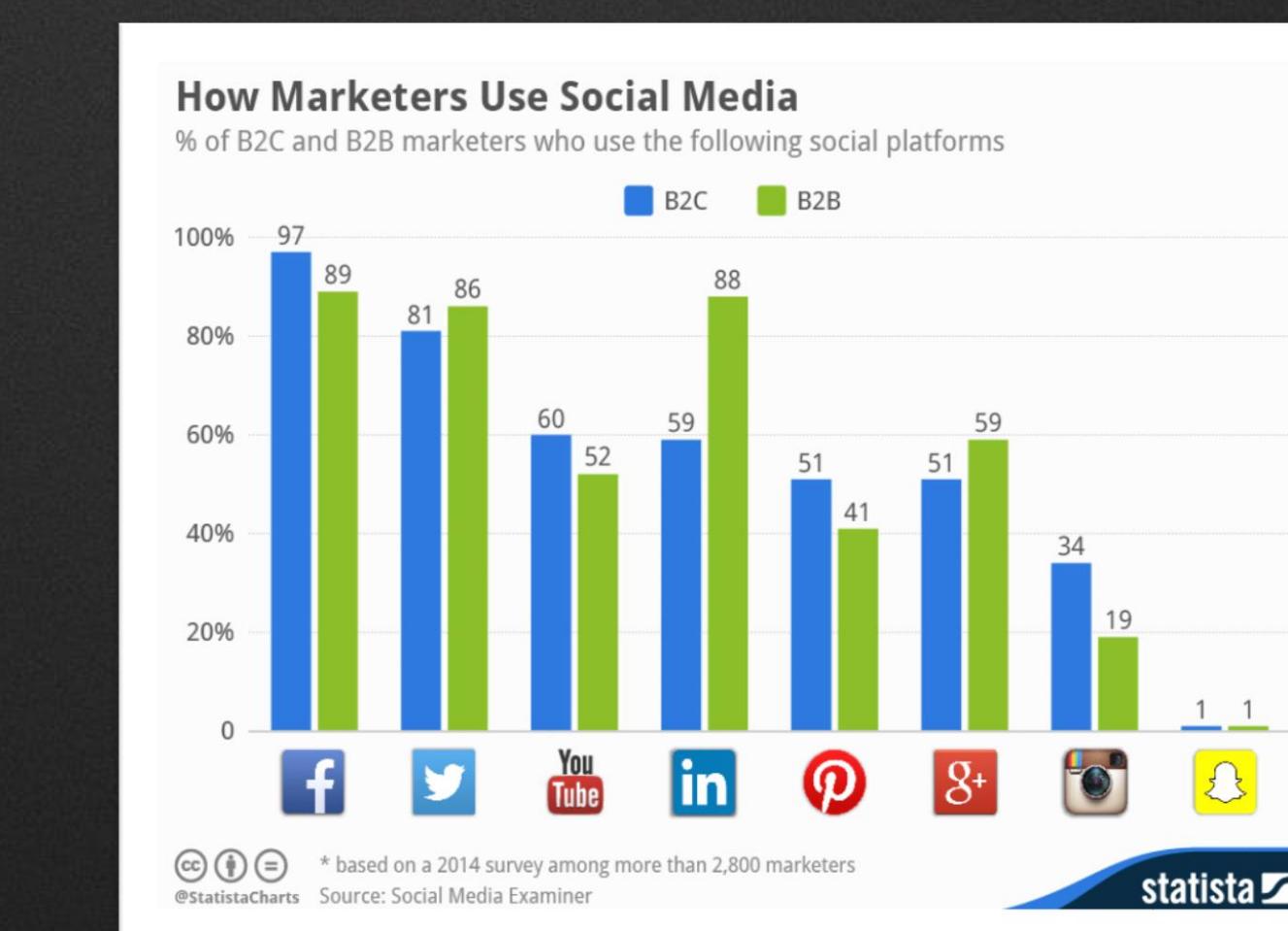
## Mainly focused on social media

All our strategies are essentially based on social media.



