



Pub Active is a start-up that **disrupts traditional pub quiz applications with an omnichannel experience approach.**

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October 2023

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Disrupting traditional pub quiz applications with an omnichannel experience approach

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Problems



Reaching customer

Pubs are struggling to make public advertisements because of the regulations.



Customer retention

Only two per cent of UK pubs were given a maximum score in a new customer satisfaction survey.



Quiz Original Content

Original content and diversity in questions are crucial for a high-quality pub quiz experience.



Omnichannel Experience

Activities combining online and pub experience are crucial for healthy customer relation management and increase entertainment level.



Solution

Our platform offers a **pub and event search feature**, which will be a **crucial entry point for our app download process**. Obviously, promotions of pubs can trigger our app usage, creating a growth cycle for our platform.



Types of interactions

Pub quizzes will be about a **wide range of subjects**. Our platform will support **picture, video, and music-based question content**, making the process more attractive. Furthermore, our **algorithm will automatically generate questions about a sports game right after the game is finished**. This will be a **unique experience**, and we will call it "**Real Time Quizzes**".



Pub quizzes

- Text based
- Picture based
- Video based (future)
- Music based
- Real-time questions about sports & daily news



Sport coupons

- Real-time sports statistic predictions
- Predictions related to team performance
- Video-based sports questions (future)



Comprehensive Platform for Interactive Quizzes & Tournaments

Customizable "Skin" for Each Pub

Each pub, organizer, or license holder can personalize their platform presence with their unique branding, choosing colors and uploading logos to represent their unique identity.

Affiliations and Partnerships

Our platform promotes connections and collaborations among pubs. As our pub community grows, we will facilitate inter-pub tournaments and team events, fostering affiliations that extend beyond individual pubs.

Multi-Layered Activity Tracking

We enable robust participant tracking across multiple dimensions. Activities are tracked at the competition level, the local pub level, and the overall platform level. This layered approach allows us to provide insights and analytics on multiple scales.

Wide-Ranging Competitions

We're not just about quizzes! Our platform will host tournaments that transcend the pub level, fostering competitions among businesses, organizations, and even nationwide events. This enables us to engage a wider audience and facilitate a spirit of healthy competition.

Organized Tournaments for All

Inclusion is key. We organize tournaments open to all participating pubs, promoting a sense of community and shared excitement across the platform.

Moderator / Pub Owner Experience

We will develop a **wizard for pub owners to create events and publish them**. Step by step, they will select templates, question types, rewards, advertisement options, and sponsor and reward selection. Hence, **the process will be easy, and the output will be high quality and fully prepared from questions to rewards**.



Brand Experience

Local brands will use our advertisement module to create their templates and targets (locations and bars). Furthermore, brands can add reward sponsorship offers like special discounts or free products/services.



Features



Pub Quizzes
(Text, Visual,
Video, Real
Time)



**Pub and Event
Search**



**Direct In-app
Messaging
Between Users**



**Booking System
for Events**



**Automatic Pub
Quiz
Management**



**Ranking and
Reward System**



**AI-Powered
Question
Generation**



**Pub and Event
Review System**



**Campaign
Module for Pub
Owners**

RSVP

**Pub Customer
Invitation
System as a part
of campaign
module**



**Advertisement
Module for
Brands**



**Localization
Infrastructure**



**Quiz Branding
Option for Pubs
(Templates)**



**Sport Coupon
Infrastructure**



**Various
Difficulty Levels**



**AI Powered
ChatBot for
Customer
Support**



**Online Pub Quiz
Organization**



**Referral System
for end users**



**"Hybrid Quiz"
quiz managed by
Quiz Master**



Real-life cases

Case 1

- 1 The customer is going to the pub to watch the football game.
- 2 He downloads the Play Active App.
- 3 He can play sports coupon and make predictions. He can win rewards and discounts at the bar.
- 4 After the match, he can make a pub quiz competition with his friends.



Real-life cases

Case 2



- 1 The customer goes to the pub in the evening.
- 2 He is interested in the daily news.
- 3 He attended a pub quiz about the daily news.
- 4 He learns more about the news.
- 5 He has a good time.

Content Creation



New questions and regularly updated content



Cultural differences in content type



Questions in different subjects



AI/NLP infrastructure for faster content creation



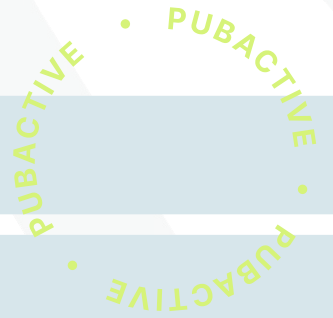
Inhouse Content Moderator team for high-quality content



Automatic Quiz creation using Sport content data



Localization of content for each country with local partners



Benefits For Pubs

Business Intelligence tool to monitor user activities including diagrams, % display data, geographical data, gender, age, interests, etc



