



INVEST IN THE KENTUCKY HUG

Bourbon Experience Marketplace and Booking Platform

LEAD INVESTOR



William Alsup

The Kentucky Hug is a service that is desperately needed. As the Bourbon industry has exploded in popularity the tour choices have become overwhelming and cumbersome. Bringing it together in an easy to use interface is going to be a game changer. All you need to do is pick your dates and group size. Then all the options are presented in an easy to view and sort options. Everything about tours including cost and duration, dining and drink options. You can also see if the tours are family friendly which is a great feature.

Invested \$10,000 this round

kyhug.com Louisville KY    

Technology

Marketplace

SaaS

Food & Beverage

Travel & Tourism

Highlights

- 1 Building first ever Bourbon experience marketplace where consumers book multiple tours in one place.
 - 2 CEO has over ten years of experience creating and managing a Bourbon tourism company.
 - 3 Software and development team has been building software for over 18 years.
 - 4 Currently partnered with some of the largest brands in the Kentucky Bourbon industry.
 - 5 Scalable to the additional 33 American whiskey trails outside of Kentucky.
 - 6 Data capture will allow the tourism industry to see and plan for future demand unlike ever before.
-

Our Team



Dan Murphy Cofounder

Over 18 years of business and sales experience.



Eddie Fieldhouse Cofounder and CEO

Over 10 years of creating and managing a bourbon tourism business.



David Galownia Cofounder and CTO



Founded and has led a software development company for over 18 years.



Sarah Bhatia Principal Product Owner

Over 10 years of product development experience with a focus on technology and marketing spaces.



Tim Samasiuk Lead UX/UI Designer

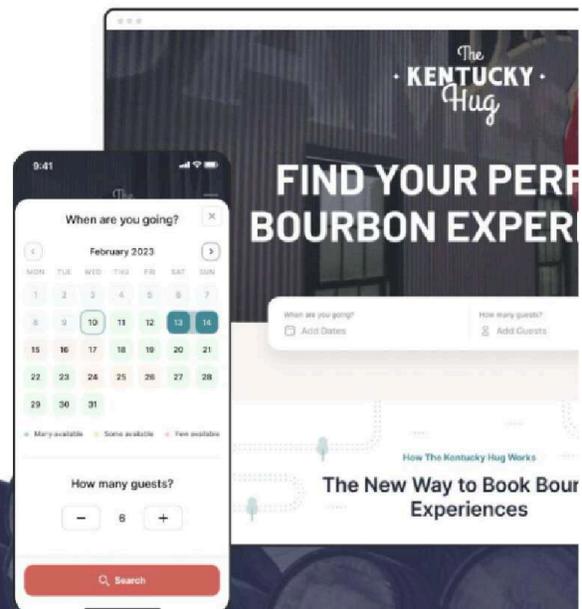
Over 10 years of UI/UX design experience

The Kentucky Hug-Centralized Ticketing Platform and Marketplace



CENTRALIZED TICKETING PLATFORM & MARKETPLACE

Reinventing Bourbon Tourism And Beyond



The Kentucky Hug Team



Eddie Fieldhouse

Co-Owner, Pegasus

15+ Years Bourbon Industry Experience



David Galownia

CEO, Slingshot

With 20+ Years Of Software And Product Development



Dan Murphy

Executive Director, Slingshot Ventures

15+ Years B2B Sales Experience



Sarah Bhatia

Principal Product Owner, Slingshot

10+ Years Of Product Experience

Historical Context

2016



- KDA passes SB11, allowing Kentucky distilleries to sell alcohol on premise for the first time since prohibition.
- Tour planning agencies in Kentucky go **from 9 providers to 157** by the end of the year.

2018



The Kentucky Bourbon Trail becomes recognizable after the additions of OZ Tyler, Stitzel-Weller, Lux Row, and the launch of the Official Welcome Center at the Frazier History Museum.

