



SNOOZE YA LOSE

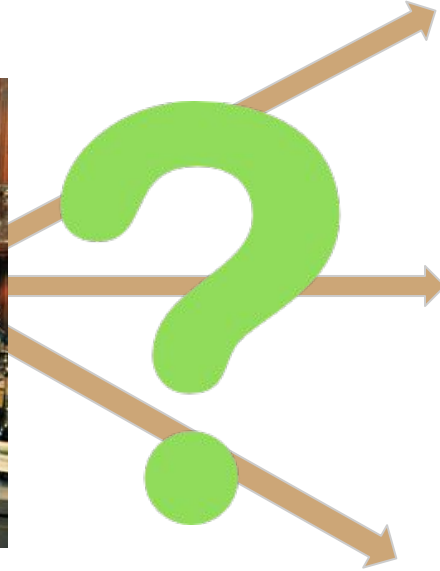
The word "LOSE" is replaced by a circular clock icon. The clock face is light green with a grey border. The word "SNOOZE" is written in white along the top inner edge, and "YA LOSE" is written in white along the bottom inner edge. A grey dollar sign (\$) is in the center, and a grey hand points towards the 10 o'clock position.

save more, snooze less.





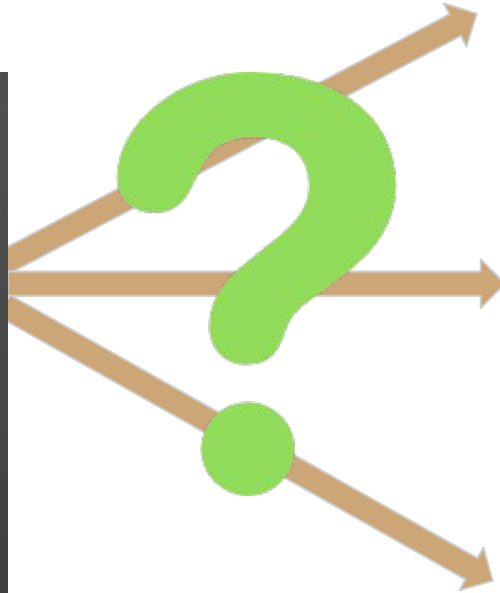
Jeremy Ferry
Manager, Carolina Coffee Shop



- Rebrand their market
- Grow and maintain their customer base
- Losing \$40,000 a year/ new way to advertise

