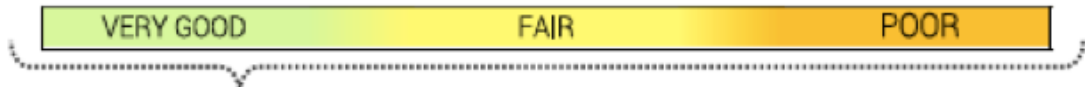


BEACHHEAD (B2B)		PAIN	BENEFITS	HURDLES	COCA (LTV/COCA)	REVENUE SPLIT	Y1 REVENUE (GROSS PROFIT)
1	HOTELS (Branded + Boutique)	MID/HIGH Underutilized facilities Guests lack entertainment	INCREASED REVENUE Innovative Events Bev/Alcohol Revenue	ALTERNATE OPPORTUNITES Risk of lower revenue	LOW¹ Agreements with: Marriott, Hyatt, Hilton (LTV/COCA = 5.8)	40% Hotel 20% Talent 40% PopUpParty	\$828K (\$174K)
2	EMERGING RESTAURANTS	HIGH Fear of failure Negative Cash Flow	FINANCIAL RESCUE New Customers Increased Revenue Bev/Alcohol Revenue	UNDERPERFORMING EVENT Risk of lower revenue	MID² Industry Relationships (LTV/COCA2 = 3.3)	40% Restaurant 20% Talent 40% PopUpParty	\$1.7M (\$357K)
3	WEDDING PLANNERS (Non-Wedding Wedding™)	MID Declining Business No repeat customers.	NEW CUSTOMERS Non-Wedding Wedding is new Business. Access to PUP talent pool	OPPORTUNITY COST OF UNDERPERFORMING Reputation Risk	MID/LOW Industry gatekeepers	45% Planner 15% Talent 40% PopUpParty	\$814K (\$256K)
4	ESTABLISHED RESTAURANTS	MID/HIGH Innovate or die	INNOVATIVE EVENTS Sustains customer base	OPPORTUNITY COST OF UNDERPERFORMING Reputational Risk CHEF RESISTANCE Current chef joins pool	MID/HIGH Traditional mktg. to B2C to prove push/pull strategy	50% Restaurant 20% Talent 30% PopUpParty	\$478K (\$100K)
5	BREWERIES & WINERIES	MID/HIGH No innovation No repeat customers.	NEW CUSTOMERS Innovative Events	OPPORTUNITY COST OF UNDERPERFORMING Risk of lower revenue	MID Event planners Industry gatekeepers.	20% Venue 30% Talent 50% PopUpParty	\$297K (\$123K)



1. LTV = \$44,906 , COCA = \$7,802
2. LTV = \$11,435 , COCA = \$3,460

Advantage to PopUpParty (i.e. Beachhead Selection Criteria)