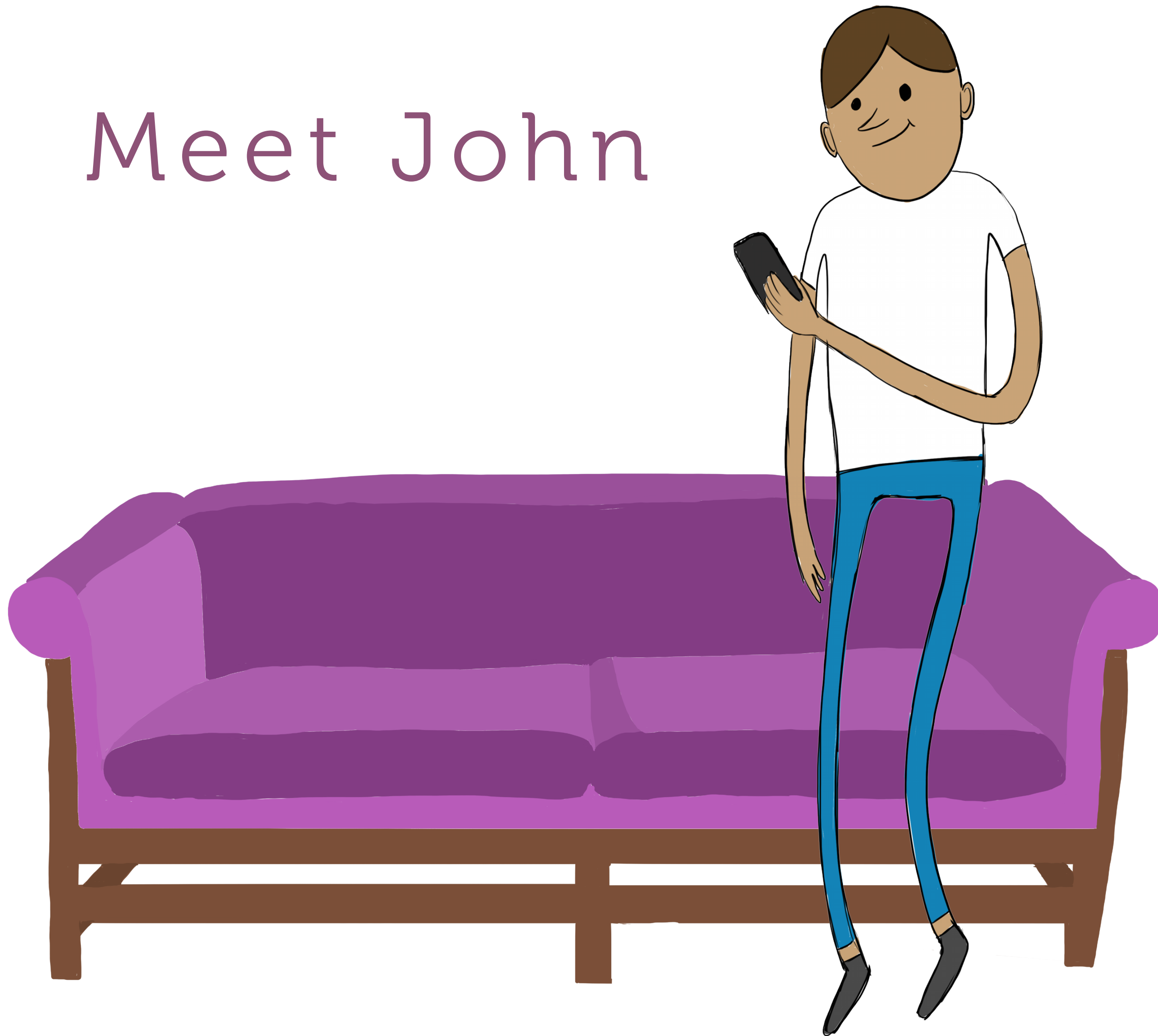




# White Rabbit



# Meet John



A typical millennial.  
Wherever he goes, he's connected.

But with all this apparent connectedness  
John still feels a little disconnected to the  
real world sometimes.

And he is not alone  
**more than ½ of the millennials felt**  
**"increasingly disconnected from the physical**  
**world."**according to a study by JWT

and like John **"78% of millennials would**  
**rather spend money on a desirable**  
**experience than buy coveted goods."**  
according to a study conducted by  
Eventbrite.

