



NIGHT CITIZEN

ALESSANDRO ANGELI
CEO & FOUNDER

THE FOUNDERS



Alessandro Angeli
CEO

-
- 10 Years in Music Industry
 - International Business Experiences



Nigal Ranieri
CTO

- 6 Years Digital Consultant
 - Full Stack Developer
-

A man with short brown hair and a light beard is shown from the chest up, wearing a blue button-down shirt. He is looking upwards and to the right with a thoughtful expression, his hand resting on his chin. The background is a dark, textured wall.

A FREQUENT QUESTION

WHAT ARE WE DOING TONIGHT?

THE PROBLEMS

DIFFICULTIES IN **FINDING** ACTIVITIES



DIFFICULT



LONG



LACK OF INFO

DIFFICULTIES TO **PROMOTE** ACTIVITIES



TARGET
SELECTION



PROMOTION



WASTE OF
MONEY

CURRENT SOLUTION



Journal &
Magazines



PR



Word of
Mouth



Social
Network

THE ANSWER



NIGHT CITIZEN

THE NIGHTLIFE'S MARKETPLACE

OUR SOLUTION

GOING OUT AT NIGHT MADE EASY



B2C SOLUTION

GOING OUT AT NIGHT MADE EASY



EASY

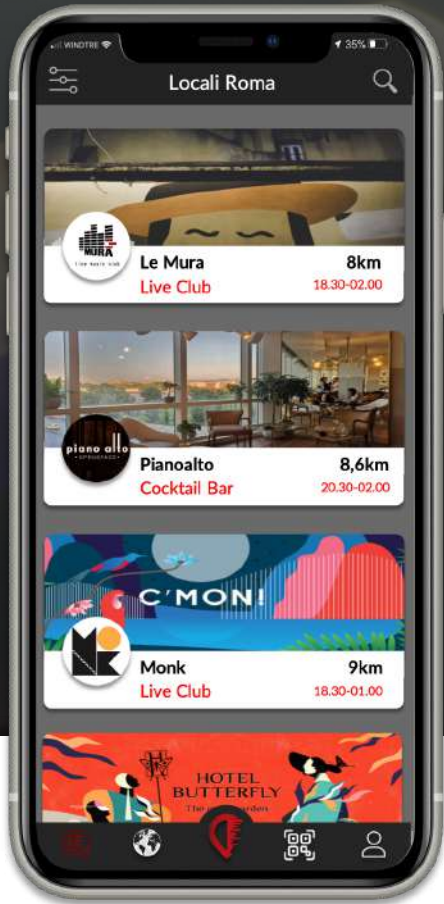


FAST



EFFECTIVE

HOW IT WORKS



Select a venue!



