



Leilani Social

PITCH DECK



problem

80% of millennials are planning events online,
with 39% actively doing so on their mobile device

...yet the event planning industry remains 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.



solution

LEILANI SOCIAL

A fully automated digital workspace that includes a sophisticated, multi-step planning blueprint, and tools that fully streamline the event planning process for clients, vendors, and 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.

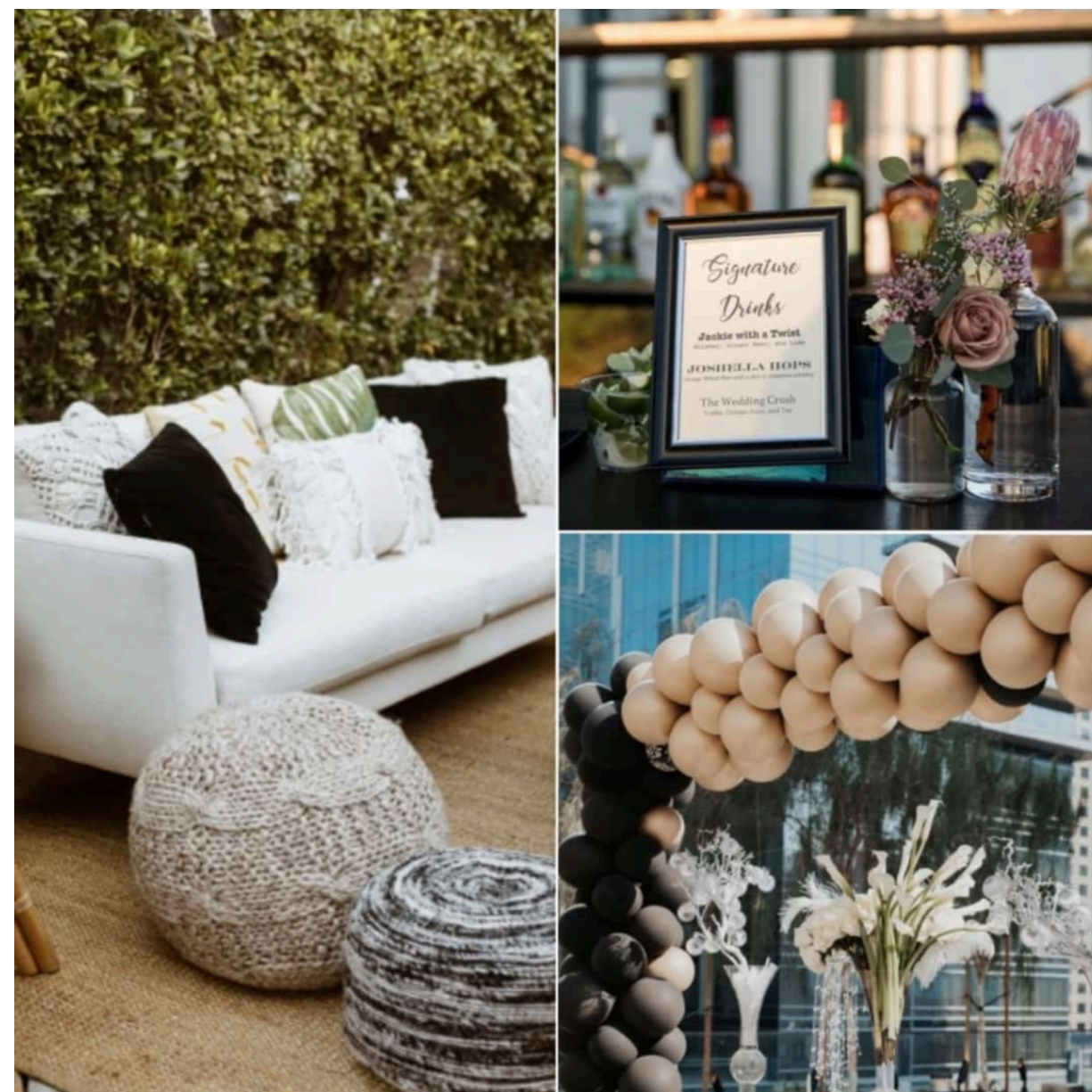
The Leilani Social software eliminates 90% of event planning emails, which creates space for celebration, wellness, and connection.



