



D
DOWN
TO
DASH

CHANGING THE WAY PEOPLE MEET

OUR STORY

Raised in Mumbai,

Met at the University of Warwick,

Moved to NYC.

3 COUNTRIES

1 PROBLEM



72%

**Americans suffer from
loneliness**

88%

**of people who move into new
cities find it difficult to make
friends**

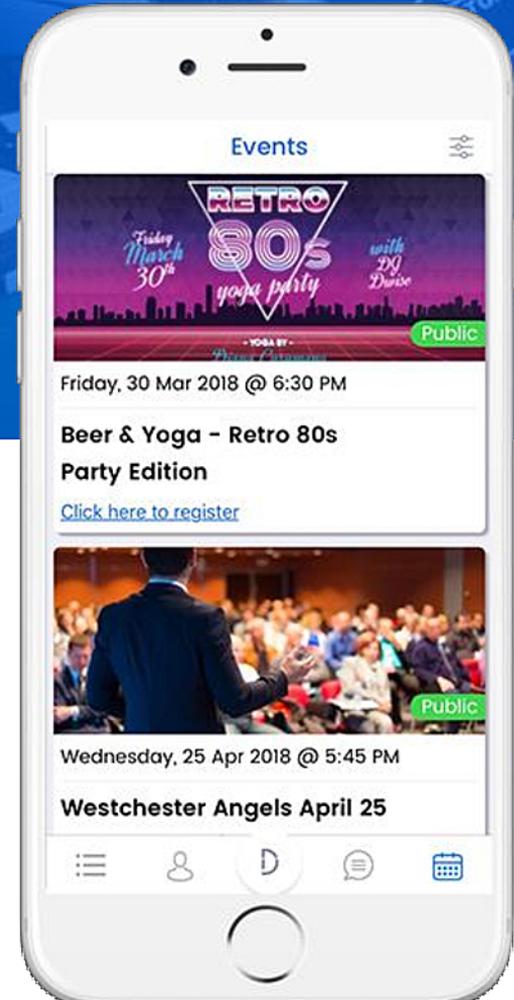
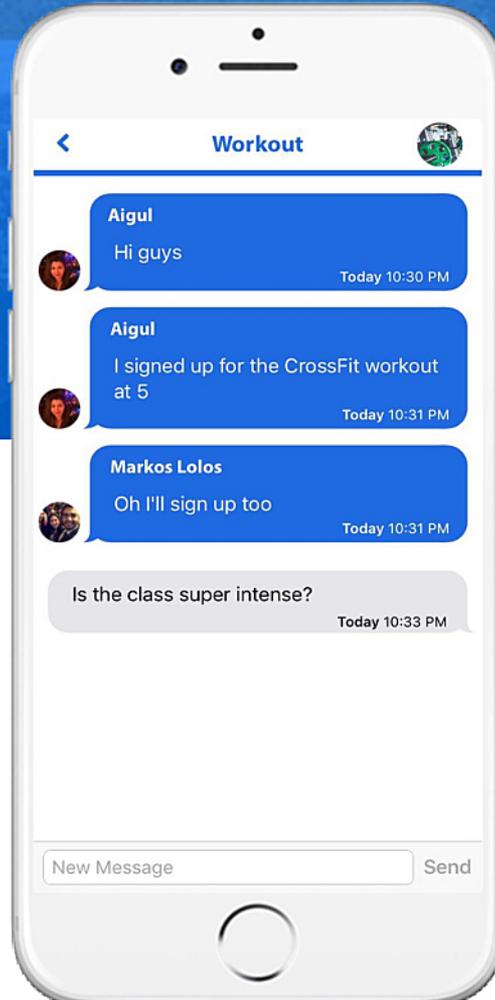
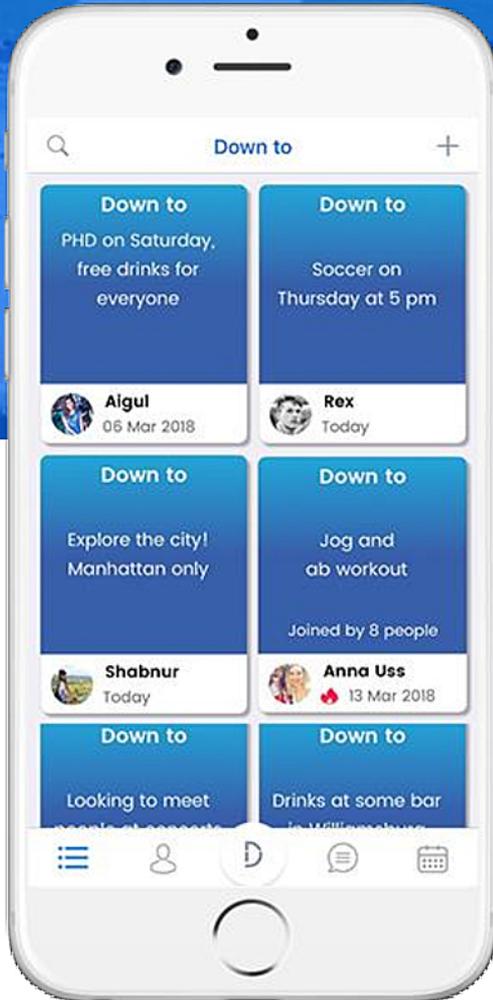
**78% millennials would choose to
spend money on an experience or
event over buying something
desirable. They want to spend their
money being with others.**

