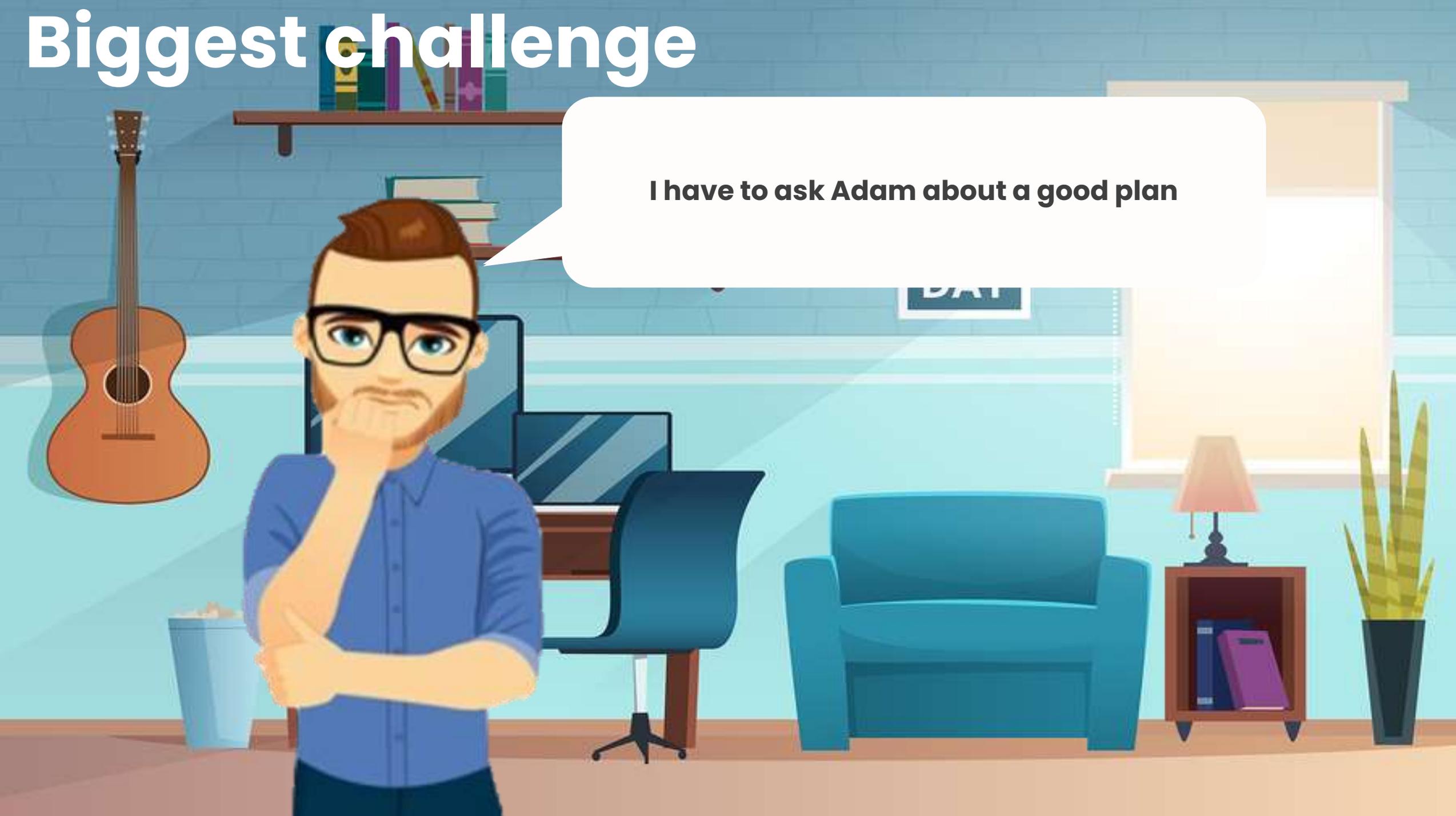
