

Venue Video - Elevator Pitch

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 livespace 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

data 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 here

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 this deep

3:15

up

3:24

up

3:34

up