



Putting the 'social' back in social media



BuddyApp

Find your people

Problem

No single platform exists for effortless real-world meetups and business engagement.

Want to go out this weekend?



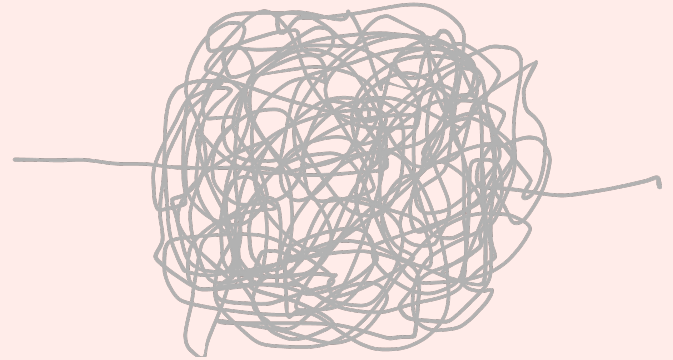
I just want to run my coffee shop, why do I have to be an influencer too?

Pain Points

People

No easy all-in-one tool to:

- make plans and find people to join you
- manage your social calendar
- make and manage bookings for your plans
- see suggestions and offers for things you want to do, when you want to do them



Businesses

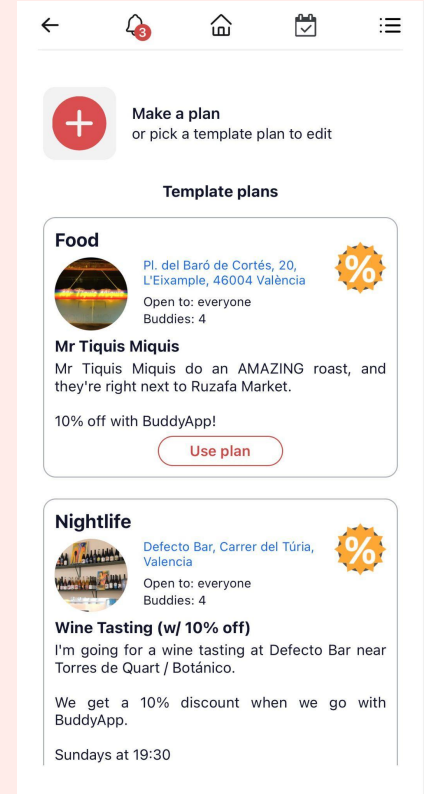
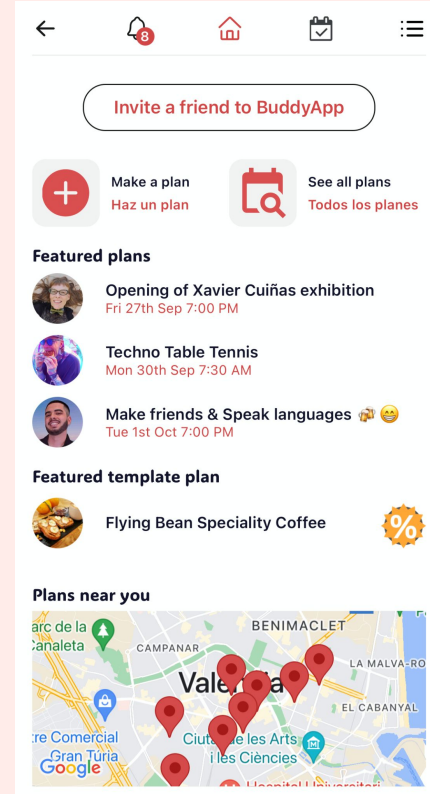
- Extremely low conversion rates from advertising
- Difficulties maintaining a presence on multiple platforms
- Difficulties managing bookings and no guarantee people will show up

The Solution

BuddyApp: Make your plans,
Find your people.

