



FEELING **BOLD?** GET **BURN'D.**

Meet the Team



TONY TELEKY

**HEAD OF APP DESIGN AND
CORE FUNCTIONALITY**



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**CHIEF MARKETING OFFICER
AND HEAD OF COMEDIAN
OUTREACH**



Meet Chase...



Now meet Dylan...

The BURN





MARKET DEMAND

The Comedian

College kids or high school kids who hope to pursue a career in comedy

Comedians working at comedy clubs

Teens to young adults who just want to have fun roasting people

May not have considered a career in comedy otherwise

1 Million

An estimated 1,000,000 people in the world are currently trying to make it in comedy at any given moment.

A background image of jellyfish in a dark tank, illuminated with red light. The jellyfish are translucent and have long, flowing tentacles. The overall scene is dark with a strong red color cast.

80%

80% of the comedians we surveyed said they struggled with building an audience and personal brand.

The Viewer

- 15-30 year olds (Gen Z and Millennials)
- Who enjoy comedy and want to poke fun of friends or family
- Want to be involved in the creation of a viral video

75 Million

75 million users on Netflix have watched a comedy special in the last year. That's half of their total users.



86%

86% of college students we surveyed expressed interest in receiving personalized comedy.

The background of the image shows several jellyfish in a dark tank, illuminated with a strong red light. The jellyfish are translucent and their tentacles are visible, creating a dynamic and somewhat ethereal scene. The overall color palette is dominated by dark blues and blacks, contrasted with the vibrant red lighting.

59 Million

According to [yougov.com](https://www.yougov.com), 18% of Americans say they would like to go viral. Of millennials, 36% say they would like to go viral.

Consumer Pain

Comedians need a cheap and easy avenue to exposure and practice.

Viewers want to laugh about things directly related to their lives and go viral even if they aren't funny themselves.

Competition for Comedians

Comedy Clubs

- High cost: You need to pay to perform + cost of commute
- Still a smaller audience than what an app can offer (not millions watching simultaneously)

Competition for Viewers

TikTok, Comedy Central, “Meme Pages”, etc.

- The comedy content isn't personalized → we offer a unique product.

What exists today?

Roasted App- Roast Your Friends

- Lets you post a picture of yourself and the community can write roasts of you

Pitch App

- Provides an online community to comedians to share and workshop jokes

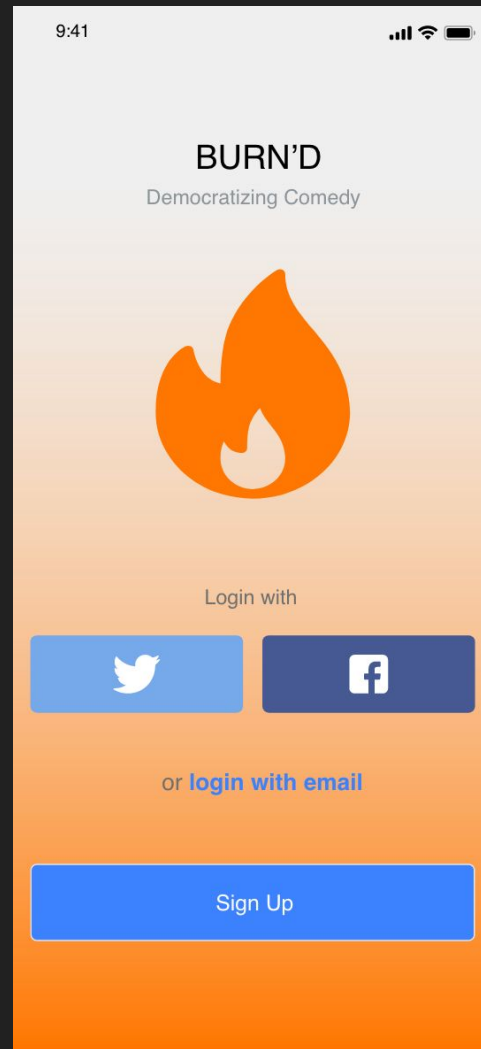
The Solution...

