

#BeSocial



Let Blue introduce you.







# Problem

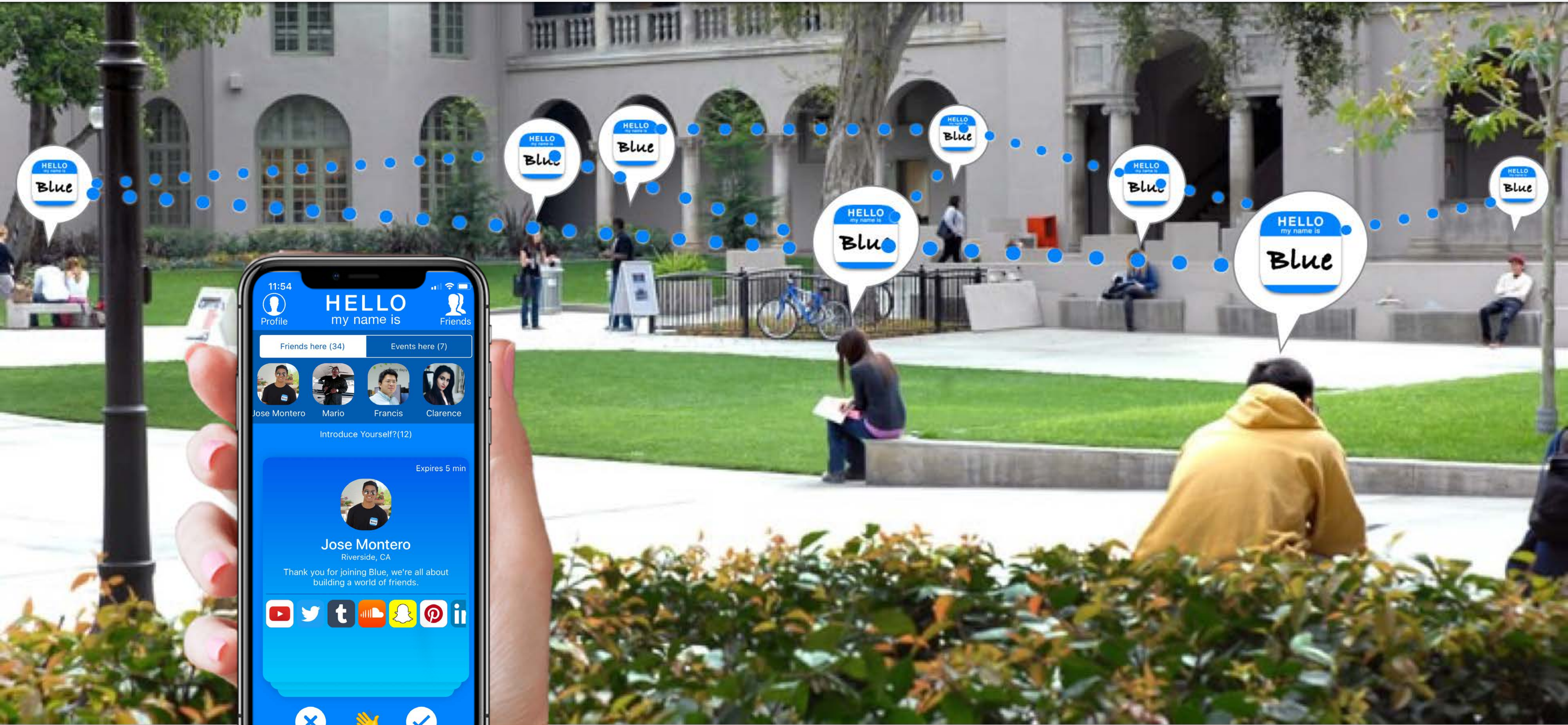


Problem: Everyone has an online identity but there's no easy way to find out who's who in your ambient space.





