

Caboodle the **APP**

Simplifying Social Media



No easy way exists to manage
all your social apps in one place!

8.6 Accounts

Per User

2.2 Hours

Per Day Spent on Apps

103+

Social Media Sites in 2021

Meet Caboodle



The first app that gives you more time in the day!

SOLUTION



An all in one app where users can check notifications, message, and post on any or all of their social media accounts

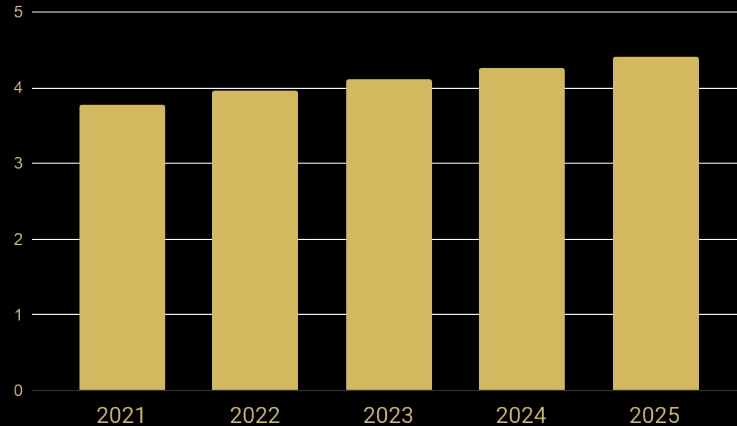
**Save
Time**

**Be
Efficient**

**Get
Organized**

Social Media's Unstoppable Growth

● Social Media Users (billions)



3.6 Billion

Current Social Media Users

16.2% Growth

Projected for 2021 alone

\$61.2 Billion

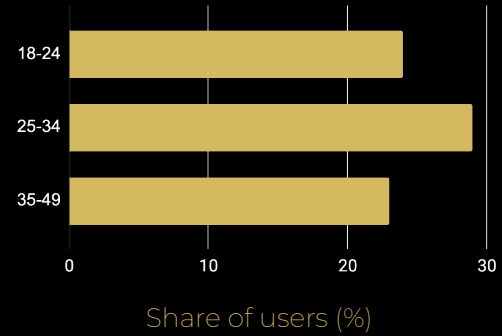
Industry

TARGET MARKET

Male & Female



Age Demographics



Marketing Strategy



Build Our Brand

Through Ads on
Social Media
Platforms

Celebrity Endorsements

Testimonials and
Partnerships with
Celebrities



A/B Testing

To Ensure the
Most User
Friendly Interface
is in Use

Partner with Local Charities

Encourage Users
to Donate to Local
Charities and Help
Their Community



COMPETITORS

COMPANY	HootSuite		MOE Assist
FOUNDED	2008		2019
DESCRIPTION	This service takes the form of a dashboard and supports social network integrations for Twitter, Facebook, Instagram, YouTube, etc.		MOE Assist aims to be a project management tool to help influencers centralize and manage projects, brand partnerships, invoicing, and payments.

