



# PartyPete.com Pitch Deck

The Definitive Party Vendor Directory

# What is PartyPete.com?

- ▶ **PartyPete.com is a party vendor directory for events like birthdays, engagements, and weddings.**
- ▶ It serves as a platform where party vendors can list their services for potential clients.
- ▶ Users looking for services for their events can easily book them through PartyPete.com.

## Book Party Vendors



Venues



DJs



Photographers



Makeup-Artists



Bartenders



Musicians



Event Planners



Transport Services



Decorations



# Why do we need PartyPete.com?

## What the science says:



1. Social gatherings, such as birthday parties, have a positive impact on reducing feelings of loneliness, especially among older adults.

<https://bmcpublihealth.biomedcentral.com/articles/10.1186/s12889-020-8251-6>



2. Not celebrating important milestones, such as birthdays, can negatively impact children's self-worth and lead to depressive symptoms.

<https://policylab.chop.edu/blog/covid-19-how-missing-milestones-impacting-teen-mental-health>



3. Birthday celebrations offer opportunities for individuals to receive appreciation from those they've engaged with, reinforcing social connections and creating emotional support.

<https://www.psychologytoday.com/us/blog/life-is-trip/201806/why-your-birthday-matters>



# Why do we need PartyPete.com? (continued)

## But wait, there's more!



4. Attending cultural events, has a beneficial impact on heart health and reduces the risk of coronary heart disease (CHD).

<https://www.nature.com/articles/s43856-023-00301-0>



5. Attending social events contributes positively to relationships and marriages.

[https://www.researchgate.net/publication/322386210\\_Exploring\\_the\\_Social\\_Impacts\\_of\\_Events](https://www.researchgate.net/publication/322386210_Exploring_the_Social_Impacts_of_Events)



6. Celebrating birthdays strengthens bonds with family, friends, and coworkers.

<https://online.maryville.edu/blog/importance-of-celebrating-milestones/>



7. Engaging in social activities reduces the risk for Alzheimer's and other neurological diseases.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5764000/>



# PartyPete.com will unlock and open opportunities to everyone.



- ▶ **Situation:** Sarah is getting married and excited; however, as she and her partner are saving for a house, they don't have a large budget for their wedding. 🙄
- ▶ **Problem:** Sarah wants someone to do her makeup for her wedding day but can't afford anyone, as all the professional makeup artists she finds on current wedding directories are around 8-14x her budget!

Meanwhile, Josephine works at ABC (a well-known burger joint) for minimum wage, has done hundreds of different women's makeup and has an accredited "SHB30221 - Certificate III in Makeup" award.

- ▶ **Solution:** If Josephine creates a listing of her services on PartyPete.com, then using PartyPete.com, Sarah can find Josephine, a qualified person who can do her makeup on her special day without breaking the bank. This also includes a makeup testing session before the wedding to ensure that the makeup matches Sarah's style and requirements.



# PartyPete.com will make more parties happen.



- ▶ **Situation:** Elisabeth is turning 50 years old (or 50 years young!) How exciting?! 🎉
- ▶ **Problem:** Elisabeth doesn't know how to plan her birthday party; she finds it difficult and exhausting to choose a venue, decorations, entertainment and can't decide on the theme! The logistics and stress of planning her birthday party are just too much. Elisabeth is so overwhelmed that although she would love a party, she decides it is too stressful and cancels.
- ▶ **Solution:** With PartyPete.com, Sophia can create a profile. Elisabeth could book Sophia to manage and plan Elisabeth's birthday event.

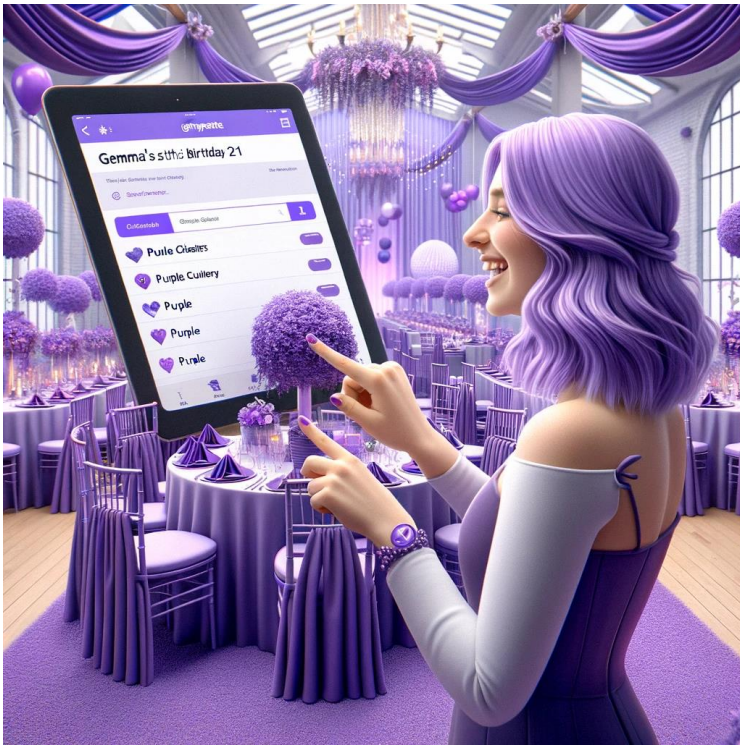
- ✓ **Everybody wins!!**
- ✓ Elisabeth wins because she gets her party, without any of the planning stress. 🥳
- ✓ The guests win because they get to go to a fantastic, fun party! Woo Hoo! 🎈
- ✓ And Sophia wins because instead of working at XYZ, she gets to work in events planning birthdays, which she loves! 🍰
- ✓ And even better, as she gets paid more, the vet bills are no longer an issue and therefore, her cat "Katy Purry" is even happier too! 🐱💕