# Your Virtual Name Tag

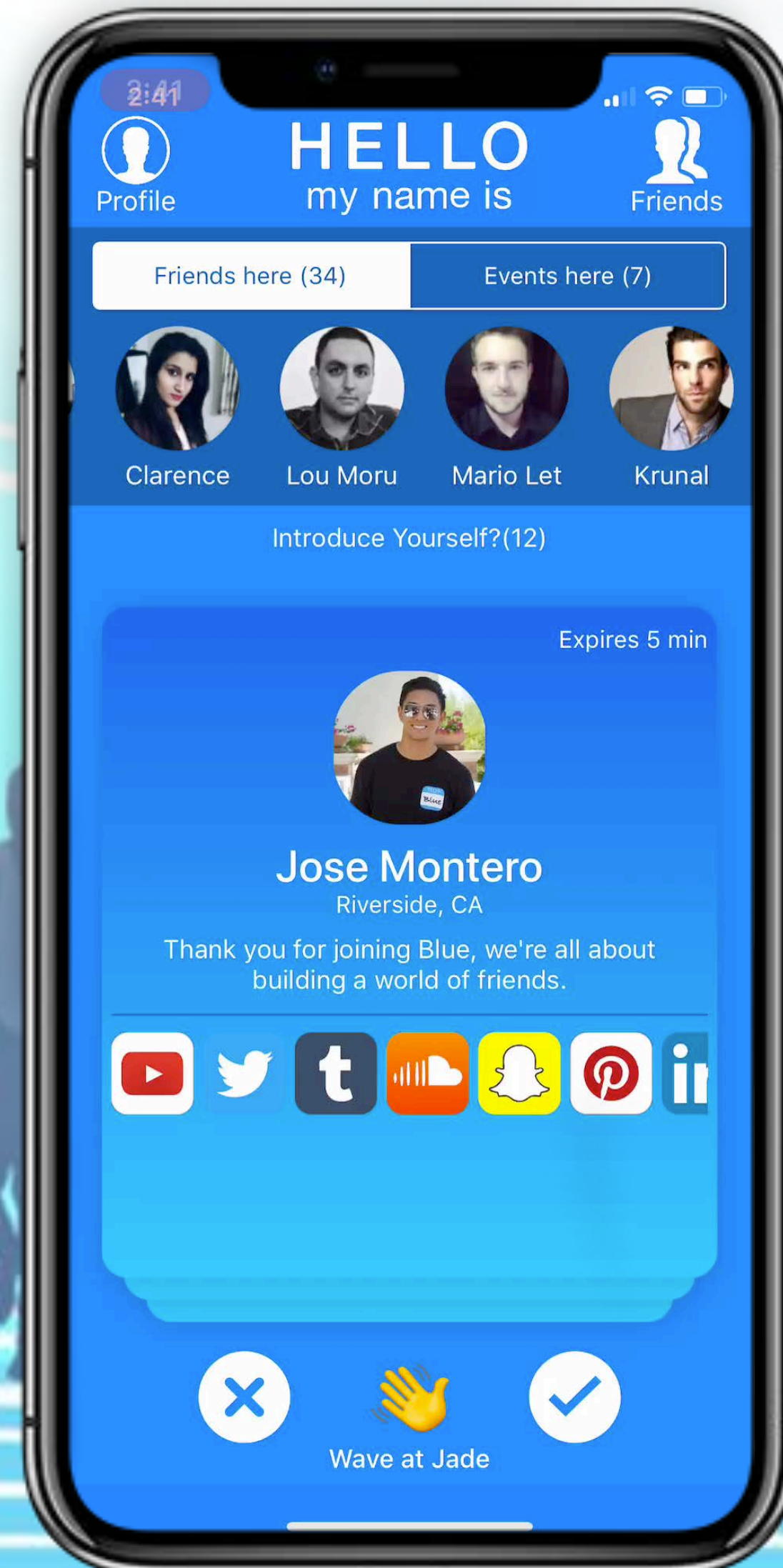






# Blue Social App

A tool for everyone everywhere anywhere anytime.



**24 Hour Opportunity** to make friends with people you've crossed paths with.

**Check-in to Events** happening around campus!

**Easily Swipe Right** to indicate you want to be introduced.

**Don't forget your friends'** name again! See which friends are here and say hi.

**Wave to people nearby** to get their attention and let them know directly you want to #BeSocial.





# Market Validation



Facebook

2.5 Billion Users

Valuation  
\$400 Billion (2017)



LinkedIn

500 Million Users

Acquired by Microsoft  
\$26 Billion (2016)



Tinder

50 Million Users

Valuation  
\$3 Billion (2017)



Bumble

23 Million Users

Valuation  
\$1 Billion (2017)



HAPPN

>50k Users

Raised  
\$22M (2014)

# People Want To Meet People.

2.5 Billion on Social Media Worldwide





# Opens New Market Space

First P2P Bluetooth Ambient Social Network







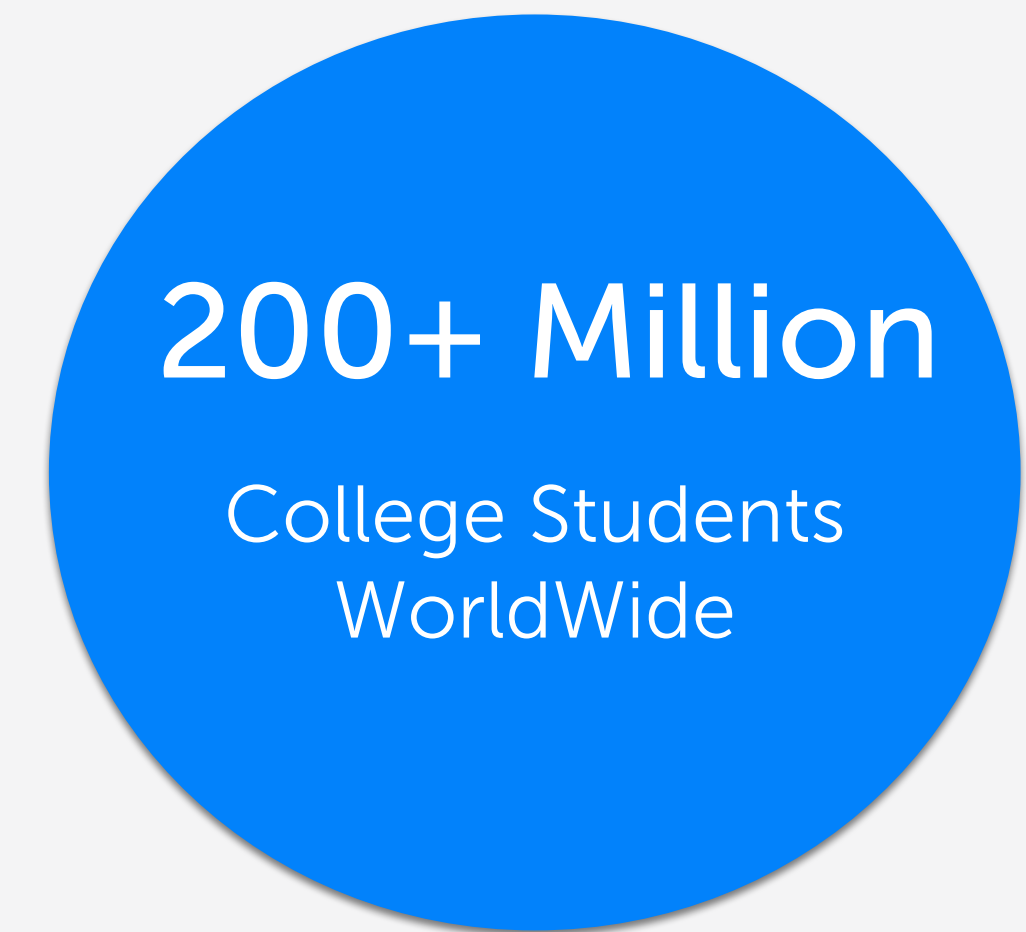
# Market Opportunity



Global Potential Market



Segmented Market



Target Market





# Clubs promoting Events on Campus



**Alpha Kappa Alpha**

Undergraduate Stude...  
Social Fraternity/Sor...



**Alpha Phi Alpha Fraternity**

Undergraduate Stude...  
Social Fraternity/Sor...



**Alpha Phi Omega -- Alpha Epsilon Nu**

Undergraduate Stude...  
Service



**Alpha Sigma Nu**

Undergraduate Stude...  
Academic/Honorary/...

