



Mission: Promote bridge by creating quality tutorials for beginners and advanced players.

Business Description: BridgePlanet is a platform that provides bridge tutorials and webinars for beginners and advanced players who are looking to improve their skills and mental sharpness. Revenue model is freemium based. We will charge \$10 per month for premium service.

Company Background: BridgePlanet started out when [REDACTED] created easybridgeonline.com, putting few lessons and practice plays online. Those free of charge lessons attracted over 500 users.

Products/Services: BridgePlanet provides tutorials and webinars for novice and advanced players. It offers teaching tools for bridge instructors to teach students online.

BridgePlanet has modern UI that works on both desktop and mobile browsers. BridgePlanet uses gamification approach to keep students engaged and track their progress.

Our customers can play with friends, against the computer or random people and socialize with fellow players on the site.

Technologies: BridgePlanet provides a webservice with which desktop and mobile clients communicate. We are developing our site using HTML 5. That will allow desktop and tablet users to access via browsers. Later we will create native mobile apps for tablets and phones.

Markets: Our target customers are existing bridge players with different skill level. We will expand the market by attracting baby boomers, and younger generation.

Distribution Channels:

Word of mouth & viral, bridge bloggers, facebook & google ads, loyalty programs.

SEO: organic search, optimized page markup.

Distribution partners: affiliate networks, mutual linking sites.

PR: Buzz marketing, company blog, PR tactics, online video ads.

Competition: Competition has outdated UI and offers no comprehensive solution for teaching bridge. Our direct competitors: Bridge Baron, ACBL series for beginners, Bridge Doctor, Audrey Grant's Better Bridge, Vu-bridge, BridgeBase.

Financial Projections:

	FY 2013	FY 2014	FY 2015	FY 2016
Revenue	17,248	226,184	431,087	546,996
Operating Income	-10,752	178,184	383,087	498,996

Company Profile:

www.bridgeplanet.com

Management:

CEO: [REDACTED]

CTO: [REDACTED]

Industry: Recreational Games

Number of Employees: 2

Founded: 5/2013

Financing Sought: \$500,000

Use of Funds (2 years):

CTO Salary: 96,000

Developers/Designers: 172,000

Professional Fees: 19,000

Business Development: 121,800

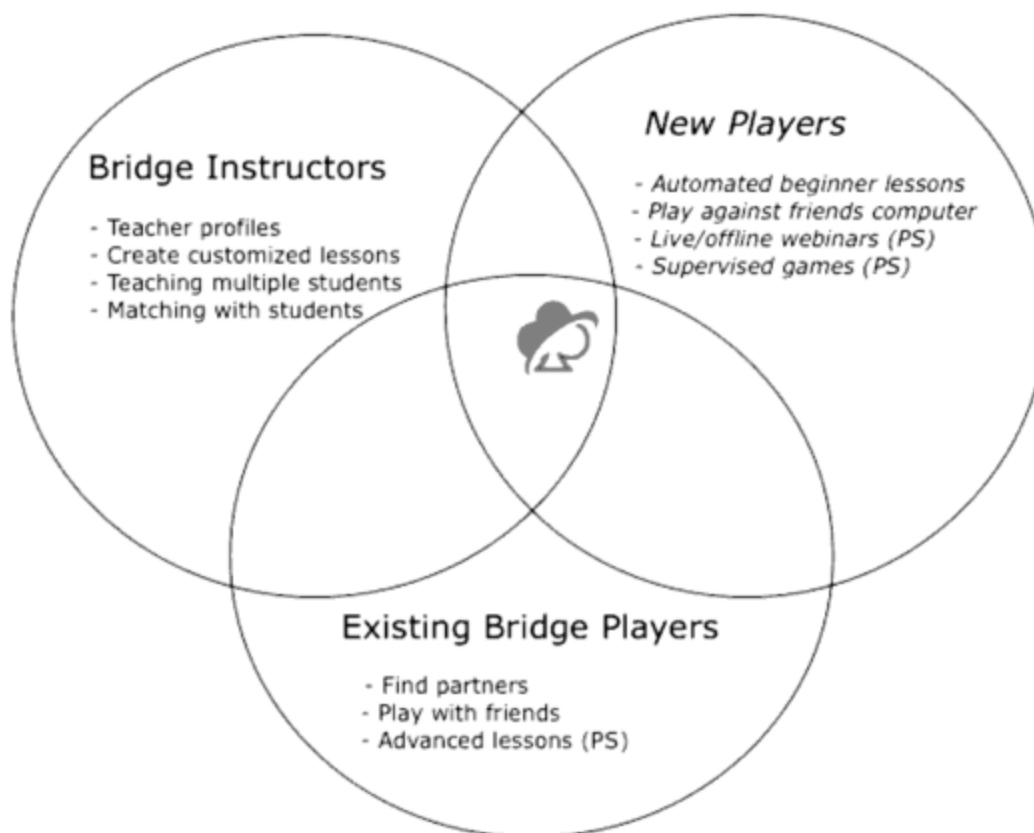
Utilities: 91,200

Existing Problems:

