

# LYFETYMES

CELEBRATE THE GOOD TYMES IN LYFE

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## There Are Solutions Specific for Weddings...

 WeddingHappy

  
WEDDINGWIRE



  
ZOLA  
WEDDING REGISTRY

mywedding®

  
appy

TICKETOR  
Your Tickets on Your Own Website

## There Are Solutions for Ticketed Events...

U NATION

eventbrite

cvent

 VENDINI

## There Are Solutions for Paid Event Planners..

Planning Pod

HoneyBook

 EventPro®

 AISLE PLANNER

# So What Do Regular People Do For The Other Hundreds of Millions of Celebrations That Need Planning?



# The Event Tech Space- Broad and Multipurpose but missing key components



# There's no end to end planning solution for celebrations

The average employed mom works 98 hours every week

— juggling children, holding a household together, and a job

- Planning a party is a messy experience.
- Nothing is automated.
- Hiring a party planner is expensive
- Difficult to navigate eCommerce experience



Ideation of  
Celebration

Research and  
find a Theme

Decide Date &  
Time

Shop & Buy  
Decor

Make To-Do  
Lists/Assign  
tasks

Decide on  
A Venue

Track Budgets

Manage  
Guest List

Invite Guests

Gifts or Create  
or Share  
Registry

Decide on Food  
& Drink Menu  
Shop? Deliver?  
Vater?

Track  
RSVPs

Get a Cake

And More


# So We Created LYFETYMES! Now Anyone Can Plan Any Party Like A Pro

**LYFETYMES**  
CELEBRATE THE GOOD TYMES IN LYFE

## Party Planning For Everyone

Party Planning Made Easy. Free Tools you need to  
Plan, Host & Celebrate Birthdays, Baby Showers, or  
Any Occasion

**Let's Get The Party Started**



### Party Websites

Easily personalize your free  
website with party details to share  
with family & friends.



### Easy to Use

1. Pick Your Celebration
2. Enter Some Party Details
3. Start Planning!



### DIY Planning Tools

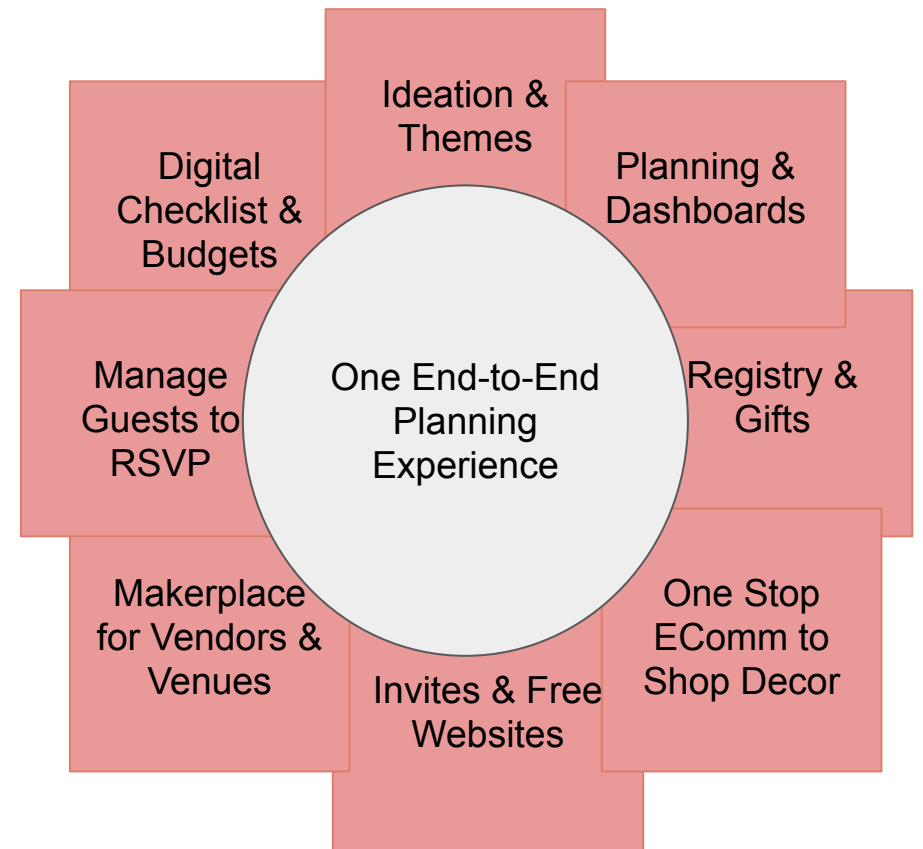
Digital Checklist and Tools help  
you save time and get back to the  
fun stuff!