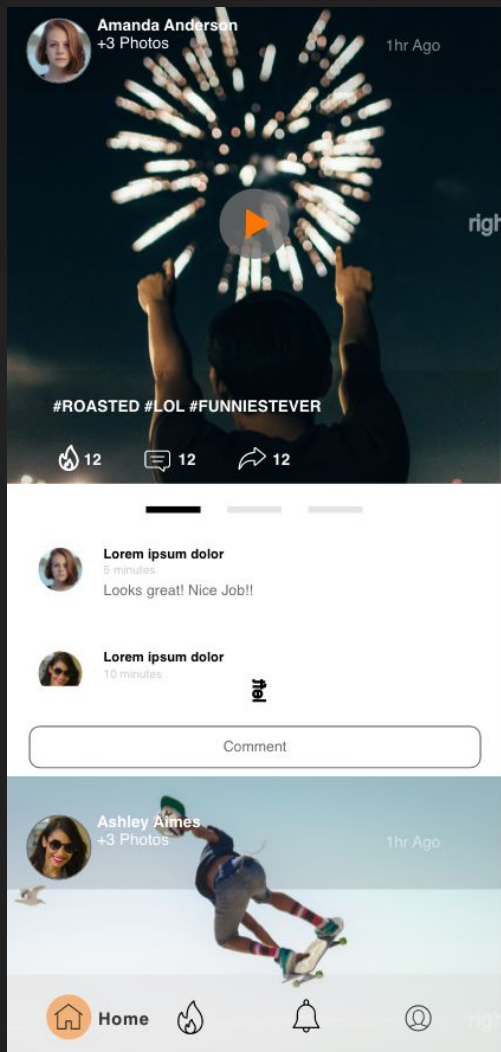
spoiler alert: it's an app



The Viewer Side

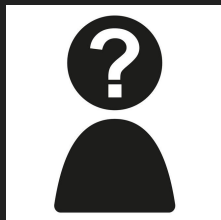
Login or sign up using facebook,
twitter, or email.





The app opens to your home screen and feed filled with other people's roasts.

Click on the “burn” tab to request a roast.



Choice between public or private request;
between real or anonymous audio

Roast Request

Title

Title your request

Things to add/avoid (Optional)

Mention...

