Table Crowd

Company Summary

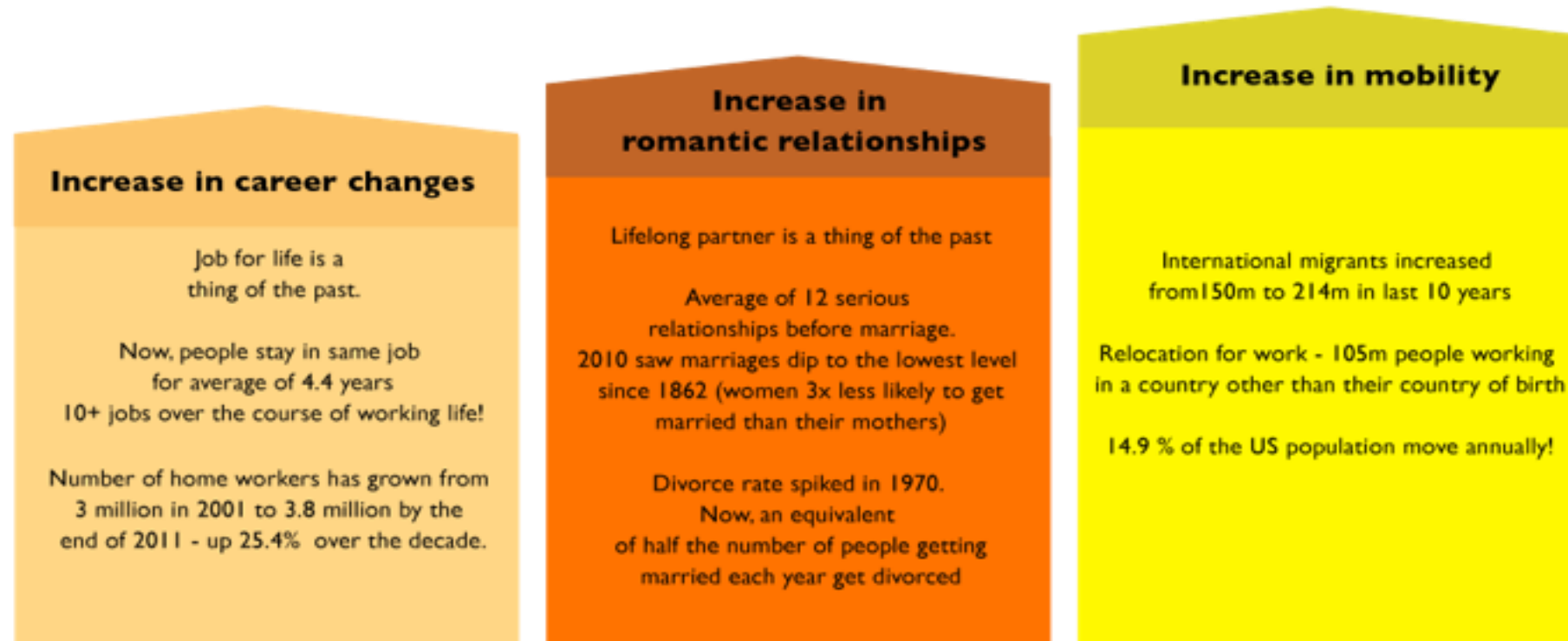|	
What we are	A real life social network to meet people over food
Target markets	Business, new to town, online & offline communities
Team	6
Stage	Revenue generating
Headquarters	Old Street, London
Contact	Kate@tablecrowd.com

Table Crowd

THERE IS GROWING NEED TO FORM NEW RELATIONSHIPS

Increase in career changes

Job for life is a
thing of the past.

Now, people stay in same job
for average of 4.4 years
10+ jobs over the course of working life!

Number of home workers has grown from
3 million in 2001 to 3.8 million by the
end of 2011 - up 25.4% over the decade.

Increase in romantic relationships

Lifelong partner is a thing of the past

Average of 12 serious
relationships before marriage.
2010 saw marriages dip to the lowest level
since 1862 (women 3x less likely to get
married than their mothers)

Divorce rate spiked in 1970.
Now, an equivalent
of half the number of people getting
married each year get divorced

Increase in mobility

International migrants increased
from150m to 214m in last 10 years

Relocation for work - 105m people working
in a country other than their country of birth

14.9 % of the US population move annually!