Business canvas



Key partners

- Technology Partners
- Pubs
- NGOs
- Local Sponsors
- Brands
- Sport Clubs
- Sport Community
- Beverage Companies
- Advertising Partners
- Referral Partners
- Advisory Board
- Country Value Added Resellers
- Investors
- Banks



Key activities

- Platform Development
- Platform Maintenance
- Customer Support
- Marketing Activities
- R&D Activities



Value propositions

- New marketing channel for pubs
- Diverse quiz question content supply
- Sports Coupon infrastructure
- Quiz – Activity Relation
- Reward infrastructure
- Continuous relationship with customers
- Transparency in Quizzes
- Automatic Quiz Event Management
- Creating cross-sell options



Cust. relationships

- Dedicated 7/24 Customer Support
- CRM infrastructure
- ChatBot for automatic answers
- Self-service platform
- Special Offers



Customer segments

B2B Customers

- Pub owners
- Pub chains
- Companies looking for new kinds of social activities for employees
- Local Brands

B2C Users

- People who like to go to pubs
- Sport fans
- Pub Quiz Lovers
- University Students looking for alternative activities
- Elder people looking for meet-up alternatives



Key resources

- Experienced Team
- Partner Relations
- Self-service Platform
- Investors



Channels

- Digital Marketing
- Comarketing campaigns with partners
- Email campaigns
- Social media campaigns
- Appstore marketing



Cost structure

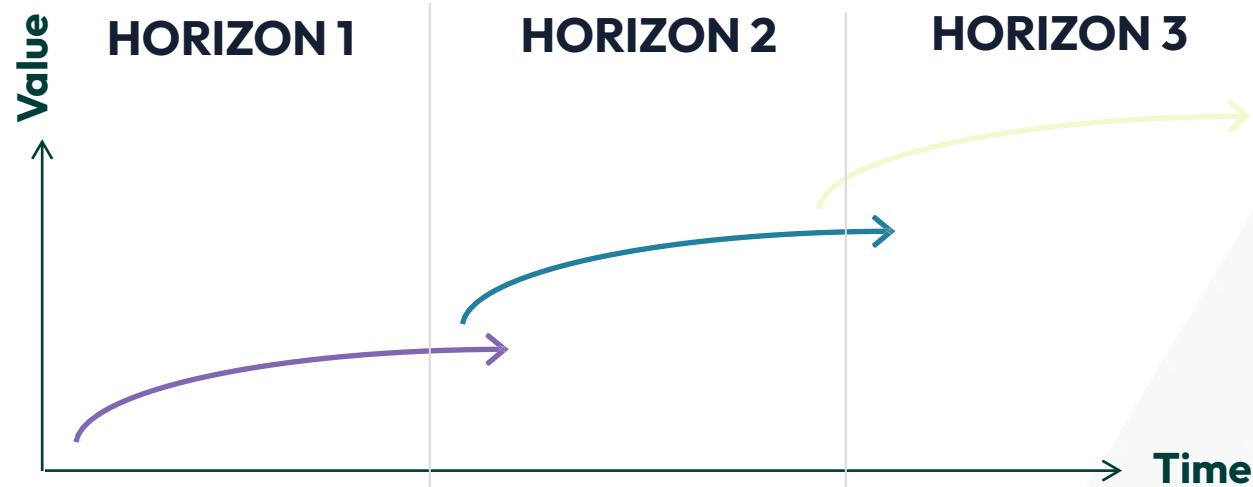
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|--|---|--|
| <ul style="list-style-type: none"> • Development Costs • Platform Maintenance • Marketing Costs • Salaries | <ul style="list-style-type: none"> • Administrative Costs • IT Expense • R&D Costs • Cloud Costs • Payment Fee | <ul style="list-style-type: none"> • Special Discount Costs • Referral Commission Cost • Reseller Commissions |
|--|---|--|



Revenue streams

- Pay per quiz
- Subscription Model
- Advertisement Income
- Pro-Model for individuals (99 NOK per month)

Horizon model



INITIATIVES



Focus 1

- MVP development
- Pilot projects with Pubs

Focus 2

- Team building
- Investor search



Focus 1

- Marketing
- Norway launch

Focus 2

- Partner development
- Advisory board



Focus 1

- UK & Europe Launch

Focus 2

- Localization
- Reseller network
- Marketing activ

HORIZON 1

- Branding Activities
- MVP Development and PoC with pubs
- Community Creation
- Investor Search and Core Team Building

HORIZON 2

- Marketing Activities & Norway Launch
- Partner Development
- Advisory board development
- Launch of V 2.0 with feedback

HORIZON 3

- Global Launch (UK & Europe Focused)
- Platform automatization
- Marketing Activities
- Reseller network development