2019



Kentucky sees a landmark **1.7 million tourists**

2021-2023



- The vast majority of distilleries are using off-the-shelf software systems for managing events, marketing, tours, restaurants, and bars.
- Destinations begin to see the disappearance of a peak season with guests traveling throughout the year despite weather challenges.
- 2022 tops out at **2.1 million visitors** with 2023 expected to surpass those numbers



Hypothesis

With The Explosion In Popularity Of The Bourbon Tourism Industry, Inadequate Supporting Tech Is Causing Marketplace Frustrations.



Our Research



Consumer:

Online surveys with over **40 customers**

One-on-one interviews with **six customers**



Distilleries:

Interviewed **seven distilleries**

User Interview Quotes:

“

It would be great if there was something out there that would do it all



“

I have to do a lot of the legwork on my own



“

I don't know how the heck people plan this if you're not from here and don't know all of this stuff already.



Key Takeaways



Key Features: Consumers



Marketplace

Centralized experiences for users to engage with and purchase directly



Waitlist

Ability for users to sign up to be notified of newly available inventory



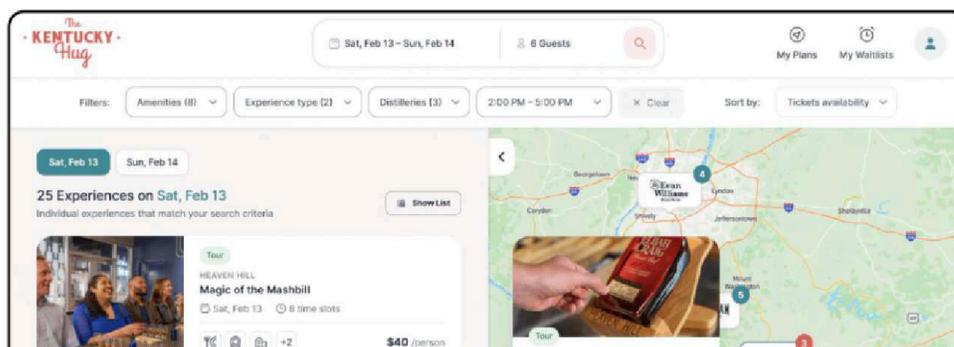
Itinerary Building

Users can research, plan and purchase a multi-distillery trip all in one place



Create My Profile

Consumer plans and information are all tied to a unique profile





Key Features: Distilleries



Enhanced Data

Unique UX designed to collect data from each visitor



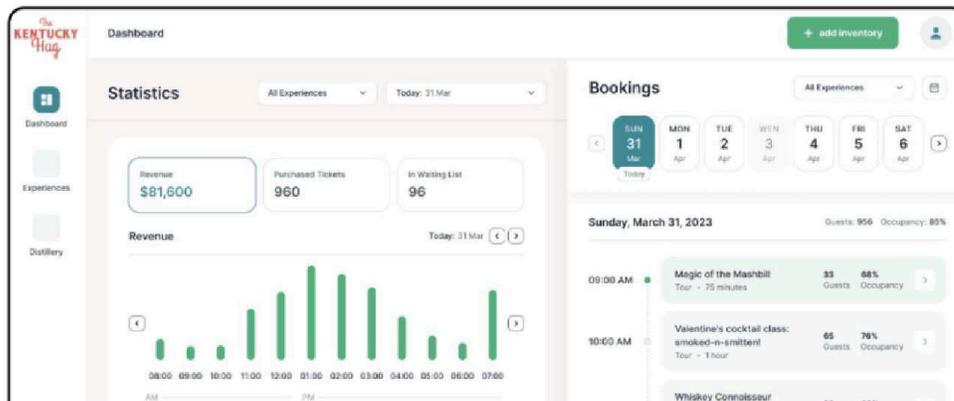
Diverse Inventory

Add and manage inventory for all experience types - tours, tastings, special events, barrel picks and more



Experience Management

Reschedule, refund and assist guests on-the-spot or in advance



Competition

Ticketing Platforms

- 6%-10% booking fee
- Lack a marketplace
- Non-industry specific design and feature set

Booking And Travel Companies

- \$450-\$1200 cost to book per person
- No ticketing platform

Distillery Websites

- 6%-10% fee
- Inconsistent ticket release across industry
- Doesn't include special events or parties
- Differing user experience from site to site
- No opportunity for barrel picks



