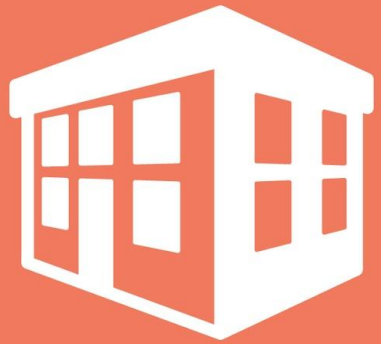


THE GRID

Social Media. Reinvented.

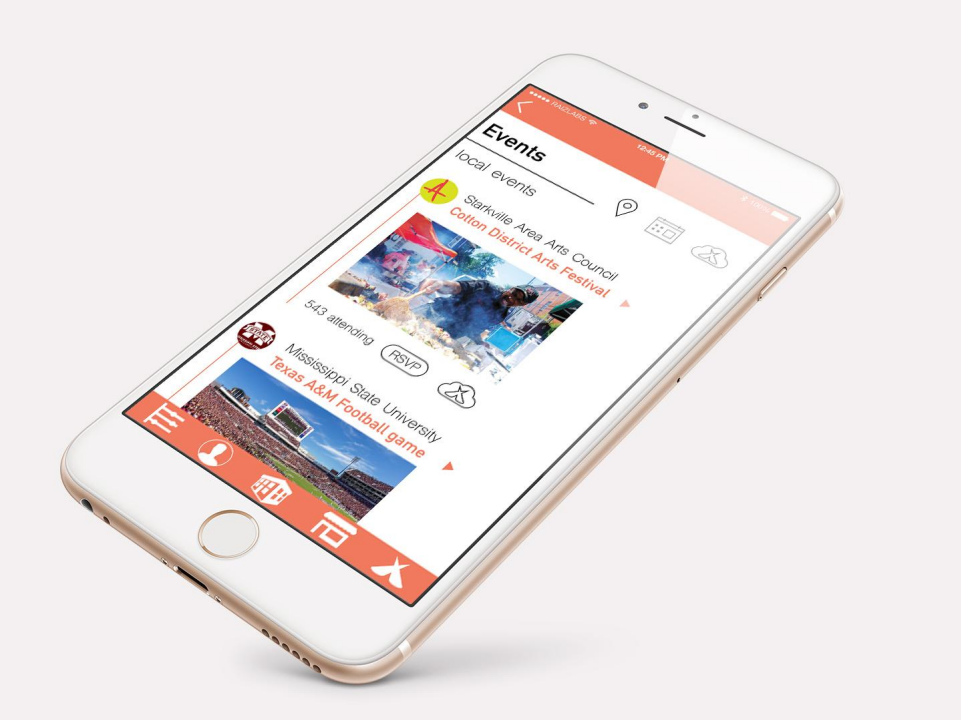
The Team

- **Calvin Waddy**: CEO
- **Terence Williams**: CTO (Chief Technology Officer)
- **Keats Haupt**: Creative Director and Head of Marketing
- Consultants: Eli Davis (software engineering) Ryan Gilbrech (Animation)
- https://gfycat.com/HarmoniousClu

The Consumer

- The Grid's target consumer is **University students.**
- Our team will reach those who are **currently** using social media
- **Two-sided market**

What is the product?



Users want a **complete** social media app.

- The Grid offers the most complete social media app on the market, and **pushes technology** to the full extent of its ability

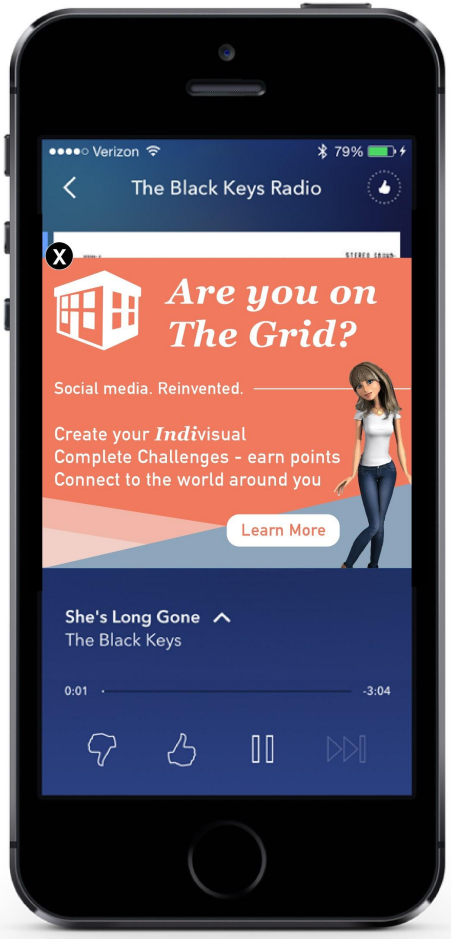
https://invis.io/R699BWUFK#/205381684_Grid_Peach_Newest-07

