tomotime

scheduling made social

agenda

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Slide	1 ●	Agenda
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the *problem* ❓

Yellow
Anyone wanna hang out some time this week???

Red
I'm free Thursday after 4 PM:)

Blue
I can't do Thursday but I can do Friday before 2 pm!
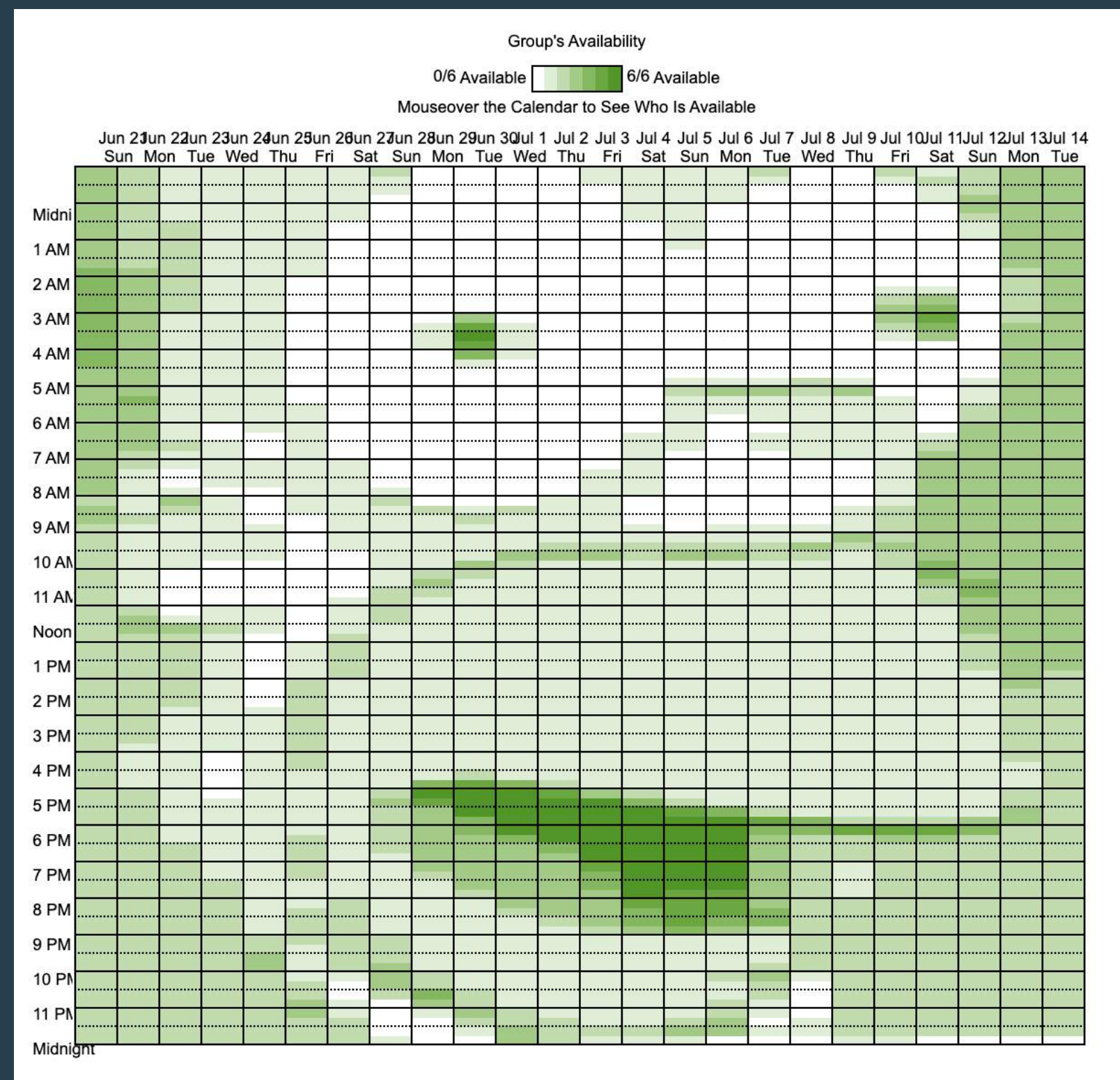
Toadette
I can only do Friday after 3:30 pm :(((((

wb Saturday?

