



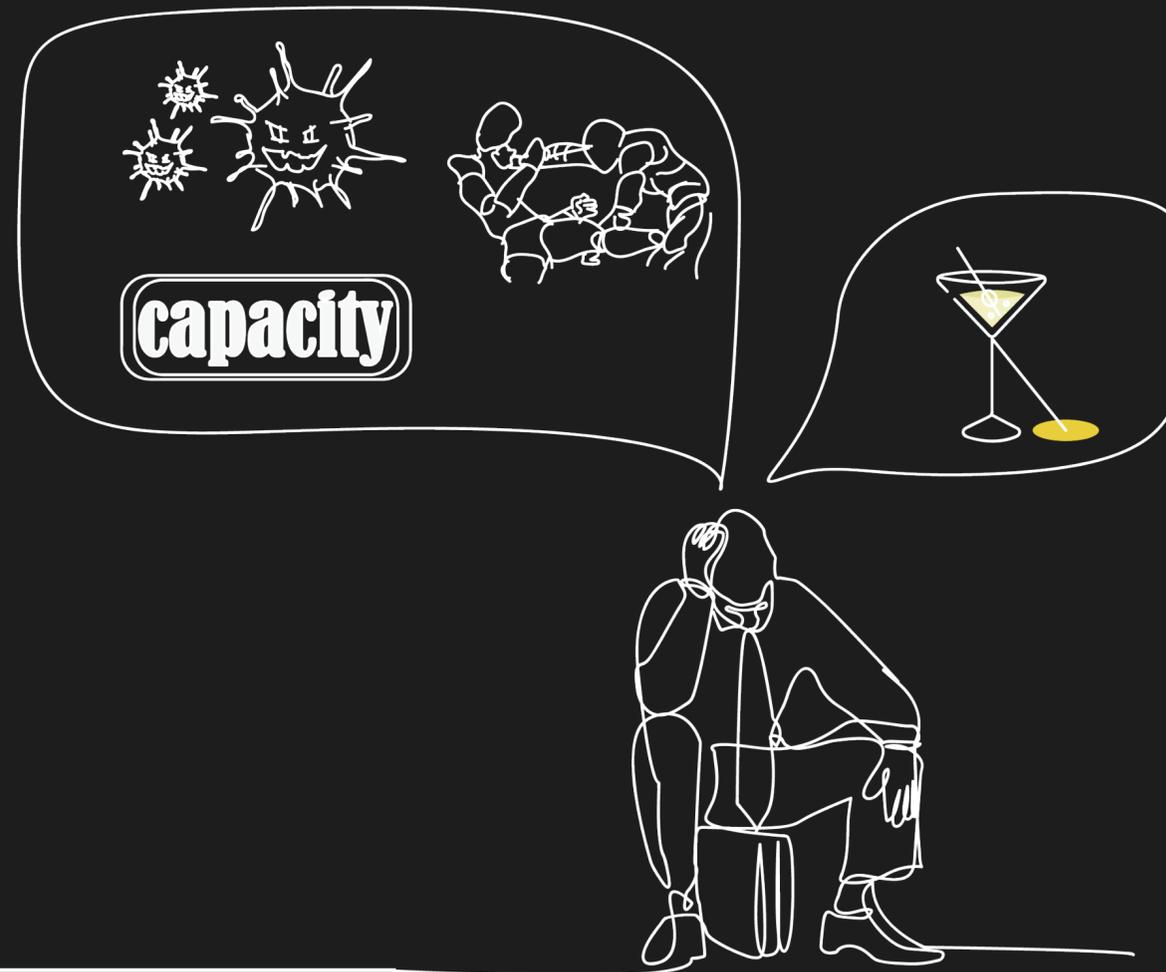
SOCIAL.REAL.SAFE.

Bar Experience



During COVID-19, people miss the social interactions and in person bar experience.

# THE PROBLEM



According to Yelp



According to Yelp



5,454

Total closure of bars  
and nightclubs on Yelp

According to Yelp



5,454

Total closure of bars  
and nightclubs on Yelp

44%

of the listed closed bars  
are permanently shut.

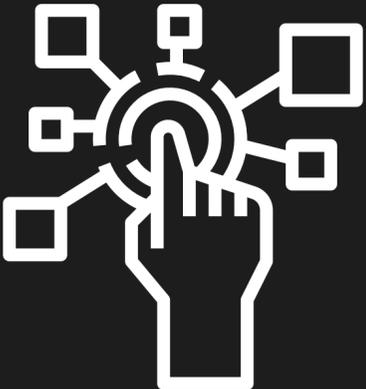
How might we create an experience that users can...