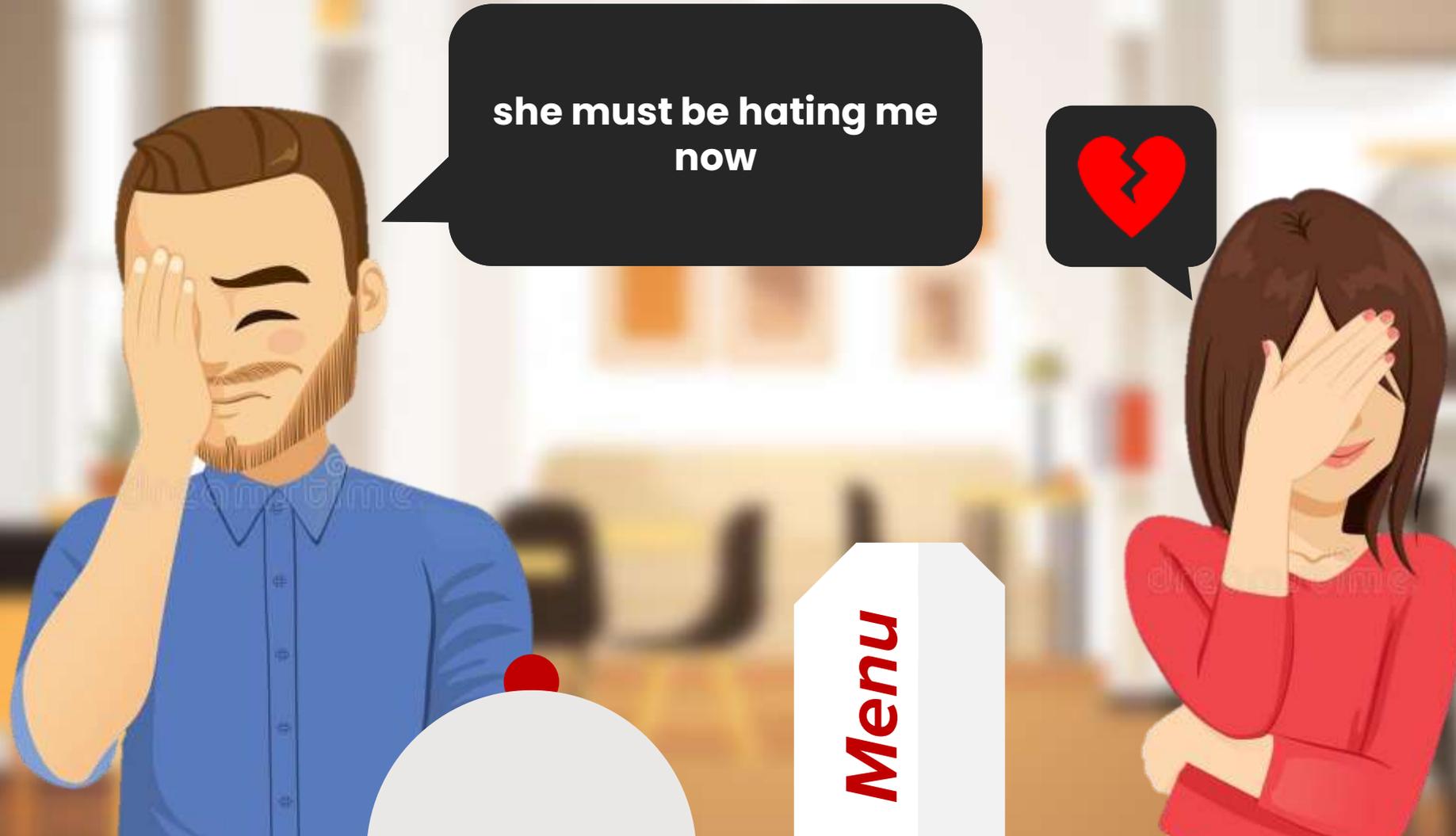