1. it can be hard to schedule hangouts with many people involved.

the problem❓

Group's Availability

0/6 Available ▢▢▢▢▢ 6/6 Available

Mouseover the Calendar to See Who Is Available

2. **current solutions are on a per-event basis**

i.e. When2Meet, LettuceMeet

the problem ?

3. current scheduling solutions are mainly productivity focused.

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social scheduling

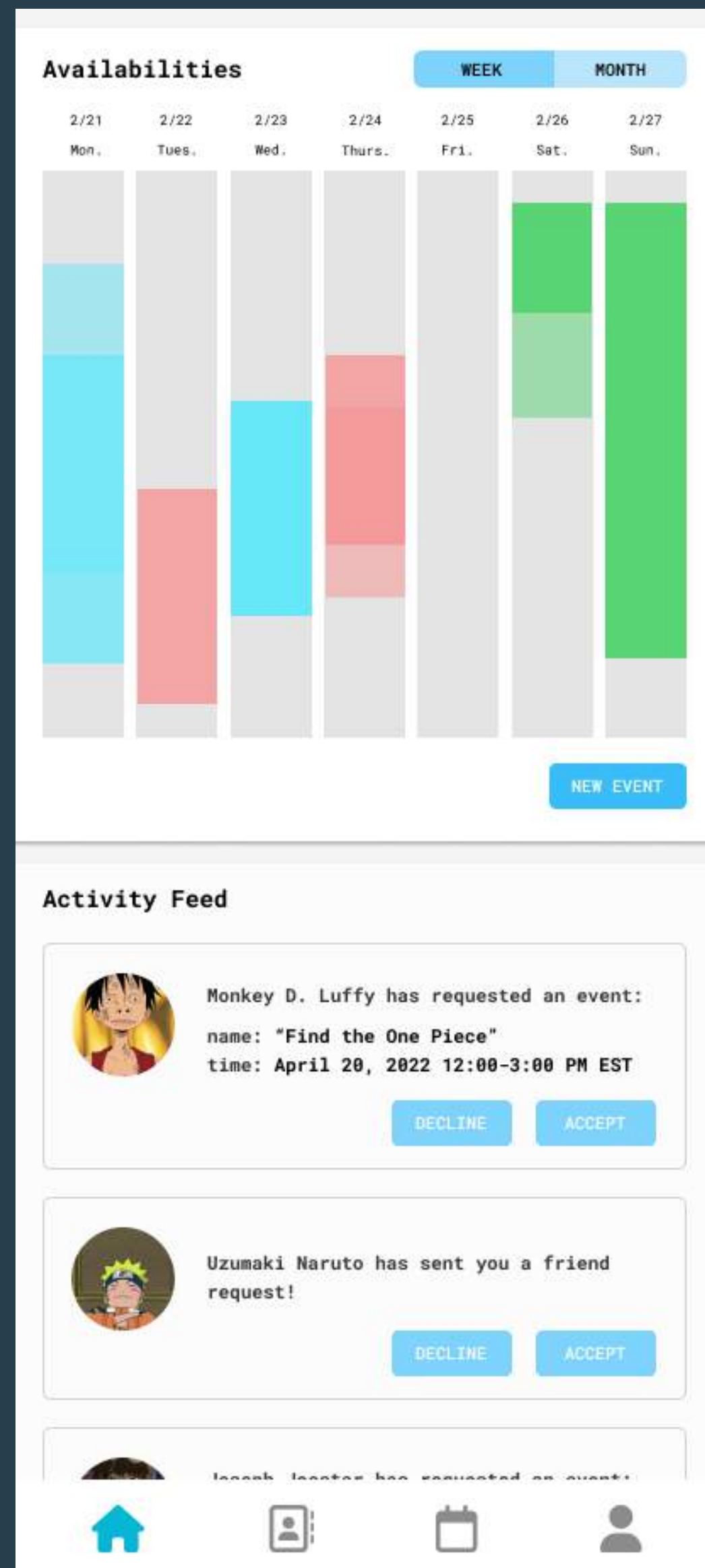shared availability   add by phone number

