



Dean Matthews, Founder & CEO



dean.matthews@getbfly.com



www.GetBFLY.com

The “datafication” of hospitality, entertainment, nightlife behavior – delivering a new level of granularity and targeted predictors into the habits of active lifestyle consumers.



PROBLEM

Playing Today's Game with Yesterday's Rules



Hospitality
Professionals

INEFFECTIVE
tools to engage
their clientele



Spirits
Industry

LACKS
a means to collect
targeted,
consumer- specific
data

No
Communication

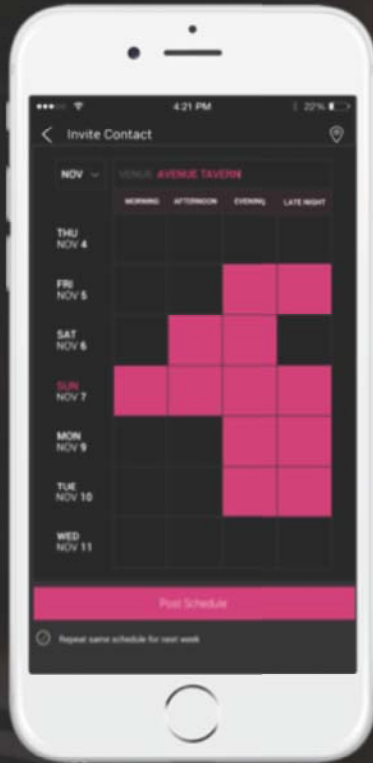


PROBLEM **The Spirits Industry's Gaping Hole**

Mobile Technology Has Changed The Game

- **Outdated Marketing Strategies**
 - Ineffective, Costly, and Resource Intensive
 - e.g. - Attractive models; T-Shirt promotions; Trade Shows; Street Teams
 - Produce no actionable feedback or information
- **Demographic Data is Too Broad**
 - Inability to determine behavior of 'individual' consumers
 - POS Systems do not track 'individual' consumer patterns
- **Lack of Scalability**
 - No scalable 'influence the influencer' focused strategy
 - No scalable 'mobile' focused strategy

SOLUTION **BFLY Mobile App**



BFLY App empowers **Hospitality Professionals** to cultivate and build their own personal brands.

Proactively engage clientele while capturing consumer behavior.



BFLY App provides the **Spirits Industry** direct access and targeted information on customers and hospitality professionals.

Targeting based on drink preference and real-time location.

SOLUTION

BFLY Micro Targeted Messaging

[DASHBOARD](#)[PROMOTIONS](#)[RESPONSE TRACKER](#)[STAFF MESSAGING](#)[CALENDAR](#)[TRAINING](#)[USERNAME](#)

Add a New Promotion > [Preview Promotion](#)

[← Back to Promotions](#)

Promotion Details :

Title ↗

Wild Turkey Promotion - St. Patrick's Day

Enter Website, URL, or Link to Video ↗

<http://wildturkeybourbon.com/videos/commercial-0047>

Start Date & Time ↗

March 17, 2017, 03:07 PM

End Date & Time ↗

March 18, 2017, 03:08 PM

To Be Sent To:

Geographic Regions ↗

Maryland, United States

Venues ↗

The Capital Grille, 5310 Western Ave, Chevy Chase, MD 20815, USA
Old South Country Club, 699 Mt Zion Marlboro Rd, Lothian, MD 20711, USA

Audience ↗

All Audience, 21-65

Consumer targeting based on geolocation, drink preference, predictive analytics, venue and demographics – in real-time.

[← Back](#)[Launch Promotion](#)

SOLUTION BFLY Business Intelligence Portal



Favorite Drink

Cognac / Brandy

4194 Active Users

Who are the Cognac / Brandy Drinkers?

Active Users



Most Popular Time and Day of the Week

	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
12 PM	669	424	147	485	541	210	230
1 PM	854	784	250	821	666	412	287
2 PM	1,394	1,334	260	1,111	868	437	514
3 PM	1,636	1,535	296	1,311	1,136	765	705
4 PM	1,207	1,198	335	1,176	1,368	1,485	1,278
5 PM	1,528	1,389	341	1,483	1,736	1,544	1,377
6 PM	1,704	1,576	341	1,467	1,829	1,818	1,377
7 PM	1,890	1,807	372	1,381	1,671	1,736	1,483
8 PM	1,645	1,894	398	1,398	1,108	1,495	1,334
9 PM	1,686	1,003	414	1,108	1,330	1,452	1,103
10 PM	1,127	1,278	427	1,898	2,443	2,126	1,752
11 PM	1,333	1,475	427	2,043	2,607	2,181	1,895
12 AM	1,376	1,718	481	2,126	2,707	2,345	1,804
1 AM	1,900	1,300	4,000	4,000	8,000	8,900	8,800
2 AM	1,440	1,334	620	1,334	5,496	6,791	2,688
3 AM	1,612	1,198	507	568	819	2,851	1,951
4 AM	596	247	166	507	106	1,111	1,334
5 AM	521	53	98	382	92	668	794
6 AM	212	31	23	131	80	533	612
7 AM	186	6	13	46	10	423	185
8 AM	119	3	5	5	9	156	100
9 AM	32	2	4	1	5	102	45
10 AM	8	1	2	0	3	85	24
11 AM	492	229	100	271	492	186	221