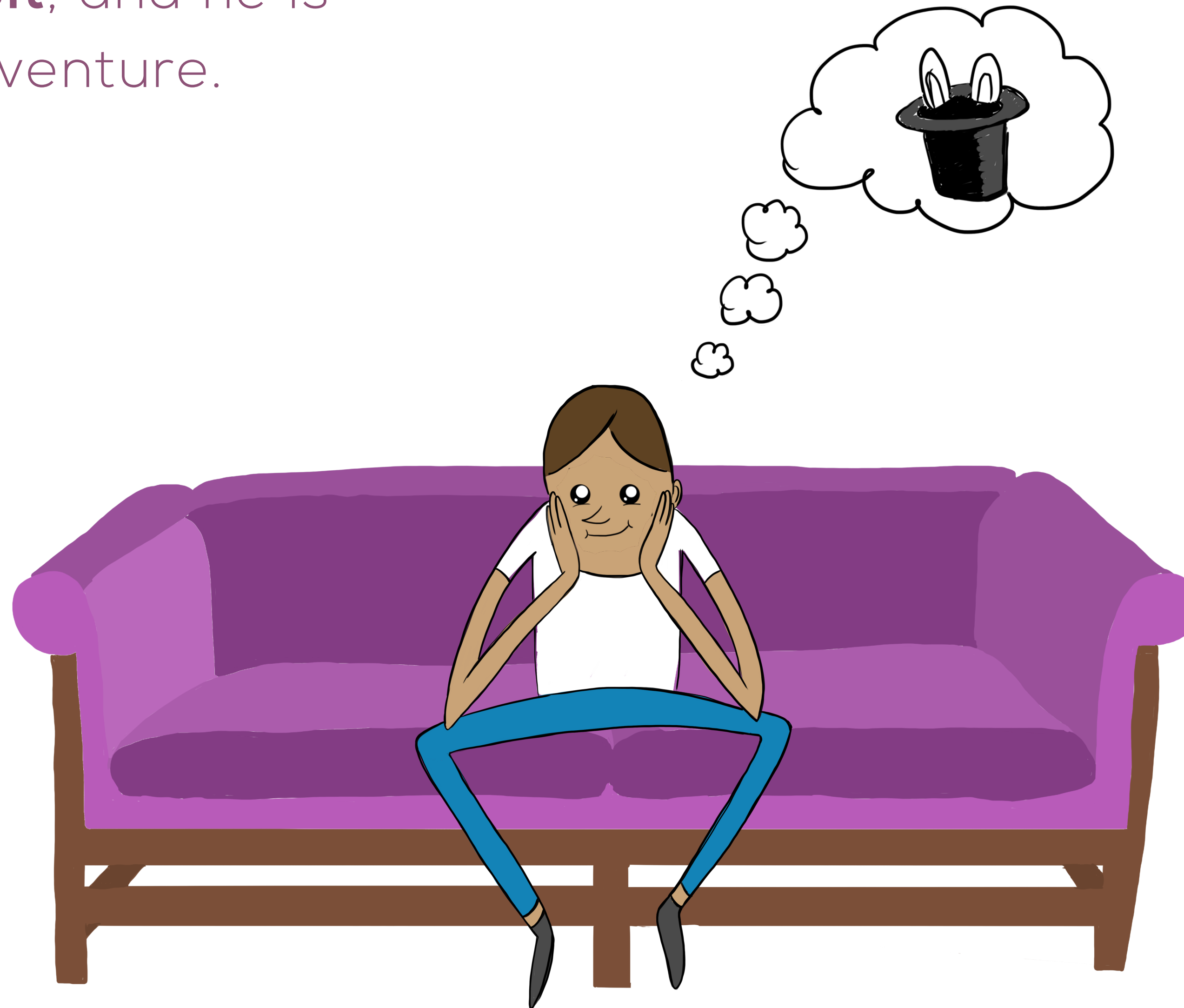
John wants to get out of the house and have an experience.

**However, he doesn't know what to do.**

He has access to so many options, like going to a bar or a movie theater, but the burden of planning and coordinating with friends is just so overwhelming.