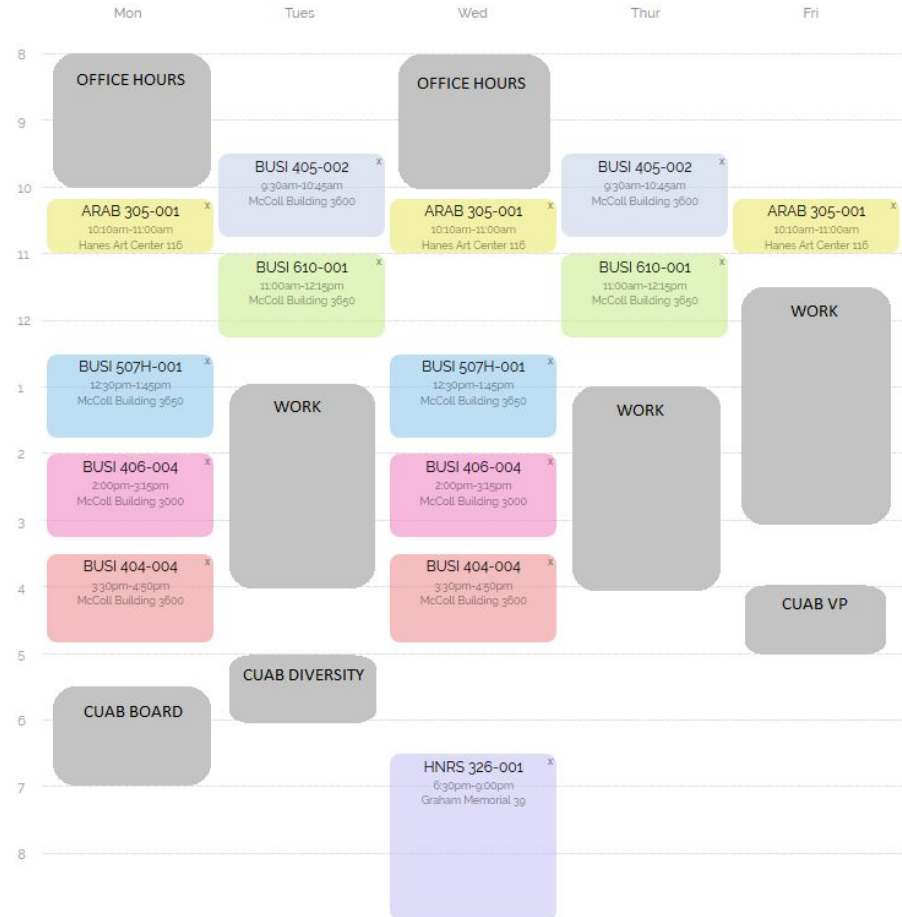


Deanna Fayed
Student, UNC Chapel Hill



- Needs motivation to wake up
- Business Major, Minors in Arabic
- Lives off campus and, as most college students, welcomes any way to save money