Socialize

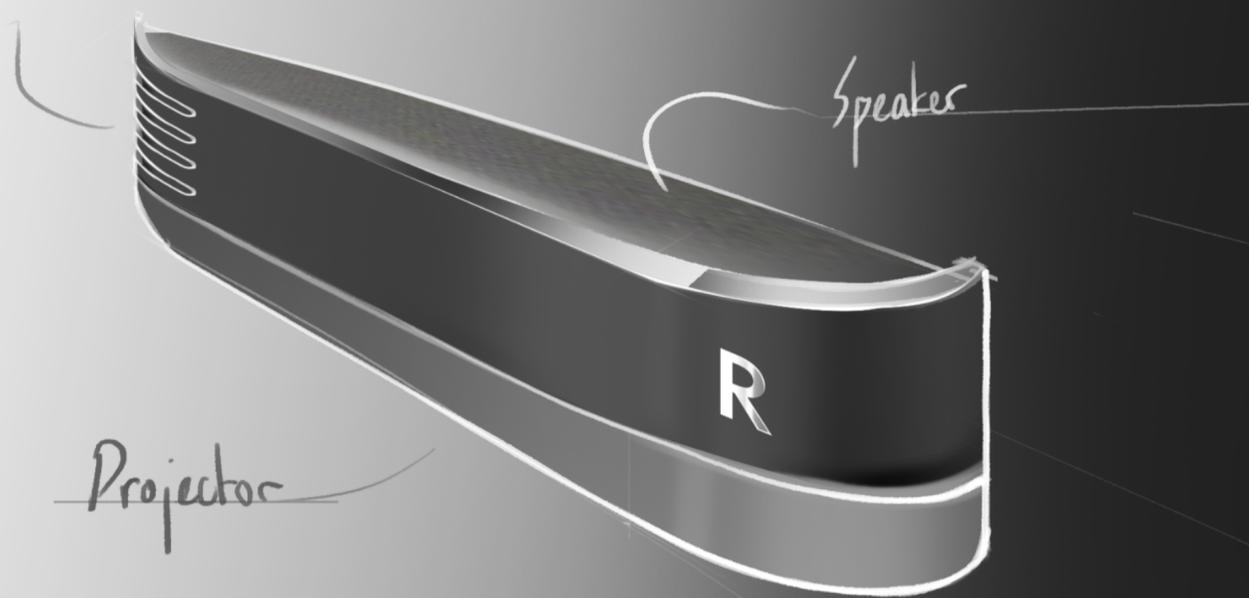


Feel Safe



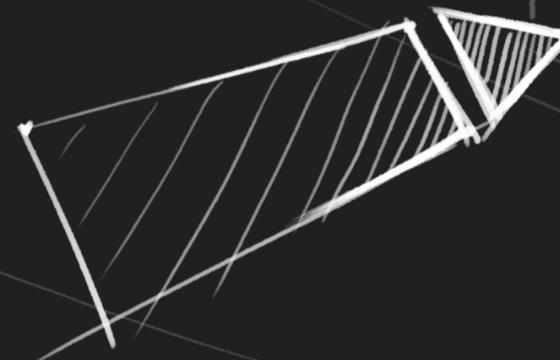
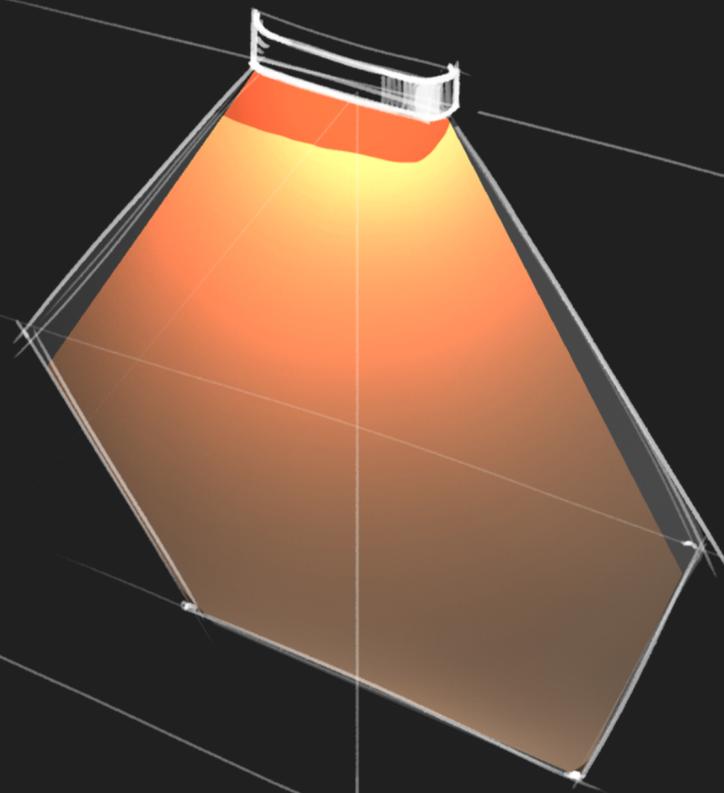
Enjoy the Real Experience