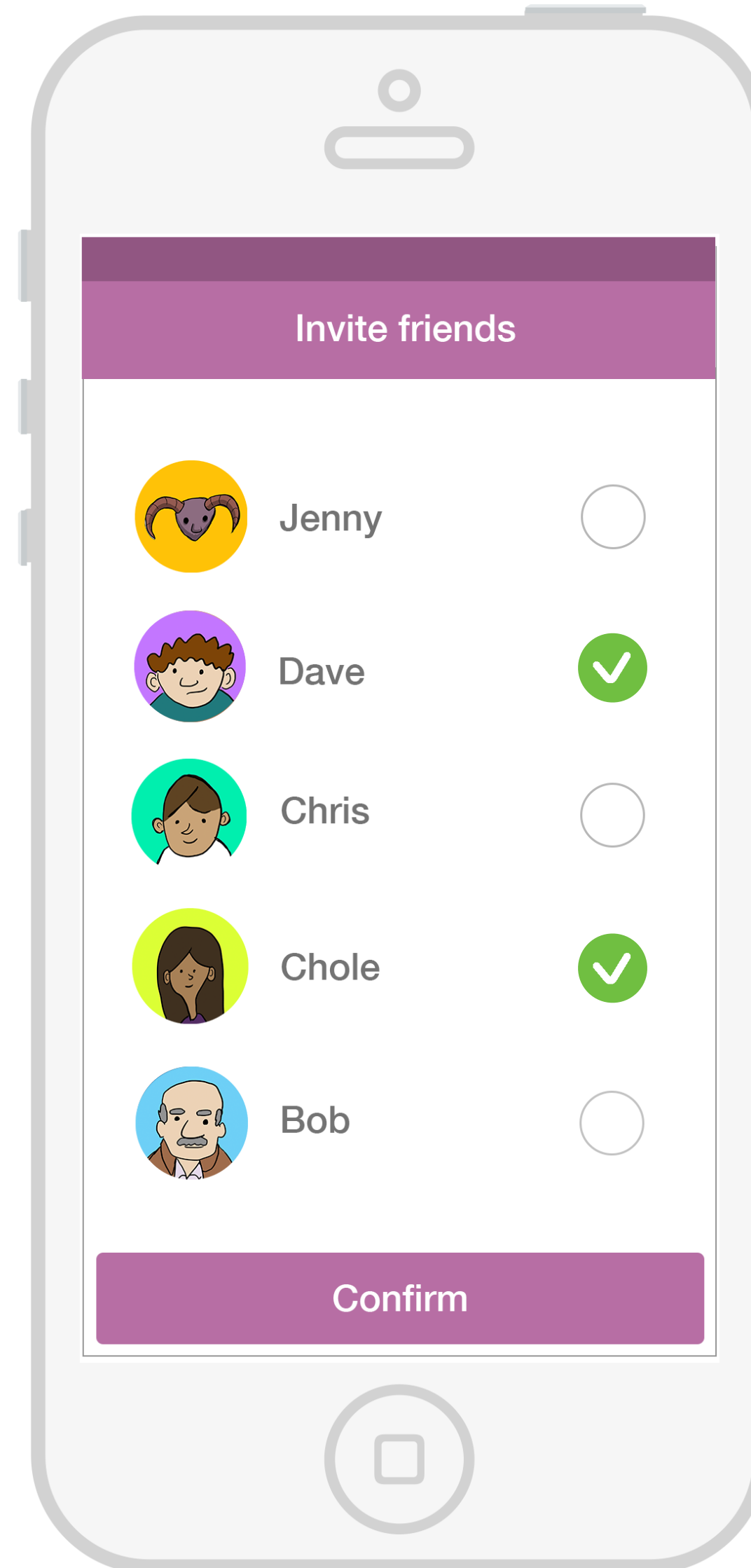
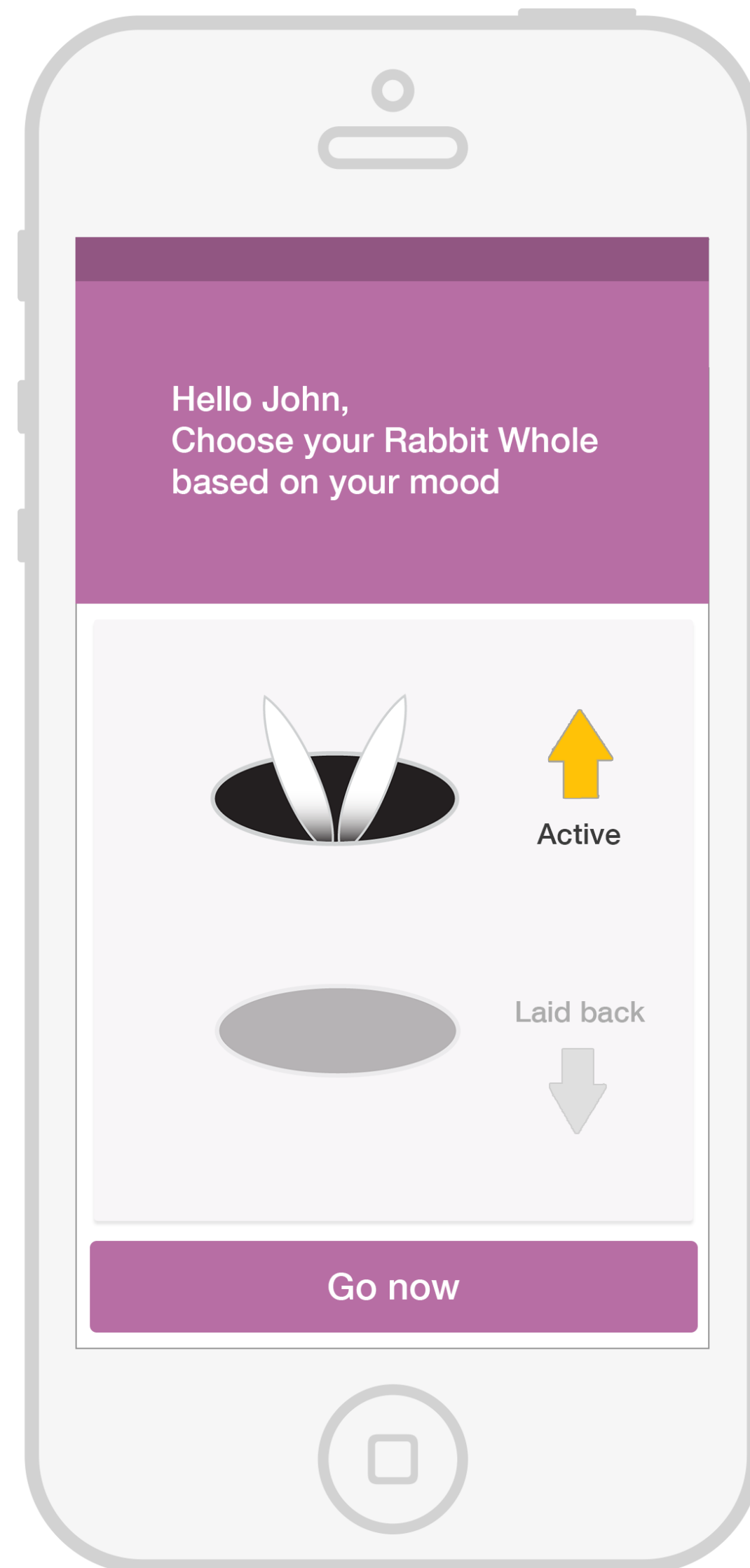
Luckily John has a plan, He has **White Rabbit**, and he is ready for an adventure.





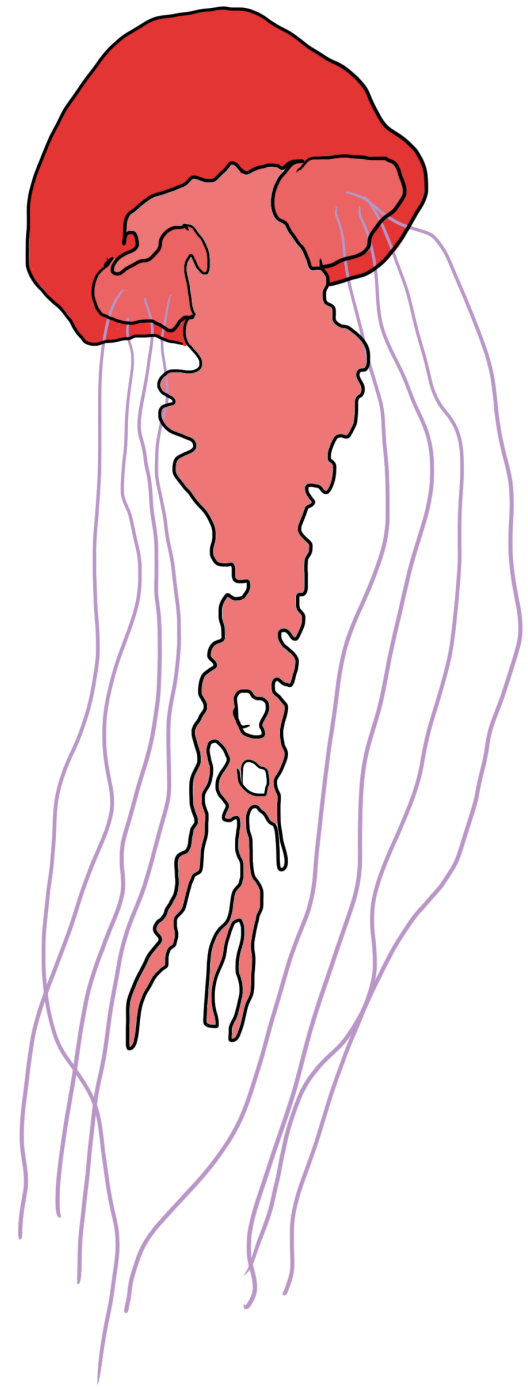


**White Rabbit** is an experiential event service that allows users to spontaneously book a mystery outing with friends. It is aimed at people who find it difficult to coordinate activities with friends and end up staying at home or doing the same thing weekend after weekend.



