



# INSTA PARTY

Book a party in an *instant*.



# INSTAPARTY

## The Problem

There are **fundamental defects** in the party booking process for bars, pubs and clubs.

Venue owners lose business because of outdated systems and lack of timely responses. Customers get frustrated because of latency and many would rather not have to make phone calls, write emails, or fill in antiquated forms on websites.



# INSTAPARTY

## Our Solution

We've **changed** the way patrons and venue owners **connect**.

Instaparty users customize a party to their specific needs and they are directly connected to a venue manager — who will confirm the booking within minutes. Instaparty uses push notification to create immediacy and urgency.



# INSTAPARTY Target Demographics...



## Venue owners:

Bars, Clubs, etc. in major metropolitan markets

Tech-savvy managers and owners who realize that the key demographic (MILLENNIALS) want everything INSTANTLY — and that the key to maximizing their venue profits is by tapping into this knowledge



## Users:

- **Group One:** Mid-20s to early-30s, tech-savvy, price-conscious, socially active trendsetters and major market dwellers who do not like to wait. They desire INSTANT GRATIFICATION when it comes to everything, from taking and posting photos to planning their nights out.
- **Group Two:** Corporate groups; managers and human resources party planners whose employees and companies do a lot of entertaining. These people are inundated with requests to plan nights out for both locals and out-of-towners, and INSTAPARTY is there to make it all happen with the push of a button.
- **Group Three:** Out-of-towners who are unfamiliar with a city and are looking for an amazing night on the town. (We do all the legwork for them.)





# INSTAPARTY

## How it works (consumer side)



1. Users decide **where, when, and what** details they would like at their customized Instaparty. When they enter this information, they are sent a list of venues that fit the bill. Users choose a venue, and voila — their request is sent.
2. Meanwhile, venue owners **receive push notifications & SMS (redundancy)** of party requests and respond to users within our two hour limit.
3. The Instaparty is booked (deposit may be required) and everyone wins.

### HOW USERS BENEFIT:

A streamlined process in which **human error is removed**. No more waiting for latent emails or phone calls to be returned — they do everything on their smart phones within minutes. Their event request is considered by multiple locations, who will compete for their business.

### HOW VENUES BENEFIT:

Venues receive notifications when a user would like to book a party at their establishment. **No more sifting through emails or phone calls** that might get lost in the shuffle — Instaparty keeps track of all of your events for you.



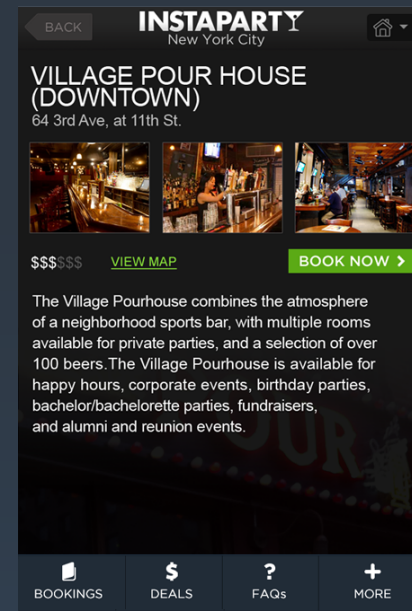
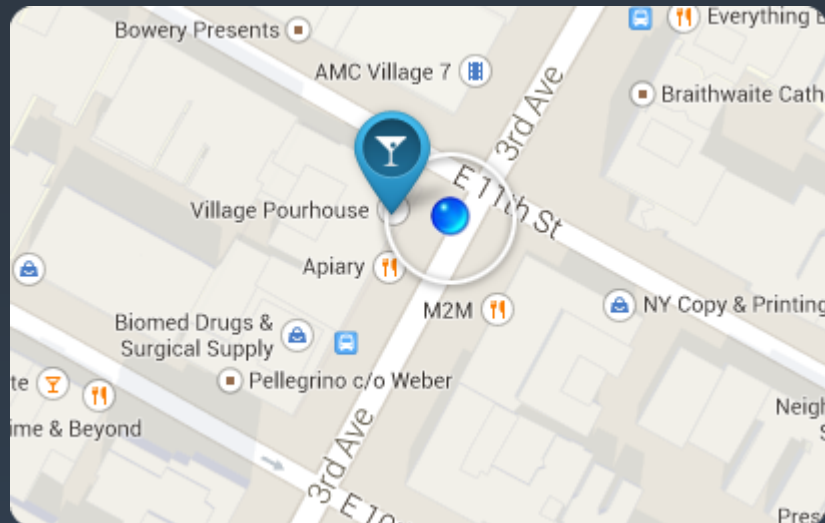
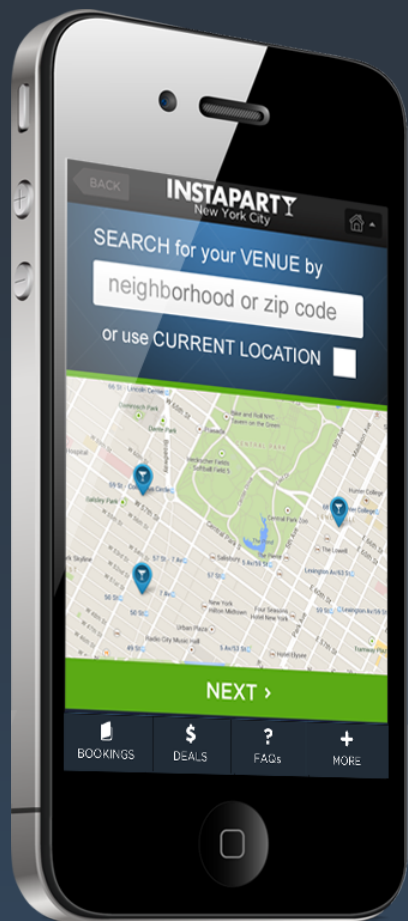
# INSTAPARTY User flow...



