

with friends

“Withfriends is the answer to a major issue plaguing American cities.

Kunal and his co-founders [Joe & Martha] are going to create a more just world, full of beauty and art.

– **Columbia Venture
Community**



Meet the Team



Co-Founder & Engineer

Founder @babycastleles video games gallery, CoFounder @thesilentbarn music venue, musician @loudobjects



Co-Founder & Sales/Support

Director, entrepreneur, and resident of music/art spaces in NYC for over a decade incl. @clocktower_nyc @newmuseum @pioneerworks_ @deathbyaudio @thesilentbarn @showpaper



Co-Founder & Product/Design

Artist, designer, and coder who has built transparent enterprise data platforms at clients including at @VarickMedia @ASCAP

- Serial entrepreneurs of creative sector businesses for young artists
- Appear in mainstream media, public speakers, > 5,000 customer relationships in market

Music and art venues need more money now.

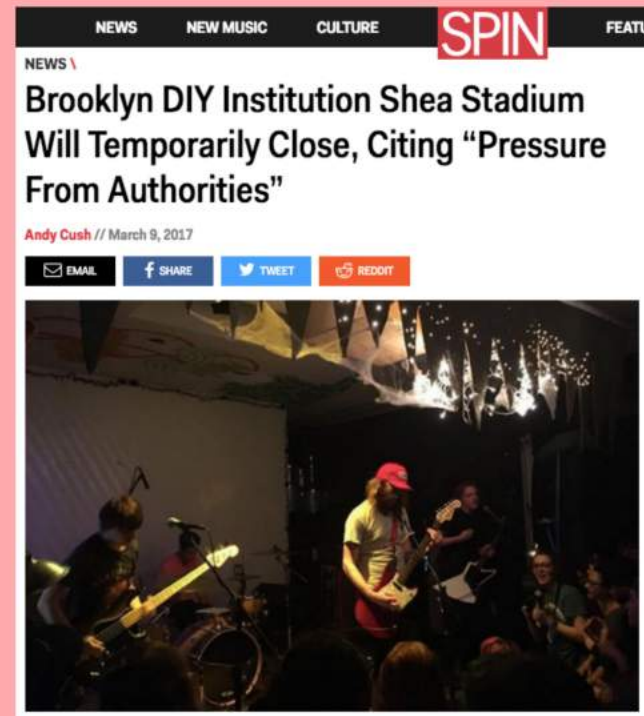
Rents rise 7-10%/year - first in major metros and surrounding



Unintentional costs of ultra-easy monetary policy

Apartment List National Rent Report

New financial pressures post-Oakland fire



DIY in Crisis: Has Oakland's Ghost Ship Fire Jeopardized the Underground

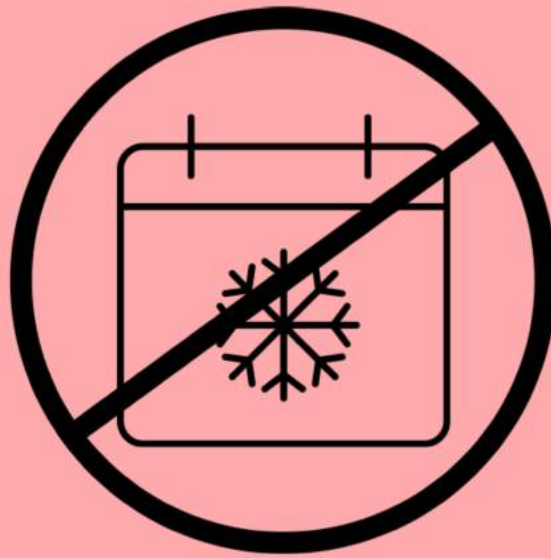
Brooklyn DIY Institution Shea Stadium to Close, Citing "Pressure from Authorities"

Traditional options don't work.

They're hungry for a real answer.