Description

0/300 Char

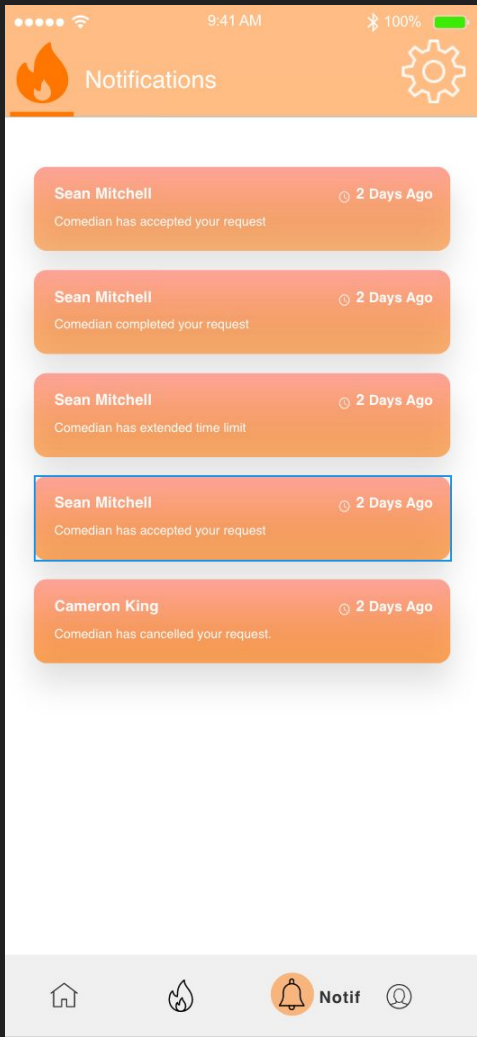
screenshot.jpg

Upload your attachments

Allow Public Visibility

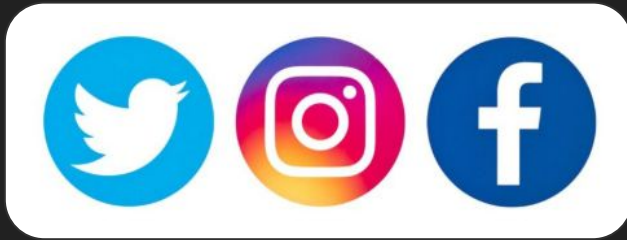
SEND REQUEST →

BURN

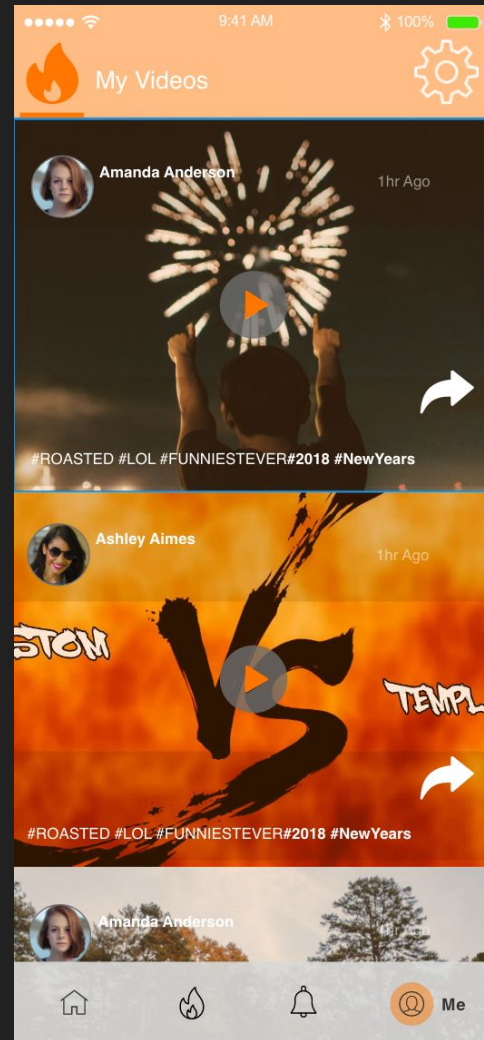


Select the “notifications” tab to check whether your burn requests have been finished.

Click on your profile to see the burns made for you in the past.



Share on other social network platforms and go viral!



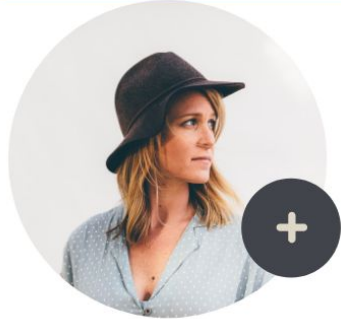


The Comedian Side

Create a comedian account with any specializations.

9:41 AM 100%

Edit Profile



+

Display Name

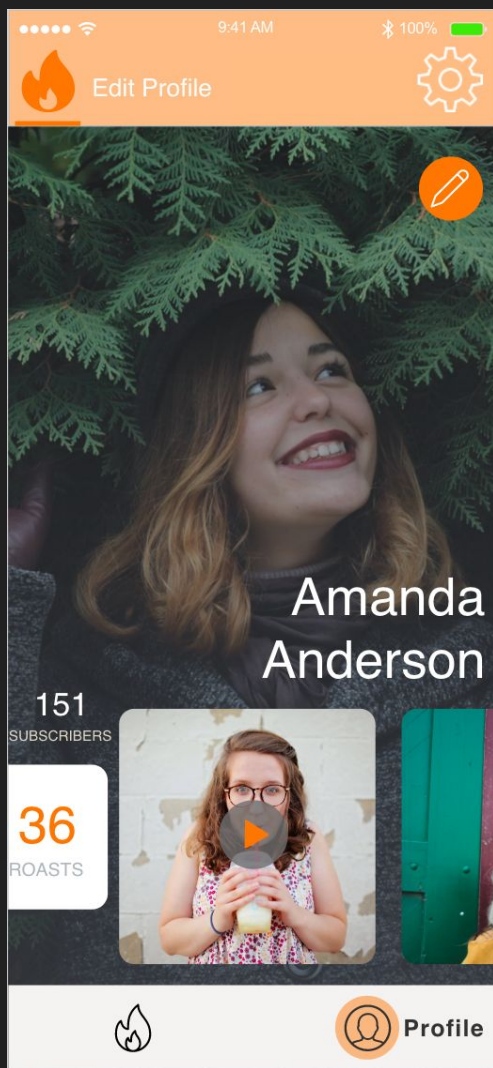
What should we call you?

