

OPPORTUNITIES FOR



Cliff Consulting



Dylan



Ryleigh



Marley



Ethan





AT A GLANCE



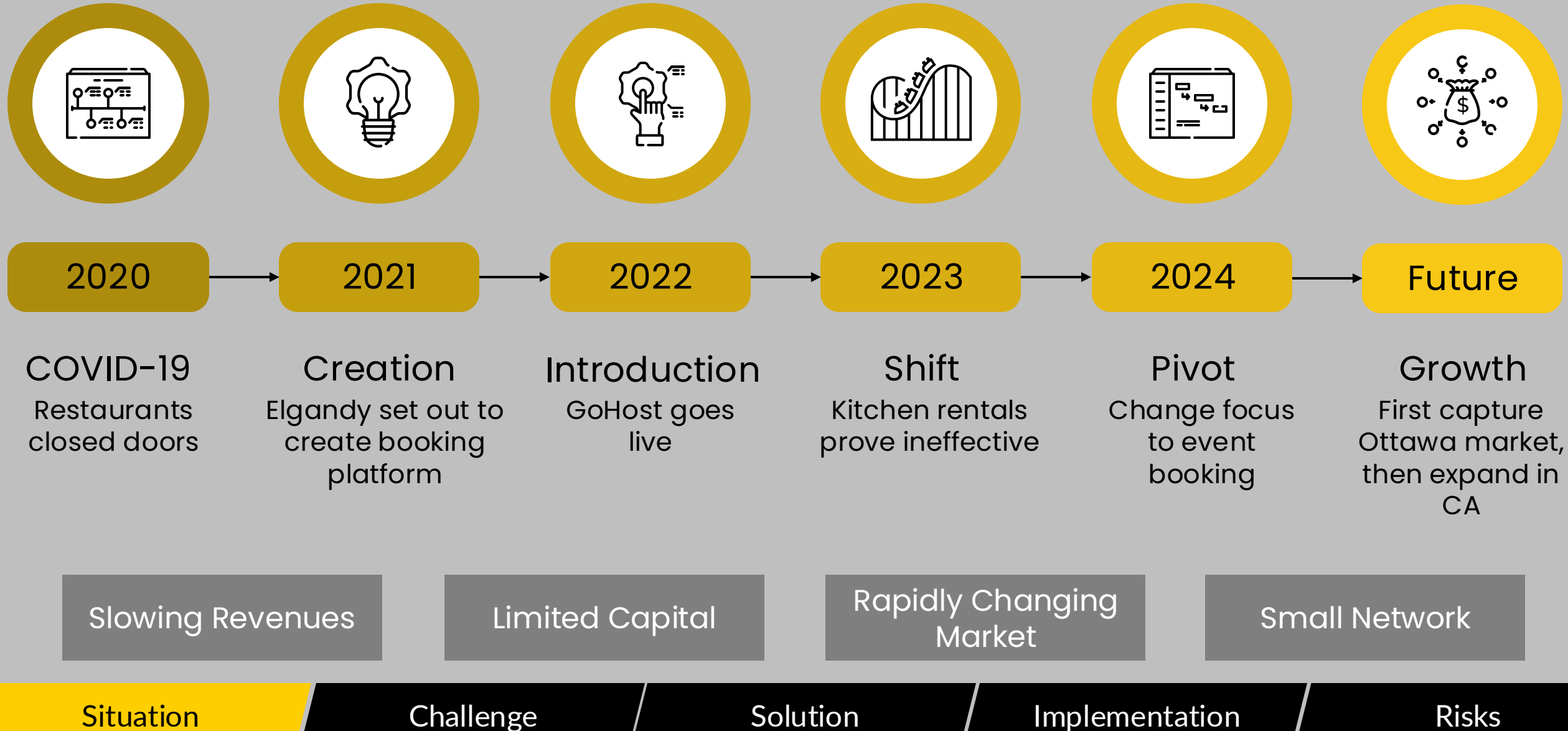
600
Potential
Ottawa Venues

1422
Venues by
2027

\$6.5 Million
NPV by 2027



TIMELINE OF GOHOST





WHERE ARE YOU NOW?

Current Situation



Shifting from renting restaurant kitchens to offering diverse booking options to new market needs



Operational and not efficient due to restricted capital requiring cost-effective solutions for expansion



Focusing on creating connections to support new and improved business model

How will GoHost focus their view on the market while finding avenues for expansion and revenue growth?