John can chose an active or laid back experiences depending on his mood.

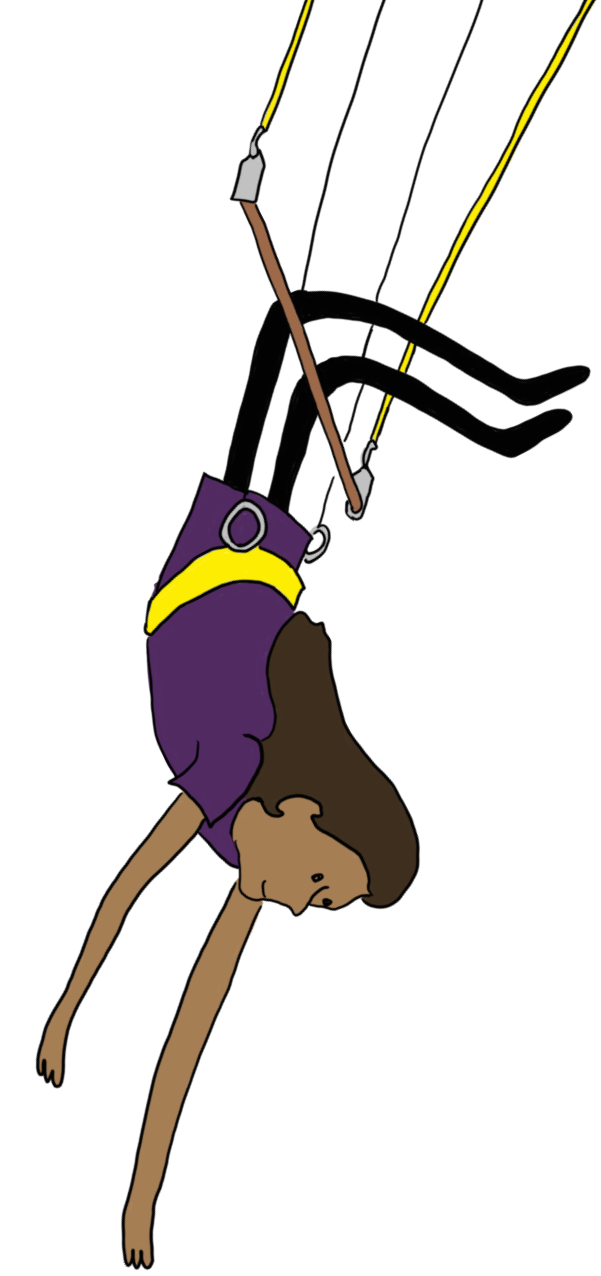
He is quickly able to invite some of his friends that he thinks might be up for a surprise adventure.



Last time John did a White Rabbit, he was taken to see the jellyfish experience late at night at the Shedd Aquarium.



.His friend Dave was taken to a recreation of a 1920's speakeasy.