Competitive advantage



Easy to Use



Scalable



Affordable



**Dedicated
Support and
Customization**



**Local
Community
Creation**



**Various Quiz
Content**



**Sport Coupon
Games**



Reward System



**AI Powered
Content
Creation**



**In-app
messaging and
meet-up**



**Pub Quiz Design
and
Customization**



**Campaign
module for pub
owners**



**Advertisement
module for
brands**



**Games for wide
range of
customer**



**Omnichannel
experience**



**User can
organize their
own pub quiz**



**Real time quiz
creation about
daily subjects**



**Sport game
related quizzes**

RSVP

**Pub Quiz
Invitation
System**



**Networking
between local
people**



Pricing

Pricing for Pubs



Pay per quiz

300 NOK (30\$)

One Quiz

One Campaign



Monthly Subscription for Pubs

1.500 NOK (150\$)

Including max eight quiz creation

Including Campaign Module (4 campaign creations per month)

Pricing for Brands



Targeted Advertisement

- Campaign Creation
- Banner Ads
- The average Cost per click will be around 10 NOK (1\$)



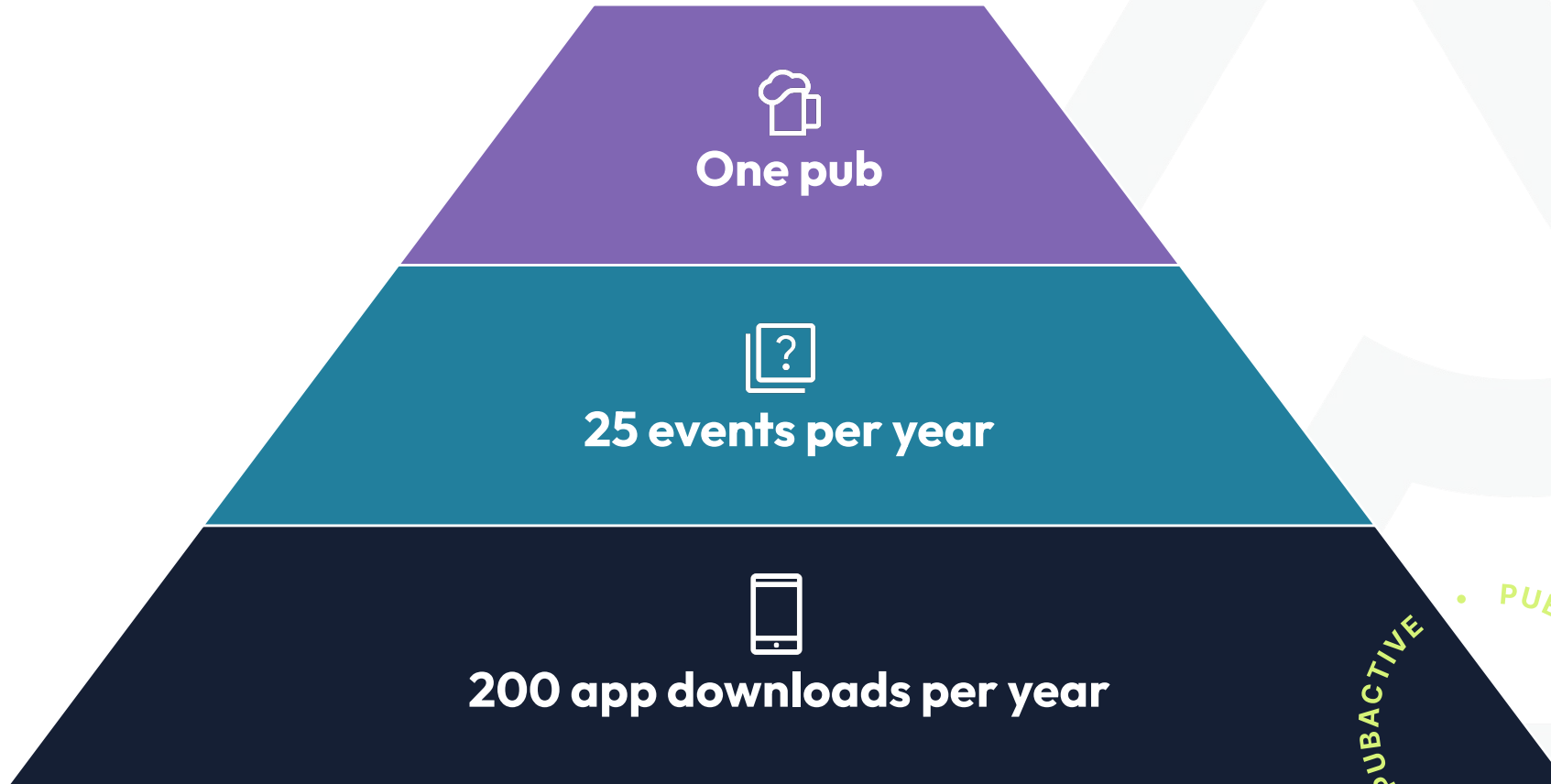
Direct Notification to App Users

(Selected Brands)

- Targeted User Selection
- Max 1.000 messages in one month
- 1.000 NOK (100 \$) monthly subscription



