

# Biggest challenge

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**

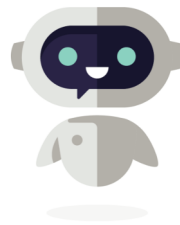
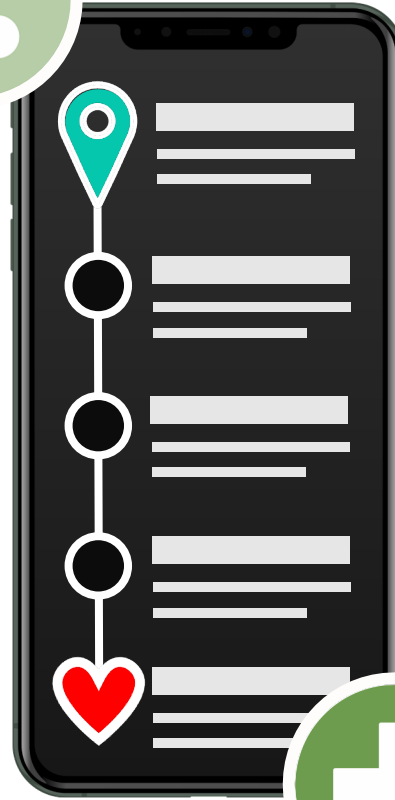


# Solution (mobile app)

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)



**BLAAN GO**

# 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

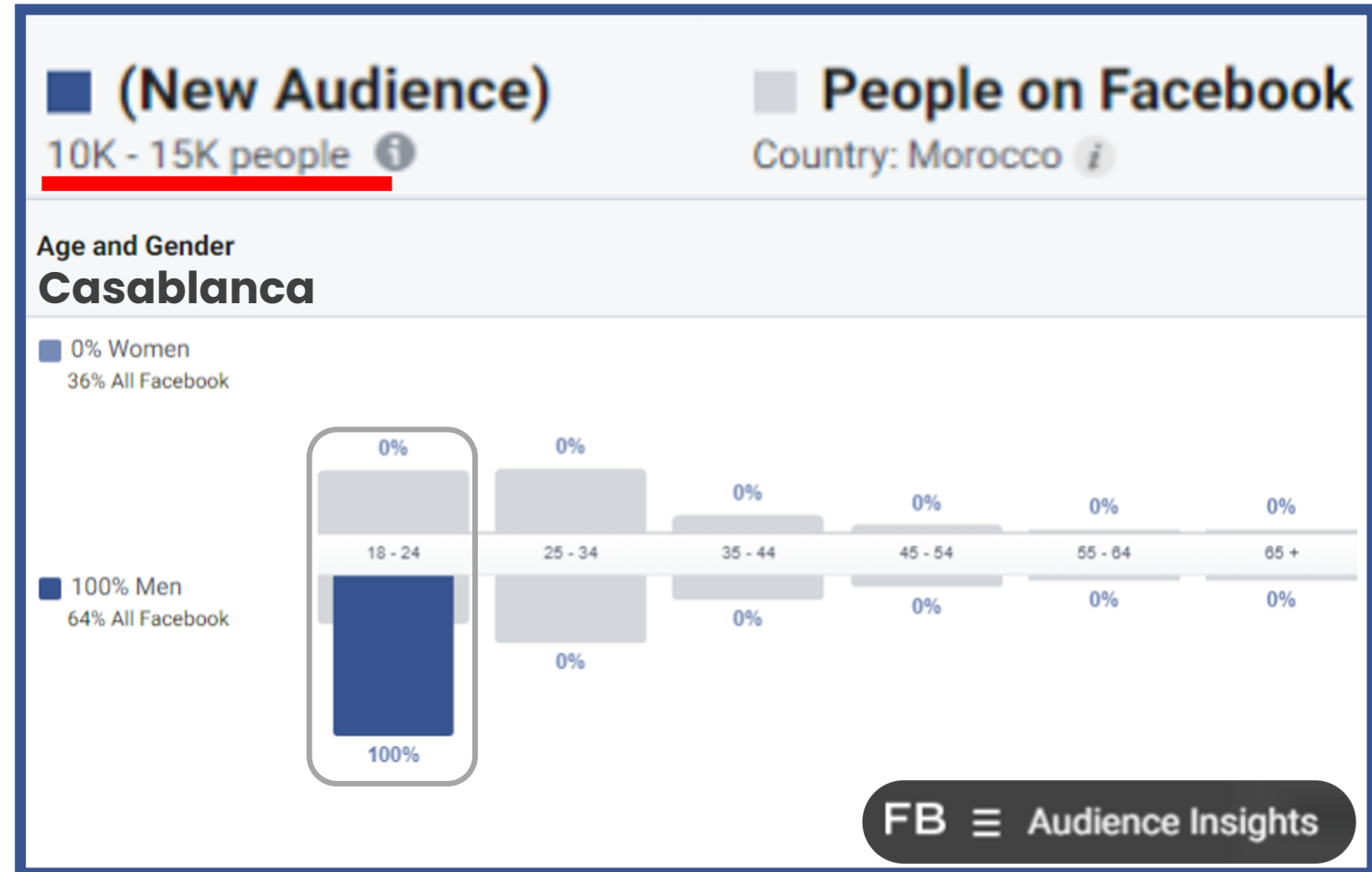
According to 93 guys(survey):