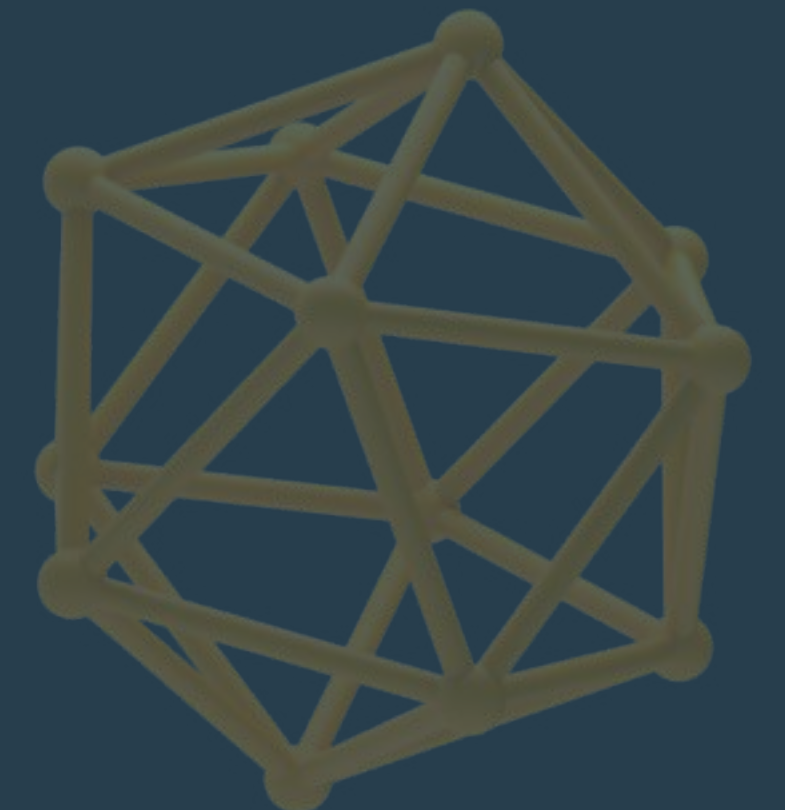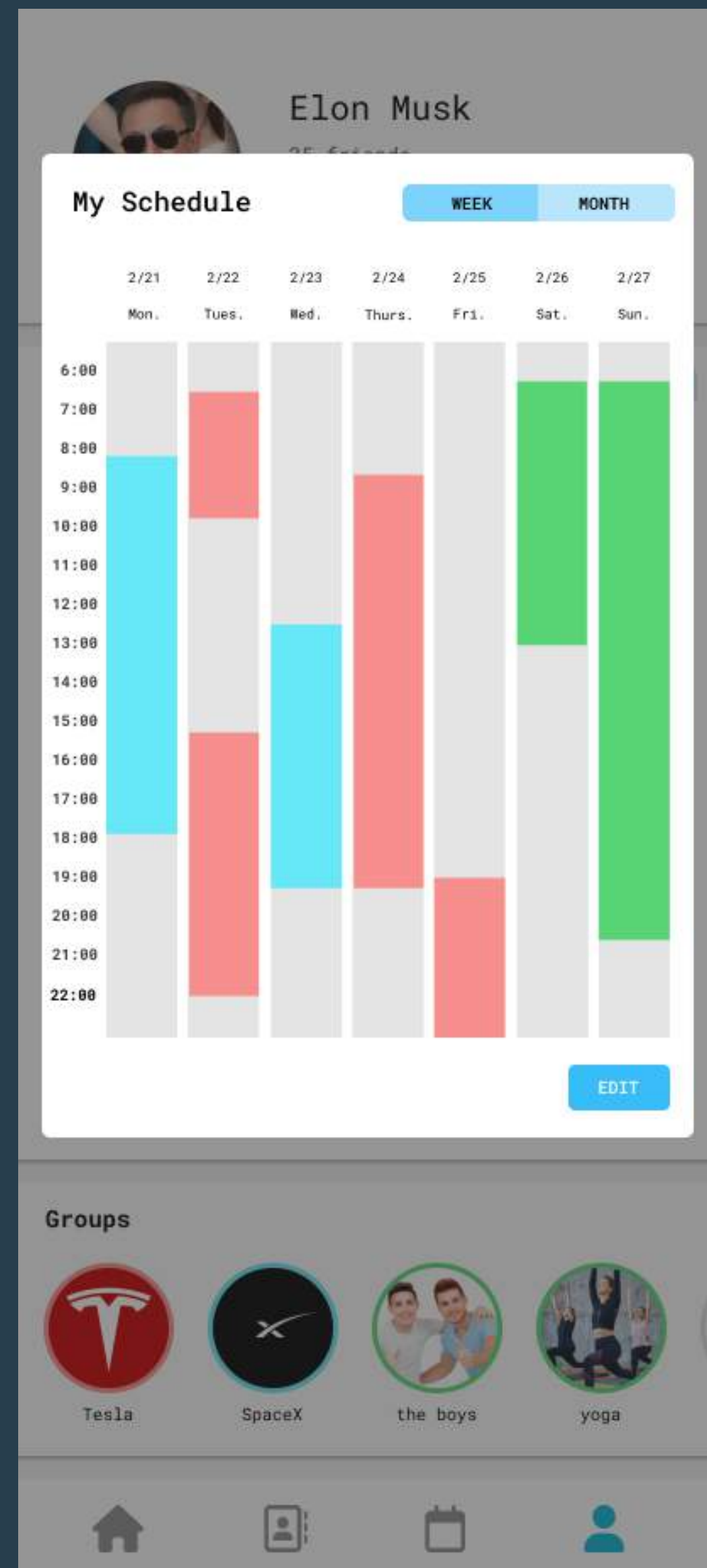easy planning and scheduling   create tight-knit friendships

