

environment where the cost to make a customer feel special by offering them a perk now is similar to the cost to convert them through ads.

What is your proudest accomplishment? ▾

I was homeless and slept in a parking garage during part of my time in high school. I worked 3 jobs to pull myself out of it in order to put myself through college eventually opening (and selling) a cigar company.

How far along are you? What's your biggest obstacle? ▾

We have just released our newest version of the app to both Apple and Google App stores, we currently have 95 partner restaurants and over 1000 registered users that we are converting over from our MVP to our new version.

Our biggest obstacle and main focus for the upcoming quarters will be user growth.

Who are your competitors? Who is the biggest threat? ▾

We view companies such as Groupon, Yelp, Seated to be competition as they operate in the space of driving people to restaurants. We view Yelp to be the biggest threat as they have the funding and staff to challenge if need be.

What do you understand that your competitors don't? ▾

Coming from the restaurant industry, we understand how the costs related from our competitors platforms can end up hurting more than helping in a lot of scenarios. Also - we don't do "discounts" as restaurants don't like how it cheapens the feel of their place.

How will you make money? ▾

We are a freemium platform. Free users get 3 complimentary appetizers per month, while premium users can claim one per day for \$9.99/month.

We are currently exploring options to offer additional services to the restaurant end beyond the core platform. These additional features will have a charge attached to them.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? ▾

Our biggest risk is copy-cat. The power of the initial platform isn't in its technology but in its ability to easily connect interested diners and restaurants. Moving too slowly to other locations and allowing copy cats to get a strong share in new cities beforehand would force us to use heavier marketing to take it away and limit our ability to put that money towards additional growth potentially exacerbating the issue.

Our success is balanced around speed of growth to new areas and depth of growth, meaning how quickly we can get restaurants onboarded.

What do you need the most help with? ▾

An area where additional expertise would be highly welcome would be in user growth and engagement - while we are confident we will find success in these through experimentation, but having extra knowledge is invaluable.