50% find it a serious problem=

14K in Casablanca

They date every week

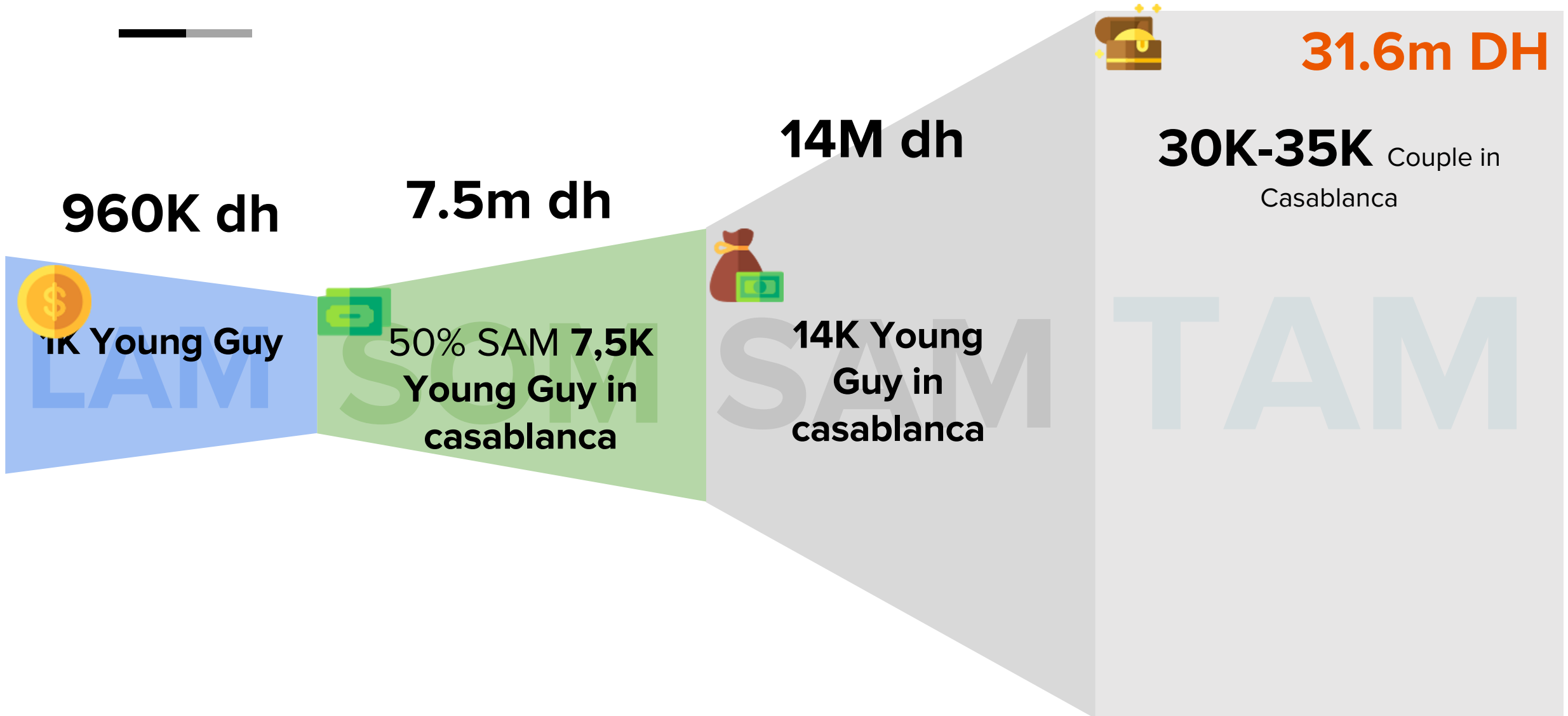
Spend 190 dh on a date



# 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...)

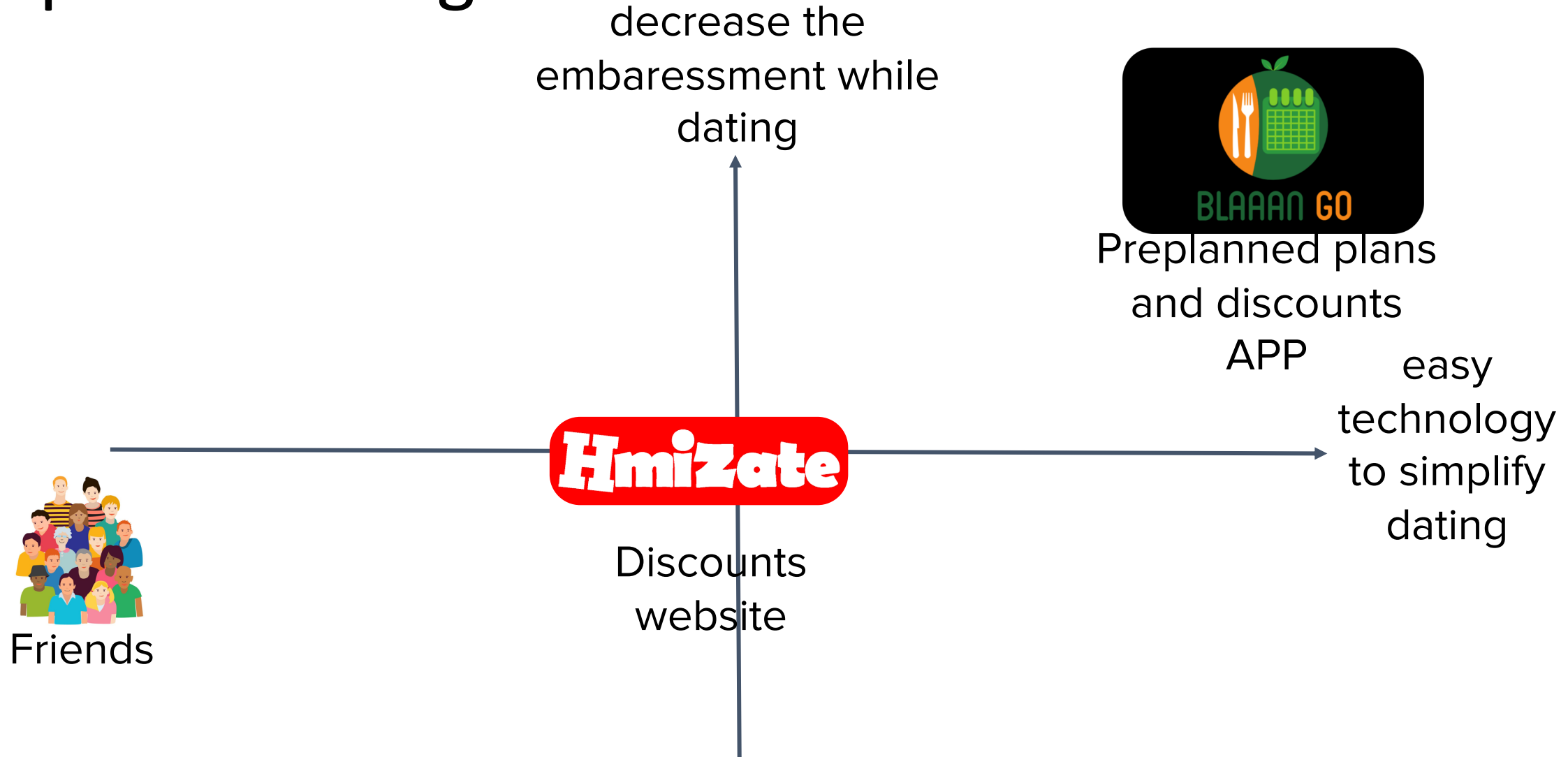
-Chat directly to the plan creator from the community

-No Ads





# Unique Advantages



Hamza  
hacker



IT

design

UX/UI

Wissal  
hipster



Conception

Marketing

Management

# Thank you!



# BlaalanGO

