

Pallete yourself



press for promo

Smart leisure selection for everyone, everywhere



**Investment
summary**

**Business model
unit economics**

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what are we doing

how much money we ask

how much we will earn



details



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Investment summary

1 month 6 months

6 months to build a working model

expense 300 000\$

6 months

12 months

6 more months to collect traffic and user bases

expense 600 000\$

Project support and scaling

expense 1 000 000\$

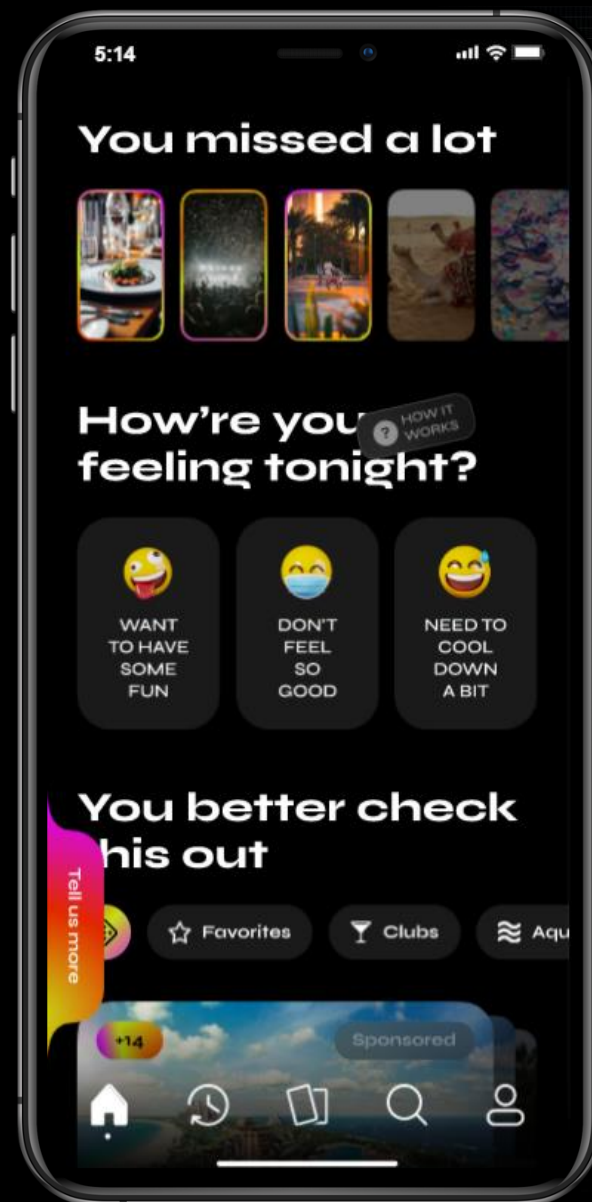
Profitability

minimal commercial model on the smallest indicators

income 2 000 000 \$ per year

Potential real income

income 20 000 000 \$ per year



In 2 minutes and for 2 taps user will find what he needs, find with whom, when and why

We create a smart selection of leisure (entertainment + business) depending on the dynamic circumstances around, with the possibility of social interactivity within the service

pessimistic model

realistic model

app download forecast

budget



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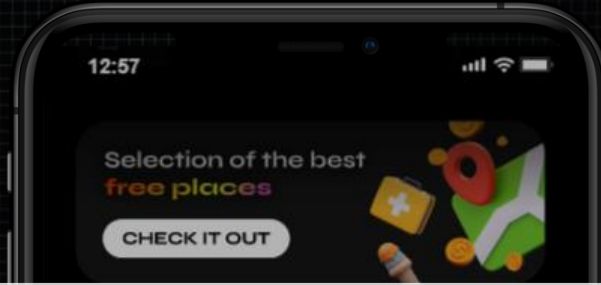
Downloads and advertising budget forecast on the example of social networks

effectiveness of one advertising campaign, an average of 12 campaigns can be launched per year

