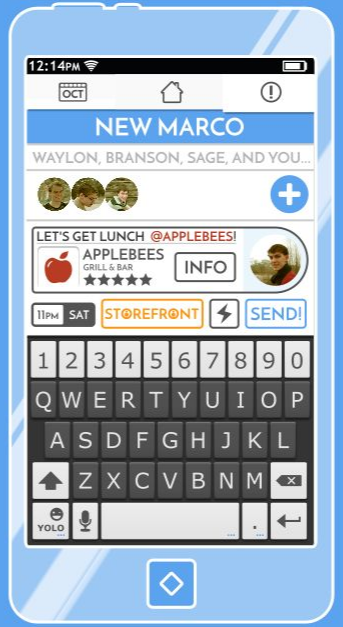
POLO

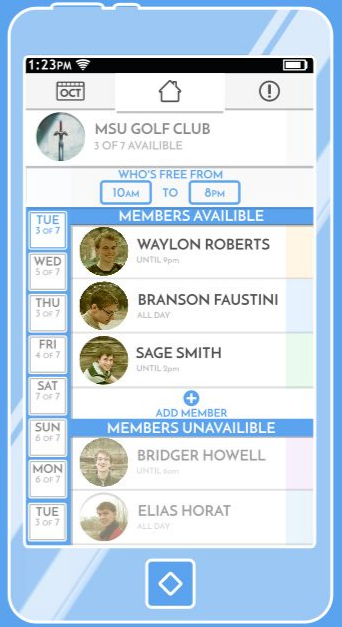
THE SOCIAL CALENDAR

Input Your Schedule

See Who's Free



Send a Marco



Check Your Group

POLO
IS ON
94.5%
OF DEVICES

57%
OF ALL
INTERNET
TRAFFIC
IS MOBILE

83.7%
OF
TRAFFIC
IS MOBILE

Doodle®

$39-$69 a year

Business Focus

Website

calendly

$96-$120 a year

