

Pitch Deck

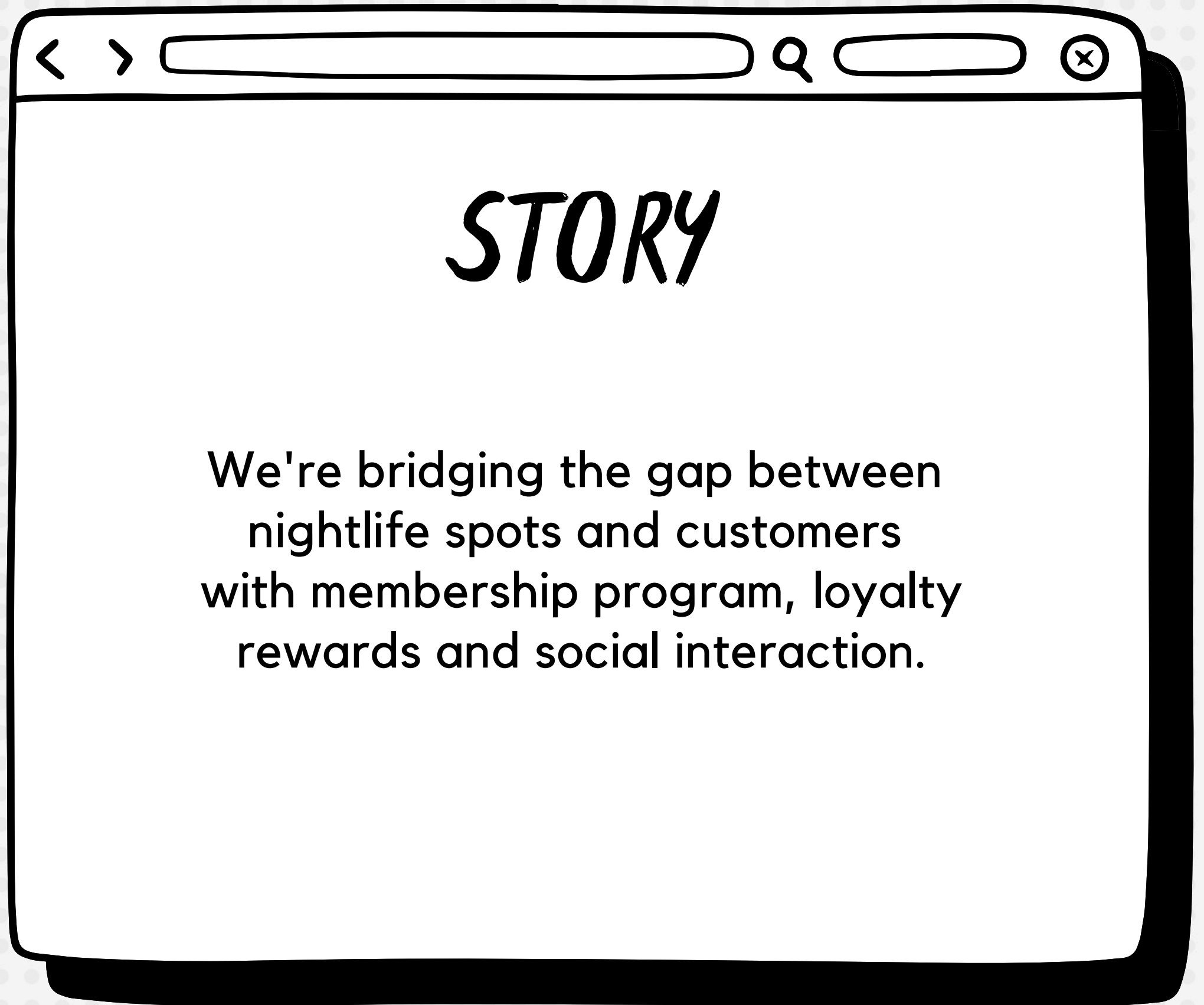
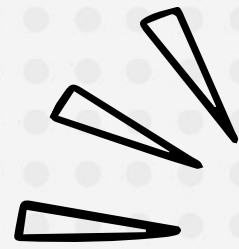
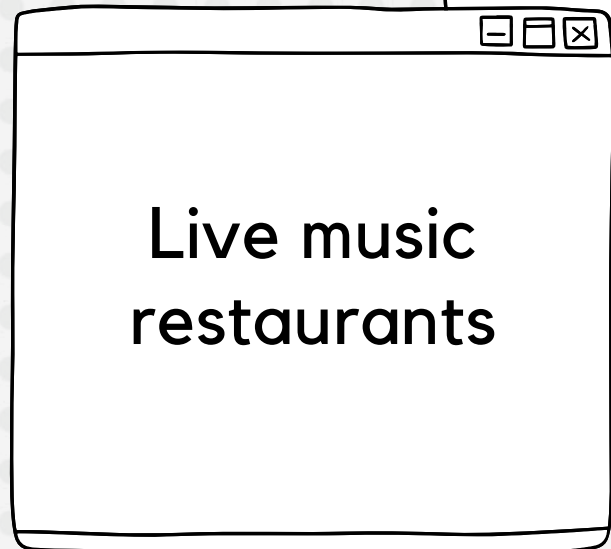
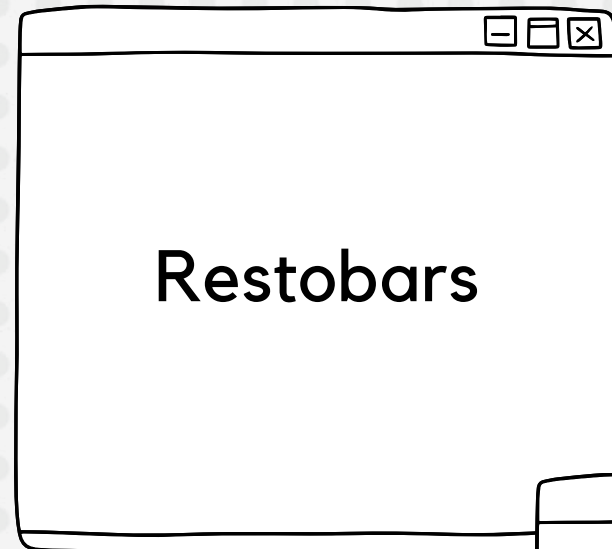