Optimal cost for 1000 impressions 2 \$

Cost of one impression 0,02 \$

Cost of 10 mln impressions 22.000 \$



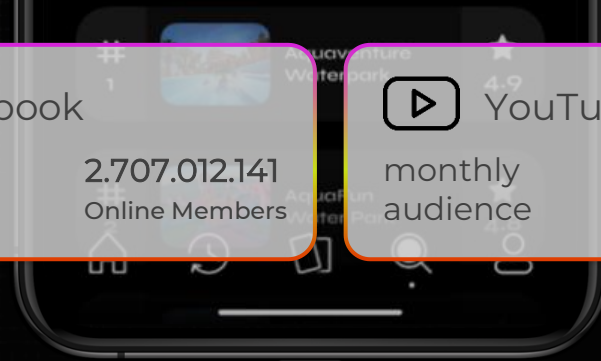
Advertisement						
Campaign	Clickability	Amount of downloads	Conversion	Visitors	Impressions	Cost per 1 download
Pessimistic	1%	10.000	10%	100.000	10.000.000	150 pyб
Realistic	5%	100.000	20%	500.000	10.000.000	15 pyб
Optimistic	10%	300.000	30%	1.000.000	10.000.000	5 pyб

VK Vkontakte (VK)
 monthly audience **73.417.055**
 Online Members

Instagram
 monthly audience **1.280.055.625**
 Online Members

f Facebook
 monthly audience **2.707.012.141**
 Online Members

YouTube
 monthly audience **2.601.200.373**
 Online Members



Business model, unit economics

Pessimistic model

10000 active users

Consider that 1000 bought any of the paid subscriptions

300 **paid organization accounts** **+18.000 \$ per month**
60\$ per month 216.000 \$ per year
can add and promote their companies, activities and events;
invite influencers, integrate various services

300 **Paid users business- accounts 20\$** **+6.000 \$ per month**
per month 72.000 \$ per year
can add and promote events; invite influencers. And not only

400 **Paid users premium accounts 10\$** **+4.000 \$ per month**
per month 48.000 \$ per year
participate in moderation of companies, individual account
stylization, advanced search

Additional monetization tools

Shuffle targeted advertising
👤 600 active paid accounts
💰 Average promotion budget \$200
📅 **Per month: 120.000 \$**
📅 **Per year: 1.440.000 \$**

Service advertising integrations
📅 **Per month 30.000 \$**
📅 **Per year 360.000 \$**

Image events
2 events (winter/summer)
📅 **Per year 20.000 \$**

\$ Total income +2.156.000 \$ per year
Income from one user 216 \$ per year/ 18 \$ per month



Business model, unit economics

Realistic model

100000 active users

Considering that 10000 bought any of the paid subscriptions

Additional monetization tools

3000

paid organization accounts
60\$ per month

can add and promote their companies, activities and events; invite influencers, integrate various services

+180.000 \$ per month
2.160.000 \$ per year

3000

paid users business-accounts 20\$ per month

can add and promote events; invite influencers. And not only

+60.000 \$ per month
720.000 \$ per year

4000

paid users premium accounts 10\$ per month

participate in moderation of companies, individual account stylization, advanced search

