



[WGG]

WHAT'S GOOD

A Marketplace for Nightlife

Overview

- What's Good is a mobile marketplace app that connects Promoters with prospective Patrons looking to go out and spend money on nightlife
- Promoters get more business to their venues and earn extra money on the side through the app
- Patrons can connect directly to the nightlife market makers ensuring the best price, negotiate table or bar minimums and avoid lines and hassles at the door

Nightlife

Events

*Non-negotiable
Price*

- Cover

- Open Bar

- Etc.

Bookings

*Negotiable
Price*

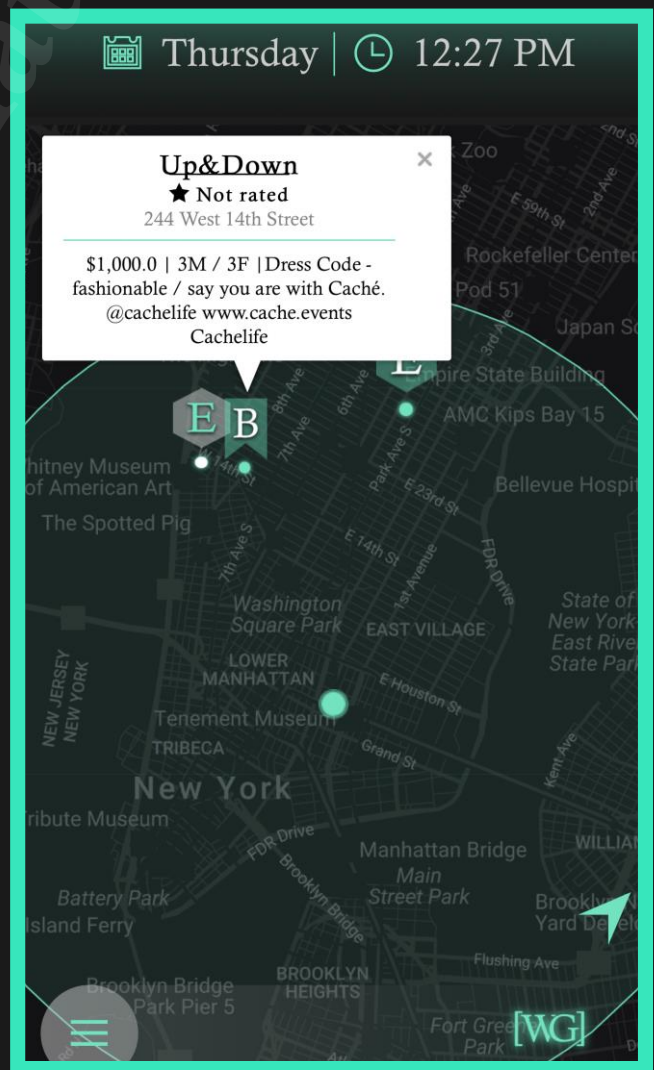
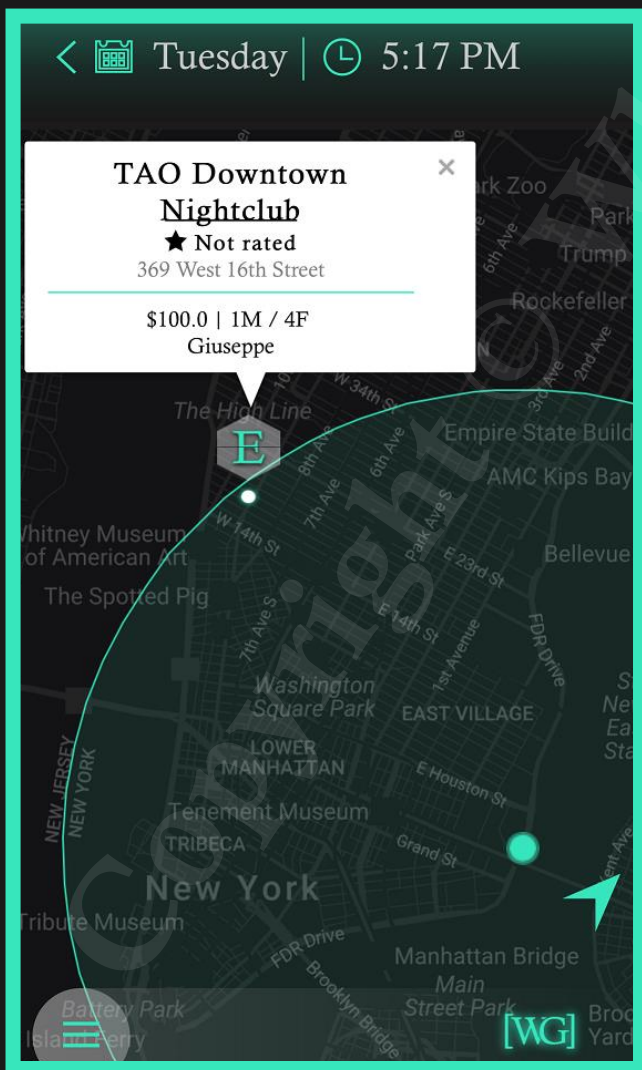
- Table Service

- Bar Minimum

- Etc.

