Philly Nights - Philly Nights

PROBLEM

Trying to decide where to go out at night.

No way to know current situation at specific venues.

Takes time to decide on a bar/club to visit.

EXISTING ALTERNATIVES

Yelp

Open Table

SOLUTION

Search venues by key criteria (cost and atmosphere).

Read current comments from users about potential venues.

Continuously updated capacity measurements within venues.

KEY METRICS

Bars/Clubs Subscribed

Downloads per month

Updates/Searches per month

UNIQUE VALUE PROPOSITION

Up-to-date information about potential venues.

Allows users to make decisions before leaving their homes.

HIGH-LEVEL CONCEPT

Philly Nights = Waze for nightlife decisions

UNFAIR ADVANTAGE

Creating crowdsourcing community.

CHANNELS

App stores

Social media

Bars/Clubs Advertising

CUSTOMER SEGMENTS

21+ Philadelphia locals

Bar/Club owners

EARLY ADOPTERS

Millenials

Regular bar/club visitors

Bars/Clubs looking to differentiate

COST STRUCTURE

People: 2 Developers: $25 per hour each

People: Digital Marketer: $18 per hour

Business Taxes: 6.41% of Net Income

Advertising: $500 per digital platform

Infrastructure/Server: $1800 per year

Developer License: $124 per year

Third Party Technology: $297 per month for 6 months (Year 3)

REVENUE STREAMS

App Users: One-time $0.99 download

Bar/Club Owners: $300 monthly subscription fee

Advertising: $1200 per year (Starting Year 2)

Franchising: $6300 one-time, $200 per month (Starting Year 2)