

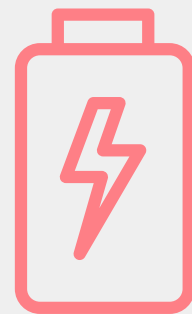
KNIGHT OUT

Fighting for your time





Knight Out will make the New York City nightlife **easier** and more **comfortable** for everyone. By harnessing the power of crowd-source navigation, we'll return the most scarce resources back to our users: **time & energy**.



Company Purpose



The Problem



The New York nightlife may be more stressful than enjoyable

Lines to get into bars and restaurants may be **long** and **time consuming**

Patrons are constantly **rejected** from their favorite venues

Some locations are **over capacity**, while others are **lacking customers**

Everyone has experienced the constant waste of **time**, **money**, and **effort** when going out in NYC



Solution

Crowd-sourced navigation app
for nightly excursions in New
York City

Anonymous mobile-device
tracking system which engages
users through gamification and
removes the uncertainty
before social plans

1

Receive live wait time of venues around the city

2

Get recommendations of places to go

3

Help out fellow New Yorkers by telling them
how's the venue you're in

4

Get discounts or promotions from venues trying
to capture your attention

Why Now?

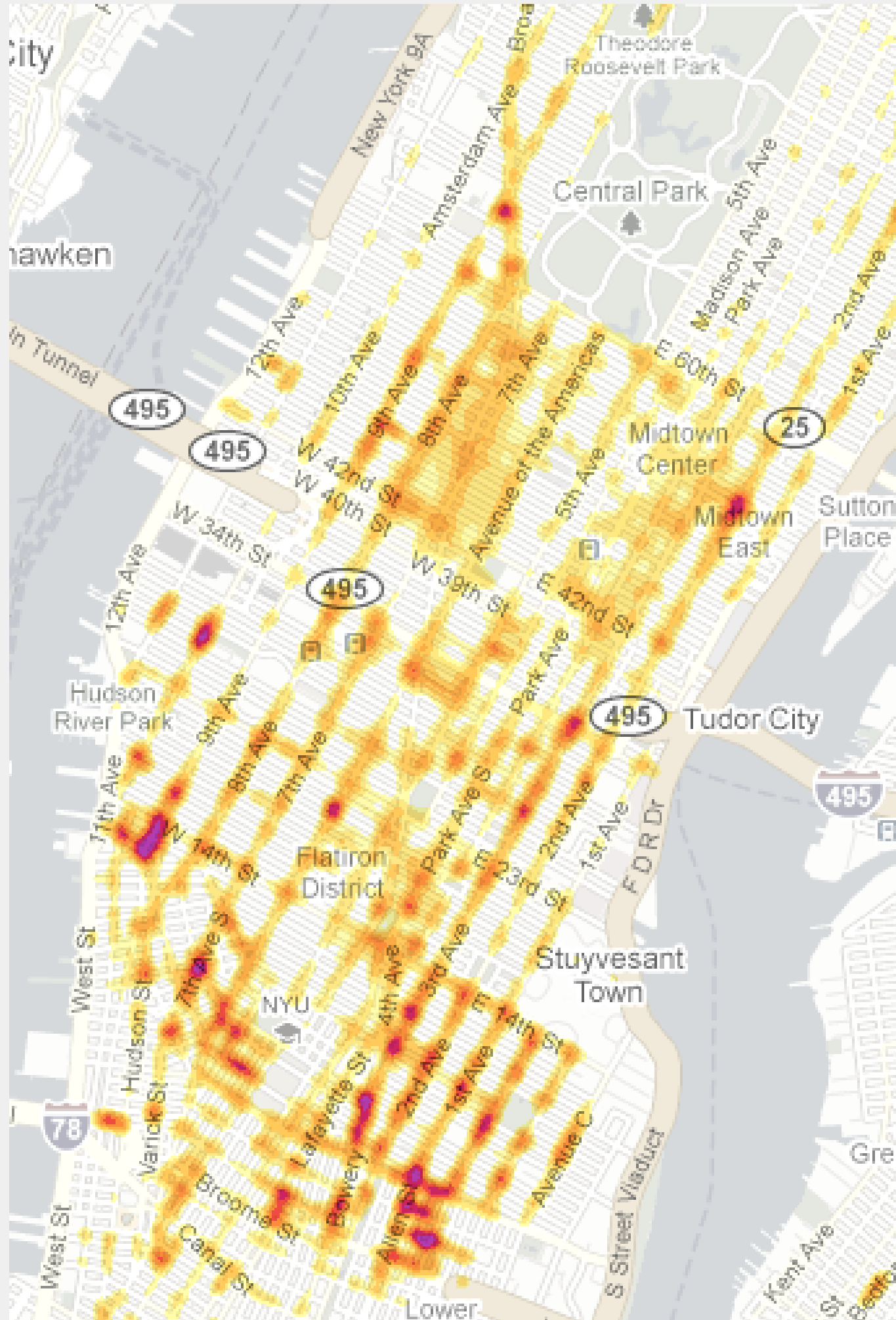


Tech Advances

- 5G mobile networks allow for real-time geolocation data processing with hyper accuracy based on hundreds of thousands of cellphones
- Simply stated: **live digital maps** of foot traffic networks

Post Pandemic Roaring 20s

- Social life explosion after the COVID-19 pandemic has strengthened the effect of our problem in NYC