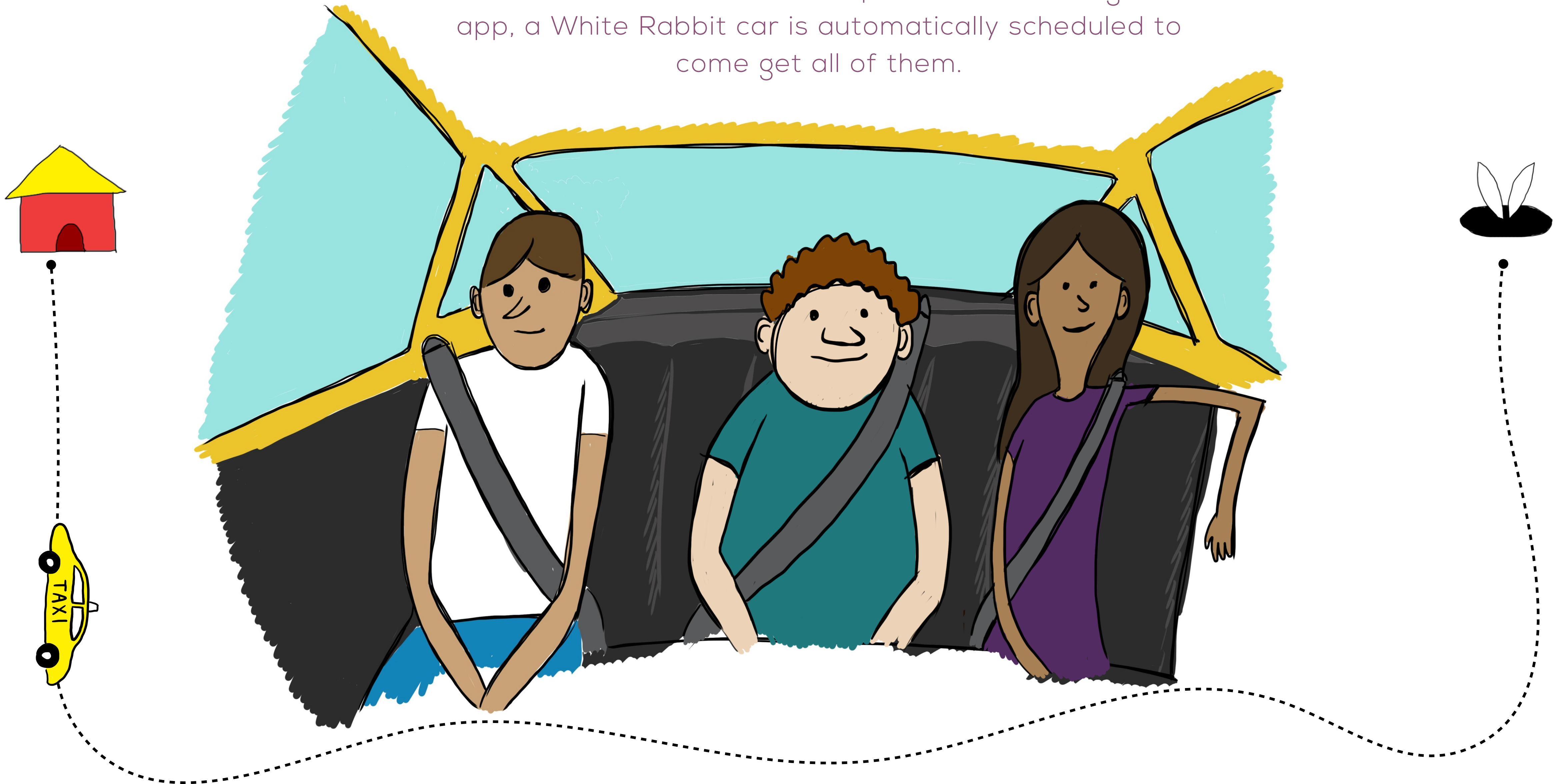


And his friend Chloe got to learn how to trapeze.



John is now off on his newest mystery experience.

Once a few of his friends accept the invite through the app, a White Rabbit car is automatically scheduled to come get all of them.



When the group arrives at the destination they are not quite sure what to expect. They are a little bit nervous and a lot bit excited.

They pull up to a warehouse with a sign that says Labyrinth. This is one of the White Rabbit exclusive events.





Inside, John and his friends have a great time. So great in fact that no one even checks their Twitter account the whole time.





Certainly John and his friend won't forget it anytime soon.  
They could hardly stop talking about on the ride back home.  
This event was definitely going to get a good rating and the  
experience was well worth the price.



How?



# Transportation

Similar to Uber or Lyft, White Rabbit is able to contract with independent drivers to be the chauffeurs to adventure.

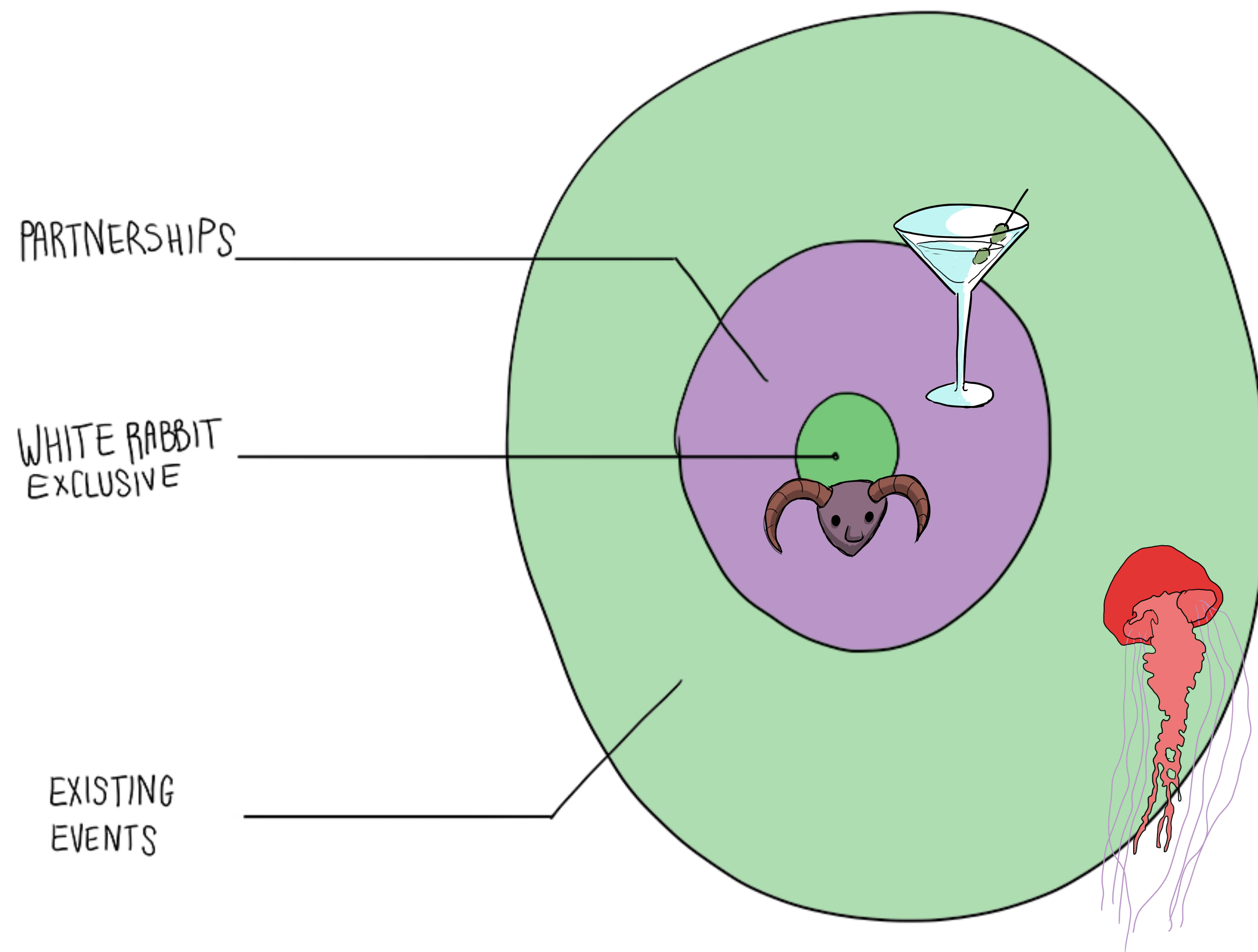
And because, White Rabbit makes it worth their while by giving them a larger percentage of the fare. They are always up for adding those special little touches that make the experience for John and friends even more exciting.





# Events





We will create three types of events.

