

WHAT  
DO WE EAT  
TONIGHT?



# Groups Anti-Catalysts

❖ The Ringleader

❖ The Shy Guy

❖ The Hyper

❖ The No-Mute Button

❖ The Manipulator



What are we going to eat tonight?

# The Secret Sauce (MVP)

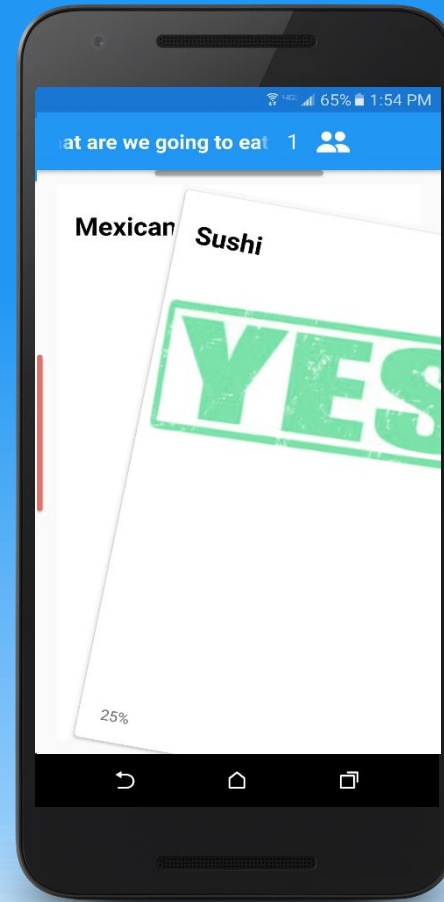
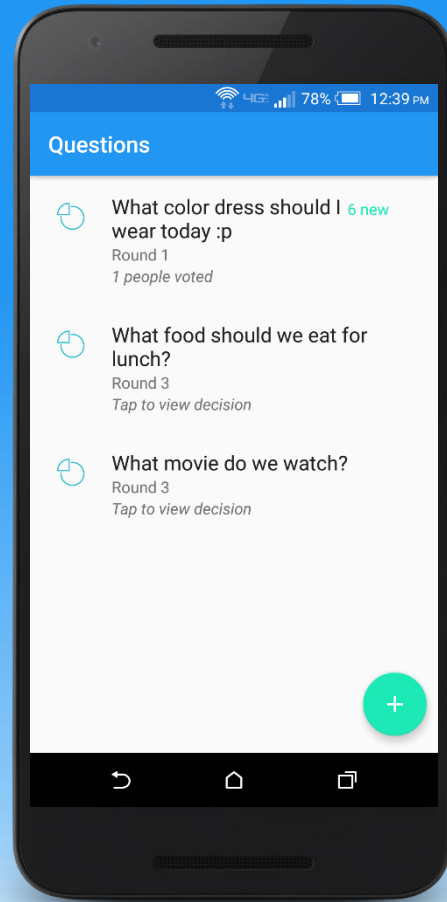
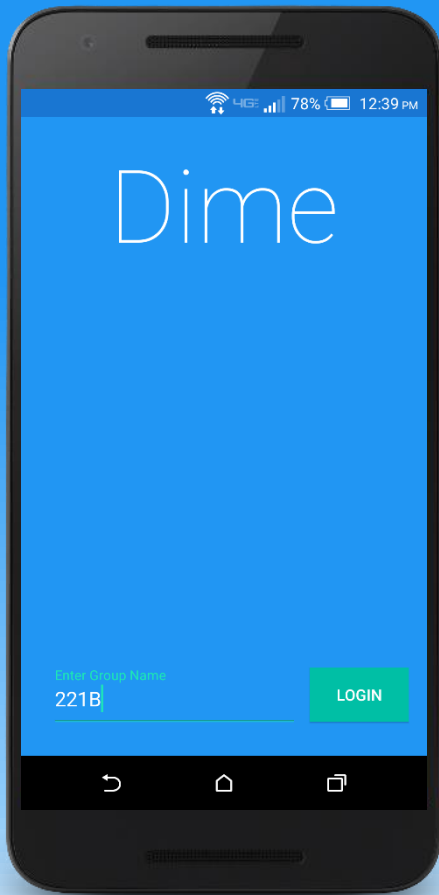
- ❖ College Students
- ❖ Anonymity
- ❖ Voting (What do you want to eat)
- ❖ Group Decision