Business Focus

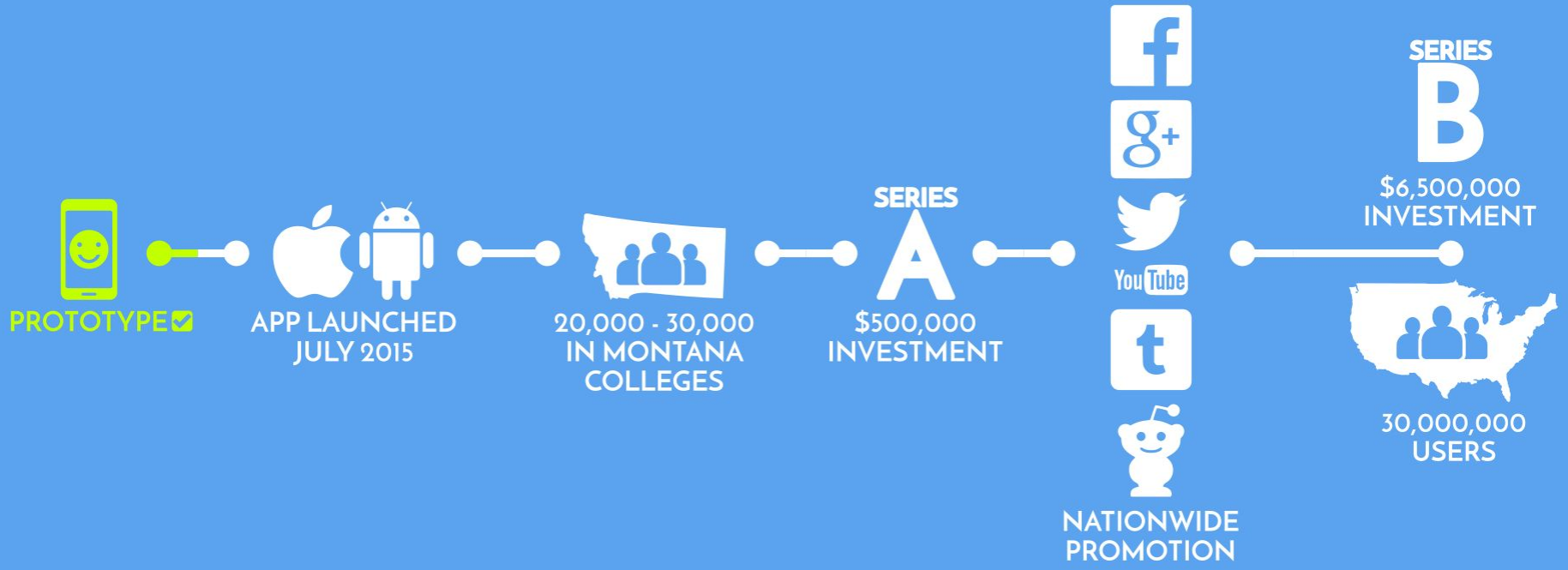
Website

polo

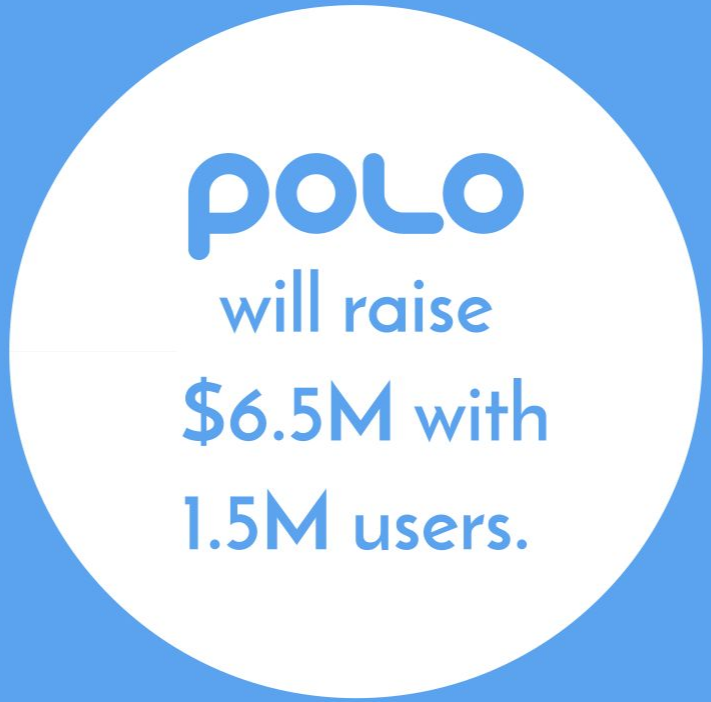
Free

Social Focus

Mobile

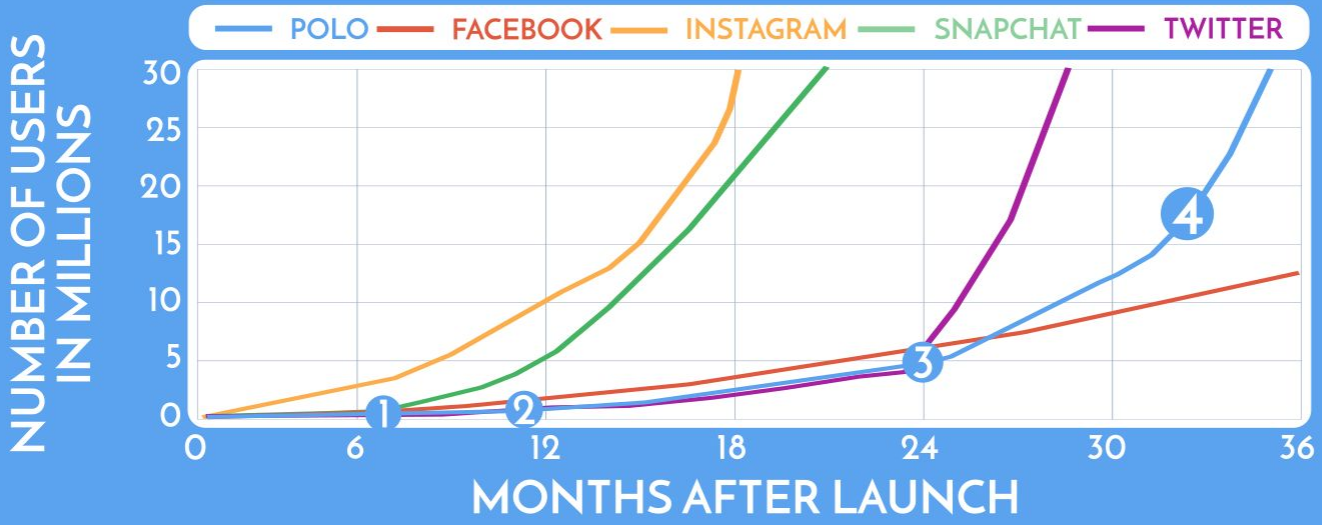

PROTOTYPE
APP LAUNCHED
JULY 2015
20,000 - 30,000
IN MONTANA
COLLEGES
SERIES
A
$500,000
INVESTMENT
YouTube
NATIONWIDE
PROMOTION
SERIES
B
$6,500,000
INVESTMENT
30,000,000
USERS