WE CREATED A SOLUTION..

A platform to *meet people*
in *your location* to do an
activity together

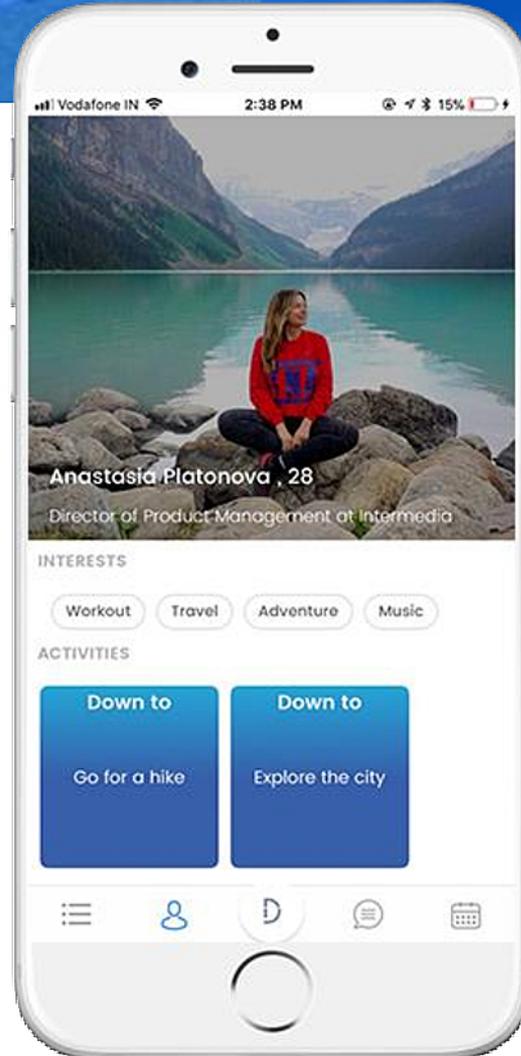


THE APP



LAUNCHING SOON

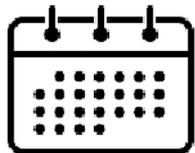
**DTD
GO**



**CLOSED
NETWORKS**



SPECIFIC PLANS



SOCIAL CALENDAR



INDIVIDUALS OR GROUPS



FUN, POSITIVE BRANDING & DESIGN

WHY DTD IS UNIQUE



41 likes

tylllerallenn Out here pitching business plans with some new friends. #downtodash #thegrind

downtodash Loved your passion today! Good job 🍊

abbyvicholt Killin it



26 likes

nangisaim Hanging out with these lovely girls #downtodash #dessertcrawl



Nico Hodel shared a photo.

