

## Venue Video - Elevator Pitch

[https://www.youtube.com/watch?v=zVYHKwUe\\_Qw&feature=youtu.be](https://www.youtube.com/watch?v=zVYHKwUe_Qw&feature=youtu.be)

0:00

hi everyone my name is Liam Hayden

0:01

founder and CEO of venue and I'm Brian

0:04

Fallon co-founder and CTO event you I've

0:07

been in the New York City nightlife

0:08

spaces 2002 also social media and

0:11

marketing consultant for the hospitality

0:13

industry and about two years ago i

0:14

pivoted into hospitality tech that's why

0:17

we're sitting here today I'm a former

0:18

advertising creative director turn

0:20

software developer over the past six

0:22

years I've developed over 70 iOS apps

0:24

are app is called venue and it is a

0:27

revolutionary new way for people to plan

0:29

parties or even just small get-togethers

0:30

at a bar or any nightlife venue and in

0:33

that show what it does is it takes the

0:35

user's needs and wants and and matches

0:37

them up specifically to the venue that  
0:39  
makes sense for them was a revolutionary  
0:41  
new way to plan your night out and any  
0:43  
venue you choose imagine buying your  
0:45  
drinks and food before you get to the  
0:47  
bar paying less than you would have  
0:49  
expected and when you get there to  
0:50  
totally frictionless experience  
0:52  
everything is just taking care of  
0:53  
it's never been easier this app is on  
0:55  
the forefront of a fundamental shift in  
0:57  
millennial behavior they use technology  
1:00  
to do everything from getting their  
1:02  
laundry done up into planning the date  
1:04  
so this product really resonates with  
1:06  
our target demo do a millennial segment  
1:08  
it jumps into the space that doesn't  
1:09  
have anything like that right now  
1:10  
tonight lifespace it's perfectly curated  
1:13  
as Liam had said and also it's  
1:14  
frictionless there's no exchange of

1:16  
money you just show up at the bar and  
1:18  
everything's taken care of with over  
1:20  
your not paying your cab driver you're  
1:21  
not even worrying about tip you get in  
1:23  
you go and it's all done it's almost  
1:25  
magic we're taking that same promise to  
1:26  
bring it to the nightlife space you buy  
1:28  
your drinks and food ahead of time when  
1:30  
you get there it's all taken care of and  
1:32  
it's time based the time that you're  
1:33  
there it's a premium time it's almost a  
1:35  
VIP experience and at the end of the day  
1:38  
it may you're paying less than you would  
1:39  
have expected for such a thing and I  
1:41  
think that's was our aha moment really  
1:43  
is the fact that we concept is one thing  
1:46  
when you're sitting there from a  
1:48  
PowerPoint deck but when you actually  
1:49  
bring it out and start listening to the  
1:52  
to market segments you're talking to  
1:54

for us it was obviously the Millennial  
1:57  
young Gen Xers for the user side the  
1:59  
other side of the house is my side so we  
2:01  
sat down we listen to hundreds of  
2:04  
millennials through various focus groups  
2:06  
and i sat down with with the venue  
2:09  
owners from from  
2:10  
club to a sports bar and just asked a  
2:12  
simple question would you use this with  
2:15  
this cheat with would you use this to go  
2:17  
out once in a blue moon or or once maybe  
2:20  
every month and when I got that was my  
2:22  
aha moment when I looked at the faces of  
2:24  
some of these Millennials are like I  
2:25  
couldn't use this yesterday I could use  
2:28  
this for for my boyfriend's 30th  
2:30  
birthday party  
2:31  
it was such a pain in the ass and  
2:32  
they're literally going through the  
2:33  
bullet points of what we thought would  
2:35  
would make a great product what I get

2:38  
excited about is the path to  
2:39  
profitability for this our revenue model  
2:42  
is a red share-based getting on and it  
2:45  
an advertising component and the last  
2:48  
one when we scaled to a certain point is  
2:50  
a third-party payment processor so that  
2:54  
is exciting for me because in the spirit  
2:57  
of us just say delivery.com or grubhub  
3:00  
we drive a thousand-dollar party to a  
3:03  
specific venue we take seven percent or  
3:05  
so they can bake that into their costs  
3:08  
back to the user that's fine but imagine  
3:10  
coming from this space pots or rainy  
3:11  
monday night or it's a club right before  
3:14  
I kicks off at midnight you want to fill  
3:17  
that gap from nine to twelve so that's  
3:19  
that's where this deals component comes  
3:20  
in deals is the ability for the venues  
3:23  
to go to the users and provide certain  
3:25  
specials to get them in the door but  
3:27

