



How Busy

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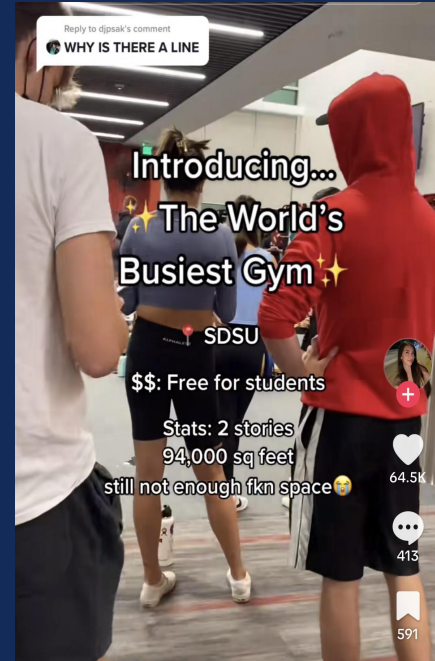
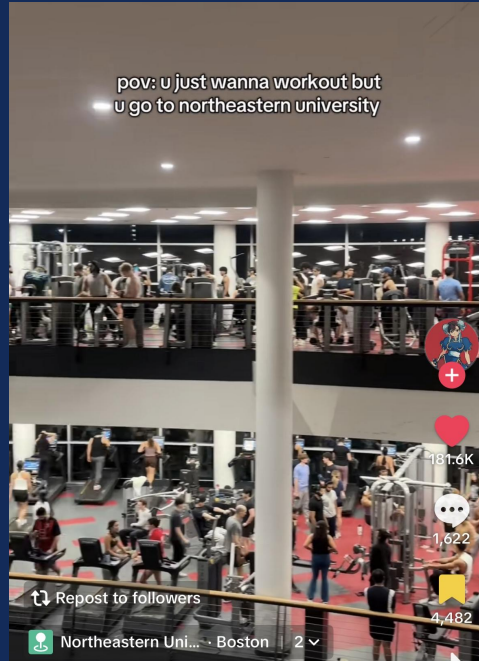
Picture This



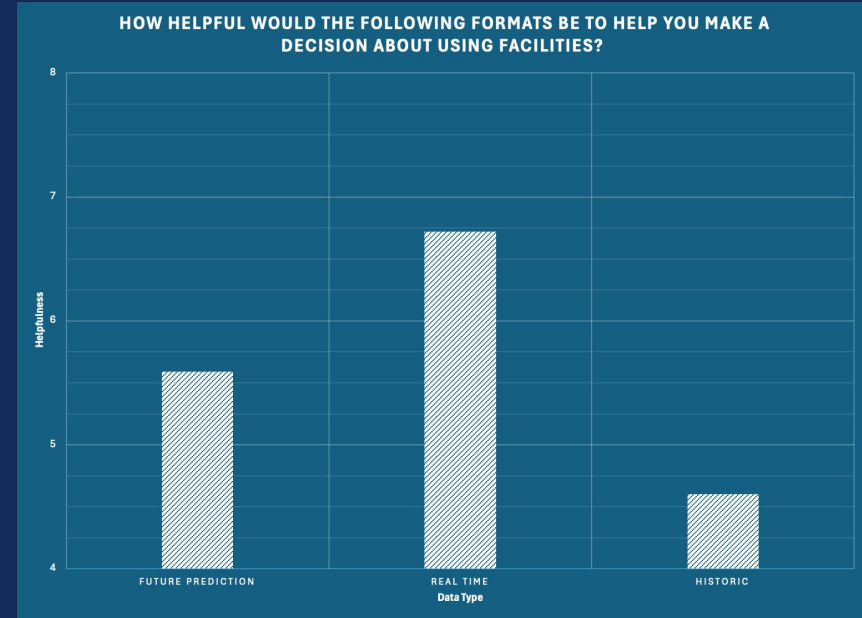
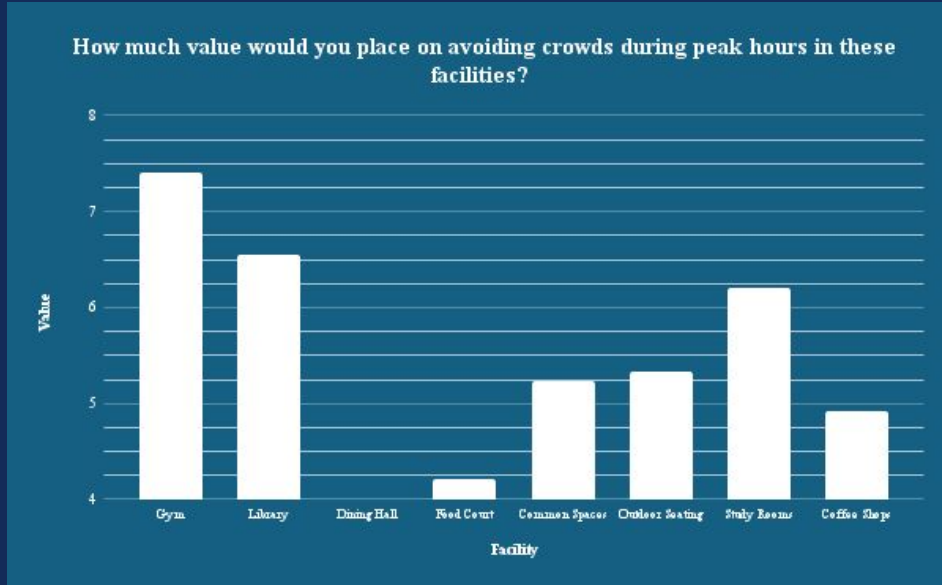
Reality