Get all info
about it



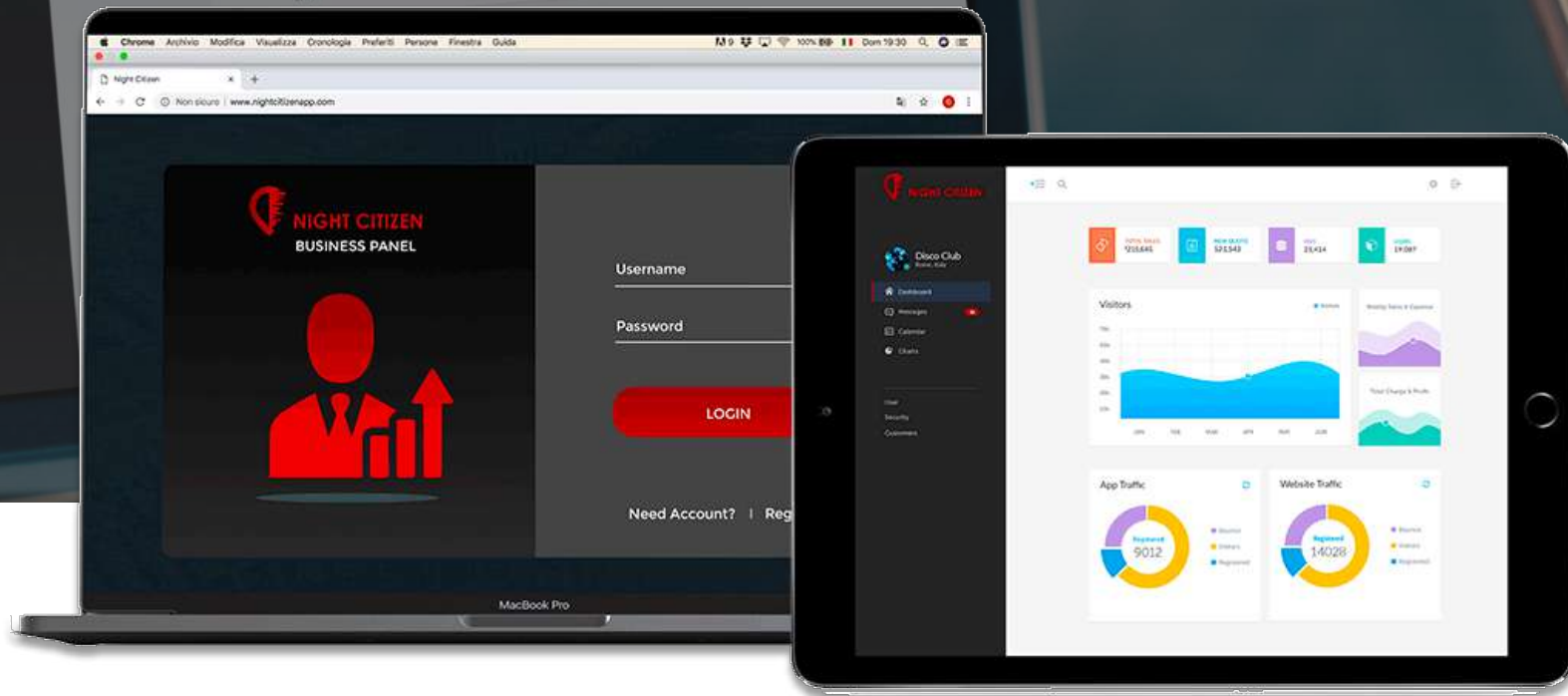
Select a
discount !!!



ENJOY YOUR
NIGHT !

B2B SOLUTION

TAKE THE CONTROL OF YOUR VENUE



The best all-in one platform to manage the promotion of your location !

B2B SOLUTION

TAKE THE CONTROL OF YOUR VENUE



PROMOTE



BI SOFTWARE



PROFILING

INDUSTRY TREND



Nightlife
Revenues
€ 71 Bn



CAGR 6%

PRICING STRATEGY



Basic

0€/Months

+2€/Person

- In-App Page
- Advanced Stats
- Audience Target
- Compet. Anlys



TOP

69€/Months

+ 0,50€/Person

- In-App Page
- Advanced Stats
- Audience Target
- Competitors Analys.