September 24 · 🌐



Always down to dash. 🍷🍷🍷🍷 #DTD



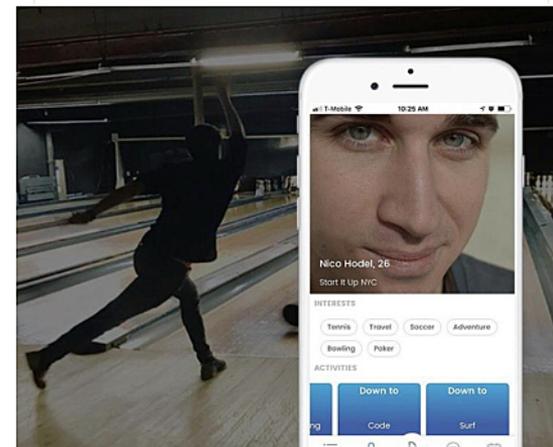
DownToDash

September 24 · 🌐

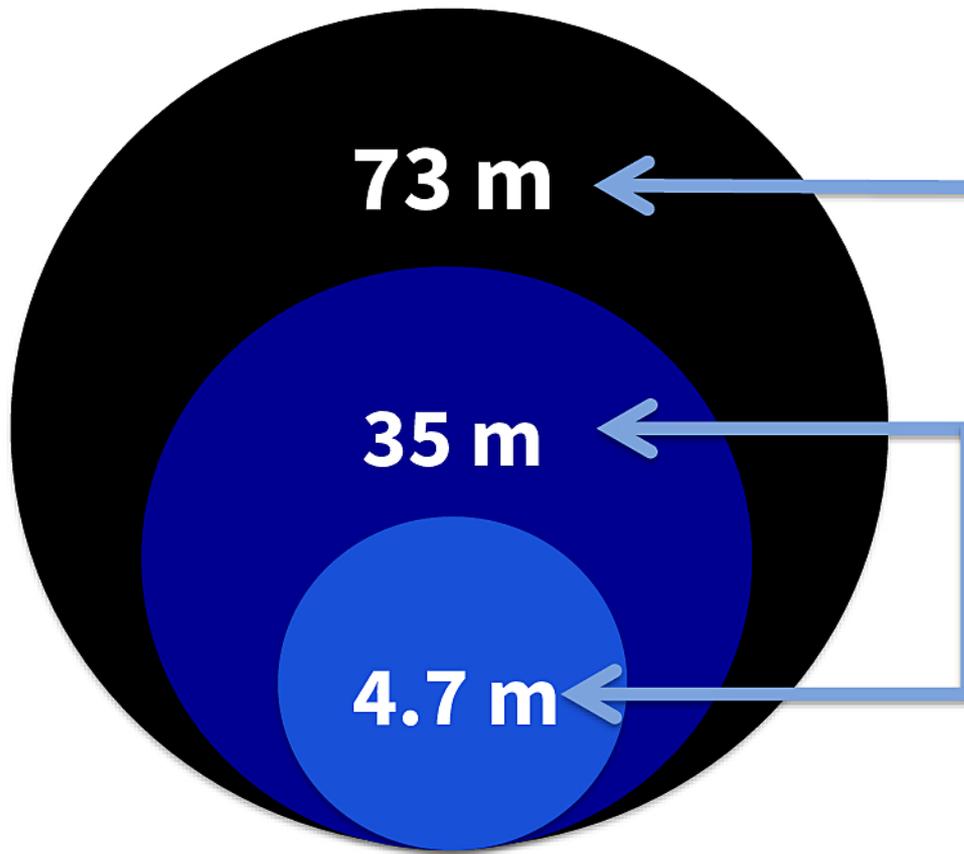
Nico is one of the nicest members of the DTD Fam