## Unlimited possibilities

Today a social network like Facebook is offering the opportunity to promote your business, target properly and easily reach new leads.



# FOCUSING ON FACEBOOK ADVERTISING

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01

## App Installs

Promote the app to get installs and more engagement with the best CPI possible.

02

## App Engagement

We want people to learn about and install our app. The process will be to run an advert for Place2b and it will appear in target's « News Feed ». With a simple tap on it, they'll go straight to the app store landing page.

03

## Specific Location

With App Engagement, we can link to specific areas of our app such as the registration page, the events map and more – so we can give our customers the experience we want.

04

## Targeted Users

This advert also appears in “News Feed” for our audience, but instead of an install, they go straight to the part of the app we want them to go to.

05

## App Engagement

We can reach people who already have our App installed; and if they don't, they'll be asked to install the App.



# OTHER PROMOTIONS



The team will do several other kinds of promotion:



## REFERRALS

Best cost-effective acquisition technique.  
Included in the new version of the app,  
refer people → earn credits → exchange it  
in gift cards.  
Best customer lifetime value.  
Word of mouth → important free source  
of acquisition.



## CONFERENCES

in different campuses → present  
the app → new users. (Free)



## PRESS RELEASES

In local press. (Between 1000 and  
2000 dollars)



## SPECIALIZED PRESS

Get articles on a famous local blog  
about Miami/specialized  
magazine. (500\$ for a small blog,  
up to 5000\$ for a famous one)

# MONETIZATION



## A monetization in two steps

The monetization system for Place2b is really interesting and have a huge potential of growth in the next years.

First of all, the objective will be to focus on acquiring a maximum of users on the App in at least 1 or 2 big cities (20 000 users per city). As soon as we reached the objective of users acquiring. We will create a business section on the application and allow businesses to create professional events for a monthly subscription.

