



LITCIRCLE

www.whatislitcircle.com



**LitCircle connects you to your city's nightlife in real time
to discover what's happening on any given night**

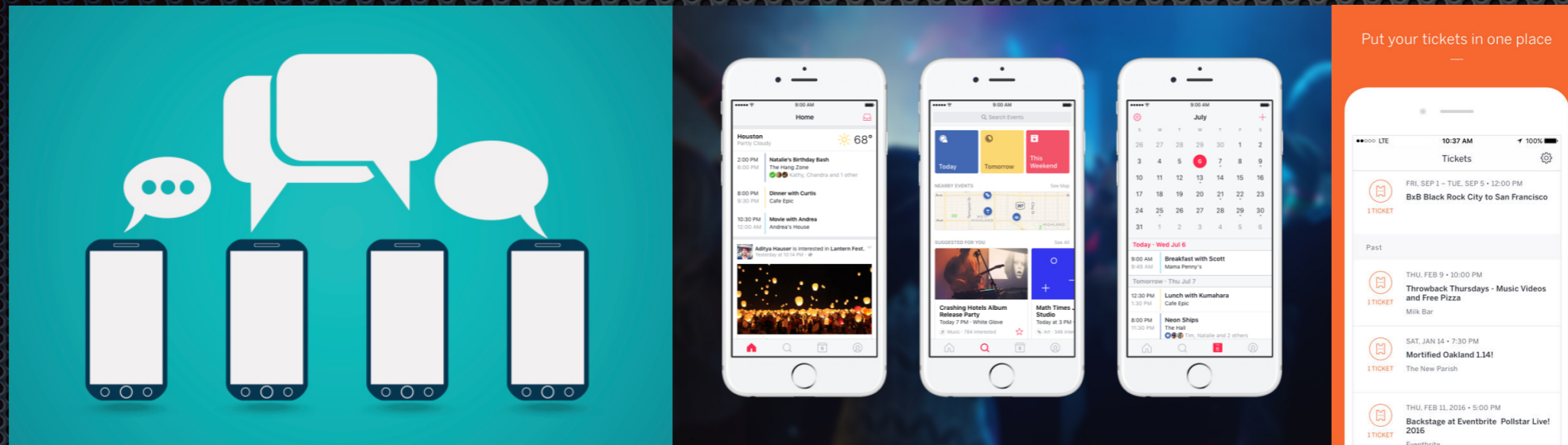
Partnership Letter

LitCircle is a discovery app that enables users to find parties happening near them. The millennials are more into their smartphones than ever before, and they crave live, in-person experiences. This app will provide them with the convenience to find the live entertainment of their choice, instantly.

LitCircle's release coincides with The Endless Dawn party series. These parties hit at the exact moment Coronavirus ends and people are longing for these kinds of social experiences. Thousands will attend, and their social media sharing can be exploited for your brand.

The Millennial age group is passionate about a company's values. A positive experience with your brand can be a pivotal growth moment. Partnering with LitCircle will shine a light on your company's brand with your product positioned front and center in unique, immersive settings.