product offering



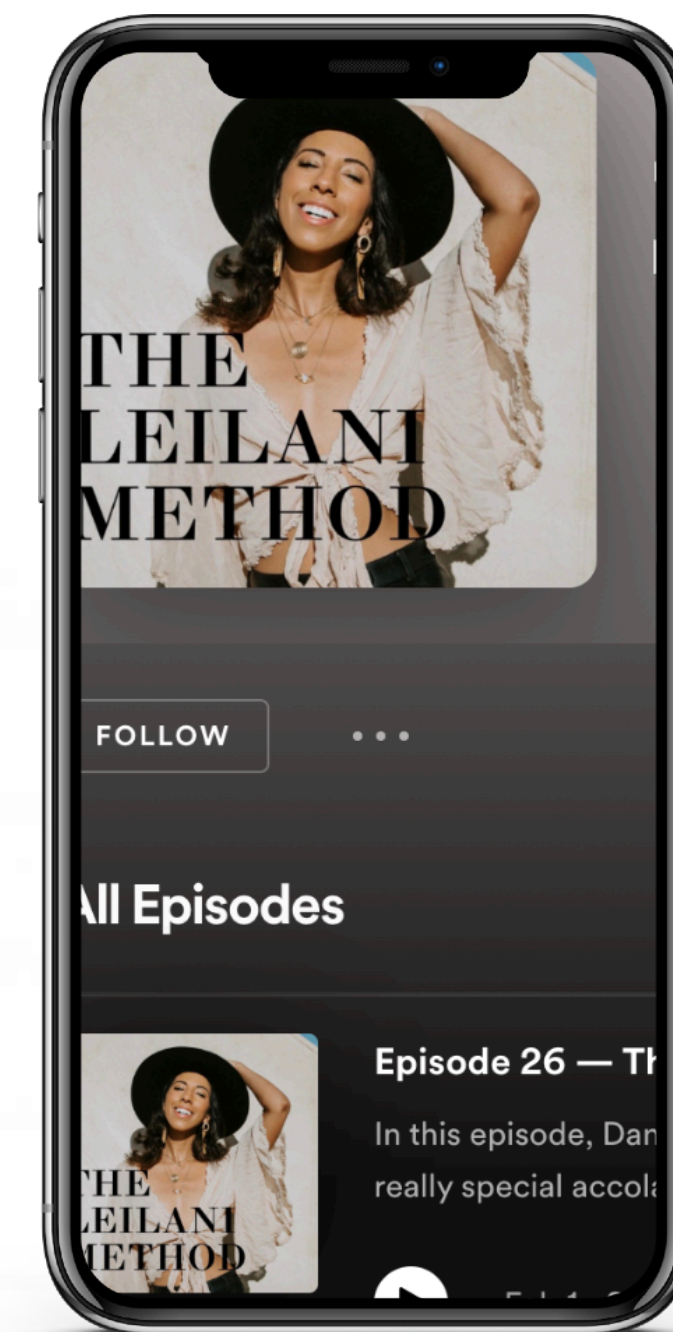
The Bachbox



Event Planning & Design



Event Management



Event Planning Software
(Future)

