

YPlan

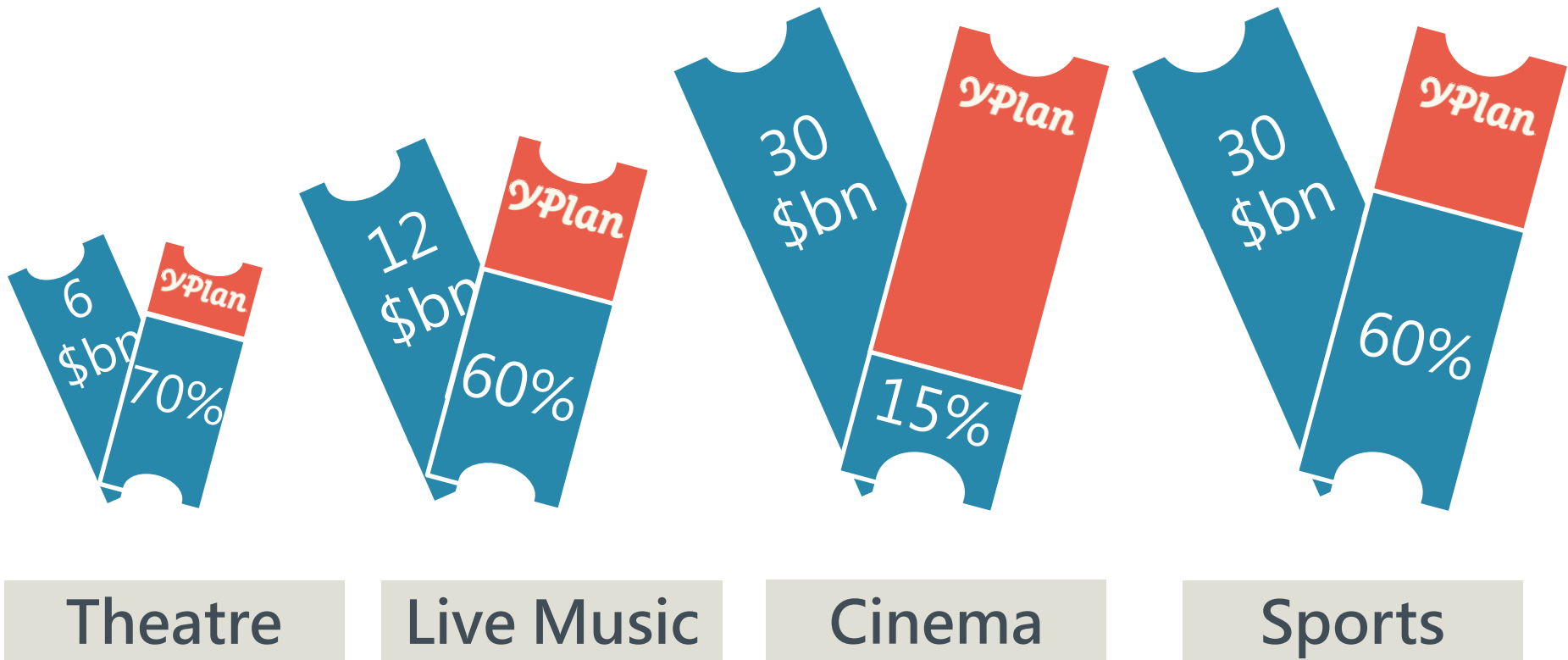
TONIGHT'S GOING OUT APP



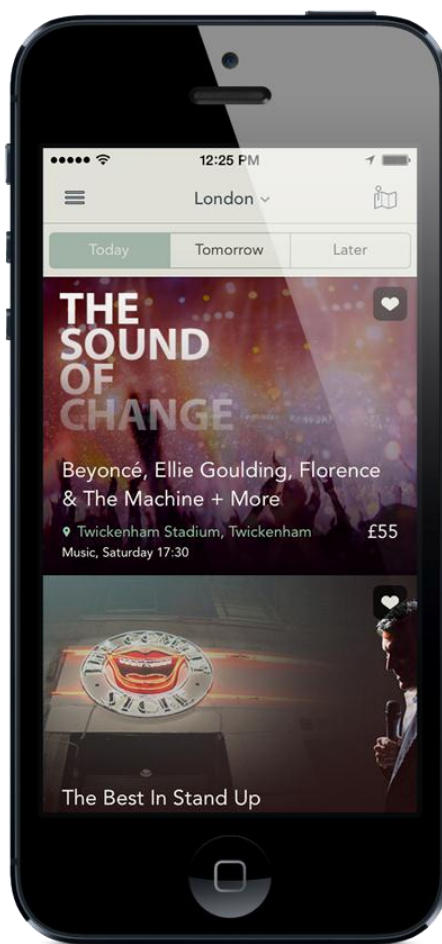
Problem: No last-minute event marketplace existed