The first two screens represent basic information about what **date** and **time** you would like to have the event.



# INSTAPARTY Where? Geo-EVERYTHING.

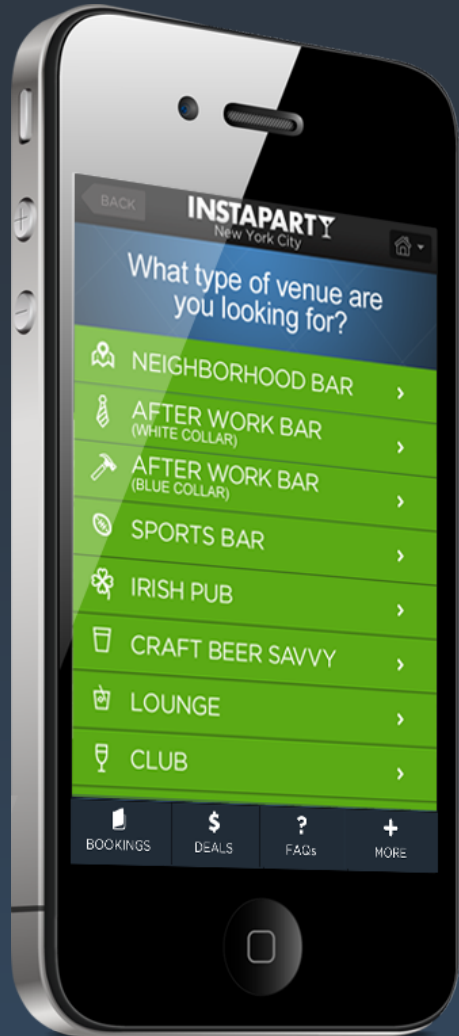


- Three Location Search: **NEIGHBORHOOD**, **ZIP CODE**, or **PHONE LOCATION**.
- By checking 'Current Location' on this screen the entire Map will re-orient itself based on where you are standing.
- **\*BEACON TECHNOLOGY** and **GEO-LOCATING** to deliver relative DEALS...more to come!



