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# WHY HOPR?



01





## **HOPR is a revolutionary mobile application designed to connect individuals with hosts who have tables at high-end / premium restaurants, bars, and clubs.**

Unlike traditional social apps, HOPR offers a unique platform where hosts can invite guests to join them at exclusive venues for free. Both hosts and guests will subscribe to the app to create profiles and engage in the HOPR community.

The app will initially target luxury destinations such as Marbella, Ibiza, Dubai, Las Vegas, and Miami. HOPR also provides a feature for users to purchase tables at verified venues, which they can later offer to guests.

# MEET OUR TEAM.



02



# THE CORE TEAM



**ISAAC MAYNE**

**DIRECTOR**



**ANDREW WILD**

**CHIEF TECHNOLOGY  
OFFICER**



**JAY SMEDLEY**

**CHIEF  
ADVISOR**

# AMBASSADORS



**SIMON SEARES**  
LOVE ISLAND



**CHLOE CROWHURST**  
LOVE ISLAND



**JONATON BRINTE**  
HIGH NET WORTH  
PROMOTER



**TONY PIERZCHALSKI**  
INTERNATIONAL  
CONCIERGE

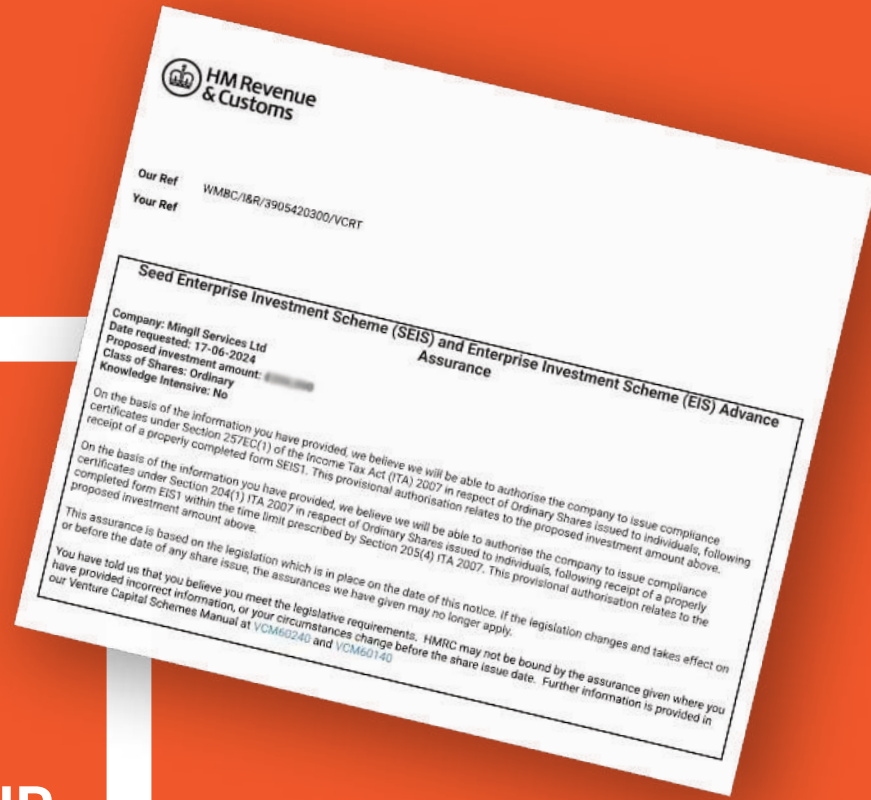
# SEIS & EIS.