+40.000 \$ per month
480.000 \$ per year

Shuffle targeted advertising

- 👤 600 active paid accounts
- 💰 Average promotion budget \$200

📅 **Per month: 1.200.000 \$**
📅 **Per year: 14.400.000 \$**

Service advertising integrations

📅 **Per month 30.000 \$**
📅 **Per year 360.000 \$**

Image events

2 events (winter/summer)
📅 **Per year 20.000 \$**

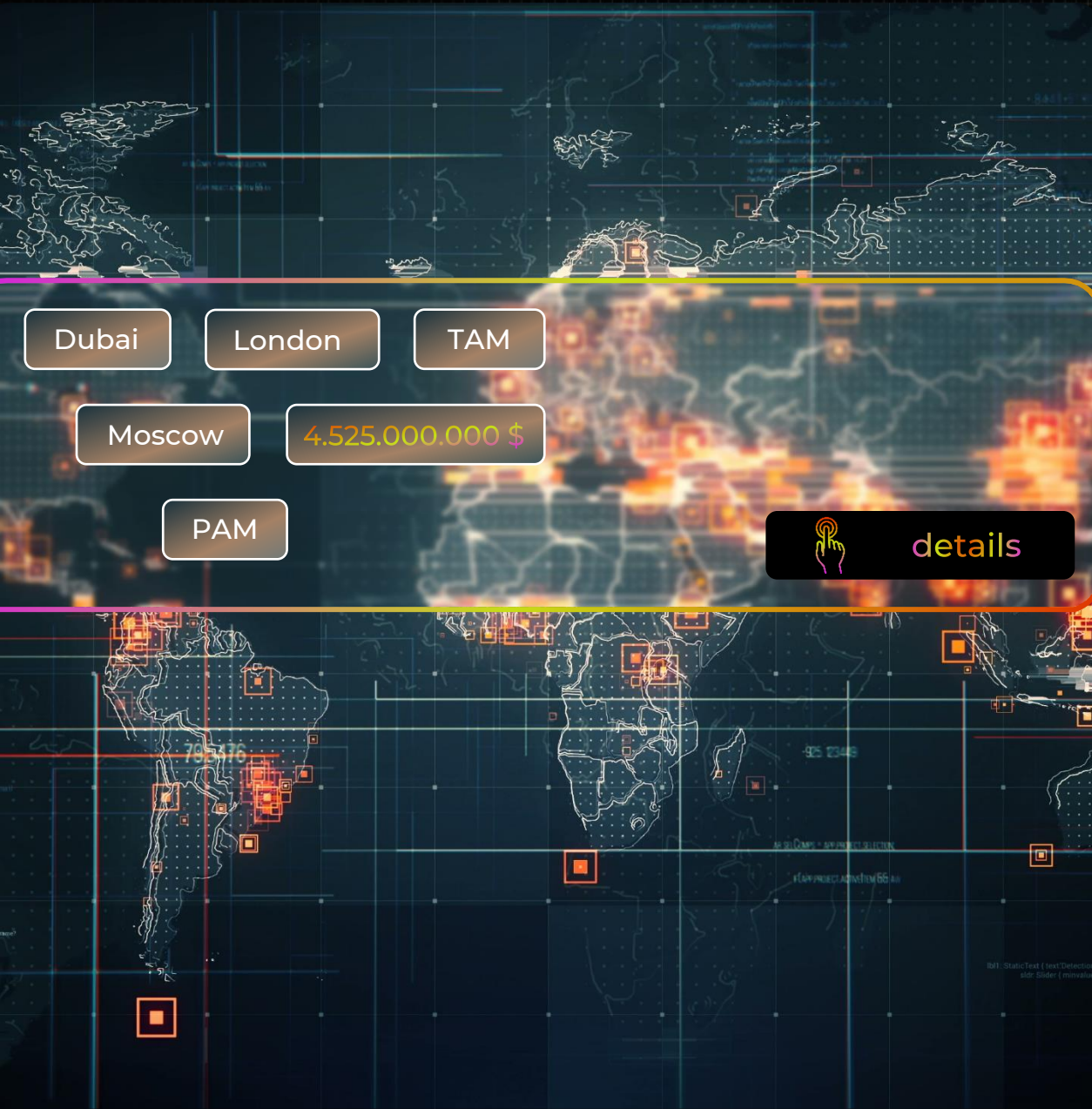


Total income

+18.140.000 \$ per year

Income from one user 181 \$ per year / 15 \$ per month





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since there are no similar projects on the market, we considered the indicators of a realistic unit economy model with an average income per user

Dubai London Moscow. . .


We focused markets on several **megacities** with good development dynamics.


We believe that the potential market – **all major cities in the world.**


Each new connected city gives a powerful impetus to the development of the service and **simplifies access to each subsequent metropolis.**



We designate our general audience as follows: any person, of any gender, in the active phase of age, who has a mobile device.
The general audience is divided into residents and tourists.