Market Size



TAM **8.5mm**

NYC population

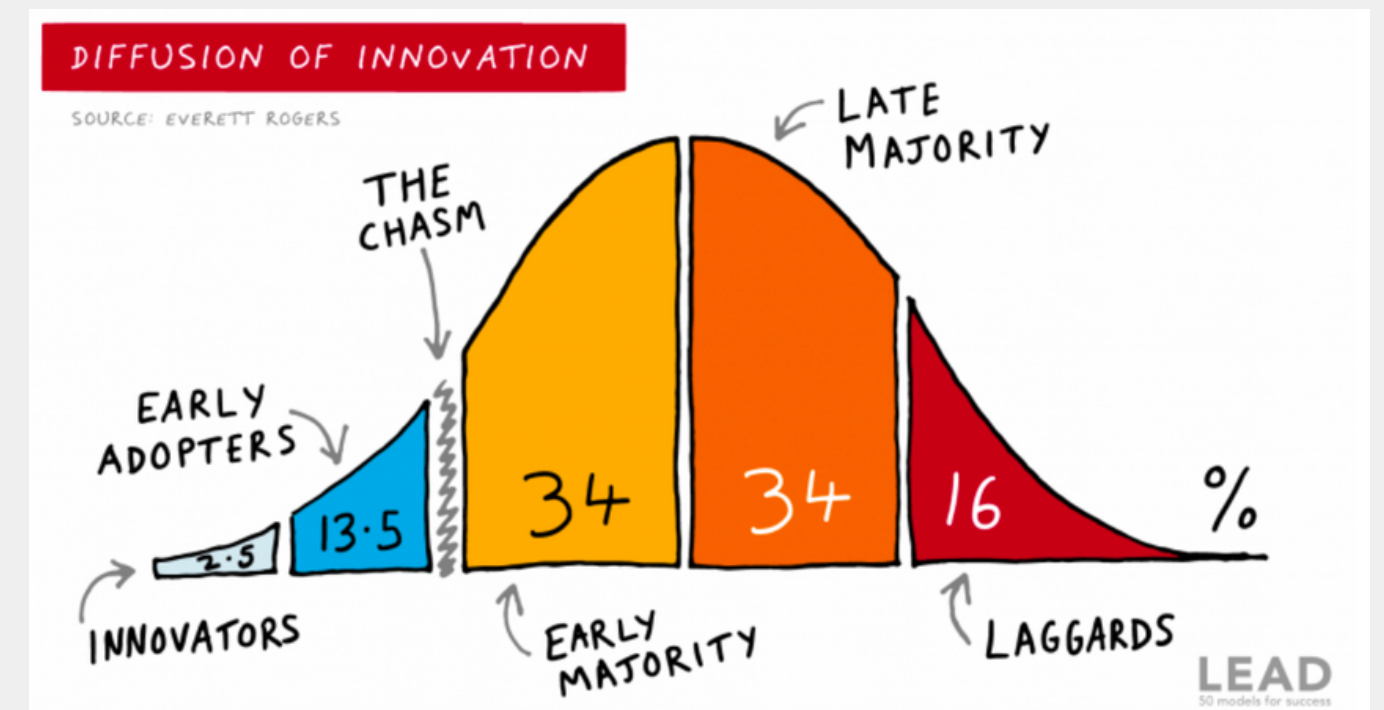
SAM **3.15mm**

NYC population aged 21 - 45

SOM **425k**

13.5% of SAM based on
Everett Rogers Innovation
Adoption Model

Assumptions



Innovators & Early Adopters account for **13.5%**, given we're a new concept we should be able to capture that market share