Biggest challenge

A cartoon illustration of a man with a beard and glasses, wearing a blue shirt, standing in a living room. He has his hand to his chin in a thinking pose. The room features a guitar on the wall, a desk with a computer, a blue armchair, a side table with a lamp, and a window with blinds. A speech bubble points to the man.

I have to ask Adam about a good plan

Problem

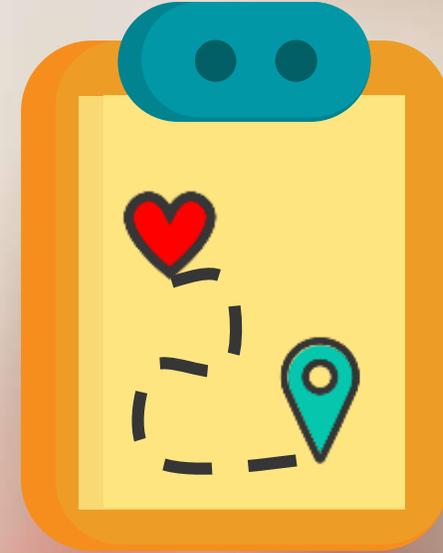


Problem

No doubt, It should be a better way



**Embarrassment
can be caused by
lack of experience**

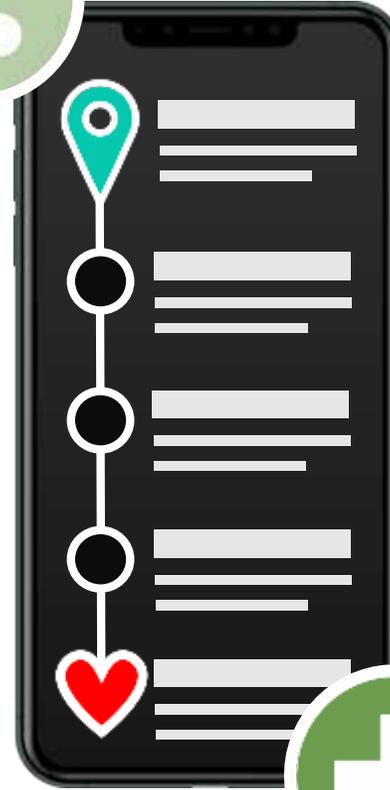


**Not finding well
plans that fits the
need**



Solution (mobile app)

That's COOL,
embarrassment
era has gone



Discover pre-planned Date's plans & edit on them (= well organised dates, prior knowledge of the menu & get coupons and discounts)

Create new plans & share them with the community (= plan your own date, using the crowdsourcing view the dates of the community and share it with them)

MVP

BlaaanGO Provides:

- Preplanned dates
- community
- discounts
- assistant



Customer Segments

According to **facebook audience insights**:

10k-15k guy

- Lives in casablanca
- Age 18-24
- Familiar with tech
- In a relationship

According to 93 guys(survey):