# We Built The All-In-One Celebration Platform LYFETYMES

LYFETYMES has innovated celebrations and parties into one single experience from the time of user ideation to thank you cards



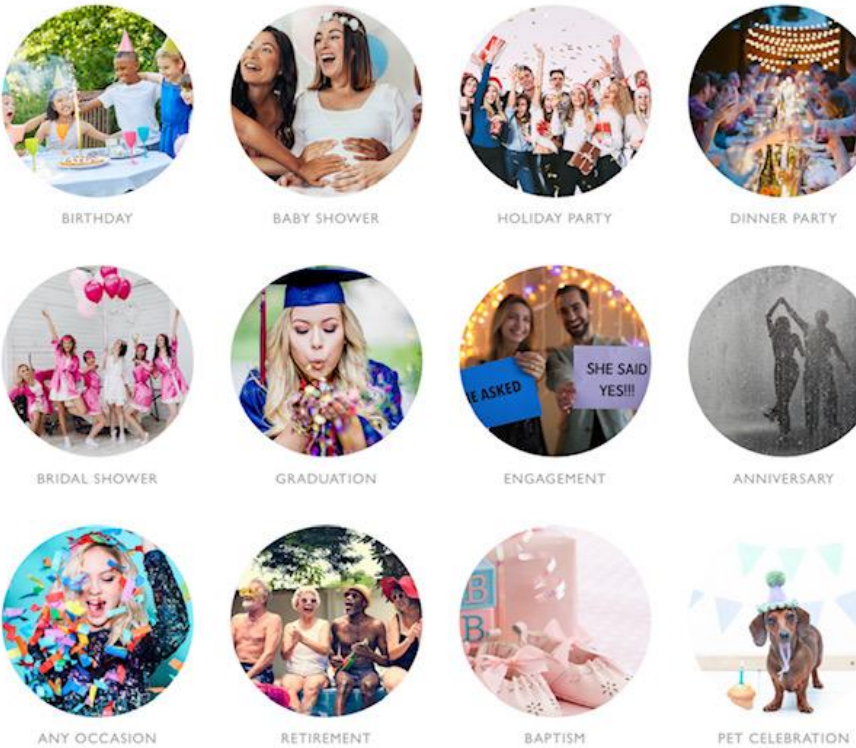
- Automated- Streamlined Process End To End To Plan Like a Pro
- Affordable- Free DIY Model
- Easy- Everything You need in One Place
- Stress-Free- One Place For all LYFE'S Celebrations



