

Partay

An innovative online platform that facilitates virtual parties – birthdays, anniversaries, holiday parties, memorial services and corporate special events.

PARTAY!
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Advisors:

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www.partay.ca

Executive Summary

Company Summary

An innovative online platform designed specifically to host live events for large groups with more than just a shared screen. Partay facilitates communal dining, video and photo sharing, sidebar conversations, games, contests, virtual “bartending”, speeches, presentations, awards, and gift giving and opening. And it can all be captured to share with those that could not attend.

Management

- CEO - Damon Surzyshyn, Senior digital marketing executive
- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive
- CIO – Heather Surzyshyn BA, Dipl. IST Senior IT professional.
- Other - TBD

Customer Problem

- The global pandemic has forced us to rethink large gatherings – but people are desperate to not abandon them.
- Groups of people are trying to recreate events online using platforms like Zoom that fall short of anything more than a shared screen communication experience.
- Groups need a richer platform that facilitates communal dining, video/photo sharing, sidebar conversations, games, contests, virtual “bartending”, speeches, presentations, gift giving and opening.

Product/Services

- MVP will be cloud and web software. Product will ultimately be developed into an App.

Target Market

- Families with small children – birthday experiences.
- Corporations – product launches, holiday parties, culture building events.

Business Model

- Revenues will be generated from a fee ranging from \$100-\$500+.
- Other revenues may be realized from in-app sales related to themes and licensed character messages or product sales (for example a customized, animated birthday greeting from Mickey Mouse, or a live

greeting from a celebrity, cupcakes delivered to each participant, etc. might be additional in-app purchases, or attendees may be able to purchase a gift card for the birthday celebrant inside the app, etc.).

Customers/Users

- Paying Customers: Party hosts and potentially some party attendees.
- Free Users: Party attendees.

Sales and Marketing Strategy

- Unpaid and paid web and social media promotion.
- Unpaid, earned media.
- Direct sales to potential reseller partners and to corporate users.

Competitors

- <https://houseparty.com/>
- Zoom/Team/Skype
- <https://www.habbo.com/>

Competitive Advantage

- It will be a bespoke platform designed to host parties that will compete against other platforms designed to simply facilitate meetings.
- As such it will be capable of much richer events and lead the growth of the online party market.

Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Total Revenue	\$ -	\$ -	\$ 800,000	\$ 1,360,000	\$ 2,720,000
Tech Dev	\$ 72,500	\$ 92,500	\$ 92,500	\$ 92,500	\$ 92,500
Bus Dev	\$ 45,000	\$ 25,000	\$ 620,682	\$ 957,735	\$ 957,735
OpX	\$ 6,950	\$ 6,050	\$ 66,900	\$ 76,900	\$ 76,900
Total Expenses	\$ 124,450	\$ 123,550	\$ 780,082	\$ 1,127,135	\$ 1,127,135
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
Net Cash Flow	\$ 125,550	\$ 2,000	\$ 21,919	\$ 254,784	\$ 1,847,649

Based on 17,000 transactions/year by Year 5 at average fee of \$200/transaction. Note that as a very early stage opportunity financials are projections only. Note that license fees required will vary depending upon number of licensees.

Licensed Technology/Product

- Cloud software/web solution extended to a phone app post-launch.

Technology/Product – Current Status

- Technology Evaluation Stage (TRL2)