Competitive Advantages

First app of its' kind

No other app functions like Caboodle

Ease of use

User friendly interface

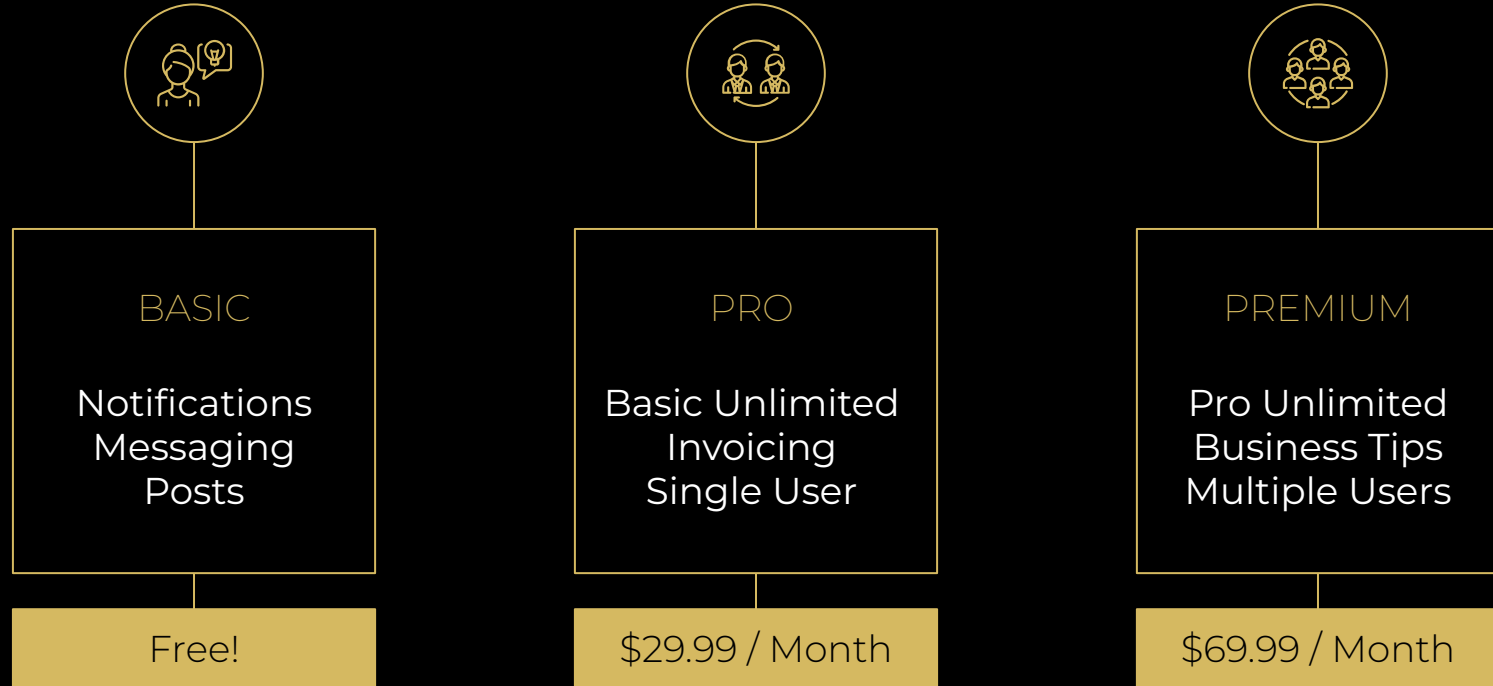
Affordable options

Offers three pricing options

Strong market

Social media usage only continues to rise

Revenue Model



OUR TEAM



Grace Gallucci

Chief Creative Officer
B.F.A. Chapman University



Isabella Fangary

Chief Executive Officer
B.S. Chapman University



Grace Galusha

Chief Marketing Officer
B.S. Chapman University

Revenue



With 900K subscribers, we will break-even in Year 3 with a revenue of \$11.2 M

Raising \$1 Million For the Following:



App Development

Ten Months of Development: 280K
Beta testing: 10K
Total: 290K



Marketing & App Maintenance

Marketing (year 1): 10K
App Maintenance (year 1): 56K
Total: 76K

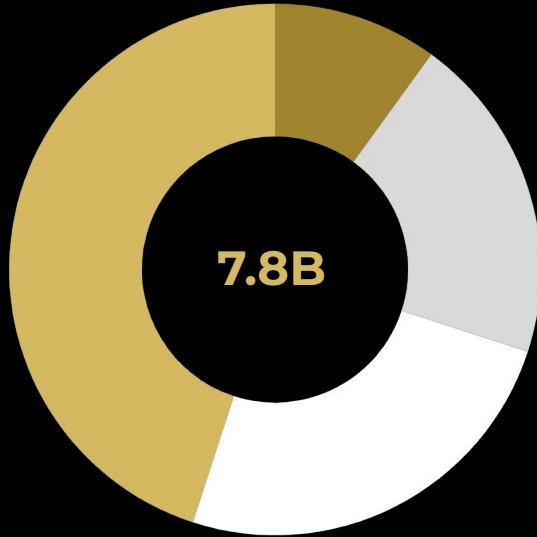


Staffing and Operating Expense

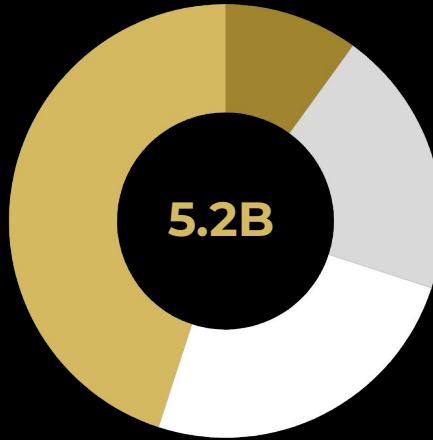
Initial Startup Costs and Operating Expenses: 234K
Employee Salaries (after break-even point): 400K
Total: 634K