Key Differentiators

Short-Term

- ✓ Ability for guests to self-manage their plans
- ✓ Centralized, holistic marketplace of industry experiences
- ✓ Industry-specific feature design, led by local Bourbonites
- ✓ Unique UX design to collect all guest's data - not just the booker
- ✓ Capped fee on high-end experiences
- ✓ Ability for users to join a waitlist
- ✓ Reserving tickets while planning

Long-Term

- ✓ All distillery experience types available on the platform
- ✓ Mobile app with ID scanning capabilities
- ✓ Integration with complimentary hospitality sectors
- ✓ Custom features for third-party booking agents

Business Model

MVP



**7% Booking Fee
On All Transactions**

Next

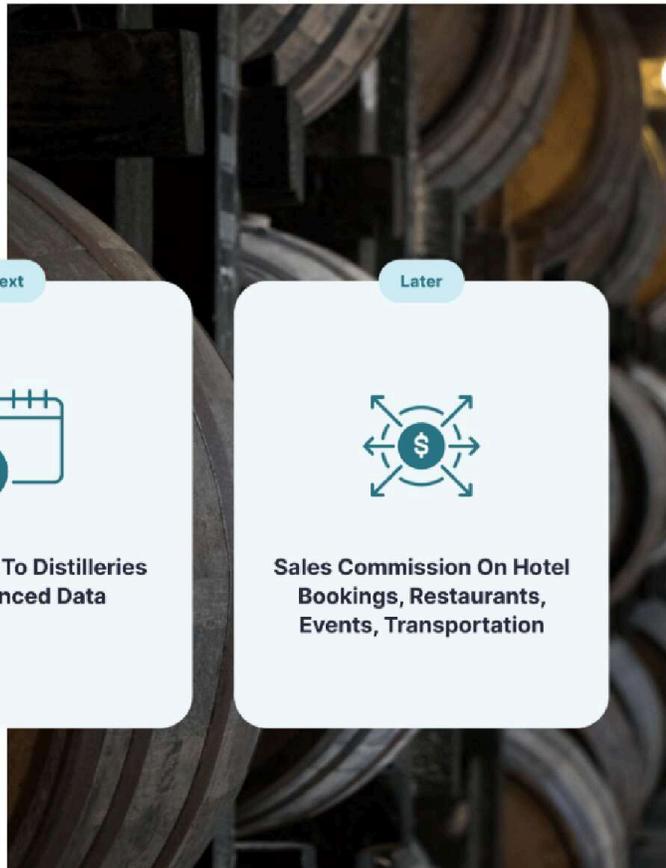


**Monthly Fee To Distilleries
For Enhanced Data**

Later

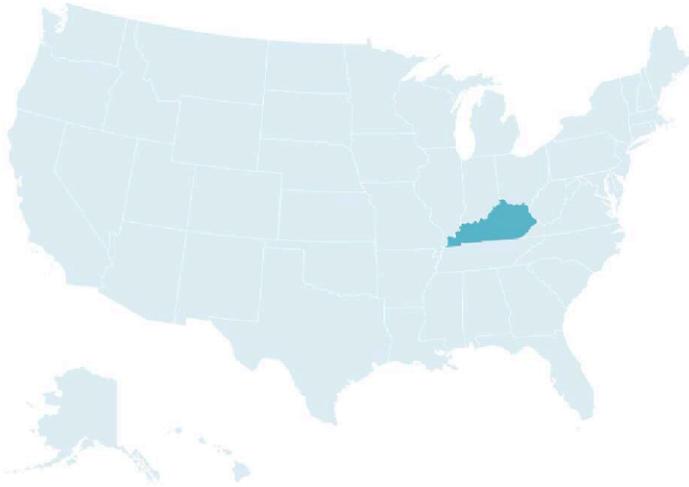


