

COVE

The all-in-one mobile event platform for college campuses

Traction to start off

We launched our MVP at UT Austin on September 20, 2022

- 4000 UT Students on the app 8 weeks after Launch, \$0 spent on marketing.
- 500 Daily Active Users on Weekdays, 1000+ on Weekends.
- Consistently populated home page, with at least 15 upcoming events at any given moment (when school is in session)

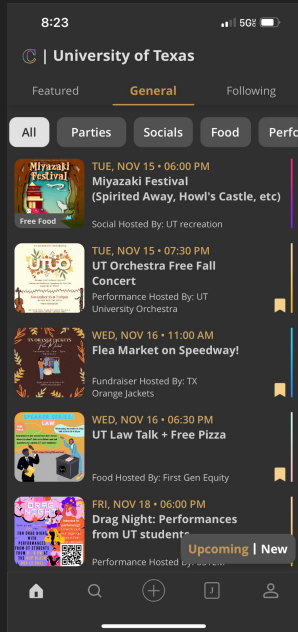
The Problem

- An overwhelming number of public & private UT events every week scattered across hundreds of niche media channels
- No efficient way to promote your own college event to students past word of mouth or social media following
- UT's current event platform is rarely populated with events. Students and Orgs are frustrated by its outdated UI, and they don't post their events unless they have to reserve a room

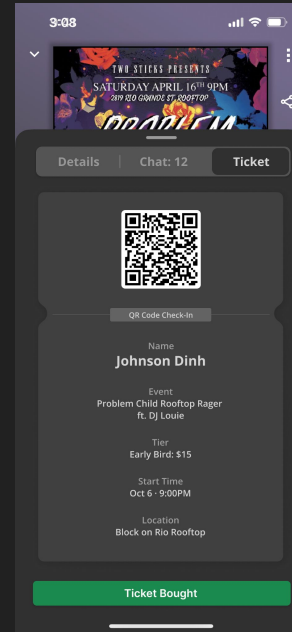
The Solution

- An organized UI/UX for students to efficiently discover and learn about about all the events going on at UT
- Efficient event creation and publication, targeted and customizable marketing, and an in-app ticketing/RSVP system
- Event Moderators to consistently fill in gaps of event posting and ensure quality listings

The Product

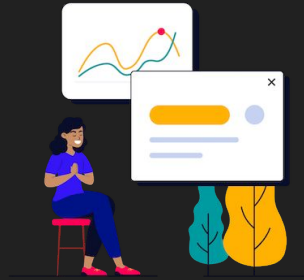


All upcoming events intended for UT students. Categories include parties, socials, free food, performances, sports, and more!

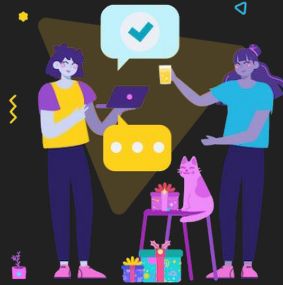


Thorough Details Section, Event Chat for Q&A, and a ticket/RSVP section with a check-in QR code!

User Personas



College Students
who want to get
involved with their
campus, meet their
peers, & eat free food



**Orgs, students, & local
businesses** that host
events. *More students
have been throwing
events because of Cove.



Colleges that have a
large diverse student
body and an exciting
event ecosystem.

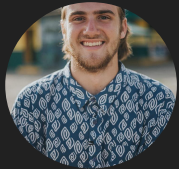
User Testimonials



- "Good Design and makes finding things easy. I especially love the free food and parties!"



- "As a wampus host, marketing is now easier than ever and I've made considerably more money from parties"



- "As an officer of E&E (the largest student-run event org), we have been seeing greater turn out at our events and a more diverse crowd!"

