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The Problems with Philly Nightlife

For Bar/Club Owners

- Oversaturated market
 - 450 bars/clubs
- Difficult to market to customers



For Philly Nightlife Lovers

- So many options
- No real-time info



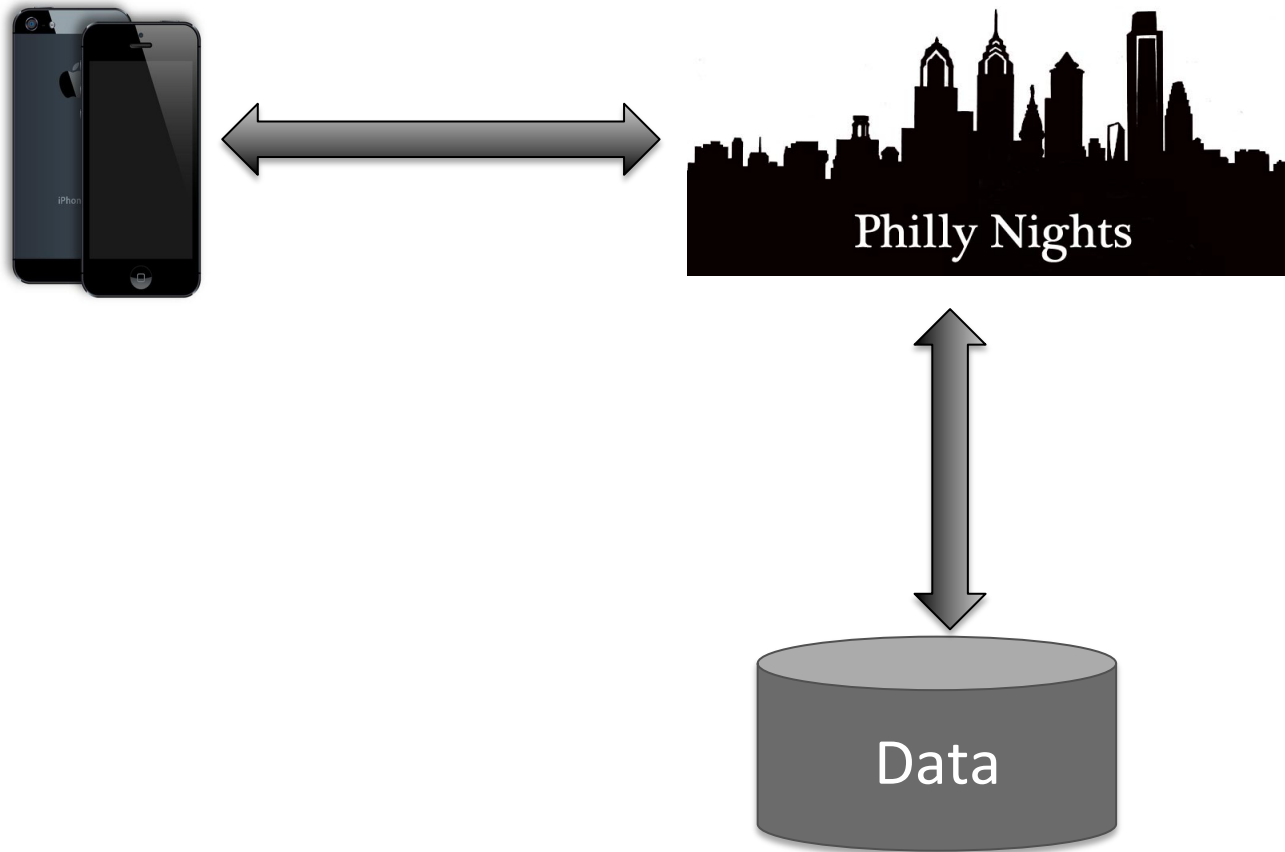
Our Solution



Crowdsourced Bar/Club Info

- Search bars/clubs based on key criteria.
 - Cost and Atmosphere
- Update info as it changes to keep bar/club profiles up-to-date for others.

System Architecture



Analyzing the Market

Customers



Competitors



Market Research

Bar/Club Subscription

- “Need the extra edge in saturated area”
- Gives support to Philly startups

Updated Information

- “Strangers will share the good, bad, and ugly”
- Bar/Club goers do not like the unknown

Financials

	Year 1	Year 2	Year 3
Gross Income			
Bar Subscription	\$144,000	\$504,000	\$864,000
Other Income	\$1,980	\$24,140	\$40,410
Total Income	\$145,980	\$528,140	\$904,410
Expenses			
Advertising and Technology	\$3,924	\$3,924	\$5,706
Salaries, Wages, & Taxes	\$74,397.32	\$61,573.77	\$129,192.68
Total Expenses	\$78,321.32	\$65,297.77	\$134,898.68
Net Income	\$67,658.68	\$462,642.23	\$769,511.32

Making Philly Nights a Reality

Subscribing the First Ten Bars:

Personally Approaching Bars and Clubs

Focus on Highly-Populated and Isolated Areas

Highlight Differentiation

Discuss Phase 2 of Philly Nights

The Future of Philly Nights

Crowd Sight SDK

Provide reports and dashboards to bar/clubs.