Specialty Categories

i.e Stand-Up

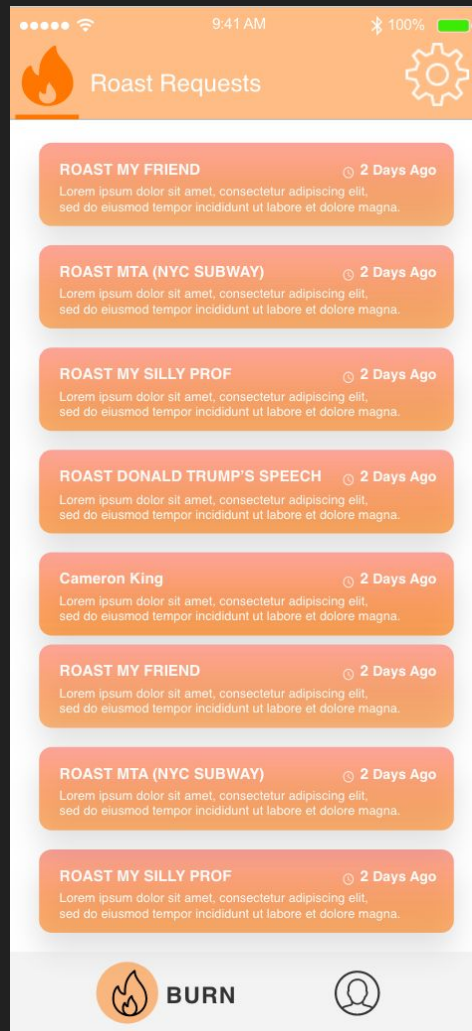
CONTINUE →

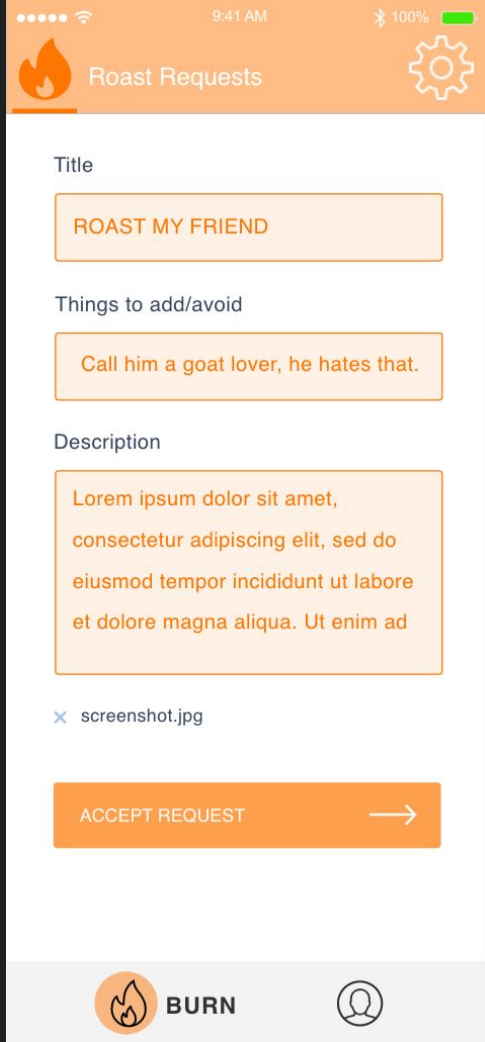
Profile



Click the “profile” tab to see all of the Burn’d videos you’ve made as well as view your subscribers.

