



partypetition

Turn up the Volume

# OUR PRODUCT

## nightlife goers

A web/mobile platform that provides the **mass consumer** tailored and affordable access to premium nightlife experiences by enabling users to “petition” multiple venues based on perceived value.

## venue operators

A web/mobile platform that allows venues to:

- Create new bottle customers
- Secure guaranteed reservations and revenue
- Create event awareness with the mass market on and off peak nights
- Gain insight into customers prior to and post arrival

# CREATE NEW CUSTOMERS

- ❑ Identify first-time bottle spenders
  - ❑ Bar Customers to Bottle Customers
  - ❑ PartyPetition Promotions Team
  - ❑ Non-nightlife Industry Referral System
    - ❑ i.e. servers, bartenders, valet, bellmen

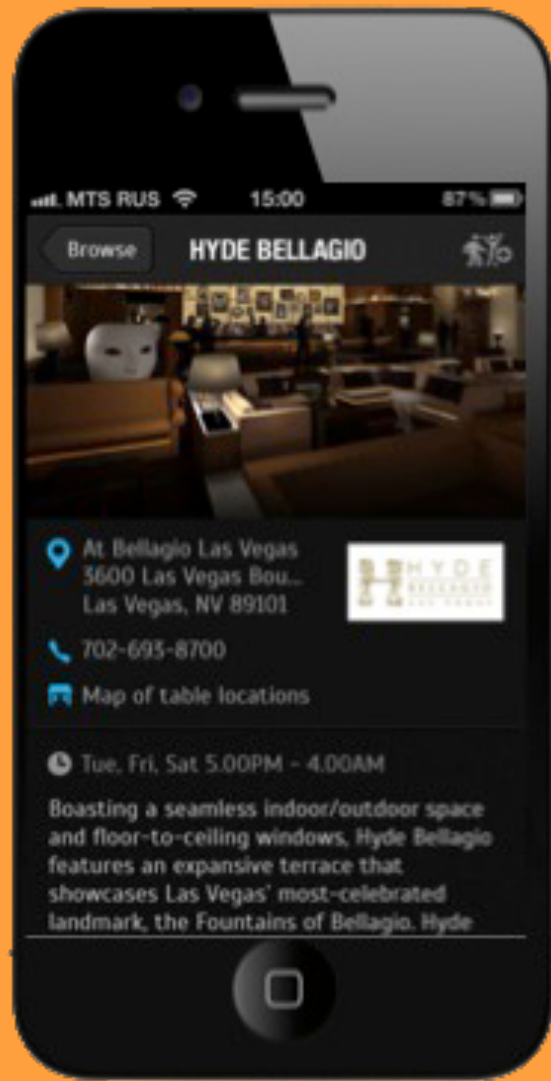
# GUARANTEE REVENUE

- Reservations are pre-paid
  - ▣ Funds transferred 48 hours out
  - ▣ No-show rate reduced
- Cancellation Policy
  - ▣ 3% fee for cancellation outside 48 hours
  - ▣ Within 48-hour window: NO REFUND

# EFFICIENT MASS MARKETING

- Increase web and mobile exposure
- Improve off-peak sales through more attractive offers
  - ▣ Hyde Nightclub vs. Hyde Sunset
- Communicate with potential customers in real-time
  - ▣ Push real-time deals and announcements

# Present Accurate Venue Info



# ACCURATE DATA

- Gain advanced look into potential customers
  - Facebook connect, spend tracking, etc.
- Collect relevant customer info post-transaction
  - Fee TBD

# HOW TO USE PARTYPETITION

## □ Bid Process

- See important group info (profile, budget, dates, and other events)
- Make a bid for that business on par with current pricing and availability
  - Offer 1 bottle or 4 bottles for similar petitions.

## □ Event Creation

- Quickly post events to the mobile app bringing additional exposure

## □ PartyPetition Consultant (24 Hour Availability)



# FUTURE OF PARTY PETITION

- ❑ Penetration of remaining key markets
  - ❑ Los Angeles, New York, Miami
- ❑ Product: Reverse Petitions and Auctions
- ❑ Additional “Petition” Opportunities
  - ❑ Hospitality (next evolution of OTAs)
  - ❑ Travel
  - ❑ Entertainment

# CORE TEAM

Miguel  
Sugay

- founder & CEO
- Stanford grad
- former director with Silicon Valley payments start-up

Yale Rowe

- founder & head of business
- 20 year hospitality executive
- former svp & gm of Hard Rock Hotel & Casino

Greg  
Costello

- founder & top nightlife executive (SBE)
- holds key relations in target markets

Mike Myers

- founder & top nightlife executive (Variety)
- holds key relations in target markets

Andrew  
Easton

- lead engineer (Web)
- Stanford CS grad
- 2 years with Microsoft
- lead Outlook revamp

# KEY INVESTORS

❑ Bob Hoff

❑ General Partner

❑ Crosspoint Venture Partners

❑ Steven Rattner

❑ Founder/CEO

❑ Just One Golf

❑ Paul Makarechian

❑ Founder/CEO

❑ Makar Properties, LLC

❑ Stratton Sclavos

❑ Partner

❑ Radar Partners Investments

❑ Jared Pobre

❑ Founder/CEO

❑ Future Ads

❑ Craig Manchester

❑ Managing Partner

❑ Integral Communities

❑ Evan Knapp

❑ Principal

❑ Integral Communities

❑ Praveen Chandra

❑ President/CEO

❑ Wireless One Inc.

# ADVISORS

## □ Prince Fahad Al-Saud

- Stanford Grad
- Facebook Head of User Operations Arabic in 2008
- Saudi Arabia's Government Advisor on Cyber Technology
- Chair at the Nexxus Global Youth Summit
- Co-founder of Popover Games (acquired in 2012)

## □ Pablo Jablonski (Lead Engineer-Mobile)

- Stanford Grad
- Head of iOS team at Blackboard
- Part of Terribly Clever team (acquired in 2009)