Medium

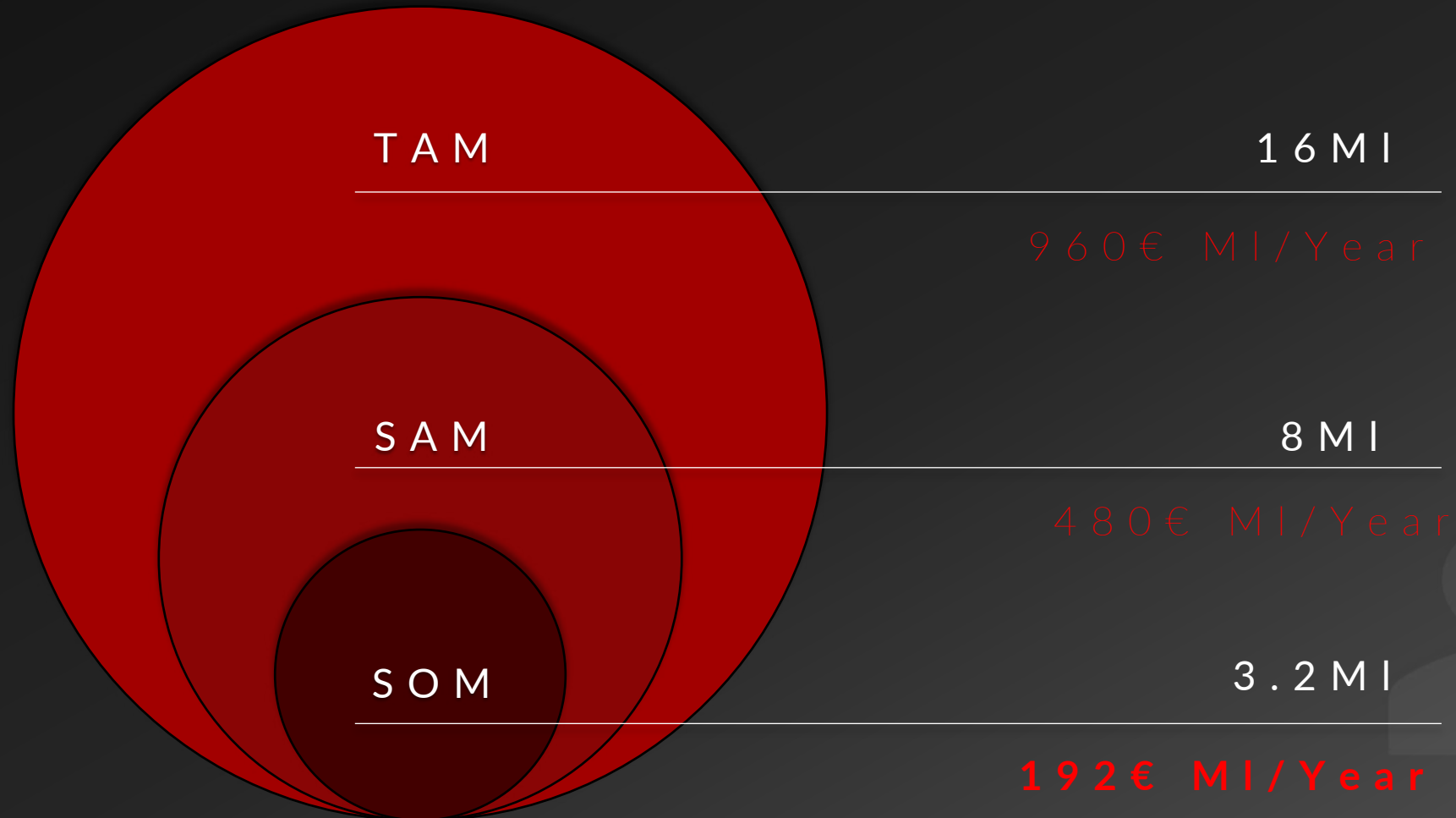
39€/Months

+1€/Person

- In-App Page
- Advanced Stats
- Audience Target
- Compet. Anlys

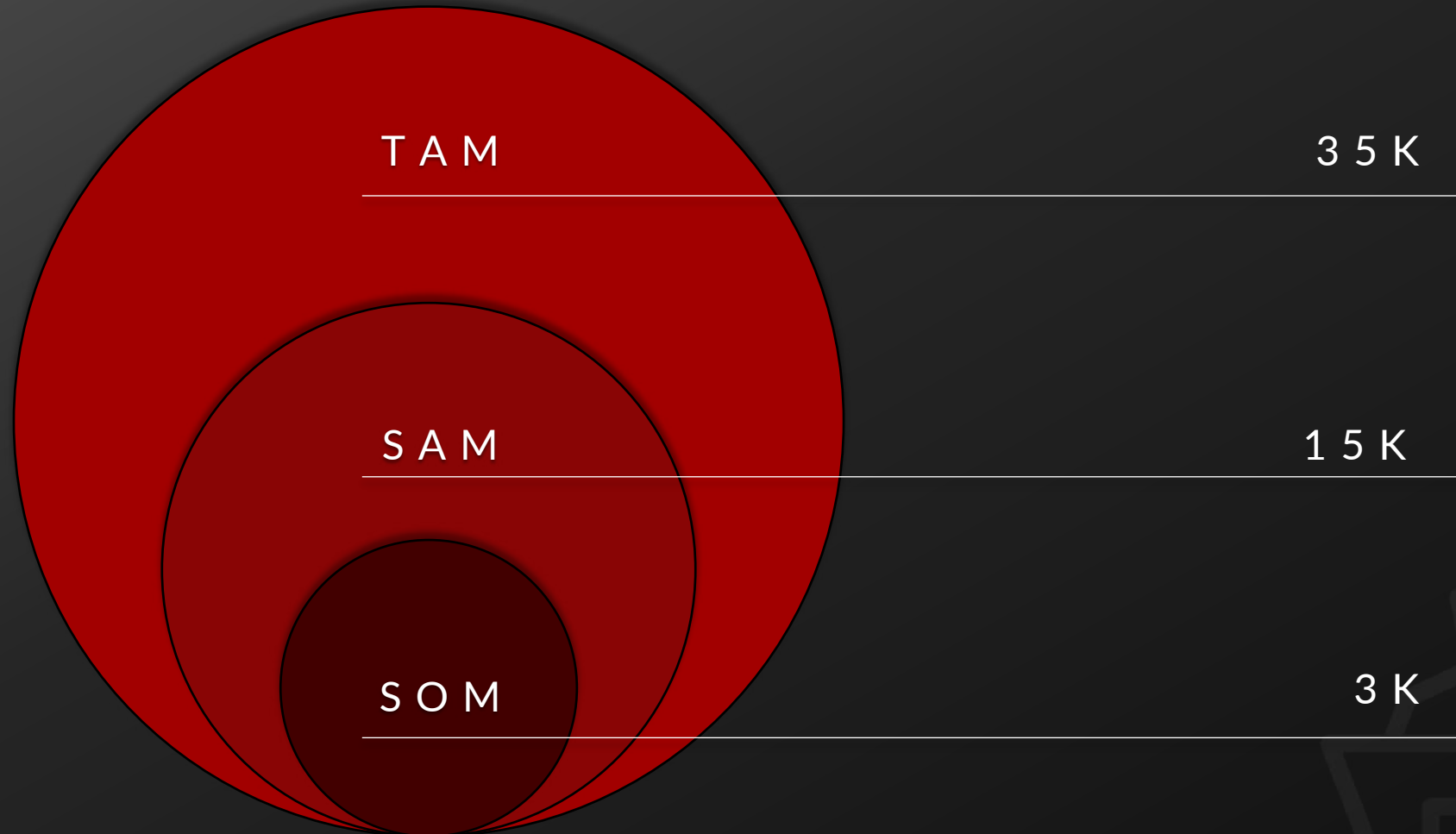
MARKET SIZE

B 2 C



MARKET SIZE

B 2 B



MAIN COMPETITORS



OUR TEAM



Alessandro Angeli
CEO



Nigal Ranieri
CTO



Ilaria Eterno
Graphic Designer



Andrea Angeli
COO



Walter Finamore
Tech. Consultant



Andrea Capula
Fiscality



Nicolò Montesi
Sales Manager



Joanna Pietruszka
Scrum Master

THE ADVISOR



Davide D'Atri
CEO
SoundReef

INDUSTRY PARTNERS



International
Management &
Booking Agency

S U O N I T A L I A N I

Worldwide
Music Festival



Events Productions
& Communication
Agency

THE TESTIMONIALS



Arisa



Stefano Bollani



Danilo Rea



Paolo Fresu



Ludovico Einaudi



Irene Grandi



Mario Biondi



Vinicio Capossela

VENUES ACQUISITION



70 Location
Cold Call & CRM



8 Hours



86% Conversion
Rate



USERS ACQUISITION