**Grants are for non-profits,
most are small businesses.**

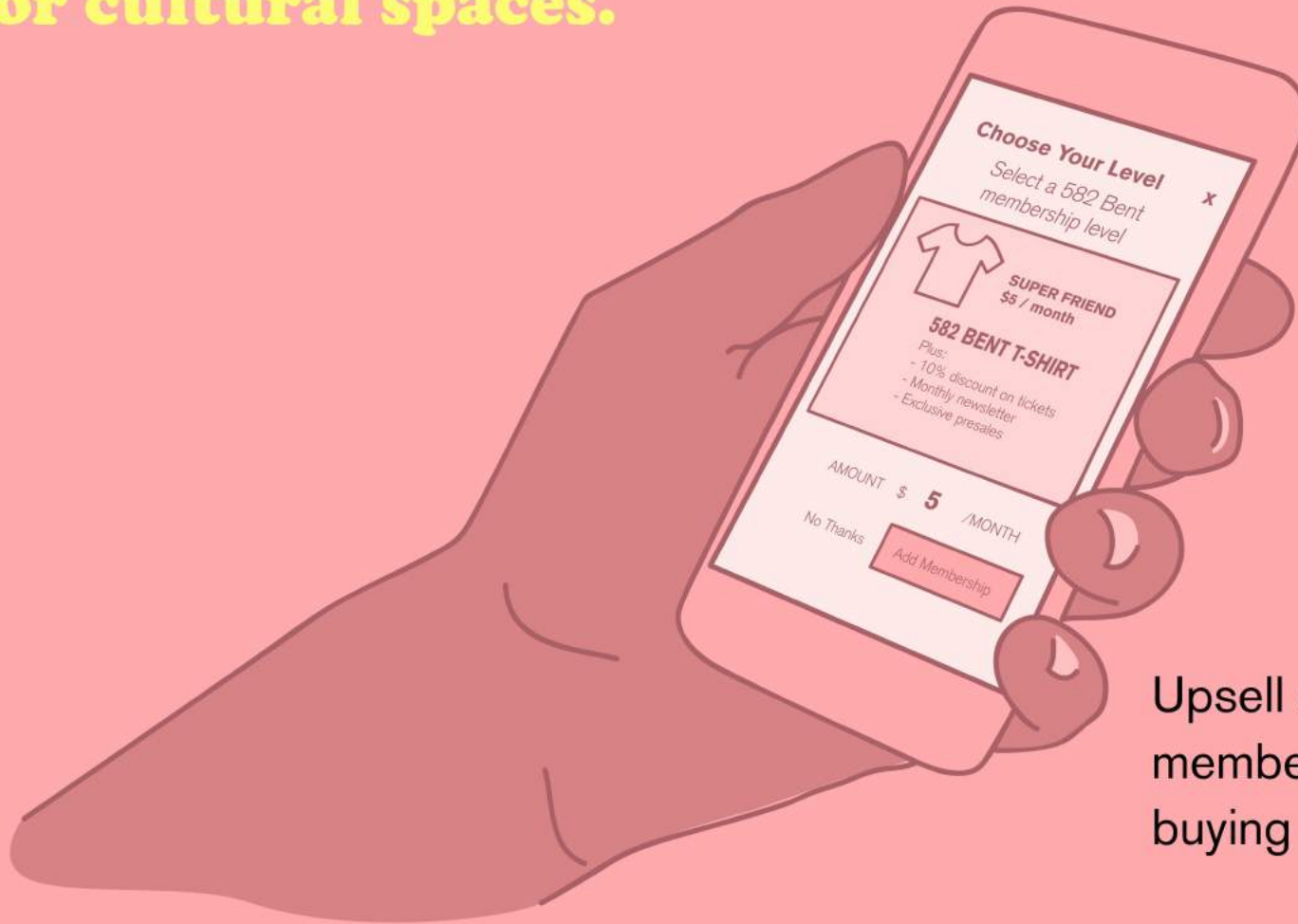


**Year-end fundraising is tough,
competitive, and too slow of a cycle.**



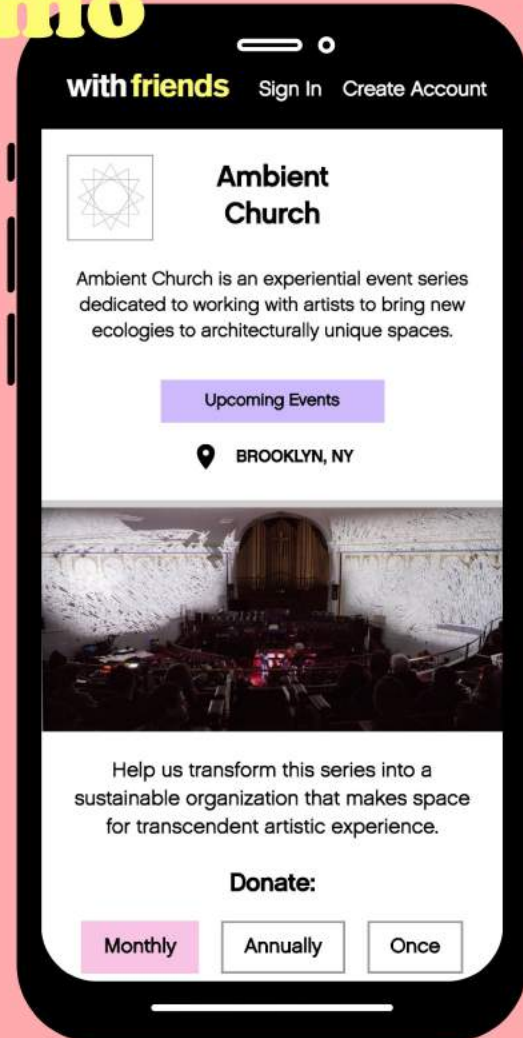
**Fundraising is a hard skill-
assigning to existing staff or
volunteers doesn't perform.**

**Withfriends is a membership platform
for cultural spaces.**



Upsell customers into memberships as they're buying tickets to your events.

Demo



19%

of ticket buyers have become members on Withfriends

which results in ...

\$15

in additional revenue per ticket sold on Withfriends

PLAY VIDEO

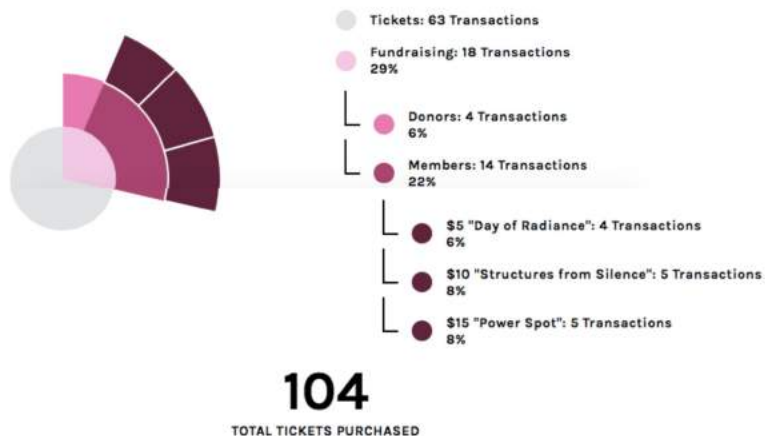
Results

REPORTS

Transactions ▾

in

September ▾



Tickets Sold...	\$2497.5
Donations...	\$57
New Memberships...	\$1740 *
	\$4294.5

⌚ Pending ⬇ Bank Transactions

* \$145/mo estimated across a year

Case Study: Ambient Church

Beautiful music/projection mapped video performances at churches

22% of ticket buyers **become members** at avg **> \$10/mo**

7% of additional ticket buyers **paid extra** in support

70% resulting increase to their annual revenue

Competition: Points of Differentiation

Eventbrite

- Doesn't convert audiences or ticket buyers into recurrent paying supporters
- In many cities, they are used for meet ups and popup events, not by spaces with regular events programming
- Their clients need membership services but don't have internal resources or desire to provide them