Bridge market is not growing and will start to die out if preventive measures are not taken.

- ♣ Online beginner tutorials are too complex and not beginner friendly
- ♣ There is no solution for bridge instructors to find and teach multiple students online
- ♣ For majority of advanced bridge players it is too expensive to hire a teacher or a bridge pro
- ♣ It is difficult to find adequate partners for tournaments
- ♣ Bridge is not well known for the ability to train brain
- ♣ Existing bridge sites don't use social media or gamification approach for online learning
- ♣ Bridge is not marketed to general public

Value proposition:



*PS – premium service

Playing against computer example:

BridgePlanet LESSONS PRACTICE PLAY FIND PARTNER SIGN UP LOG IN

Lesson One
Practice Play One

The diagram illustrates a bridge game layout. At the top, four hands of cards are shown, each with a score of 2. Below these, a central area shows a trick-taking sequence: a 10 of spades is played, followed by a 10 of hearts, and then a 10 of clubs. To the left and right of this central area are two more hands of cards, each with a score of 2. The hands are arranged in a circular fashion around the central trick-taking area.

Finding partners for tournaments example:

BRIDGE MATCH SEARCH PROFILE SIGN UP LOG IN

St. Louis Spring, 2013 NABC

Search

Playmate
☐ Partner
☐ Pair

System
☐ SAYC
☐ 2 over 1
☐ Precision
☐ Other
☐ Attached CC

Master Points

Event Type

Time

Gender
☐ Female
☐ Male

Age
☐ 18
☐ 99

Click here to select tournament events

Filter: ☒ Check all ☒ Uncheck all

Wednesday, March 13

1:00PM & 7:30PM BALDWIN NAOP FLIGHT A 1st & 2nd Qualifying (1st & 2nd of 4 sessions)

Thursday, March 14

1:00PM & 7:30PM BALDWIN NAOP FLIGHT A 1st & 2nd Qualifying (1st & 2nd of 4 sessions)

1:00PM International Fund Stratified 299er Pairs (Single Session)

1:00PM International Fund Stratified Open Pairs (Single Session)

7:30PM Educational Foundation Bracketed KO Teams, continues Fri & Sat AM (Round 1 of 3)

7:30PM Educational Foundation Stratified Open Pairs (Single Session)

7:30PM Educational Foundation 299er, 199er, 99er, 49er, 0-20 & 0-5 Newcomer Pairs (Single Session)

Friday, March 15

9:00AM Educational Foundation Bracketed Knockout Teams (Round 2 of 3)

9:00AM Fri-Sun Morning Side Game Series (Single Session)

10:00AM & 3:00PM Stratified Daylight Pairs (2 Sessions)

10:00AM 299er, 199er, 99er, 49er, 0-20 & 0-5 Newcomer Pairs (Single Session)

1:00PM & 7:30PM Stratified Open Pairs (2 Sessions)

1:00PM & 7:30PM NORMAN KAY PLATINUM PAIRS 1st & 2nd Qualifying (1st & 2nd of 6 Sessions)

1:00PM & 7:30PM Bracketed Knockout Teams continues Saturday (Rounds 1 & 2)

1:00PM & 7:30PM 0, Ai 10,000 Swiss Teams 1st & 2nd Qualifying (10% platinum, Ai overall) (1st & 2nd of 4 Sessions)

1:00PM & 7:30PM LEBHAR IMP PAIRS 1st & 2nd Qualifying (1st & 2nd of 4 Sessions)

1:00PM Friday, Ai Saturday Side Series (Single Session)

3:00PM 299er, 199er, 99er, 49er, 0-20 & 0-5 Newcomer Pairs (Single Session)

7:30PM 299er, 199er, 99er, 49er, 0-20 & 0-5 Newcomer Pairs (Single Session)