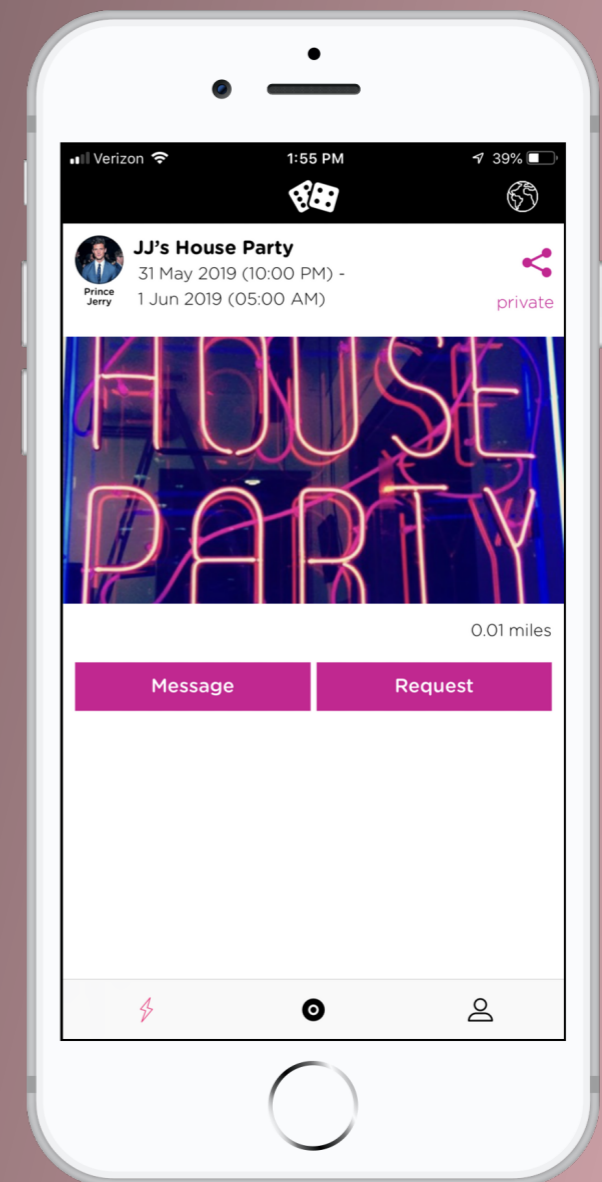
Event Discovery Today



- ✦ **SMS: only people you know**
- ✦ **Facebook Events: invites limited to only 500 people**
- ✦ **Eventbrite: non-interactive**



- ✦ Events by geolocation
- ✦ One-page hosting
- ✦ Nightlife profiles
- ✦ Payment processing
- ✦ Private events





Project Lit: **The Endless Dawn**

Endless Dawn LA satiates Millennial fantasy of attending Gatsby-esque parties

Best Parties of the Century


Endless Dawn LA will feature immersive, brand activating experiences at its parties. There will be top level art, music and entertainment. Your brand has an opportunity to connect with Millennials here.

LitCircle: Revenue Model

- ✦ Eventbrite processed more than 3.5 billion ticket sales
- ✦ Most events still rely on cash
- ✦ LitCircle seamless payment (think Uber vs Taxi)
- ✦ We take small cut of every transaction
- ✦ Payment already incorporated