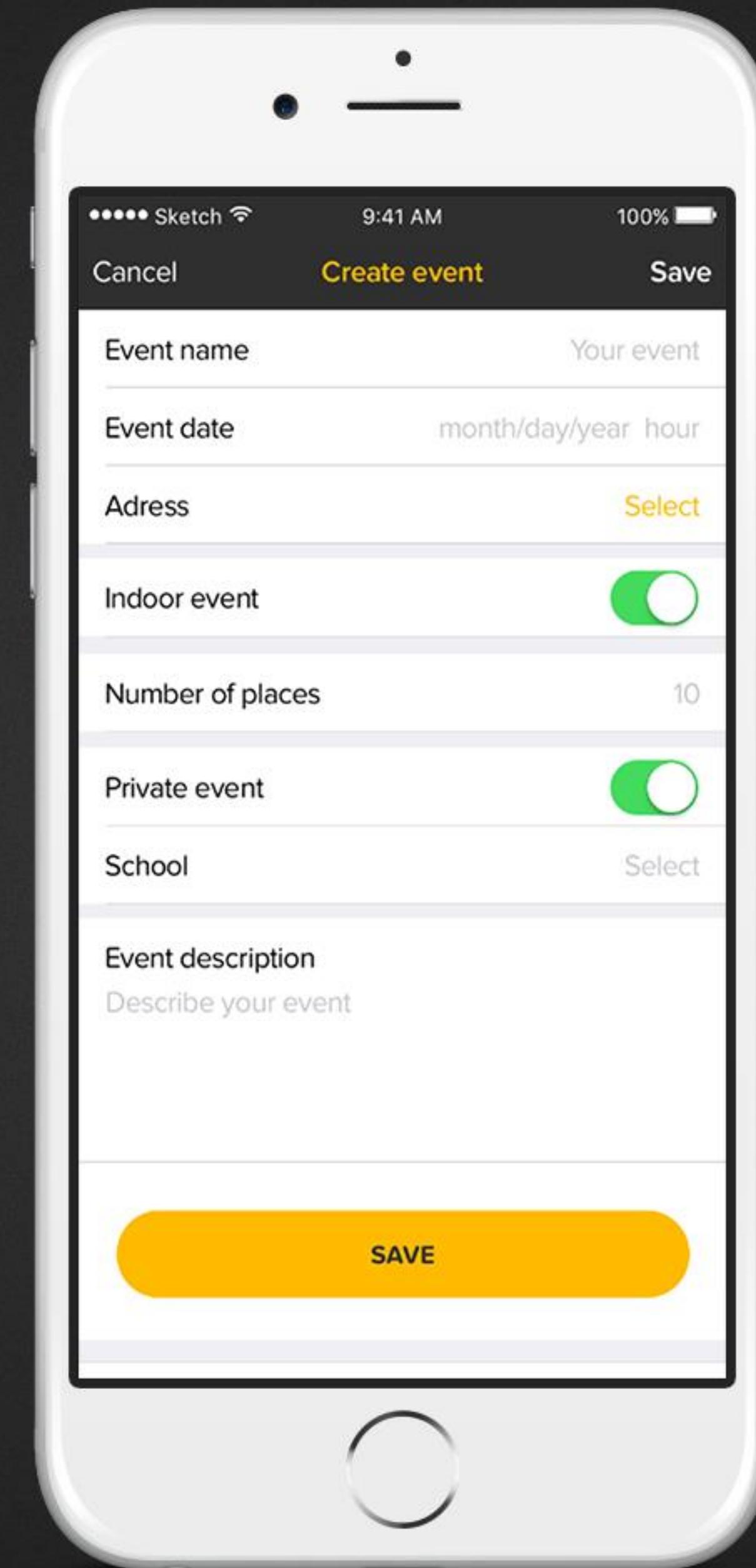


## Why Place2b?

The advantage for businesses (bars, restaurant, nightclubs) is that they are going to reach a specific clientele (nightlife) and therefore be able to grow their businesses. This is a significant advantage for nightclubs and bars who spend a lot of money on advertising and promoting. A night club will pay a promoter around \$30/person he brings in the nightclub. With Place2b the nightclub will touch thousands of people and will be able to bring unlimited people for a fixed price. We will create a business section on the app and propose a monthly subscription system with 4 events for \$99, 8 events for \$199 and 14 events for \$299.

There are more than 200 nightclubs and bars just in Miami. Even if we only reach 50% of the market with the minimum subscription we project to make \$9 900 per month just in Miami.

If we can repeat the operation in the 10 biggest cities of the United states including NYC, San Francisco, Los Angeles etc. We can definitely project to make over 1 million dollars/year just in the United States.



# SECOND MONETIZATION SYSTEM

## Point System

### IN-APP POINT PURCHASE

\$6.99 = 50 points

\$11.99 = 100 points

\$26.99 = 250 points

\$50,99 = 500 points

## Commission on each purchase

.....  
\$2,09 (including Apple comission)

.....  
\$1,09 (including Apple comission)

.....  
\$1,09 (including Apple comission)

.....  
\$1,09 (including Apple comission)



FACT  
**04**



# FINANCIAL PLAN

# FINANCIAL PRESENTATION

## Legal Information

Legal Reason	Place2b
Legal Form	C Corporation
Capital Share	\$6500
Head Office	100 Lincoln road, Miami Beach
Legal Representative	Victor Ravier
Date of Registration	29 January 2016
Accountant	Altaf Behari
Contact	<a href="mailto:victor.ravier@live.fr">victor.ravier@live. fr</a>

## Financing Operation

Financing Objective	\$1 000 000
PreMoney Valorization	\$3 000 000
Post Money Valorization	\$4 000 000
Current Number of Shares	1302
Share Price	2304
Percentage of shares offered	30%
Minimum Ticket	\$50 000