# How LYFETYMES works

## Choose Your Celebration

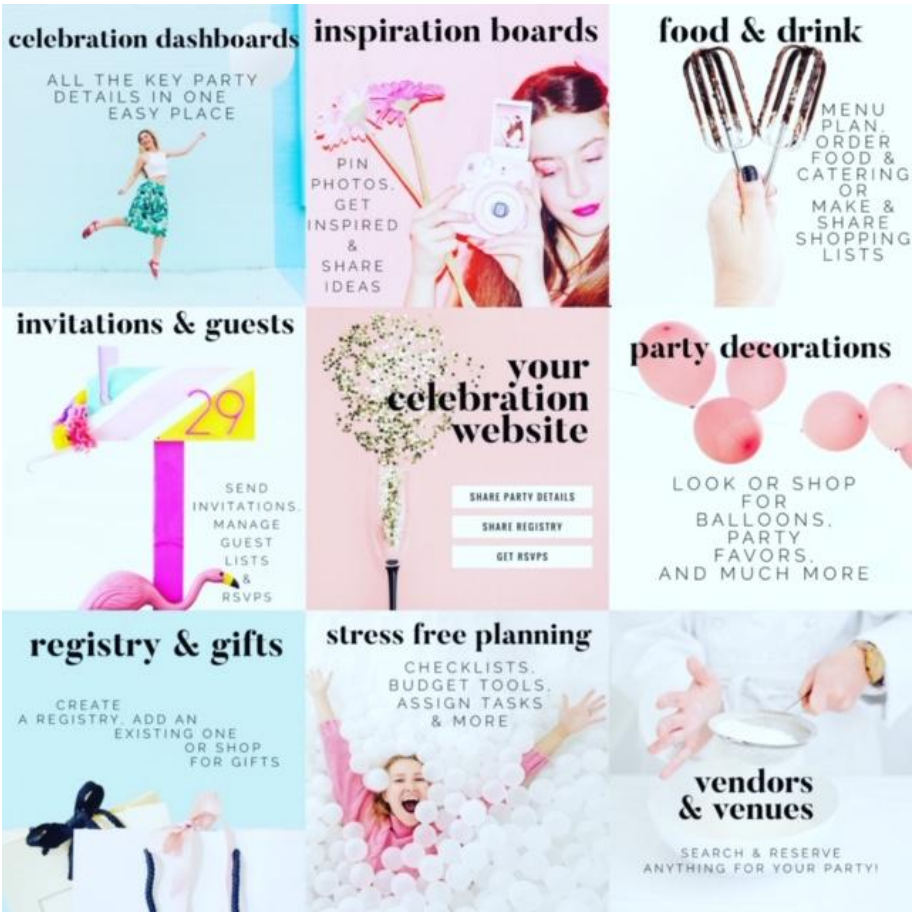
What are you Celebrating?  
Select Your Party Below To Start



## Get Your Free Website In a Click



## Start Planning!



# Traction

- **400% Mo./Over Mo. User Growth**
- First Market Mover Advantage
- \$400B Total Addressable Market & Confirmed By Accredited Investor Community

<https://chloecapital.com/mi-padrino-seed-investment-catalyzed-by-chloe-capital/>

- **15MM Impressions and 350K engagements on Pinterst Alone**
- **\$300 Spent on Marketing to Date/Low CAC**

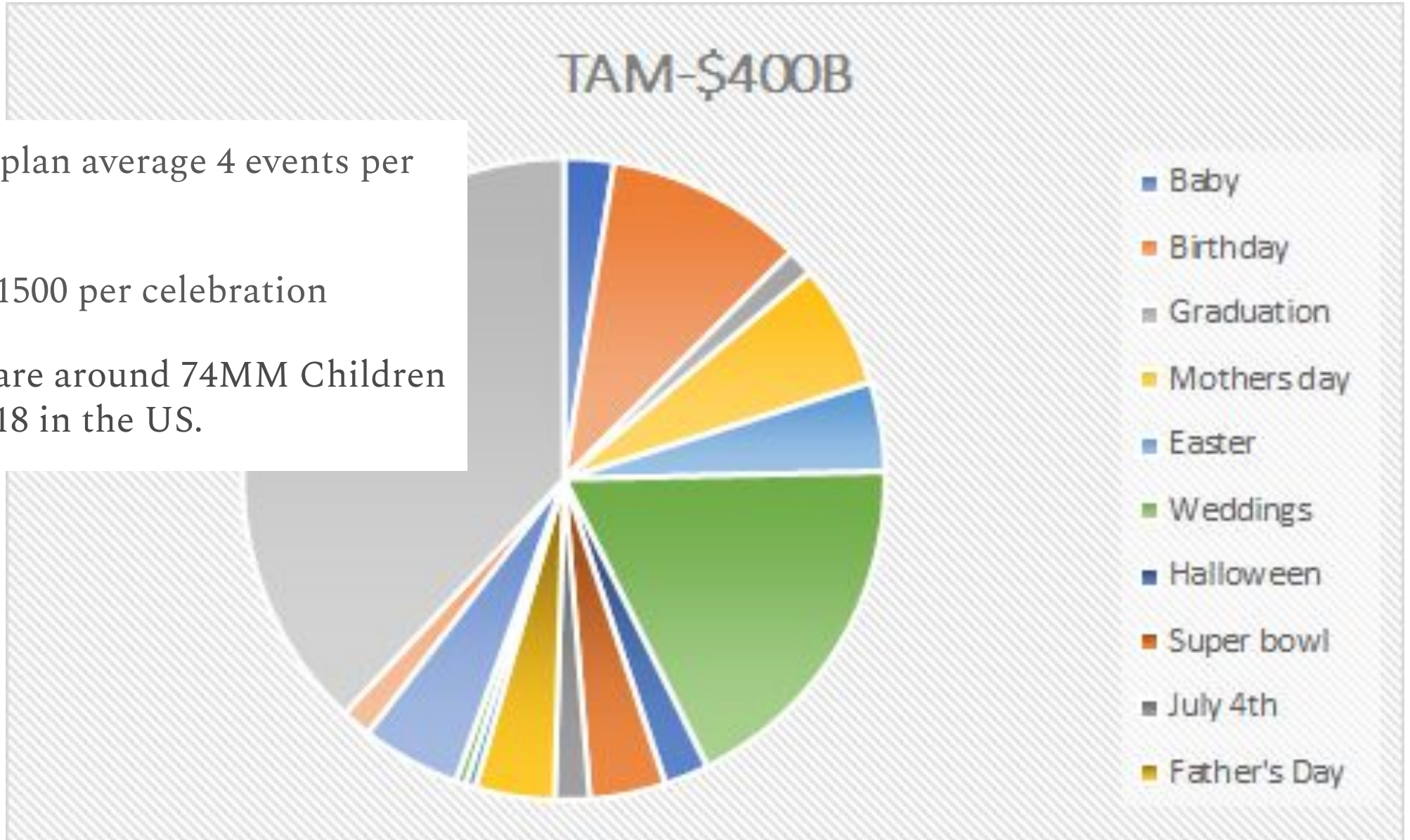
Acquisition Multiplier through Network Effects-Share & Invite Co Hosts & Guests