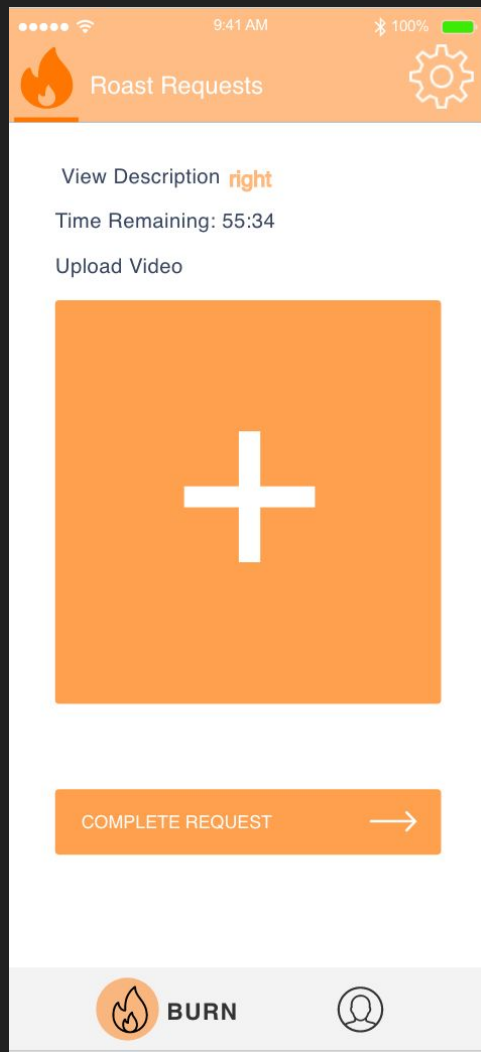
Click the “burn” tab to view all currently unmet requests, organized by date.





Click on a request to see its description and to choose whether to accept it.

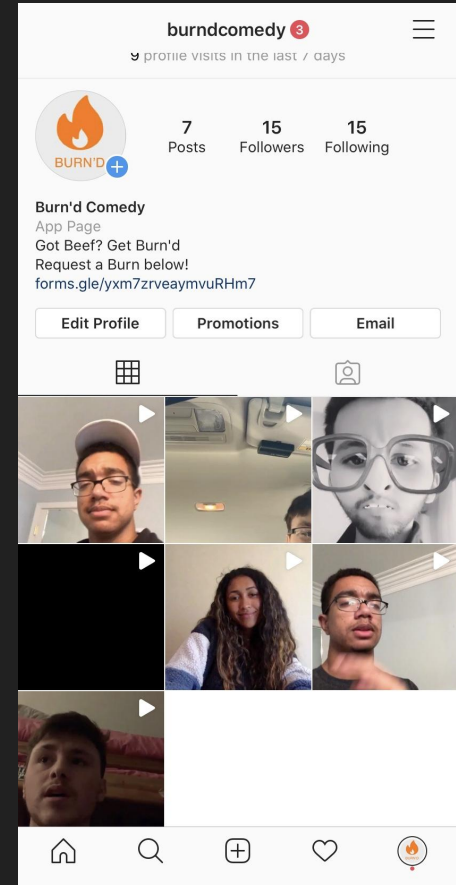
Record your Burn!