Functionality

- À la Uber
- Patrons browse nightlife options near them via map, list or search



Business Model

- À la StubHub
- Patrons are charged a 15% fee: 5% for the Promoter and 10% for WG

< Event

E TAO Downtown Nightclub | ★ ...
369 West 16th Street
What: TAO Tuesdays
When: Today, 09-26-2017 11:30 PM
Entry Type: Giuseppe | ★ Not rated
Crew(M/F): 1M / 4F

Price (pay at venue): \$100.00
Fee (pay now): \$15.00
Total Price: \$115.00

Purchase

☰ [WG]

< Booking

B Up&Down | ★ Not rated
244 West 14th Street
What: GET DOWN With Caché
When: Friday, 09-29-2017 10:00 PM
Other: Dress Code - Fashionable / Sa...
Promoter: Cachelife | ★ Not rated
Crew(M/F): 3M / 3F

Price (pay at venue): \$1,000.00
Fee (pay now): \$150.00
Total Price: \$1,150.00

Purchase


Suggest an alternative

☰ [WG]

Negotiate

- Negotiate a current listing or...
- ...create a blind bid & promoters can suggest venues

< Make Bid

 Vandal | ★ Not rated
199 Bowery
Table
WG Prom | ★ 4.3

Price \$ | 1,000.00

Crew | M 3 F 1
Male/Female

Time | 01-19-2017 04:27 PM
Now - to

Fee: \$150.00
Total Price: \$1,150.00 | 👤 4

Cancel Make bid

☰ [WG]

< Blind Bid

Price \$ | 1,000.00

Crew | M 3 F 1
Male/Female

Where | NYC

Time | 01-19-2017 10:30 PM
Now - to

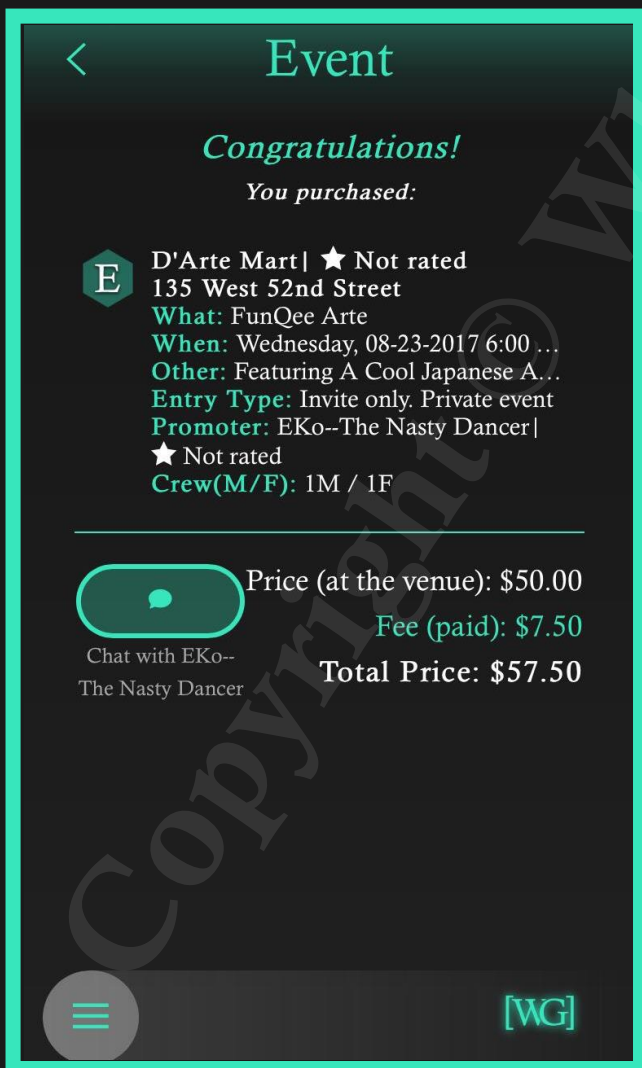
Fee: \$150.00
Total Price: \$1,150.00 | 👤 4

Cancel Make bid

☰ [WG]