... Continue Reading



MARKET OPPORTUNITY



Global Millennial
Population

OUR FOCUS

US population in the age
bracket of 18 to 35 years

&

Millennials in New York



USER ENGAGEMENT

TOTAL USERS

5101

MONTHLY ACTIVE

3815

PLANS CREATED

60,000+

DAILY ENGAGEMENT

17 Min

MILESTONES

LAUNCH

January - August'18



Graduated from
Founder Gym



Internship
programs

TOP 100



Presented the
DTD Story at
TedxDeerPark

SCALE

Sept'18 onwards



10
Ad Partners

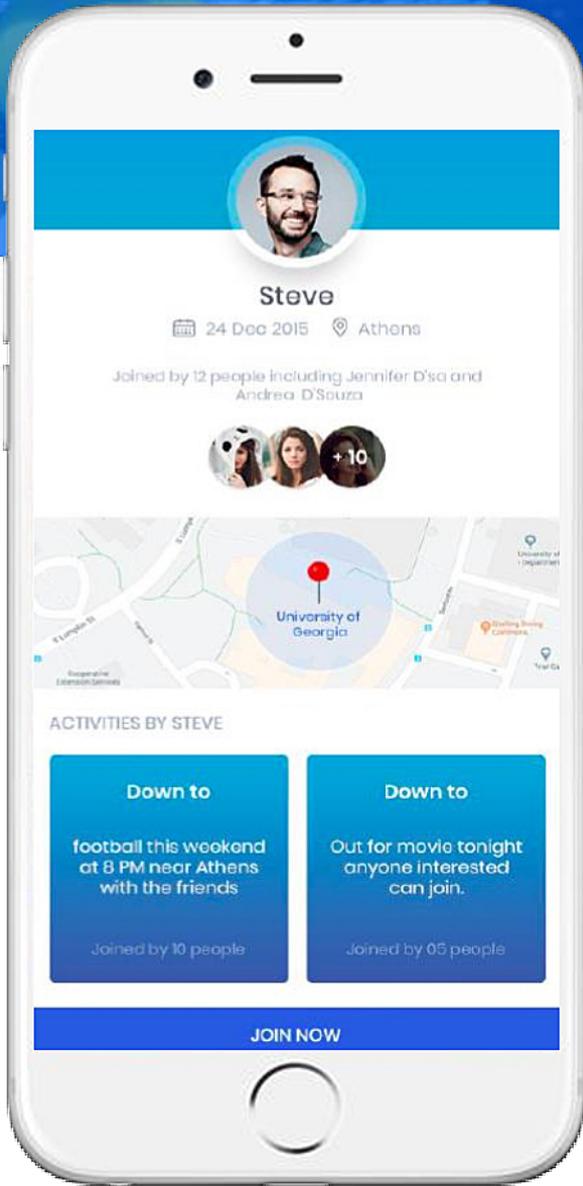


18 Group Partners
(10,000+ people)



Featured in
Season 3

DTD PLUS \$3 / MONTH



DTD EVENT ACCESS



BOOST & REWIND



PASSPORT



UNLIMITED PLANS



FUTURE REVENUE

SELL DATA FOR PREDICTIVE ANALYSIS

Gather patterns in data to provide guidance and predictive analysis to companies that deal with specific cohorts

BOOKING FOR 'PLANS'

Users can book places for their plans through the app while DTD will make a small % of the charge

DTD IN THE PRESS



ForbesCommunityVoice™ Connecting expert contributors to the Forbes audience. @forbes
JUN 15, 2017 @ 06:30 AM 176M THE LITTLE BLACK BOOK #18

Real Life Makes A Comeback: Bridging The Gap Between Tech And Physical Experiences

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POST WRITTEN BY
Zachary Binder

Zachary Binder is co-founder of Ipreity, Inc., a personal branding agency located in Los Angeles.