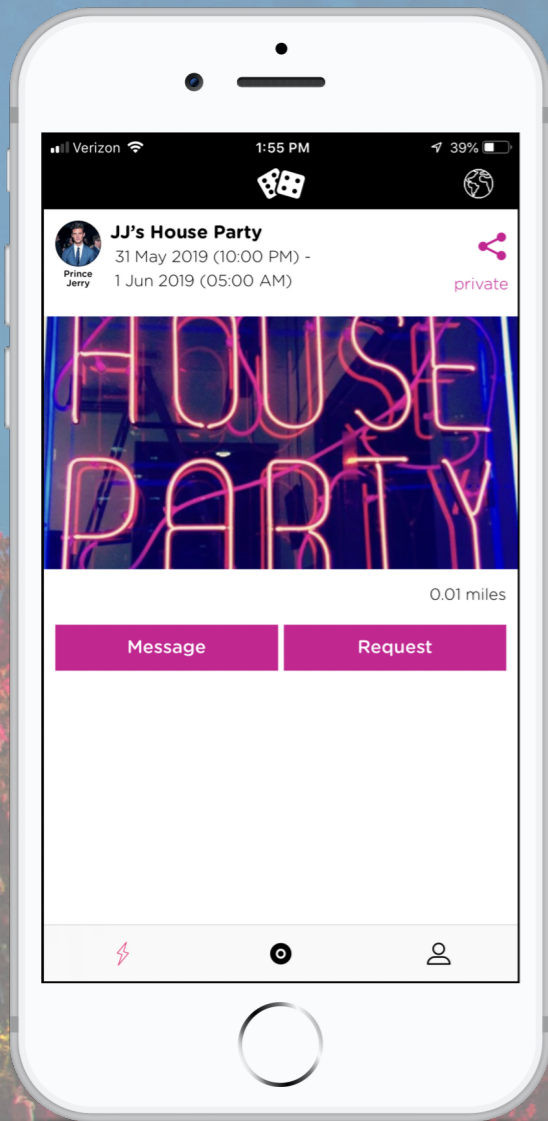
LitCircle the Marketing

- ✦ Relationship with underground party groups especially Adam Weiss's Ham on Everything
- ✦ These events were until now difficult to discover
- ✦ LitCircle presents opportunity for easier organization
- ✦ Because of LA 2 AM closing time utility in after hours
- ✦ Later will expand to pop up shops, art galleries etc.

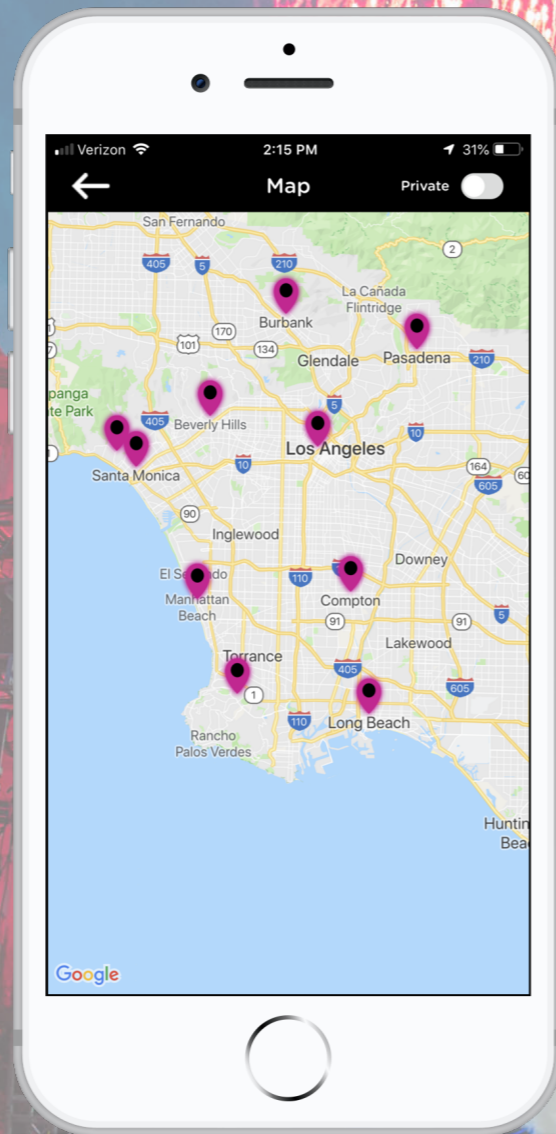
A fantastical scene featuring a floating island with a castle, a glowing portal in the sky, and a waterfall. The background is a dark, misty landscape with a body of water and some distant structures. The overall mood is magical and ethereal.

We are here to produce culture, music, fashion, art and that's what it's all about. I can remember (Jean Paul) Gaultier coming to the clubs to get inspired by the kids; to see how the kids put their clothes together. You'd see those same styles in next season's line.