GOHOST GOALS



1

Find Cost
Effective
Solution

3

Expand
Outside of
Ottawa

Increase
Recognition

2

Optimize
Pricing
Model

4

Situation

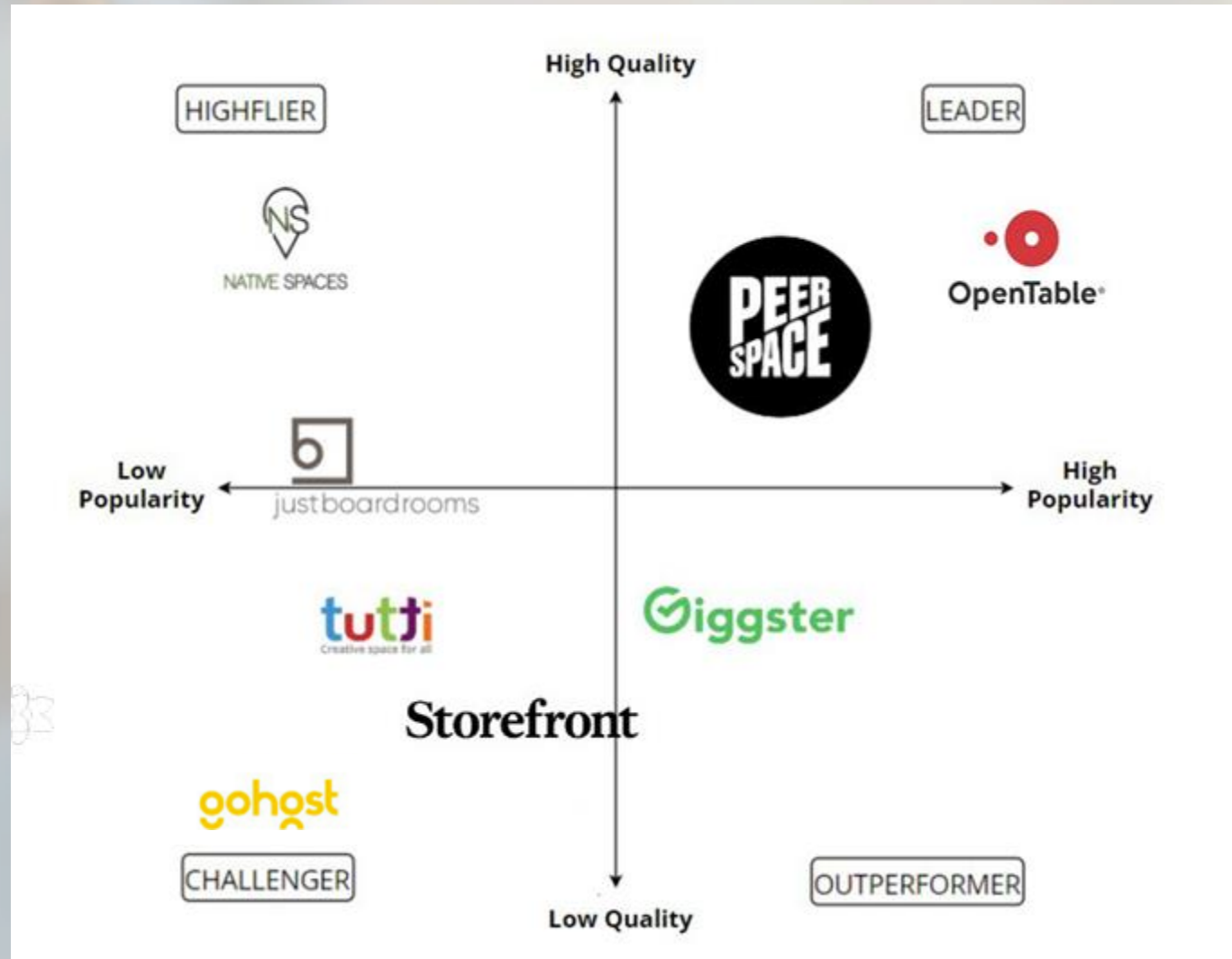
Challenge

Solution

Implementation

Risks

COMPETITOR ANALYSIS



Situation

Challenge

Solution

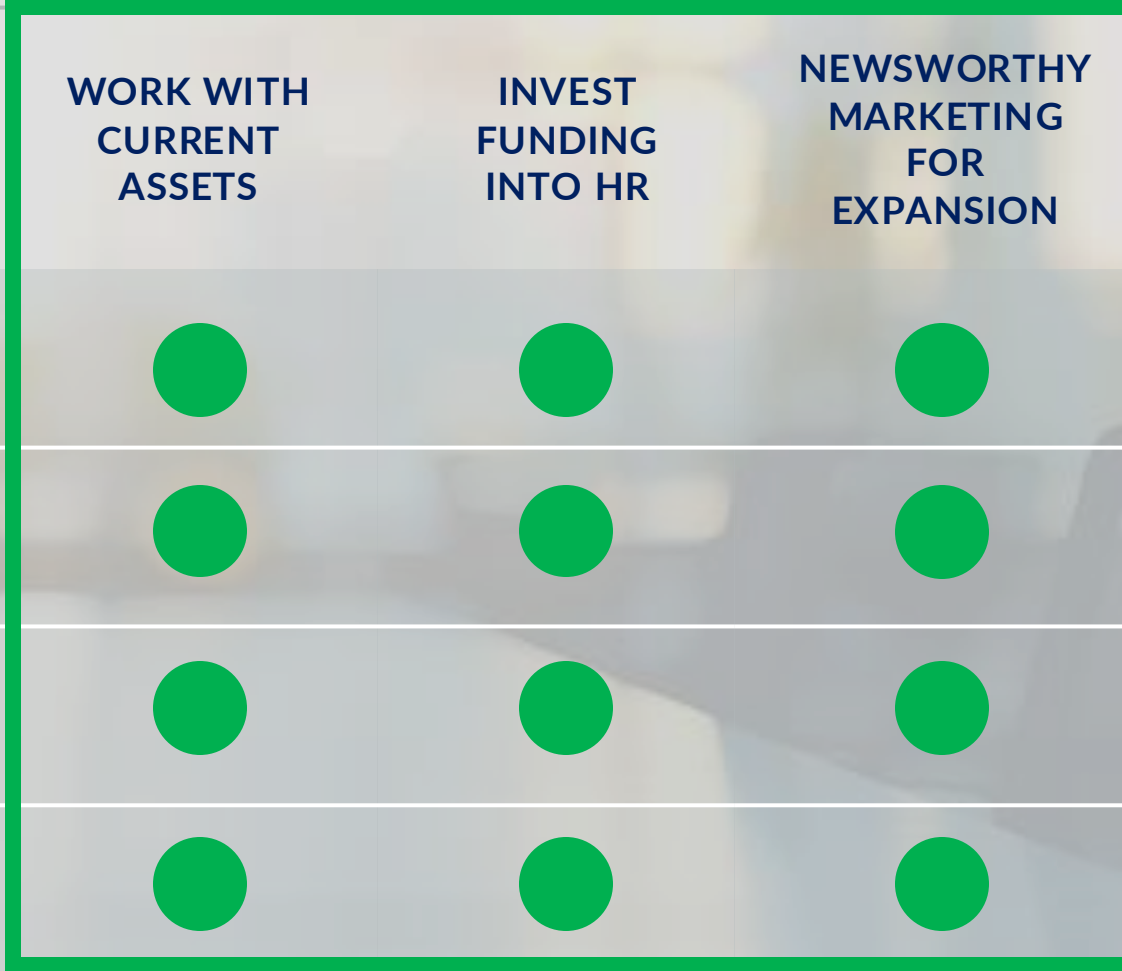
Implementation

Risks

ALTERNATIVES



	HOST POP UP EVENTS	UTILIZE MAGAZINE ADS	RENT A CHEF INITIATIVE	WORK WITH CURRENT ASSETS	INVEST FUNDING INTO HR	NEWSWORTHY MARKETING FOR EXPANSION
Long Term Profitability	Red Circle	Yellow Circle	Yellow Circle	Green Circle	Green Circle	Green Circle
Increases Recognition	Yellow Circle	Green Circle	Yellow Circle	Green Circle	Green Circle	Green Circle
Expanding Network	Yellow Circle	Red Circle	Yellow Circle	Green Circle	Green Circle	Green Circle
Cost Effective	Red Circle	Yellow Circle	Green Circle	Green Circle	Green Circle	Green Circle