Instagram raised
$7M with
1.5M users



Facebook raised
$12.5M with
1.5M users.

SOCIAL MEDIA USER GROWTH

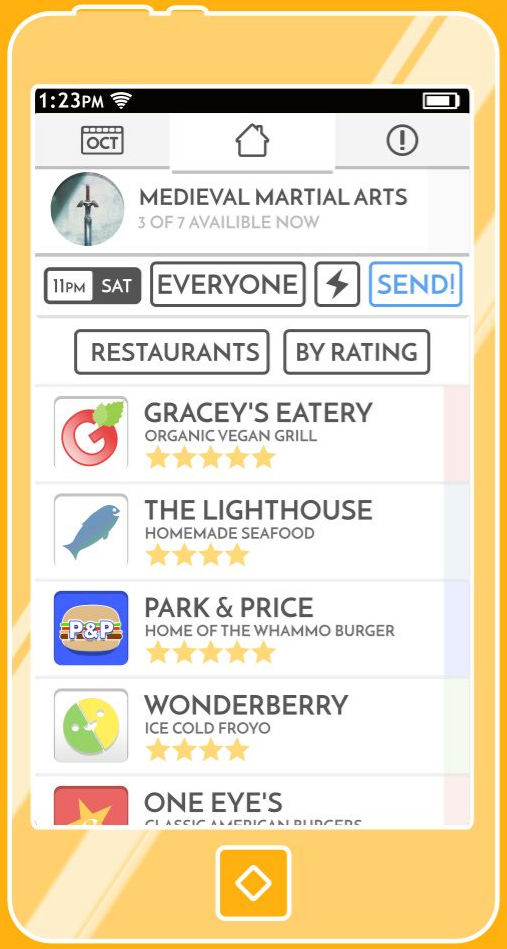


1. NATIONAL PROMOTION
2. TARGET KEY COLLEGES
3. UNITE AND SCRAPBOOK
4. LARGER ADVERTIZING CAMPAIGN

POLO

UNITE

POLO
SCRAPBOOK


1:23PM
OCT
MEDIEVAL MARTIAL ARTS
3 OF 7 AVAILIBLE NOW
11PM SAT
EVERYONE
SEND!
RESTAURANTS
BY RATING
GRACEY'S EATERY
ORGANIC VEGAN GRILL
THE LIGHTHOUSE
HOMEMADE SEAFOOD
P&P
PARK & PRICE
HOME OF THE WHAMMO BURGER
WONDERBERRY
ICE COLD FROYO
ONE EYE'S