- Tracking People:
Returning Behavior
- Age and Gender
- Real Time Results
- Mood Detection



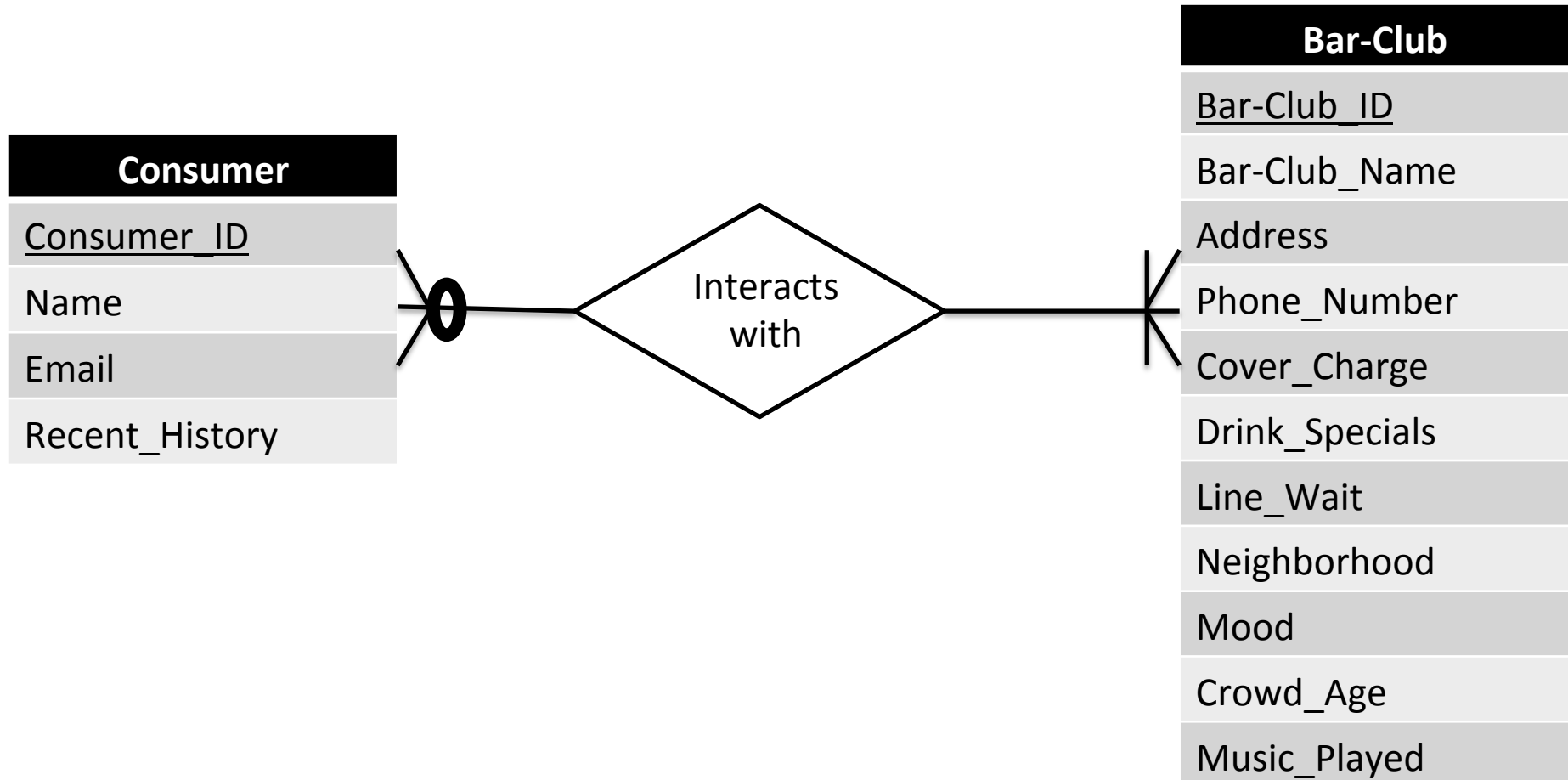
Appendix – Project Charter

1. Project Description	<p>This app will help Philadelphians go to bars or clubs. Many customers don't know where to go, because they are not sure which bars or clubs will fit their preferences in cost (cover charge, drink specials) and atmosphere (crowd age, music, line wait). Additionally, customers will have the ability to use continuously updated information that has been collected by the app and user updates to inform themselves on the key criteria at potential locations without having to leave their home.</p>
2. Project Scope	<p>Work in scope includes collection of continuously updated data and providing information on the bars and clubs to consumers. Additionally, researching various technologies to see which is the most efficient and realistic for the project. Also, the team will interview a bar in Philadelphia to understand whether they would want to participate in our solution and how they would benefit. Lastly, providing a prototype and presentation of the solution to the champion.</p> <p>Work outside of scope includes adding features to make our solution similar to existing solutions. There will be no rating systems, GPS features (similar to YELP), or in-depth information on the places. There will be no focus on restaurants or other social eateries, besides bars and clubs.</p> <p>The boundaries of the project will only affect consumers who live in Philadelphia or are familiar with the area. Also, the project will only affect Philadelphia bars and clubs. All other customers and places are out of the project scope.</p> <p>The specific parts of the overall problem we will focus on are providing real-time data to consumers and the technology needed for the consumers to be able to obtain and contribute information. We will also focus on what data we would want our consumers to have, and how the data will be collected.</p>