**Sales Commission On Hotel
Bookings, Restaurants,
Events, Transportation**





Industry Growth Opportunities



Distilleries In Kentucky

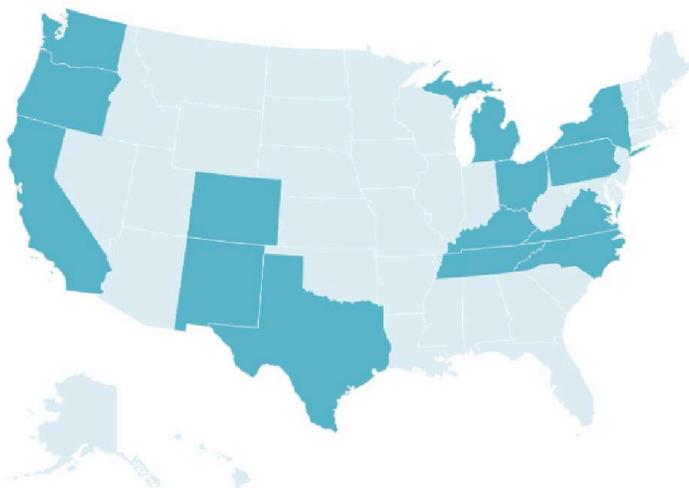
73



Serviceable Obtainable Market

\$32M

Industry Growth Opportunities



American Spirits Distilleries

2,300



Serviceable Addressable Market

\$776M



Now

Kentucky Bourbon Distilleries



Next

All Distilled Spirits Distilleries:

- Colorado
- Washington
- Tennessee
- Ohio
- Virginia
- Pennsylvania
- New York
- California
- Texas
- Michigan
- Oregon
- North Carolina
- New Mexico



Later

All Distilleries + Wineries



Now

Kentucky Bourbon Distilleries



Next

All Distilled Spirits Distilleries:

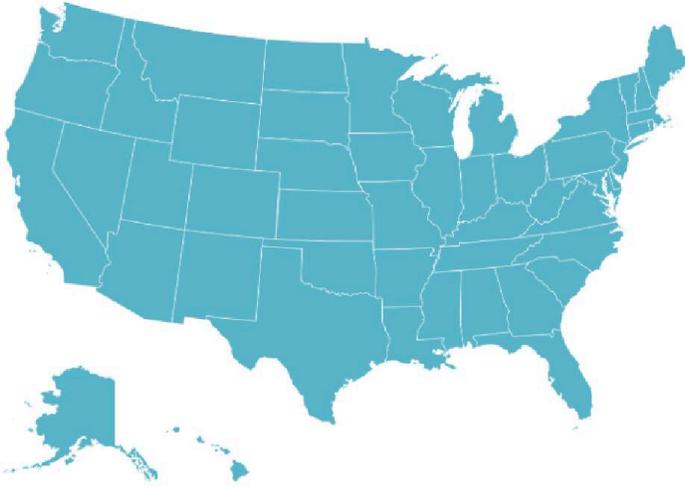
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Later