Results of Pilot Study

7 comedian videos made

75% of viewers and 100% of comedians say they would download this app





The Financial Model

Costs

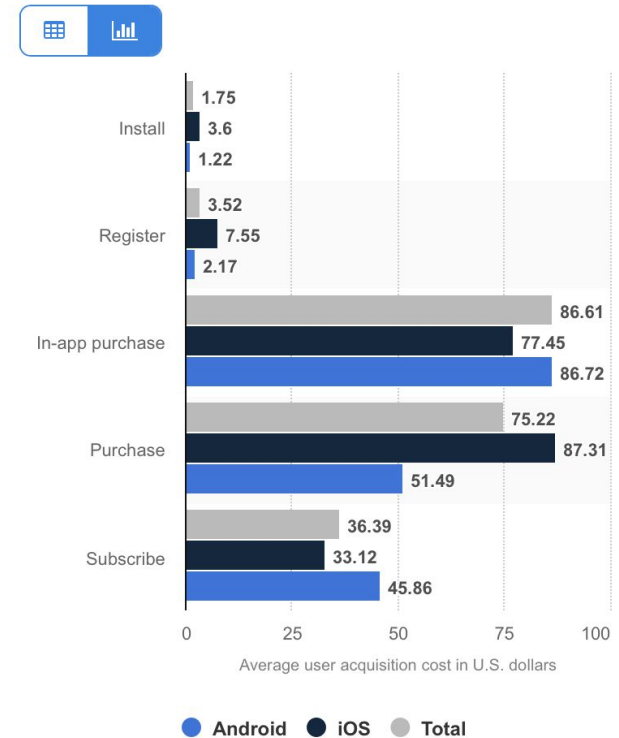
- Upfront Total: \$176 million expected, \$88 million pessimistic, \$265 million optimistic (rounded values)
 - App development
 - Beta Testing
 - Customer Acquisition – variable
- Total Monthly Fixed: \$851k
 - Server
 - Labor
 - Office Rent
 - Marketing – variable
 - Push Notifications Service
 - Miscellaneous

Customer Acquisition

Per user, we would be spending \$3.6 on ads to get them to install the app and \$7.55 on ads to get them to register in the app. (\$11.75 total per user)

Average mobile app user acquisition costs worldwide from September 2018 to August 2019, by user action and operating system

(in U.S. dollars)