01  
Cooling vents



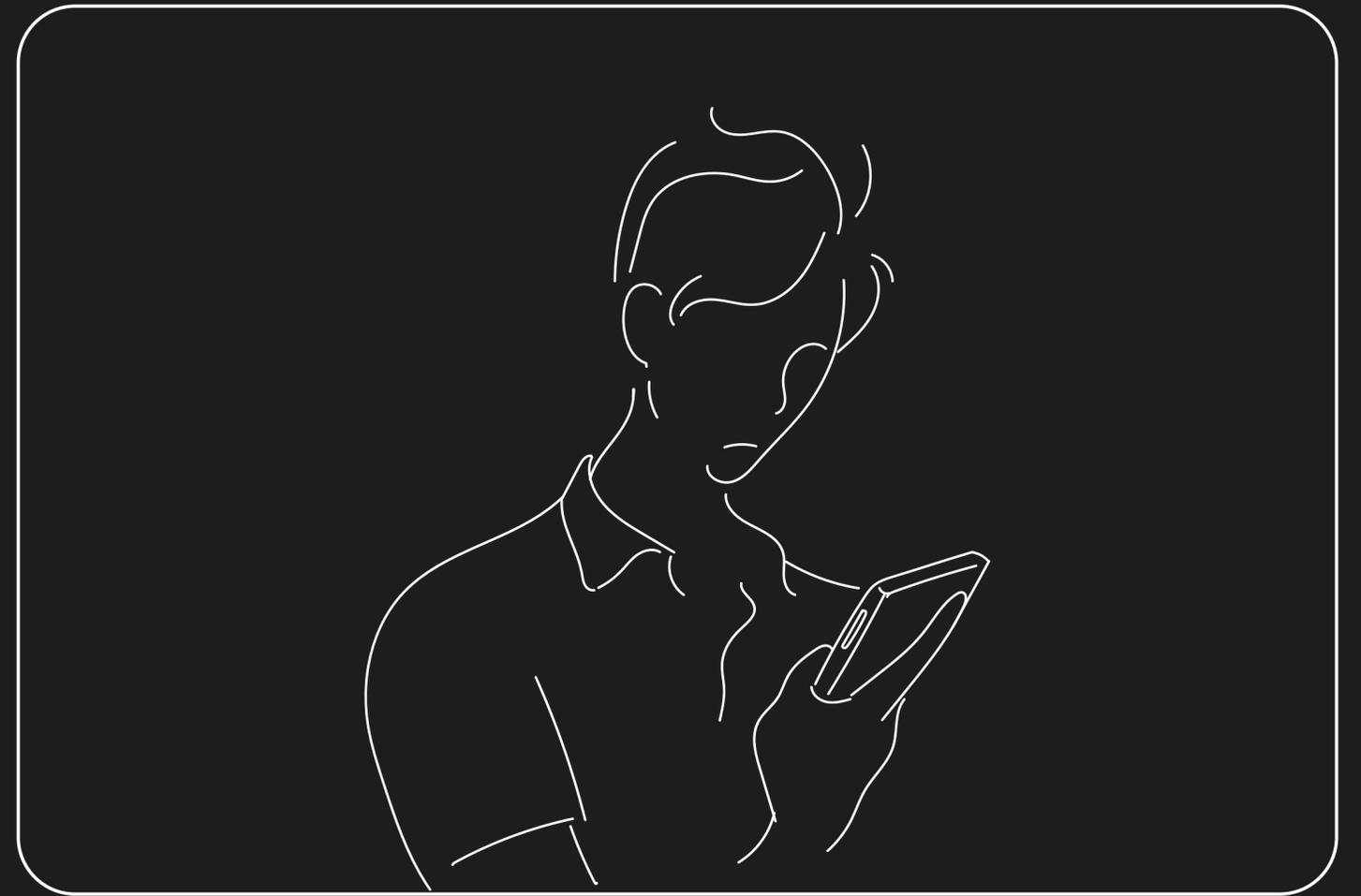
Short Throw Projector

Foldable bar table

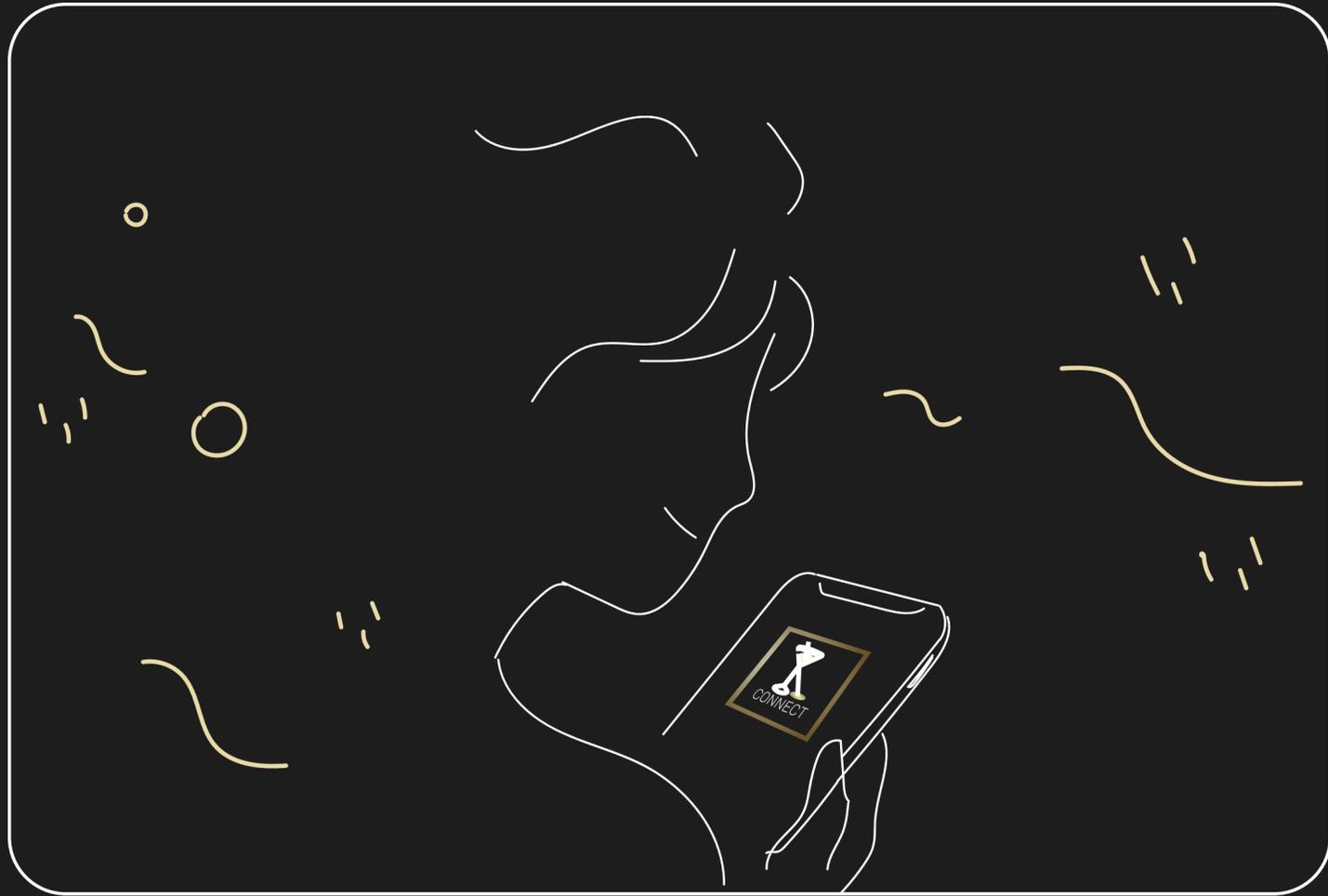




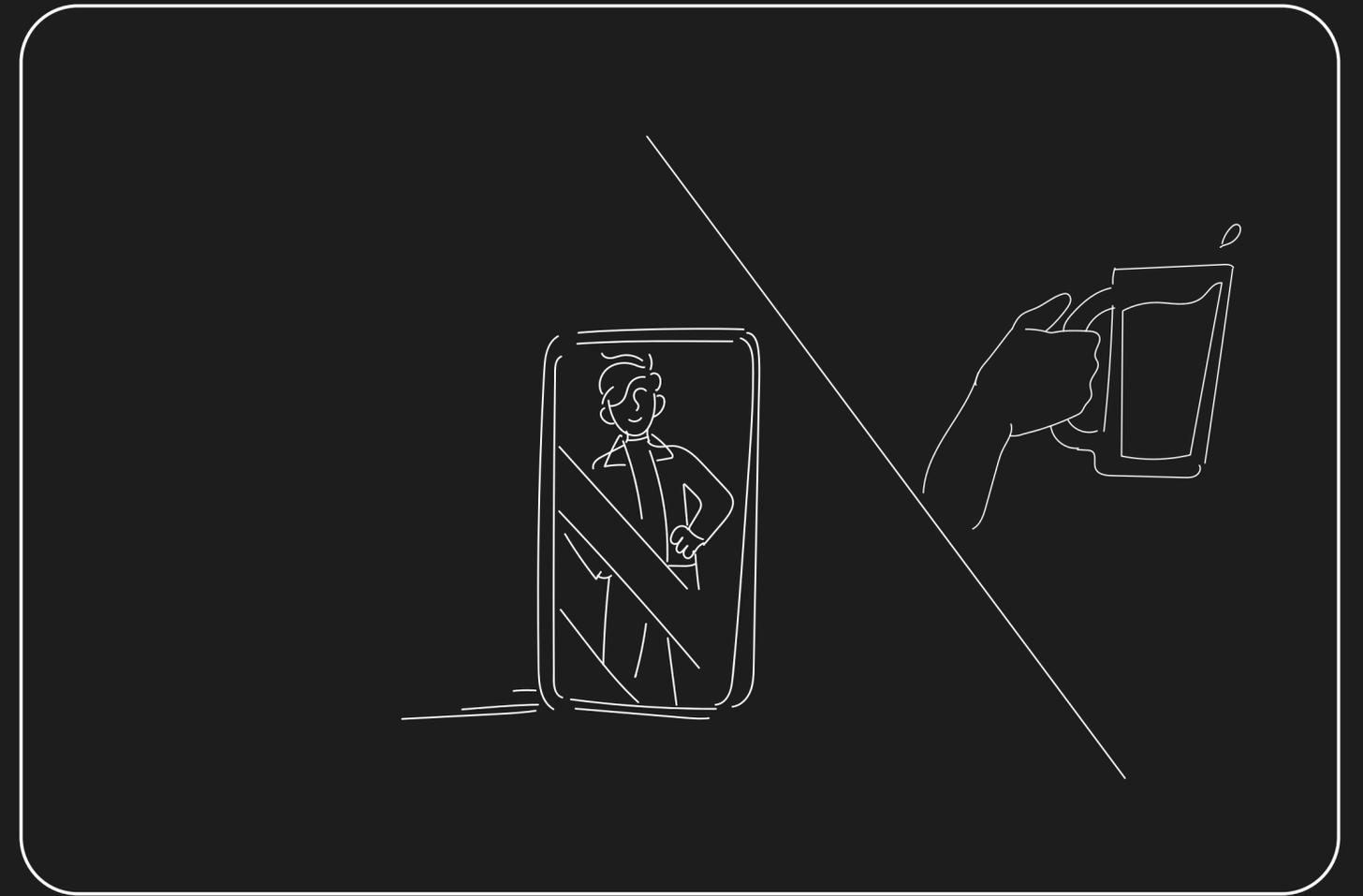