Social Media's Unstoppable Growth

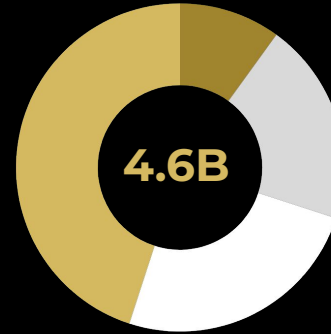
World Population



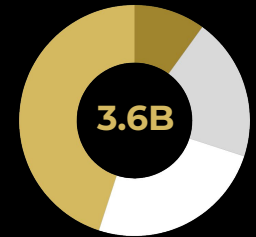
Cell Phone Owners



Internet Users



Social Media Users



Social Media has gained 490 million users over the past 12 months, delivering year-on-year growth of more than 13%, and is expected to have an annual growth rate of 4% over the next 5 years.



\$52.3 Million

This will be our revenue by 2025, and we will break even in 2023. Just one year after Caboodle's launch!



PROBLEM

Multitude of apps most people find themselves using over 8 social media apps

Time is being spent checking every individual app

No easy way exists to manage all your social apps in one place

8.6 Accounts

Per User

2.2 Hours

Per day spent on apps

\$30.80 Wasted

Based on California current
minimum wage

01

Problem

Time, multitude of apps,
no easy way

02

Solution

All in one app

03

Market

Large market only
increasing over time

04

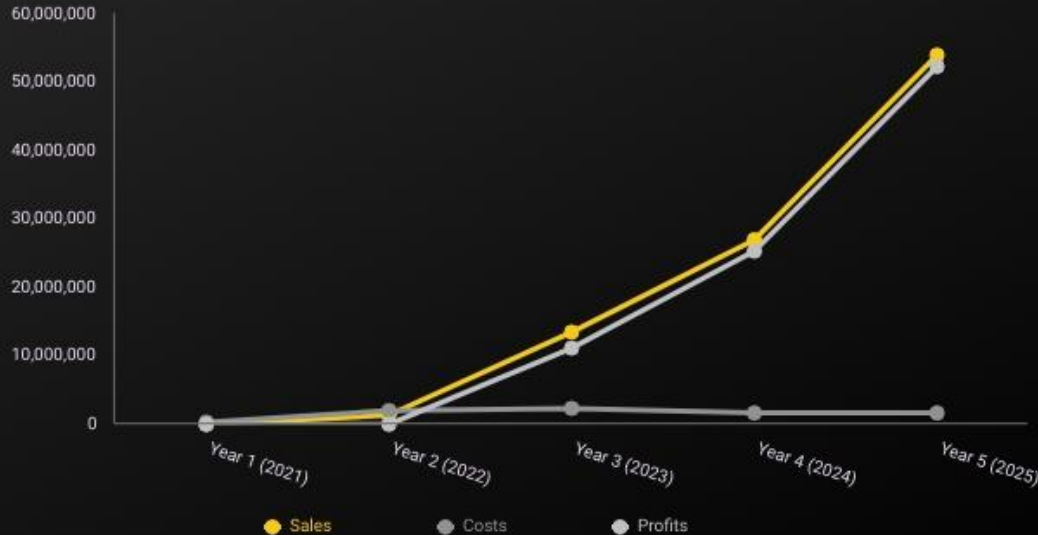
Ask

\$1 million dollars

Revenue

Sales, Costs, and Profits

We will break even in year one year after Caboodle's Launch!



**With 900K
subscribers,
we will
break even
in Year 3
with a
revenue of
\$11.2 M**

THANKS!



Do you have any questions?
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