50% find it a serious problem=

14K in Casablanca

They date every week

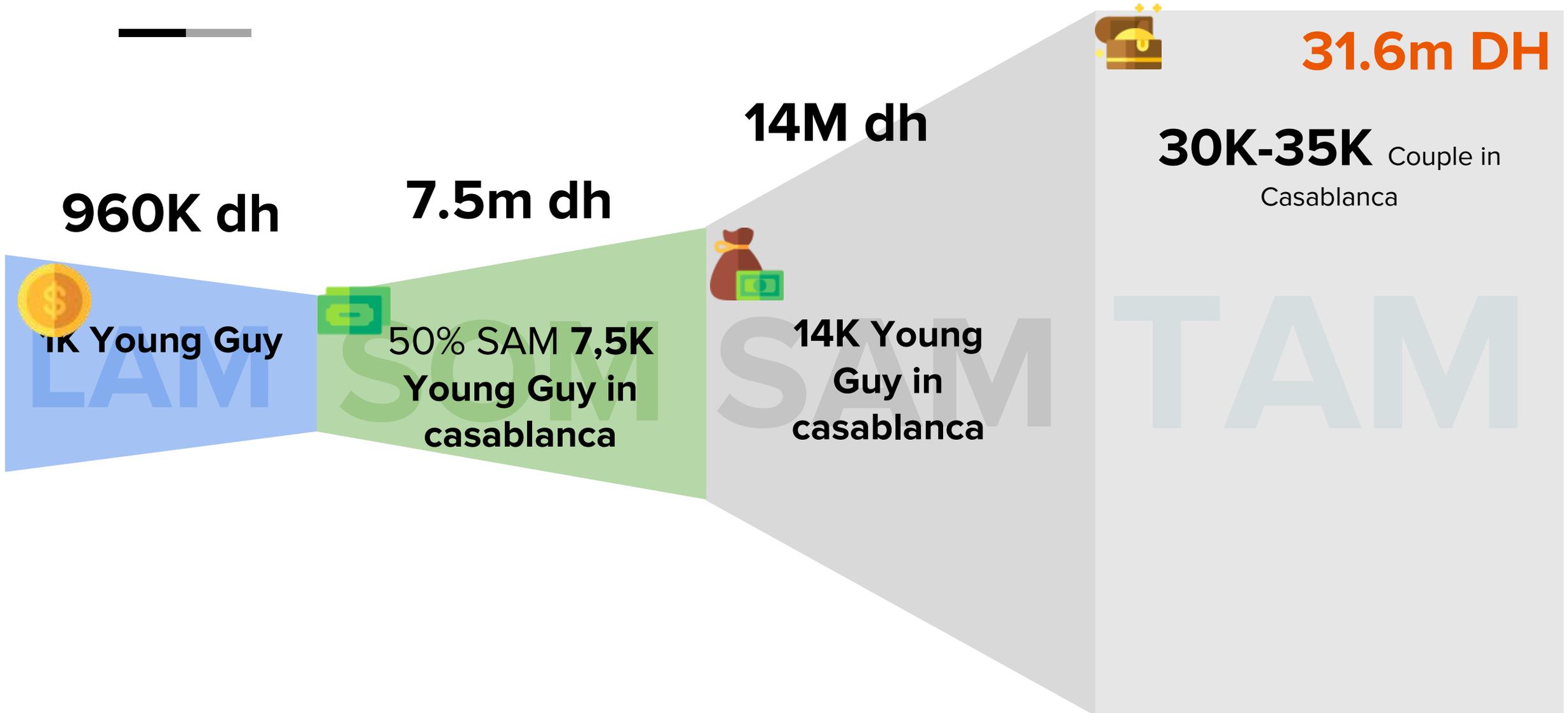
Spend 190 dh on a date



Customer Segments



According to a bottom up analytics



Revenue streams

Merchants

Big companies (Mc donald's, KFC, Starbucks...) spend **huge money** on **advertising** & Because BlaaanGO's community trust in our plans
We offer:
View their menus inside our plans in return 50% of what they spend to bring a customer

Consumers

deep discounts for consumers
Get 1/3 of the coupon's value
e.g: Mc Donald's offer -20% coupons
give -20% to the consumers and keep -10%

Premium

Premium users can:

Change the skins of the assistant = change personality and behavior of the assistant = view more plans with different variations (sport, classy, deep, romantic, funny, adventure...)

-Chat directly to the plan creator from the community

-No Ads



Unique Advantages



Friends

Hmizate

decrease the
embaessment while
dating

Discounts
website



Preplanned plans
and discounts

APP

easy
technology
to simplify
dating

Hamza
hacker



IT

design

UX/UI

Wissal
hipster



Conception

Marketing

Management

Thank you!



BlaalanGO