THE WIN STRATEGY



WIN

Work with Current Assets

Utilize current network to prepare company for future funding

Invest Funding

Hire staff and invest into awareness campaigns

Newsworthy Marketing

Continue to network and expand to different locations throughout Canada

Situation

Challenge

Solution

Implementation

Risks

THE WIN STRATEGY



WIN

Work with Current Assets

Utilize current network to prepare company for future funding
(month 0-6)

Invest Funding

Hire staff and invest into awareness campaigns

Newsworthy Marketing

Continue to network and expand to different locations throughout Canada

Situation

Challenge

Solution

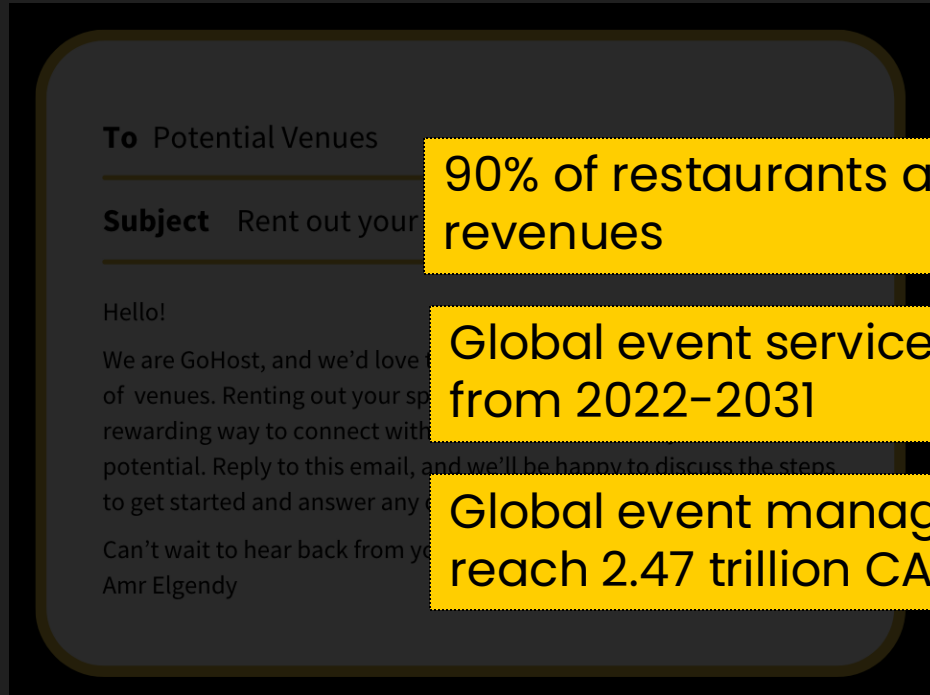
Implementation

Risks

WIN STRATEGY – WORK WITH CURRENT ASSETS



How to Work with GoHost Current Assets before Funding



01

Who do we want on the platform?

- Current restaurants with capacity for event spaces (6)

90% of restaurants are looking for multiple streams of revenues

Global event services market expected CAGR of 7.6% from 2022-2031

Global event management market size expected to reach 2.47 trillion CAD by 2029 (CAGR 11.06%)

03

Who is Going to Recruit?

- Utilize Elgendy's current network and personability
- Hire two marketing/sales interns

WIN STRATEGY – WORK WITH CURRENT ASSETS



Utilize a Low Cost Student Internship Program

Target Intern

University student studying marketing or business

Looking for a job in sales or marketing after graduation

Eager to jump-start career with an internship next semester

Internship: Marketing Representative

Location: Ottawa, Canada

Duration: January 2025 - May 2025

Hours: 10 hours a week

About Us

GoHost is an event space services company that specializes in providing secure and reliable hosting solutions with a focus on infrastructure needs. We are dedicated to provide a hands-on learning experience.

Position Overview

We are seeking an enthusiastic and motivated **Marketing Sales Representative Intern** to join our team. While this is an unpaid internship, you will develop practical skills, build your professional network, and gain real-world experience in a fast-paced environment.

Key Responsibilities

- Assist in developing and implementing marketing and sales strategies to drive business growth.
- Conduct market research to identify potential customers and trends.
- Support outreach efforts, including crafting emails, and managing follow-ups.
- Collaborate with the marketing team to create promotional materials, such as brochures, social media posts, and newsletters.
- Support the coordination and execution of marketing campaigns and events

Qualifications

- Currently pursuing or recently completed a degree in Marketing, Business, Communications, or a related field.
- Strong communication and interpersonal skills.
- Basic knowledge of sales techniques and customer relationship management is desirable but not required.

What You'll Gain

- Hands-on experience in sales and marketing strategies.
- Potential consideration for future paid opportunities within the company.

Situation

Challenge

Solution

Implementation

Risks

WIN STRATEGY – WORK WITH CURRENT ASSETS



Utilize Interns and Post Card to Create Low-Cost Marketing

Researching Leads and compiling a database of venues

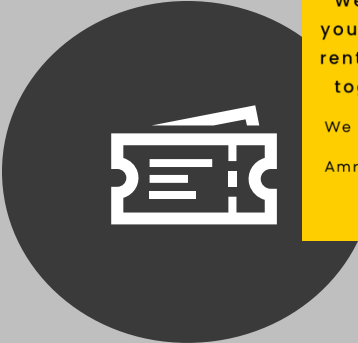


Postcard Mock-Up



Traveling with Elgendy to event spaces for recruitment

Sending out marketing emails and direct mail



gohost

DEAR BUSINESS,

We're GoHost and we specialize in helping spaces like yours rent out your venue for events. By working with us, renting out your venue will be so much easier. Let's work together to increase awareness for your event space.