What's Happening Online



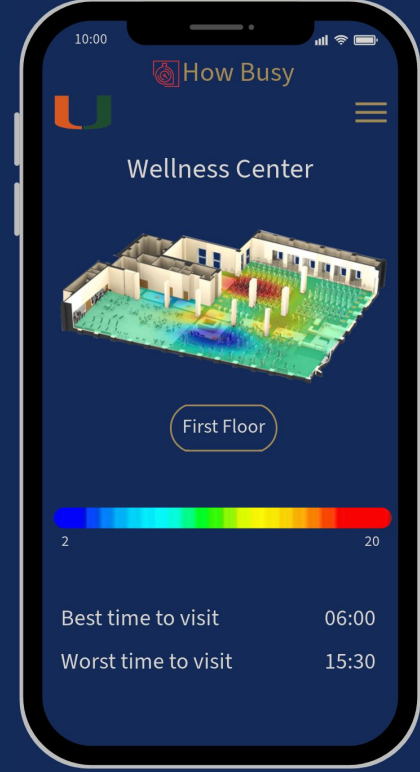
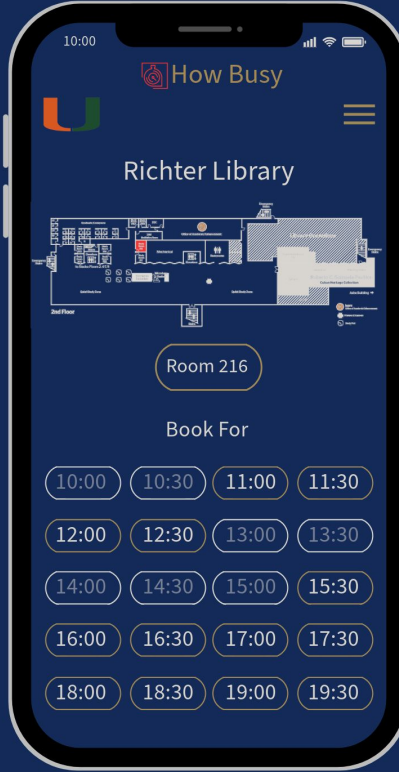
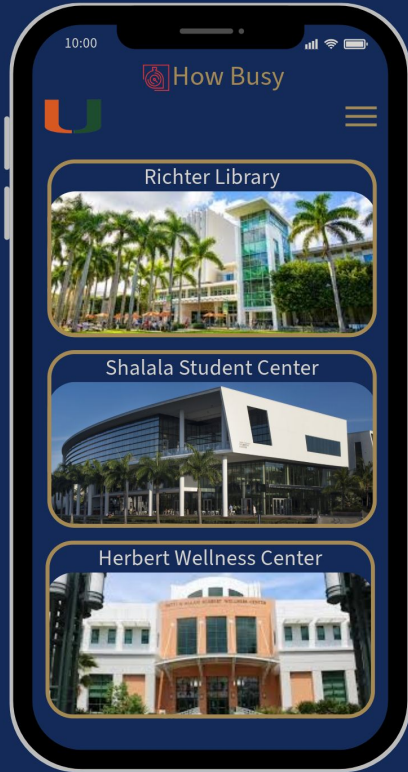
What We've Learned