Charly wants to go bar but strangers there could give him covid



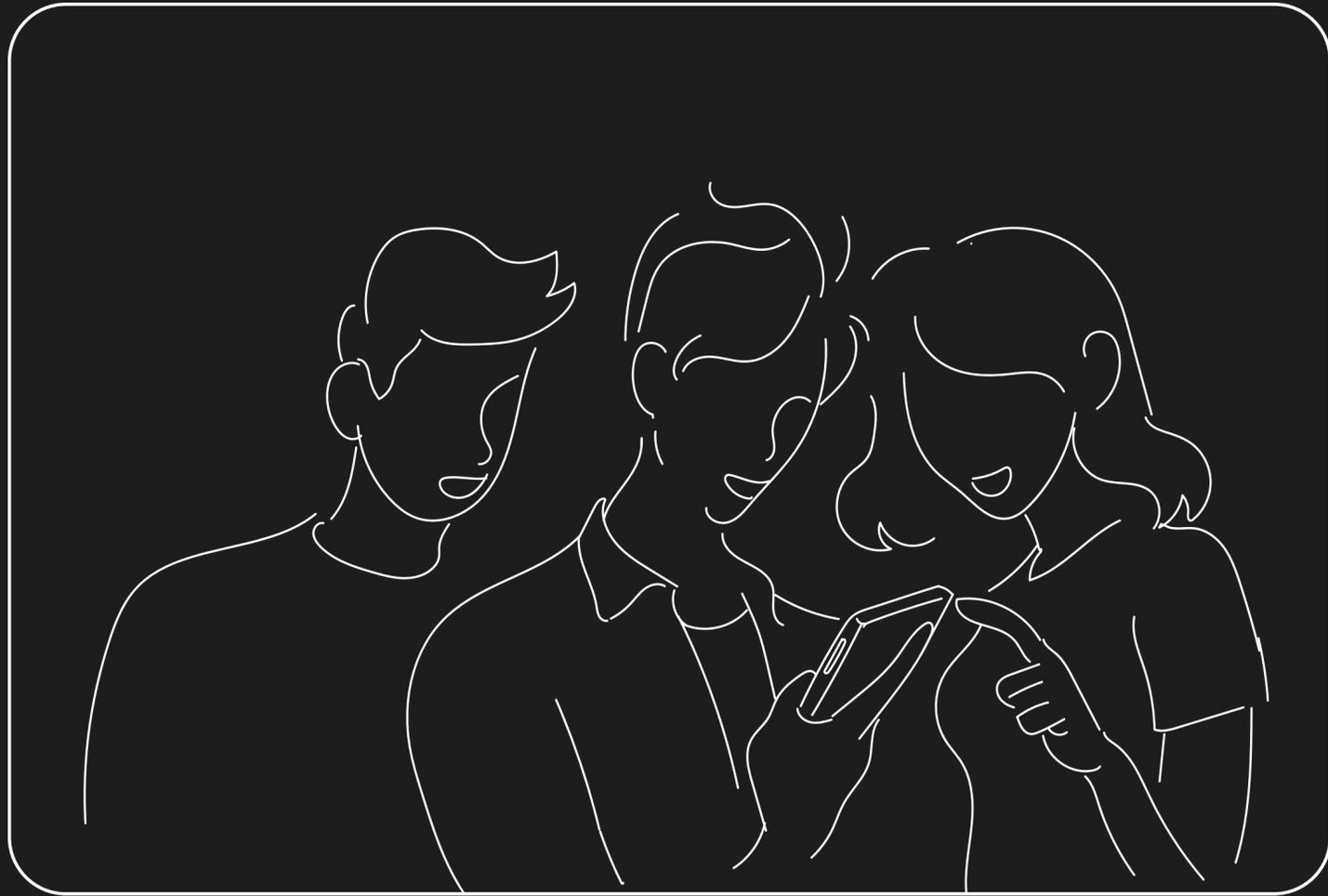
Charly decides to pull out r connect to be able to go a bar and feel safe