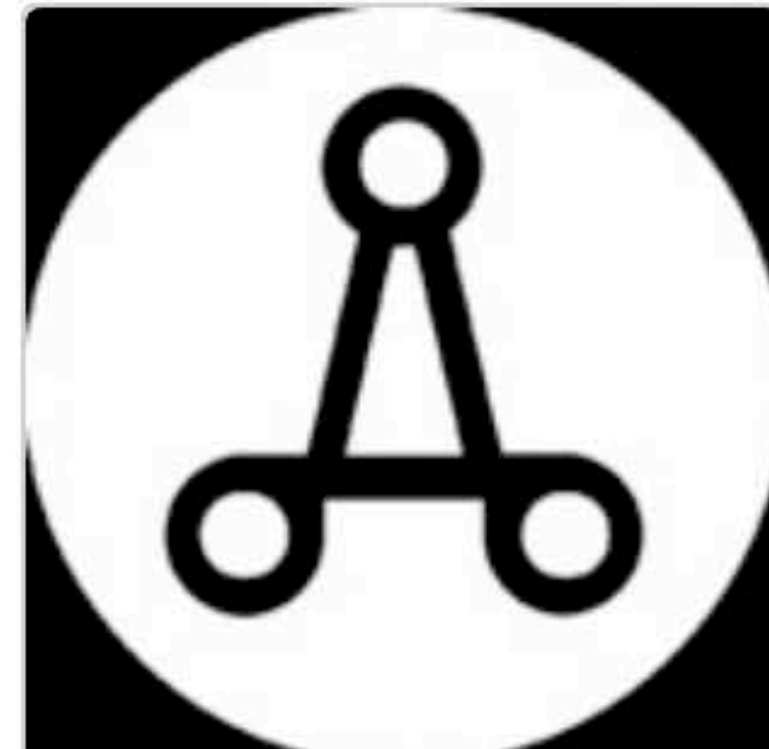


**American Cancer Society Relay for Life of the University of San**

Undergraduate Stude...  
Service



**American Chemical Society**



**American Institute of**



**American Institute of**



**American Marketing**



**Animation, Culture, and**





# Old School Way...

Please.. fill this out.



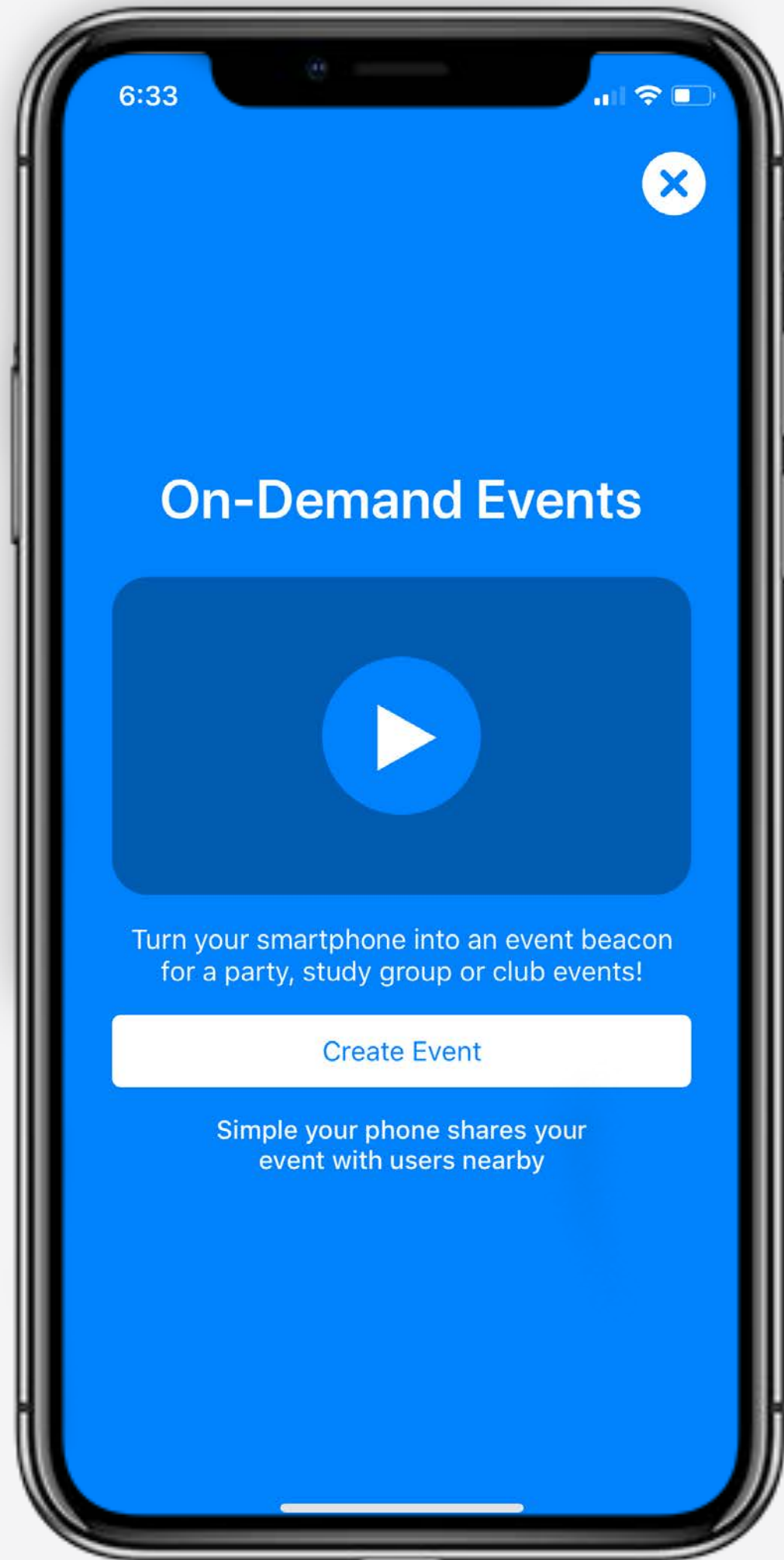
## Problems

- Not efficient
- Students don't have time
- Put data in a database
- No easy way to promote clubs

