



## Leilani Social

Leilani Social is an online digital platform that modernizes event planning: streamlined + efficient for everybody involved - from clients to vendors to venue.



### Company Overview

Leilani Social is a fully automated digital workspace that includes a sophisticated, multi-step planning blueprint + tools that fully streamline the event planning process for clients, vendors + venues alike. Based on the type of event, budget, and duration of planning, the software takes the guesswork out of planning, navigating week one through event day with ease. With an extensive database of venues + event providers available for bookings worldwide, this is a "digital" or "virtual" planner for a modern planning experience. Created by an event planner with 10 years in the business, our software eliminates 90% of emails for anybody planning an event, opening space for celebration, wellness, and connection.

### Problem

80% of millennials are planning their wedding online, with 39% actively doing so on their mobile device, yet the wedding industry still seems to be in the dark ages when it comes to planning. "Couples are much more tech savvy...A bride planning her wedding with her smartphone expects from her local wedding professional the same things that she expects from Uber and AirBNB," adds Steib. Yet the evidence (and our experience) shows that wedding planning is often clunky, messy, and has a "work harder not smarter" approach.

### Highlights

Leilani Social has earned almost \$1M to date with virtually no advertising. With over 50,000 social media followers across all platforms + half a million impressions online monthly, Leilani Social has become a heavy-hitter in the event industry.

Leilani Social has successfully planned 500 events since 2016 in 3 countries + 5 US states, and expanded to 4 regions aside from home region within the first 2 years of business. We launched our first product the bachbox, a themed "party-in-a-box" decor kit for bachelorette parties in 2018, and was nominated as Best Planner in Orange County, CA in 2018, 2019 + 2023. The brand has been published over 60 times in national publications, and featured in People, InTouch, Us Weekly, E!, Brides, with founder features in Us Weekly + CEO Weekly. We have mentored over 100 young people all over the world through our "Leilani Squad" internship program, and have evolved from an event planning company to a lifestyle brand, now serving brands + brides alike, consulting, and creating content for brands in the hospitality space.

### Go-To-Market Strategy

Leverage prior experience in the wedding market and then expand its reach to the global event planning space. Award show release

### Financial Info

**Raising**

\$150K

**Valuation**

\$1M

### Business Stage

Paying Customers

### Business Type

Hospitality

### Meet the Team



Danielle Leilani Evans

Founder

1. Software Beta leveraging prior customers
2. Wedding Planner release utilizing wedding service providers
3. Key strategic partnership coordinating + Corporate event planner release
4. Award show release

### **What Makes Us Special**

Nobody in the wedding + event industry has been able to single-handedly accomplish what I (founder Danielle) has been able to accomplish. From year one, I've hit the ground running - my mission has always been to build a brand that's not only one of a kind but the best, and break ground in the industry.

From a young child, I not only knew that I wanted a better life for myself, but I know in my soul that I would make it happen. I am a female BIPOC. My mother passed away when I was 23 years old, just a few years before I started my business. If I followed in the footsteps that were laid before me, I should have a job as a store manager or executive assistant at best. The fact that I am writing this, applying for this, and have people behind me that fully support that this brand should go far + wide means that I have broken a generational curse.