

**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**Competition:** Competition has outdated UI and offers no comprehensive solution for teaching bridge.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](http://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

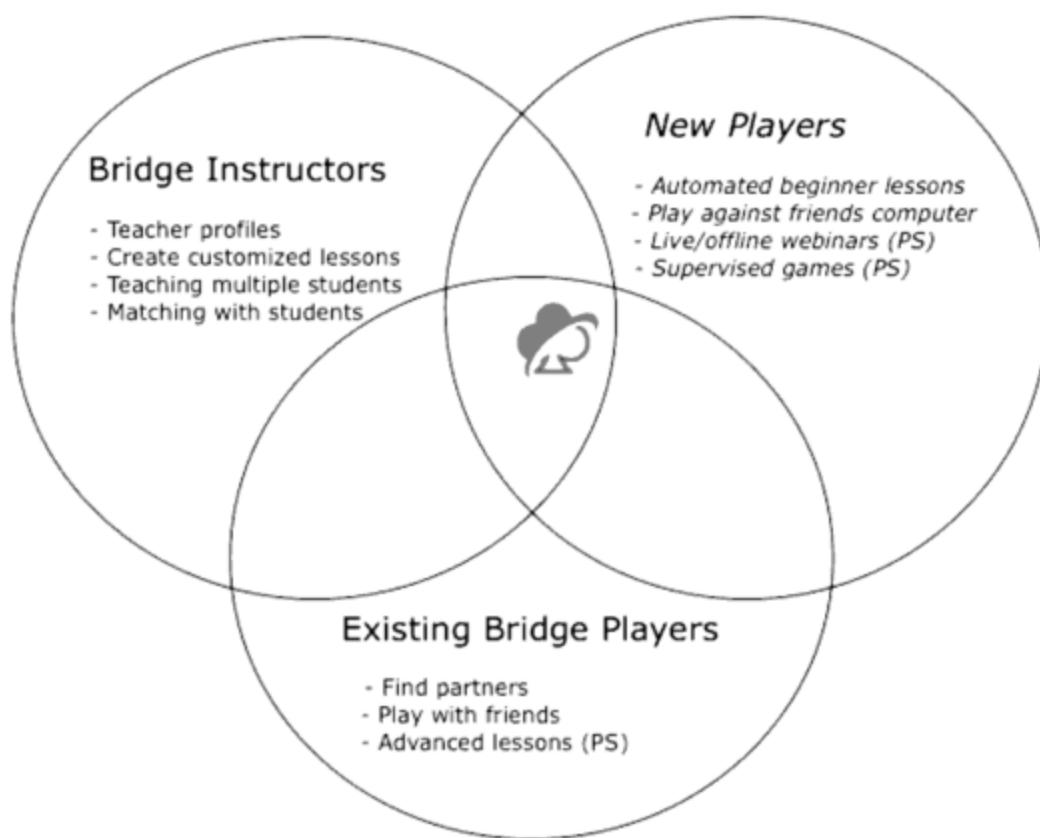
Utilities: 91,200

## 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