 Dubai population 2022 **3.094.984 people**

 Our target audience is 15-59 years old **2.504.535 people**

 Presumably, tourism for the whole 2022 **~ 17 mln. people**



Dubai TAM PAM

Total Available Market

The total size of market where the product can be sold. The indicator includes all potential customers - including those who are already buying from your competitors or not even buying similar products

Tourism efficiency indicators



Growth dynamics relative to 2021 +133,6%

Citizens and residents 2.504.535 people * 181 \$ (income from 1 user per year) = 453.320.835 \$ per year

17.000.000 tourists * 181 \$ = 3.077.000.000 \$ per year

Potential Available Market

This is the entire volume of the market, + how it will change over the time you are interested in

Tourism forecast for 2025

«Dubai hopes to attract 25 million tourists in 2025, Dubai Crown Prince His Highness Sheikh Hamdan bin Mohammed bin Rashid al Maktoum said in Twitter»

REUTERS

Total population

2021 3.094.984 people

2025 forecast 3.169.298 people

2.564.643 people our target audience

Growth dynamics relative to 2021 +2,4%

Citizens and residents 2.564.643 people * 181 \$ (income from 1 user per year) = 464.200.383 \$ per year

25.000.000 tourists * 181 \$ = 4.525.000.000 \$ per year



disaster

stagnation

DET says about 2 %

hidden threat



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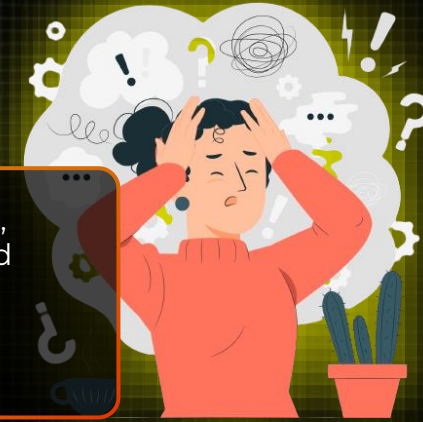
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1

Tourist disaster

A difficult process of adaptation in a new region due to low awareness in the field of leisure, events, mentality, culture and life. The social environment seems unfriendly and overloaded with irrelevant offers. Instead of positive emotions, a person plunges into the problems of search, socialization and everyday life, instead of resting or following the path of achieving goals.



2

Leisure market stagnation

Small companies, being in the shadow of big brands, are invisible to their customers. Likewise, consumers with modest income levels do not find suitable offers. The quality of the market suffers due to the large competitive inequality and the lack of choice in the information field.

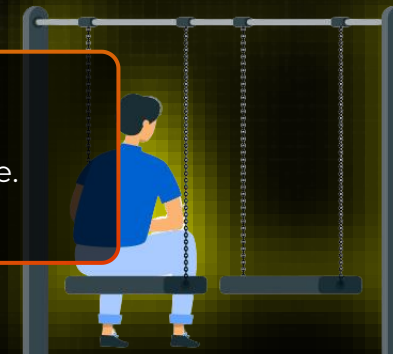
According to the DET* assessment, for 2022, only 2% of the 13,000 restaurants can be classified as a high level of quality and service.