Market Size per Sales

SOM: 425,000 users

Meta's ARPU in 2016: \$16

**Most conservative estimate*

Sales: 425,000 * 20

\$8,500,000

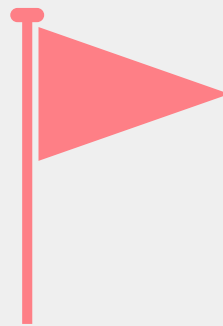
■ Meta's ARPU



Competition



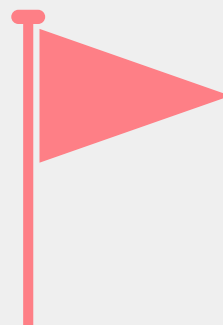
Indirect competition



- Resy
- Opentable
- Yelp



Direct competition

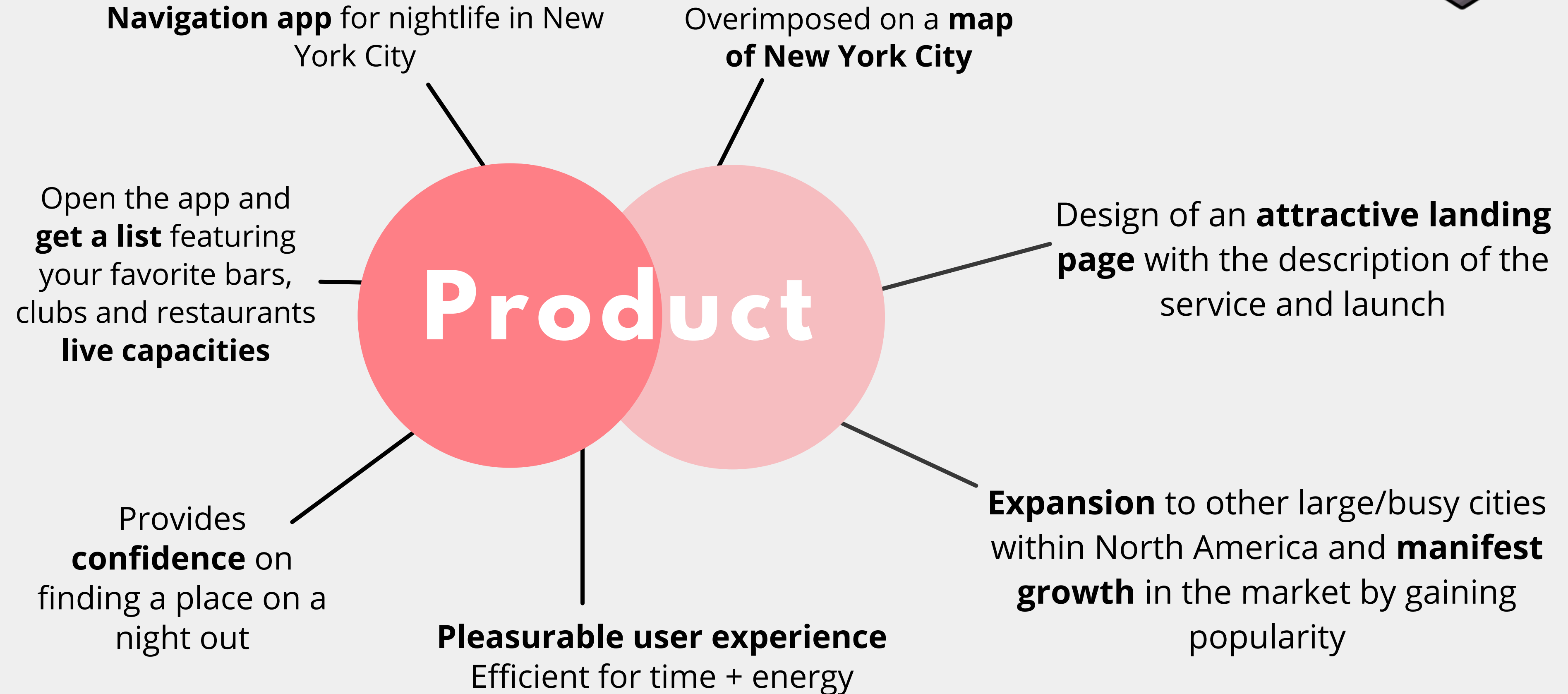


- KnoowBeforeYouGo
- WaitTime.com



Competitive advantage of KnightOut

- **Recommends** places according to customer needs
- **Live feed** from other users at venues at all times
- Drastically **minimizes wait times** and allows for big parties to find space in a desired venue
- Applicable for bars, nightclubs and restaurants



Business Model



Revenue Model

Direct - No revenue (free app)

Indirect - In-app advertising, partnerships, and bidding system for restaurants to appear in the top searches and on the map

Target Market