= Increase in demand for new business, romantic and platonic relationships

"*The quality of your life is the quality of your relationships*" **Anthony Robbins**

What is TableCrowd?
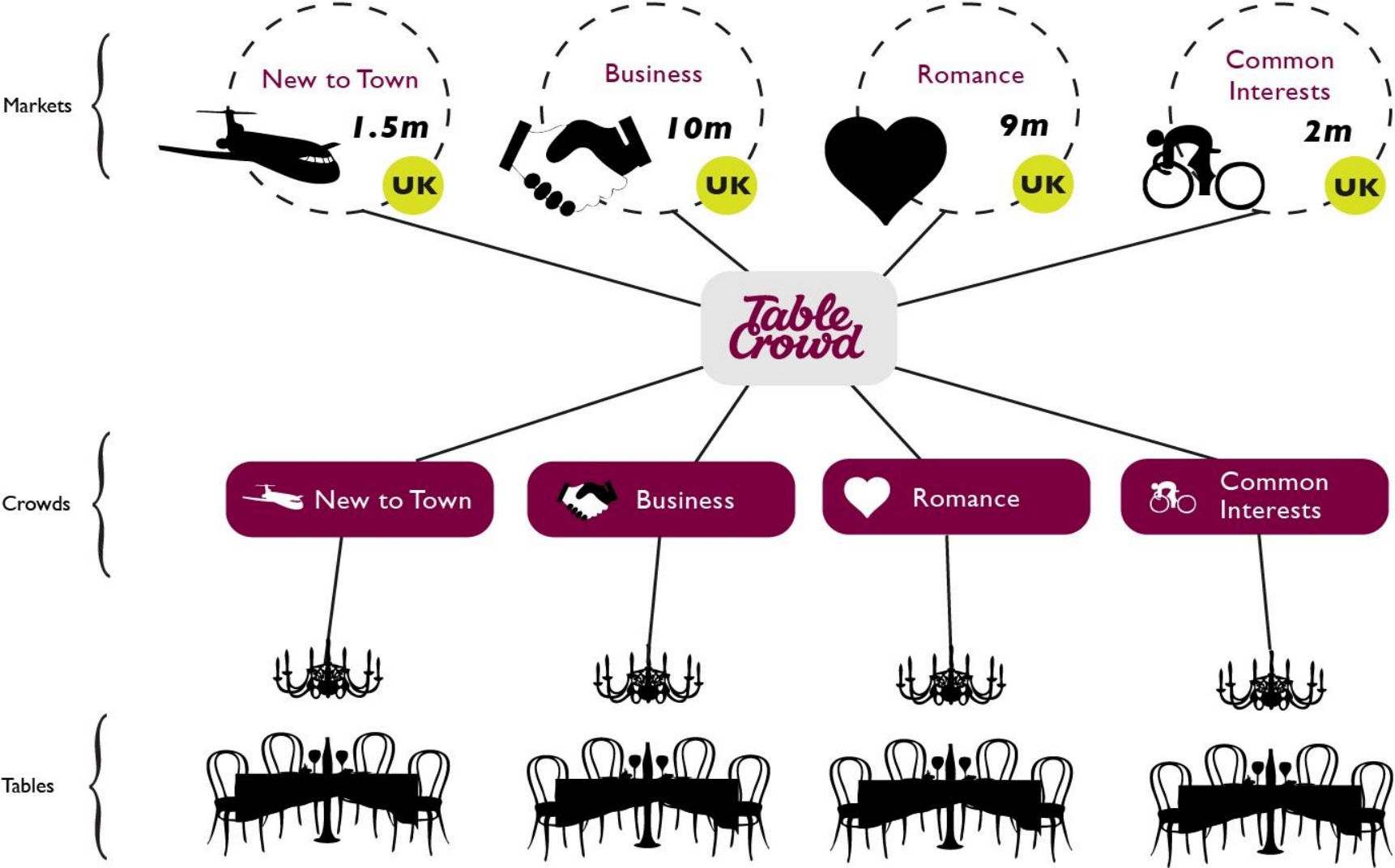
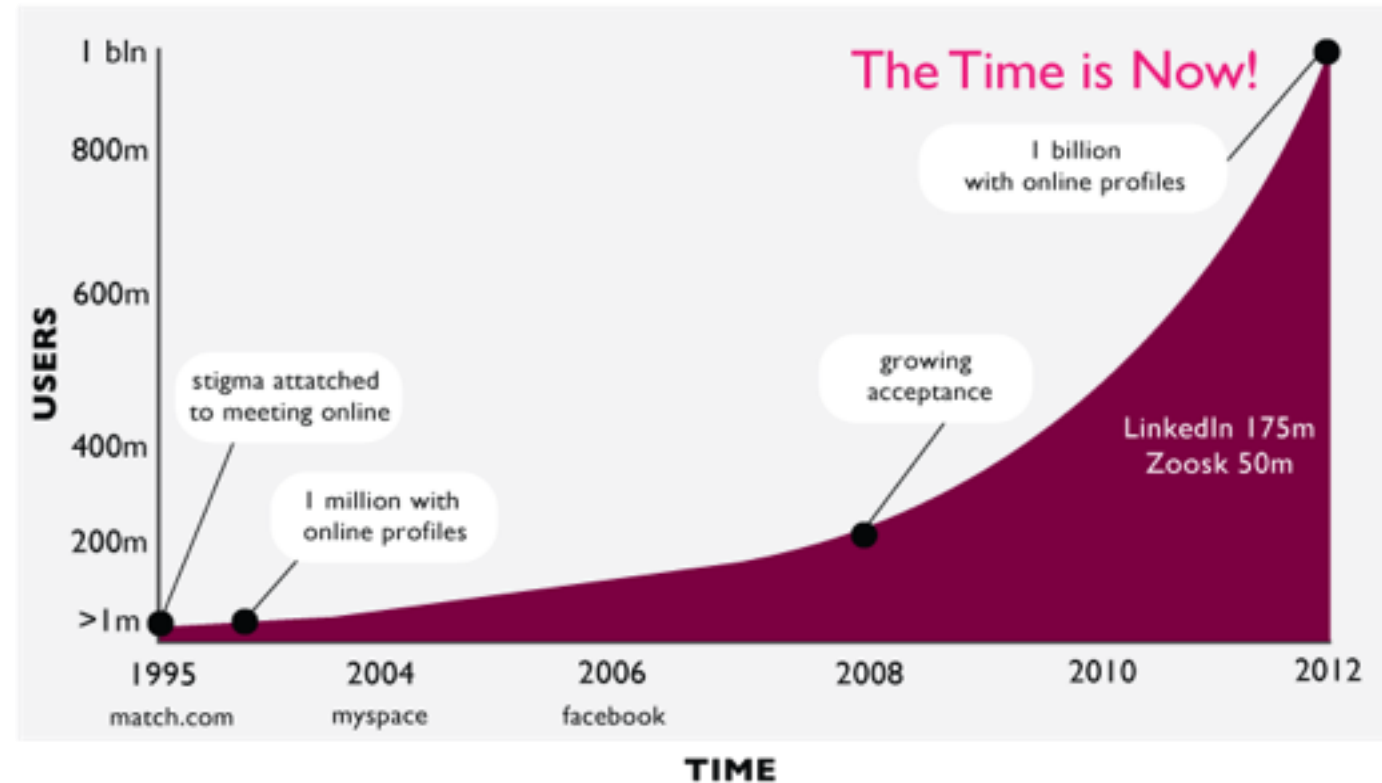# Why now?