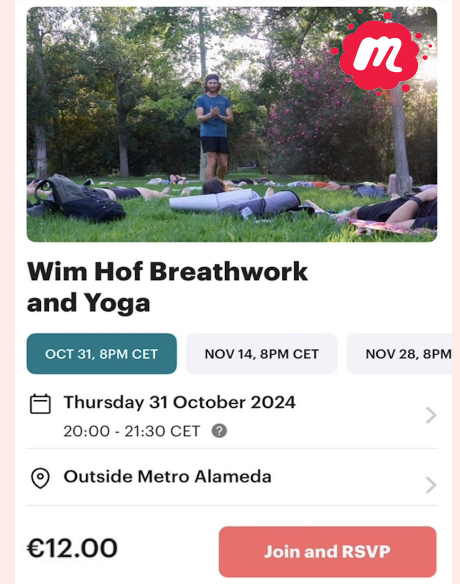
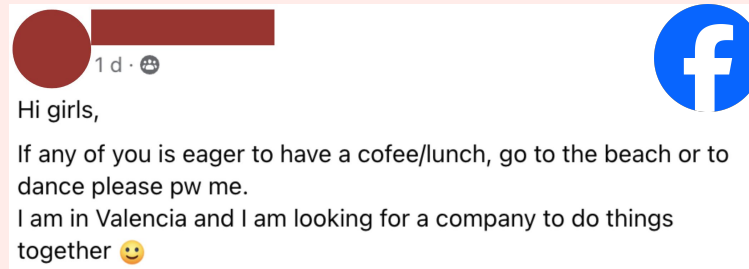
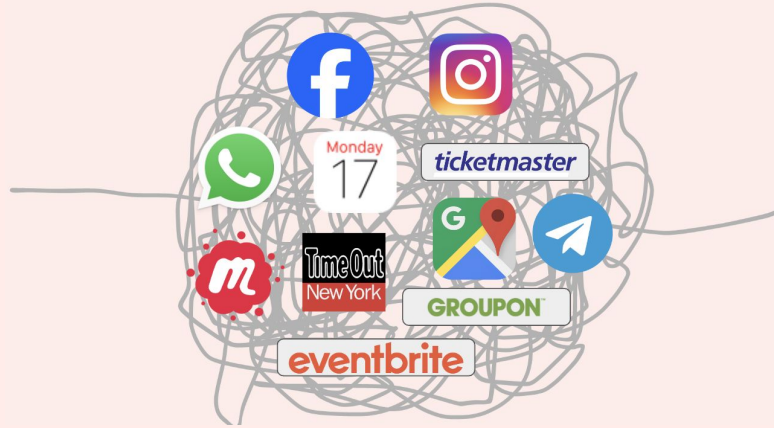
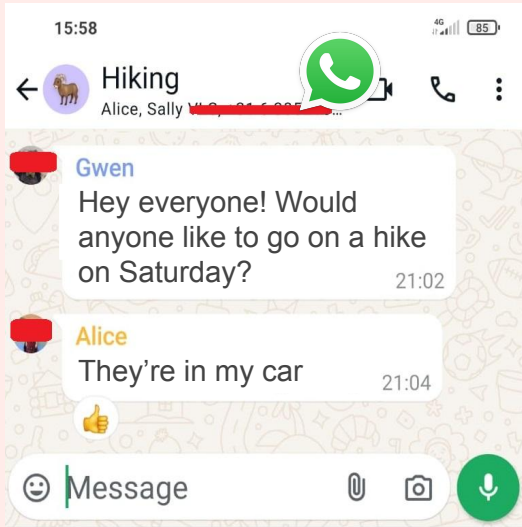
BuddyApp puts the **‘social’** back in social media, helping users meet and engage in the real world.

- Make plans and publish them to be seen by all your contacts, a closed circle, or publicly.
- Find buddies for your plans or join other people’s plans.
- See suggested plans with **special discounts**.
- Make **direct bookings** with local businesses.
- Chat with friends and other users.
- Enjoy seamless integration with your device’s Calendar, Maps and Wallet.



Current Landscape

A mix of partial, fragmented solutions that are not fit-for-purpose



Current Landscape



Meetups are drowned out by **irrelevant** content.



Myriad groups (e.g. hiking, coworking) - plans get **lost** in the chat.



Organising is a **paid** feature, revolves around a niche interest group.

eventbrite
ticketmaster

Selling tickets rather than casual gatherings.

GROUPON

Uncool and disconnected from current trends.

There is no all-in-one tool where everyone can organise and book all their leisure activities.