# Market Validation

- ❖ 82 % satisfaction
- ❖ 75 % would use an app for group-decisions
- ❖ 78 % feel that their group takes a long time to make decisions

# App



# Go-to Market and Monetization

- ❖ Target college students (Universal Problem)
- ❖ Integrate with existing group apps
- ❖ Growth Formula (Snapchat, Twitter, Facebook)
  - 67% Word of Mouth
  - Strong user engagement
  - Expansion to new addressable market segments
- ❖ Revenue
  - Sponsored suggestions
  - Targeted Ads
  - Partnership



# Thank You

[www.dime-app.com](http://www.dime-app.com), [info@dime-app.com](mailto:info@dime-app.com)



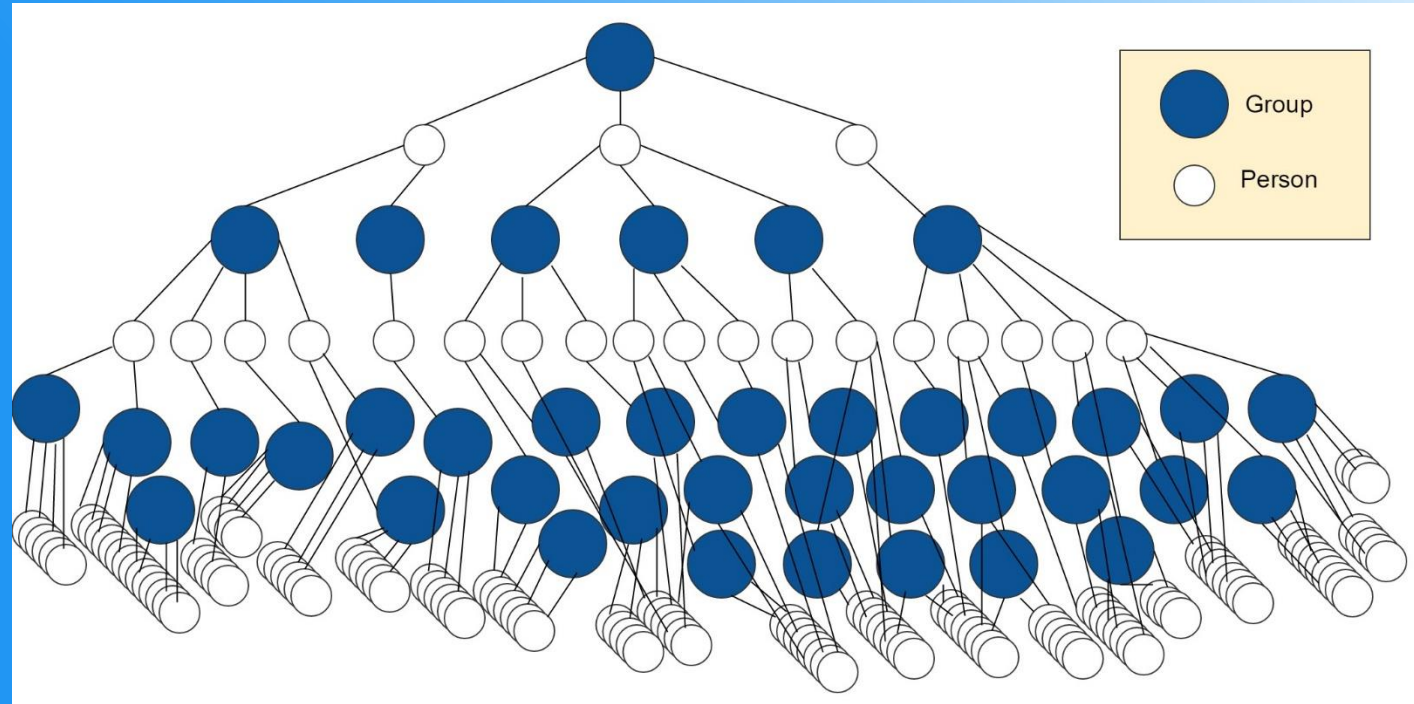
# Appendix

- Most users are in 13-25 age group
- Decision Maker – Spin a wheel - 100,000 - 500,000 downloads