32 million
18-60 with online profiles

→ **32 million prospective TableCrowd Users**

More people dining out (e.g. value of informal UK eating out market increased by 2.8% in 2011 to £42 billion)

Happy to share location (checkins on Facebook/FourSquare)

Trend for online communities to run offline events (e.g. Match.com in the US)

The Time is Now!

I bln

800m

1 billion with online profiles

600m

USERS

stigma attatched to meeting online

growing acceptance

400m

LinkedIn 175m
Zoosk 50m

1 million with online profiles

200m

>1m

| 1995 | 2004 | 2006 | 2008 | 2010 | 2012 |

match.com   myspace   facebook

TIME

Opportunity to turn online connections into offline relationships
RIPE NOW to Meet & Eat with TABLECROWD.com

To become the market leader of 'real life' social networks

What we've done so far

Table Crowd

Launched website & app with 3,000+ restaurants

10,000 members, 400+ tables, 100+ groups

Marketing partner with 160,000 members

4 revenue streams

Experienced team in place

EIS compliant

Business Model

Affiliate commission - £1.10 per seat   PROVEN £

Booking fee £1 - £5 per seat   PROVEN £

Coupon model (30% of Coupon Price)   PROVEN £

Sponsorship (negotiable)   PROVEN £

Marketing & User Acquisition

EARLY	GROWTH	MATURITY

Peer to peer. Social. Word of mouth. Viral

Email-Marketing

Test PPC	PPC Micro Targeting	PPC Scaling & Branding

Blogger Outreach	Blogger Outreach and PR

SEO Technical	SEO Link Building

API	Commercial Partnerships	Offline Opportunities

Competition & Defensibility

	Est (& Team)	Members	Number of Tables/ Meet Ups	Funding	Revenue Model	Competitor Advantages	TABLECROWD ADVANTAGES
TableCrowd	2011 (6)	10,000+	5 (per week)	-	TopTable commission (£1.10 per seat booked) to gain traction (+multiple other revenue models)		Key: Quicker to scale
Main Competition — Grubwithus	2010 (16)	80,000	Approx 80 (Per week)	$6.6m	Groupon style Coupon Model	Raised funds in US	2000+ restaurants providing user choice and ease of booking (venue & location) - Large sales and customer services team not needed - No minimum commitments to restaurants - Gaining traction in UK
Event Meeting Apps — mapp2link	2012 (3)	20,000 downloads (est)	Neg	$300K	Conference organiser pays	First mover advantage, b2b, raised funds	- Free for conference organiser - Not event specific
Event Meeting Apps — bizzabo	2011 (6)	40,000 downloads (est)	3,000 conferences listed	$1.5m	Event sponsors		
Real World Networks — CitySocialising	2007 (11)	100,000+	Approx 300 (per week)	$1.94m	Member Subscriptions	Number of users +wider focus	Free to use, so growth not limited by subscription model
Real World Networks — Meetup	2002 (125)	15.1m	340k (per month)	$18.3m	Group Owner Subscriptions	Number of users +wider focus	Specialised in dining with real time bookings