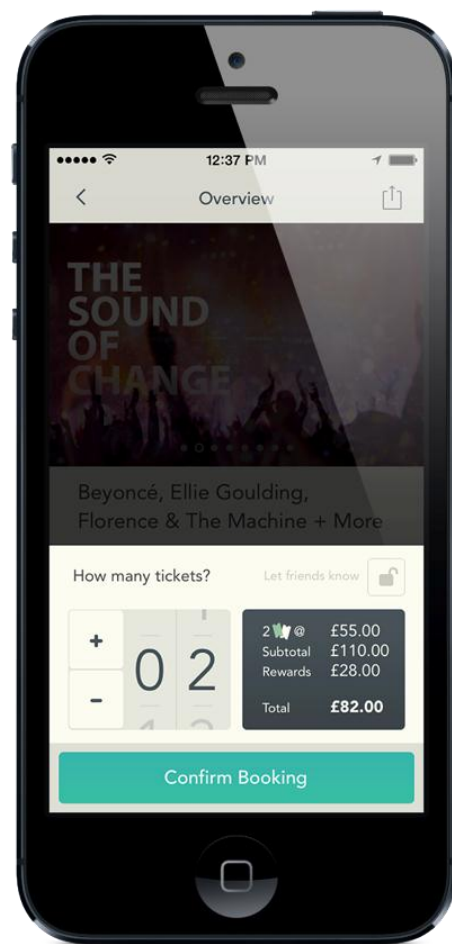
Meanwhile, the \$80bn industry was under-utilised



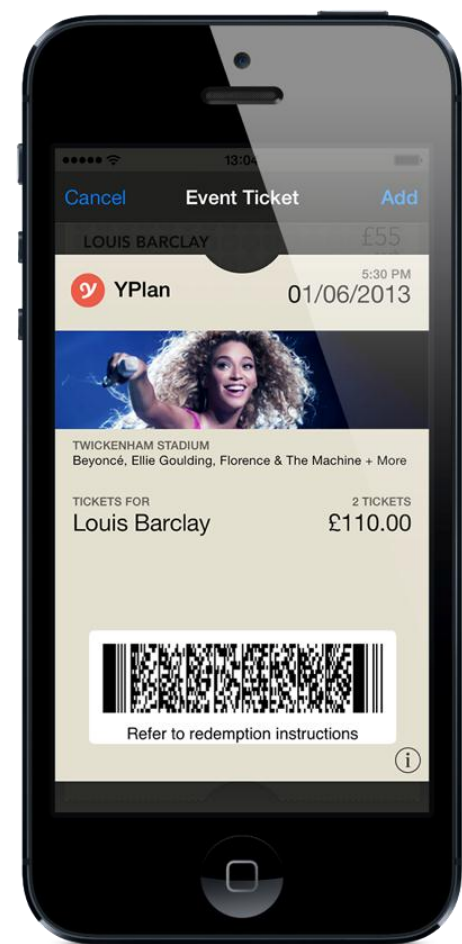
Enter YPlan...