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Product Features

→ **one directional scheduling**

→ one time setup → perpetual use
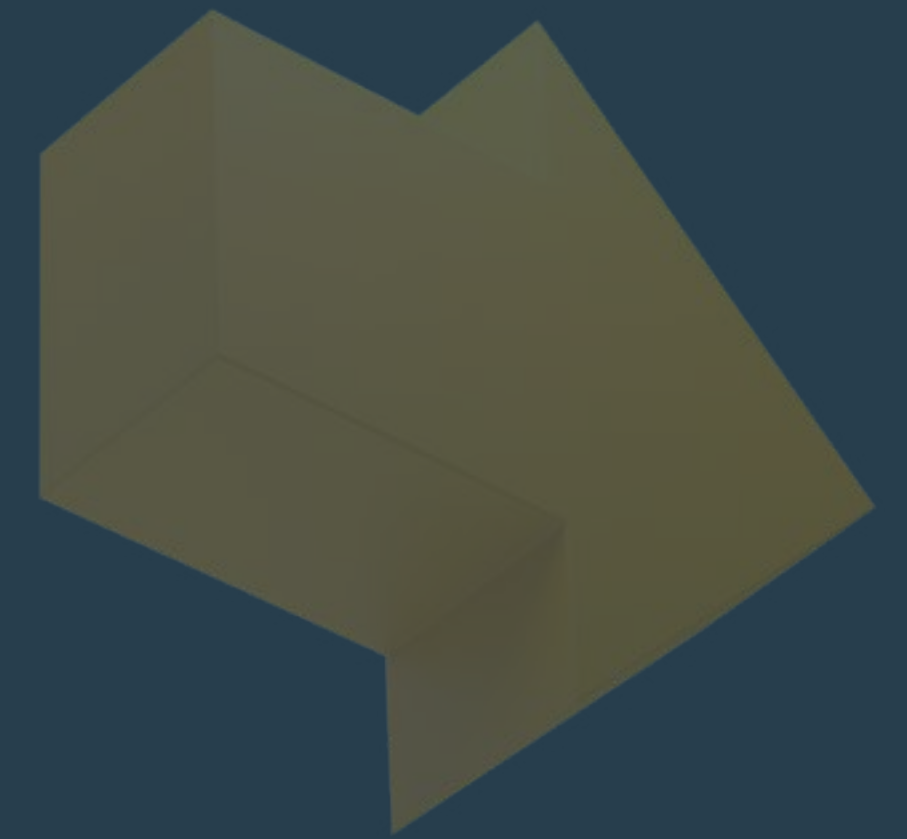(with occasional updates)