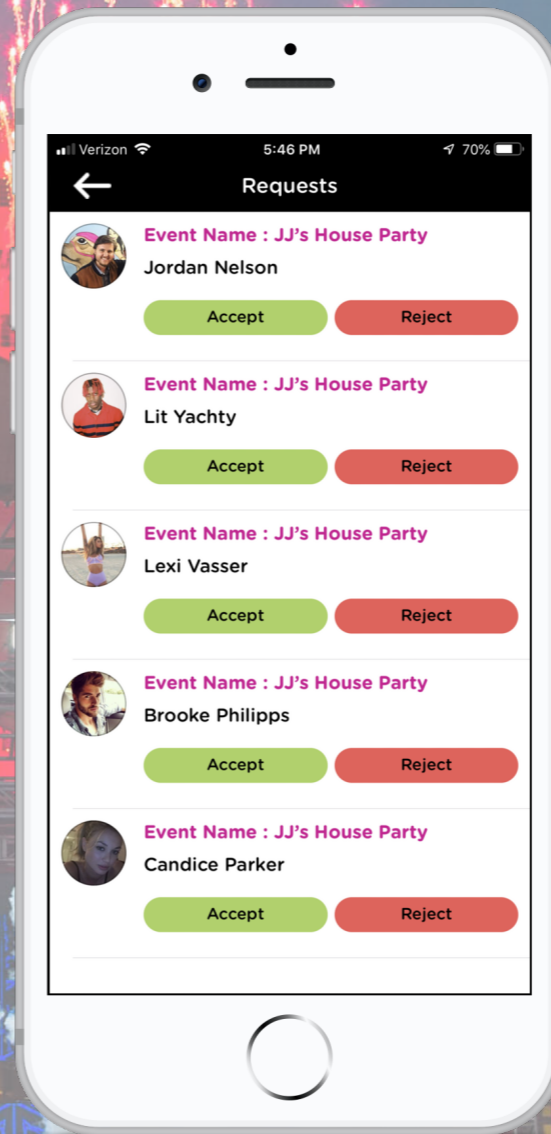
– Peter Gatien



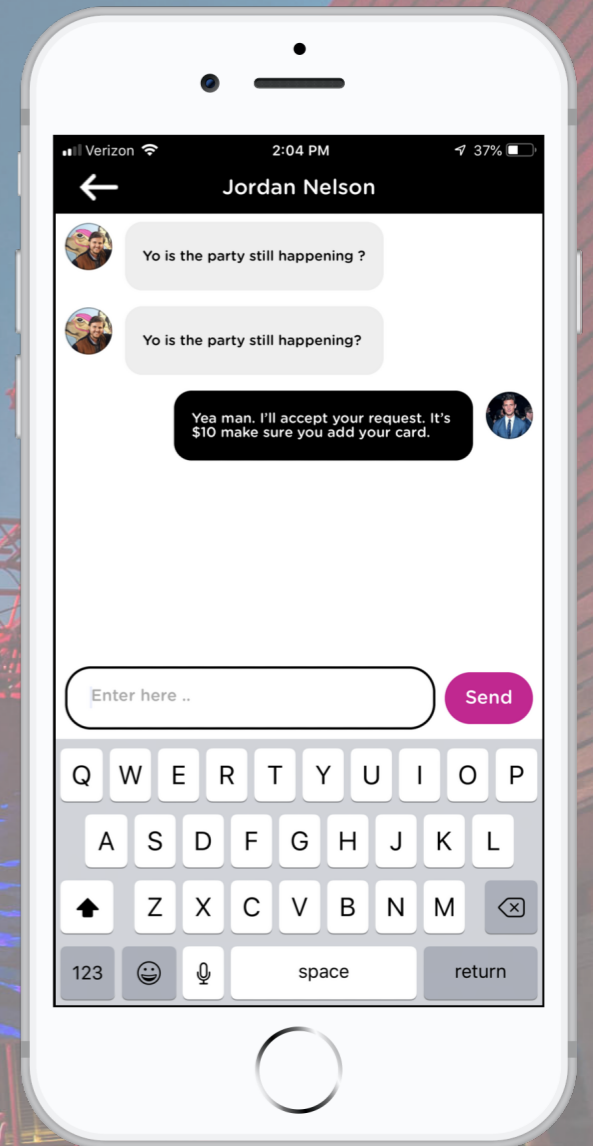
Discover



Private Events



Requests



Connect