# CAPITAL STRUCTURE

## Before Fund Rising

Shareholders	Number of shares	% holding
Victor Ravier	662	50.84%
Jean-Marc Ravier	100	7.68%
Camalex LTD	100	7.68%
Karim El Salakawi	100	7.68%
Jean-Christophe Ravier	38	2.9%
Jérôme Freani	104	8%
Armando Zambelli	198	15.2%
<b>Total</b>	<b>1302</b>	<b>100%</b>

## After Fund Rising

Shareholders	Number of Shares	% Holding
Historic Investors	1 302	70%
Victor Ravier	668	35.9%
Jean-Marc Ravier	100	5.38%
Camalex LTD	100	5.38%
Karim El Salakawi	100	5.38%
Jean-Christophe Ravier	32	1.75%
Jérôme Freani	104	5.6%
Armando Zambelli	198	10.65%
<b>Fund Rising</b>	<b>558</b>	<b>30%</b>

# FINANCIAL PROJECTION

Tasks	Fall 2017 (50k users)	Year 2018 (100k users)	Year 2019 (300k users)	Year 2020 (500k users)
Marketing Costs	\$200,000	\$250,000	\$300,000	\$300,000
Technical Costs (Server, App, development, bugs, etc..)	\$44,000	\$50,000	\$50,000	\$70,000
Office Utilities	\$56,000	\$50,000	\$100,000	\$150,000
Salaries	\$0	\$40,000	\$80,000	\$200,000
Lawyer and Accountant	\$10,000	\$10,000	\$10,000	\$10,000
Instore a subscription for each business willing to create commercial event. (Starting at \$199/month for 4 events/month)	We are not predicting any revenue for year 2017. We will focus on increasing our number of users to obtain bigger revenues in 2018.	For an average of commercial 50 subscriptions/month The revenue would be equal to 9900/months = 118 900/year  For 10% users buying point at \$6.99/months (\$1,09 commission) = \$10 900/months = \$130 800/year	For an average of 200 subscriptions/ months) \$240 000/year  For 10% users buying point at \$6.99/months (\$1,09 commission) = \$392 400/year	(For an average of 700 subscriptions/ months) \$831 600/ year  For 10% users buying point at \$6.99/months (\$1,09 commission) = 654 000/year
<b>Turnover</b>	<b>(\$310,000)</b>	<b>(\$149,300)</b>	<b>\$92 400</b>	<b>\$755 600</b>

Revenues for Place2b are only going to depends on the number of users we have. The more users we will have the more commercial events there will be on the App. This is why we are projecting a significant amount on marketing expenses, in order to attract a massive amount of users. Revenue will increase consequently in time as the marketing cost will more or less remain the same and the number of users will increase.

# PROJECTED EXPENSES (YEAR 2017-2018)

Assets	Cost	Notes
 Server cost	\$44,000	Server costs will vary depending on the amount of users we are getting every months.
 Partnership approach (campuses, party, night clubs, concert..)	\$100,000	A lot of manual work will be necessary at the beginning, creation of events every weeks
 Facebook Marketing	\$250,000	Facebook provides a really interesting and effective CPI campaign.
 Twitter Marketing	\$200,000	Twitter is also a really effective way to promote the App. With a lower CPI campaign.
 Google Adwords Marketing	\$50,000	Google Adwords will help us to have better SEO for our App and website.
 Web and press article	\$5000-\$10,000	Focus on the publication of an article about Place2b in a different local blog or magazine.
 Salaries	\$40,000 (Year 2018)	
 Office utilities	\$56,000	The required equipment in order to develop the App in the best way possible is estimated at \$56 000.
 Lawyer and accountant	\$10,000	
GRAND TOTAL	\$760,000	

In order to get in touch with all these operations process you can contact the founder at [victor.ravier@live.fr](mailto:victor.ravier@live.fr)

# INTERESTED ? CONTACT US



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**THANKS FOR YOUR TIME**