→ adsfasdf

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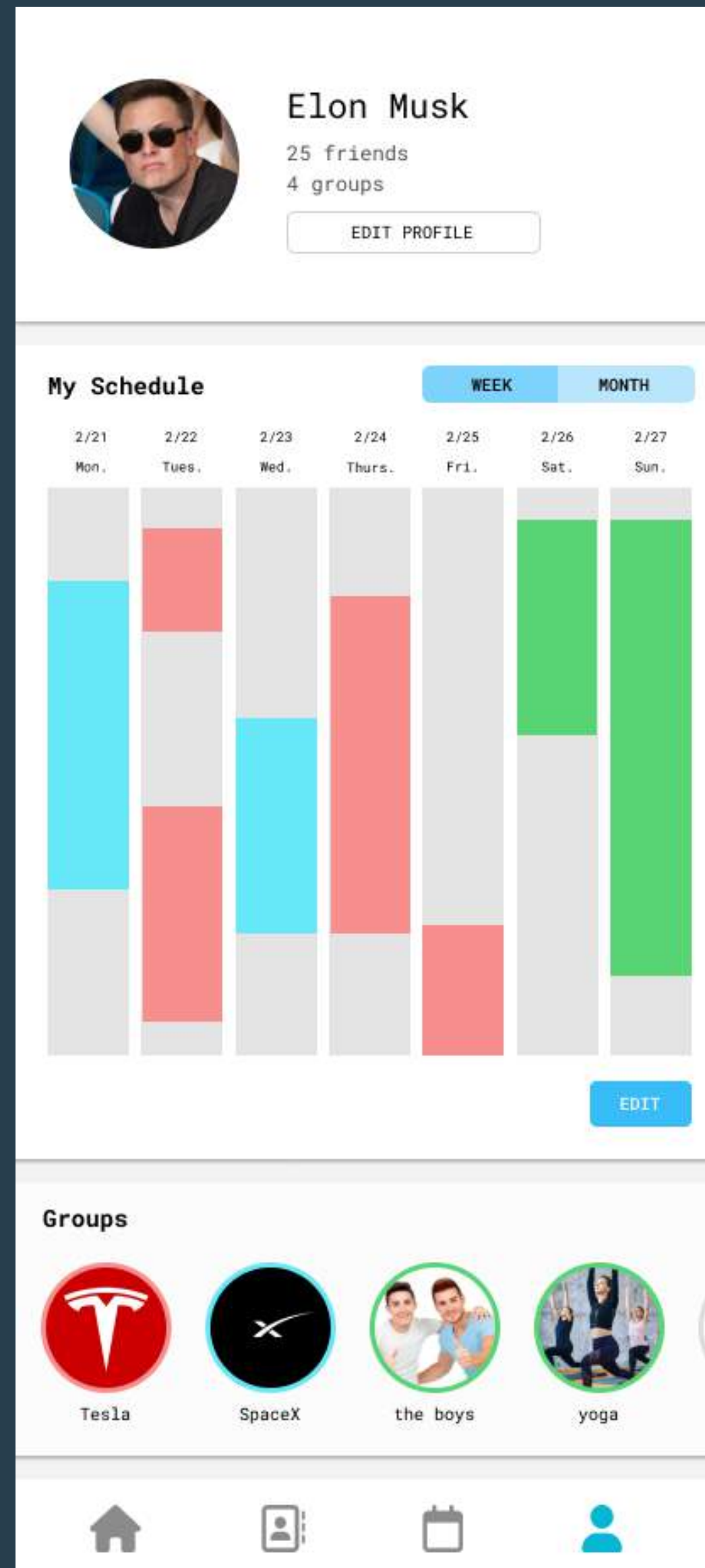## Product Features