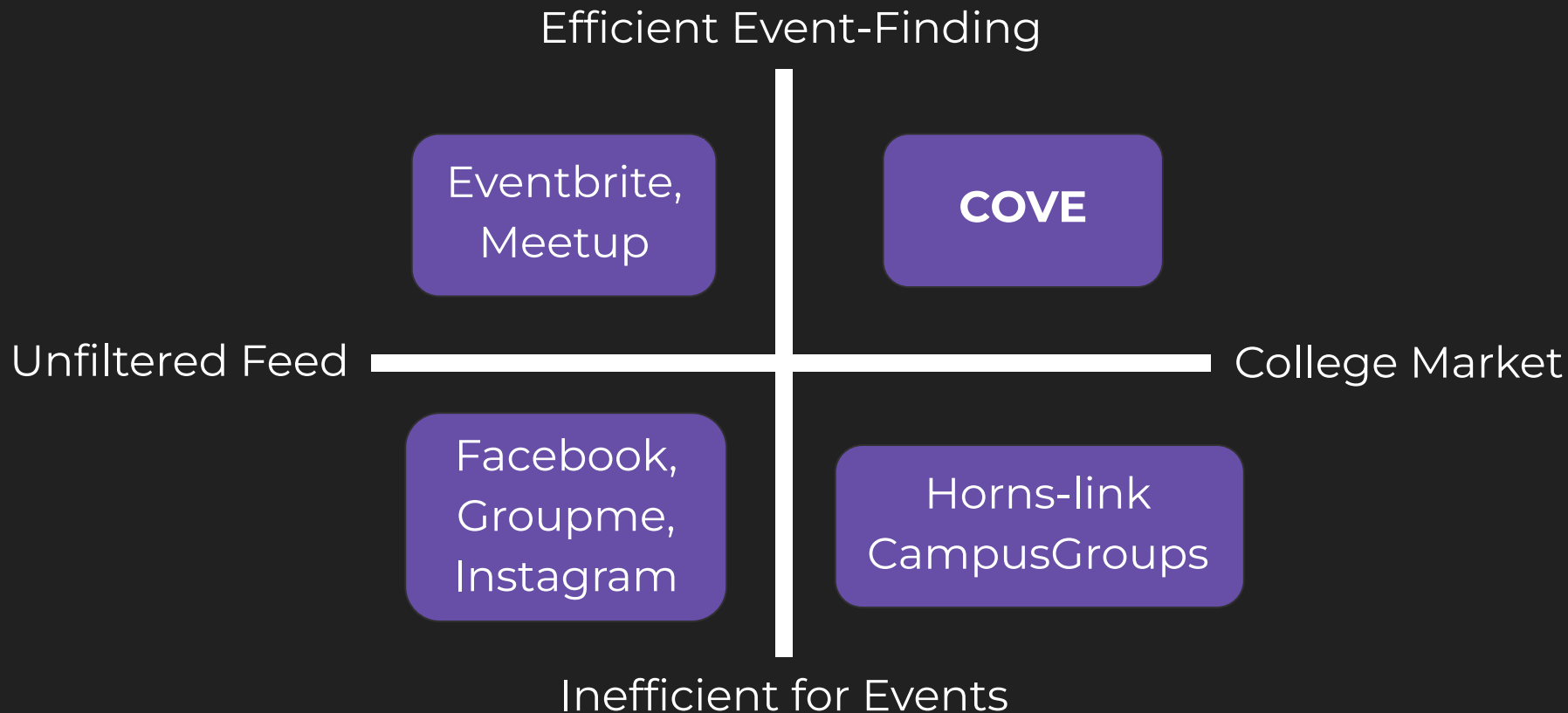
The Business Model

- Monthly Subscription Model B2B with schools. \$4.99 per monthly active user
- Featured Spots for Premium Marketing
- 5% Commission from in-app ticketing
- Hosting our own for-profit Cove events

Market Adoption Plan

- Lending our service to communities of students trying to find events. (UT parties Groupme / UT free food Discord)
- Host Partnerships: \$5 off tickets if bought through cove
- Org Partnerships: \$2 given to the org for each member that signs up and follows the org's account on the app.

Competition



Market Size in the U.S.

\$200,000 per year
per University

x

400 colleges with
10,000+ students

=

\$80,000,000

5000 M.A.U x

\$4.99 x

8 months of school

(in the U.S.)

of which we can
capture 10%

The Team

- Johnson Dinh as CEO. Designer and Strategist / Top Leasing Agent that works closely with diverse student demographics
- Miguel Lopez as CTO. Prodigy coder who's been making apps since he was 12 / DJ's for west campus parties
- Anand Clemens as CMO. Master networker / runs the UT parties instagram and The Exchange Network

Investment

\$100k Angel Investment Opportunity

Financing for the next 8 months.

Enough to establish strong partnerships with hosts and organizations, acquire UT as a business partner or customer, polish up the app, and start branching out to other schools