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03







**THIS ENDORSEMENT NOT ONLY VALIDATES THE POTENTIAL OF OUR PLATFORM BUT ALSO OPENS UP EXCITING OPPORTUNITIES FOR INVESTORS.**

**HOPR IS PROUD TO ANNOUNCE THAT WE HAVE RECEIVED EIS / SEIS APPROVAL.**

## EIS BENEFITS

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### INITIAL INCOME TAX RELIEF

Effective net cash outlay of 70p in the £



### CGT FREEDOM

No Capital Gains Tax to pay on any EIS gains after 3 years



### CGT DEFERRAL RELIEF

Potential unlimited indefinite deferral of an existing CGT bill



### LOSS RELIEF

Maximum exposure of 38.5p in the £ for a 45% Income Tax payer



### IHT RELIEF

Potential Inheritance tax saving of 40p in the £ after 2 years

## SEIS BENEFITS

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### INITIAL INCOME TAX RELIEF

Effective net cash outlay of 50p in the £



### CGT FREEDOM

No Capital Gains Tax to pay on any SEIS gains after 3 years



### CGT DEFERRAL RELIEF

Potential exemption of an existing CGT bill on 50% of the gain, to the extent reinvested



### LOSS RELIEF

Maximum exposure of 27.5p in the £ for a 45% Income Tax payer (or 13.5% if CGT Reinvestment Relief claimed)



### IHT RELIEF

Potential Inheritance tax saving of 40p in the £ after 2 years

**CLIENTS.**



**04**



**WE HAVE A RANGE  
OF VENUES WHO  
HAVE **ALREADY**  
**CONFIRMED** THEY  
WILL UTILISE AND  
PROMOTE HOPR TO  
THEIR CLIENTS ONCE  
WE HAVE LAUNCHED.**

THESE ARE BASED  
BOTH IN THE UK AND  
IN POPULAR BRITISH  
TOURISM AREAS IN  
EUROPE.

# CURRENT VENUES



Canal  
Club

O  
BEACH  
IBIZA

Firefly



MOOD  
GENTLEMAN'S LOUNGE

naô  
OLIVIA VALERE  
POOL CLUB

VUDU  
PLAYFOOD X EXPERIENCE

XCV  
X X  
+ + +

NewCafe  
PODIO BARRO

# BOAT CLUB EVENTS



# BOAT CLUB

EVENTS

IN ADDITION TO  
THE VENUES ALREADY  
ON BOARD BOAT CLUB  
EVENTS HAVE AGREED  
TO PROMOTE OUR APP  
TO THEIR CUSTOMERS.  
CURRENTLY THEY  
HAVE:

**OVER 60,000 INSTAGRAM FOLLOWERS**

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**OVER 4,000 FACEBOOK LIKES**