# INSTAPARTY

## Genre...all types welcome!

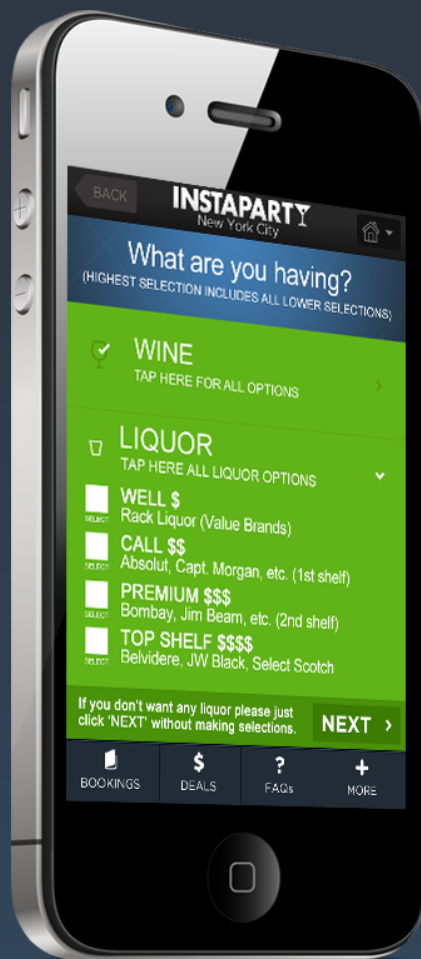


- The next step in the selection process is the “Venue” type.
- In the Instaparty Portal we allow you to **define your bar** in up to five different categories. This will avoid you being pigeon-holed and increase your favorability with the broadest number of customers.
- The ability to **cast the widest net** is in your hands — you can describe yourself as a neighborhood bar, an after-work bar, or all three.
- Users can get the **EXACT EXPERIENCE** they are looking for.





# INSTAPARTY What Are You Having?



- After the user chooses a genre, another set of modifiers — i.e. **Beer, Liquor, Wine, Appetizers** — pops up to further tailor the event.
- The user knows their guests & price points best, and our dropdown menu lets them get specific & keeps your proposed pricing for events **in line with your target ROI**.
- **Determining price per person** is a key step in the process. (More details on the ever-important pricing topic will be explained in a few pages...)

BEER

TAP HERE ALL BEER OPTIONS

SELECT

DOMESTIC/SPECIAL

Drafts & Bottles

ex. Bud, Bud Lt., Miller etc.

SELECT

PREMIUM

Drafts & Bottles

ex. Guinness, Craft Beer, Imports etc.

If you don't want any beer please just click 'NEXT' without making selections.

NEXT >

LIQUOR

TAP HERE ALL LIQUOR OPTIONS

SELECT

WELL \$

Rack Liquor (Value Brands)

SELECT

CALL \$\$

Absolut, Capt. Morgan, etc. (1st shelf)

SELECT

PREMIUM \$\$\$

Bombay, Jim Beam, etc. (2nd shelf)

SELECT

TOP SHELF \$\$\$\$

Belvedere, JW Black, Select Scotch

If you don't want any liquor please just click 'NEXT' without making selections.

NEXT >

WINE

TAP HERE ALL WINE OPTIONS

SELECT

HOUSE \$

Point Scale < 80

SELECT

MIDDLE RANGE \$\$

Point Scale 81 - 89

SELECT

TOP TIER \$\$\$

Point Scale > 90

If you don't want any wine please just click 'NEXT' without making selections.

NEXT >

APPETIZERS

TAP HERE ALL APPETIZER OPTIONS

SELECT

BRONZE \$

Cost-Conscious Offering...

SELECT

SLIVER \$\$

A Good Value, A Great Spread...

SELECT

GOLD \$\$\$

The Best Money Can Buy...

If you don't want any food please just click 'DONE' without making selections.

DONE >>

\*Property of INSTAPARTY LLC. | Read only



# INSTAPARTY

## How many people do you want to invite?



- Whether it is a **small group** of your college buddies gathering for a few pitchers of beer, a **corporate event** to celebrate your manager's latest promotion or a surprise 30<sup>th</sup> birthday party – INSTAPARTY can handle it.
- Just **enter the number of guests** and press submit. Any venue that is in the running for your business now knows the approximate size that they need to plan for.



# INSTAPARTY

“Money, it’s a hit”... **PINK FLOYD**



As bar owners ourselves, we know that it is very important these days for venue owners users to plan ahead and remain budget conscious. At this point Instaparty has determined a fair starting price based on your input, using our **proprietary algorithm**.

The concept of a monetary starting point based on variables entered thus far will be calculated by the app engine. The user can increase the amount they want to spend per head by sliding the bar to the right. By doing so, the caliber of the results will be improved.

## **The cost/person we calculate isn’t our decision, it’s yours!**

Instaparty only uses the data that you provide us to make the best match. You can change your pricing on a daily basis, as Tuesday pricing may be different than a busy Saturday night. Flexibility in real time is a key component to the Instaparty mantra.