- 60% Utilization user signup/actually planning a celebration



# Market Size

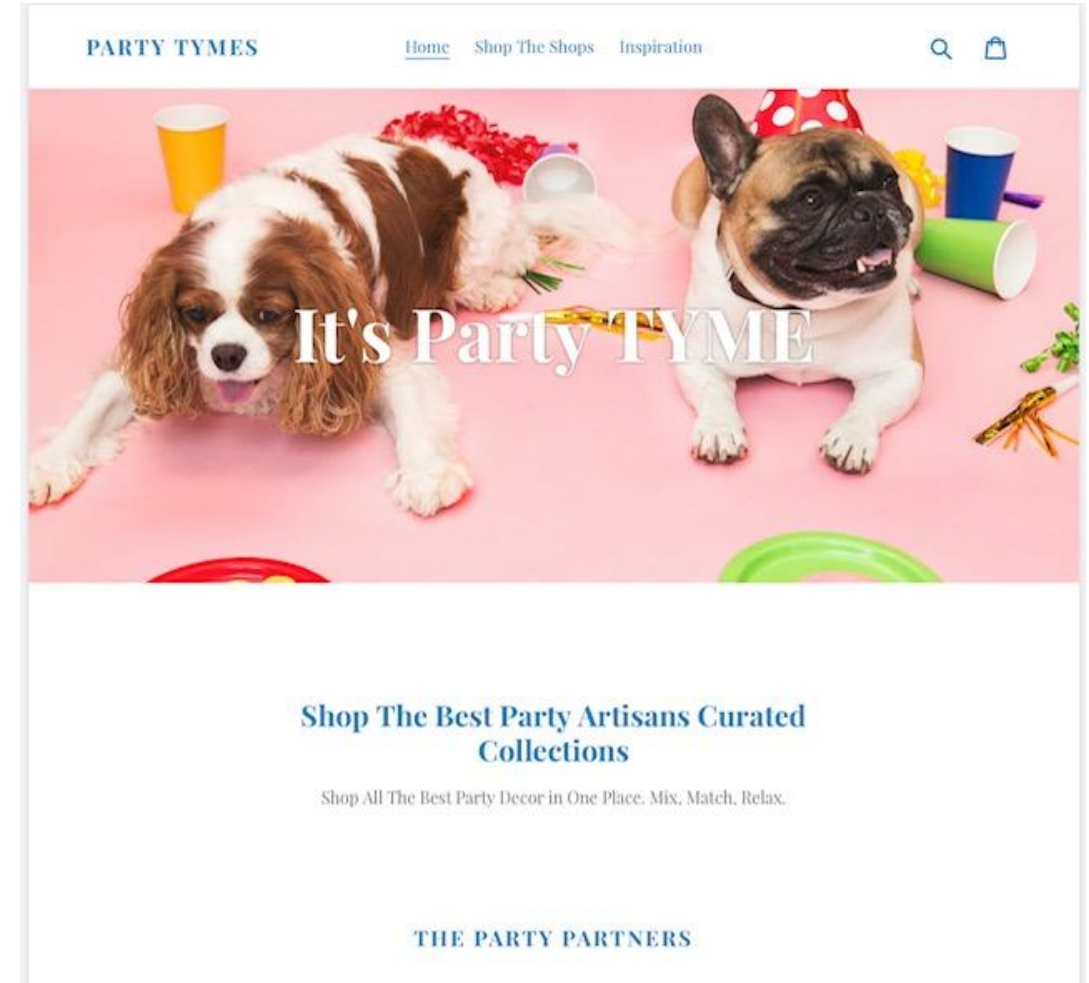
- Moms plan average 4 events per year
- \$500-\$1500 per celebration
- There are around 74MM Children under 18 in the US.