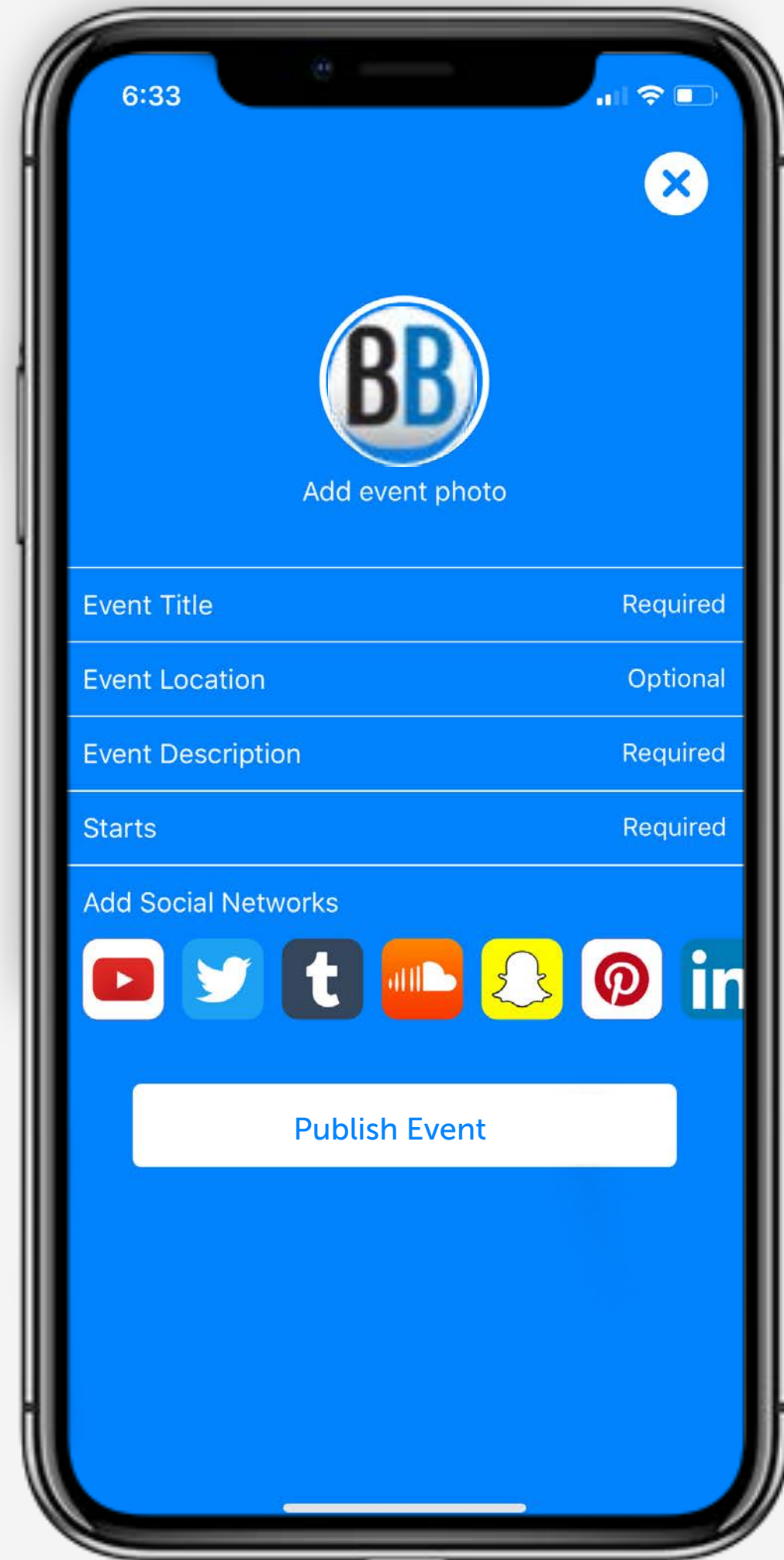




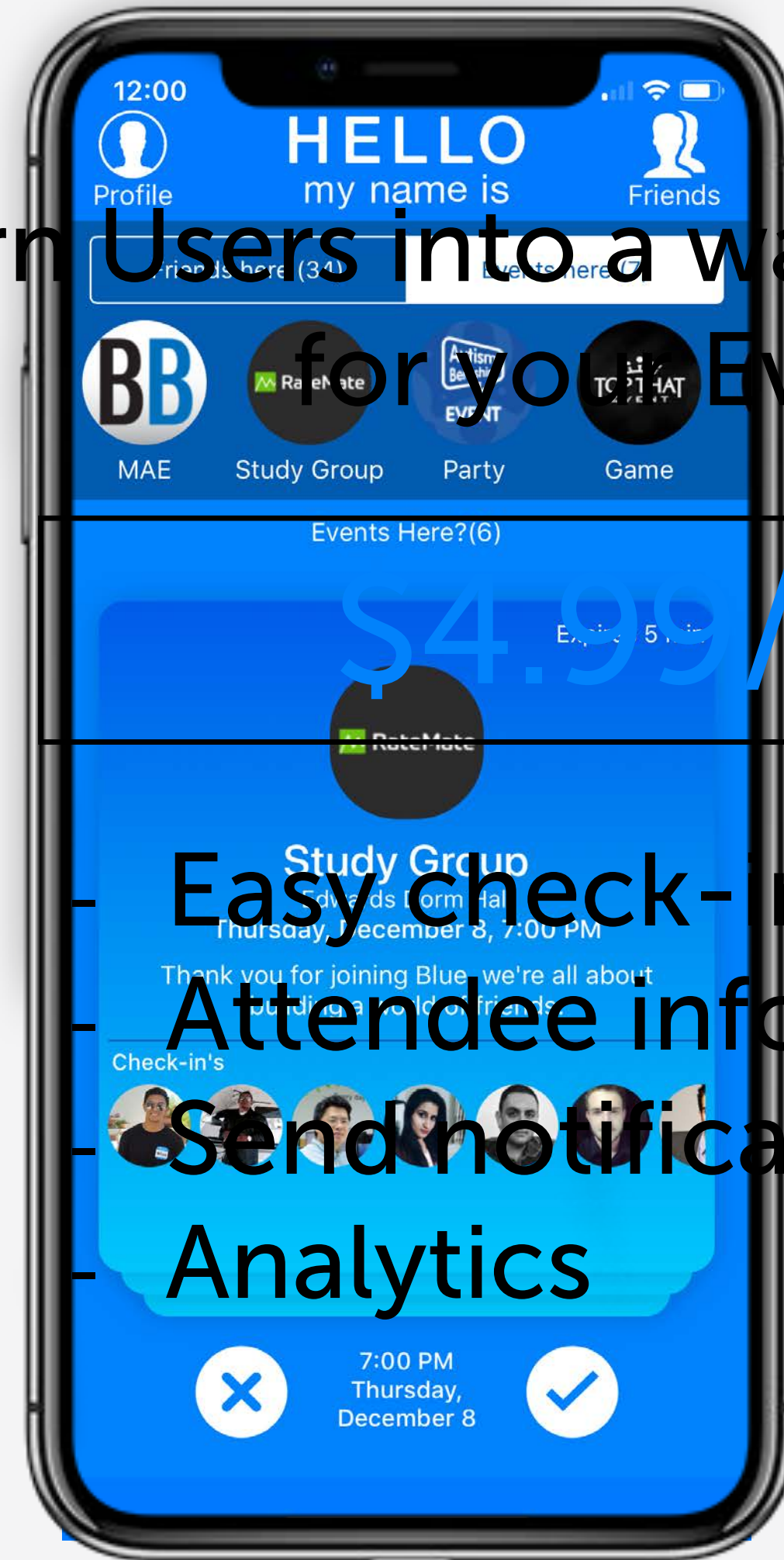
# On-Demand Events



Create Event



Add Details



Broadcast Event

Turn Users into a walking beacon for your Event.