**Quick example:** An event at a upscale lounge with top shelf liquor and a DJ for three hours, will start at ~\$60/head. Whereas a softball team who wants domestic beer and wings would start at ~\$35.



# INSTAPARTY

## For our Venue Owners...



As a Venue Owner, how do you benefit the most?

- **Real-time data** and analytic information help you steer your business and maximize your calendar's potential.
- The tech-savvy Millennial demographic will be drawn to Instaparty's ease — resulting in more customers for you.

***\*Patrons are connected to venue owners at the **PEAK** of their purchasing process!***





# INSTAPARTY

## What kind of **HARD DATA** will we provide?

### How does this help you?

Real time reporting **tracks your venue manager's response time and outcome**. You can also compare your establishment's to your competitors by: genre, neighborhood, or total market.

- Real time reporting provides data for success matrix
- CRM tool
- No cost to you, ROI focused.
- All of your upcoming events are consolidated in one place





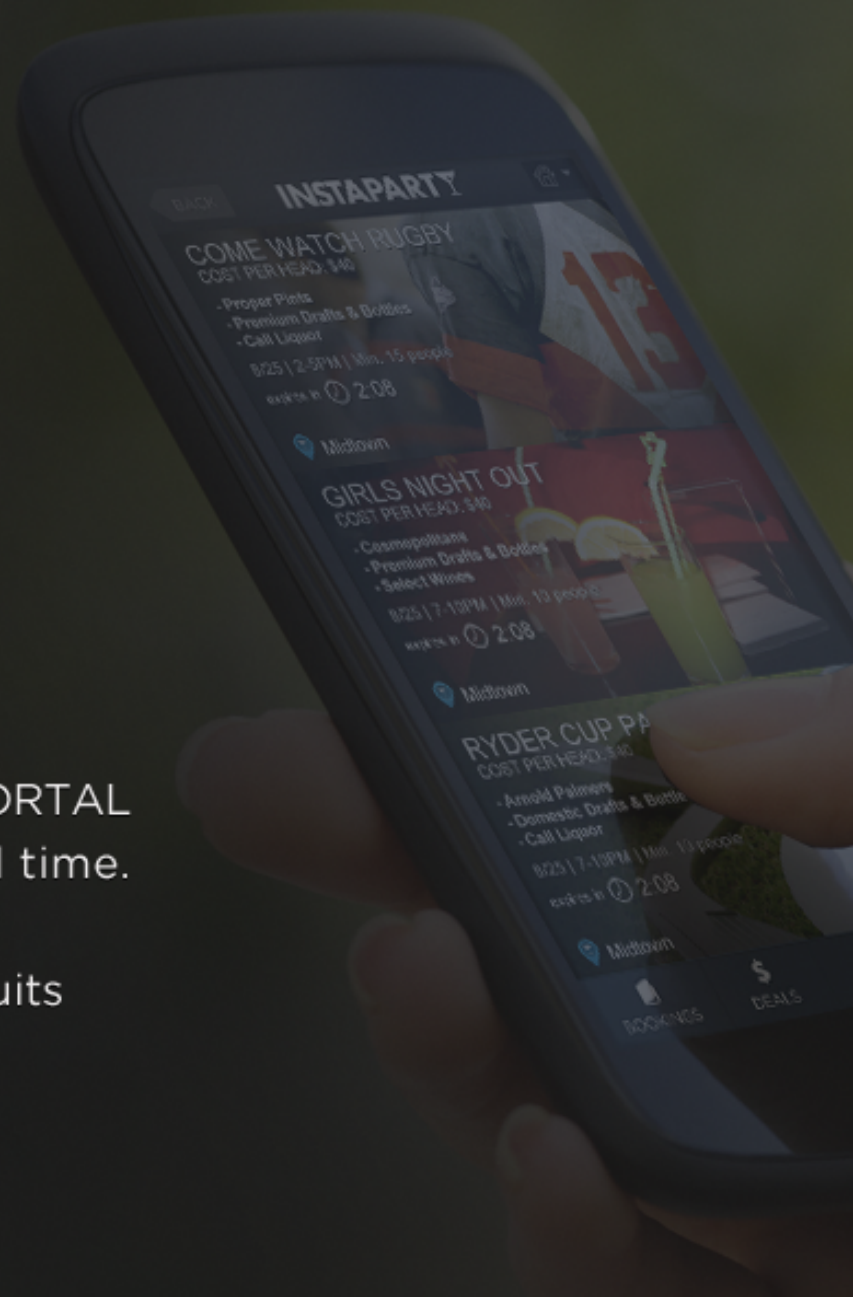
INSTAPARTY

## Underlying magic

The card up our sleeve is our unique take on **DEALS**, which benefit **BOTH** venue owners and users.