Spontaneous inspiration



2-tap booking process



Paperless ticketing



What are you
doing tonight?



Recent recognition

YPlan is fast becoming a household name



“Spontaneity app makes planning ahead so passe”



“One of the seven hottest global startups of 2013”



“18 apps we couldn't live without in 2013”



“London's hottest startup”



“Editor's choice”



“Best Entertainment App 2013”
– 2012's winner was the BBC

Stephen Fry

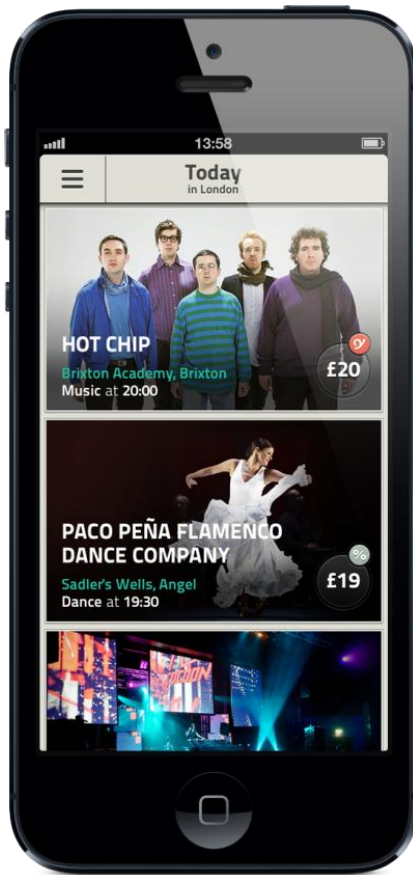
“YPlan - now that's a seriously good app. Last minute events London of all kinds booked in seconds. Damned smart”

Pharrell Williams

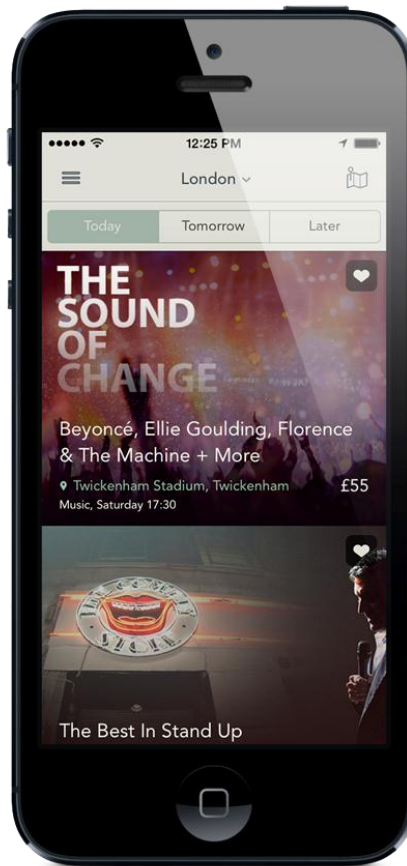
“YPlan offers a concise list of the best NYC nightlife in one app... genius”