Charly invites some friends and users over that he knows are safe and clean



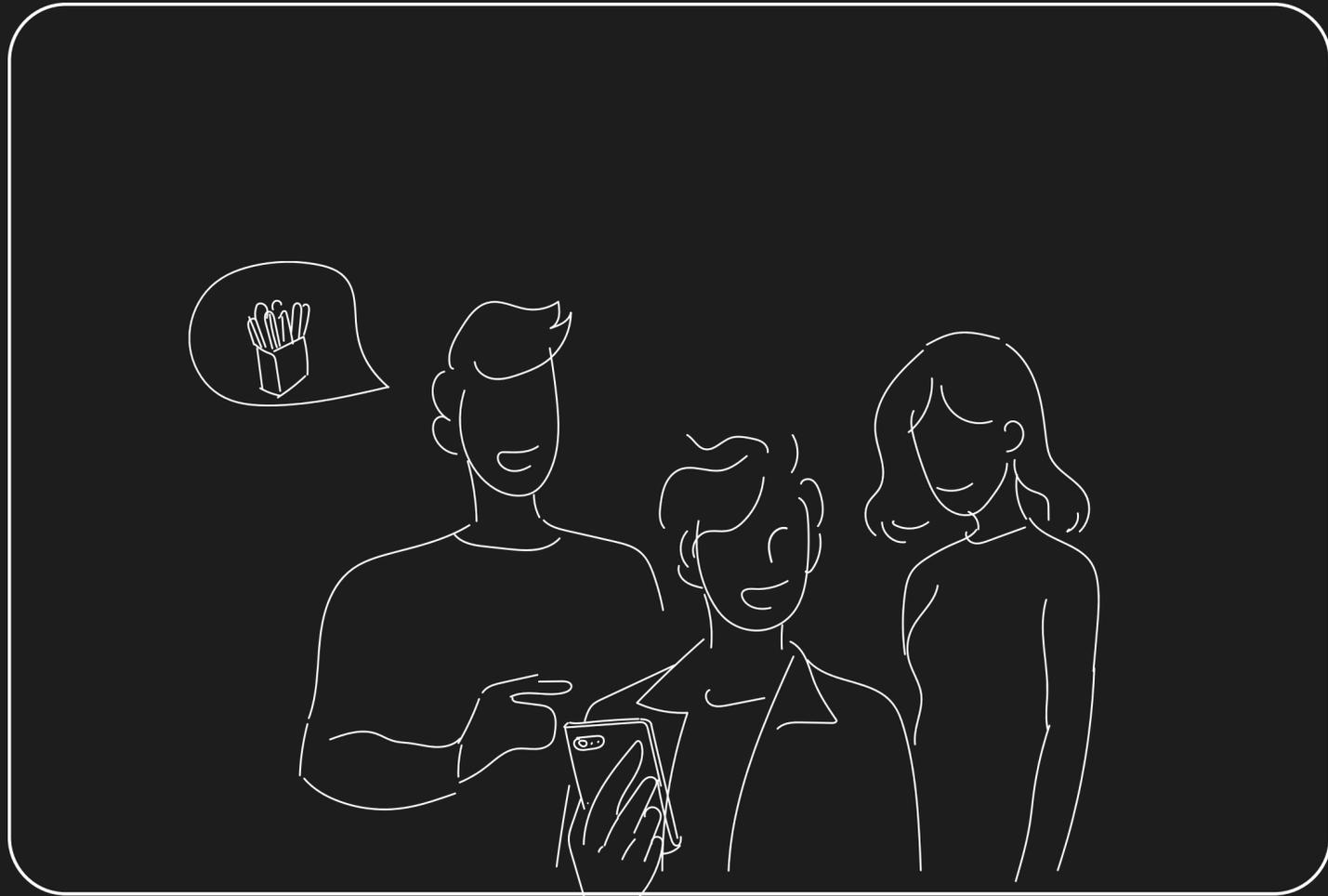
They all got dressed up, pre gamed and went over to Charly's place