Revenue Model

Paid per user click on ad

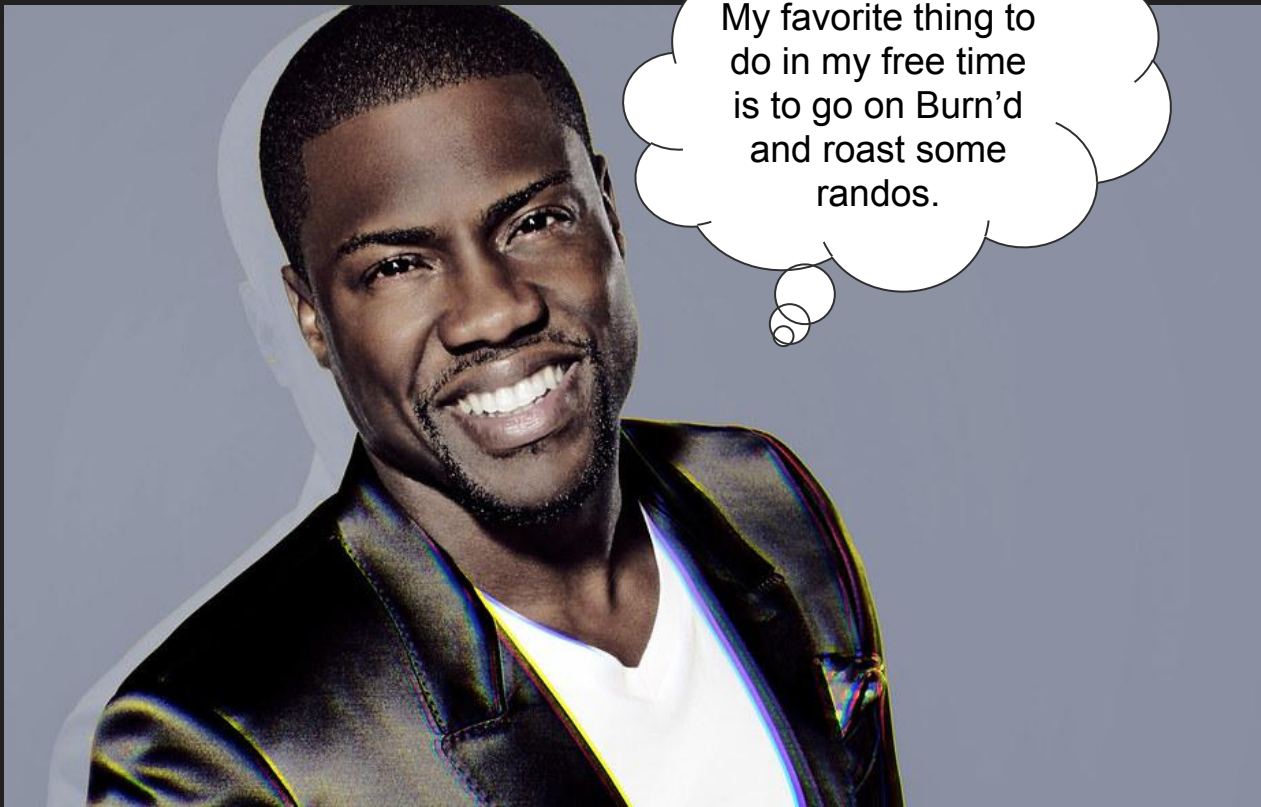
Revenue per user per year - **\$3**

Number of users - **15 million**

Total Rev per year - **\$35 million**

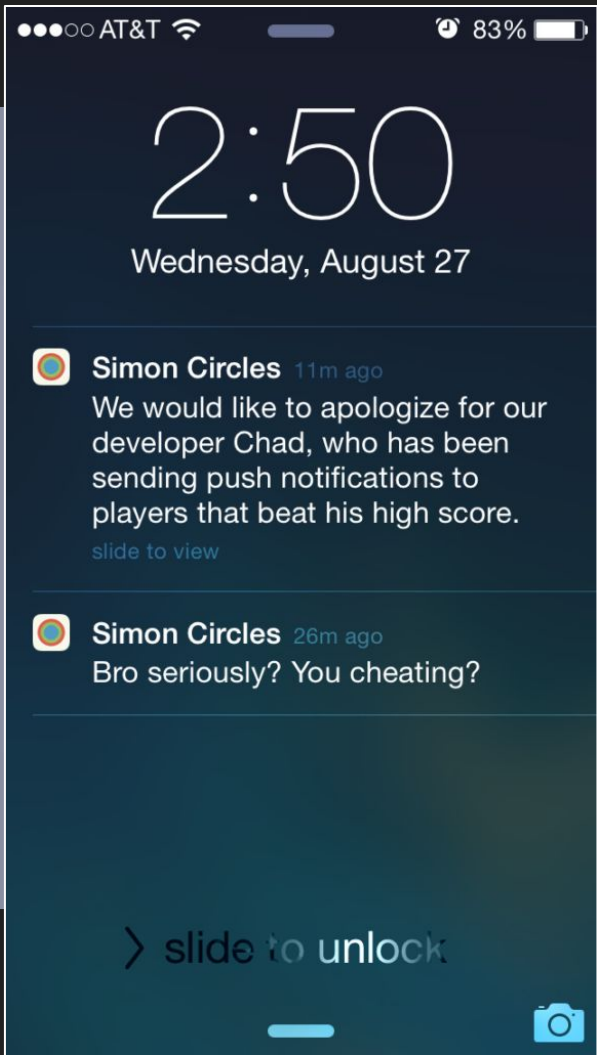
Promotional Marketing - Monthly Fixed Cost

- **Influencer** Marketing Agency - \$14k
- **App Store Optimization** Marketing Agency - \$13k
- **Social Media** Designer/Manager - \$4k
- **Push Notification** Service - \$30



My favorite thing to do in my free time is to go on Burn'd and roast some randos.

INFLUENCER MARKETING - KEVIN HART (STAND-UP COMEDIAN)



AT&T 83%

2:50

Wednesday, August 27

Simon Circles 11m ago
We would like to apologize for our developer Chad, who has been sending push notifications to players that beat his high score.
[slide to view](#)

Simon Circles 26m ago
Bro seriously? You cheating?

> slide to unlock



Timeline

- **Expected**
 - Initial investment = \$176 million
 - Long-term yearly pre-tax profit = \$35 million
 - Time to break even = 5.1 years
- **Pessimistic**
 - Initial investment = \$88 million
 - Long-term yearly pre-tax profit = \$841k
 - Time to break even = 105 years
 - Essentially never going to make money
- **Optimistic**
 - Initial investment = \$276 million
 - Long-term yearly pre-tax profit = \$103 million
 - Time to break even = 2.6 years

Go for Burn'd?

Given the small sample size of our MVP and several key uncertainties in which we have yet to attain high confidence, recommend that further research into this market be conducted before the business is pursued.