Venue owners can **INSTANTLY** create a specific deal through our PORTAL in a few easy steps to maximize their capacity or calendar in real time.

Users will search our deals section, find an offer that specifically suits their group, and jump on it right away.





# INSTAPARTY

## What are Instaparty Deals?



**DEALS** is a component that benefits both Venue owners and Users

- Venue owners can INSTANTLY create a specific deal through our Instaparty PORTAL in a few easy steps to maximize their capacity or calendar in real time.
- Users will search our Deals section, find the offering specifically for their group, and jump on it right away.
  - Example: Tonight at Sam's Bar and Grill: "THE BEFORE THE GAME SPECIAL" \$35/person, 5-8PM, Domestic Drafts, Well Liquor, and a plate of wings, 10 person minimum.



# INSTAPARTY

## Competitive Landscape



Instaparty allows **USERS** and **BAROWNERS** to create unique nightlife experiences. We act as a sales conduit that connects establishments and patrons at the height of the purchasing arc...



### GAGGYL

Discover curated Group Dining, Private Rooms, & Open Bar Experiences in NYC  
*Curation vs IP Creation.*



### SNAGASTOOL

SnagaStool let's you reserve stools right at the bar. *Perceived by some as exclusionary 'Jerk-nology'*



### YPLAN

Browse through a curated list of events in town and book in just two taps. *Curation again.*



### TABLELIST

Tablelist is a way to book tables at the best nightclubs and lounges.  
*Focused on one market only.*