We look forward to connecting,

Amr Elgendy

<https://gohostnow.com/> 1-866-920-0507



Revamp social media pages

Goal to recruit 30 venues within 6 months

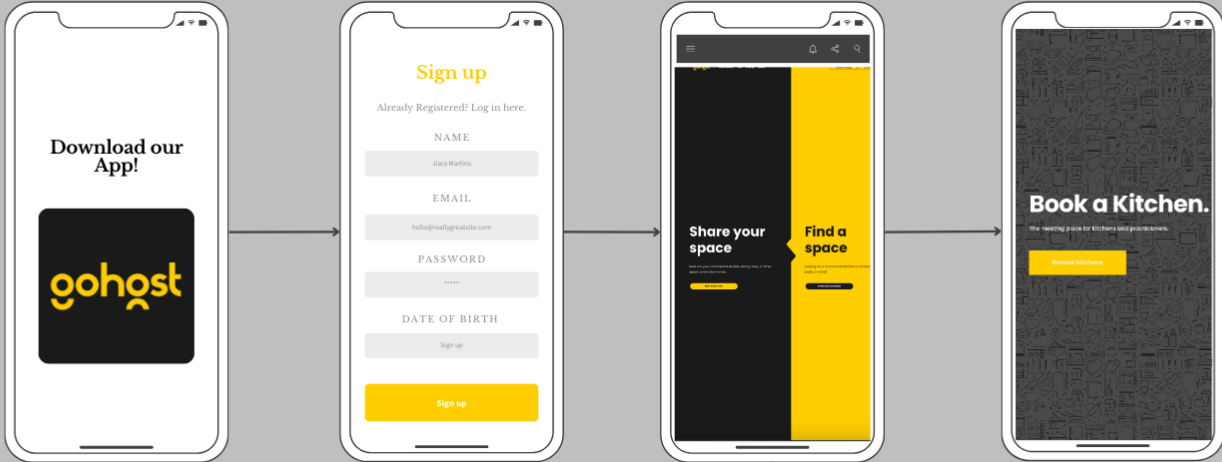
WIN STRATEGY – WORK WITH CURRENT ASSETS



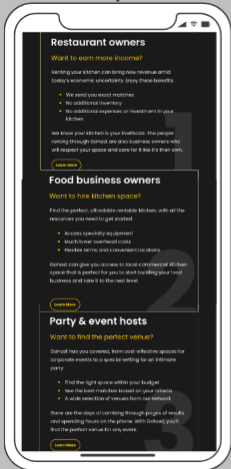
Create Full Experience of Business Through Creating App

Finish development of platform through creating an app

Add two-way review system



Increase sales by 18%



WIN STRATEGY – WORK WITH CURRENT ASSETS



Create Full Experience of Business Through Creating App

Development of the App is complete

30 Venues Join our platform

Revamped social medias

Re-launch Platform

WIN STRATEGY – WORK WITH CURRENT ASSETS



Benefits

Increased visibility and brand awareness

Expanding network to more focused market

Increased trust will build repeat customers

Situation

Challenge

Solution

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Risks

THE WIN STRATEGY



WIN

Invest Funding

Hire staff and invest into awareness
campaigns
(months 6-24)

WIN STRATEGY – INVEST FUNDING



Invest into HR for Better Allocation of Resources



Business Development
Manager

- Experience with consulting or start-up business strategy
- Highly motivated, salaried employee
- Young adult (30-35)



Head of Marketing

- Experience in marketing, salaried employee
- Has worked with event spaces in the past
- Young adult (30-35)

Situation

Challenge

Solution

Implementation

Risks

WIN STRATEGY – INVEST FUNDING



Starter plan

\$0

monthly subscription

15%

payment commission

- Business profile
- Equipment and features
- Verified users
- Account setup support

Premium plan

\$95

monthly subscription

8%

payment commission

- Business profile
 - Equipment and features
 - Verified users
 - Account setup support
- Plus**
- Brokerage services
 - Top of the list
 - Custom build contract
 - Transaction insurance

Promotion plan

\$195

monthly subscription

8%

payment commission

- Business profile
 - Equipment and features
 - Verified users
 - Account setup support
- Brokerage services
 - Top of the list
 - Custom build contract
 - Transaction insurance
 - Promotions on our social media
 - Highlighted on our home page
 - Blog posts highlighting your venue

Tiered subscription models are 50% more likely to attract new business

Targeting All Businesses on Platform

Situation

Challenge

Solution

Implementation

Risks

WIN STRATEGY – INVEST FUNDING



WHY?


Mimicking Airbnb and Open Table success stories

Set up awareness campaign for the rest of Canada

Other platforms lack personal touch



Sponsored

 GoHost
<https://gohostnow.com/>

[About | GoHost](#)

At GoHost, we believe in the power of the shared economy to connect restaurant owners and budding food entrepreneurs across Canada, North America and the world.

Measurements

- Click through rates
- Engagement Rate of 3%

Situation

Challenge

Solution

Implementation

Risks

WIN STRATEGY – INVEST FUNDING



Benefits

Targets Business Growth

Enhanced Online Presence

Better Resource Allocation



Situation

Challenge

Solution

Implementation

Risks

THE WIN STRATEGY



WIN

Newsworthy Marketing

Continue to network and expand to different locations throughout Canada
(month 24 -beyond)