PATREON

- They target individual artist / creators, rather than venues
- They act as an online platform where fans congregate to pay a subscription amount of their choice to creators, and aren't a plug & play software that works at the point of sales
- Their tools only meet the needs of digital creators



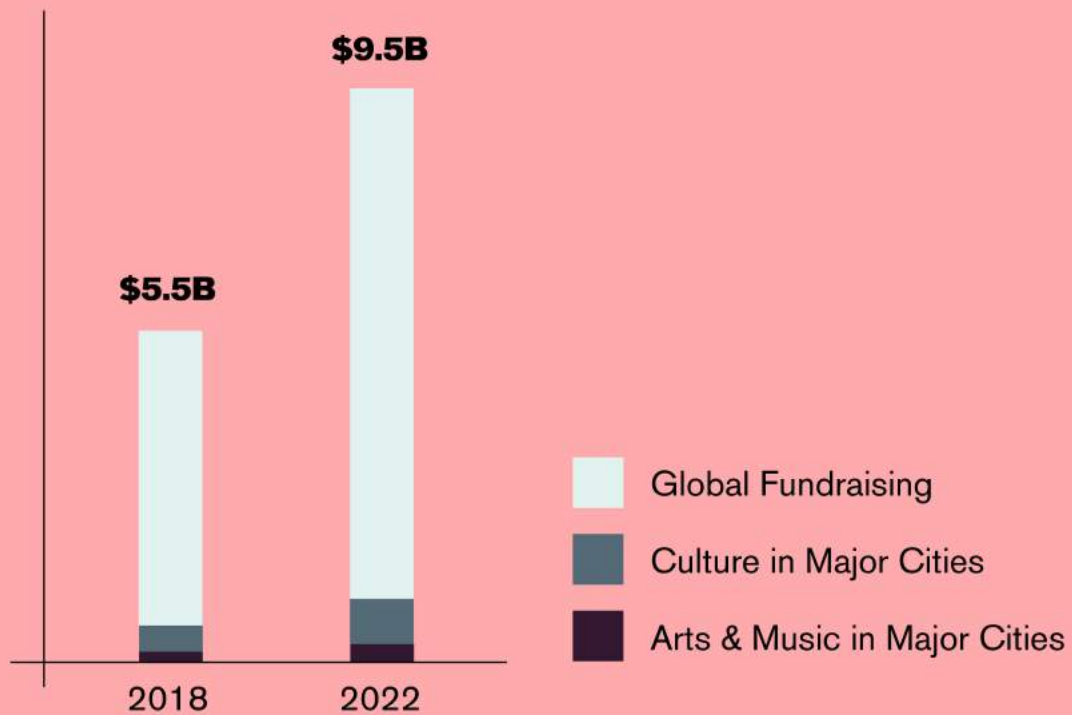
(Kickstarter)

- They target individual artist / creators, rather than venues
- They act as an online platform where people subscribe to support creators on an ongoing basis, and aren't a plug & play software that works at the point of sales
- Their business model is murky and unsuccessful for pilots without a digital product

...**no one** meets the needs of entertainment & cultural businesses like **withfriends**

Total Addressable Market

Size and growth of this industry from 2018 to 2022
(Art & Music subset accessible to WF only considered)



*Data for this analysis was collected from IBIS World, Statista, Fundly, and Strattica Capital





Markets

Arts organizations, music venues, night clubs, museums, community spaces, book clubs - anything with an energized audience and an active events program.