They chose a BAR theme which was submitted by a local bar owner



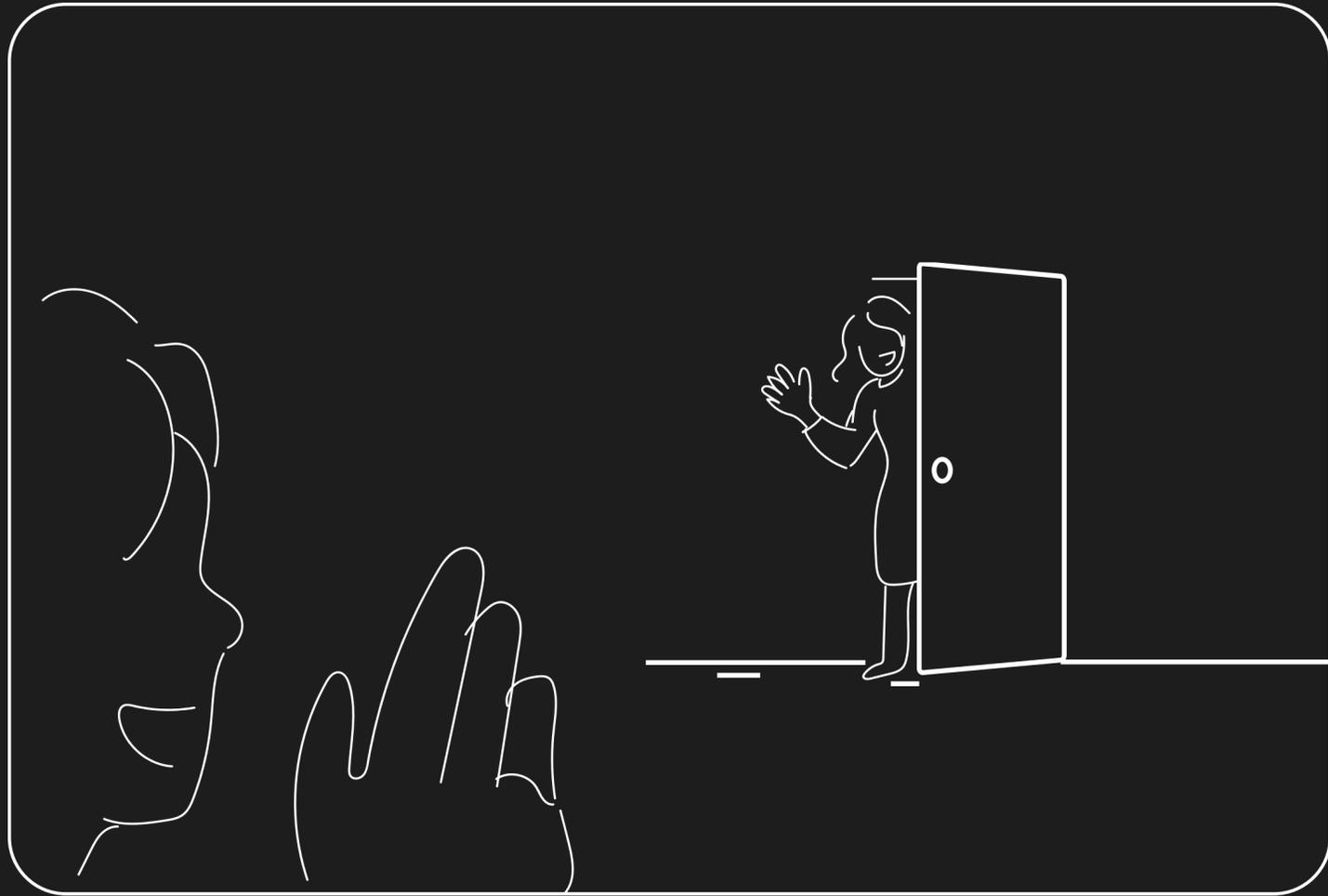
A pre-recorded bartender comes out and shows them how to make the bars signature drink



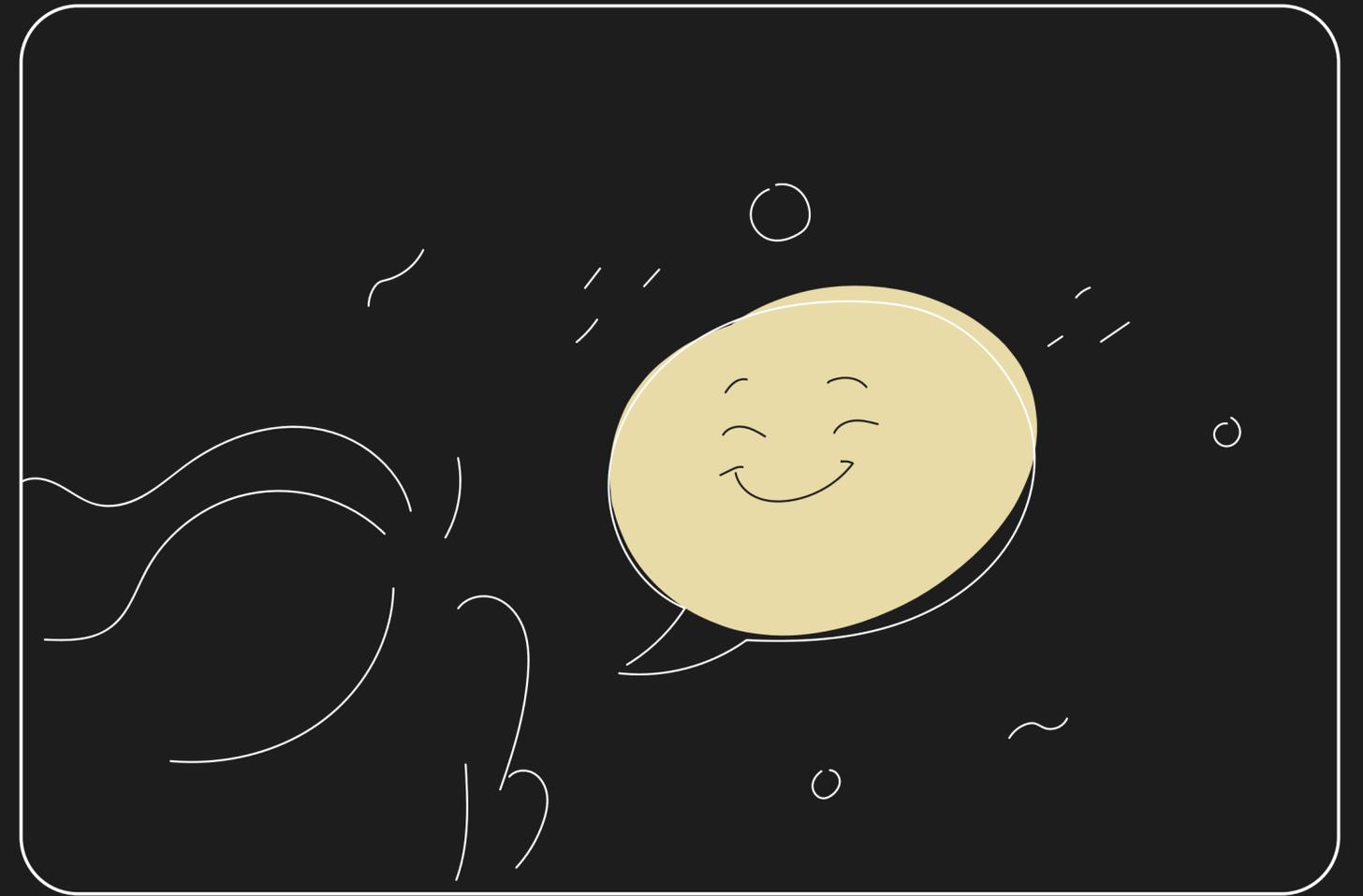
They get hungry and order food from the bar



They drink all their booze and decide to call it a night



They had a great time feeling safe and in a unique bar at home!