Animation samples

https://gfycat.com/HarmoniousCl

Plan to reach consumers - three tiered approach

mobile	physical	network
Pandora ads Ads on websites Ads on apps Blogs App reviewers Build microsite	Hype videos Signage Posters Print outlets Host trial (Dec. 1st)	Customer advocacy Word of mouth Endorsements Reaching out to Campus leaders



Monetizing - three main approaches

The Grid has multiple platforms for monetization

1. **In-App purchases**
   Users can use points to **buy accessories** for their ***Indi***visuals (avatars), or they can spend cash. Companies can pay to have their apparel in the app store, and when users buy branded apparel virtually, they could receive coupons for the actual apparel, and vice versa.
2. **Events**
   Local events could **pay to boost their event** to the top of the events page, or non-local events could pay for their event to be boosted to “Featured Event” status, which would enable a pop-up notification, and would be used for larger scale events.
3. **Premium Accounts**
   Premium account holders would enjoy **benefits such as unlimited event thread saving** (standard users would be allowed 3-5 event saves), unlocking more clothes/customization of ***Indi***visual, premium challenges which allow users to earn points at higher rates, and access to the VIP room.
4. **Celebrity Accounts**
   An aspect of the points system enables users to rise up notoriety levels as they gain points, and similar to Instagram’s “verified” system, official accounts pay to receive “celeb status” automatically.

Retail Companies and Advertisers in apps

- There are 2.3 billion active social media users
- 91% of retail brands use 2 or more social media channels
- Social networks earned an estimated $8.3 billion from advertising in 2015
- 38% of organizations plan to spend more than 20% of their total advertising budgets on social media channels in 2015, up from 13% a year ago
- By 2017, Instagram's global mobile ad revenues will reach $2.81 billion

Does in-app advertising work?

- 75% of brands will pay to promote posts on Facebook
- 78% of Facebook advertising revenue comes from mobile ads
- In 2015, Facebook's average advertising revenue per user was US$11.96
- Mobile advertising represents 80% of Facebook's advertising revenue

The Market

- The global social media analytics market has been estimated to be worth USD 2.14 billion and is forecasted to grow at a CAGR of 26.51% over the reporting period 2016 - 2021
- There are 2.3 billion active social media users (TAM)
- There are 200 Million users on Instagram, which is our SOM (estimating $10/per user)

How does this translate to The Grid?

The Grid offers a new and innovative way for companies to reach consumers, and for consumers to interact with companies.

The Grid caters to multiple demographics

- Those interested in regular social media endeavors such as self promotion or connectivity with friends and family
- Those interested in gaming, collaboration, and expanding their network both locally and nonlocally
- Those interested in fashion and retail promotion
- Those interested in physical social events and networking, and staying current with local news and happenings.

Competition

- The leading social networking apps currently are: Instagram, Facebook, twitter, and snapchat.
- We believe The Grid is superior because of the amount of interaction we provide to users. We are also the only social media application that features avatars, a 3D reality space, and live event threads.
- The events section of The Grid offers creates a new way for people to advertise, experience, and relive events.

Timeline

SEPT.
2016

Beta testing
Market reserach

Finish visual designs
Develop marketing platforms

Coding/Software Development
Animation

Build Investors

Marketing

DEC.
2017

LAUNCH

Next Steps

- Marketing platforms
- Calculate expandability and capacity capabilities
- **Build investors** to fully develop our coding, Software development, and animation

UI Designs - $ 300
Coding/ software development - $700
Animation - $1000