All Distilleries + Wineries

Industry Growth Opportunities



Wineries & Distilled Spirits

11,300



Total Addressable Market

\$1B

Now

Kentucky Bourbon Distilleries

Next

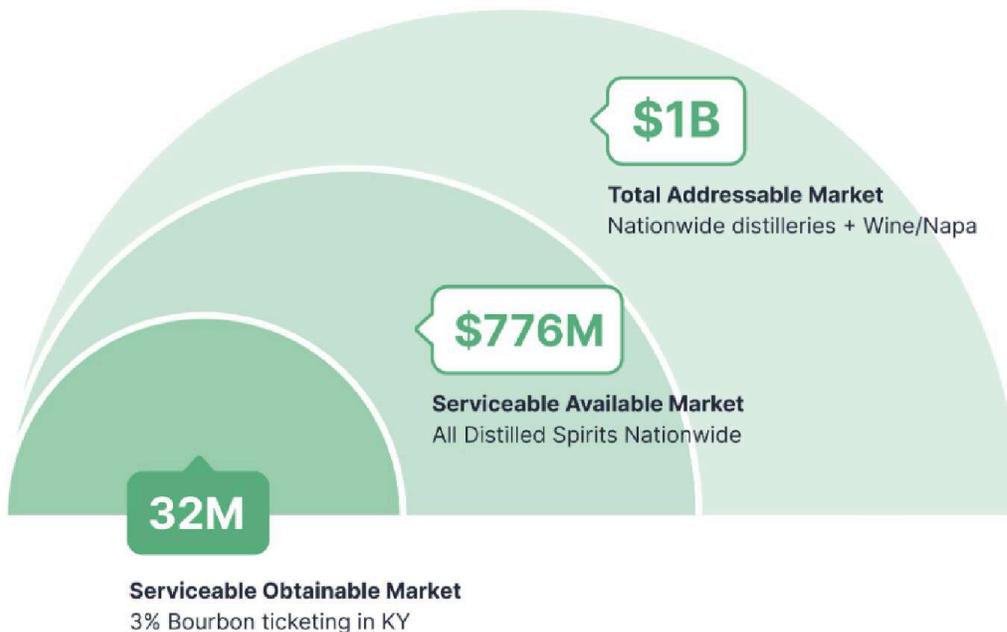
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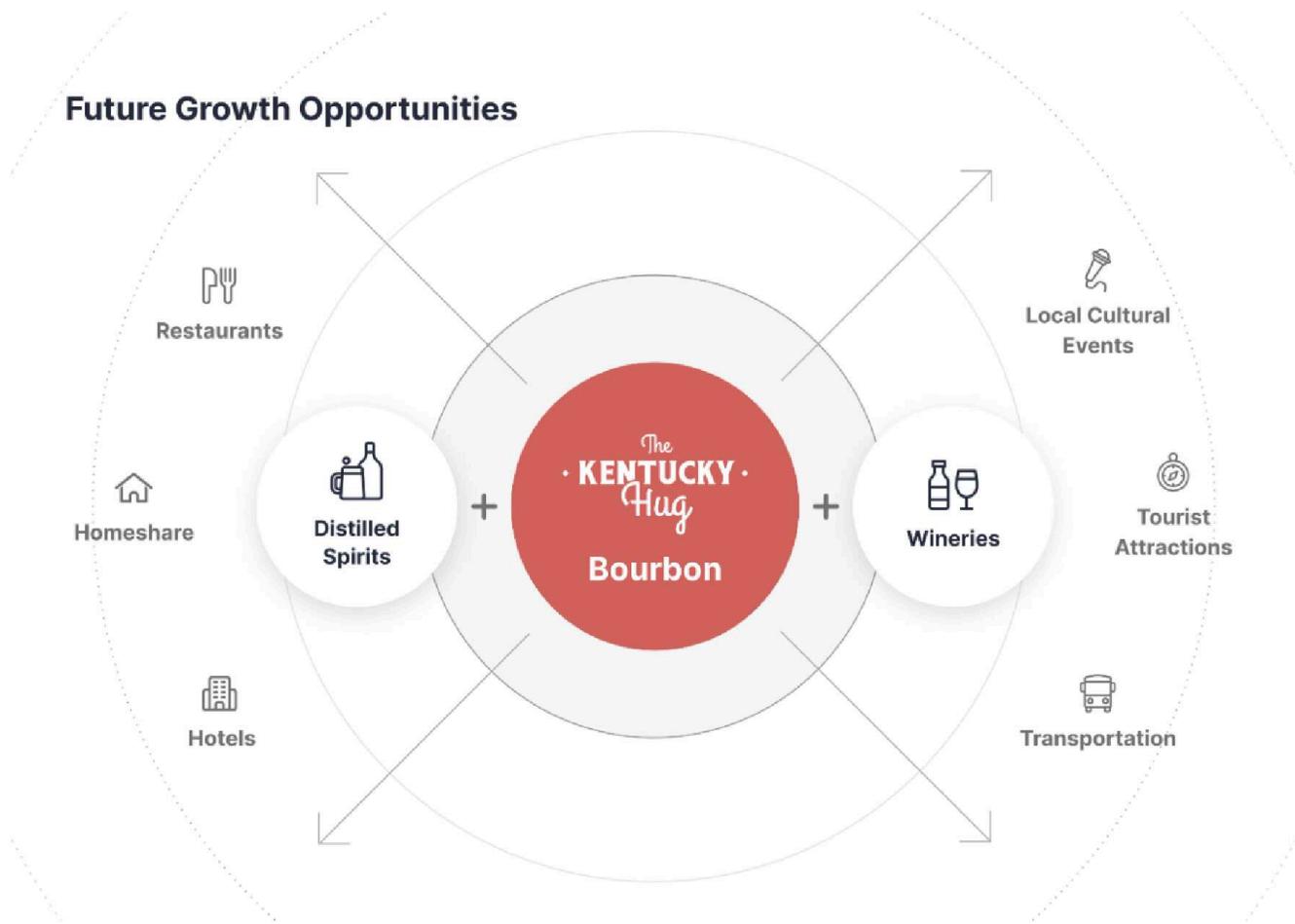
Later

