



promsocial

The New Way To Do Prom



WHAT IS PROMSOCIAL?

PROMSOCIAL IS A MOBILE APP THAT MAKES THE ENTIRE PROM EXPERIENCE

FUN & STRESS-FREE

OUR MISSION

TO REVOLUTIONIZE THE MULTI-BILLION DOLLAR PROM INDUSTRY BY
CHANGING THE WAY TEENS EXPERIENCE PROM

MARKET

U.S. Digital Ad Spend
(Long-Term)

\$129B

Total addressable
market (TAM)

\$48B

Serviceable available
market (SAM)
Social Media

\$4.8B

Serviceable
obtainable market
(SOM)

U.S. Prom Spend
(Entry Point)

17M

High school
students in the U.S.

\$919

Prom goer average
spend

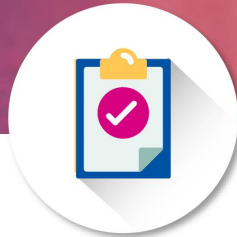
\$4B

U.S. prom industry
sales (2018)

PROBLEM



Prom is an experience that has yet to be centralized and shared online



Planning and organizing for prom can be overwhelming and confusing



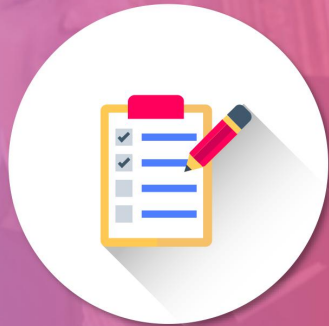
The prom industry lacks a central hub that connects prom goers with retailers



There are many barriers that stop students from participating

SOLUTION

AN INTERACTIVE PLATFORM THAT CENTRALIZES THE WAY PROM GOERS PLAN, ORGANIZE AND SHARE THEIR PROM EXPERIENCE



PLAN

all the details



FIND

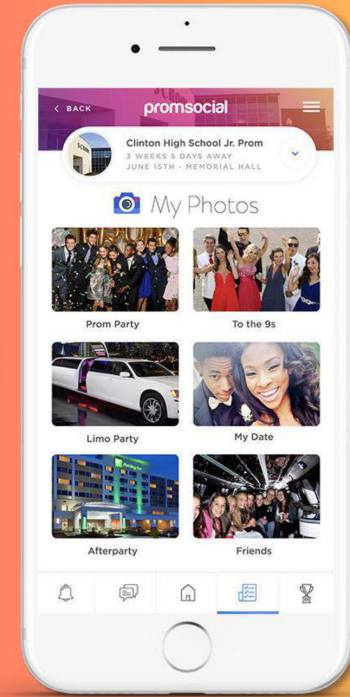
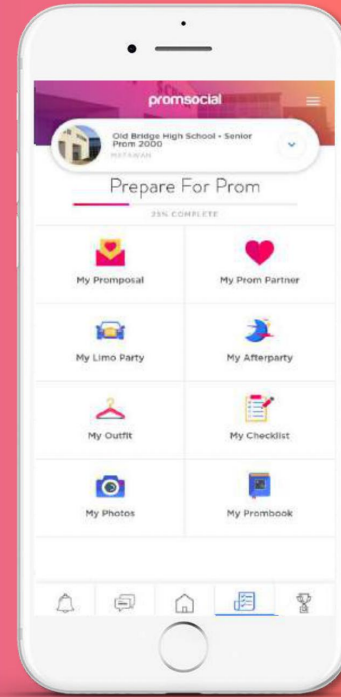
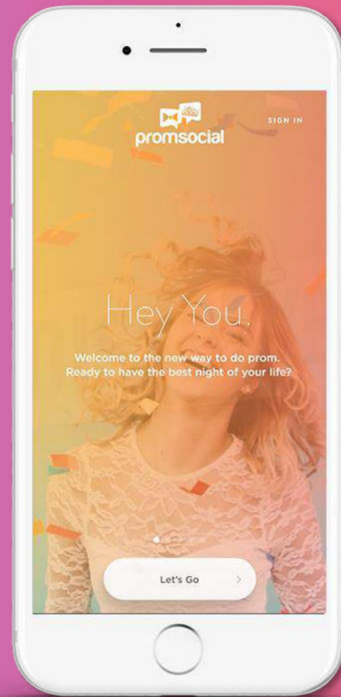
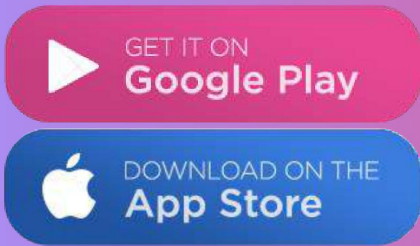
your prom date



SHARE

your prom experience

PRODUCT



DOWNLOAD

SIGN UP

PLAN & ORGANIZE

CONNECT & SHARE!