STOREFRONT

LOW STOREFRONT USAGE

3 MARCOS PER USER — **$0.12** PER YEAR — **$3M** REVENUE

EXPECTED STOREFRONT USAGE

12 MARCOS PER USER — **$0.48** PER YEAR — **$14.4M** REVENUE

HIGH STOREFRONT USAGE

52 MARCOS PER USER — **$2.08** PER YEAR — **$62.4M** REVENUE

WAYLON ROBERTS
CEO

BRANSON FAUSTINI
LEAD DESIGNER

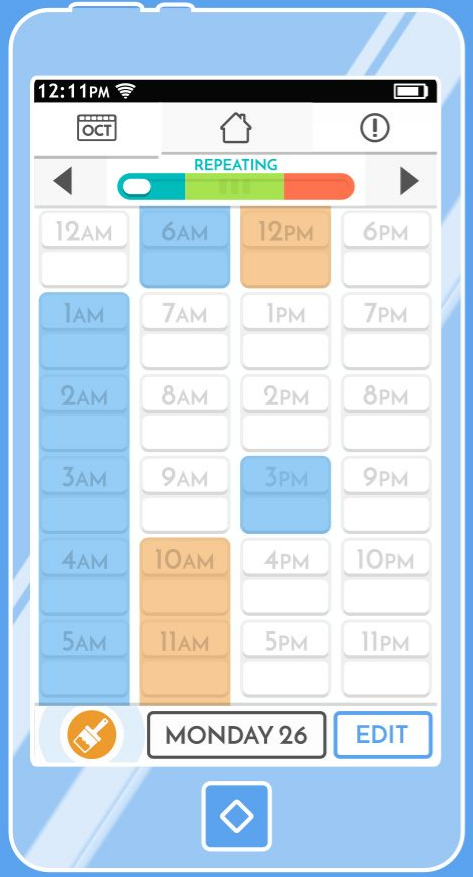
SAGE SMITH
LEAD DEVELOPER

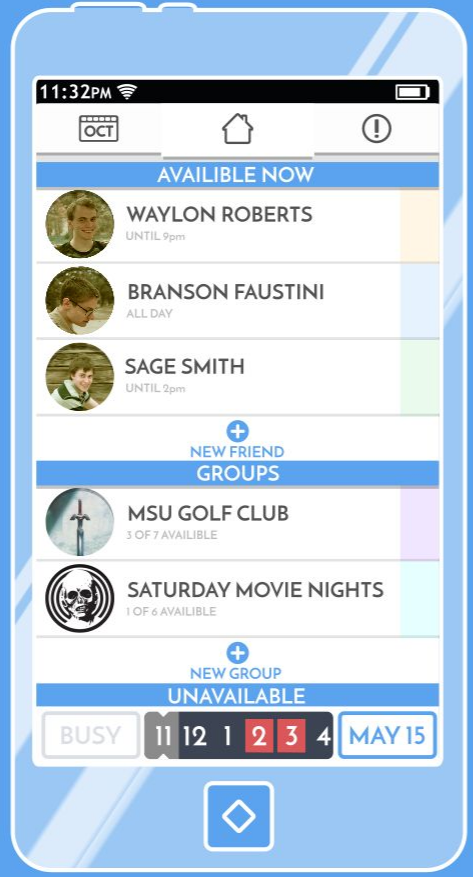
BRIDGER HOWELL
DEVELOPER

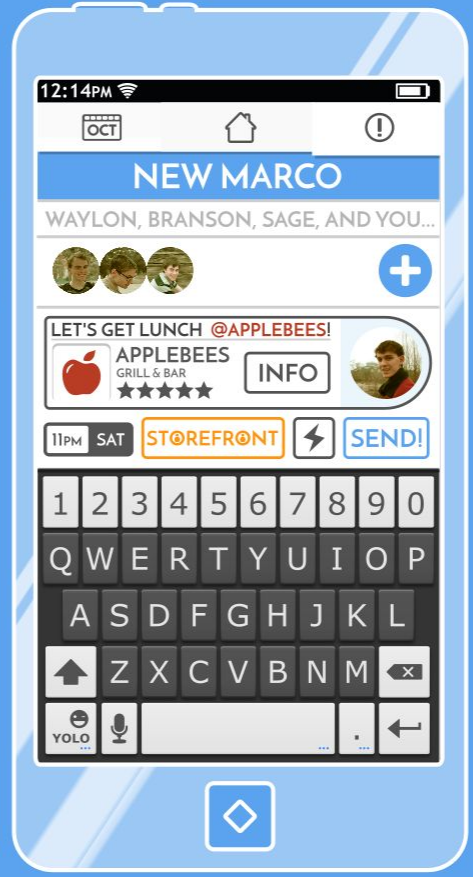
ELIAS HORAT
MARKETING

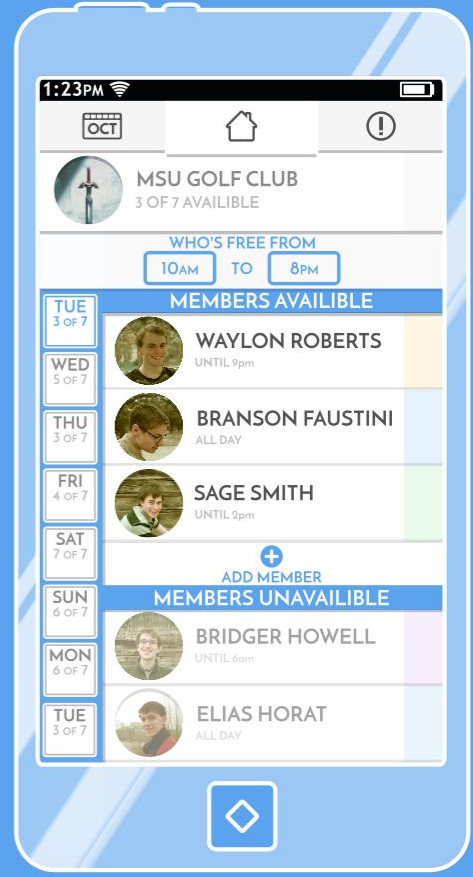
polo

The all in one place to know who's free and instantly make plans, one on one or in groups, now or in the future.


12:11PM
OCT
REPEATING
12AM
6AM
12PM
6PM
1AM
7AM
1PM
7PM
2AM
8AM
2PM
8PM
3AM
9AM
3PM
9PM
4AM
10AM
4PM
10PM
5AM
11AM
5PM
11PM
MONDAY 26
EDIT


11:32PM
OCT
AVAILIBLE NOW
WAYLON ROBERTS
UNTIL 9pm
BRANSON FAUSTINI
ALL DAY
SAGE SMITH
UNTIL 2pm
NEW FRIEND
GROUPS
MSU GOLF CLUB
3 OF 7 AVAILIBLE
SATURDAY MOVIE NIGHTS
1 OF 6 AVAILIBLE
NEW GROUP
UNAVAILABLE
BUSY
11 12 1 2 3 4
MAY 15


12:14PM
OCT
NEW MARCO
WAYLON, BRANSON, SAGE, AND YOU...
LET'S GET LUNCH @APPLEBEES!
APPLEBEES
GRILL & BAR
INFO
11PM SAT
STOREFRONT
SEND!
1 2 3 4 5 6 7 8 9 0
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
YOLO


1:23PM
OCT
MSU GOLF CLUB
3 OF 7 AVAILIBLE
WHO'S FREE FROM
10AM TO 8PM
MEMBERS AVAILIBLE
TUE 3 OF 7
WAYLON ROBERTS
UNTIL 9pm
WED 5 OF 7
BRANSON FAUSTINI
ALL DAY