Check ins

\$4.99/hr

Easy check-ins

Attendee information

Send notifications

Analytics

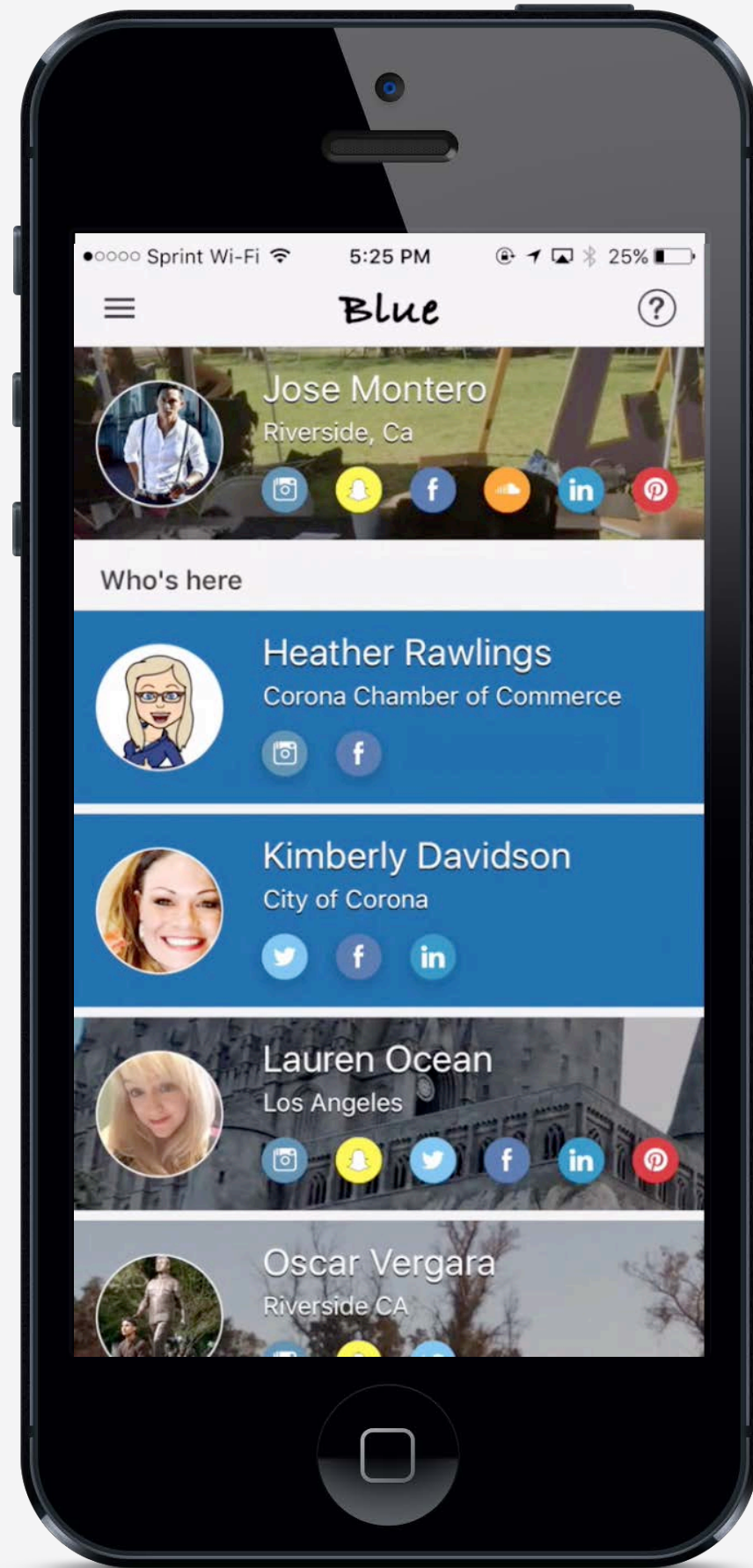


Turn users who check-in, into Event Beacons

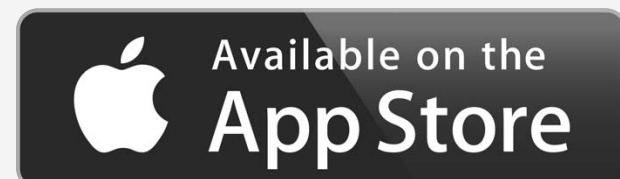




# Blue's Success



Version 1

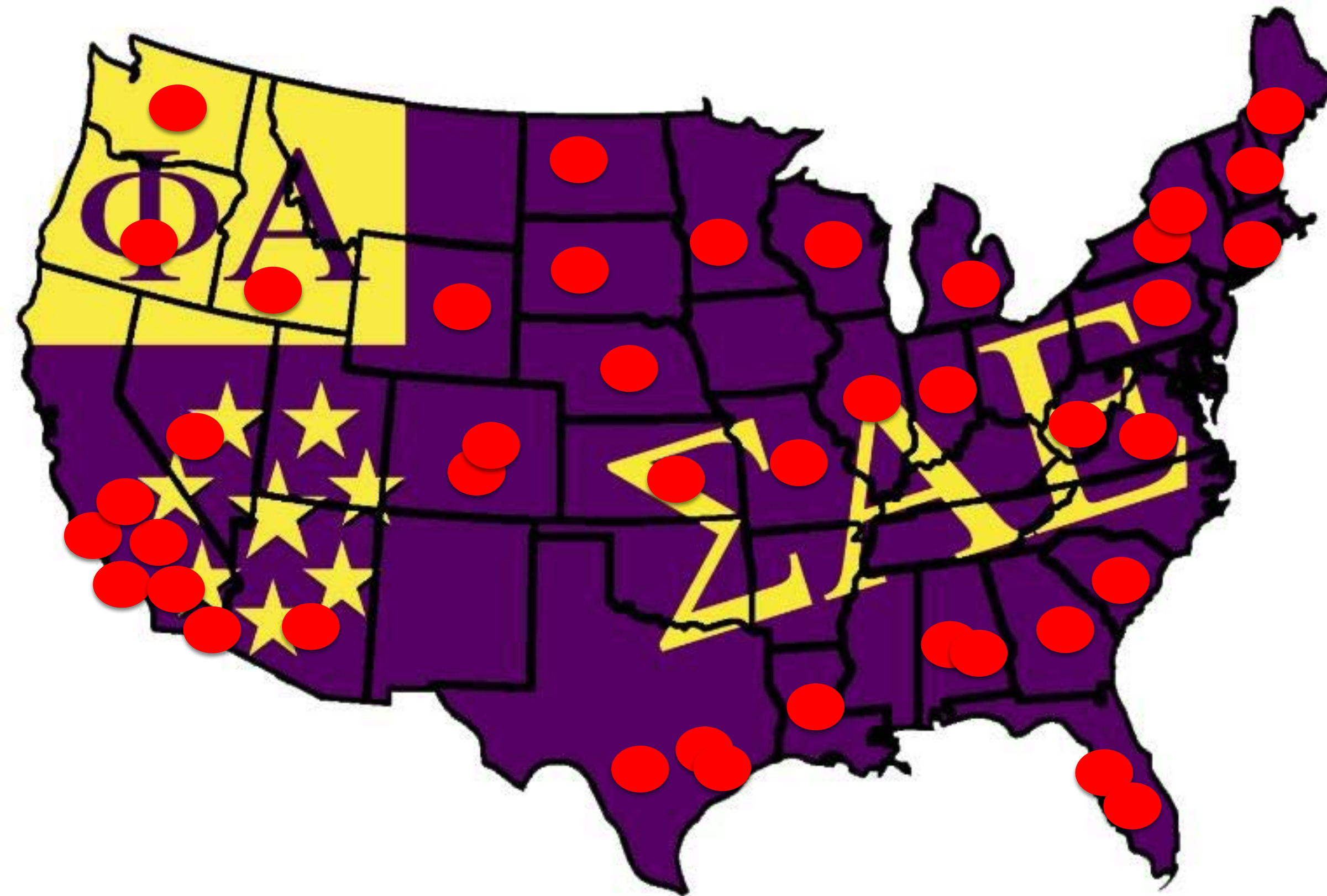


7,500+  
Organic Downloads





# 170+ Chapters with Sigma Alpha Epsilon Fraternity



Our Partnership is Immediate Reach!





# Marketing

Blogs, Social Media Facebook, Instagram and Twitter

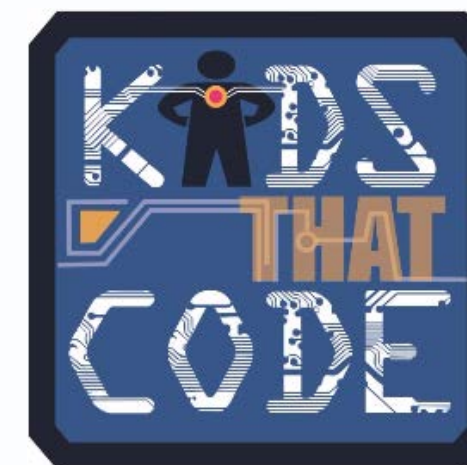
More than 10,000 email subscribers

College Clubs - Fraternities and Sororities

Influencer Marketing

Growth Hack with Beacons to capture millions of potential users

Will be  
Featured:





**One more thing...**





# Proximity Marketing with Retail Beacons







# Retail Beacon Market - 2020

**4.3**  
Million  
Beacons

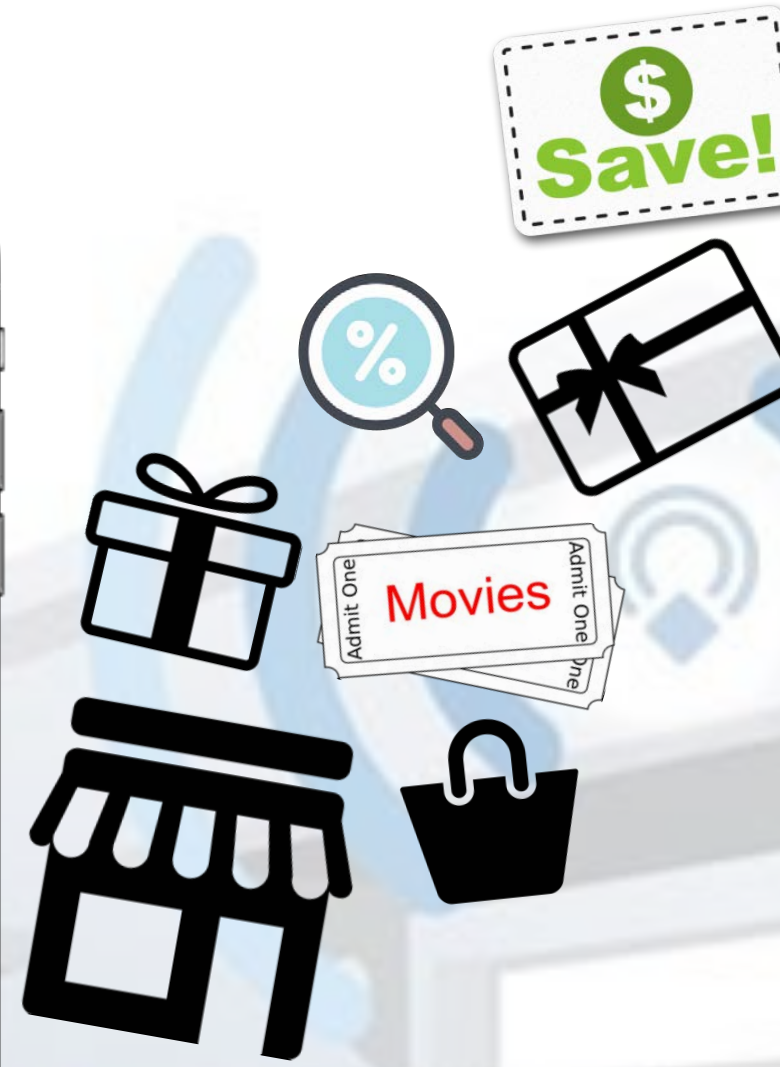
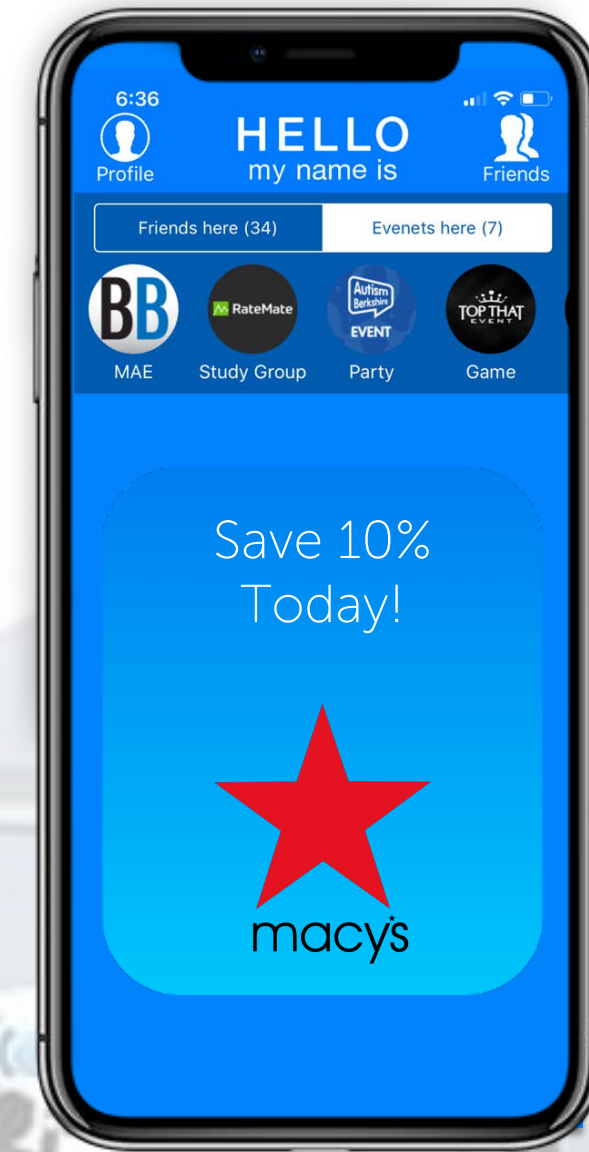
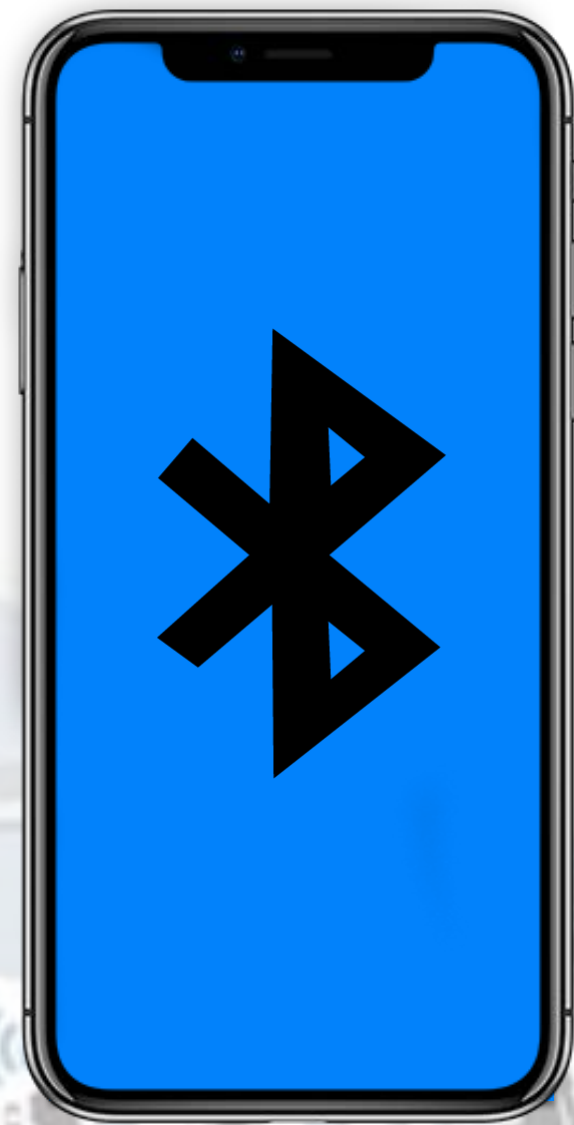
**1.6**  
Billion  
Coupons

**\$46.4**  
**Billion**  
Potential Lead  