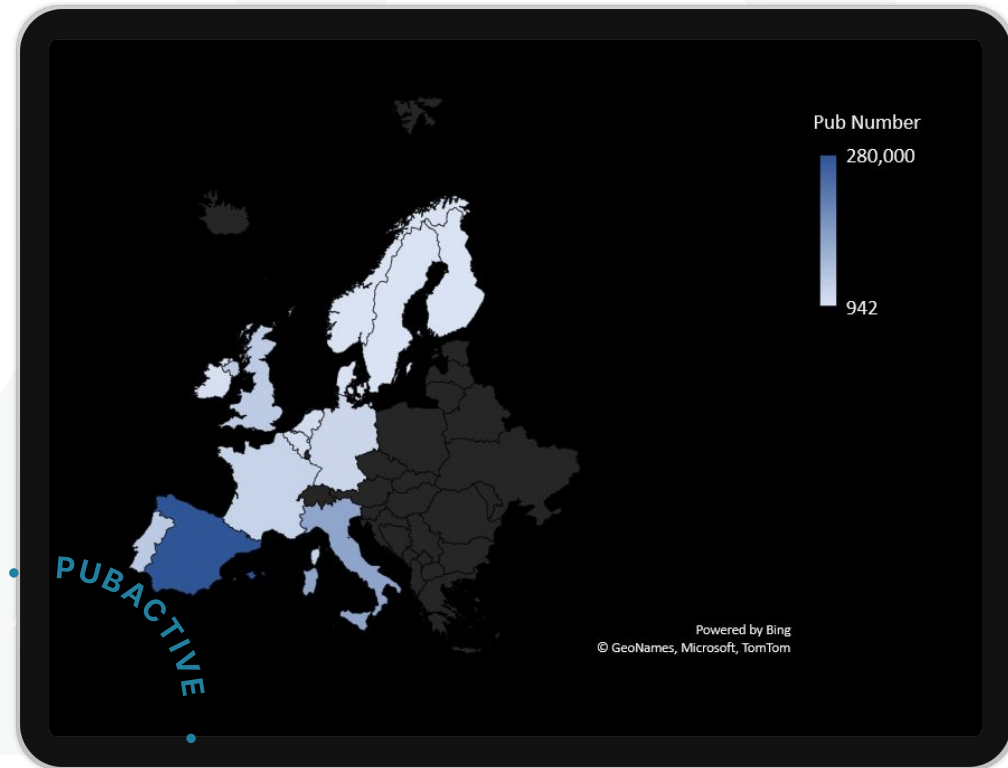
Funnel



Geographical targeting

The **MVP will start in Norway**. Then we will expand to other Nordic Countries. The **UK will be our target market** after the proof of concept. After the UK's success, we will make a global launch.

Country	Pub Number	Priority
Norway	1,500	First (MVP)
Finland	1,298	Second
Denmark	2,866	Second
Sweden	942	Second
United Kingdom	47,200	Third
Ireland	7,140	Third
Germany	25,968	Fourth
France	32,446	Fifth
Netherlands	12,163	Fifth
Belgium	13,862	Fifth
Spain	280,000	Sixth
Portugal	49,096	Sixth
Italy	123,440	Sixth
United States	64,337	Seventh
Australia	6,731	Seventh