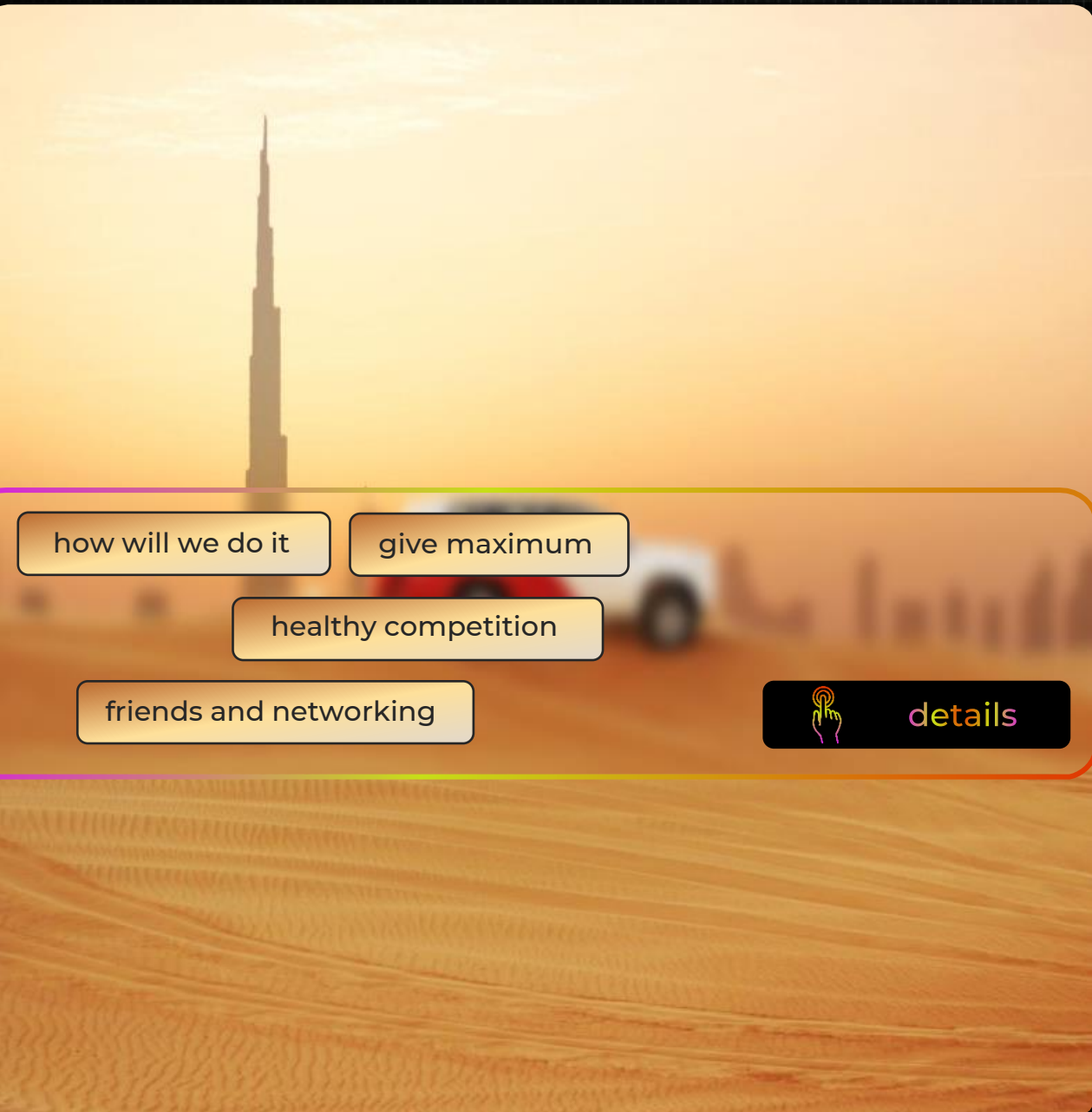


3

The hidden threat of society

WHO experts have predicted that depression will become a key cause of disability and will take second place after cardiovascular pathology. The problem of loneliness is relevant all over the world, for example, according to ONS, 29% of Britons spend their leisure time alone.





how will we do it

give maximum

healthy competition

friends and networking



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1

Maximum out of your leisure and business environment

Shuffle – a smart pocket personal guide and a single ecosystem that does not strain the user, but thinks for him, consistently providing a narrow selection of places, events, activities based on: geo; sentiments; interests; weather conditions; budget level and many other unique features.



2

Healthy competition - common progress

Shuffle gives a new breath of air to small companies, their development and promotion in the market. By stimulating traffic and moderating establishments and events, it will generate and increase demand, and most importantly, the coverage of visits, provoke an increase in the level of offers and their quality, which will increase the figure recorded by DET, but in the entire leisure sector.