Deanna's Schedule



Insights

Restaurants

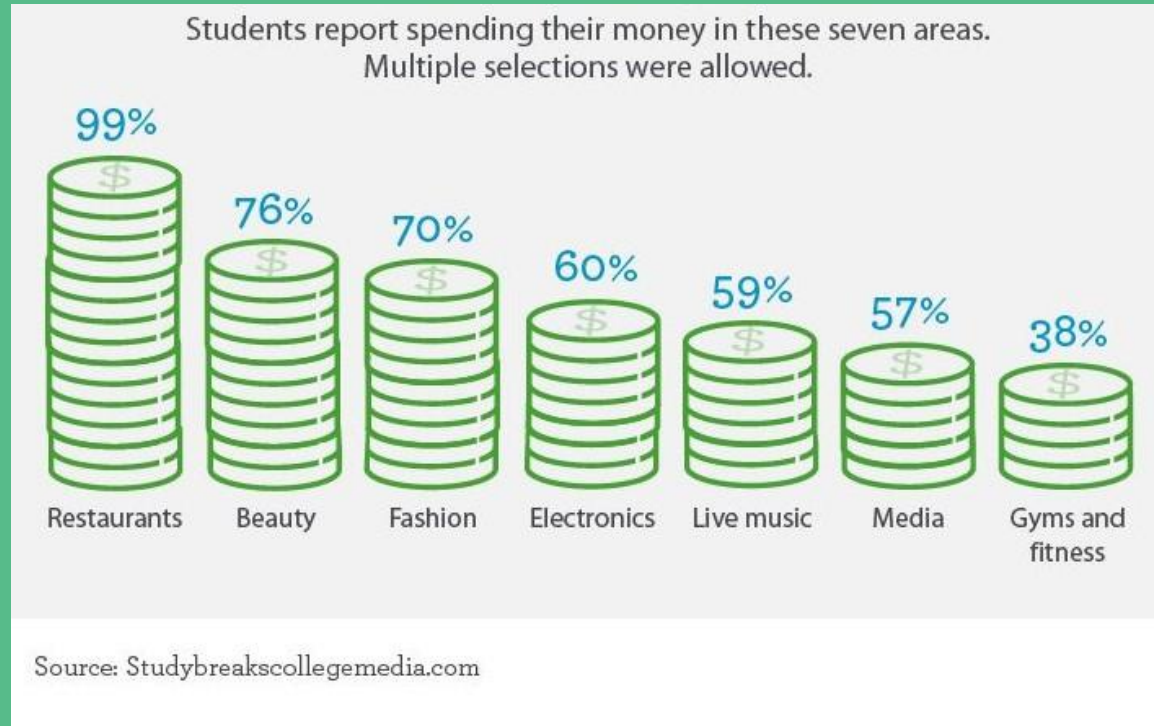


College Students



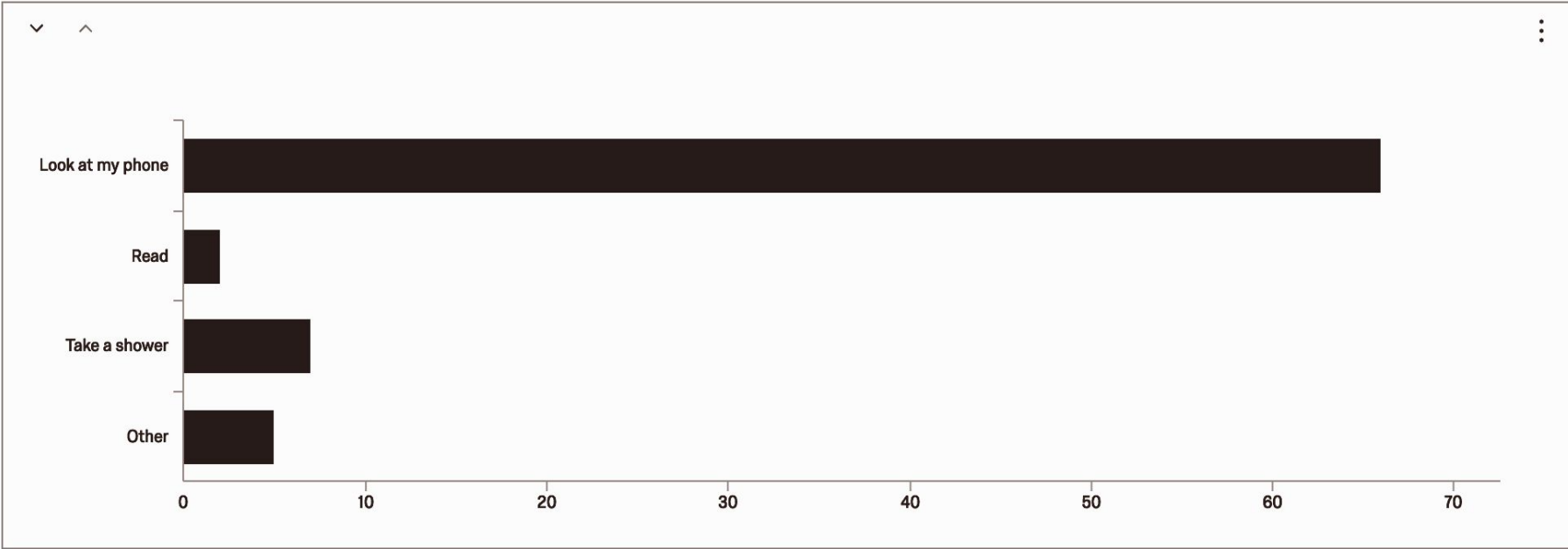
Market Validation

The average millennial spends roughly \$3 thousand on food per year (Forbes)

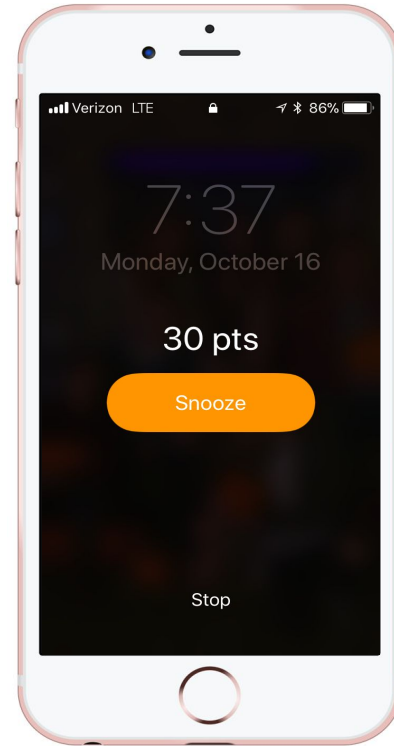
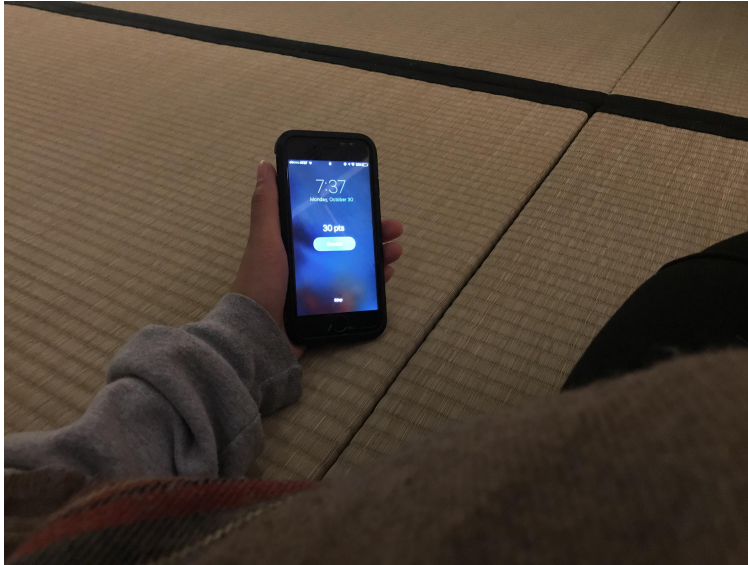