Survey from Current Students at University of Miami



Our Solution: HowBusy



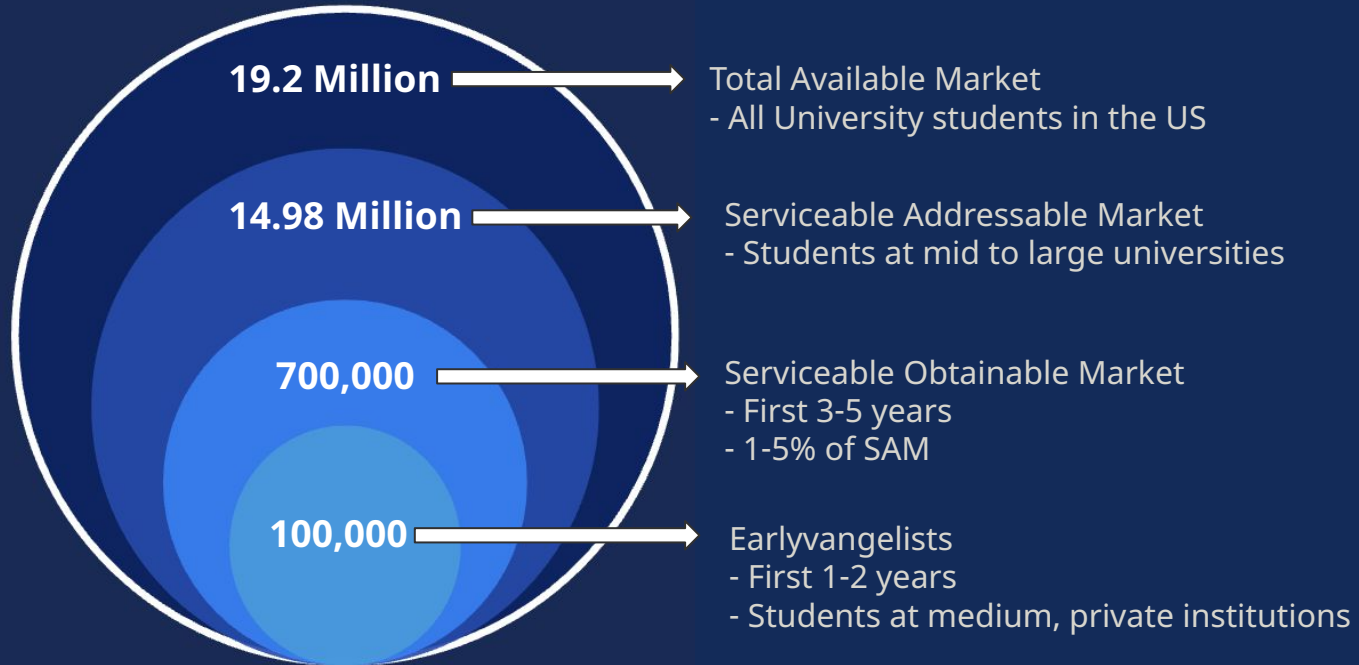
Target Market



Students at mid to large
Universities (5000+ students)



Market Size



Revenue

Small Package

\$15,000 per month

Around \$3 per student

Medium Package

\$25,000 per month

Around \$2.50 per student

Large Package

\$40,000 per month

Around \$2 per student

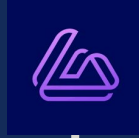
Additional Streams: In-App Advertisements



