



Dean Matthews, Founder & CEO



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[www.GetBFLY.com](http://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

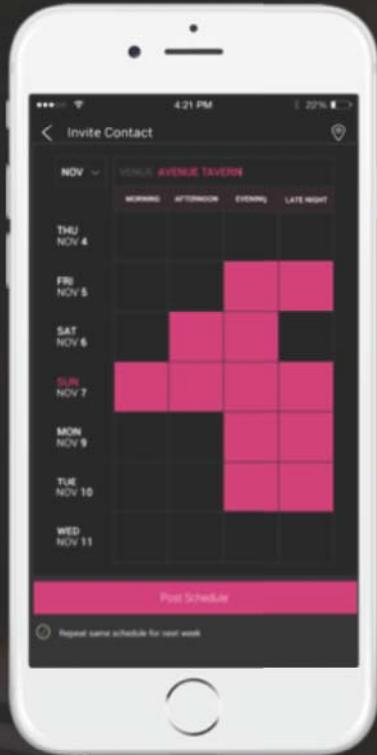


# PROBLEM **The Spirits Industry's Gaping Hole**

## 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- **Outdated Marketing Strategies**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	689	424	147	485	541	210	230
1 PM	854	784	250	621	666	412	287
2 PM	1,384	1,434	260	1,111	1,068	437	514
3 PM	1,636	1,826	296	1,321	1,136	765	705
4 PM	3,207	2,198	335	1,276	1,868	1,483	1,239
5 PM	3,528	2,383	341	1,683	1,796	1,544	1,377
6 PM	3,704	2,378	341	1,467	1,823	1,818	1,377
7 PM	3,890	2,607	372	1,281	1,871	1,795	1,480
8 PM	4,045	2,854	398	1,338	2,109	1,495	1,593
9 PM	4,086	3,033	414	1,708	2,330	1,852	1,703
10 PM	4,127	3,278	427	1,808	2,443	2,126	1,752
11 PM	4,333	3,475	427	2,043	2,607	2,181	1,889
12 AM	4,376	3,718	481	2,126	2,707	2,345	2,054
1 AM	3,900	4,300	4,000	4,000	8,000	8,900	8,800
2 AM	3,440	2,434	820	1,508	5,496	6,791	2,688
3 AM	1,632	2,198	507	568	818	2,861	1,861
4 AM	598	247	166	507	106	1,300	1,450
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

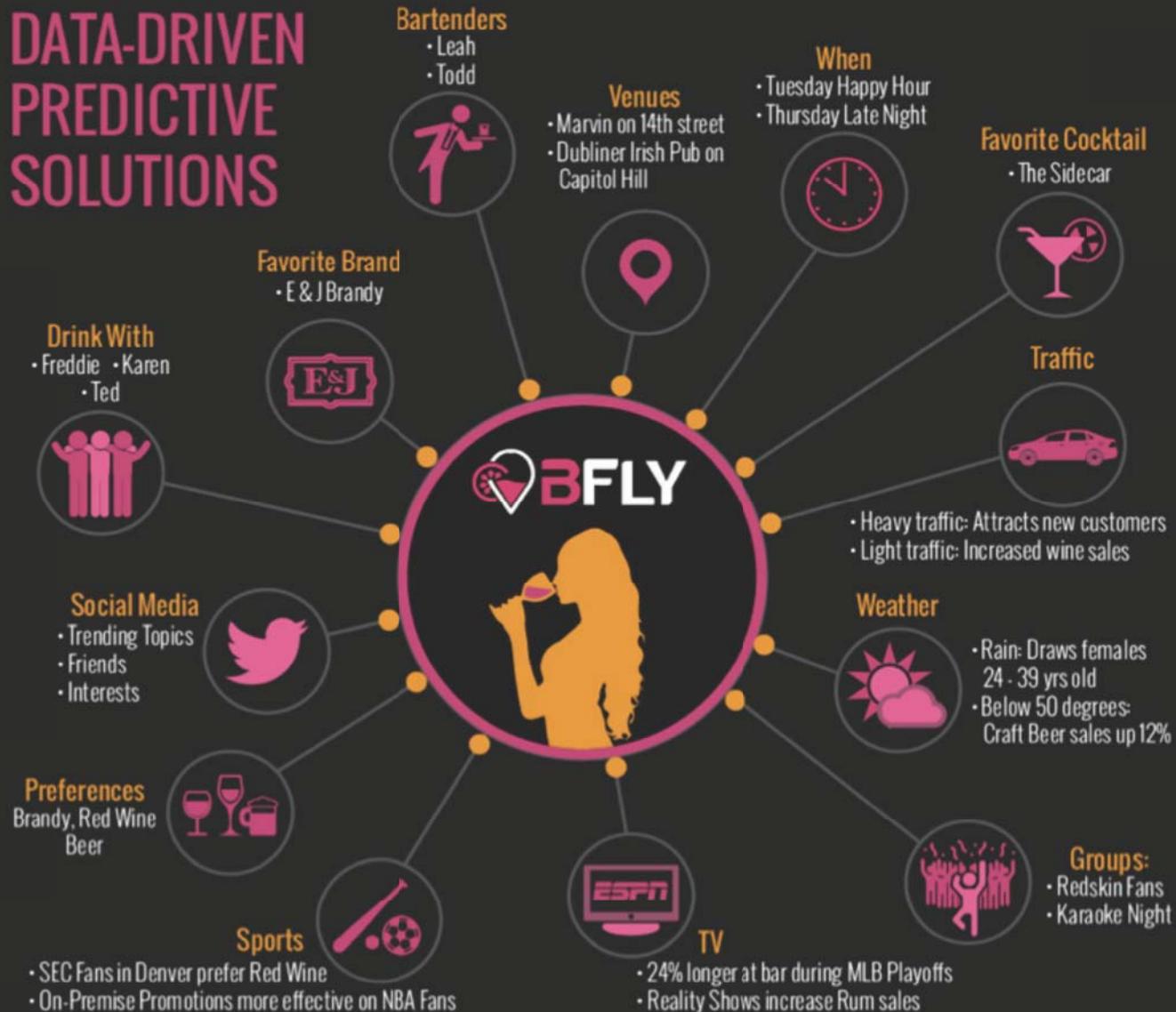
Top Bartenders

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 Riggenbach	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

**65K+**

Bars

**47%**

Drink  
On-Premise

**76M**

Frequent  
bars each  
week

**100K+**

Spirits Brands,  
Distributors,  
Restaurateurs  
Available to  
Purchase Data

**\$197B**

Sales

**20,000+**

Licensed  
Wholesalers

**140M**

Regularly  
Consume  
Alcohol

# 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

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## 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
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## Dr. Gurumurthi V Ramanan, Mathematics

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

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

- Social Media
- Digital Marketing Strategist



# ADVISORS

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## George Concannon

On Premise Division Manager  
Breakthru Beverage Group  
Charmer Sunbelt Group

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## Mel George

National Account Executive  
MillerCoors; Buffalo Wild Wings

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## Curt Midkiff

Senior Advisor Social Business Strategy /  
Digital Media  
Southwest Airlines

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## John O'Leary

Account Executive at Adobe  
15 years software sales experience

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# 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**

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**OnTheBar a success in Boston, expanding to NYC**

**onthebar**

- 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
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**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.**