Situation

Challenge

Solution

Implementation

Risks

WIN STRATEGY – NEWSWORTHY MARKETING



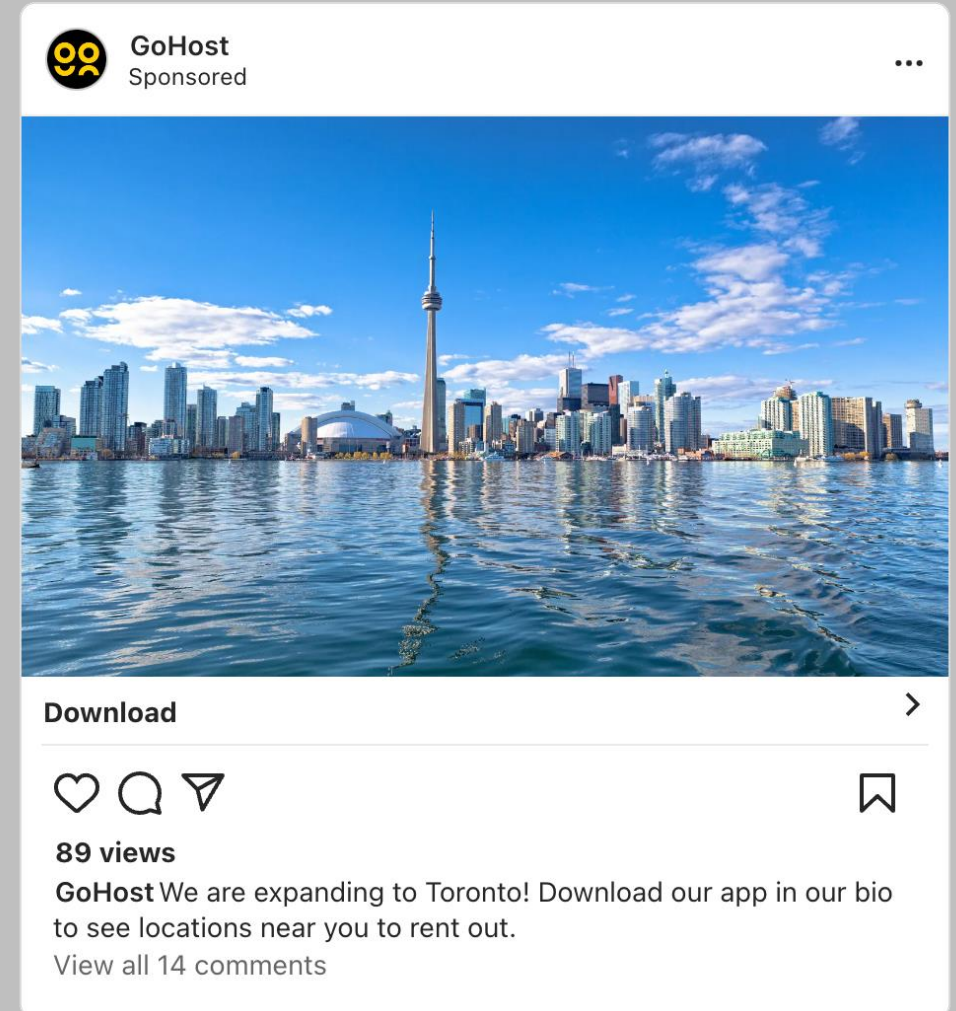
Expand to Toronto

TORONTO EXPANSION

Population 6x times larger than Ottawa

Attract around 14 million visitors annually

Hosts over 150 major events annually



Situation

Challenge

Solution

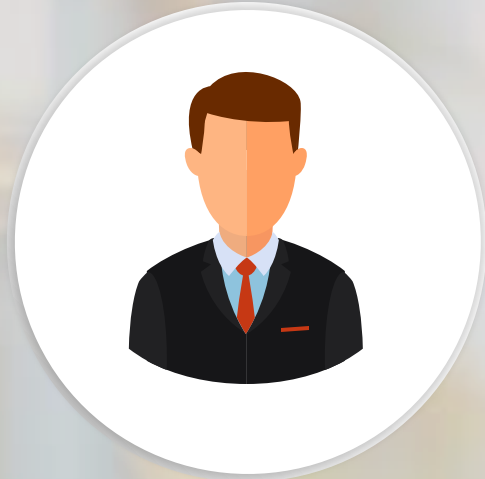
Implementation

Risks

WIN STRATEGY – NEWSWORTHY MARKETING



Invest into HR for Better Allocation of Resources



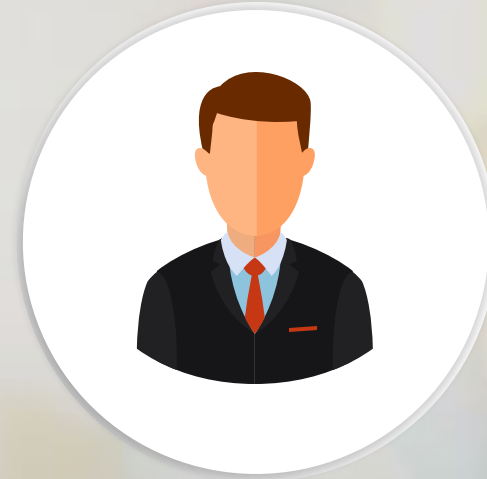
Business Development
Manager, Toronto (x2)

Pitch new subscription model to venues

Work with venues to create listings

Expand network of venues within Toronto area

Goal is to reach 1400 venue goal



Marketing Manager, Toronto (x2)

Increase digital presence through SEO marketing and targeted ads

Restarting website blog

Develop digital and social media marketing materials

Situation

Challenge

Solution

Implementation

Risks

WIN STRATEGY – NEWSWORTHY MARKETING



Highlight in News Story



Target conversion rate of 3-5%

WHY?

Create Press Release and news story about expansion

Generate Excitement Around New Entrance

Revenue Growth Through New Market Exposure

Situation

Challenge

Solution

Implementation

Risks

WIN STRATEGY – NEWSWORTHY MARKETING



INTERVIEW WITH BLOG TO

Local news outlet known for restaurant reviews and event listings

News interviews increase favorability of brand by 31%

60% of people trust news outlets more than advertisements

The logo for 'blogTO' is displayed in white, lowercase letters on a solid red rectangular background. The 'b' is lowercase, while 'log' and 'TO' are uppercase. The 'O' is a simple circle.