# PartyPete.com will bring cultural experiences to the next level.



- ▶ **Situation:** Hugo and Edgardo are getting married (congrats); they met at a hardstyle dance music event called Defqon.1. Although they live in Parramatta, in New South Wales, their friends, family, and guests almost all speak Spanish as a first language (Hola Buenas). Around one-third of the guests will travel from Mexico to their venue near Bondi Beach, Australia. 🌍✈️
- ▶ **Problem:** There is one problem: Hugo and Edgardo can't find a DJ/Emcee who plays hardstyle and speaks Spanish! Meanwhile, there is a guy called Adalberto who can DJ, play hardstyle and speak Spanish, but he can't find gigs because it turns out a non-mainstream Spanish DJ who can play hardstyle is a rare combination of a gem to find. 🎵🇪🇸
- ▶ **Solution:** If DJ Adalberto has a DJ profile on PartyPete.com, it would be easy for Hugo and Edgardo to search for DJs based on genre and language to find DJ Adalberto. 🔍  
The filter could also find DJs living near similar postcodes to save travel time for bump-in (setup) and bump-out (pack up). 🕒

# PartyPete.com will create new experiences.



- ▶ **Situation:** Gemma is turning 21 years old and loves the colour purple. For whatever reason, she has always loved the colour purple. She wants purple everything, purple chairs, purple tables, purple cutlery, purple linen, purple flooring, everything purple! 💜
- ▶ **Problem:** There are too many different suppliers to browse each online individually. Also, many vendors don't list their inventory, and it would be too time-consuming to call each one on the phone manually to ask what they have in stock that is purple. Finding purple everything is a pain!
- ▶ **Solution:** With PartyPete.com, all vendors' products are automatically searched and crawled. You can search for "purple" products from PartyPete.com, which automatically searches the inventory database of vendors who have opted into the PartyPete.com vendor directory.





# PartyPete.com will create once-in-a-lifetime memories.



- ▶ **Situation:** Barry has a 90<sup>th</sup> birthday party for his grandfather at a fancy Italian-themed restaurant. 🇮🇹
- ▶ **Problem:** Although the entire restaurant was booked for the exclusive use of the family and friends, the family was so busy during the event that they forgot to take any photos!
- ▶ **Solution:** They could have found and booked a photographer on PartyPete.com who would have given them lifetime memories. 📸

# PartyPete.com will make the world safe.



- ▶ **Situation:** The groom called Mark is at his wedding reception. 💍
- ▶ **Problem:** During his wedding reception, two uninvited gatecrashes arrived and won't leave; they even tried to make space for themselves at a preset table (wtf?). 😬😬  
The venue is far from any police station, and the event venue has no security staff. 🚓  
The groom, Mark asked his Dad to ask them to leave, but Mark's Dad didn't feel comfortable. 😬  
Mark then asked the DJ to ask them to leave, but now we don't know if the two uninvited gatecrashes have left or if they are hanging around for escalation. 🎵  
There are also no visible security cameras in or around the venue. 📹
- ▶ **Solution:** The venue could have hired qualified security using PartyPete.com, which would have given Mark, his new wife, the invited guests, and the venue staff and suppliers peace of mind. 🛡️

# PartyPete.com will save human lives.



- ▶ **Situation:** Rudy, a successful corporate real estate mogul, is at his wedding reception; he has a budget of more than \$250k for the day. 💵
- ▶ **Problem:** Just before the first dance, one of the wedding guests collapses and is unconscious and not responding. The DJ stops the music, advises that there is a medical emergency, and asks if any doctors or nurses can help. There are no nurses or doctors around. The emergency ambulance has been called and is on its way, but the ambulance will take more than 40 minutes to arrive due to the distance and dirt road maze path to get to the venue.
- ▶ **Solution:** Knowing the risks of having older people at the wedding venue, using PartyPete.com, Rudy could have prebooked and had medical nurses available on standby at the wedding reception during the whole event duration. 🇺🇸 🧑

# PartyPete.com Values

## 1. **Courage and Innovation**



Our boldness in challenging the status quo ensures vendors and users can navigate the events industry with unparalleled confidence and creativity.

## 2. **Passion for Excellence**



Our unwavering dedication to transforming event experiences showcases our passion for excellence.

## 3. **Innovation and Disruption in Service**



Our versatile and accessible platform establishes a dynamic marketplace, enabling vendors to provide unique services and users to organize unforgettable events, breaking new ground in the events industry.

## 4. **Community Building and Engagement**



Understanding the critical role of connections, we are devoted to creating a community-centric platform at PartyPete.com.

## 5. **Continuous Improvement and Learning**



PartyPete.com is committed to continuous learning and adaptation, reflecting our dedication to personal and professional growth.

## 6. **Embracing Risk and Innovation**



At PartyPete.com, we embrace risk-taking by exploring new market territories and innovative event solutions.

## 7. **Transparency and Integrity**



Our commitment to transparency and integrity in all transactions and interactions establishes a foundation of trust and reliability.



# Disclaimer

- ▶ The story, all names, characters, and incidents portrayed in this pitch deck are fictitious.
- ▶ No identification with actual persons (living or deceased), places, buildings, companies, and products is intended or should be inferred.
- ▶ [PartyPete.com](http://PartyPete.com) Pty. Ltd. has incurred operating losses in the past, expects to incur operating losses in the future, and may never achieve or maintain profitability.



# Contact



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**I would love to meet you in person for a coffee!**



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