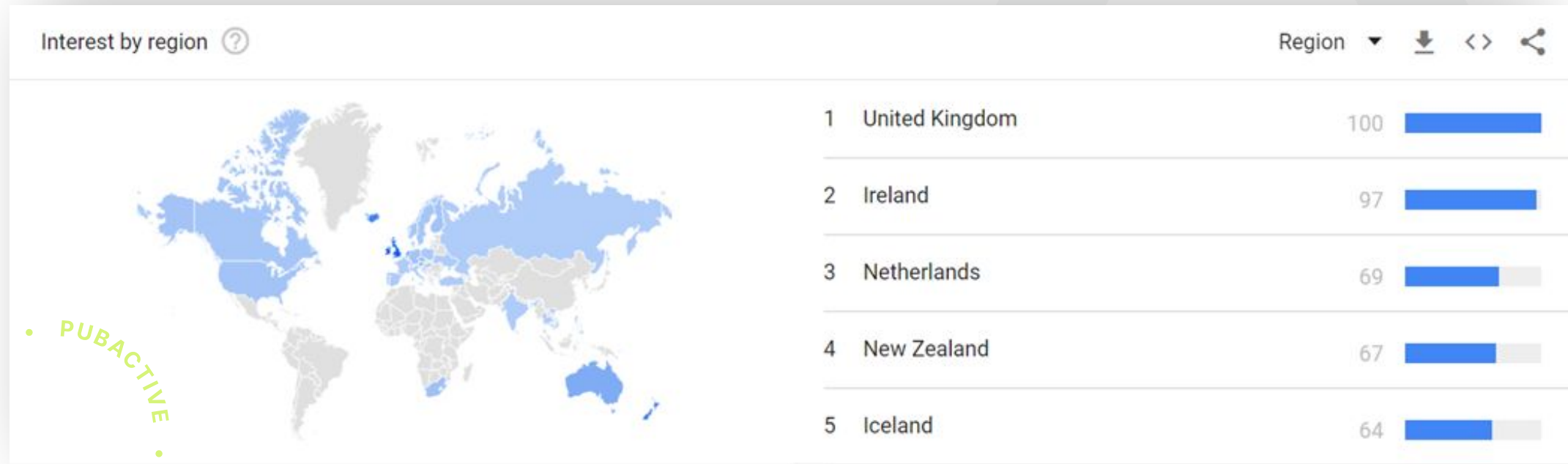
Competitor analysis

	Sport Coupon	Real-time Quiz Contents (News & Sports)	AI-Powered Content Creation	Campaign Module for Pubs	Fully Automated Quiz Management	Local Brand Marketing Module	Price
Play Active	✓	✓	✓	✓	✓	✓	✓
Redtooth Smart Quiz	✗	✗	✗	✗	✗	✗	✗
Speed Quizzing	✗	✗	✗	✗	✗	✗	✗



Global market

According to Google Trends, there is a **strong demand for “Pub Quiz” searches**



Go-To-Marketing Strategy Focused On Building A Loyal Client Base

Customer acquisition



Digital marketing

- LinkedIn, YouTube, TikTok, Twitter and Facebook
- Search engine optimization (SEO)
- Paid targeted advertisements
- Email and newsletters



Strategic partnerships

- Partnerships with local brands and NGOs
- Referral system between users
- Co-marketing campaigns with partners



Other key strategies

- Promotion at sectoral events
- Special Discounts
- Local Community Creation
- Providing marketing tool to Pubs and Brands

Sales strategies



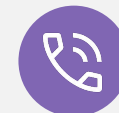
14 days free subscription without credit card