Art Spaces

> 4k in NYC

40k in US (estimated)

(source)

- we earn them **\$20k - 100k** annually
- they earn us **\$50-200/month**
- incl. **North Brooklyn Farms, Park Church Co-Op, Harvestworks, MOHA, Death by Audio Arcade** and
> 100 art spaces on withfriends

Music Venues

▲ 28% by 2021

(source)

- we earn them **> \$200k** annually
- they earn us **\$1k/month**
- including **Le Poisson Rouge, Elsewhere**, and 4 music venues on withfriends

Pricing

withfriends helps event organizers earn sustainable income from memberships

- with **no monthly fees.**

withfriends fee*

tickets:

\$1 + 2.5%

memberships:

5%

donations:

5%

transaction fee Powered by **stripe**

+ 30¢ + 2.9%



So how do we grow and support our network of invaluable spaces?

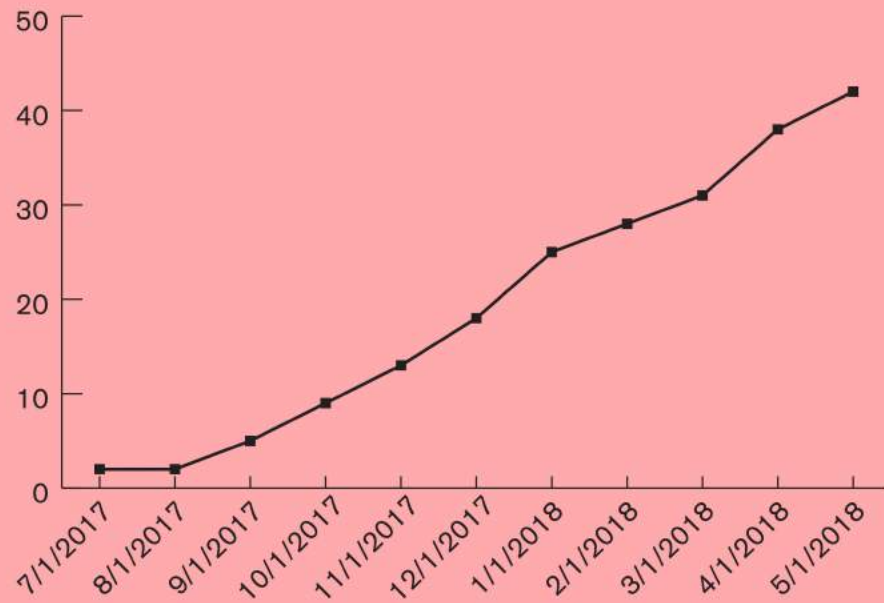
With our network of **jewellers**, of course!

Jewellers are passionate community members who find our cities' gems all around us and help them shine