→ one directional scheduling

→ **one time setup → perpetual use**
(with occasional updates)

→ live demo

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Product Features

→ one directional scheduling

→ one time setup → perpetual use
(with occasional updates)

→ **live demo**

the *market*

CAGR

Social Media: **25.4%**

Scheduling Software: **14.2%**

TAM: 300 Million
Users in North America
Source: Statista Digital Market Outlook, 2021

SAM: 140 Million
iPhone users
Source: Forbes; eMarketer, 2021

SOM: 65.4 Million
Mobile calendar users
Source: eCal, 2021

the competitors

simple

Calendly

LettuceMeet & When2Meet

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Appointy

productivity ——————————————————— social

Google Calendar

Cron

ClickUp

Monday

iMessage

complex

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risks

1. **social barriers / privacy issues**
   e.g. seeing your friend's location vs. schedule

risks

1. social barriers / privacy issues

→ **Soft Block Feature**

→ **"Close Friends" List**

→ **Temporary Share**

risks

2. user retention

how do we encourage users to stay?

risks

2. user retention

→ **Easy/Intuitive UI is the focus**

→ **Importing/Automating Calendars**
e.g. login with Google

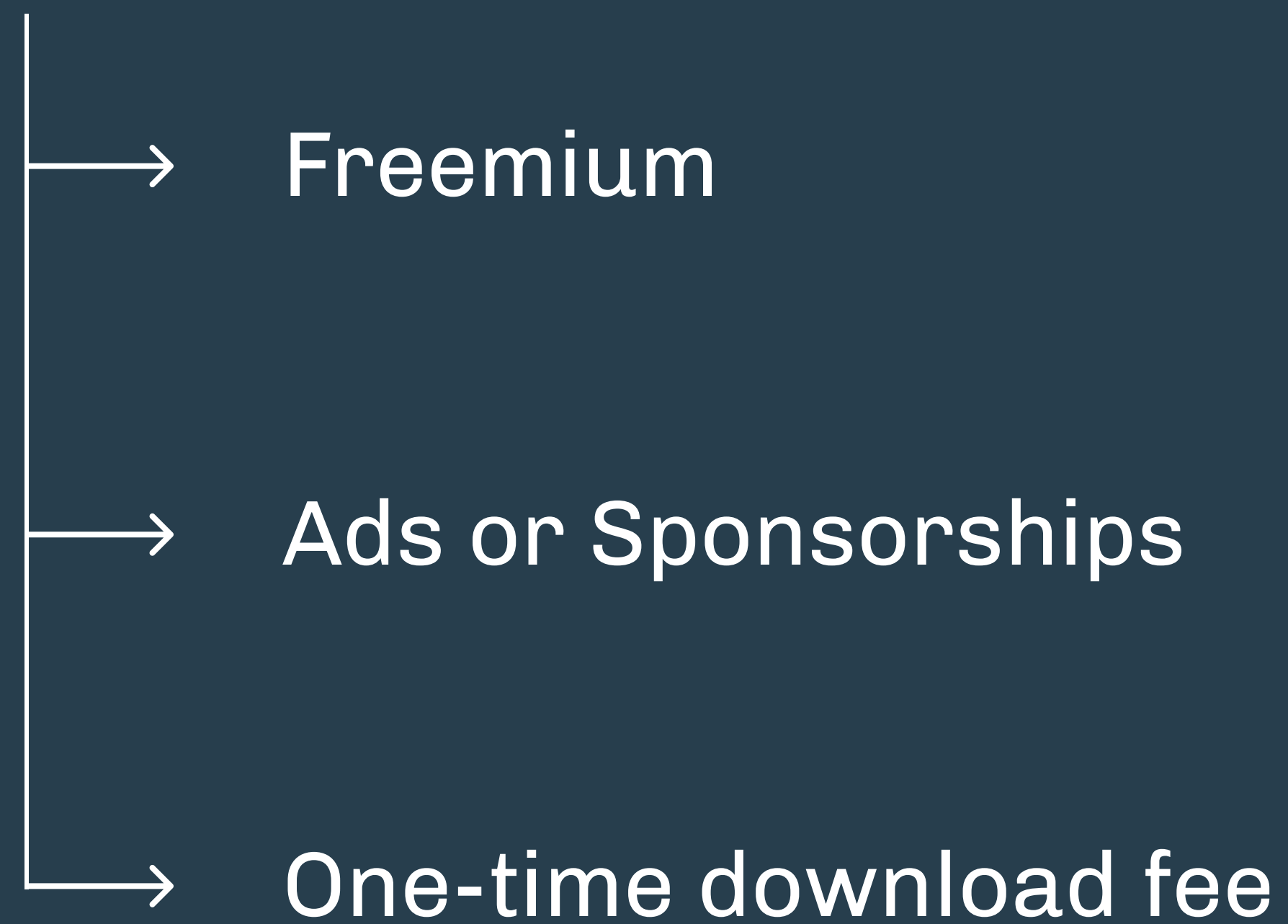→ **One-time Setup**

risks

3. revenue / business model

how do we make money?

risks

3. revenue / business model

→ Freemium

→ Ads or Sponsorships

→ One-time download fee

measuring success

social barriers & privacy issues

↓

referral link click-rate

# of soft blocks
per user

user retention

↓

avg. screen time

# of events being
scheduled

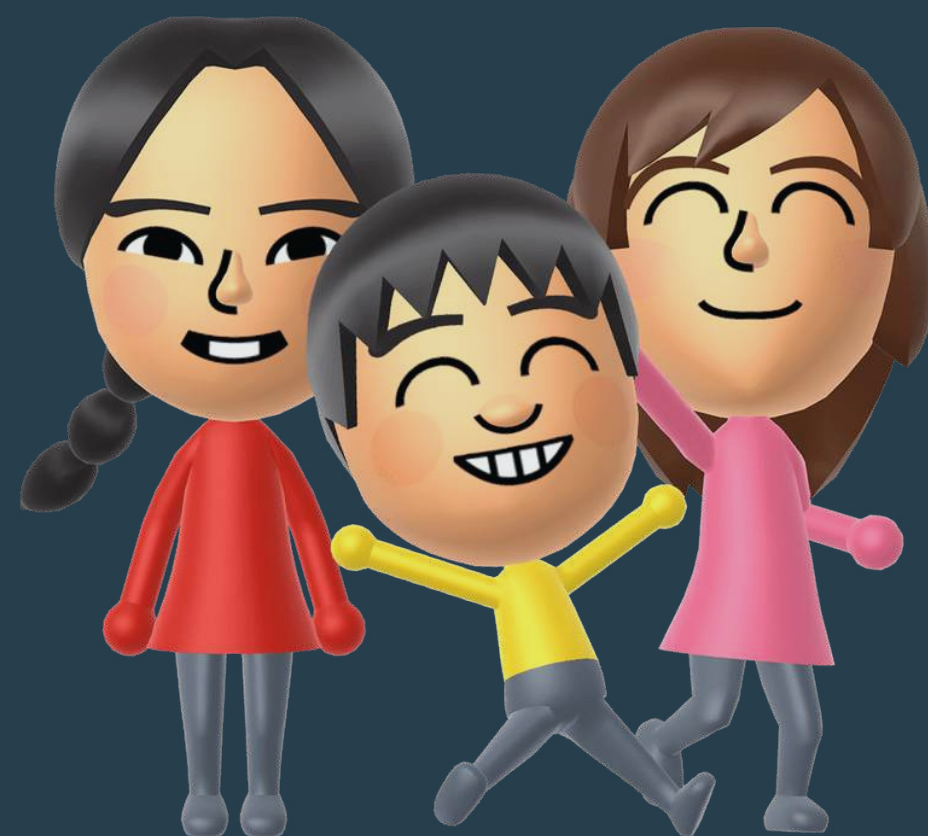### revenue & business model

↓

% of users clicking on
advertisements

avg. # of groups
per user

17

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becomes a staple for...

→ friend groups to **hang out / stay in touch**

→ new friends who **genuinely** want to hang out again

→ **anyone** that has a hard time scheduling **anything**

thank you!

questions?