Another service that does much of the same is Down to Dash. An app for Android and iOS, Down to Dash brings college students together for clubs, activities and sports outside of the traditional college structure. It's a fast, intuitive way to find people within a student network to experience new things and it's made possible by the accessibility of mobile technology.

AirBnB's exploration-centered brand has long thrived in letting people go anywhere with the click of a button. They've amped that up and are helping to connect these trips to real-world experiences with their AirBnB Experiences



Brad Micklin with Yitzel Weiner, Contributor
A "Positive" Influencer

5 Things I Wish Someone Told Me Before I Launched My Start-Up: Sama Jashnani CEO & Co-Founder of DownToDash

10/10/2017 03:55 am ET
Don't be afraid to ask: Initially, I felt awkward asking people for help and thought it was a sign of weakness. Gradually I realized that the startup community has a lot of encouraging people who want to see you succeed. Everyone knows exactly how hard it is and if you ask people for advice, connections or anything else, you will be surprised at how much they will help you.



downtodash Being interviewed for 'The Innovation Engine' podcast at @techcrunch Disrupt for being one of the most innovative startups at #TCDisrupt that will be showcased on Spotify and iTunes. 🎧 ➡️ 📱
#TechCrunchDisrupt #TechCrunch



College Students Love New Social app DownToDash and Here's Why

innov8tiv.com June 23, 2017 Apps and Software, Social Media 0 Comments
f 128 t 0 g+ 0 p 0 in 34 d 0 e

Down for a Tennis challenge? 5 on 5 Soccer? Need a Travel Buddy? Are friends busy? Looking for a study group? DownToDash connects college students to 'get social- get active- get going'. DownToDash is an app that connects college students in the same location based on what they are down to do whether it's workouts, sports, movies or traveling.

DTD'S COMPETITIVE EDGE

	PLANS	AGE FILTER	USER SECURITY	INDIVIDUALS & GROUPS	DATING
DOWN TO DASH	✓	✓	✓	✓	✗
Bumble Bff	✗	✓	✓	✗	✓
MeetUp	✓	✗	✗	✗	✗
Skout	✗	✗	✗	✗	✗
Meetly	✗	✓	✗	✓	✓
Vina	✓	✓	✗	✓	✗
MeetMe	✗	✗	✗	✗	✓

GROWTH STRATEGY



PARTNERSHIPS

MEET UPS & CLASSES



ATTRACTION

DTD AMBASSADORS



ENGAGEMENT

PLANS & EVENTS

DTD TEAM



SAMA JASHNANI

Co- Founder & CEO

Marketing & HR

Full Scholarship to Warwick
Business School

Co- Founded a social enterprise, e-commerce platform and worked at a global marketing agency

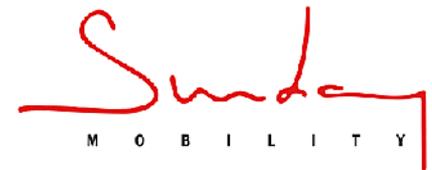


ANUJA SHAH

Co- Founder & COO

Strategy & Design

Experience working with an e-commerce fashion startup in London and interning with Venture Capital firm, Lightbox VC



SUNDAY MOBILITY

Tech Team

3 members dedicated on working on DTD
5 years of experience with big brands in India

ADVISORS



MICHAEL WIESER
Venture Lawyer &
Serial Entrepreneur



RANJIT SHAH
Managing Partner
Gaja Capital



NICHOLAS BECK
Senior Mobile
Product Manager
Freshly



SUNNY MALHOTRA
Previously a Client Partner
Facebook



ABBY LYALL
Entrepreneur and VC
Quake Capital



CHIKA CHANDRASHEKAR
Global Product Lead
Google
Ex eBay and Goldman Sachs



ARE YOU #DTD?