KEY FEATURES



Find A Date

Express interest in someone or ask them directly to prom.



Send Proposals

Customize a video and send to your dream date.



Create A Limo Party

Organize a limo party for you and your friends.



Plan An Afterparty

Keep the party going after prom. Invite, plan, and share.



Chat With Friends

Chat with your date, your friends or within your limo and after party.



Share Your Outfit

Show off what you're wearing on the big day.



Plan Your Prom

Stay organized with your customizable prom checklist.



Vote

Cast your vote and become a Prom Legend.



Share Your Photos

Seamlessly share all of your prom pictures with your class.



Create A Prombook

Make prom last forever with your very own personal prombook.

BUSINESS MODEL

WE WILL MAKE MONEY BY CONNECTING RETAILERS WITH PROM GOERS VIA OUR PROM MARKETPLACE

OUR 3 MAIN REVENUE STREAMS WILL BE:

SUBSCRIPTION

\$39.99

MONTHLY

COMMISSION

5%

OF SALES

ADS

\$2

CPM



MARKET ADOPTION

SOCIAL EXPERIENCE
social network effect



MARKETING
targeted promotions

- Street teams
- Social media
- Banner ads & billboards
- Celebrity endorsements
- Influencers
- Contests & offerings

PARTNERSHIPS
community organizations

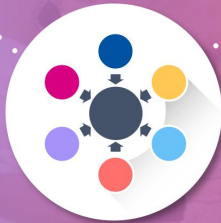
- High schools
- Non-profits
- Churches
- Fraternities/Sororities
- Businesses
- Government

BENEFITS TO HIGH SCHOOLS & PROM GOERS



Centralizes key aspects of prom in one place

Simplifies and enhances prom experience for prom goers



Helps avoid conflict on who's wearing what

Serves as an additional mechanism to promote prom safety awareness



Provides scholarship opportunities for students

Provides students with direct access to significant discounts and special promotions



Assists prom committees with planning, organizing and executing prom



COMPETITION

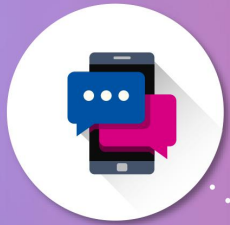

promsocial

facebook


PROMGIRL

| | | | |
|------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Connect with peers | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| Prom planning | <input checked="" type="checkbox"/> | | |
| Retail portal | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Matchmaking | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| Voting/Likes | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| Customize/order prom album | <input checked="" type="checkbox"/> | | |
| Organize limo party/payments | <input checked="" type="checkbox"/> | | |
| Plan after party/book hotel | <input checked="" type="checkbox"/> | | |
| Social sharing | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |

COMPETITIVE ADVANTAGES



1st TO MARKET

First social networking app with a core focus on Prom

CONVENIENCE

Plan, organize and share your prom experience all in one place



FEATURES & SERVICES

Prom shopping hub, customizable Prombook and seamless prom planning

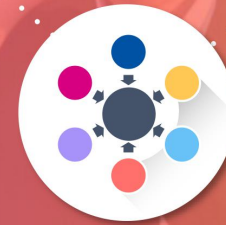
BEHAVIOR

Becoming the standard of how the next generation will experience prom



FOCUS

Targeted age group and direct market niche



THE TEAM



ED ABDEL-MALAK
OPERATIONS



RAVI KOLTUR
DEVELOPMENT



MICHAEL HUDAK
SALES

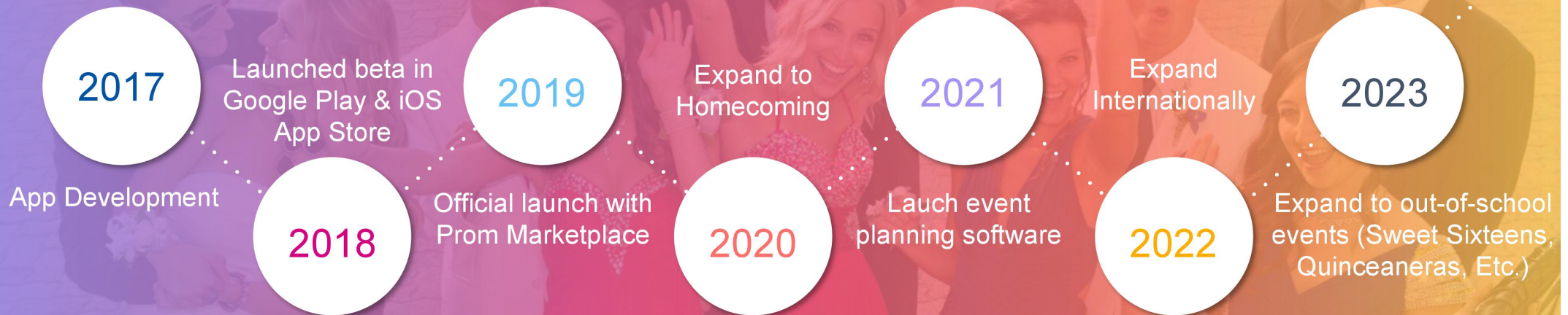


DARREL FRATER
MARKETING



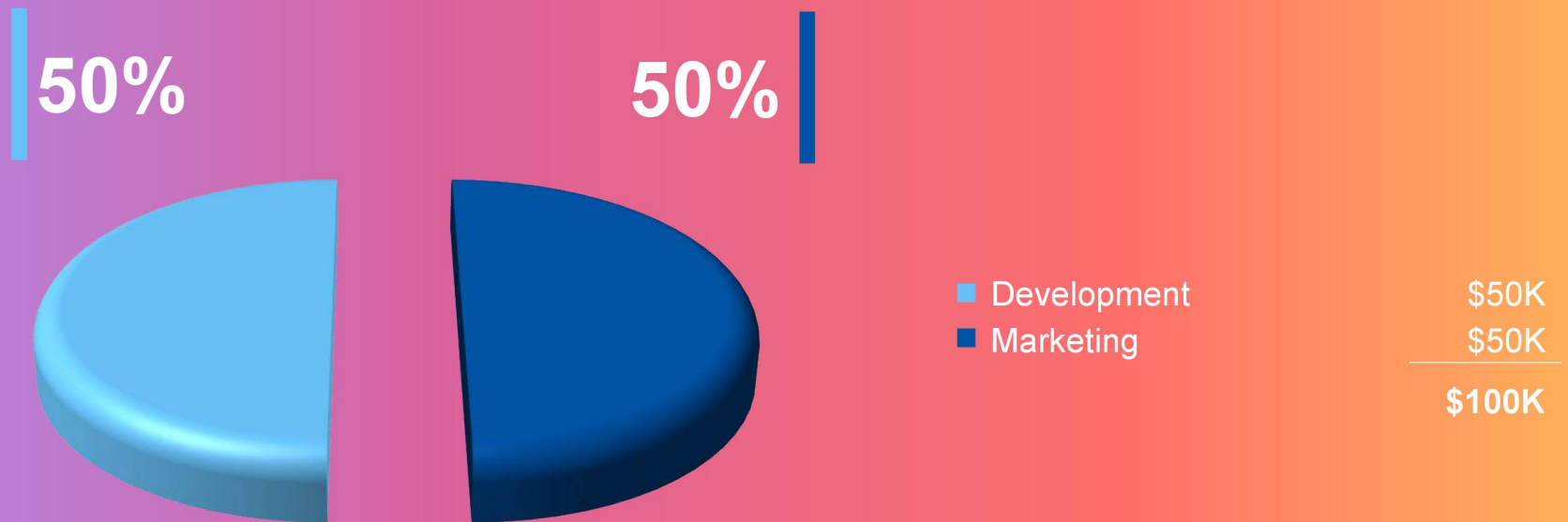
BISHOY AZER
PARTNERSHIPS

ROADMAP



INVESTMENT

PROMSOCIAL IS SEEKING TO RAISE A \$100K SEED ROUND



EXIT STRATEGY

SOCIAL MEDIA



WEDDINGS



THANK YOU!



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The New Way To Do Prom

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