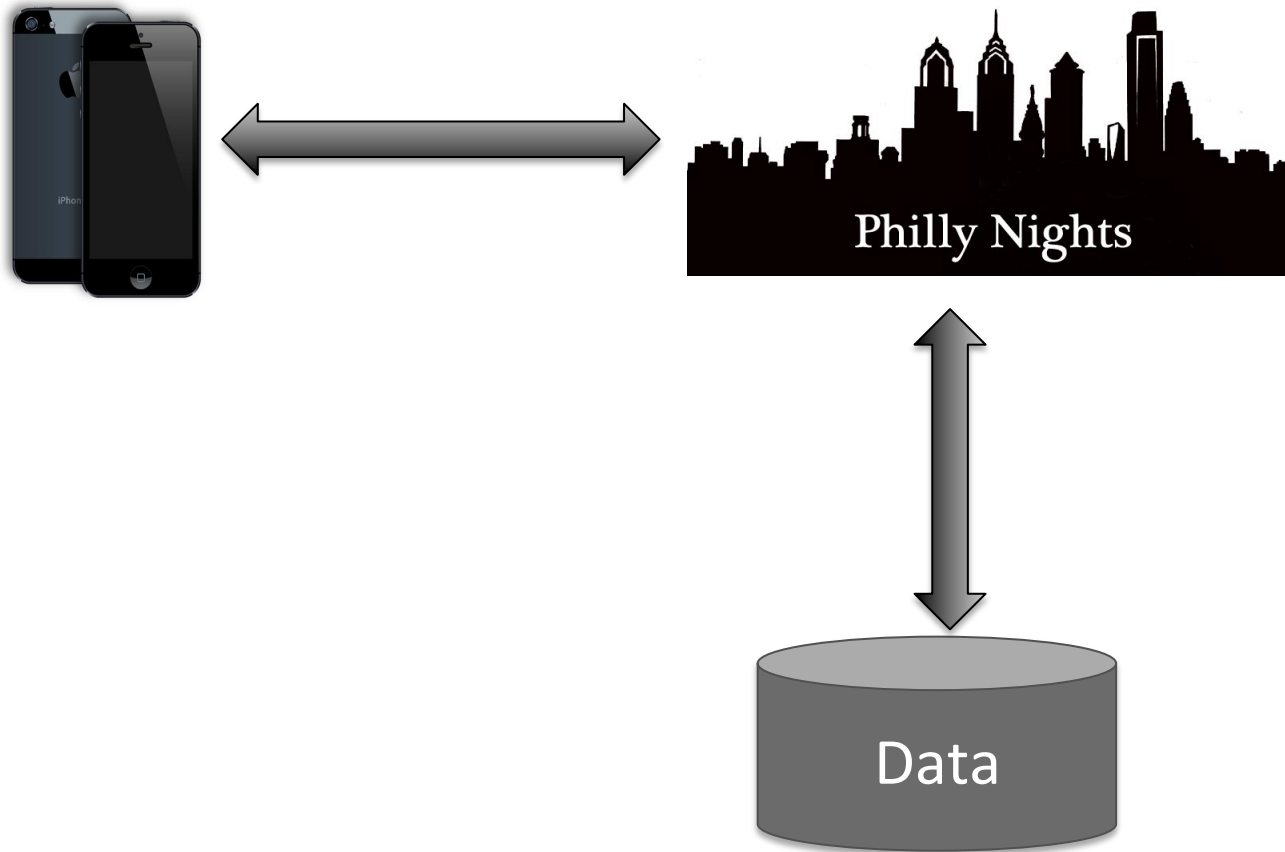
Appendix – Business Model

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.	SOLUTION Search venues by key criteria (cost and atmosphere). Read current comments from users about potential venues. Continuously updated capacity measurements within venues.	UNIQUE VALUE PROPOSITION Up-to-date information about potential venues. Allows users to make decisions before leaving their homes.	UNFAIR ADVANTAGE Creating crowdsourcing community.	CUSTOMER SEGMENTS 21+ Philadelphia locals Bar/Club owners
	KEY METRICS Bars/Clubs Subscribed Downloads per month Updates/Searches per month		CHANNELS App stores Social media Bars/Clubs Advertising	
EXISTING ALTERNATIVES Yelp Open Table		HIGH-LEVEL CONCEPT Philly Nights = Waze for nightlife decisions		EARLY ADOPTERS Millennials 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)	

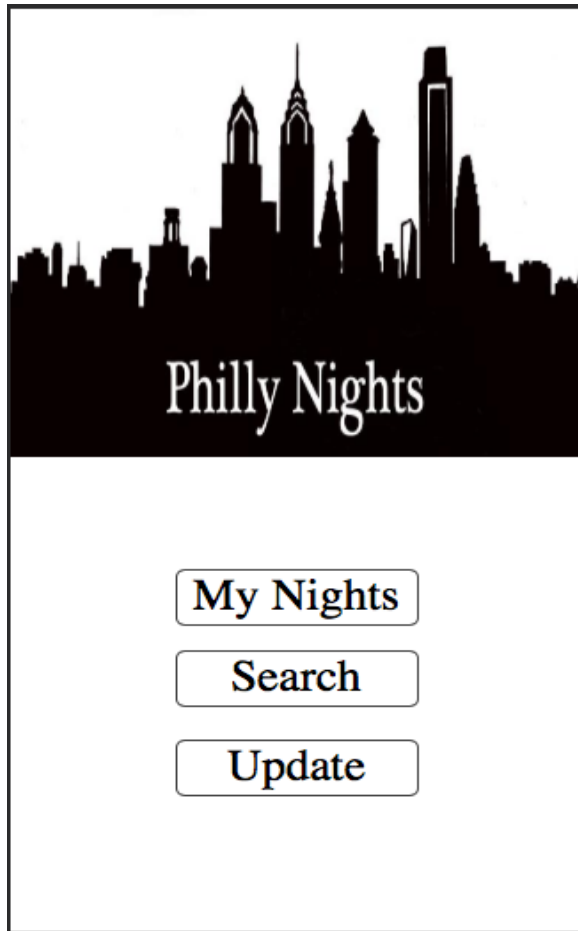
Appendix – Data Model



Appendix – System Architecture



Appendix – Prototype Screens




Home Page




Profile Page


Appendix – Prototype Screens




Philly Nights

 Cover Charge


No Preference ▾

 Drink Specials


No Preference ▾

 Line Wait Time


No Preference ▾

 Neighborhood


No Preference ▾

 Mood


No Preference ▾


 Crowd Age


No Preference ▾


 Music Played