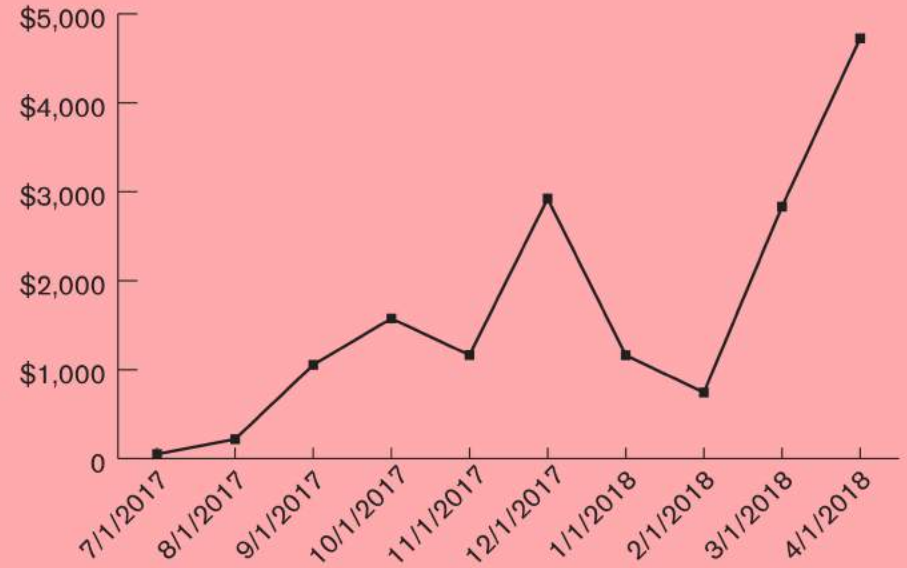


Traction

Accounts

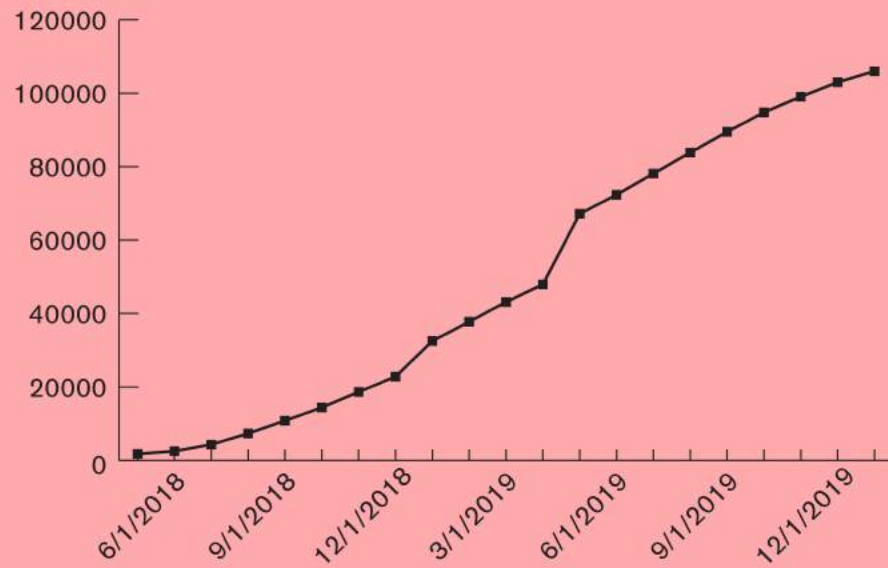


MRR

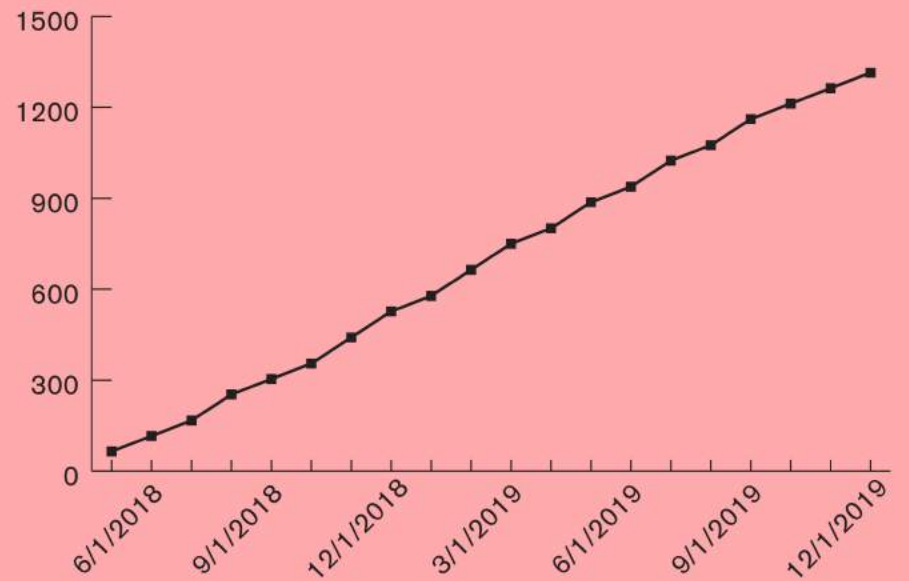


Sales

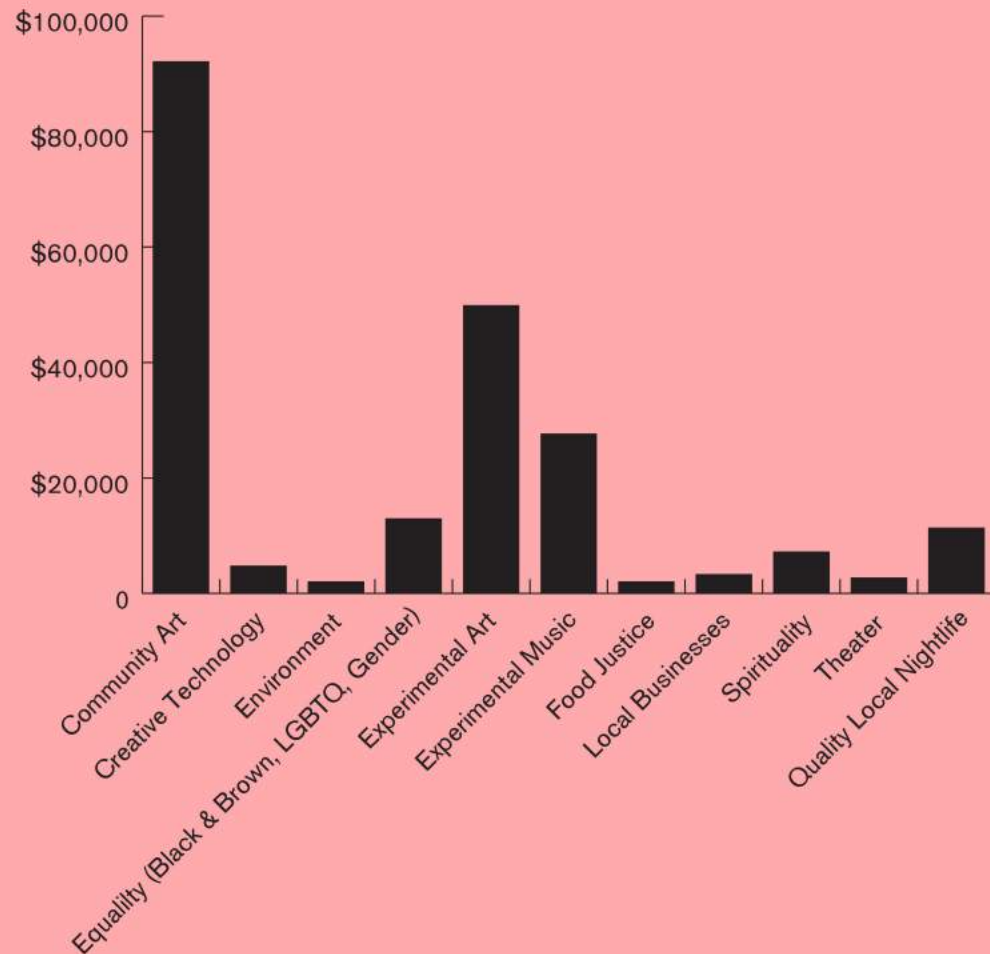
Monthly Recurring Revenue



Venues



Our Impact



2,616 supporters have pledged **\$218,145** to cultural businesses with friends so to enjoy quality arts, community, and local nightlife in their cities

12.5% of that support had a direct impact on affordability, environment, food justice, and equality, and spirituality