Top Venues for Cognac / Brandy User

Name	Popular Drink	Active Users	Like	Median Age	% Male	Median Income
Archibald's Gentlemen's Club	Cognac / Brandy	39	29	33.0	89.0%	\$134,236.00
Jack Rose Dining Saloon	Cognac / Brandy	29	30	52.0	89.0%	\$61,641.00
Petworth Citizen & Reading Room	Cognac / Brandy	14	27	64.0	71.0%	\$80,367.00

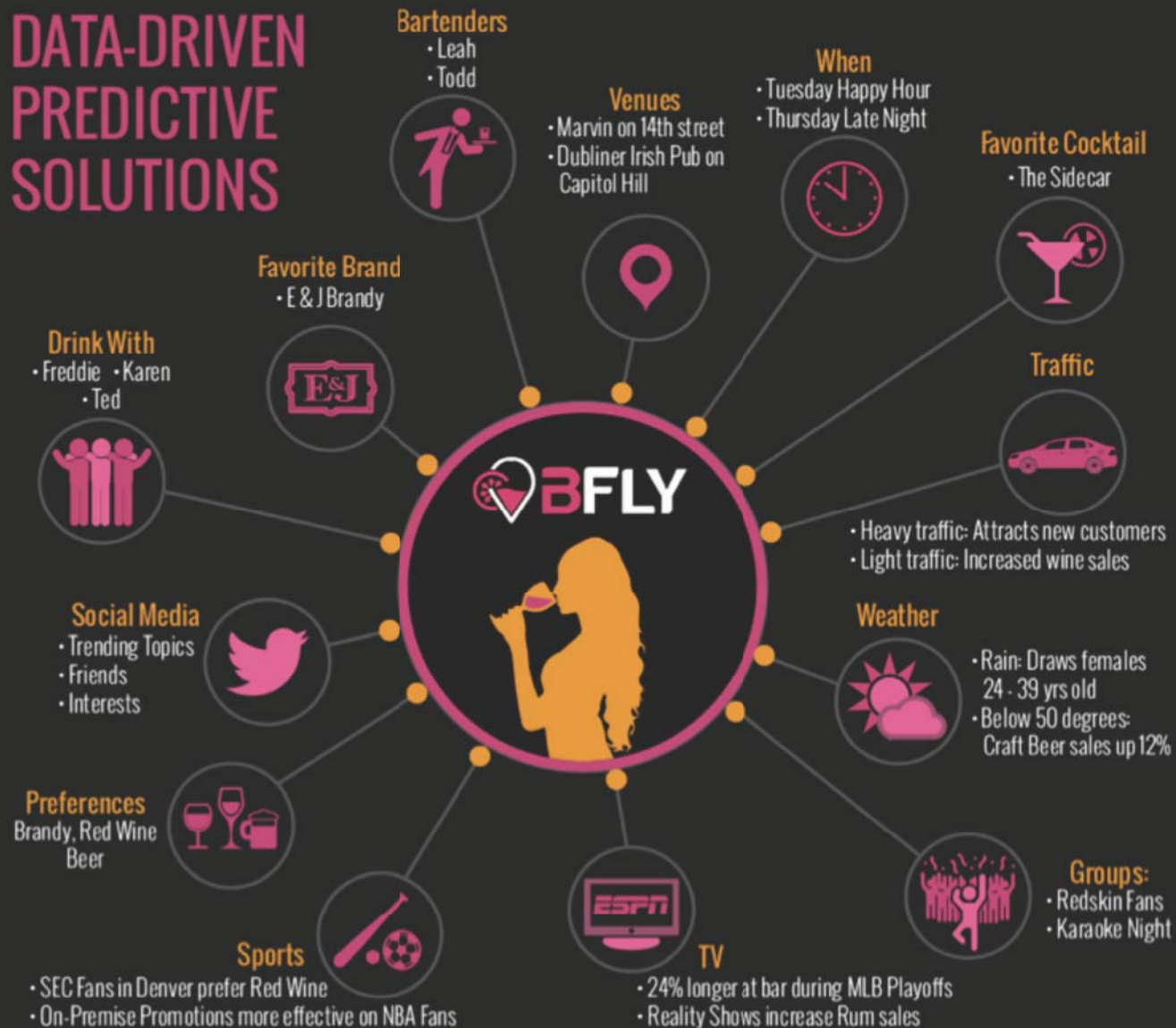
Top Bartenders

Bartender Name	User	Favorite	Median Age	% Male	Median Income
Art Beaton	428	111	53	19.0%	\$82,963.00
Elizabeth Blewett	478	110	42	19.0%	\$127,987.00
Jackelyn Steffley	417	96	59	46.0%	\$110,117.00
Johnnie Hinshaw	348	104	59	78.0%	\$144,615.00
Mabel Welborn	489	98	32	83.0%	\$135,229.00
Malisa Krupp	486	146	47	52.0%	\$66,332.00
Marguerita Everett	325	88	38	48.0%	\$42,946.00
Melissa Rigenbach	324	75	57	56.0%	\$48,510.00



SOLUTION Beyond the Spirits Industry: Big Data is King

DATA-DRIVEN PREDICTIVE SOLUTIONS



MARKET US Market Alone



DATA: The Gift that Keeps on Giving

University of California at Berkeley

Sutardja Center for Entrepreneurship & Technology

How Mobile Apps Can Disrupt the Bar Experience of the 21st Century: A Landscape Report

New sources of revenue could include **drink producers, distributors, and even commercial data aggregators**. The value proposition for drink producers and distributors would be **highly targeted** advertising, particularly if the app combines tab management with drink recommendations and therefore provides ample opportunities to influence its users' drink choices. For data aggregators, the value proposition would be access to **highly detailed data of users, including where they drink, what they drink, with whom they drink it and other metrics that can help understand users' drink choices**.

REVENUE MODEL

3 Independent Revenue Streams