Situation

Challenge

Solution

Implementation

Risks

WIN STRATEGY – NEWSWORTHY MARKETING



Benefits

Increase Brand Visibility

Wider Customer Reach

**Revenue Growth through New
Market Exposure**



Situation

Challenge

Solution

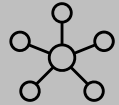
Implementation

Risks

3 YEAR RETURN PROJECTION



Key Assumptions



Ottawa TAM 600 Venues



WACC 50%



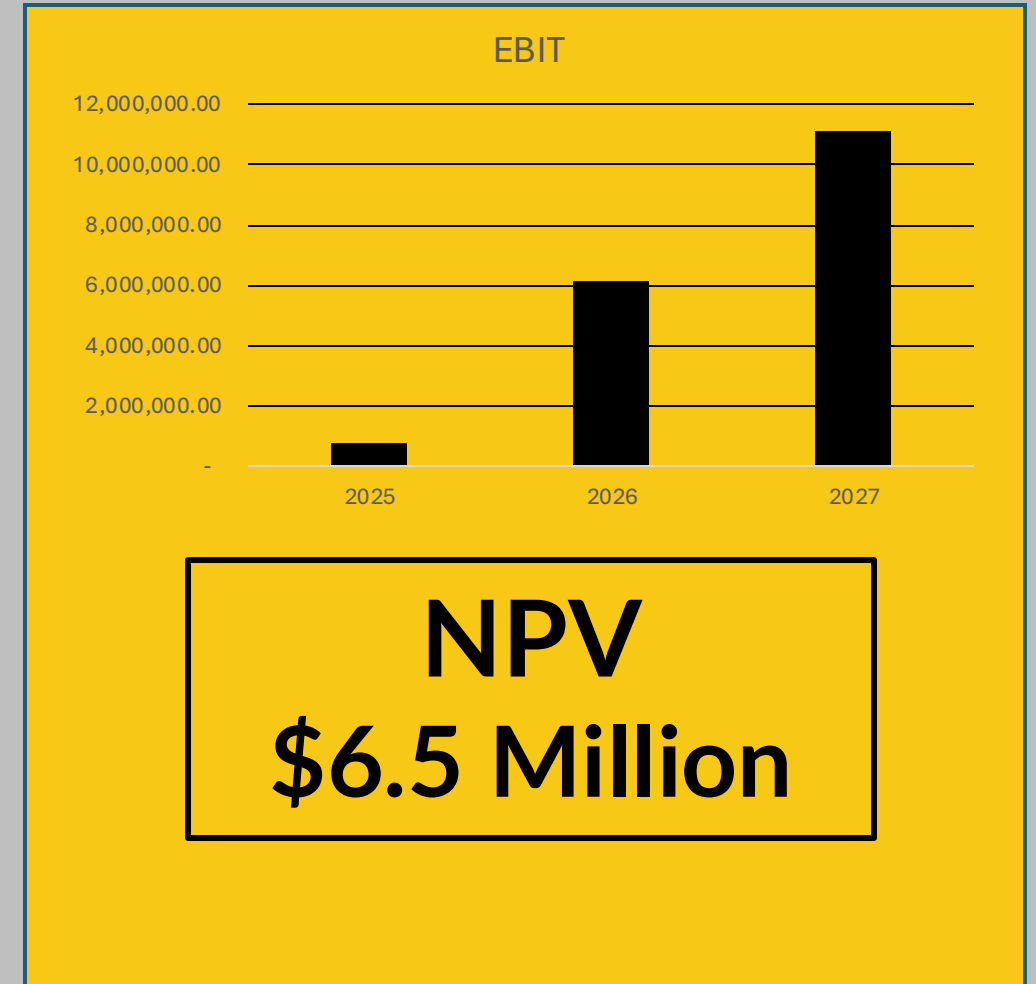
Costs Expand With Venues



3 Tiered Pricing Model



Toronto Market 6.5x Larger



Situation

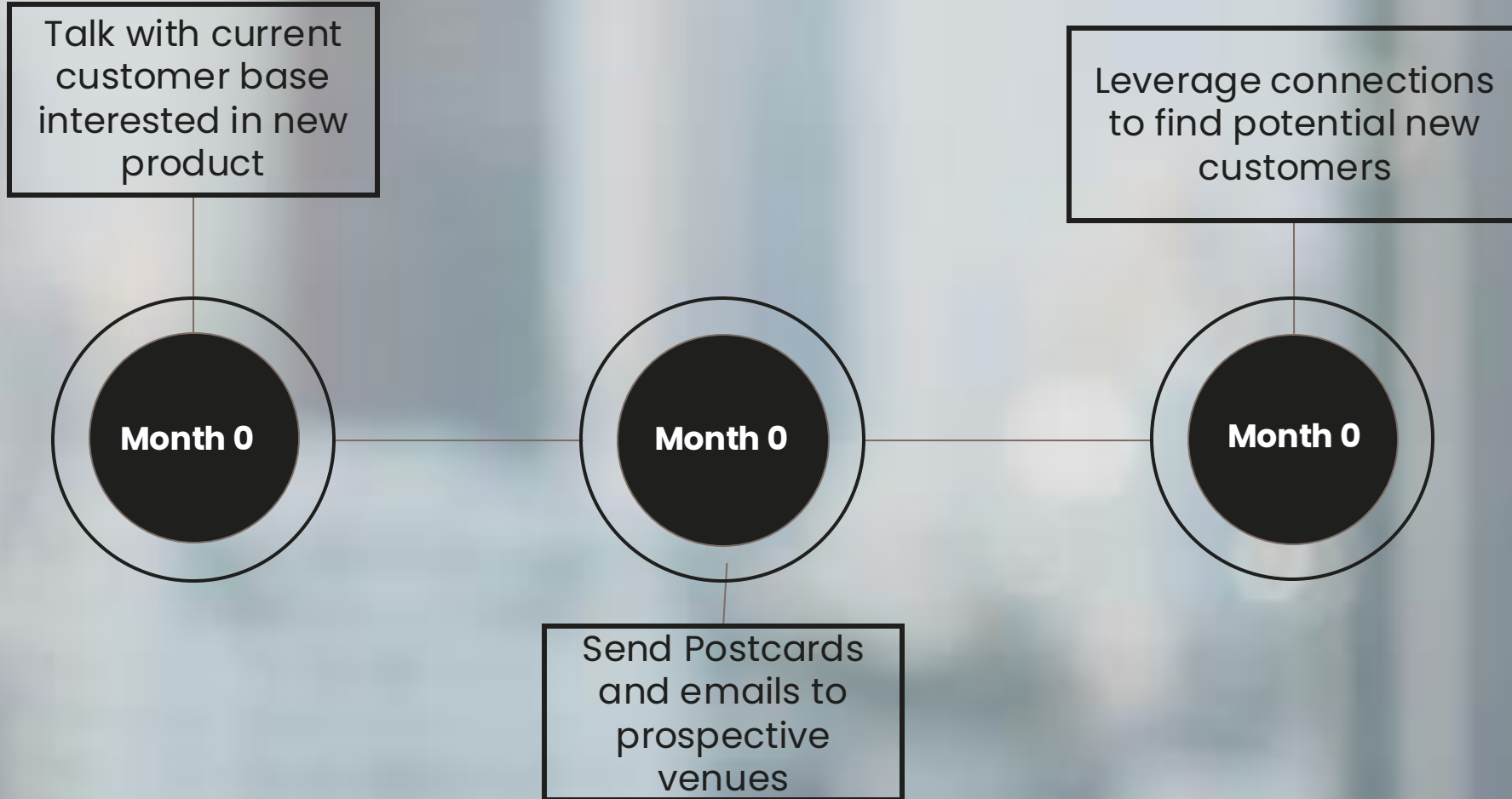
Challenge

Solution

Implementation

Risks

TOMORROWS ACTION POINTS



Situation

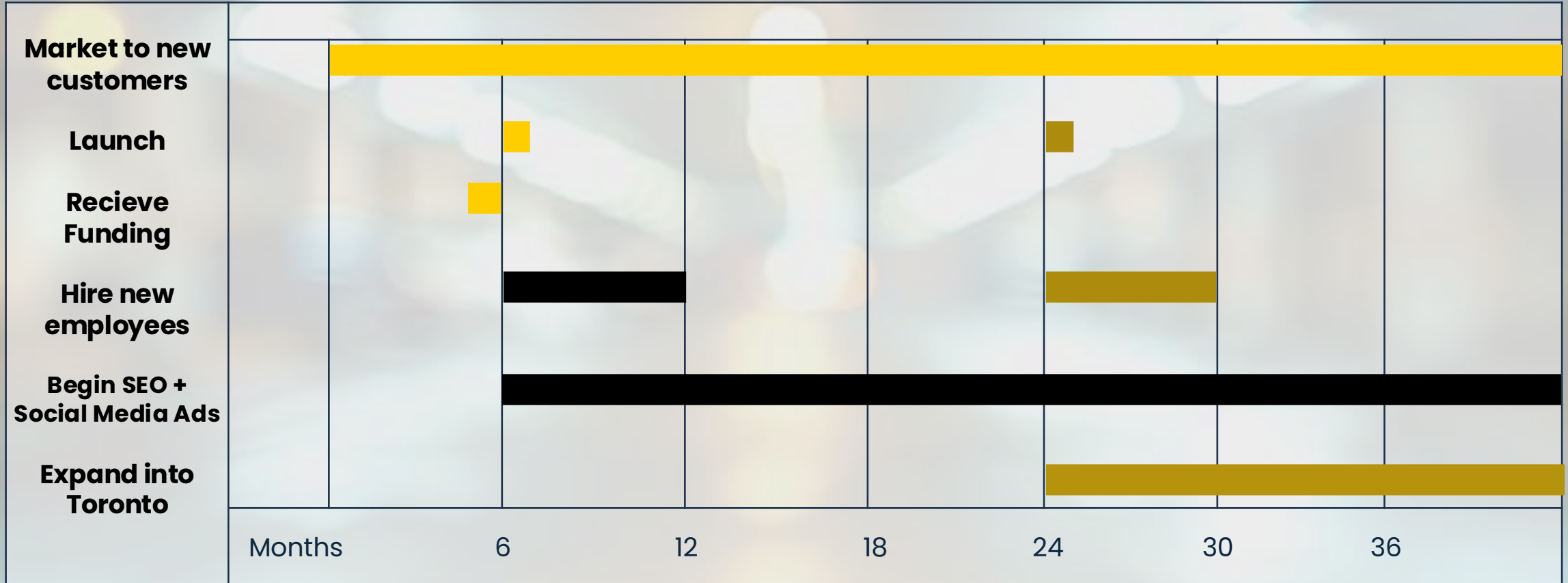
Challenge

Solution

Implementation

Risks

IMPLEMENTATION TIMELINE



Situation

Challenge

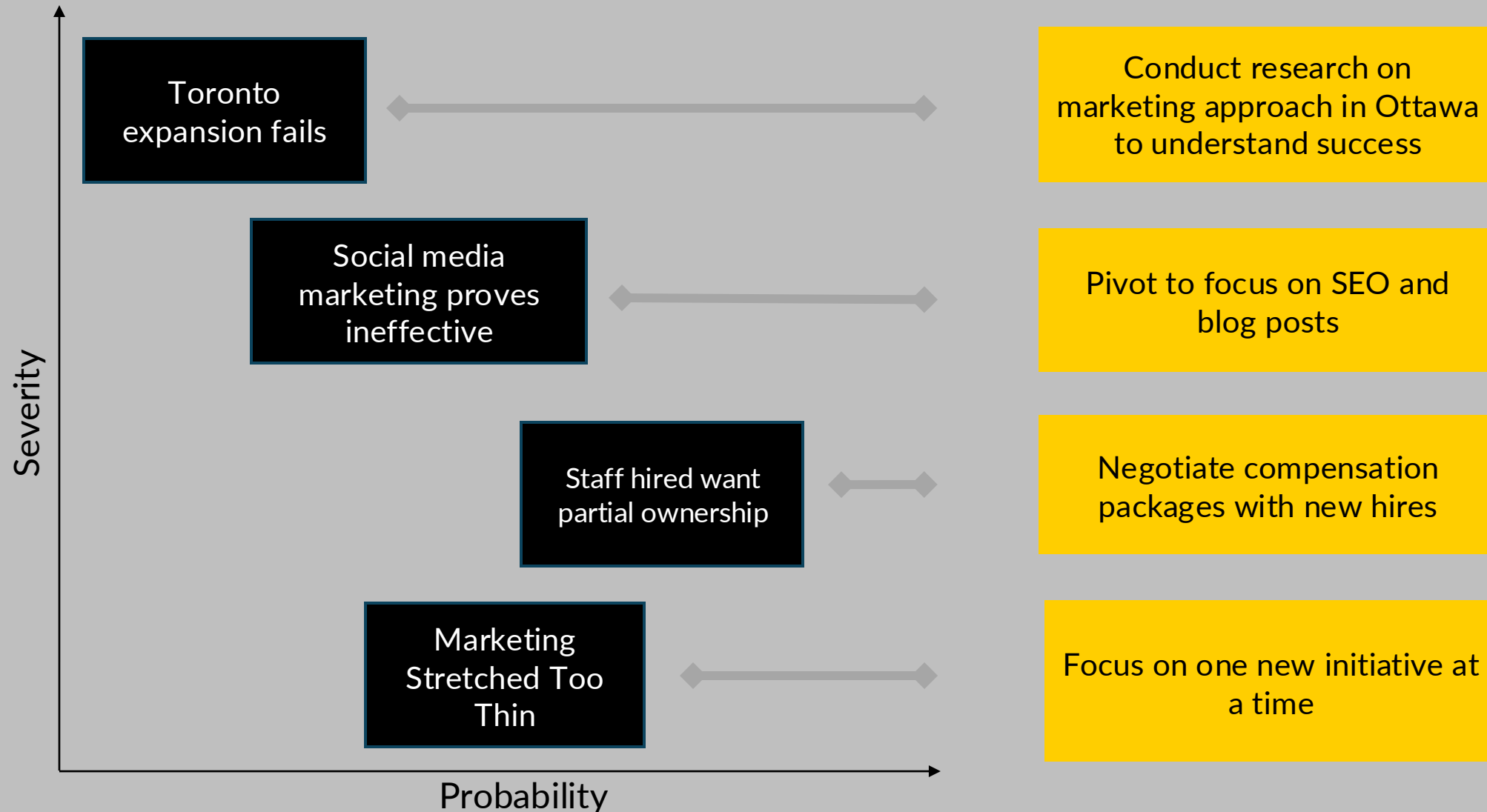
Solution

Implementation

Risks



RISK & MITIGATION



Situation

Challenge

Solution

Implementation

Risks



AT A GLANCE



\$17.82 B
La Liga MX
Market Value

15%
Compound
Annual Growth
Rate

\$166 Million
NPV by 2033

Situation

Challenge

Solution

Implementation

Risks

Appendix: NPV

Pricing		100%
Commission	15000.00	87%
Sub1	95/mo	12%
Sub2	195/mo	1%

	2,025	2,026	2,027
Venues	117	770	1,422
Commission	1,015,631	6,679,727	12,343,822
Subscription1	15,740	103,524	191,308
Subscription2	3,813	25,077	46,342
Revenue	1,035,184	6,808,328	12,581,472
Postcards			
Legal Fees	20,000		
BDM	80,000	81,600	249,696
Marketing Rep	60,000	61,200	187,272
SEO	60,000	334,615	669,231
Social Media	30,000	167,308	334,615
Costs	250,000	644,723	1,440,814
EBIT	785,184	6,163,605	11,140,657
NPV	6,563,772		

Assumption: based on
 Uberone subscription %
 Commission = Average Venue
 Spend * Events per venue *
 Take Rate

Revenue:

Commission = Venues * Average
 revenue per event * Events/yr * % on
 model

Subscription1 = Venues * Subscription
 price * % on model

Subscription2 = Venues * Subscription
 price * % on model

Appendix: Finances