taking the urgency of the the user to to  
3:29  
plan a night out and doing it so where  
3:32  
you start setting timelines for us like  
3:34  
you mentioned we give the the bar one  
3:37  
hour and the user one hour to curate  
3:39  
this event  
3:40  
otherwise all were doing is creating the  
3:42  
same mousetrap there's other like-minded  
3:44  
products out there same tree way  
3:46  
different branch are our app has a  
3:48  
almost dopamine release to it like it's  
3:50  
**alive it's not stagnant it's not it's**  
3:53  
not taking what information you want and  
3:55  
just send into an email inbox trading  
3:57  
the same same a broken mousetrap i  
4:00  
should say so that for me that's what  
4:03  
technology is right it's urgency and  
4:05  
efficiency venue pilot your nightlife

## Venue's Founder on TravelSavvy TV

<https://www.youtube.com/watch?v=0Y5xgoc2Tvw&feature=youtu.be>

0:00

in supporting is a collection of my years of experience in the bar business

0:13

itself and the app acting as a sales conduit connects the user and the bar

0:18

manager bar owner in minutes rather than the hours or days that it takes

0:22

sometimes now to plan an evening out with three people up into a corporate

0:26

event there's so much to do in New York City that there's a John Woo everything

0:30

swift for me is that poetic pint of Guinness dark stone roses playing on the

0:37

jukebox great crowd perfect winter spot for schools down on Houston Street and a

0:43

great staff great ambiance Patrick's expertise and craft beer has really

0:49

ignited not only fools gold but some of his other establishments in Manhattan

0:53

mercury lounge is in the spirit of all New York Live Music Venues very small

0:57

very quaint again another house and location but in that area of manhattan

1:01

that's still alive when we put it that way hasn't been taken over by a

1:06

commercial real estate uploads a new Stephen Starr location great burden

1:11

lists great staff it's tough to get into i do suggest that you make plans to get

1:16

there at a decent hour 70 but he said seven be dirty horseshoe bar eclectic

1:22

group of people it's something you've got experience it's just that real field

1:26

New York that's starting to lose itself but still remains some of its location

1:30

such as 7b maybe not your best first date place but maybe your last day

## Venue/Instaparty "How Does It Work" for Nightlife Owners/Mngmt?

<https://www.youtube.com/watch?v=6z9ayl4yqho&feature=youtu.be>

0:00

this isn't the party the new party planning out that's going to

0:03

revolutionize the nightlife industry

0:05

though by a bar owner

0:08

for bar owners into party known as the marketplace is evolving

0:13

no one waits for anything more from birds seem

0:16

people are organizing their lives entirely on their smartphones

0:20

instantly

0:28

with just a few clicks on their smartphone

0:30

users can customize their ideal party up

0:42

you'll receive a push notification directly on your smart than

0:52

we've got every angle to help improve your bottom line

0:58

and improve your business no more losing out a private party

1:02

event no more losing money consider this real-life situation

1:08

a corporate office managers bucking a large last-minute honey

1:11

you can start doing inventory database hours later

1:15

me finally come up for air you realize you mister email from the corporate

1:18

office manager

1:20

can you just lost the party for now within the party

1:24

that will never happen to you where your staff again

1:28

through our secure e-commerce platform users purchased individually

1:32

or for the entire party up

1:39

as Barnes venue owners

1:40

everywhere now there's nothing worse than candy bar

1:43

for the slow time before your usual busy time the night

1:46

and to that end gets a birdie goes both ways not only can users reach out to you

1:52

you can reach out to them say for example

1:56

you're having a slow Tuesday night or your club that wants to build a

2:00

boy before 11 p.m. or your sports bar that wants to keep agents after the big

2:05

game

2:06

within the party you can create deal in real time and I'm here

2:10

times and less than ideal offering to our network an active users

2:14

you're going to react to users with no middleman

2:18

we're not going to pretend to know your business that's right

2:21

every aspect of the deal is built entirely by you for your business name

2:27

now let's talk about the elephant in the room money

2:30

what do we Panther Party get out of debt

2:34

we know how small margins can be in the big city so that's why we only take a

2:38

minimum percentage

2:40

for deals we only charge thirty dollars a pop

2:44

and there's one more thing we're providing invaluable real-time

2:49

dania from your venue's average response time for each manager

2:53

to your average conversion rate to show how your competitors in the field her

2:57

you not only have total control of all the parties you accept

3:02

you can keep track of all your events all in one place

3:06

as I mentioned earlier no one waits for anything more

3:11

and we can't wait to tell you more about his deep

3:15

up

3:24

up

3:34

up