- Decide Now, Decider – Spin a Wheel – 1000 – 5000 downloads
- Decision Buddy – Choices – 5000 – 10000 downloads
- Loomio (Open Source) – Not Anonymous
- USPTO : no trademarks for DIME in the mobile app

	# Users	Revenue
Year 1	10,000	0
Year 2	1M	152k
Year 3	20M	6.3M

# Revenue

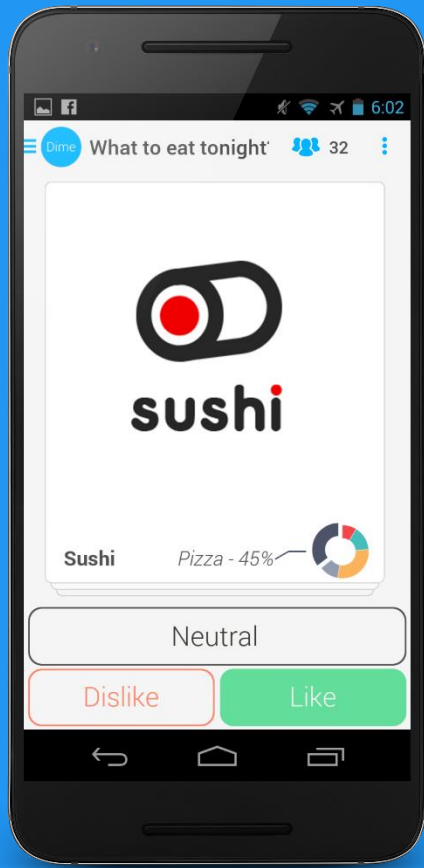
- ❖ Sponsored suggestions
- ❖ Targeted Ads
- ❖ Partnership



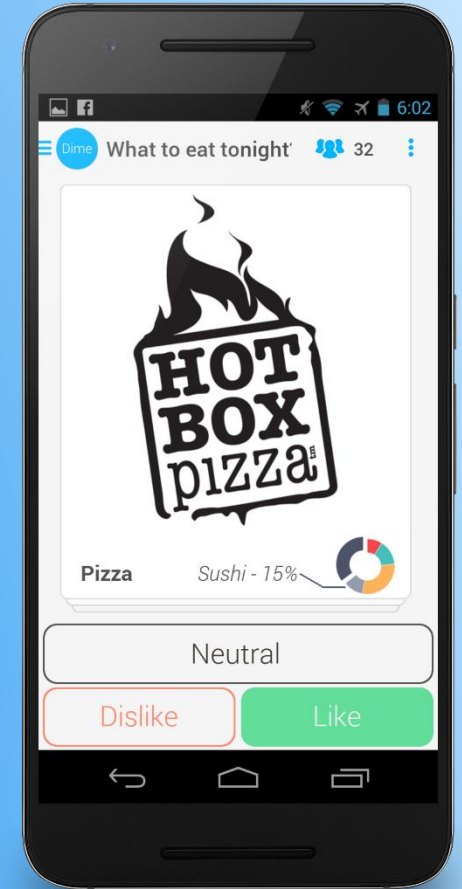
# Competitive Analysis

- ❖ Random ex. Decision Maker
- ❖ Heavyweight ex. Loomio
- ❖ Group Messaging ex. GroupMe, Slack, Whatsapp

# App



- ❖ Quick and Easy
- ❖ Anonymous
- ❖ User can see current ranking
- ❖ Feedback/ Machine Learning
- ❖ Your Dime points



# Solution

- ❖ Interview >50 people in groups across Purdue
- ❖ The Secret Sauce
- ❖ Good **decisions** quickly