Venues calc	2024	2025	2026	2027
Total	600	600	4500	4500
Mail	0.04	0.04	0.04	0.04
Email rate		0.02	0.02	0.02
Google rate		0.07	0.07	0.07
Social Media		0.015	0.015	0.015
Total rate	0.04	0.145	0.145	0.145
Restaurant	6	0	0	0
Venues	30	117	769.5	1422

Conversion rates:

Mail: 4%

Email: 2%

Google: 7%

Social Media: 1.5%

<https://www.modernpostcard.com/guide/increase-direct-mail-response-rates-find-the-right-message-offer-and-call-to-action#:~:text=Typically%2C%20marketers%20should%20expect%20a,of%20those%20prospects%20to%20respond.>

[SEO Pricing: How Much Does SEO Cost? 2024 SEO Services Pricing webfx.com/blog/ppc/much-cost-advertise-google-adwords/#:~:text=Google Ads costs%24100 - %2410%2C000 per month \(45%25 of,Ads on average in 2024.](https://webfx.com/blog/ppc/much-cost-advertise-google-adwords/#:~:text=Google Ads costs%24100 - %2410%2C000 per month (45%25 of,Ads on average in 2024.)

Stage	Seed / Idea	Seed / Start-up	Early growth	Expansion
Plummer ¹	50%–70%	40%–60%	35%–50%	25%–35%
Scherlis & Sahlman ²	50%–70%	40%–60%	30%–50%	20%–35%
Sahlman, Stevenson, & Bhide ³	50%–100%	40%–60%	30%–40%	20%–30%
VC guide in BE ⁴	50%–100%	50%–60%	40%–50%	30%–40%
Damodaran ⁵	50%–70%	40%–60%	35%–50%	25%–35%
Selected discount rate	50%–85%	40%–60%	35%–50%	25%–35%
Main characteristics	<ul style="list-style-type: none"> • First idea • Understanding marketability • Building an MVP 	<ul style="list-style-type: none"> • Go-to-market • Define business model • Testing MVP • First revenues • Continuous feedback on MVP • First hires 	<ul style="list-style-type: none"> • Product revenue starts to increase • Aiming towards break-even point • Pivot business model where needed • Competition increases • Team structure becomes more complex 	<ul style="list-style-type: none"> • Marketing efforts increase • Cash flows become positive and more stable • Recurring / growing revenues and +/- break even • Expansion to new products or markets