Industry Specific Data Packages

- Data Packages designed per Industry Vertical
- Snapshot Reports
- Actionable Consumer Data
- Quarterly Subscription Payments

Micro-Targeted Advertising

- Real-time, Location-based Targeting
- On-Demand Messaging
- Mobile Brand Activation
- Consumer Proximity Advertising

BFLY Proprietary Data Ownership

- Consumer Behavior Predictive Algorithms
- Real-time Predictive Analysis
- Historical Trend Analysis
- Data Mining

GO-TO-MARKET STRATEGY

CITY BY CITY CAMPAIGNS

- Start in Washington, DC – Launch Digital Marketing Campaign
- Engage strategic communications firm
- Facebook/Instagram Ads; Tapjoy; Referral Marketing
 - Email/Content Marketing; Social Media; SEO
- Expand to New York, Miami, Chicago, Los Angeles, Las Vegas
- City specific digital and social media
 - Ad Spends in smaller markets with high # bars per capita
- Local brand ambassadors
- Partnerships with Regional Distributors



YEAR 1

- 5 Major Cities
- 10 Smaller Markets
- 1,500 Professionals

YEAR 2

- 10 Major Cities
- 20 Smaller Markets
- 3,500 Professionals

YEAR 3

- 20 cities
 - Including International
- 40 Smaller Markets
- 5,000 Professionals

THE TEAM

Dean Matthews, Founder / CEO

- Seasoned Technology Entrepreneur
 - President/CEO, Sympora, Inc.
 - North Carolina State University, MSEE
 - North Carolina A & T State University, BSEE
 - MIT Sloan Executive Education – Platform Strategy: Building & Striving in a Vibrant Ecosystem
-

Dr. Gurumurthi V Ramanan, Mathematics

- Consumer Behavior Modeling
 - Artificial Intelligence
 - Building and Developing Machine Learning Systems
 - Data Mining
-

Yash Parkar

- Certified Gamification / User Engagement and Retention Specialist
 - Researcher, Behavioral Psychology
 - Wharton Business, University of Pennsylvania
-