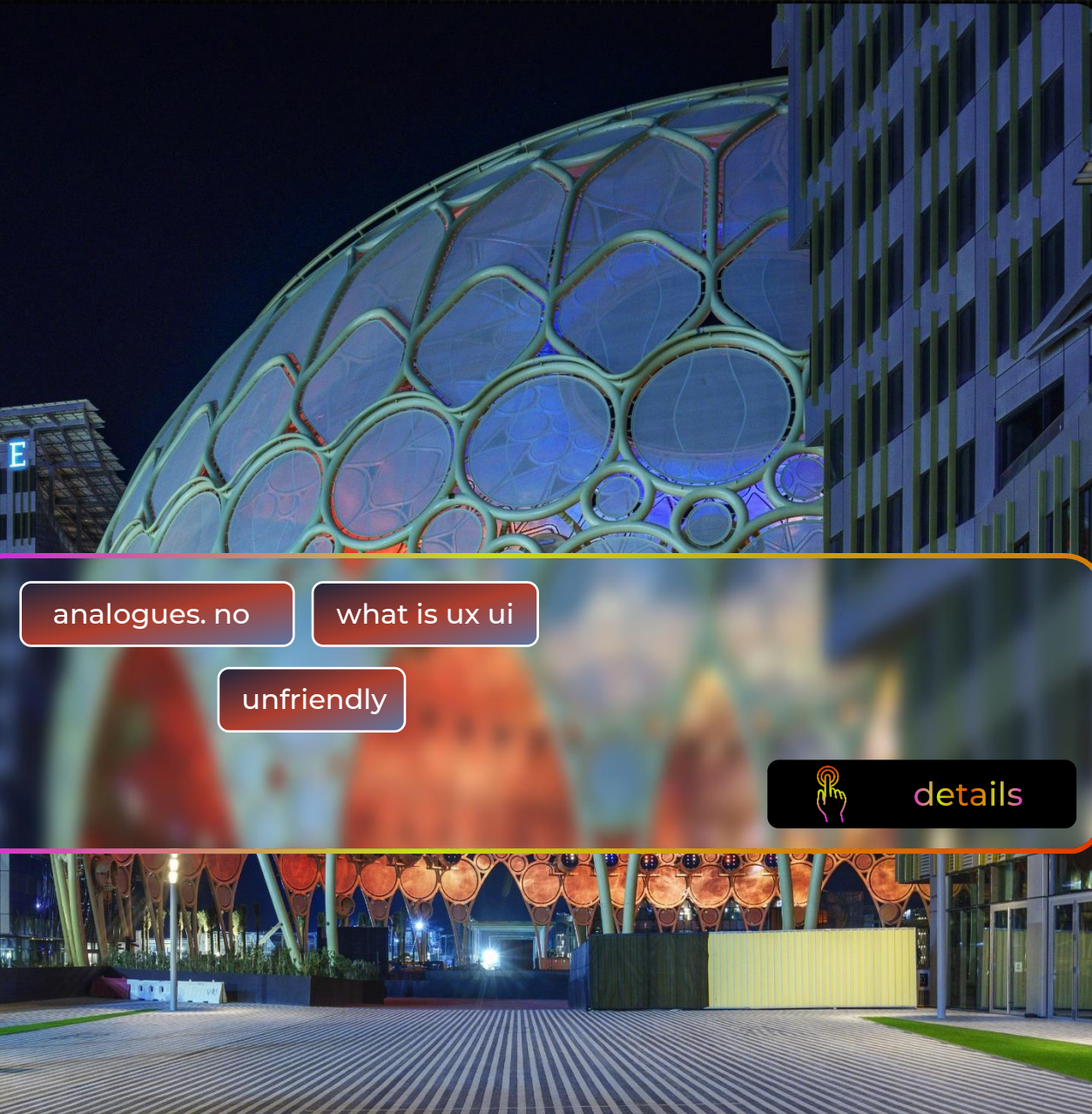


3

Friends and networking everywhere

Shuffle does not provoke depression, but destroys it, taking into account emotions. Finding a company based on personal unique interests, for a specific event or a specific place in a few taps is no problem. Pick up a personal business event, find partners and network - as you wish. Become a moderator of establishments or an expert of something? No problem.