They all went to bed thinking about what a enjoyable and safe bar experience they had at Charly's house



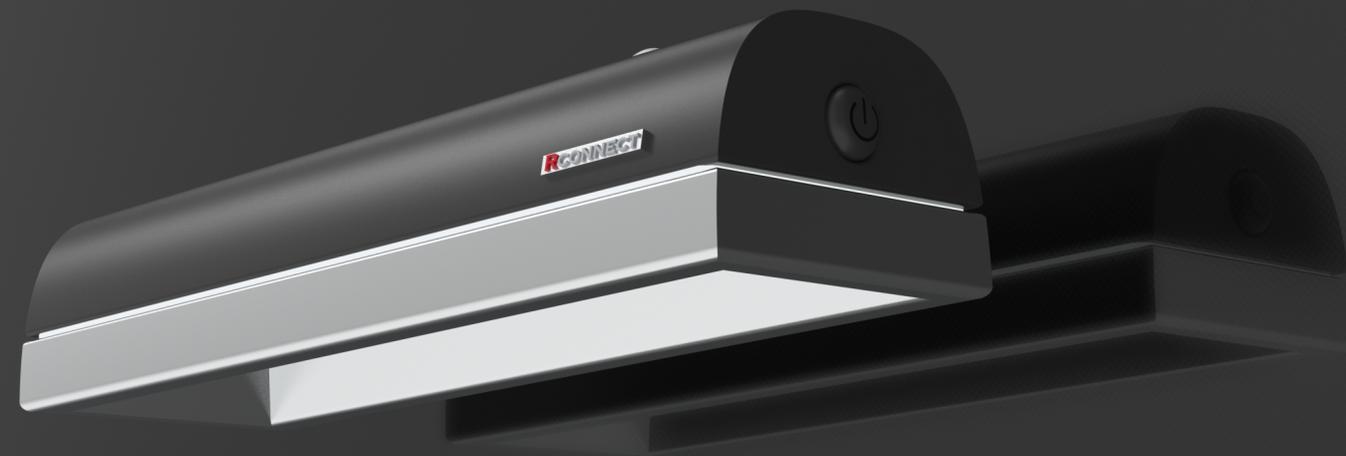
SOCIAL. REAL. SAFE.

Bar Experience

## OUR MISSION

Our goal is to bring an **unique interactive** bar experiences to our users.

We are committed to understanding our user's **need for social interactions.**





Foldale Table  
Simple Installation  
Different Size Choice  
Enjoy other virtual experience  
through out your day

THINK  
GLOBAL



Experience bars all over the world

Help boost the bar industry globally

Users around the world can use our product

ACT  
LOCAL



order food

experience local bars

interact with local friends safely



SOCIAL. REAL. SAFE.  
Bar Experience

EXPERIENCE THE REAL BAR TOGETHER

# MEET OUR TEAM



**Luwei Han**

Industrial Design, MFA  
Zhengdu, China



**Gift Kerdlapee**

Immersive Reality, BFA  
Nonthaburi, Thailand



**Louis-Charles Possover**

Industrial Design, BFA  
Cologne, Germany



**Tang Tantivirun**

User Experience Design, BFA  
Bangkok, Thailand



**Tori Tryon**

User Experience Design, BFA  
Hartford, Connecticut

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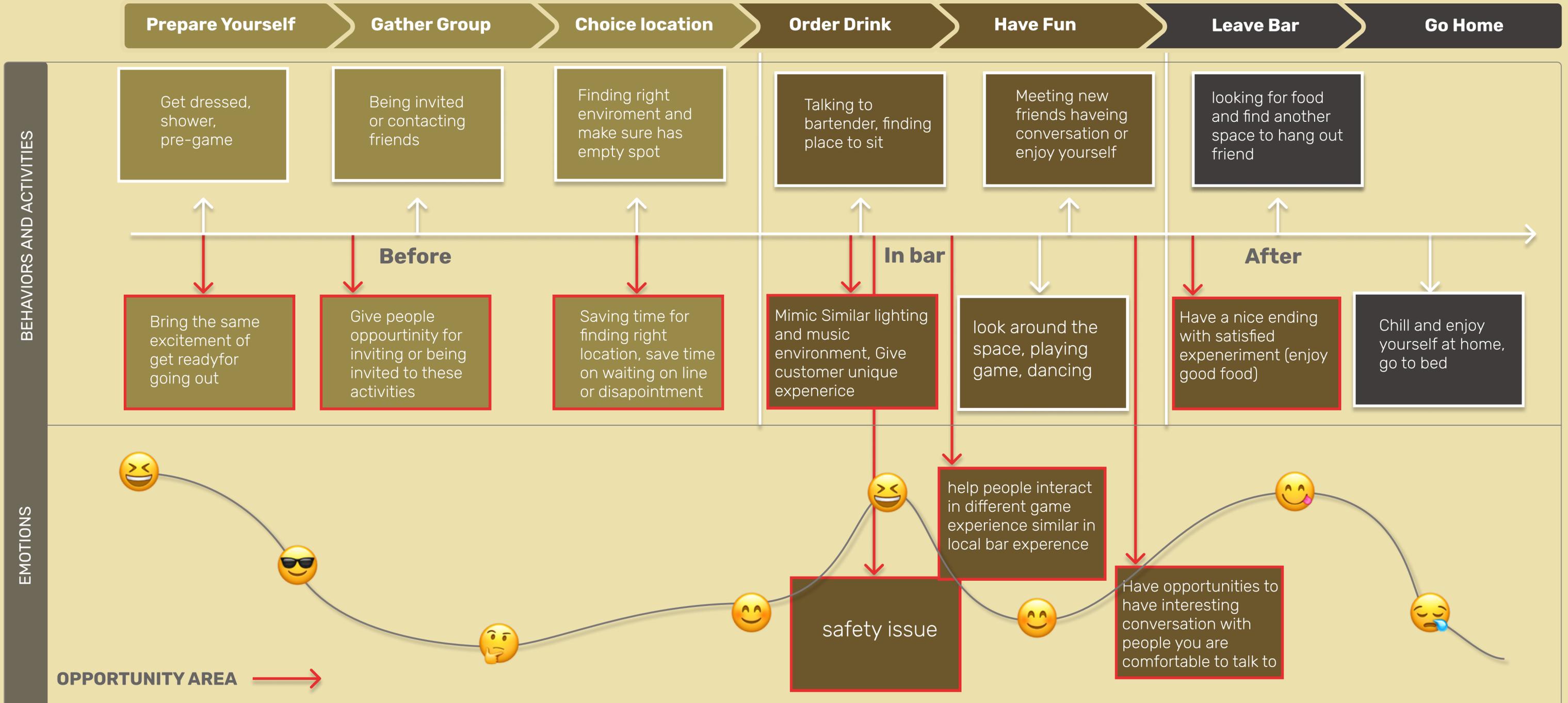


**PERSONA:**

Dylan is a 25 years old man working in a construction tool company as products manager.