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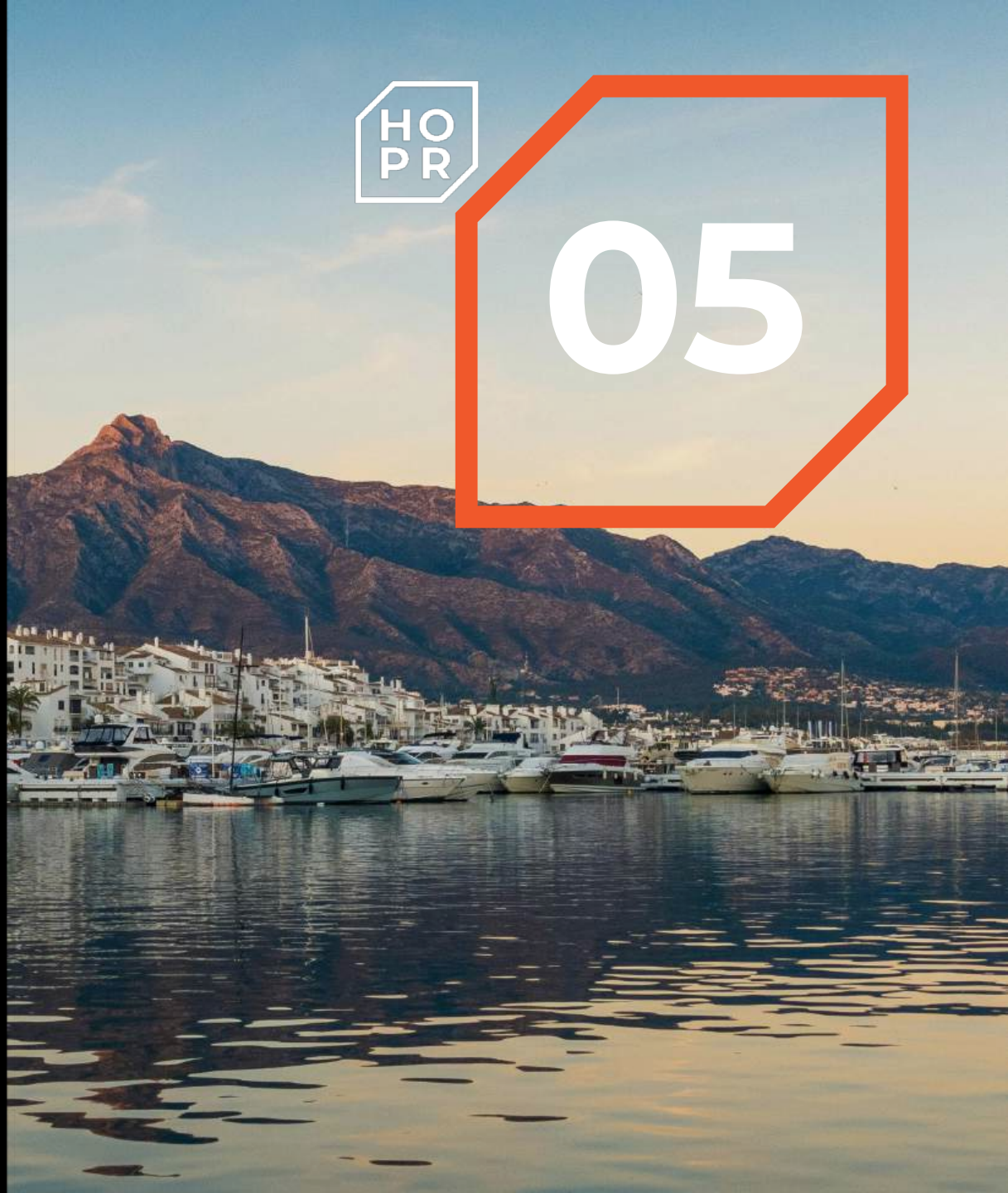
**RUN SOLD OUT EVENTS IN THE UK & EUROPE**

*(some with over 5,000 guests in attendance)*

**STATISTICS.**



**05**



# INDUSTRY STATISTICS



## NIGHTLIFE

THERE IS AN EXPECTED GROWTH RATE OF AROUND

**5.09%**

ANNUALLY FROM 2024 TO 2027.

This growth is driven by a steady increase in consumer spending on nightlife and entertainment.

## SECTORS ROLE

THERE IS A NOTABLE SHIFT TOWARDS **FLAVOURED ALCOHOLIC BEVERAGES AND AGAVE-BASED DRINKS**, SUCH AS TEQUILA AND MEZCAL.

These trends reflect changing consumer preferences towards more diverse and premium options.



## TECHNOLOGY

TO COPE WITH LABOUR SHORTAGES AND RISING COSTS, MANY ESTABLISHMENTS ARE TURNING TO **AUTOMATION** AND **AI-DRIVEN SOLUTIONS**.

These innovations are expected to enhance efficiency and provide more personalized customer experiences.

## CONSUMER TRENDS

THE RESTAURANT INDUSTRY IS EXPECTED TO ADD

**200,000 JOBS**

BY THE END OF 2024, BRINGING TOTAL EMPLOYMENT TO 15.7 MILLION PEOPLE.

This growth underscores the sector's role as a major employer.

# AIMS & TARGETS.

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06



# SHORT TERM TIMELINE



**JUNE**  
**2024**

Begin HOPR App  
Development

**OCT**  
**2024**

Launch  
HOPR App

**FEB**  
**2025**

Hit 10,000  
Downloads  
across Android  
and IOS

**MAY**  
**2025**

Have HOPR  
running in UK,  
Spain, UAE and  
Portugal

**DEC**  
**2025**

Reach over  
700 consistent  
subscribers

# CITIES – PHASE 1



# CITIES – PHASE 2



**PACKAGES.**



**07**





## FREE ACCOUNT

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### FEATURES:

Access to search for available tables to join (but limited to 50 searches a week)

Basic profile with 3 pictures (not verified)

Search for events that have been listed on the app to purchase tickets to.