Socially active New York residents ages 21- 45 with a smartphone that enjoy going out with a smartphone

Sales & Distribution Model

- App Stores
- QR codes
- Word of mouth
- Social media
- Partnerships

Pricing

Direct - \$0
Indirect - \$20

Lifetime Value

\$2,400 considering 10 years of average lifetime



Financials

		<i>Assumptions</i>	<u>Month 1</u>	<u>Month 2</u>	<u>Month 11</u>	<u>Month 12</u>	<u>TARGET</u>	Annualized
	\$/Customer	\$20	\$23,200	\$26,448	\$86,008	\$98,049	\$52,723	\$632,681
	Marketing Budget		\$10,000	\$11,400	\$37,072	\$42,262	\$ 40,000	\$480,000
	% COGS	30%	\$6,960	\$7,934	\$25,802	\$29,415	\$29,415	\$352,975
\$10,000	# of Founder	4	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$480,000
							(\$16,691)	(\$200,294)
		Profit (Loss)	(\$33,760)	(\$32,886)	(\$16,867)	(\$13,628)	(\$56,691)	(\$680,294)



Team

Fearless Leaders



**Achal
Shah**
CFO



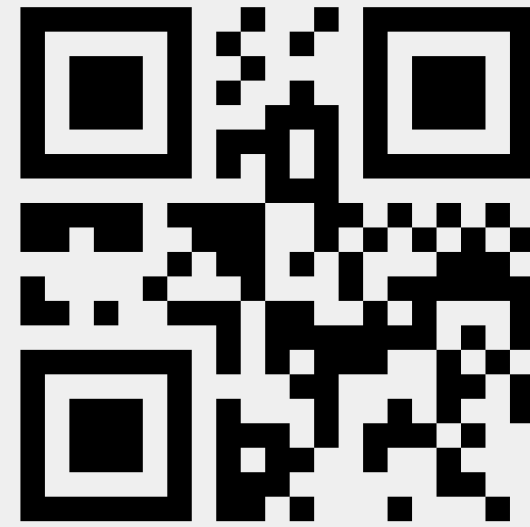
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