All Distilleries + Wineries

Market Opportunity



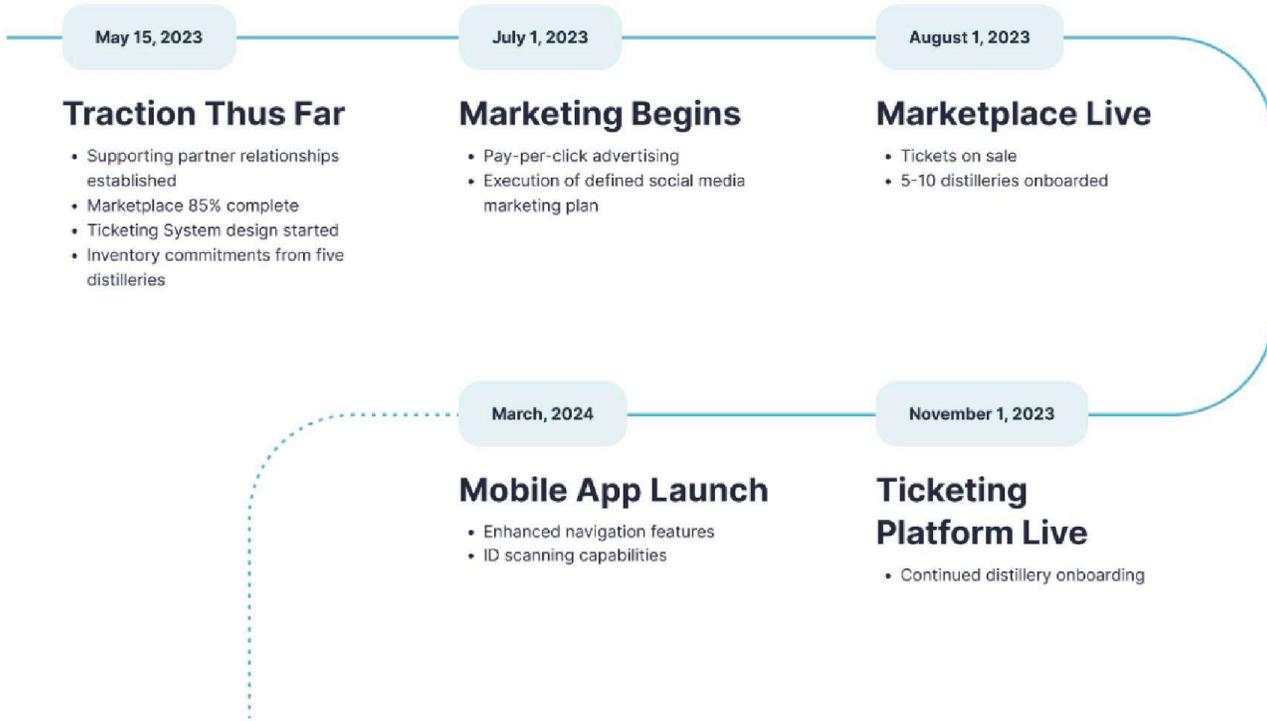
Future Growth Opportunities



Supporting Partners

 <p>Angel's Envy</p>	 <p>Bardstown Tourism Board</p>	 <p>Louisville Tourism</p>	 <p>Art of Impact</p>	 <p>Heaven Hill</p>
 <p>Evan Williams</p>	 <p>Copper & Kings</p>	 <p>Peerless</p>	 <p>Lux Row</p>	 <p>Limestone Branch</p>
 <p>Augusta Distillery</p>	 <p>Castle & Key</p>	 <p>Whiskey Thief Distilling Company</p>	 <p>Ongoing conversations with distilleries across the state...</p>	