Dedicated Support for Trial Users

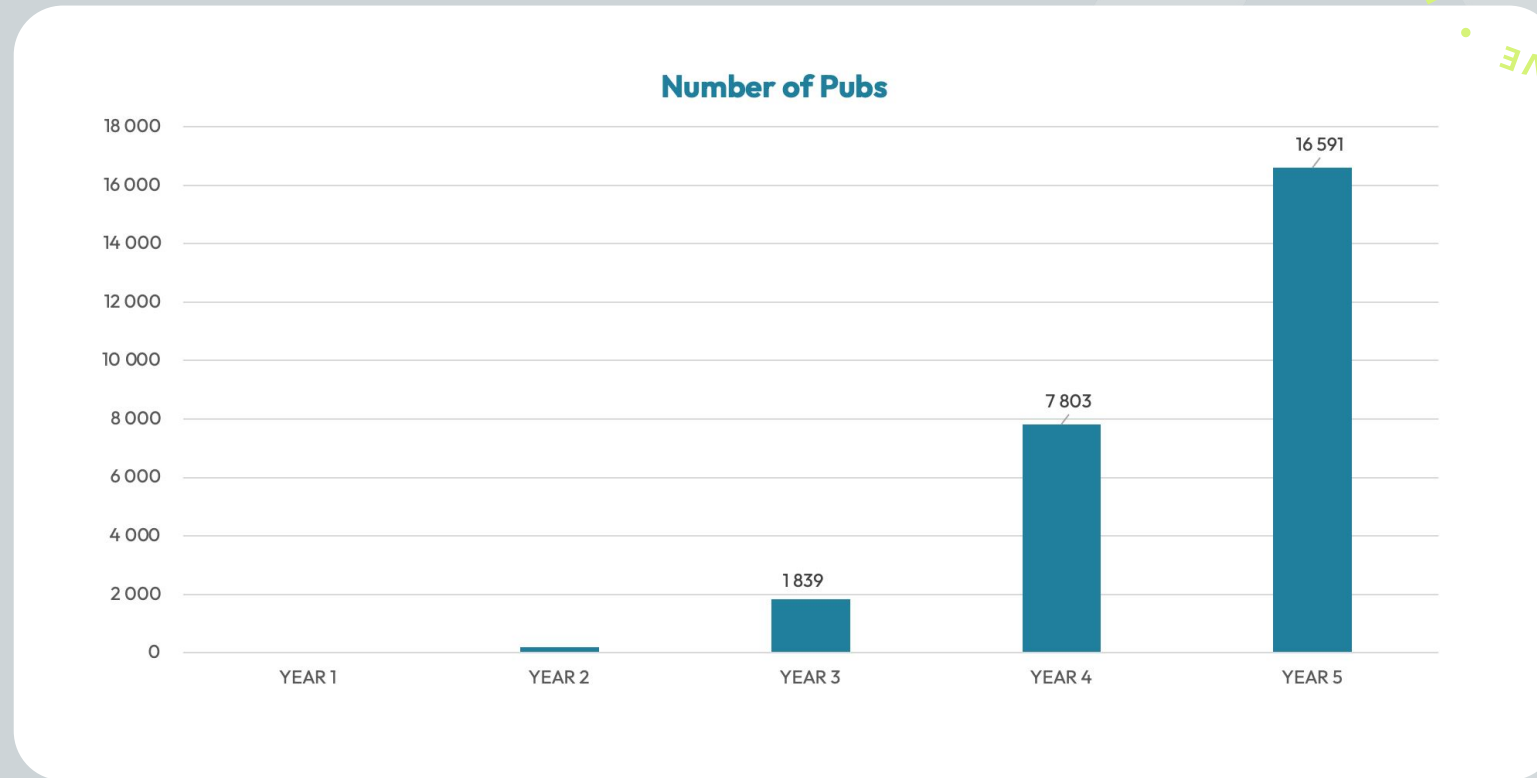


Rewards and Discount from Local Brands

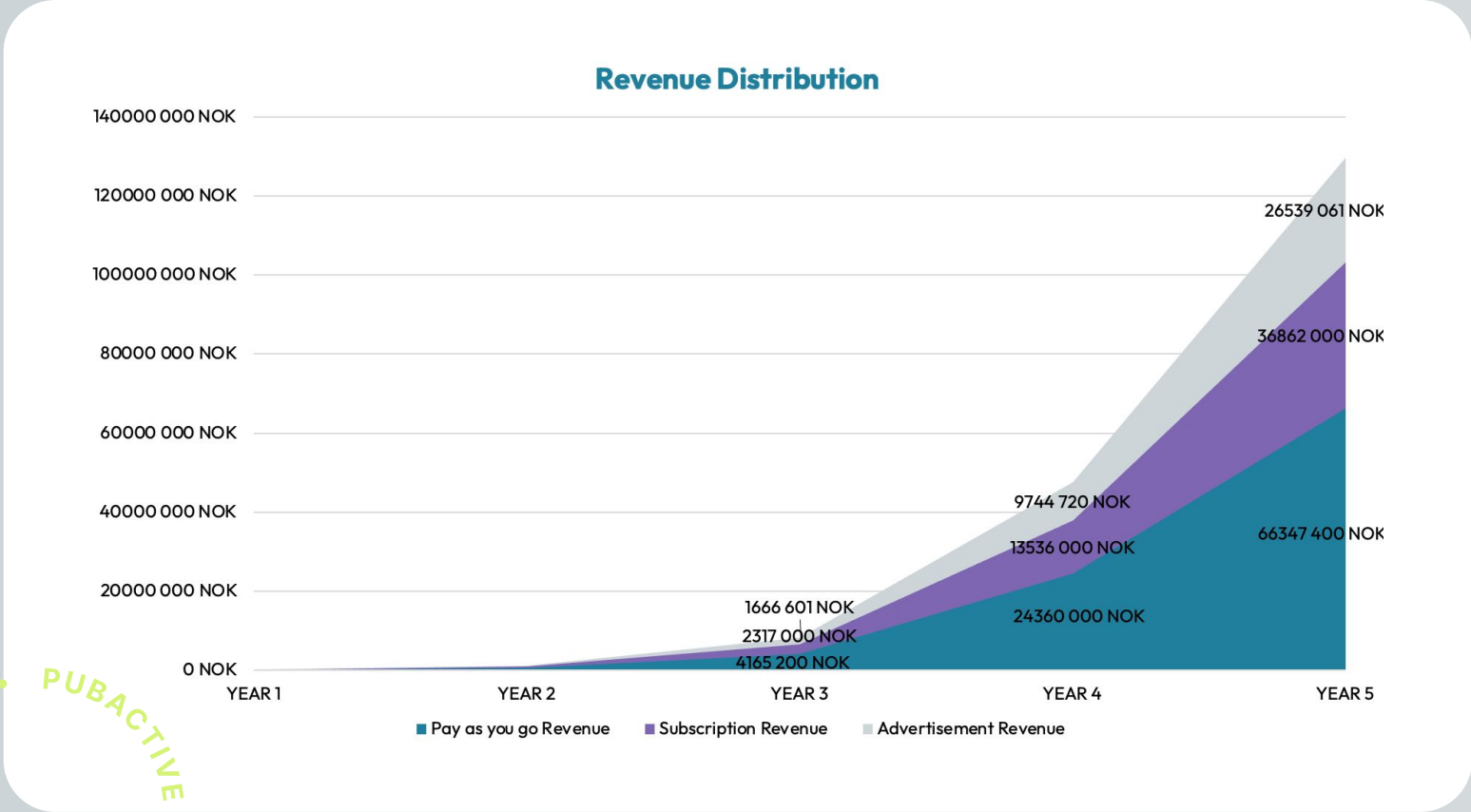


Referrals, emails and social media campaigns for generating leads

Number of pubs



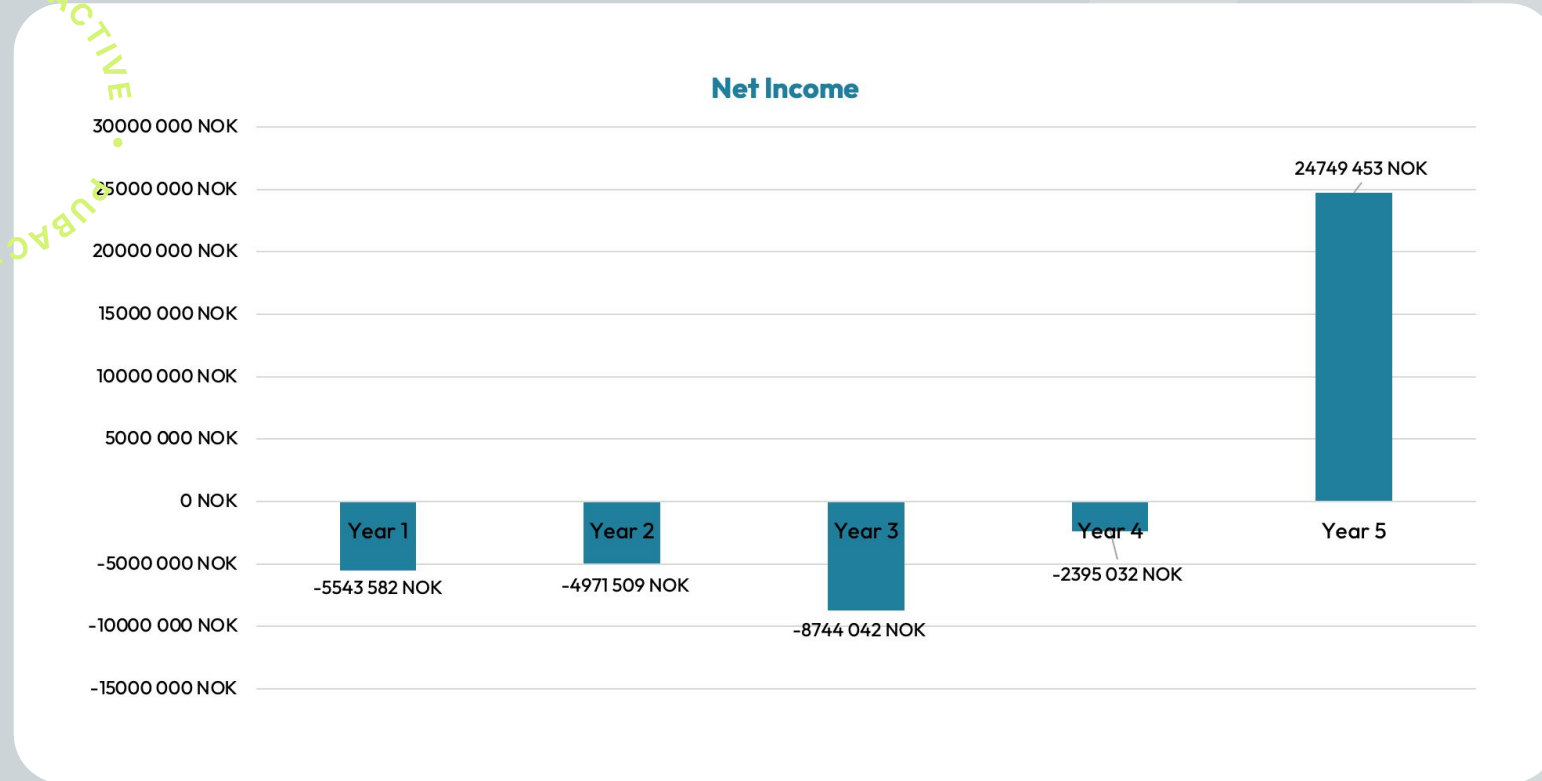