WACC 50%

Wedding	68
Party	60
Hotels	580
Market Size	600
Conversion Rate	4%
First 6 mo	24
Current restaurants	30
Restaurants to new	6
Total market (6mo)	30

- TAM 600
Ottawa
- Toronto
6.5x bigger
- [List of Ottawa Hotels ↓](#)
[Hotels Combined](#)

Appendix: Finances

Archangel Network

A portfolio of four angel funds based in Ontario.



SECTORS

Each fund has a different sector focus. See below.

STAGE

Angel/pre-seed stage

AVG CHEQUE/ DEAL SIZE

\$100k - \$300k

KEY CONTACT

Ehsan Mirdamedi,
General Partner,
ehsan@archangelnetwork.ca

ArchAngel is a network of several angel stage investment funds:

- Adrenaline Fund: Passively co-invests with experienced angels – rather than actively seeking deals, Adrenaline follows other angel groups (specifically GTAN out of Waterloo region).
- Axion Fund: Focus on companies with unique IP, and assists in commercialization of ideas generated within universities and innovation centres. This fund also has a focus on firms based in (or willing to relocate to) Northern Ontario.
- StarForge Fund: Focus on B2B companies operating in the technology, sustainability, health sciences, and smart manufacturing industries.
- Phoenix Fire Fund: Focus on women-led opportunities in technology, sustainability, health sciences, and smart manufacturing industries.

Fresh Founders invests in unique resilient founders with scar tissue from previous ventures and are humble enough to have real dialogue. They must have a good understanding of the founder before investing.

To date: \$2.1M investment deployed in 12 companies. In 2022, Fresh Founders deployed \$1.2M into 7 companies (1 based in the Ottawa-Gatineau region). Of the 2022 deployment, 6 were new investments and 1 was a follow-on. 0 were led by Fresh Founders.

IO companies who have raised from Archangel: None (yet!)

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Other alternatives:

- Fresh Founders
- Capital Angel Network