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There are analogues in the world. But all of them ultimately come down to either bad ux ui, or broken functionality, or a banal aggregator. They are boring, they do not motivate and hardly solve any problems. Their common problem is that no one cares about them.



Time Out Dubai

No rating, no development, bad performance. Even annoying.



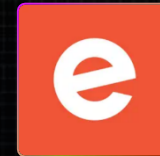
Ticketmaster UK

The target application that solves a specific problem is tickets. And this is good. But this is not enough. And boring.



DoJoin

The usual aggregator that gives access to the search. And that's it. You can drown in the volume of search results. The unfriendly interface makes searching - a chore. The service offers nothing but search and booking.



Eventbrite

Envelops a large selection of all sorts of programs, without premature adaptation to the interests of the user. Heaps of filters in which you need to dig and understand. The general conclusion is that there are too many things at once.



Platinumlist - Book Tickets

In terms of design and elaboration of the interface, it looks damp. They cover only large-scale events that are already on the surface. There is no individualization for a specific user: his interests; mood, etc.



The ENTERTAINER

The free version of the app is too limited in features and offered locations. Next up are the fees. An important point, their free version is a limited option in terms of features. Our free version is the base standard.



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what's next

integrations

interactions

all metropolitan areas



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Scaling strategy

Interaction with government agencies. For example, Dubai Department of Economy and Tourism. The main motive is the adaptation of tourists, new residents to the environment of local events and activities, to local communities, taking into account their characteristics, their socialization.

Integration with large databases with open api. For example, foursquare, the largest rated geolocation database in the world.

Access to all major cities of the world with flexible and intensive development dynamics. Combination of audiences from different cities of the world. The service is interesting not only where it is used, but also where they want to go.





start-up

fast market dynamics

accents

expertise in digital

moment benefits



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Our **start-up** is an application for mobile devices that has no high-quality analogues in the world. Its essence is based not only on the result, but also on the process of use. Emphasis is the person himself, his emotions, properties and needs + the ideal quality of work and a constant comfortable user experience.

The **fast dynamics** of markets and human traffic - they themselves provoke and motivate to use our application. Our job is to push.

The **benefit in the moment**, here and now, allows you to quickly monetize the application without straining or annoying users. Accurate, but at the same time effective monetization.

Digital tools outside the application and great expertise in working with them will allow us to create, warm up (increase the degree of trust in the product) and motivate audiences outside the application.





Business-processes

marketing

top ux ui

digital

10 years in business



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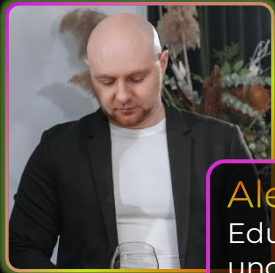
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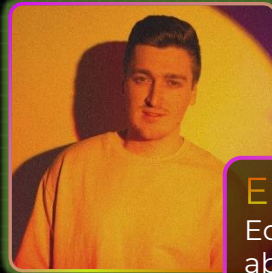
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Aleksandr Zasedatelev

Education Top management. Good understanding of business processes and product packaging. More than 10 years in business and with business. Digital agency owner



Eldar Gulamov

Education Marketing. Knows everything about digital. The strength is analytics. More than 5 years in the market



Anastasia Sharshneva

Professional philologist. Knows everything about texts and rules of speech. Digital world without competent target texts is nothing



Aleksey Madvedev

At the age of 22, he builds perfect interfaces. UX UI prodigy. Knows all user habits and behavior, successfully taking them into account in work



