



GO  **HOBBY**

STARTUP *Pitch Deck*

OCTOBER-9-2023
www.GoHobby.co

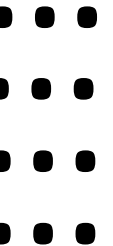
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TEMAS *Pitch*

Below, we list the key points to review in the pitch :

- I. Generalities: Objectives, Mission, Vision.
- II. Issues/Problems.
- III. Innovation.
- IV. Team.
- V. Market Potential.
- VI. Finances.
- VII. Surprise Slide.
- VIII. How we do it
- IX. Business strategies

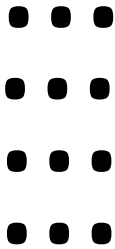




| Generalities

Mission

Providing experiences that contribute to people's well-being through access to various forms *of entertainment and leisure from our partners*, combating stress, and contributing to their physical and mental well-being.

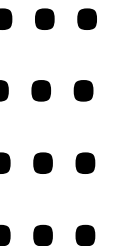


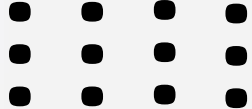
Objectives

GOHOBBY aims to promote entertainment and healthy leisure as a significant dimension of human life. It provides easy and personalized access to various entertainment options and activities through a comprehensive network of partners.

Vision

To be the leading allied entertainment platform for global entertainment experiences, offering the broadest range of *experiences for diverse audiences*.





|| Problems



At **GOHOBBY.CO**, we confront the issue of boredom, monotony, and the undervaluation of entertainment in mental and physical health. We provide easily accessible experiences that redefine leisure and offer meaningful entertainment.

Boredom



In the digital world, technological transformation poses a challenge for many communities, creating inequalities and excluding less-heard voices. At **GOHOBBY.CO**, we tackle this issue by democratizing access to opportunities. We not only centralize entertainment but also build bridges toward digital inclusion.

Digital Inequality.



III Innovation.



INNOVATION.

Incremental Innovation with Artificial Intelligence

Our scalable model aims to start with third-party services and **evolve towards the creation of a full recommendation system that centralize people creation entertainment and hobby plans in all-in-one platform.**

WELL-BEING.

Comprehensive

Gohobby cares about the mental and physical health of its users; therefore, we have developed an approach to **entertainment activities based on the dimensions of being.** We have initiated this by creating the first **"ENTERTAINMENT TEST."**

MARKEPLACE.

Comprehensive

A unique platform that centralizes entertainment services, providing users with a wide variety of experience **for every day, for every occasion.**

EXPERIENCES.

360

We aim to create **unique experiences for Hobbies through a service offering model that begins digitally and can be complemented in person.** Additionally, we promote offering models under the King C methodology – Bait and Hook Model.

EVENTS.

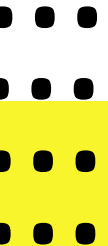
High Impact

We complement our innovation by creating **high-profile annual events.** Leveraging our expertise in the sector, we provide unique experiences for a broad audience.

INTELLIGENCE.

Business

"We identify entertainment needs in the digital market and translate them into hobby service offerings, prioritizing based on the identified needs. We continually evaluate the user experience and collect feedback from our community. This iterative process strengthens and refines our business model, ensuring it remains responsive to evolving demands."





IV. *Equipo*

RONALD A.

CHIEF EXECUTIVE OFFICER

Business Administration Master's Degree Student. Customer Experience Leader (+14 years of experience)

YESID H.

CHIEF TECHNOLOGY OFFICER

Data Science Master's Degree Student. Full Stack Web Developer and Data Professional (+2 years of experience)

DIEGO C

CHIEF FINANCIAL OFFICER

Accounting Manager (+7 years of experience in financial leadership).

ANDREA C.

CHIEF OPERATING SUPPORT

Project Management Specialist (+10 years of experience)



ALEJANDRA O.

CHIEF OPERATING PEOPLE

MBA in Human Resources. Customer Experience Leader (+15 years of experience)



YULIAN C.

CHIEF PRODUCT OFFICER

Recreation Professional with 12 years of social experience.





V. Market *Potential*



According to a report from the Colombian Chamber of Electronic Commerce (CCCE), e-commerce in Colombia grew by 21% in 2020 compared to the previous year, reaching a value of 32.5 trillion Colombian pesos (approximately 9 billion dollars). Additionally, the number of online transactions in Colombia increased by 38%, with outdoor activities ranking third, event tickets in the 8th position, and music at the 14th place.



51,156 M HABITANTES	BOG 7,9 M CUN 3,5 M ANT 6,9 M ATL 2,8 M VAL 4,6 M
33,311 M HABITANTES	BOG 15,3% CUN 6,9% ANT 13,4% ATL 5,4% VAL 8,9%
26,341 M HABITANTES	BOG 3,3 M CUN 1,4 M ANT 2,9 M ATL 1,1 M VAL 1,9 M
2,190 M HABITANTES	BOG 0,33 M CUN 0,1 M ANT 0,29 M ATL 0,1 M VAL 0,19 M

Figura 28. Proporción de personas de 18 años o más que compraron a través de internet por tipo de productos (bienes o servicios) Total Nacional 2021



Fuente: informe Camara de Comercio Electrónica Colombia 2022





VI. *Finances*

Below we list the budget to generate operations for one year at Gohobby.co:

Active Customers on MVP

44

Customer Adquisition Cost

\$5 USD

Estimated investesment for operation of next 5 years:

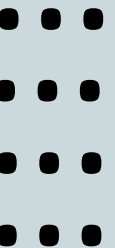
\$1.683.096 USD

Estimated monthly net profit:

25%-40%

ROI:

2 years



VII. *Surprise Slide*

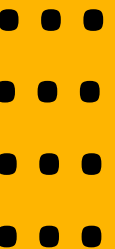


Supporting our social and cultural processes

(Follow link)



<https://youtu.be/GQoqpO0W84>



VIII *How we do it*



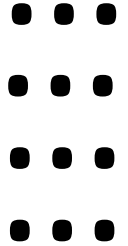
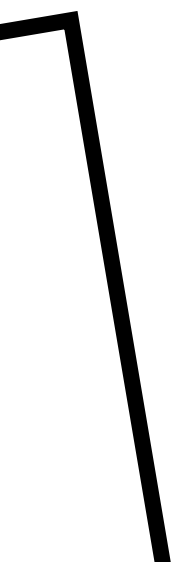
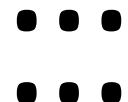
Experiences



We connect



Passions



IX Business strategies



Marketplace

1. MARKETPLACE
2. SERVICES FREEMIUM
3. PRODUCT MARKETPLACE
4. DROPSHIPPING
5. SUBSCRIPTIONS
6. ADVERTISING

Well-being

1. OFFERING WELLNESS PLANS FOR EMPLOYEES AT THE ORGANIZATIONAL LEVEL.

Events

1. HIGH IMPACT. CATEGORIES.
2. CATEGORIES.

Hits

1. OPERATIONAL SUPPORT FOR NEW BUSINESS UNITS.



GO HOBBY



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EXPERIENCIA@GOHOBBY.CO



WWW.GOHOBBY.CO



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GoHobby / Comunidad: Gohobby
Colombia: ¿Qué quieres hacer hoy?



GoHobby_col



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Thank you