**USER SENARIO:**

Went out with friends on friday, get some drink i different bar, having pizza afterward went back to home





## FUNCTION

Getting excited for the bar

Inviting people & Getting Invited

Choosing Bar Experience

Picking Bar Activities

Sharing Bar Experience

## FEATURES

Get ready guide

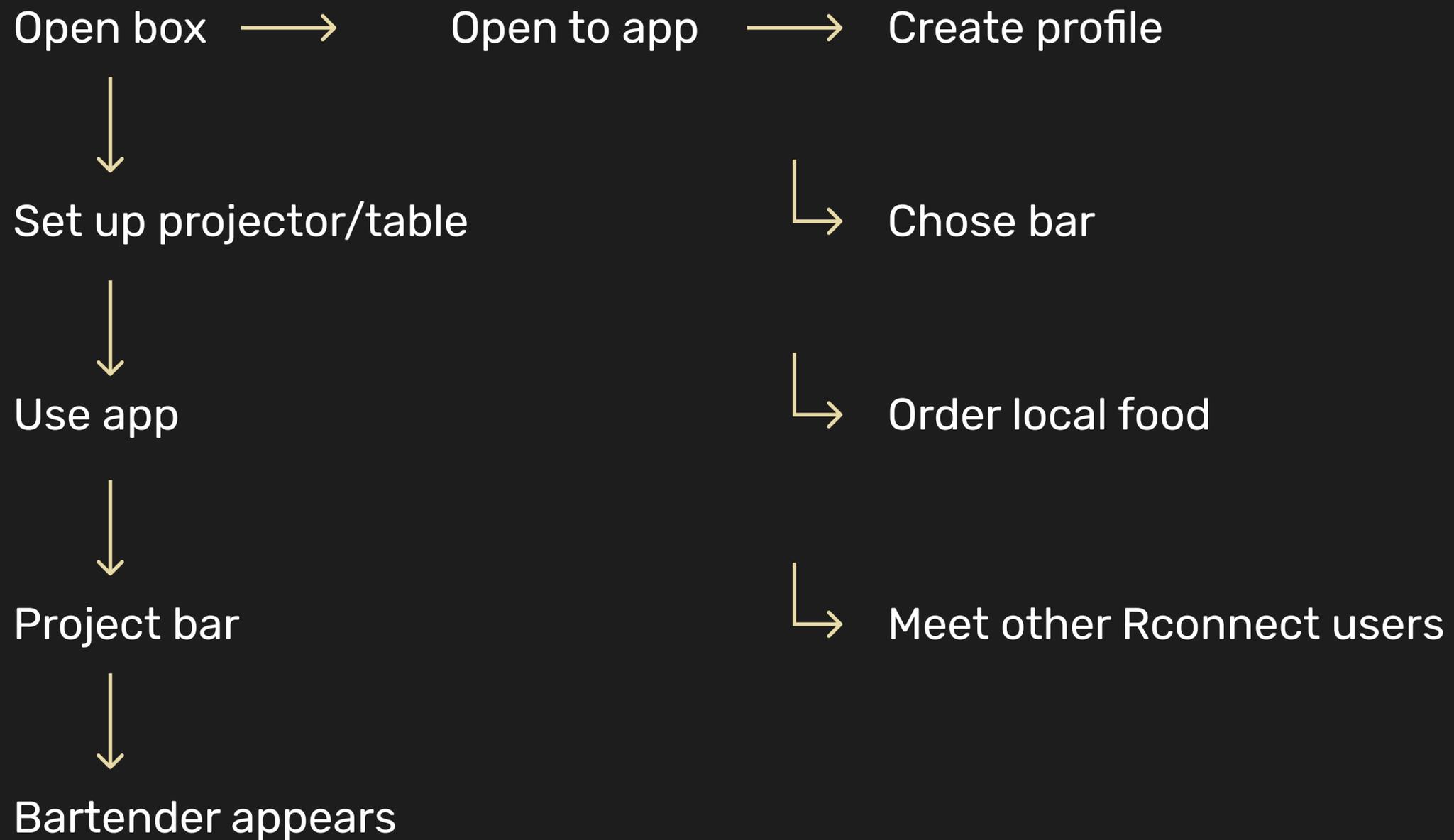
Add friend and receive invitation

Bar Experience List

Bar Activity List

Export photos/videos to social media button

# INTERACTION



# BUSINESS MODEL

## PROBLEM

Because of COVID-19, people miss the social interactions and in person bar experience.

## SOLUTION

Simulate the bar experience in your home using projection mapping on a minimalistic bar table.

## KEY METRICS

# bar experiences downloaded

# projector sold

## UNIQUE VALUE PROPOSITION

### For Users

- Interactive real bar experience
- Interactive real bar experience

### For Bar Owners

Can Upload a 10min of their bar for users to experience

## UNFAIR ADVANTAGE

We create a real bar experience using a projection to create the textures and play music from the bar

## CHANNELS

Google Ads

Social Media

Website

## CUSTOMER SEGMENTS

### Users

Primary Target User:  
21-35

Secondary Target User:  
35+

People who want to experience bar

### Bar

Bars in states/countries that are not allowed to open

Bars that are forced to operate at limited capacity

## COST STRUCTURE

Product Production

Marketing

Creating bar experience

## REVENUE STREAMS

Selling projector and bar table

Charging premium price for exclusive bars