# How We Will Earn Revenue

Each Planning Vertical connects and creates revenue opportunities, keeps user in experience as single point of planning

- Ecomm- Tech-enabled, inventory free, distributed e-commerce platform, personalized using ML, shop favorite brands in one check out experience
- Subscription Partners- Built as a two sided marketplace for B2B Acquisition Revenue
- Advertising Partners & Premium Placements- Marketplace and Party Verticals
- Premium Services- Virtual Planning Services based on customer package selected (2nd Qtr 2020)



# Milestones/Road Map

Current	Problem We Are Solving	How	Status	Use Of Funds
Manual Planning Process	Bifurcated Manual Process	Automated Digital Planning Platform to Plan All Celebrations	Complete MVP1/ Functional releases as scheduled	Agile implementations for design improvements /Rollout functionality
Invites/Manage Guests	Snail Mail Is Dead-Innovating Inviting	Celebration Websites with Photo and Video to personalize, rsvp, guest info	Complete MVP1/ Functional releases as scheduled/agile implementations of improvements	Design implementation of templates for user to customize
Gifting, Registry & Decor	Multiple Sites to Register and Order	Tech-enabled e-commerce, personalized using ML, no inventory held, shop favorite brands in one experience	December 2020 launching with 2 Top Industry Partners	Expand Functionality Quickly across decor and registry
Party Blogs	Time Consuming Content	AI Content/ Virtual Library of DIY How-to's	In testing	n/a
Mobile	Lite Version to IOS/Android	App	Building	Get App Released
Paid Party Planner	Too Expensive- Mom's want a little help	Free DIY, Premium Virtual Party Planners	2nd QTR	TBD

# Our Team



Katie Cunningham, CEO & Founder

- Prior Head of Customer Acquisition and Lead Strategy For Top 5 Bank
- 20+ years in Banking and Finance: Battle tested, operated in one of the most competitive and crowded industries (Lending)
- Executed innovative initiatives and revenue strategies generating Billions of Funding and Deposit Growth
- Named 100 of the Most Innovative Females in FinTech 2017



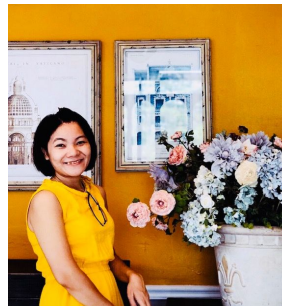
Tri Nguyen, CTO, Technology

- Expert in building complex digital platforms that provide innovative, technical solutions to solve consumer pain points.
- Expert in AI, ML, Trigger Automations Platforms
- Recognized UX Designer and Website Designer.
- Managing Partner in an Award-Winning Marketing Agency and working with retail businesses across the nation



Lauren Gill, Media & Communications

- Ensures that her clients are on track to become household names.
- Lauren supported the #1 tech media company in the world
- Worked with Fortune 500 executives
- Landed coverage in renowned publications such as Forbes, WSJ, CNBC, and Huffington Post.



Linh Nyugen, Lead Tech Development & Design

- Expert in software & development
- Built courttrax.com - a very popular site providing most-current federal and state court record information.
- Built technical support apps for Boeing
- Built e-commerce platforms for (ringwraps.com for designing and purchasing)