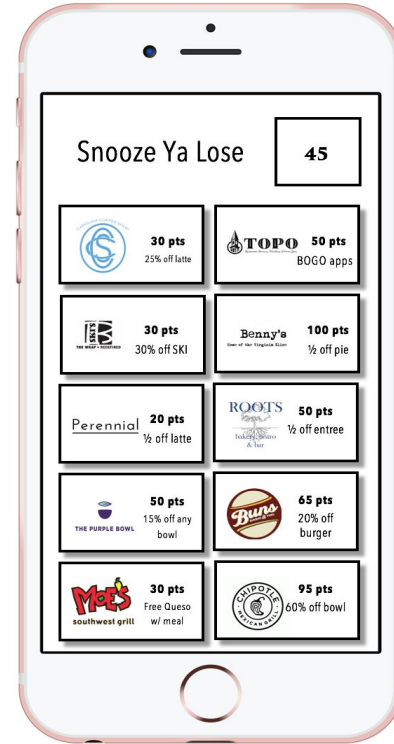
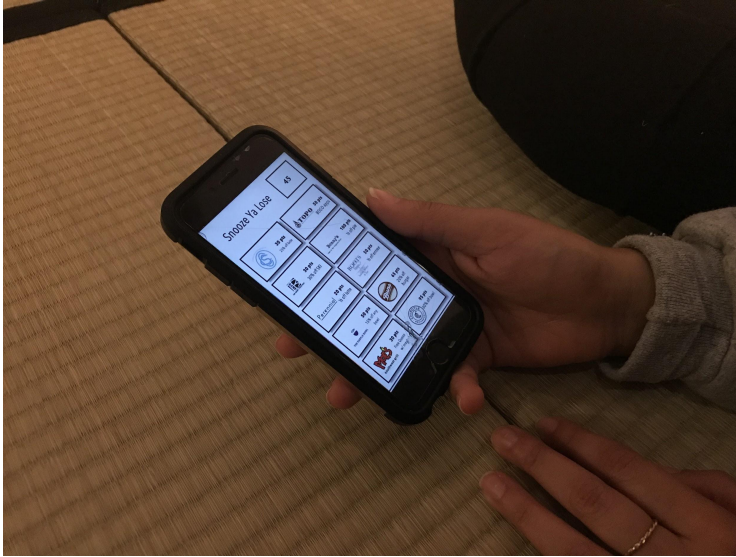
Q1 - Upon waking up, what do you do immediately in the morning?

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Snooze Ya Lose

45



30 pts
25% off latte



50 pts
BOGO apps



30 pts
30% off SKI



100 pts
1/2 off pie



20 pts
1/2 off latte



50 pts
1/2 off entree



50 pts
15% off any bowl



65 pts
20% off burger



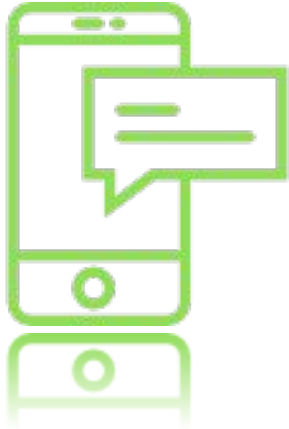
30 pts
Free Queso w/ meal



95 pts
60% off bowl



Making \$\$\$



Monthly advertising
subscription from local
businesses at \$25

We already have interest from restaurants

“I think it’s a great idea and I think it’s great that you’re getting the students to interact with the product.” - **One Fish Two Fish**

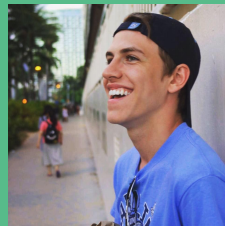
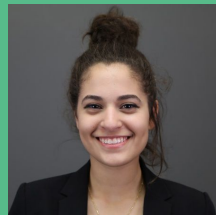
“I think we would definitely be interested in paying a subscription for something like this, especially if it’s going to be bringing in consumers. The school is so close so that would work out perfect.”
- **The Shoppe Bar + Meatball Kitchen**