Revenue distribution



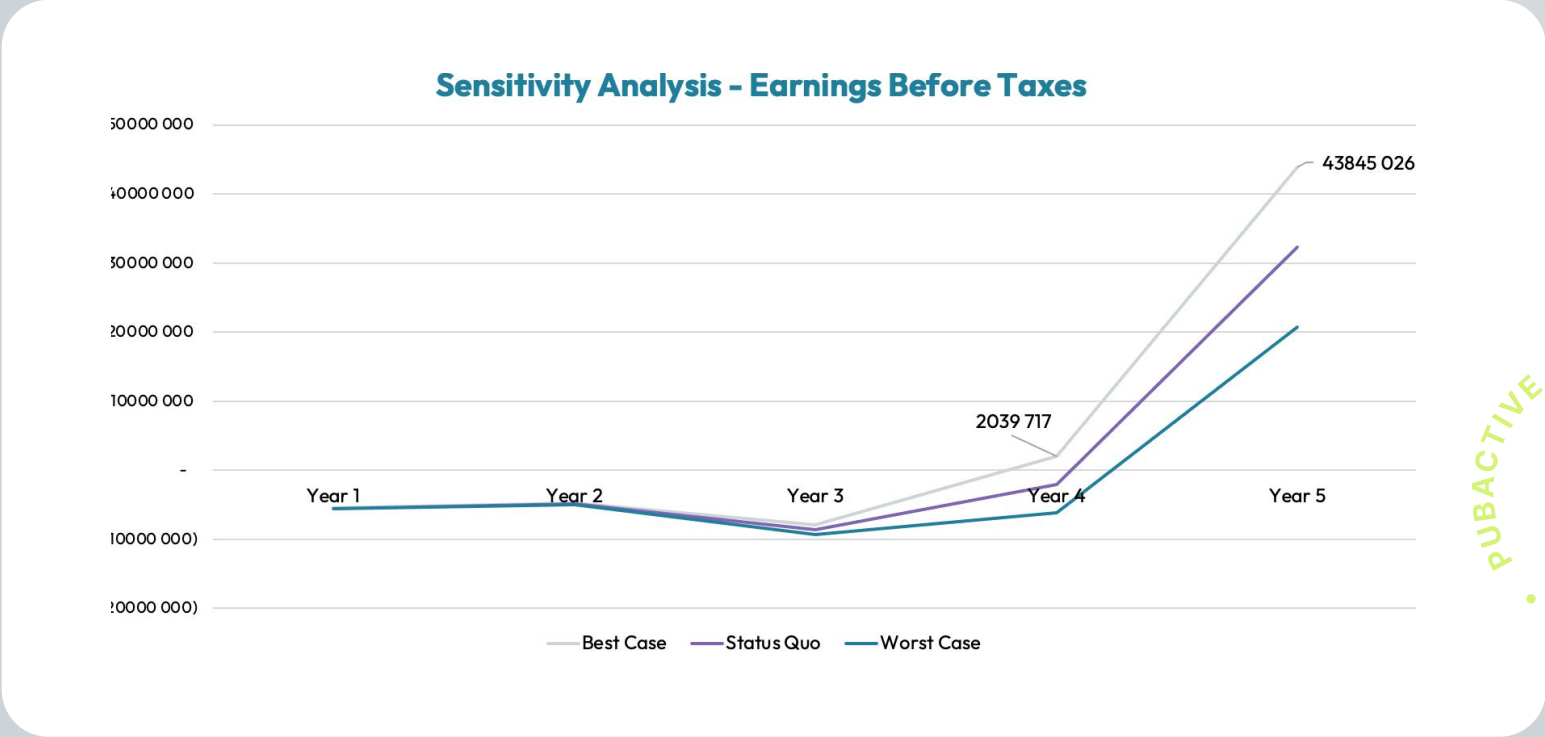
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Net income

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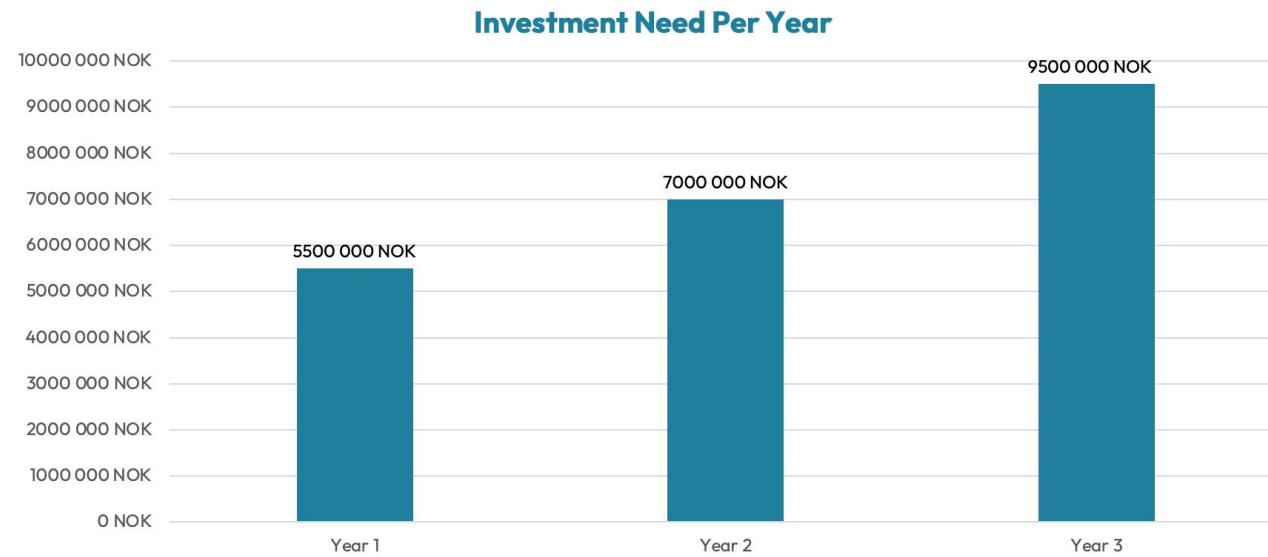
Sensitivity analysis



	Year 1	Year 2	Year 3	Year 4	Year 5
Best Case	(5 505 704)	(4 798 913)	(7 926 942)	2 039 717	43 845 026
Status Quo	(5 513 582)	(4 899 989)	(8 596 457)	(2 060 509)	32 311 022
Worst Case	(5 521 460)	(5 001 066)	(9 265 971)	(6 160 735)	20 777 019



Investment need





Thank you!