# HiNite



Presented by Sagarikka





# PROBLEM



Insecure, lonely and expensive

## PROBLEM 1

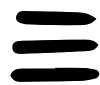
People are very reluctant to go to a nightclub alone

## PROBLEM 2

Despite spending a lot, socialites do not receive any complementary benefits

## PROBLEM 3

A lack of access to clubs' latest updates, rules, bookings, and happenings under one platform



### **SOLUTION 1**

This platform allows to interact with other users visiting on that particular day



### **SOLUTION 2**

Earn points based on spending and membership category that can be redeemed for discounts/freebies



### **SOLUTION 3**

We will provide users with continuous updates about clubs, rules, menus, daily/weekly happenings, and discounts.

# **THE UTOPIA**

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Socialise, obtain perks and updates

# *MOAT*

1

Discovery

2

Social Interaction

3

Spends



**MARKET**

Current PBCL market in India is \$2.9 Billion and expected to exhibit a CAGR of 13.8% in the next 5 years

# USER MEMBERSHIP CATEGORY WISE

## *BASIC - FREE*

- Information about the clubs, their rules, menu, daily/weekly happenings, discounts availed by the club
- Scratch cards are issued according to points earned
- Blocking seats
- Number of people who are attending that you might be interested in

## *PREMIUM*

- All included in basic plan
- Discount over every visit for a particular amount spent
- Visible profiles of other users visiting with basic information
- Incognito Mode
- No extra charges for cab/driver booking
- Prepaid membership card (Premium)

## *ELITE*

- All included in premium plan
- VIP lounge access
- Free drink/food during every visit
- Chat with interested people
- Prepaid membership card (Elite)

# CLUB MEMBERSHIP CATEGORY WISE

## *LISTING - RS. 15,000 / YEAR*

- DJ Followership
- Pre analysed footfalls
- Non marketed audience

## *ADVERTISING - DEPENDS*

- Stay on top of the game



# GROWTH STRATEGY

## STRATEGY

- Clubs - Focus on Chennai nightlife and scale it to other metro cities
- Tie up with FinTech for prepaid membership card
- Tie up with local cab drivers and call taxi companies

## TACTICAL

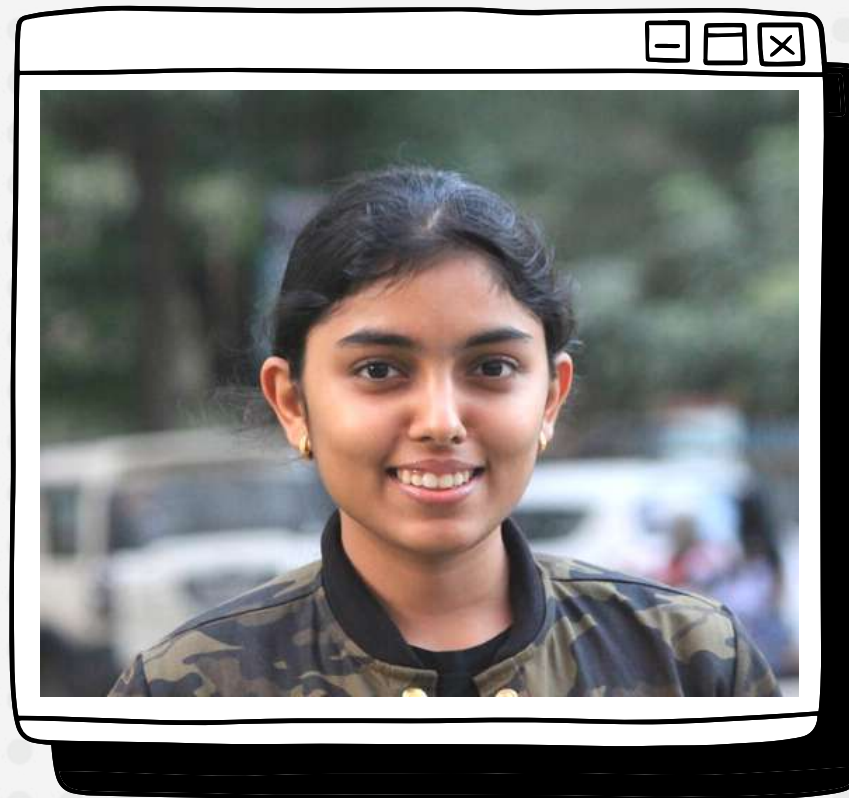
- Viral & Network Effect from the users
- User can earn points by referral and gain freebies

## CAMPAIGNS

- Reaching out to millennials, working professionals, married people and influencers
- Using social media platforms to run location-based campaigns

# THE TEAM

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# CONTACT US



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