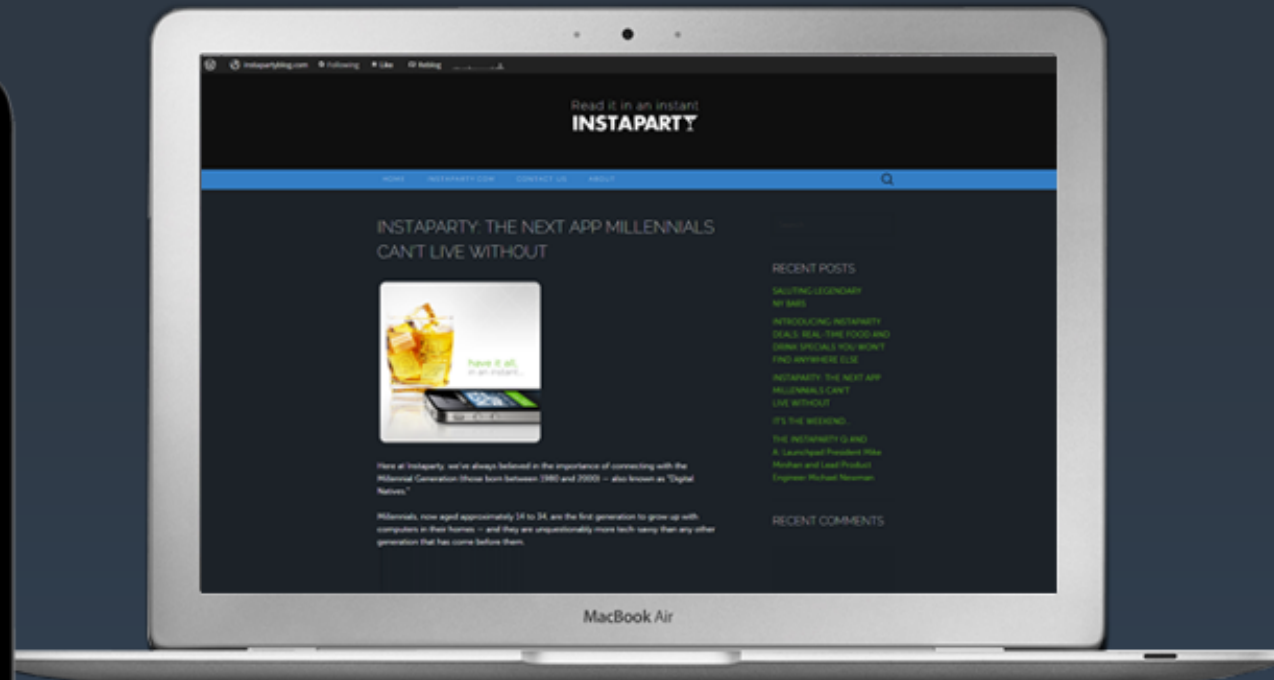




# INSTAPARTY Read all about it...



But that's not all. Unlike any other party planning app, Instaparty will also provide you with real-time data on your ROI – so you can see exactly how your DEALS are performing, to help you increase your



instapartyblog.com

Our blog is a great place to read about our product(s), peer reviews, and media exposure.



# INSTAPARTY Brand Ambassadors:



We have, at our disposal, **an army of energetic 20-somethings** and well healed corporate veterans spreading the word about the product.

This equals more downloads, more buzz, and more users and which all translates Into more business for you.



# INSTAPARTY Transaction & Payment Processing

## Details

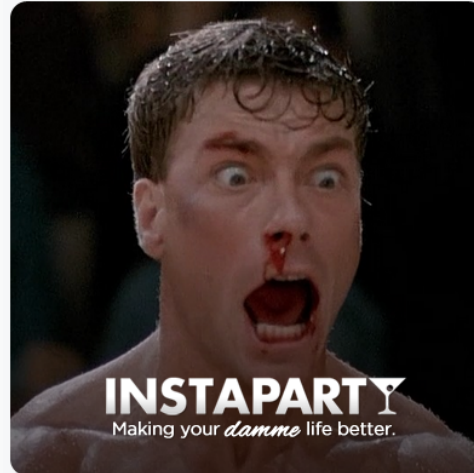
- Transactions are secure with Top-tier SSL web security - up to 256-bit encryption
- Transactions processed by Authorize.net & Merchant Warehouse
  - Authorize.net is a leading payment gateway provider
- Funds will be deposited after associated Instaparty fees are removed
  - **Instaparty fee – 8.75%**
    - Processing fee – 2.63% + \$.10 per transaction
    - Processing fee – 2.90% + \$.15 per transaction for AMEX
- DEALS will be paid for using a venue owner's credit card on file and not by direct withdrawals from bank account.
  - **\$30/Deal/Day/Location**





# INSTAPARTY Let's HAVE FUN with the brand...we're edgy!

We speak to your customers, because they are our customers too.







# INSTAPARTY Summary (for Venues)

The VALUE of Instaparty is...

- **Real-Time** party bookings (gatherings to corporate events)
- Reporting & **data** to maximize your response & operations
- No missed phone calls or dead end voicemails.
- Managers are left with more free time to do other important tasks.
- DEALS you can create to attract customers and increase business
  - Create and make in real-time for dollars/day
  - Gives you the opportunity to attract patrons
- **Pull vs. Push Model**
  - We are a sales portal/conduit, not another “review site.”
  - No more fluff advertising that has little or no ROI

*Success is measured by the business we drive to your door....PERIOD.*





venue



# INSTAPARTY



## Liam Hayden: Founder | CEO of Instaparty LLC

Liam is responsible for leading the software development, sales, strategy, and business development at INSTAPARTY LLC. With over 15 years of knowledge and expertise in the nightlife industry, Liam quickly identified the potential for INSTAPARTY's value and timing in the marketplace. Tapping into his marketing background and hands on corporate sales experience, Liam developed INSTAPARTY to fulfill the needs of the consumer while providing the business owner with a revolutionary revenue producing product.

Liam currently lives in Hoboken, NJ with his wife, Kristen. He enjoys distance running, fly fishing, and to say he is a live music aficionado would be a gross understatement - it is a passion of his.



# INSTAPARTY



## Brian Fallon: Head of Product

As Head of Product, Brian is responsible for the design and development of Venue. With over 20 years of experience, he is both an accomplished developer and award-winning creative director. In 2002, Brian started wedOrama.com, a wedding-website company that he later sold to The Knot, Inc.