No Preference ▾


 Home

 My Nights


 Search

 Update


Search Page




Philly Nights




Frankford Hall
1210 Frankford Ave
215.634.3338




Johnny Brenda's
1201 Frankford Ave
215.739.9684




Kung Fu Necktie
1248 N. Front St
215.291.4919





Kraftwork
541 E. Girard Ave
215.739.1700




The Barbary


 Home

 My Nights


 Search

 Update


Search Results Page




Philly Nights

 Cover Charge


No Cover ▾

 Line Wait Time


No Wait ▾


 Crowd Age


Varied ▾


 Music Played


None ▾

 Add a Comment

 Home


 My Nights

 Search






 Update

Update Page

Appendix – Prototype Screens

 Philly Nights			
Frankford Hall 1210 Frankford Ave. 215.634.3338			
\$ Cover Charge	No Cover		
🍷 Drink Specials	No Specials		
🕒 Line Wait Time	No Wait		
🏠 Neighborhood	Fishtown		
😊 Mood	Casual		
👤 Crowd Age	Varied		
🎵 Music Played	No Music		
Read Comments			
 Home	 My Nights	 Search	 Update

Bar Profile Page

 Philly Nights			
Frankford Hall 1210 Frankford Ave. 215.634.3338			
Tom Roberts The drinks are strong. It's my new spot!			
Erica Green Plenty of picnic tables open, and the fire pits are lit! :)			
Christy Smith Mmmmmm beer and soft pretzels: the perfect combination.			
Ben Marsh Lots of hot babes to play ping pong with.			
 Home	 My Nights	 Search	 Update

Bar Comments Page