**White Rabbit exclusive events**, where the entire experiences are crafted from scratch, like the Labyrinth adventure. We will create very few of these, since the costs are the highest.

**Partnerships with existing venues**, where we will add some interesting twists to existing places and experiences to make them unique. An example of this would be creating a reproduction of a 1920s speakeasy in an existing bar.

**Existing events**, such as the trampoline experience here in Chicago or the jellyfish night at the aquarium. These experiences are currently available, but often not at the top of mind when thinking of going out. No matter what type of event customer end up at, they get the unique White Rabbit service, and have an experience that they'll want to tell their friends about.





Market

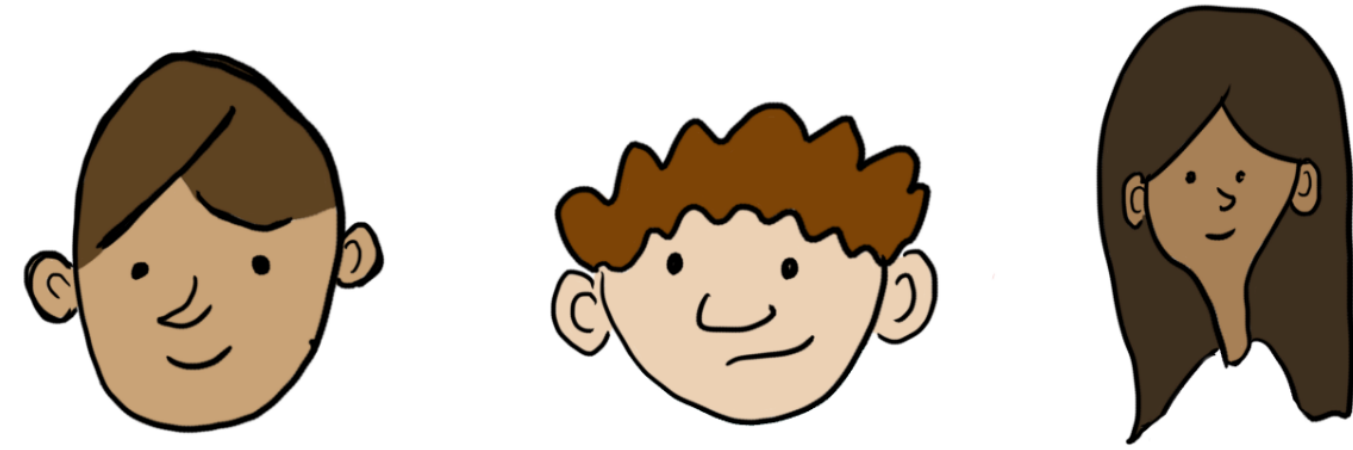
## Market Size

2 Million

×

78%

= 1.5 Million



millennials in Chicago

interested in spending  
money on experiences

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Phase 3	25% 17 Events / week	10.4 Million/yr
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Phase 2	15% 10 Events / week	6 Million/yr
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Phase 1	5% 4 Events / week	1.9 Million/yr
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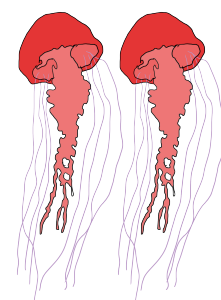
1 Exclusive Event running 6 month

Avg. price \$75+



1 Partnership Event running 1 month

Revenue 6.9 Million



2 Existing Event running 2 weeks

Cost 5 Million

Eventually the system can grow and expand to other cities making the model more efficient.