Luke Malcher

- Social Media
- Digital Marketing Strategist

ADVISORS

George Concannon

On Premise Division Manager
Breakthru Beverage Group
Charmer Sunbelt Group

Mel George

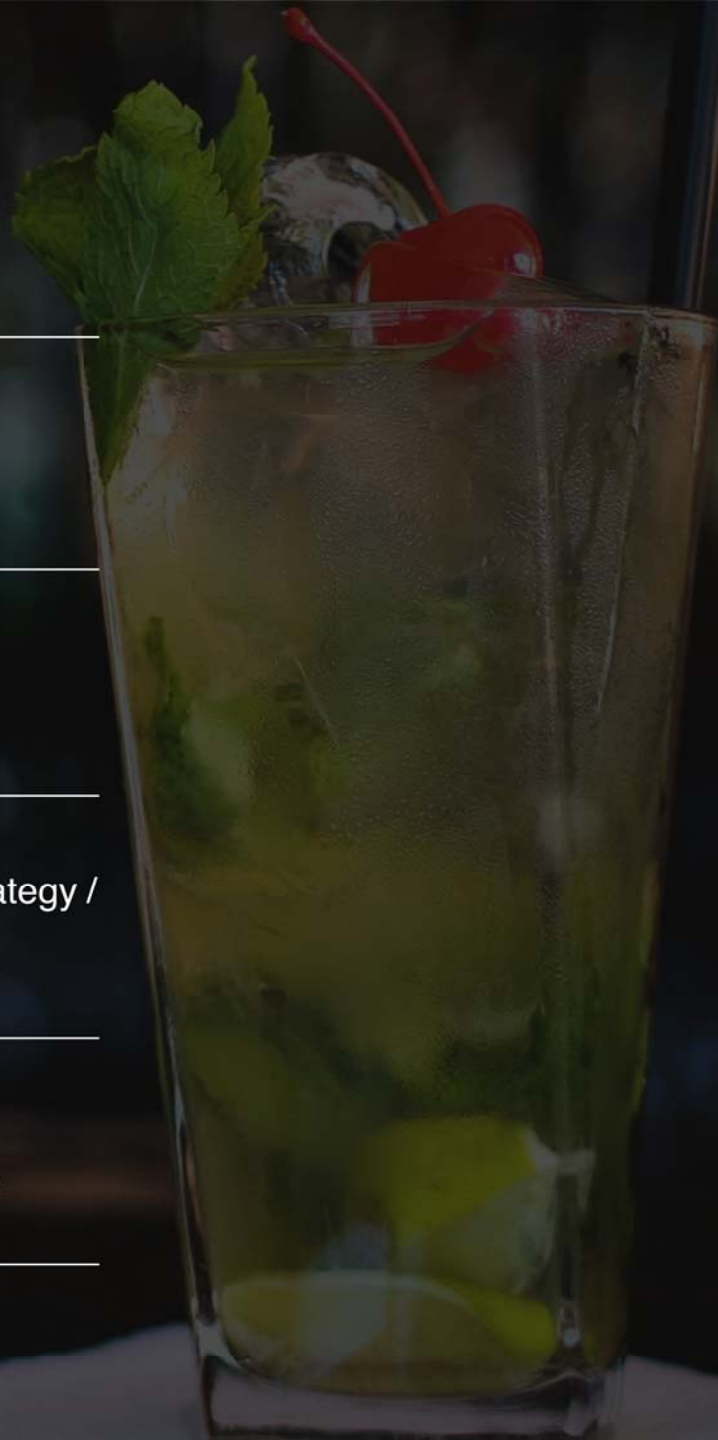
National Account Executive
MillerCoors; Buffalo Wild Wings

Curt Midkiff

Senior Advisor Social Business Strategy /
Digital Media
Southwest Airlines

John O'Leary

Account Executive at Adobe
15 years software sales experience



EXIT STRATEGY

**4-5
Year
Merger/Acquisition**

Viable M & A Prospects

Spirits Marketing / Brand Activation Companies

- *CoActive Marketing, Dragon Spirits, NextLevel*

Large / Mid-Sized Market Research Firms

- *Nielsen, Euromonitor International, Kantar, IPSOS*

Supplier Partners

Mid-Sized Large companies with multiple brands

- *Pernod Ricard, Brown-Forman*

Small companies looking to penetrate market

- *NY Distilling Company, St. George Spirits*

Spirits Publications

- *Shanken Communications, Liquor.com*

Strategic Partnerships

- Long Term Agreements with Supplier Partners
- Bridge the gap between supplier/bartender /consumer

COMPETITION

Limited competition demonstrates market opportunity

OnTheBar a success in Boston, expanding to NYC

The logo for OnTheBar, featuring the text "onthebar" in a lowercase, sans-serif font. The "on" is in white, "the" is in a bold, black font, and "bar" is in white. The logo is set against a dark, rectangular background.

- 10,000 – 15,000 bartenders at 1,000 bars in Boston alone
 - Top bartenders can draw 400+ people to a single shift at a bar
 - OnTheBar proved that you can scale a bartender economy
-

No other known competitors

- Facebook, Twitter & Instagram are not competitors

BFLY 2.0 ENHANCEMENTS

Revenue Generating



- Bartender Private Job Bidding Service
- Manager – BFLY Staff Scheduling Service
- Customer Frequency Tracking
- Event Invitations
- RSVP Accountability

Data Driven



- Customer Check-In
- Rewards Program

Customer Acquisition



- Multi-lingual
- Customer Support



**See what is possible
...do not be limited by what you believe is feasible.**