Ability to connect to people attending the same events.

### FINANCIALS:

Subscription Fee: £0.



## BASIC ACCOUNT

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### FEATURES:

Access to search for available tables to join. (unlimited)

Profile enhancement & verified badge, able to upload 6 profile pictures.

Link to social media profiles.

Search for events that have been listed on the app to purchase tickets to.

Ability to connect to people attending the same events.

### FINANCIALS:

Subscription Fee: £9.95 per month.



## GOLD ACCOUNT

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### FEATURES:

**All features of the Basic Package plus:**

Access to premium tables in high-demand locations.

Profile enhancement with up to 10 pictures and a verified badge.

Priority customer support and access to exclusive events.

### FINANCIALS:

Subscription Fee: £19.95 per month.

Table Sale Commission Fee: 5% (minimum table packages sold through HOPR is £500).



## PLATINUM ACCOUNT

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### FEATURES:

**All features of the Gold Package plus:**

Unlimited profile pictures and priority placement in search results.

Dedicated concierge service for bookings and personalised table recommendations.

Complimentary welcome drink and appetiser platter at select venues.

Exclusive access to VIP sections and high-profile events.

### FINANCIALS:

Subscription Fee: £29.95 per month.

Table Sale Commission Fee: 5% (minimum table packages sold through HOPR is £500).



## DIAMOND ACCOUNT

---

### FEATURES:

#### All features of the Platinum Package plus:

Ability to list your own events and send out personal invitations to whoever you wish from the database to join you.

24 hour, 7 days a week dedicated support service.

This will be an exclusive account, that only a select few individuals will be able to hold.

Invitations to join this account will be sent to Platinum Accounts, based on purchase history.

### FINANCIALS:

Subscription Fee:  
£69.95 per month.

Table Sale Commission Fee:  
5% (minimum table packages sold through HOPR is £500).