Generation  
Fees





# How Do Beacons Work?



Retailers strategically place beacons around their store

The Beacons connect to Blue - a Bluetooth enabled smartphone app.

It sends a signal to the phone and the app is opened

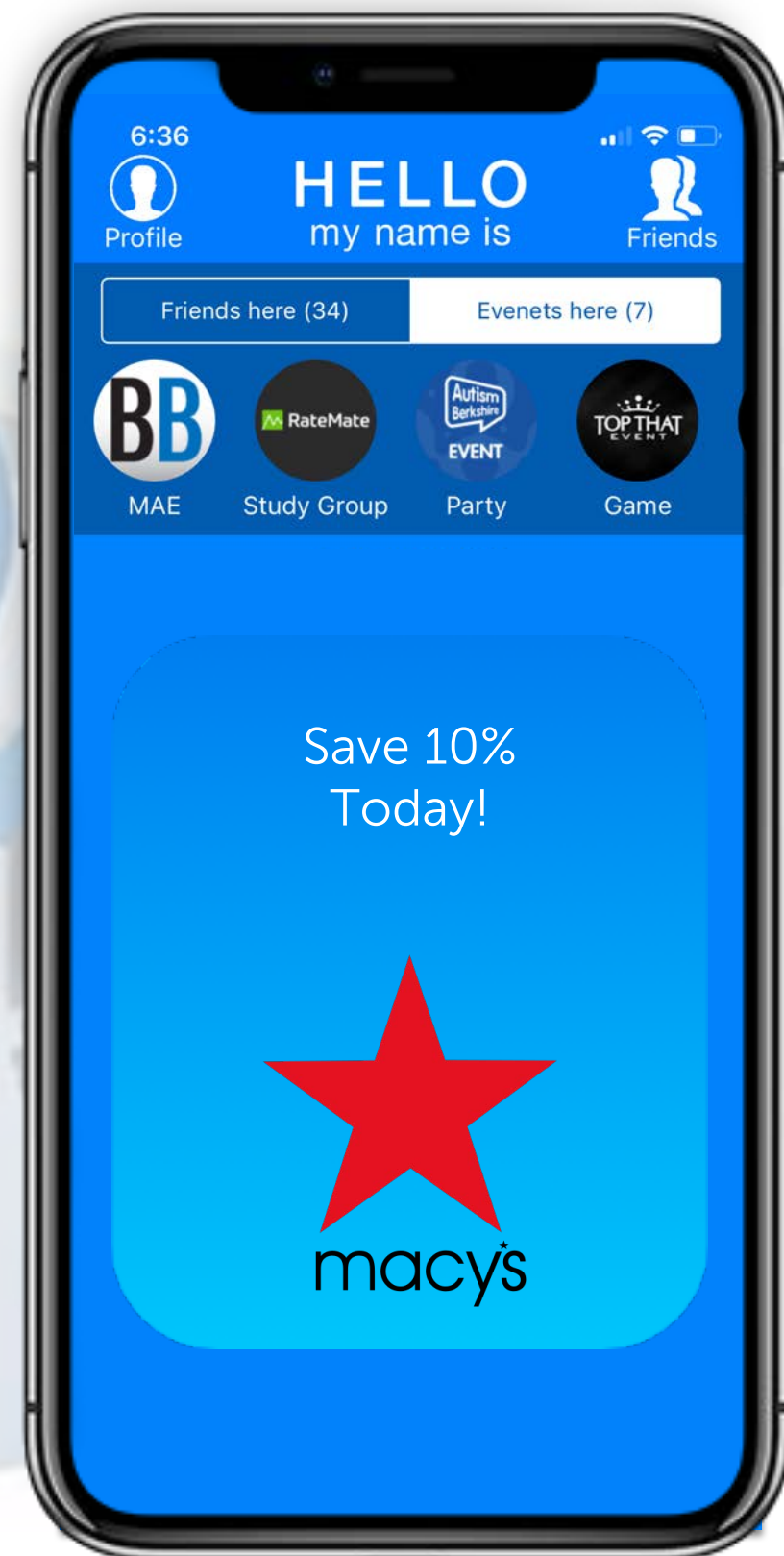
The retailer can provide the customer with a wealth of information