# Follow White Rabbit to your next adventure

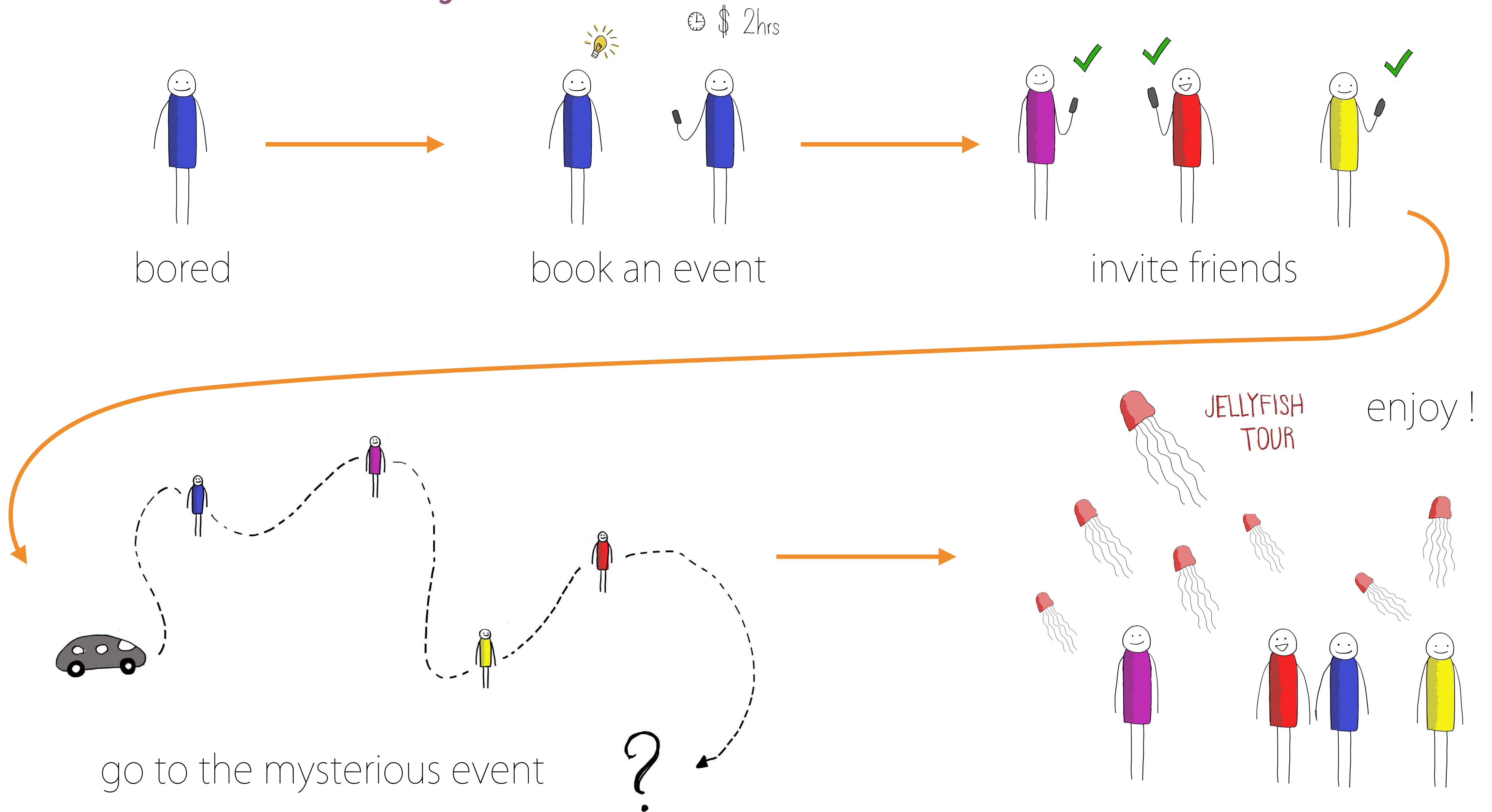




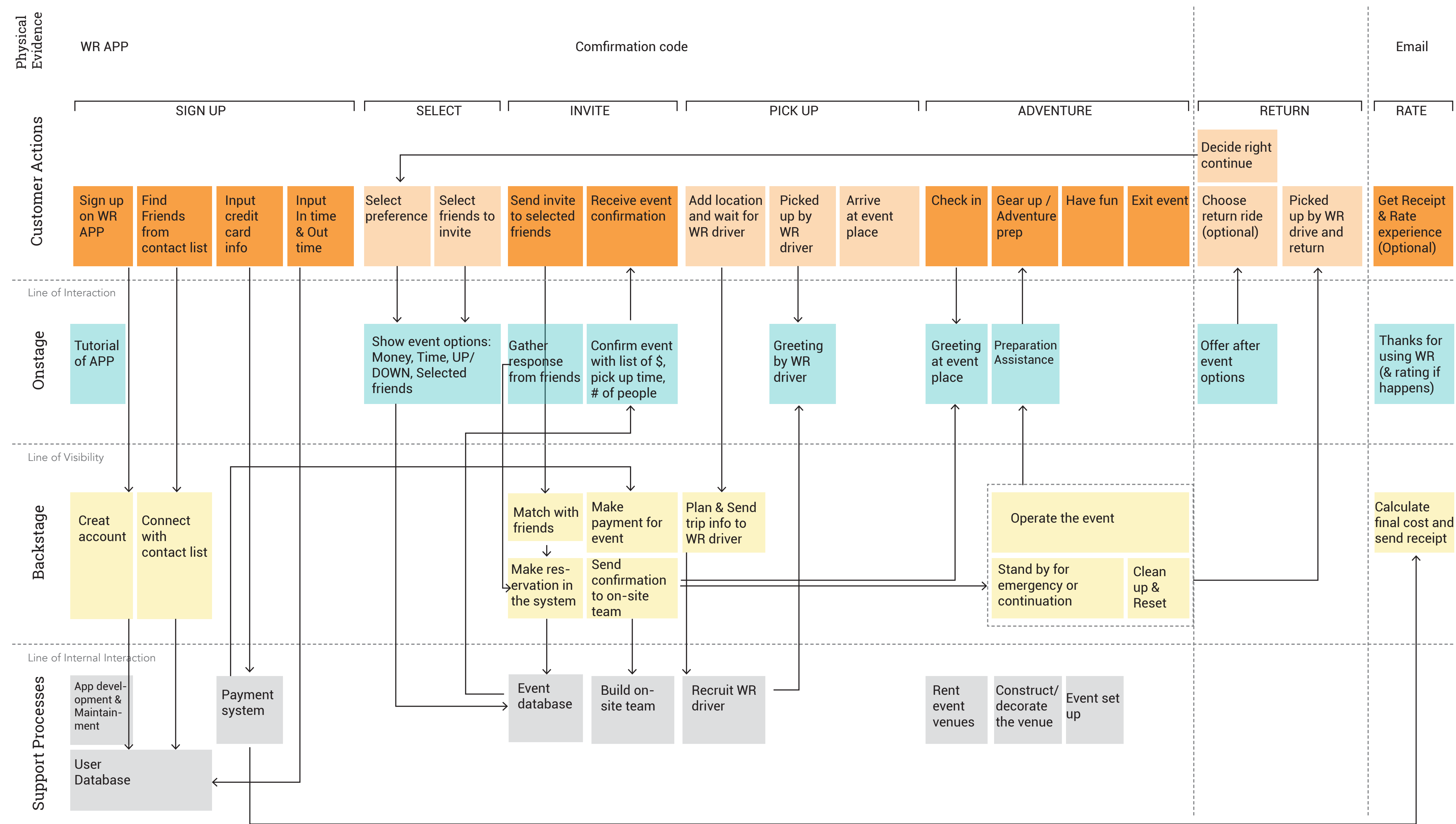
# Appendix



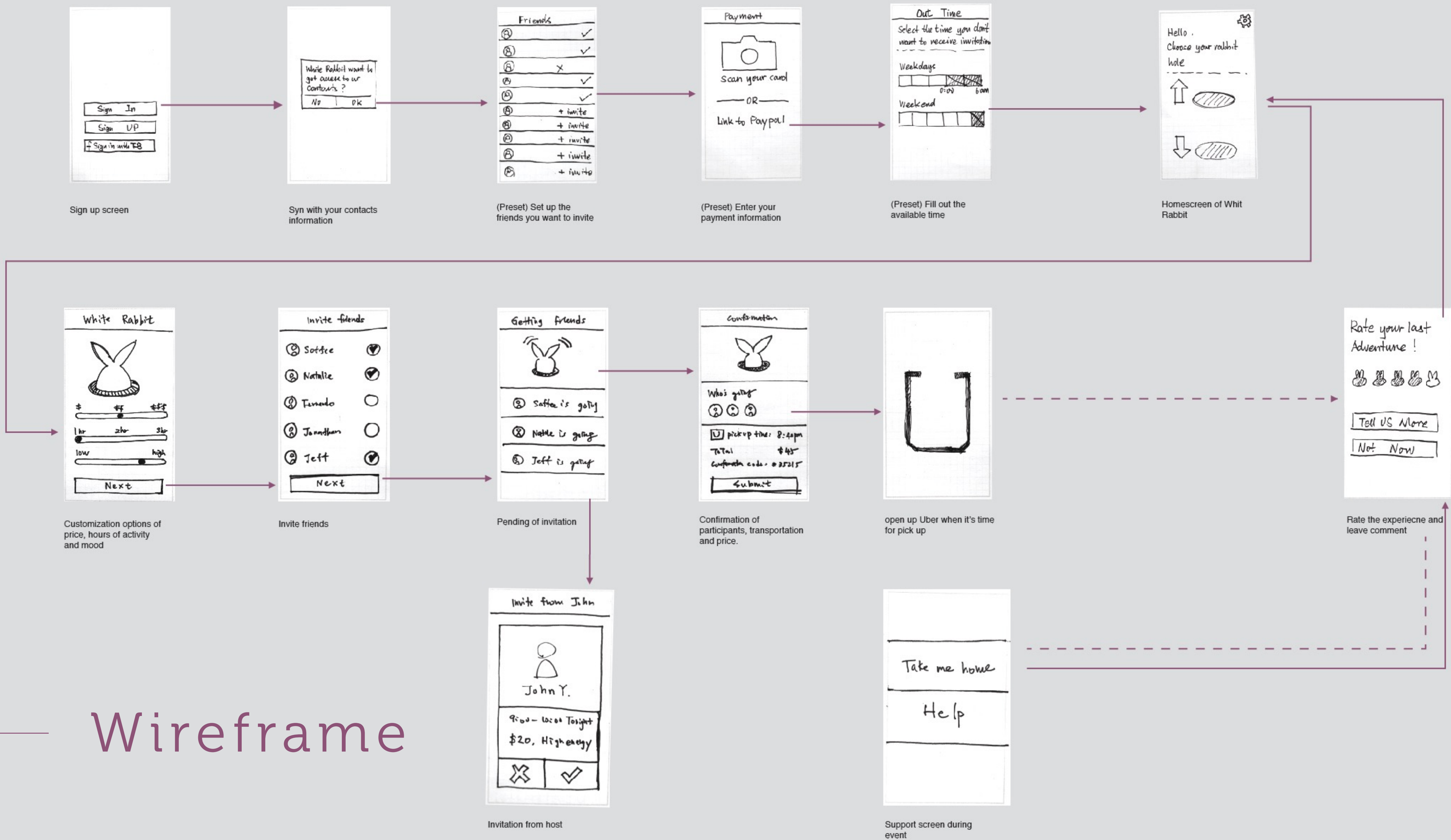
# User Journey



# Service Blueprint



First time signup



Wireframe



# Business Model

Estimated Penetration % (of 1.5 million potential customers in Chicago) *	5%	15%	25%
Average ticket price (transportation excluded)	\$75	\$90	\$90
Number of exclusive event (per week)	1	1	2
Number of partnership event (per week)	1	3	5
Number of existing event (per week)	2	6	10

\* There are 2 million millenials in Chicago, we know from the Eventbrite poll that 78% are interested in spending money on experiences.

	Phase 1(5%)	Phase 2 (15%)	Phase 3 (25%)
Number of customers (per year)	78,000	234,000	390,000
Number of events (per week)	4	10	17
Costs (per year)	\$5,063,056	\$11,082,688	\$18,754,560
Revenue (per year)	\$6,935,040	\$17,118,720	\$29,145,600
Net Income **	\$1,123,190	\$3,621,619	\$6,234,624

\* \* After 40% tax.

# Market Research

## Number of Millenials

80 million Millennials  
- US Census Bureau

2,294,797 millennials on Chicago  
- Adage

## The Experience Generation

"Millennials are spending money differently than previous generations, preferring to throw cash at new experiences and adventures."  
- The Atlantic

"78% of millennials would rather spend money on a desirable experience than buy coveted goods."  
- Everbrite

"72% of millennials said they want to increase their spending on experiences during the next year, in lieu of physical things."  
- Everbrite