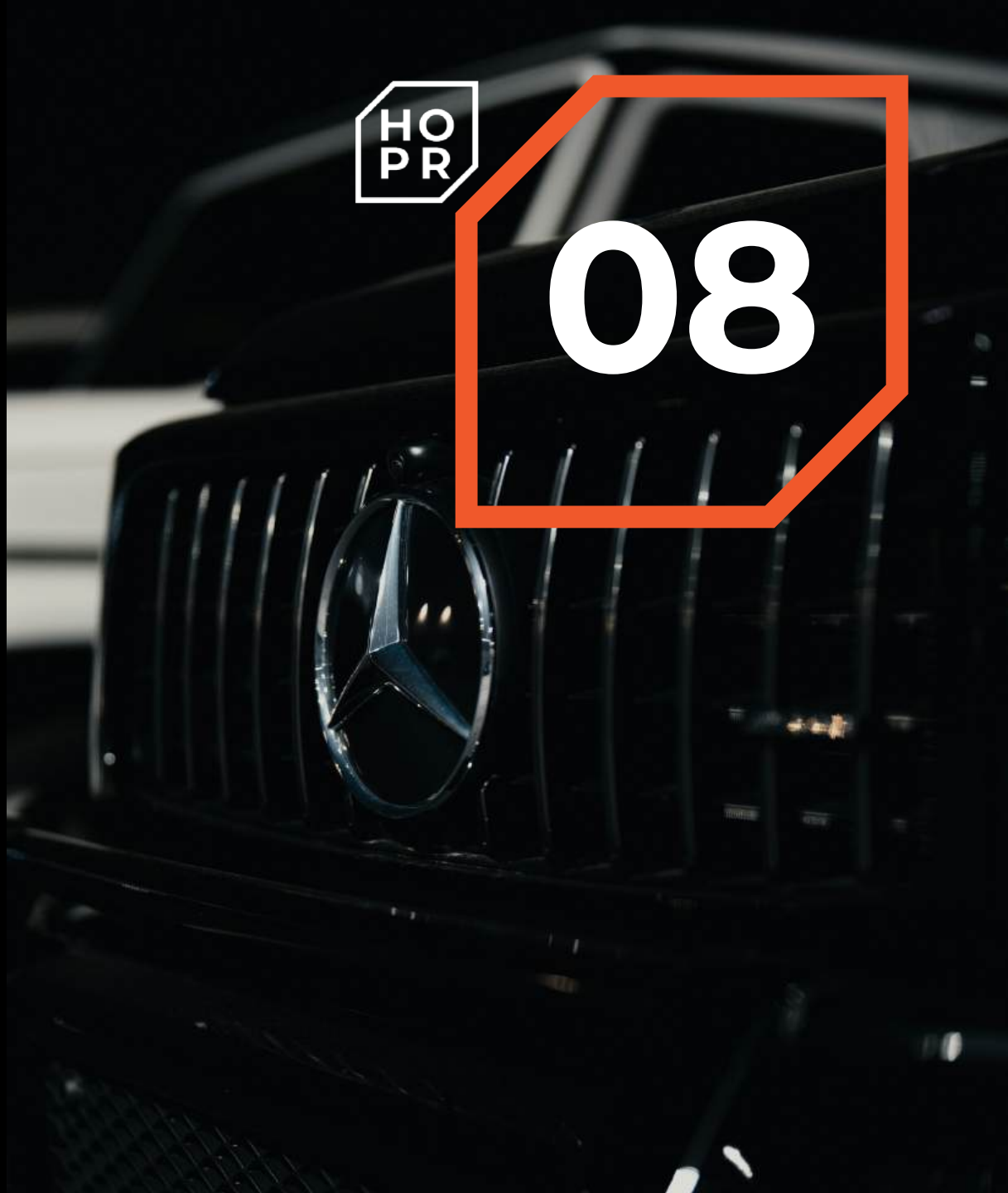




**FORECAST.**

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08





# FORECAST REVENUE YEAR 1



**BASIC  
PACKAGE**

**400**  
SUBSCRIBERS



**GOLD  
PACKAGE**

**150**  
SUBSCRIBERS



**PLATINUM  
PACKAGE**

**75**  
SUBSCRIBERS



**DIAMOND  
PACKAGE**

**7**  
SUBSCRIBERS

**TABLE  
COMMISSION**

**AVERAGE TABLE SALE  
PER SUBSCRIBER  
PER MONTH**

**BASIC: N/A  
GOLD: £700  
PLATINUM: £1,000  
DIAMOND: £5,000**

**TOTALS**

**BASIC PACKAGE: £47,760  
GOLD PACKAGE: £35,910  
PLATINUM PACKAGE: £26,955  
DIAMOND PACKAGE: £5,875.80  
TABLE COMMISSION: £129,000**

**TOTAL  
£245,500**



# FORECAST REVENUE YEAR 2



**BASIC  
PACKAGE**

**440**  
SUBSCRIBERS



**GOLD  
PACKAGE**

**180**  
SUBSCRIBERS



**PLATINUM  
PACKAGE**

**98**  
SUBSCRIBERS



**DIAMOND  
PACKAGE**

**11**  
SUBSCRIBERS

**TABLE  
COMMISSION**

AVERAGE TABLE SALE  
PER SUBSCRIBER  
PER MONTH

BASIC: N/A  
GOLD: **£700**  
PLATINUM: **£1,000**  
DIAMOND: **£5,000**

**TOTALS**

BASIC PACKAGE: **£52,536**  
GOLD PACKAGE: **£43,128**  
PLATINUM PACKAGE: **£35,266.80**  
DIAMOND PACKAGE: **£9,233.40**  
TABLE COMMISSION: **£167,400**