We already have interest from college students

“Having to get up is something I do every day, so I’m being rewarded for doing that.” - **Deanna Fayed**

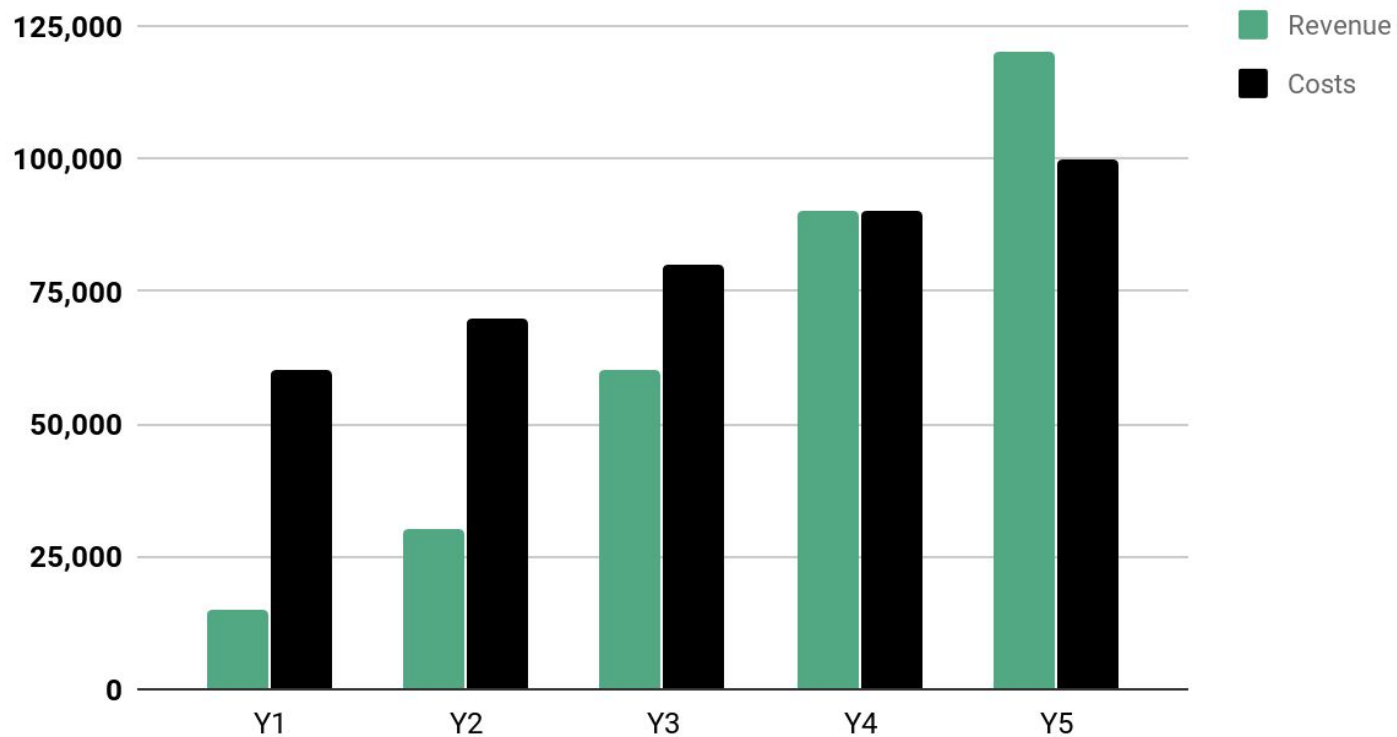
“As someone who sets 4-5 alarms per morning and ignores them all, it gives me a reason to actually get up and start my day in a productive manner. Will definitely be using this fantastic app!” - **Mark Goldbach**



Who we're up
against



5-year Revenue Forecast



2018

January - March:

Develop + test app

February - July:

Gain customer base

August:

Official app launch

Continue growing
customer base

2019

January - December

Continue to Develop Base

May - August

Partner with UNC orientation
to promote app

Continue growing
customer base

2020

Expand to other college campuses

THANK YOU!

save more, snooze less.