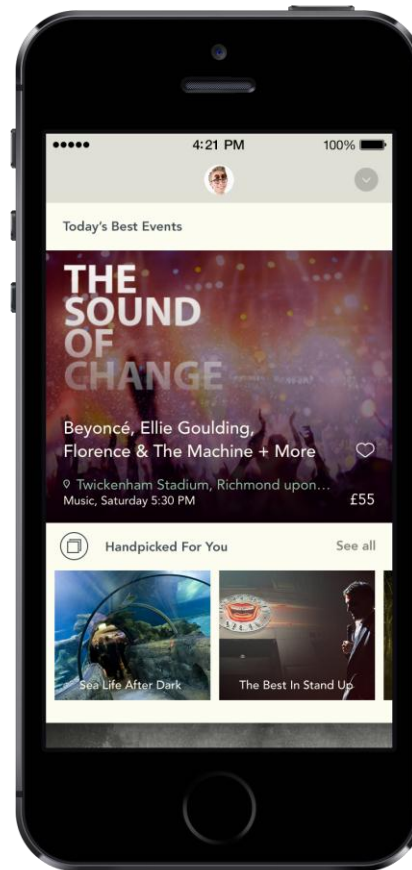
100% Mobile: for better or for worse



2012



2013



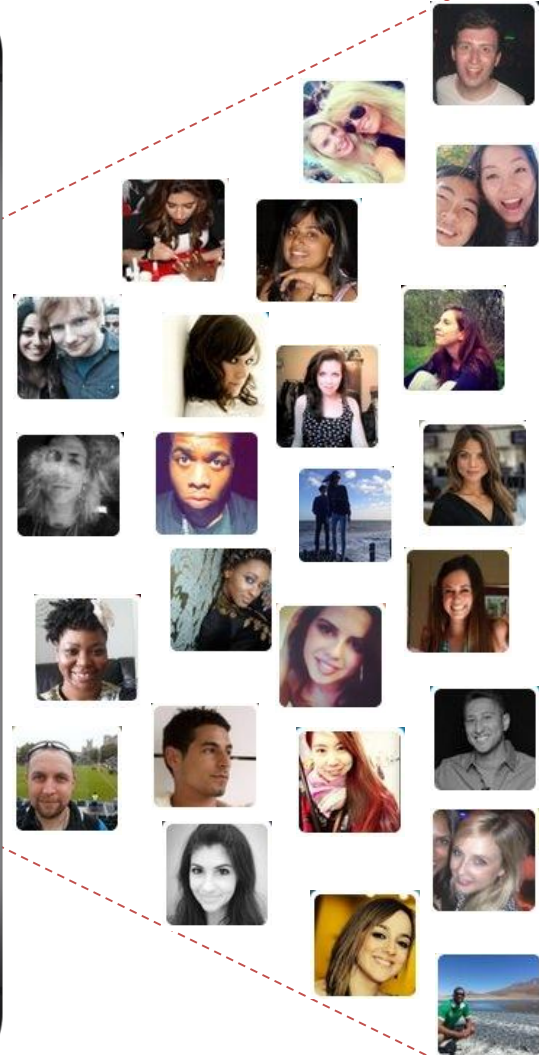
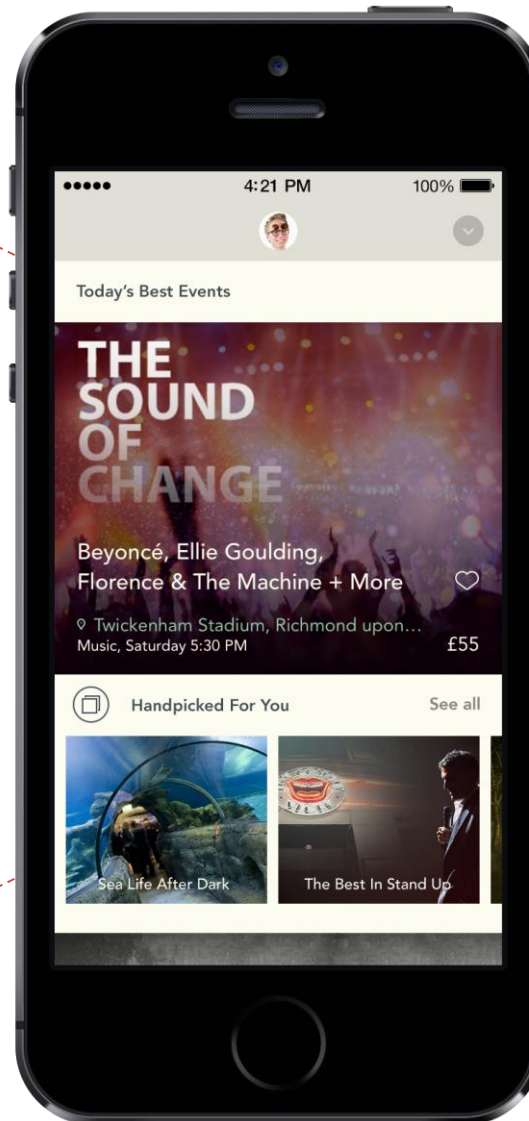
2014



2015

Suppliers

Customers



Real time user feedback allows us to optimise experiences

10

My Ticket

How was the event? 3. Fine

How was the venue? 3. Fine

Leave a note to help other YPlanners:
eg "Best. Sloth burlesque. Ever."