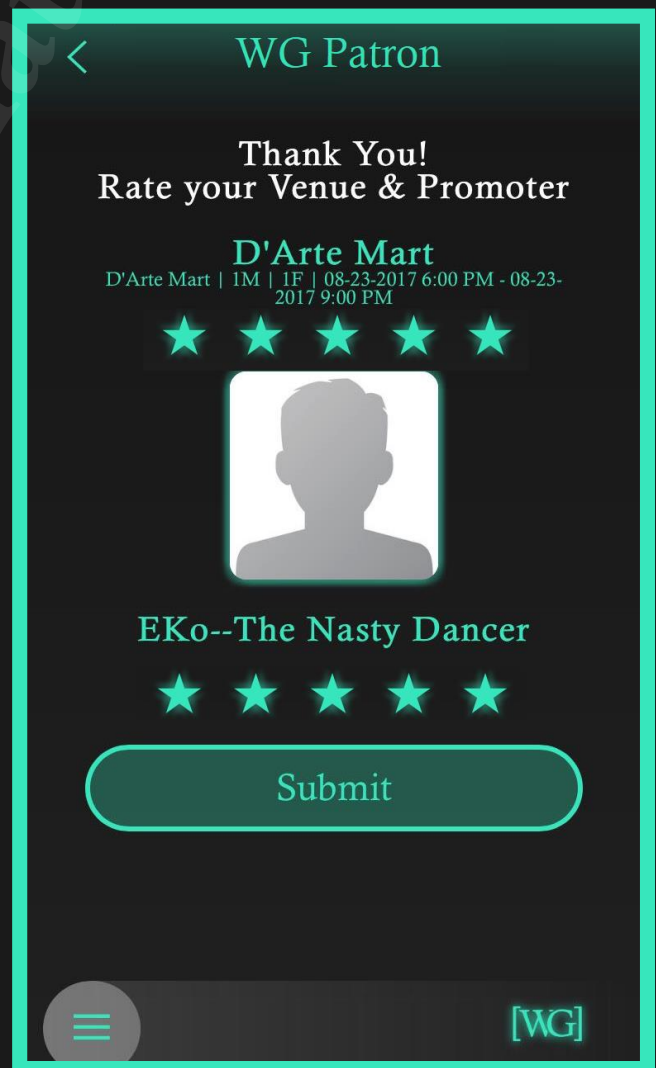
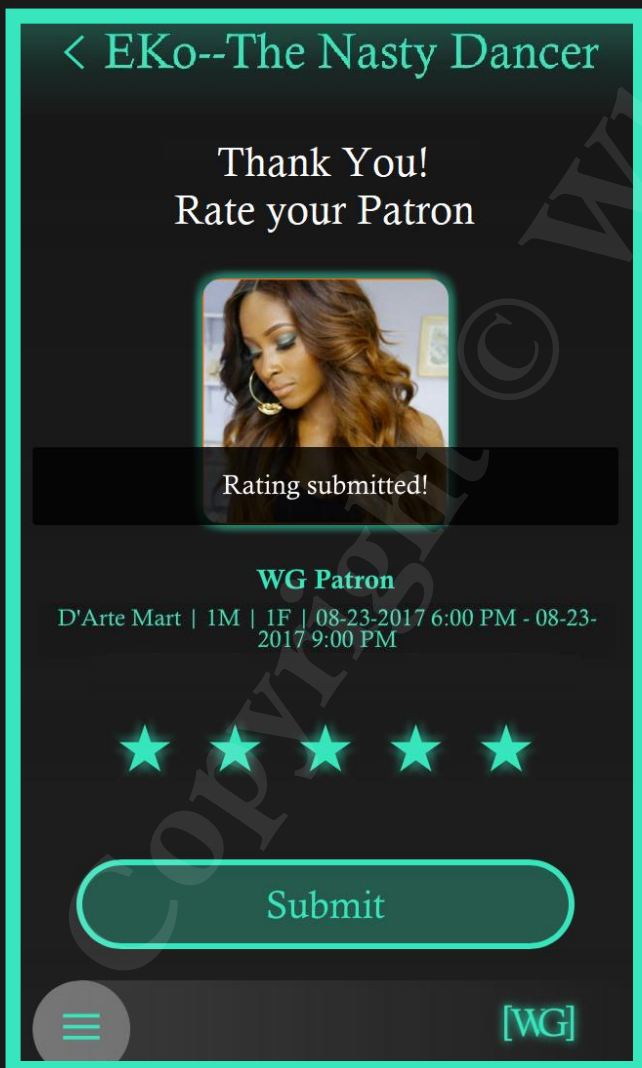
Connect & Chat

- Once connected, Promoters and Patrons can have a conversation right in the app



Ratings

- Quality control through a 360 ratings model



Benefits

Promoters

*More Business,
Money &
Control*

- Connect with people looking to spend money on nightlife
- Earn a fee on each transaction (5%)
- Patrons pay the listing price at the door so your Venue relationship remains the same
- Better crowd management through Crew (M/F) feature and 360 ratings model

Patrons

*Direct Connection
to the Nightlife
Marketplace*

- Compare prices across venues and neighborhoods
- Deal directly with the market makers to get the best deals, avoid lines and hassles at the door
- Negotiate prices for listed Bookings or make a blind bid
- Promoters can then suggest nightlife options

Problem Solved

“It’s a great idea because clubs are so easy for models...but so hard for everyone else...”

-Anonymous Model