Milestones and Traction



Financial Projections

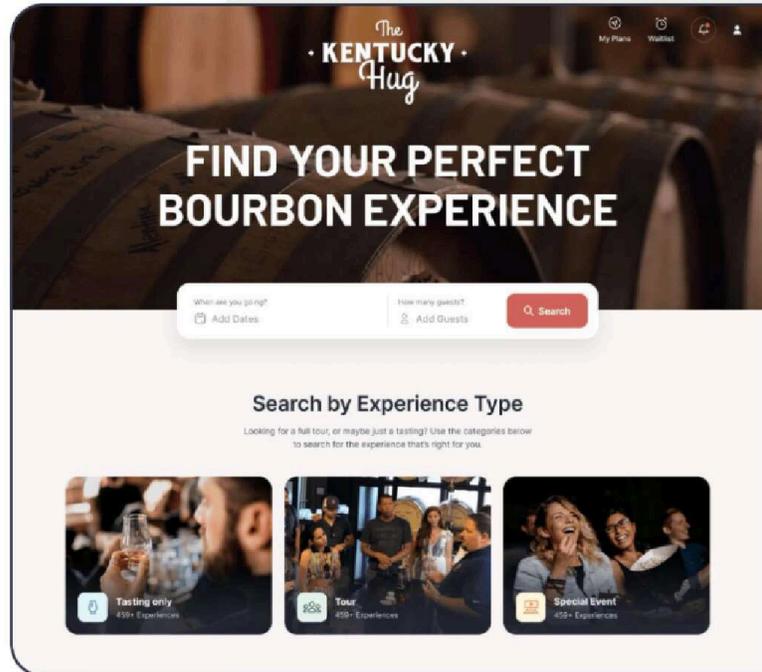
Revenue	2023	2024	2025	2026	2027
Average Ticket Price	\$ 83	\$ 87	\$ 90	\$ 94	\$ 97
Number Of Tickets	16,121	638,317	829,812	1,078,756	1,402,383
Growth			30%	30%	30%
Fee			9.9%	9.9%	9.9%
Fee Earned	\$ 136,128	\$ 5,542,750	\$ 7,426,606	\$ 9,992,498	\$ 13,444,906
Total Revenue	\$ 136,128	\$ 5,542,750	\$ 7,426,606	\$ 9,992,498	\$ 13,444,906
COGS					
Payment Processing Fee	2.90%	2.90%	2.90%	2.90%	2.90%
PMT Processing Cost	\$ 39,876	\$ 45,445	\$ 215,372	\$ 289,782	\$ 389,902
Total COGS	\$ 39,876	\$ 45,445	\$ 215,372	\$ 289,782	\$ 389,902
Gross Profit	\$ 96,252	\$ 5,497,305	\$ 7,211,234	\$ 9,702,715	\$ 13,055,003
Gross Margin	70.7%	99.2%	97.1%	97.1%	97.1%
SGA					
Hosting	\$ 6,300	\$ 11,600	\$ 17,400	\$ 20,880	\$ 24,012
Fully-Burdened Payroll	\$ 77,000	\$ 204,000	\$ 708,500	\$ 836,030	\$ 986,515
Development	\$ 593,166	\$ 235,055	\$ 420,000	\$ 462,000	\$ 508,200
Accounting	\$ 1,405	\$ 10,315	\$ 50,000	\$ 70,000	\$ 100,000
Marketing	\$ 3,000	\$ 106,000	\$ 445,596	\$ 599,550	\$ 806,694
Telephony	\$ 900	\$ 1,200	\$ 5,000	\$ 7,500	\$ 10,000
Operating Income	\$ (585,519)	\$ 4,929,136	\$ 5,564,738	\$ 7,706,755	\$ 10,619,582
Operating Margin	-430%	89%	75%	77%	79%

Note: Forward-looking projections are not guaranteed.

Product Demo

Kentucky Hug MVP Demo

[View Demo →](#)



THANK YOU!

www.kyhug.com