Submit Feedback

I didn't attend

My Ticket

Thursday 11 September 19:45

Ross Murray Jones Free
1 General Admission Entry

Reference nr.
46242

Add to Passbook View Bar Code

Ticket 2 Free
1 General Admission Entry

Reference nr.
46242

Add to Passbook View Bar Code

Thanks for your feedback, you told us you thought this event was **Awesome** and the venue was **Awesome**

Kylie Minogue Live Concert

★★★★★ 46 Ratings

Viktor and 2305 other going

Culture £76.50

Come on down into this speakeasy for a raggin' good time

Part of the Nomad's evolution of romcom series the kooky French girl part of the Nomad's evolution of

Invite Book Now

Reviews

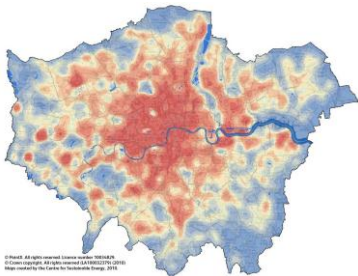
Viktor Janhagen ★★★★★
Bacon ipsum dolor sit amet ham hock prosciutto ribeye, leberkas beef ribs short ribs landjaeger jerky brisket shankle porchetta turducken...
4 Oct 2014 Read more

Felicity Jones ★★★★★
Bacon ipsum dolor sit amet ham hock prosciutto.
10 Aug 2014

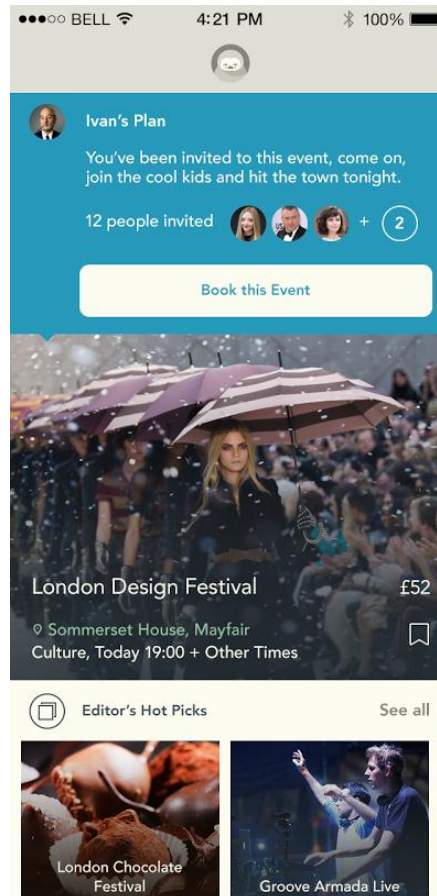
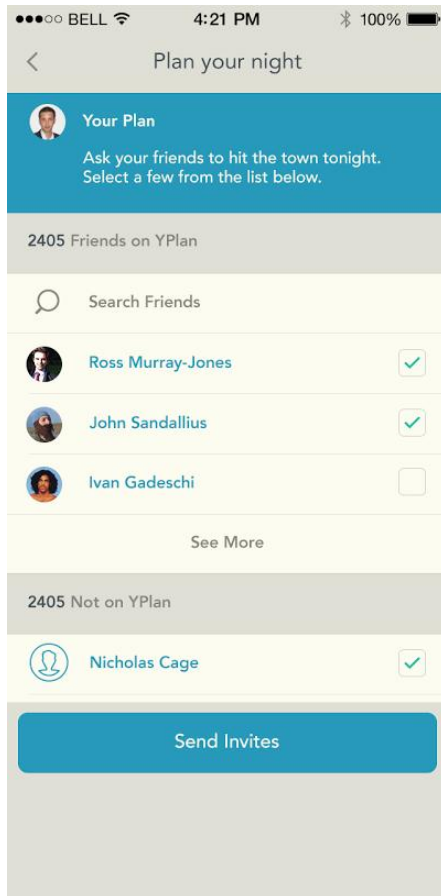
Ivan Gadeschi ★★★★★
Bacon ipsum dolor sit amet pork belly bresaola.
9 Jul 2014