Our Competitors



Real Time Data



No Booking Capability

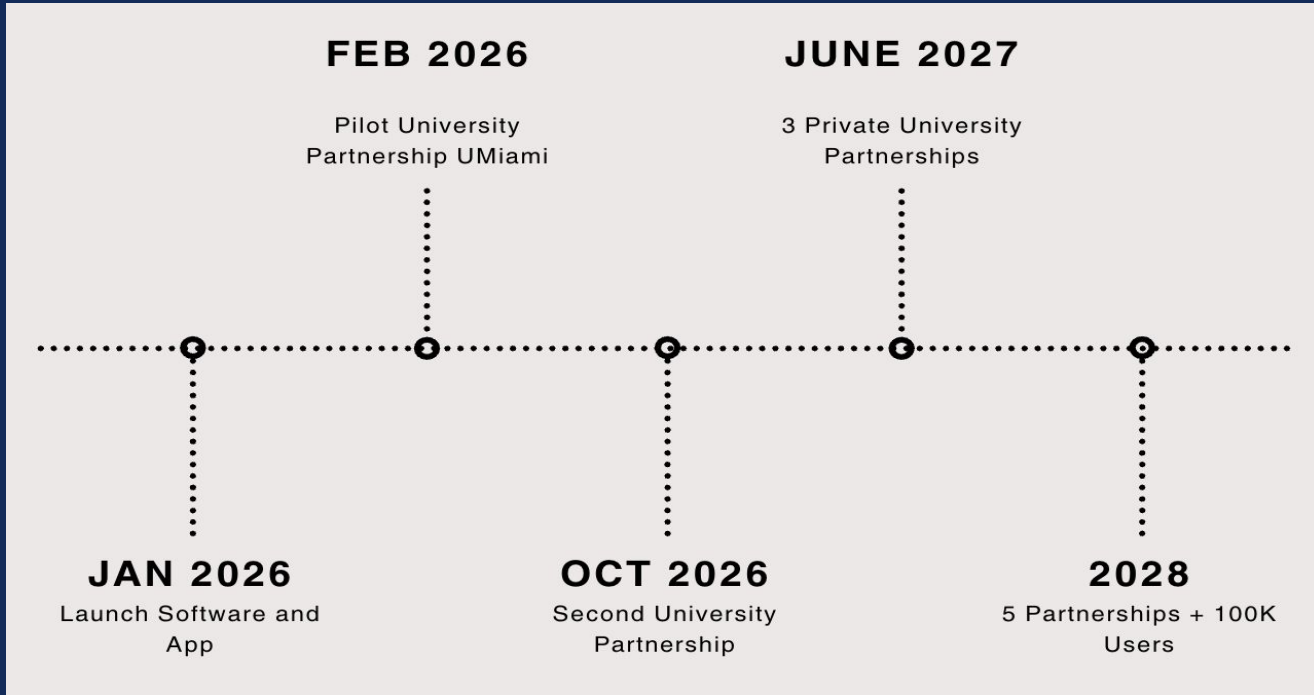


Various Booking Capabilities



Delayed/No Data

Next Steps



Meet Our Team



Elliotte Kahler: CEO



Darcy Driscoll: Marketing



Luca Fox: Financials



Anthony Hauner: Industry
Analysis



Yash Agarwal: Technology



Oliver Kies: Operations



Appendix

The Future of Efficient Campuses Starts Here!

Are you on board to be an Initial Investor?



How Busy

Website: howbusy.com

Phone Number: 305-622-5315

Email: Howbusy@gmail.com

Any Questions?