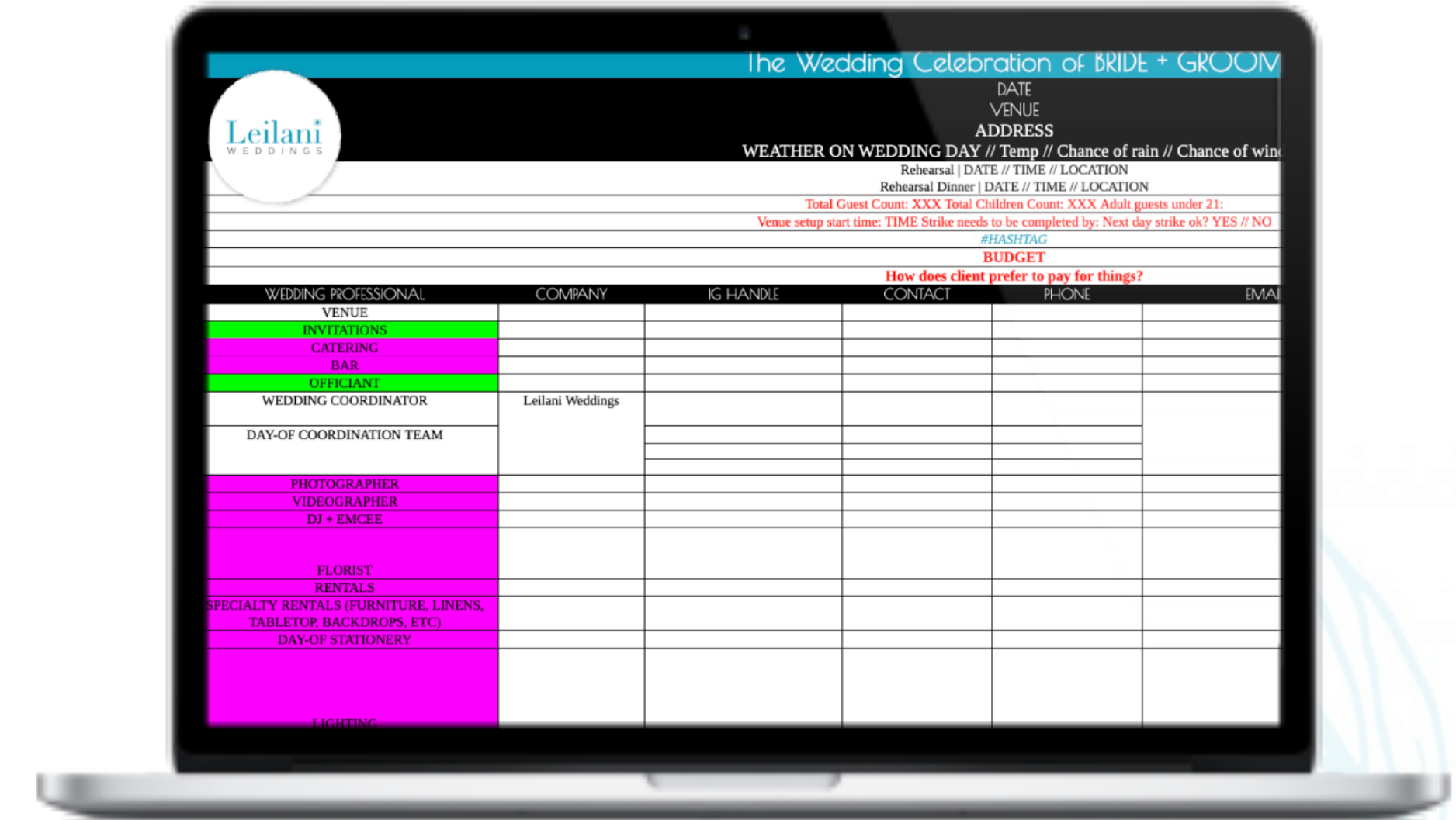
business model



Planner Service Fees



Product Purchases



Software Subscriptions

go-to-market

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

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

market overview

\$690 BILLION

TAM



Global event management industry spend

\$60 BILLION

SOM



US spend on weddings

\$14 BILLION

SAM



US spend on event management service

competitive landscape

	LEILANI SOCIAL	THE KNOT	PLANNERS
Streamlined	✓	✓	
Scalable	✓	✓	✓
Actually helps plan efficiently (workspace)	✓		
Services all stakeholders (clients, venues, vendors) - workspace works for everyone	✓		
Media brand	✓	✓	
Lifestyle based	✓		

our founder



Danielle Leilani

Founder of international event planning and design powerhouse Leilani Social, a business coach, lifestyle personality, and event planner with 10 years in the business.



traction

Single-handedly.
No paid advertising.
No investment money.

We have a clear brand image, a rock-solid infrastructure, and a robust marketing plan.

\$812,000
revenue



investment opportunity

\$150,000

DEVELOPMENT

OPERATIONS

MARKETING





Leilani Social