Campaign

Realized by Facebook Ads



4800

New Users



€0.11 CPD

Cost Per Download



REACHED RESULTS



5.300
DOWNLOAD



Age:
- 18 / 25



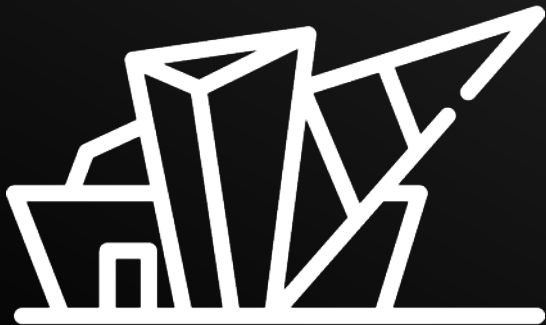
Location:
- Rome



Gender:
- 74% Male
- 26% Female



Channels:
- FB Ads
- Word of Mouth



60 Locations
Subscribed



Location:
- Rome



Channels:
- Cold Call
- Door to door



Subscription:
- 80% Basic
- 20% Medium
- Premium not yet
available



Type:
- 40% Cocktail Bar
- 30% Live Club
- 17% Disco
- 13% Pub

ROAD MAP



- 100K Users in Italy
- 150 Locations in Main Cities

June 2021

January 2021

June 2022



- 5K Users in Rome
- 50 Locations in Rome



- 500K Users in Italy
- 300 Locations in Italy

WE ARE LOOKING FOR



WHY TO INVEST



Solid Network



Experienced
Team



High Potential



NIGHT CITIZEN



Download on the
App Store



GET IT ON
Google Play



NIGHT CITIZEN

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