**TOTAL**  
**£307,564.20**



# FORECAST REVENUE YEAR 3



**BASIC  
PACKAGE**

**680**  
SUBSCRIBERS



**GOLD  
PACKAGE**

**288**  
SUBSCRIBERS



**PLATINUM  
PACKAGE**

**167**  
SUBSCRIBERS



**DIAMOND  
PACKAGE**

**21**  
SUBSCRIBERS

**TABLE  
COMMISSION**

AVERAGE TABLE SALE  
PER SUBSCRIBER  
PER MONTH

BASIC: N/A  
GOLD: **£700**  
PLATINUM: **£1,000**  
DIAMOND: **£5,000**

**TOTALS**

BASIC PACKAGE: **£78,804**  
GOLD PACKAGE: **£68,995.20**  
PLATINUM PACKAGE: **£59,928.60**  
DIAMOND PACKAGE: **£17,627.40**  
TABLE COMMISSION: **£284,400**

**TOTAL**  
**£509.755.20**



# FORECAST REVENUE YEAR 4



**BASIC  
PACKAGE**

**1056**  
SUBSCRIBERS



**GOLD  
PACKAGE**

**490**  
SUBSCRIBERS



**PLATINUM  
PACKAGE**

**301**  
SUBSCRIBERS



**DIAMOND  
PACKAGE**

**55**  
SUBSCRIBERS

**TABLE  
COMMISSION**

AVERAGE TABLE SALE  
PER SUBSCRIBER  
PER MONTH

BASIC: N/A  
GOLD: **£700**  
PLATINUM: **£1,000**  
DIAMOND: **£5,000**

**TOTALS**

BASIC PACKAGE: £125,740.80  
GOLD PACKAGE: £117,522  
PLATINUM PACKAGE: £108,116.40  
DIAMOND PACKAGE: £46,167  
TABLE COMMISSION: £551,400

**TOTAL**  
**£948,946.20**



# FORECAST REVENUE YEAR 5



**BASIC  
PACKAGE**

**1,795**  
SUBSCRIBERS



**GOLD  
PACKAGE**

**882**  
SUBSCRIBERS



**PLATINUM  
PACKAGE**

**572**  
SUBSCRIBERS



**DIAMOND  
PACKAGE**

**100**  
SUBSCRIBERS

**TABLE  
COMMISSION**

AVERAGE TABLE SALE  
PER SUBSCRIBER  
PER MONTH

BASIC: N/A  
GOLD: **£700**  
PLATINUM: **£1,000**  
DIAMOND: **£5,000**

**TOTALS**

BASIC PACKAGE: **£214,770**  
GOLD PACKAGE: **£211,138.80**  
PLATINUM PACKAGE: **£205,501.20**  
DIAMOND PACKAGE: **£83,940**  
TABLE COMMISSION: **£1,013,640**

**TOTAL**  
**£1,728,990**

# ADDITIONAL REVENUE PLANS



## BOOSTED PROFILES

Profiles will be able to boost their listing to the top section of searches.



## TABLE ADVERTISEMENT

Hosts will be able to boost their tables available to join to the top of the search listings.



## PROMOTER ADVERTS

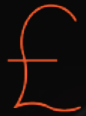
Promoters will be able to boost their tables and tickets for sale to the top of listings.



## GENERIC ADVERTS

Advert banners to potentially be available to select outside companies for external marketing.

# ADDITIONAL REVENUE PLANS



## TIPS

Profiles will be able to send tips directly to other profiles, HOPR will take a small fee of 5% per tip.



## DATA MONETISATION

Our Platinum and Diamond users will be high net worth and very valuable data, we will consider data sharing with carefully chosen partners.



## IN APP PURCHASES

We are working on ways to integrate with other businesses such as Bolt so rides can be gifted to other guests.