## Fear of Missing Out

"Skipping the big event doesn't just mean missing an afternoon of good times; it also means being reminded on Facebook, Tumblr and the like of how much fun everyone else had."  
- Forbes

"Millennials crave experiences that stimulate their senses, and more than half feel increasingly disconnected from the physical world."  
- JWT

## Spending Behavior"

They embrace high-low budgeting. This means, they'll splurge on items they really want."  
- Y-pulse

"Respondents said they spent more or about the same amount on leisure and entertainment in 2013 compared with prior years. Young adults, Millennials aged 18-34, are most likely to say they are spending more in this category."  
- Miltel

## Spending Power

"Collectively, millennial expenditures will reach \$1.4 trillion annually by 2020"  
- Emarketer

"Millennial annual purchasing power widely range between \$125 billion and \$890 billion. A more consistent estimate is \$200 billion of direct purchasing power ."  
- US Chamber of Commerce

## Spending Growth

"Since 1987, the portion of US consumer spending devoted to experiences and events has increased by 70%."  
- Business Insider

"Consumer spending for leisure and entertainment will continue to increase over the next five years. Growth will be impressive with spending in the sector expected to outpace all others as recessionary cutbacks fade with memory. "  
- Mintel

"The greatest gains over the next five years will come from spending on non essentials including leisure and entertainment (+28.5%), vacations and tourism (+27.3%), technology and communications (+25.2%) and alcohol on premises (+23.7%)."  
- Mintel