# How We Monetize

## Impression (User walks by Store)



\$1.50 CPM

## Swipe's Right (Click)



CPC - \$0.99

## Sale!



Avg. Commission  
\$29 (Retail Sector)





# Blended Revenue Model

## In App Upgrades

- ✓ Unlimited Waves
- ✓ Analytics
- ✓ Rewind Your Last Swipe

\$4.99/Month

## On-Demand Events

- ✓ Turn Phone → Event Beacon
- ✓ Easy Check-ins
- ✓ Attendee Information
- ✓ Send Notifications
- ✓ Analytics

\$4.99/Hour

## Retail Beacons

- ✓ Free Blue Beacon
- ✓ Proximity Marketing
- ✓ Relevant information to customers
- ✓ Track Shopping Habits
- ✓ Analytics

Commission Fee:  
\$29 (Retail Sector)





# Revenue Forecast

## 3 Year Projection

	1 Year (1M Users)	2 Year (15M Users)	3 Year (40M Users)
<b>In App Upgrades \$4.99/Mo USD</b>	\$1.4M	\$65M	\$327M
<b>On-Demand Events \$4.99/Hour</b>	\$3M	\$138M	\$736M
<b>Retail Beacons \$29 avg. (Retail Sector)</b>	\$0	\$8M	\$49M





# Competitive Advantage



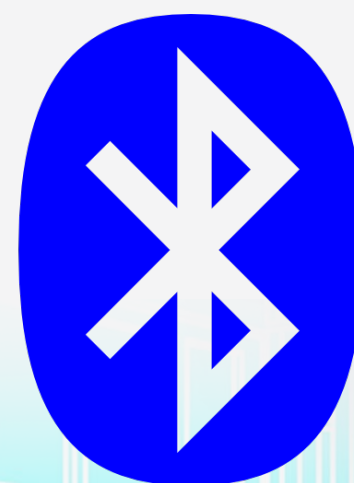
## First to Market

Check out experience on iPhone



## Sensor & Beacons Compatible

Unlimited possibilities



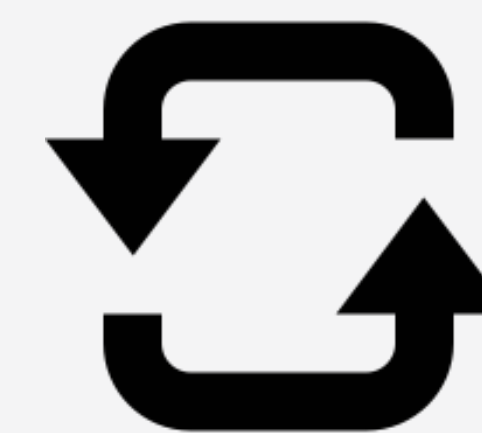
## Ambient Discovery

Will not drain your battery or put location on map.



## Share Social Networks

No more hassle sharing profiles



## Auto-Networking

No need to bump phones or manually discover people.



# Unstoppable Rise of Social Media Users



**Blue**

Will be the Largest Social Network without any content.



**Airbnb**

The Largest accommodation provider owns no real estate



**Uber**

The Largest taxi company owns no vehicles



**Instagram**

The most valuable photo company owns no cameras



**Alibaba**

The most valuable retailer has no inventory



**Bitcoin**

The worlds biggest bank owns no cash



**Netflix**

The Largest growing television network lays no cables





# The Blue Team



Jose Montero  
CEO/President



Erich Ocean  
CTO



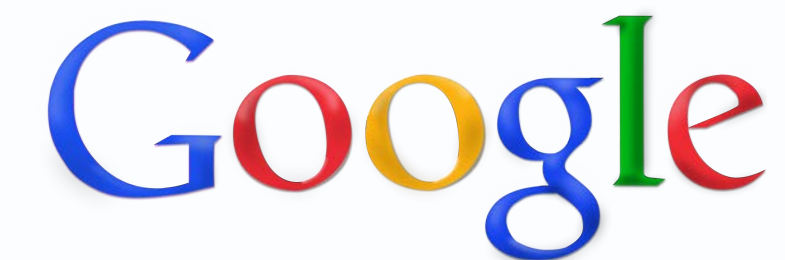
Christen Montero  
CMO



Jose Montero Sr.  
CFO/COO



Lauren Ocean  
Project Dev. Manager



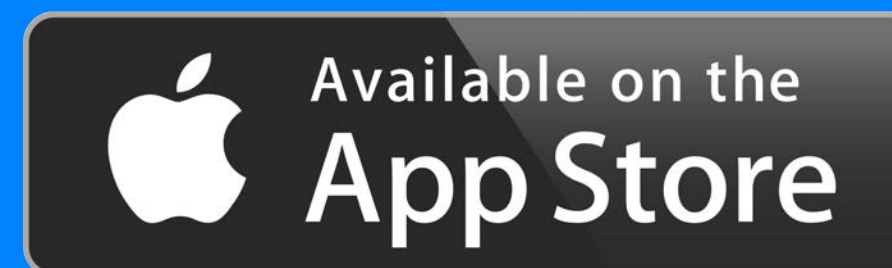
Mario Contreras  
Lead Designer





# Thank You!

Try out our first version today.



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