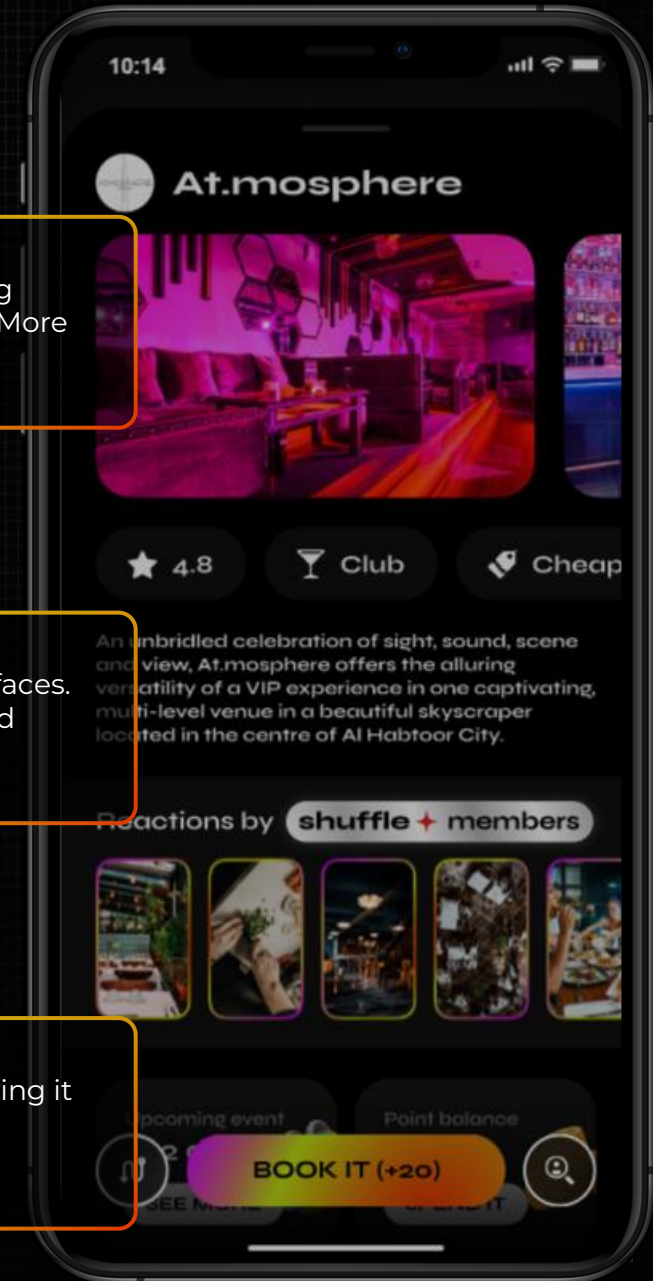
Natalia Jhurlinskaia

Business processes, the dynamics of fashion trends and clear control of all types of documents. This knowledge is a chic mix







Ekaterina Riabouhina

Has an exceptional sense of style, applying it in SMM. Parallel producing the perfect production



azart technologies fzco, Dubai

-  azart.tech/en/
-  t.me/kabzki
-  contact@azart.tech
-  app-shuffle.com



Total Available Market

The base number of tourists before covid has always averaged around 21 million guests. By 2022, the dynamics of attendance has reached 89% of the base level in 2019 (21 million), approached the mark of 17-18 million visits.

 2018 year problem. 29% of Britons spend their leisure time alone.

 population of London 2022	8.173.466 people
 target audience 15-59 years	4.457.710 people
 presumably, tourism for the whole 2022 year	17 - 18 mln. people

Potential Available Market

Population dynamics growth from 2022 to 2025 +1,3%

Target audience forecast for 2025 4.515.660

Target audience population growth 15 to 59 years +57.950

The mayor's official advertising agency London & Partners predicts, that London will attract 40 million tourists by 2025.



Total Available Market

There are no exact data on the growth of tourism dynamics by 2025. But if we rely on the current growth of **7%** compared to last year, in a stable order, then by 2025 the number of tourists could be **22.15 million**.

 population of Moscow 2022	12.635.939 people
 target audience 15-59 years	6 mln. people
 presumably, tourism for the whole 2022 year	18 mln. people

Potential Available Market

Population dynamics growth from 2022 to 2025 **shows no changes**.

Target audience forecast for 2025 – **6 mln. people**.