THU 3 OF 7
SAGE SMITH
UNTIL 2pm
FRI 4 OF 7
SAT 7 OF 7
ADD MEMBER
MEMBERS UNAVAILIBLE
SUN 6 OF 7
BRIDGER HOWELL
UNTIL 6am
MON 6 OF 7
TUE 3 OF 7
ELIAS HORAT
ALL DAY

Polo Income Projections Year 1														Year 2 and Year 3		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL		7/16 - 6/17	7/17 -6/18
Revenue	0	0	0	0	0	0	0	0	0	0	0	0	0		0	0
Gross Profit	0	0	0	0	0	0	0	0	0	0	0	0	0		0	0
Expenses														**Expenses**		
Advertising	0	150	0	0	0	0	0	0	0	0	0	0	**150**	Advertising	0	0
Insurance	0	0	0	0	0	0	1600	2800	2800	2800	2800	2800	**15600**	Insurance	87600	168000
Payroll	0	0	0	0	0	0	20000	35000	35000	35000	35000	35000	**195000**	Payroll	1095000	2100000
Rent	0	0	0	0	0	0	1200	1200	1200	1200	1200	1200	**7200**	Rent	37200	60000
Supplies	0	500	0	0	0	0	5000	0	0	0	0	0	**5500**	Supplies	20000	500
Email Services	10	10	10	10	10	10	35	35	35	35	35	35	**270**	Email Services	610	20
Server Costs	0.6	4	8	16	24	40	200	500	700	1000	1240	1500	**5232.6**	Server Costs	56000	354800
Total Expenses	**10.6**	**664**	**18**	**26**	**34**	**50**	**28035**	**39535**	**39735**	**40035**	**40275**	**40535**	**228952.6**	Total Expenses	**1296410**	**2683320**
Net Profit	**-10.6**	**-664**	**-18**	**-26**	**-34**	**-50**	**-28035**	**-39535**	**-39735**	**-40035**	**-40275**	**-40535**	**-228952.6**	Net Profit	**-1296410**	**-2683320**
Users	300	2,000	4,000	8,000	12,000	20,000	100,000	250,000	350,000	500,000	620,000	750,000		Users	4500000	30000000