Jay-Z Parente ★★★★★
Bacon ipsum dolor sit amet pork belly bresaola pork chop tri-tip strip steak flank, kevin rump short loin beef venison. Boudin porchetta strip steak...
26 Set 2014 Read more

Jay-Z Parente ★★★★★
Bacon ipsum dolor sit amet pork belly bresaola



We offer a natural platform for social sharing

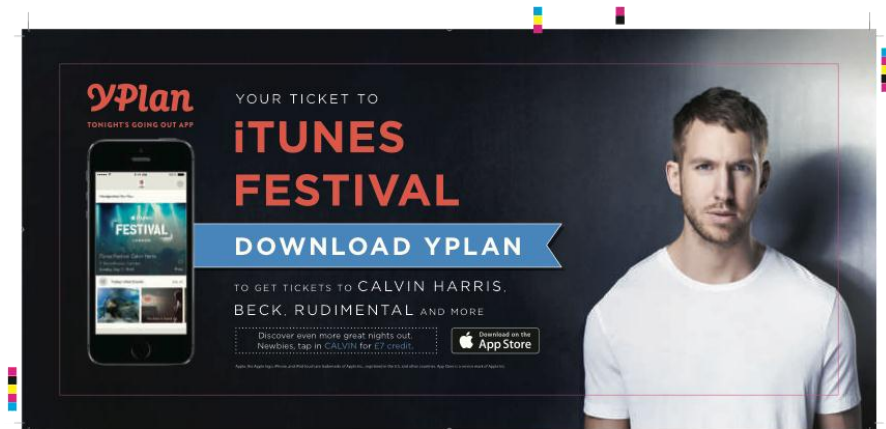


Well over half of Gen Y trust user-generated content more than any other source.

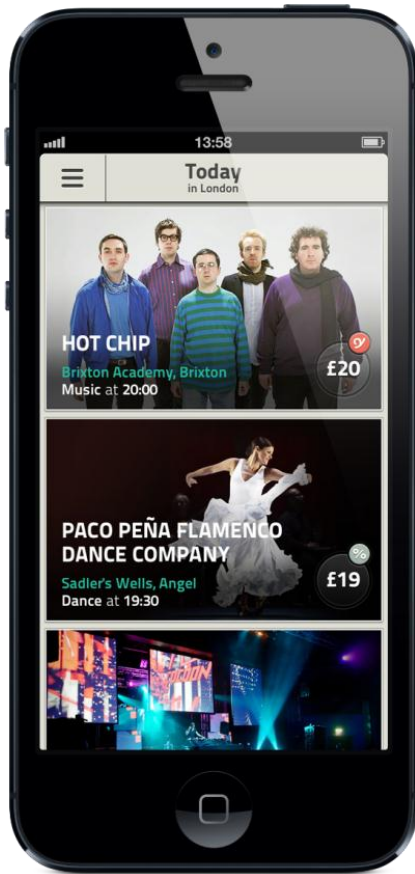
When a customer makes a booking on YPlan, all their friends get immediately notified via push and on fb

We also offer the ability to group plan and share tickets with friends

Mix of Digital, Above the Line, Stunts



Have some Fun!



Code: PBRIFFETT

@peterbriffett