Raise \$500k

18 months / Small core team + sales and marketing

Goals

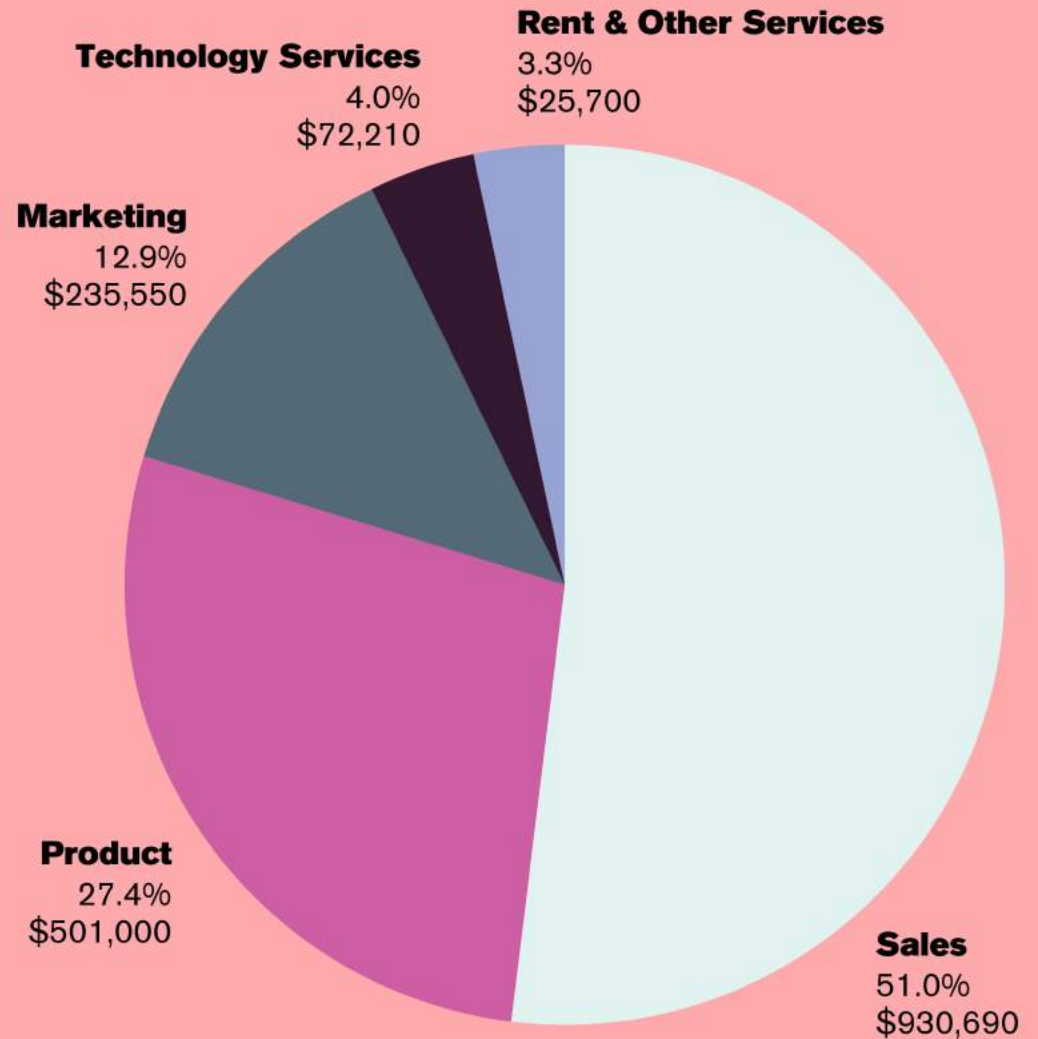
By Q1 • \$2KMRR via 30 invite-only art spaces ✓

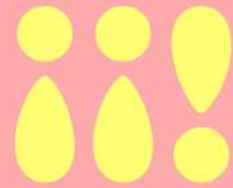
Q2 • Public launch campaign ✓

Q3 • Expand to 350 launched venues (165 matured)
• \$14KMRR
• Plus 5 large music venues

Q4 • 570 launched venues (350 matured)
• \$32KMRR
• Plus 8 large music venues (3 matured)

Q4 2019 • 1365 launched venues (1210 matured)
• Plus 20 large music venues (15 matured)
• \$108KMRR





with friends

Thanks!

- Kunal, Joe & Martha



team@withfriends.co