Financials

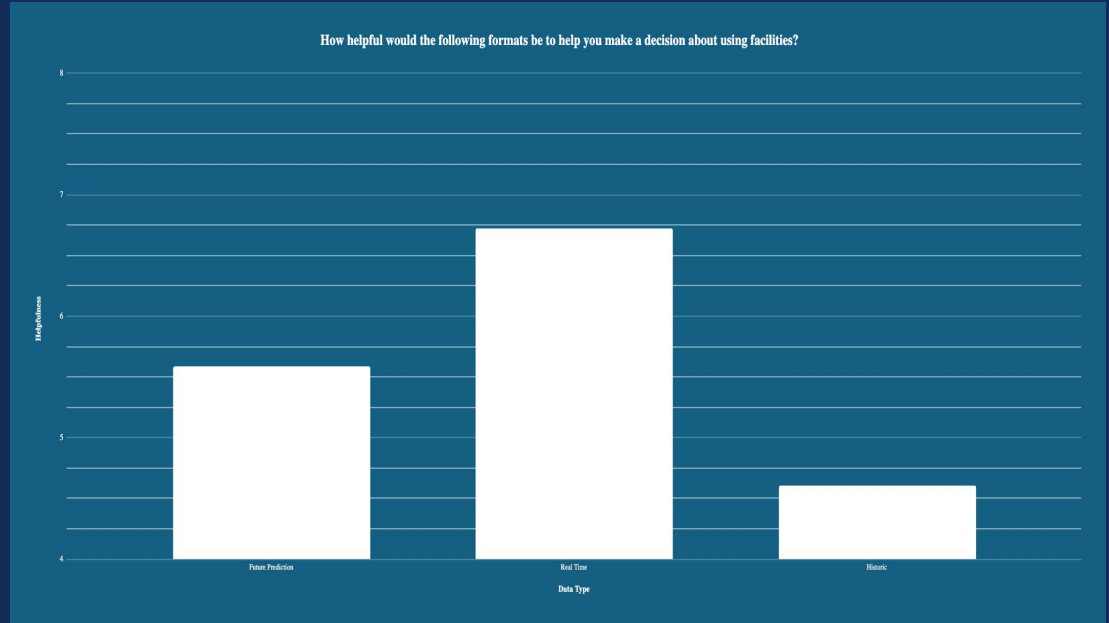
FISCAL YEAR OVERVIEW																	
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	Q1	Q2	Q3	Q4	
(+) REVENUE SOURCES																	
Subscription	\$ -	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 75,000.00	\$ 75,000.00	\$ 225,000.00	\$ 300,000.00	\$ 300,000.00	\$ 375,000.00	
In-App Advertisements	\$ -	\$ 1,000.00	\$ 5,000.00	\$ 10,000.00	\$ 12,000.00	\$ 15,000.00	\$ 20,000.00	\$ 25,000.00	\$ 30,000.00	\$ 45,000.00	\$ 50,000.00	\$ 55,000.00	\$ 60,000.00	\$ 65,000.00	\$ 75,000.00	\$ 100,000.00	
TOTAL RECEIPTS	\$ -	\$ 26,000.00	\$ 30,000.00	\$ 35,000.00	\$ 37,000.00	\$ 40,000.00	\$ 70,000.00	\$ 75,000.00	\$ 80,000.00	\$ 95,000.00	\$ 125,000.00	\$ 130,000.00	\$ 285,000.00	\$ 365,000.00	\$ 375,000.00	\$ 475,000.00	
(-) EXPENSES																	
(-) OPERATING EXPENSES																	
App Development	\$ 75,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Maintanance	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 11,250.00	\$ 11,250.00	\$ 11,250.00	\$ 11,250.00	
Salaries	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 120,000.00	\$ 132,000.00	\$ 145,200.00	\$ 159,720.00	
TOTAL OPERATING EXPENSES	\$ 107,500.00	\$ 32,500.00	\$ 32,500.00	\$ 32,500.00	\$ 32,500.00	\$ 32,500.00	\$ 32,500.00	\$ 32,500.00	\$ 32,500.00	\$ 32,500.00	\$ 32,500.00	\$ 32,500.00	\$ 131,250.00	\$ 143,250.00	\$ 156,450.00	\$ 170,970.00	
(-) ADDITIONAL EXPENSES																	
Legal	\$ 5,000.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 150.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	
Support Team (off shore)	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 27,000.00	\$ 27,000.00	\$ 27,000.00	\$ 27,000.00	
Marketing & Sales	\$ -	\$ 6,500.00	\$ 7,500.00	\$ 8,750.00	\$ 9,250.00	\$ 10,000.00	\$ 17,500.00	\$ 18,750.00	\$ 20,000.00	\$ 23,750.00	\$ 31,250.00	\$ 32,500.00	\$ 146,250.00	\$ 146,250.00	\$ 146,250.00	\$ 146,250.00	
TOTAL ADDITIONAL EXPENSES	\$ 14,000.00	\$ 15,650.00	\$ 16,650.00	\$ 17,900.00	\$ 18,400.00	\$ 19,150.00	\$ 26,650.00	\$ 27,900.00	\$ 29,150.00	\$ 32,900.00	\$ 40,400.00	\$ 41,650.00	\$ 173,700.00	\$ 173,700.00	\$ 173,700.00	\$ 173,700.00	
GROSS PROFIT	\$(121,500.00)	\$(22,150.00)	\$(19,150.00)	\$(15,400.00)	\$(13,900.00)	\$(11,650.00)	\$ 10,850.00	\$ 14,600.00	\$ 18,350.00	\$ 29,600.00	\$ 52,100.00	\$ 55,850.00	\$(19,950.00)	\$ 48,050.00	\$ 44,850.00	\$ 130,330.00	
TAXES																\$20,328.00	
NET INCOME																	\$182,952.00



Feasibility

Survey Analysis Takeaways

- Students are highly likely to visit coffee shops, the gym, and the library
- Students have had to leave campus due to the fullness of facilities
- Students highly valued a live tracker of people on campus, therefore, there is a demand for our product
- Most universities have campus facilities such as libraries, gyms, and dining halls where our technology would be used
- Universities are constantly investing in technological features to add to their students' campus experience



Data Specific to University of Miami Students



Partnerships

- Key Partnerships
 - The Universities themselves
 - Looking ahead to other large institutions
- Other Potential Partnerships
 - 25Live - Competitor
 - IronYun - Software/hardware



Works Cited

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