When he is not developing iOS apps, you can find Brian in NJ where he lives with his wife, Diane and their three children. He enjoys golfing, the beach and discovering new music.



# INSTAPARTY Advisory Board



## Dennis Roche: Founder | Burbio

Dennis Roche is a 20 year veteran of new media start ups in the youth media, digital out of home, nightlife, fitness and sports industries.

He began his career at Morgan Stanley as a financial analyst and later joined Procter & Gamble in brand management. In 1993 Roche left P & G to co-found a youth media business, selling the business in 1997. Since P & G Roche has served as President of four different media companies over a 17 year period, involving over a dozen acquisitions, three exits, and multiple fundraising rounds.

He currently is co-founder of Burbio.com, a networked calendar application targeted to communities.

Roche is a 1987 graduate of Georgetown and a 1991 graduate of the J.L. Kellogg School of Management. He lives in Pelham, NY, with his wife and four boys.





# INSTAPARTY Advisory Board



## David M. Spinato

### DIGITAL MARKETING & SOCIAL MEDIA MAVEN

Dave is a creative, enthusiastic Internet Marketing Professional with over 14 years of global and domestic experience within the digital space equipped with a solid history of planning and executing revenue-generating promotional programs and brand experiences. Dave was a Brand Innovators '40 Under 40' recipient

As the Global Director of Digital Marketing & Social Media at Harman, the parent company behind an array of legendary brands. His core responsibility is to oversee the digital strategy & development for all owned, earned & paid media channels worldwide.

Prior to joining Harman, Dave was the Global Director of Digital for Smirnoff at Diageo where he worked with key regions and stakeholders from around the world (US, Western Europe, Eastern Europe, LAC, Africa, and APAC markets) embedding digital strategies & innovation to enable transformational digital development boosting Smirnoff to one of the leading CPG brands within the digital landscape.



# INSTAPARTY Advisory Board



## Gary Godshaw: Managing Director @ Goldman Sachs

Gary Godshaw joined Goldman Sachs in 2002 in the Capital Markets Financial Institutions Group. In 2003 he moved to the Credit Derivatives sales team focusing on bank and hedge fund clients. Gary has been a senior relationship manager in both Structured Products and Leveraged Finance specializing in structured credit, correlation, and distressed products.

Gary was named Managing Director in 2011 and graduated magna cum laude, Phi Beta Kappa from St Lawrence University with a bachelor's degree in Economics.



# INSTAPARTY Advisory Board



## Terry Solomone: Founding Partner, Product Evangelist, Music Mastermind Inc.

Over his 20 year career on Wall Street, Terry Solomone has managed businesses for broker-dealer firms in New York, Mexico City, Sao Paulo and London. In his most recent position as Vice President of Tradition Asiel's Emerging Market Desk, he successfully co-developed and deployed a hybrid electronic trading platform which facilitates the trading of debt products between the world's largest banking institutions. Prior to joining Tradition in 2008, Mr. Solomone was Managing Director of Axiom Group's Emerging Markets Credit Default initiative.

With music as a lifelong interest, Terry went on to become a founding partner of Music Mastermind Inc, where he was instrumental in helping develop the ideas and technology that would power the music app Zya, which launched globally in December of 2013 via mobile games publisher Chillingo, a division of Electronic Arts Inc. (NASDAQ: EA).

Zya, a free-to-play revolutionary music experience, enables fans to interact with, and create their own music with some of their favorite artists. Users make their own studio-quality songs and create mash-ups with famous hits from artists such as Public Enemy, Lady Gaga, Maroon 5, and many more.



# INSTAPARTY Advisory Board



## John DelMauro: Senior Vice President Conferences and Events @ SourceMedia

John DelMauro has more than 12 years of sales and management experience in the financial B2B media industry. John is currently responsible for the conferences and events business at SourceMedia which produces more than 60 events annually across the financial services industry. John's prior role at SourceMedia was as Group Publisher of the Banking and Payments group. In this position he was responsible for managing advertising sales and circulation development for SourceMedia's flagship daily newspaper, American Banker, as well as U.S. Banker, Bank Technology News, PaymentsSource, ISO&Agent and Collections & Credit Risk.

Earlier in his career, John held sales positions in the conferences and exposition division of Thomson Media, SourceMedia's prior owner, and was the Vice President of Sales at RFID Journal, a technology media company. John holds a BS in Psychology from St. John's University.