## DIRECT MARKETING

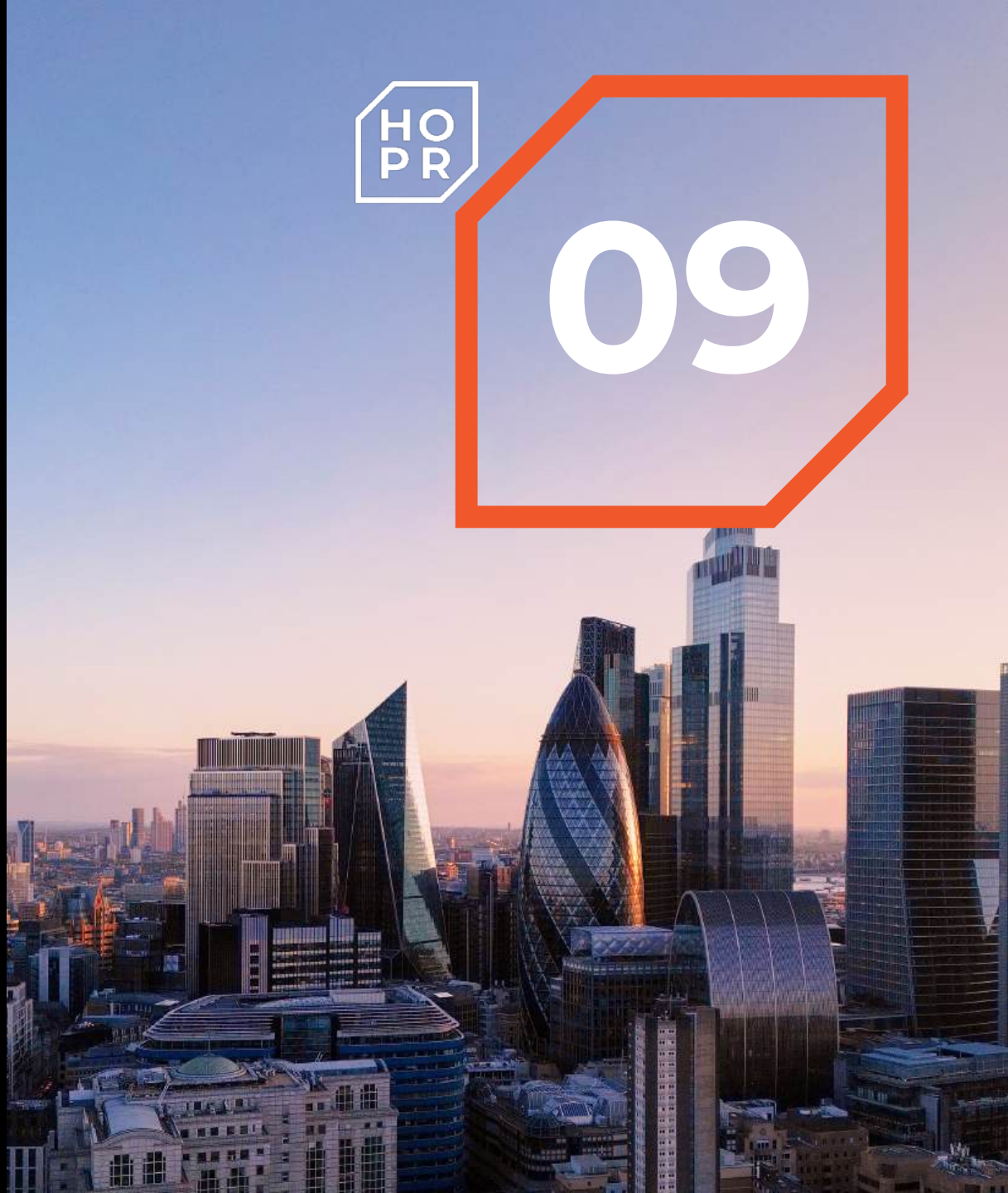
Carefully selected brands and businesses will be able to offer exclusive discounts & first chance offers to our Platinum & Diamond memberships.



**INVESTMENT.**



**09**



# INVESTMENT



WE ARE AIMING TO  
RAISE A TOTAL OF  
**£250,000**  
IN OUR FIRST RAISE  
ONCE SEIS & EIS  
ADVANCED ASSURANCE  
IS CONFIRMED, TO BE  
USED ON:

**APP DEVELOPMENT**

**WEB DEVELOPMENT**

**MARKET RESEARCH  
& FOCUS GROUPS**

**SOCIAL MEDIA MARKETING**  
**META, TIKTOK & X**

**INFLUENCER CAMPAIGNS**

**THIS IS BASED ON A PRE-REVENUE VALUATION OF £2.5M**



**THANK  
YOU.**

**[Oliver@hopr-app.com](mailto:Oliver@hopr-app.com)**