Market Opportunity

Company	Annual revenue (USD)
Meetup	30 million
Groupon	515 million
Eventbrite	88 million
WhatsApp	906 million

Facebook ad revenue alone in 2020:
86 billion USD

BuddyApp connects businesses to
real-world-ready customers

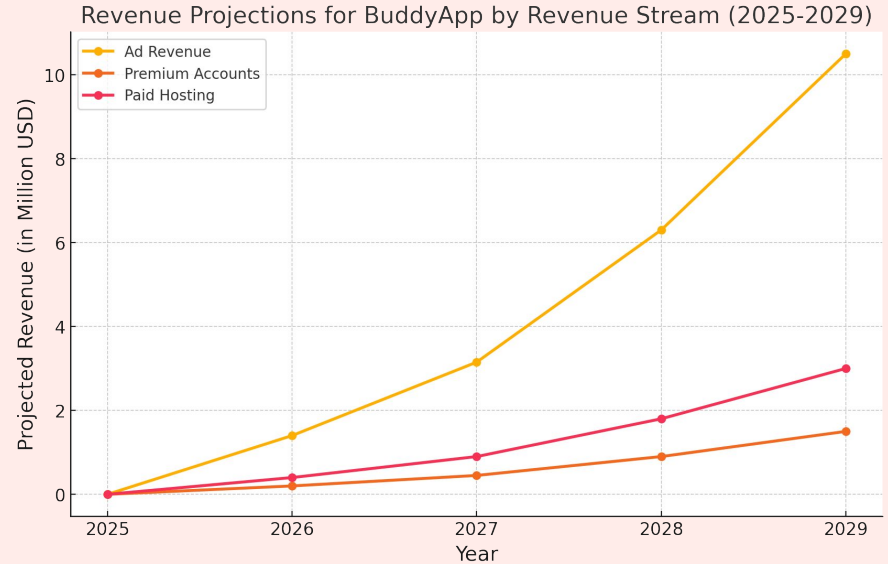
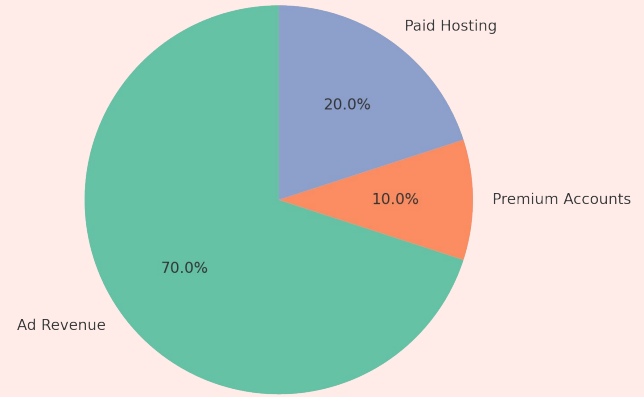
Total revenue spent on advertising per year:

- Restaurants and bars - 5-10% (6 billion USD annually) www.themewinter.com
- Gyms - 5-12% www.exercise.com
- Galleries - 7-8% www.galleryfuel.com
- Concerts - 15-20% www.bauerentertainmentmarketing.com
- Cinemas - 3.53 billion USD www.statista.com

Business Model

Revenue Streams:

1. Businesses - ads, template plans, promo features
2. Pro-Hosts - who can publish paid plans (e.g. yoga classes)
3. Premium Users - access to special discounts, priority bookings, more filtering options



About us

Gavin Reid



Gavin is a Natural Language Processing and Machine Learning engineer with a background in academic content creation (Oxford University, Cambridge University, Trinity college London etc.).

He also has experience in both web and mobile app development (frontend and backend).

Alina Reid



Alina is an expert in data analysis, academic research and quality assurance. She advises top universities around the globe on the design and implementation of high-stakes online entrance exams.

She is highly skilled in project management and bringing products to market.

Why now?

People are disillusioned with current social media platforms - 41% of British people are “bored of social media and intend to use it less” (www.trendhunter.com/trends/bored-of-social-media)

Leading social networks recognise the need for real world interaction (Facebook Groups, WhatsApp Communities) but are trying to make it work with their already existing (and inadequate) platforms - the time has come for something big and new.

With increasing trends towards remote work and digital nomads, along with the basic human need to socialise, **BuddyApp** offers a simple solution.

Results so far

With **extremely limited resources** (500€ marketing budget) we have achieved:

- Over 3000 downloads
- Over 250,000 accounts reached in Valencia via social media
- 25 local businesses offering discounts to users in exchange for a template
- User base growing 5% every day (with no further marketing)

MVP launched in Valencia, Spain and available from App Stores or via www.buddyapp.es



Our proposition

Revolutionise the way people meet with a plan-driven app that includes the functionality of WhatsApp, the connectivity of Facebook, and the discounts of Groupon.

We are seeking €500k to expand product features, onboard strategic hires, and drive initial user acquisition.

Summary

- No other platform ticks all the boxes.
- People are ready for a change - the time is right for something groundbreaking.

Contact us now for a meeting and we can change the way people connect:

- gavin@buddyapp.es / +34 616 59 40 35

