



101 LIFE
BUSINESS
101

EVALUATING START-UP IDEAS



Global Market Share

OF THE
LARGE CINEMA
CIRCUIT

*Circuits over 20 screens



Cinema Screens

31,620 2017

NO. OF SCREENS AROUND
THE WORLD USING MOVIO CINEMA



Active Moviegoers

MOVIO PROFILES THE
BEHAVIOR & TRANSACTIONS
IN REAL-TIME OF
39M+ ACTIVE MOVIEGOERS
WORLDWIDE.

LIVE PROFILES

*Moviegoers who have transacted
within 12 months



39+ million



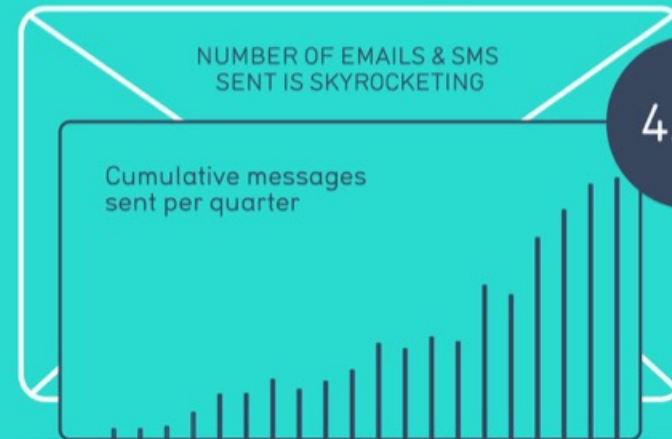
Messages

NUMBER OF EMAILS & SMS
SENT IS SKYROCKETING

4.3 B

Cumulative messages
sent per quarter

2013 2014 2015 2016 2017



MARKET FOOTPRINT 2017



MINDSET

MINDSET

DEFINE PURPOSE

MINDSET

AVOID TUNNEL VISION

MINDSET

STAY HIGH LEVEL

MARKET

MARKET

**MARKET SIZE &
OPPORTUNITY SIZE**

MARKET

**UNIQUE SELLING
PROPOSITION**

MARKET

DEFENSIBLE POSITION

MARKET

EXISTING PLAYERS

MARKET

**LEVERAGE
INFLUENCERS**

MARKET

SCALABILITY

CUSTOMER

CUSTOMER

**PROBLEM TO
BE SOLVED**

Job to be Done Innovation Theory

<https://goo.gl/pmcp5U>

CUSTOMER

VALUE PROPOSITION

CUSTOMER

**WHO OWNS
THE END USER**

CUSTOMER

**MINIMUM VIABLE
PRODUCT**

CUSTOMER

**SOLUTION LOOKING
FOR A PROBLEM**

FINANCIAL MODEL

FINANCIAL MODEL

**COST TO ACQUIRE
CUSTOMER**

FINANCIAL MODEL

**CUSTOMER
ON-BOARDING**

FINANCIAL MODEL

**COST TO SERVE
CUSTOMER**

FINANCIAL MODEL

**CUSTOMER
RETENTION**

FINANCIAL MODEL

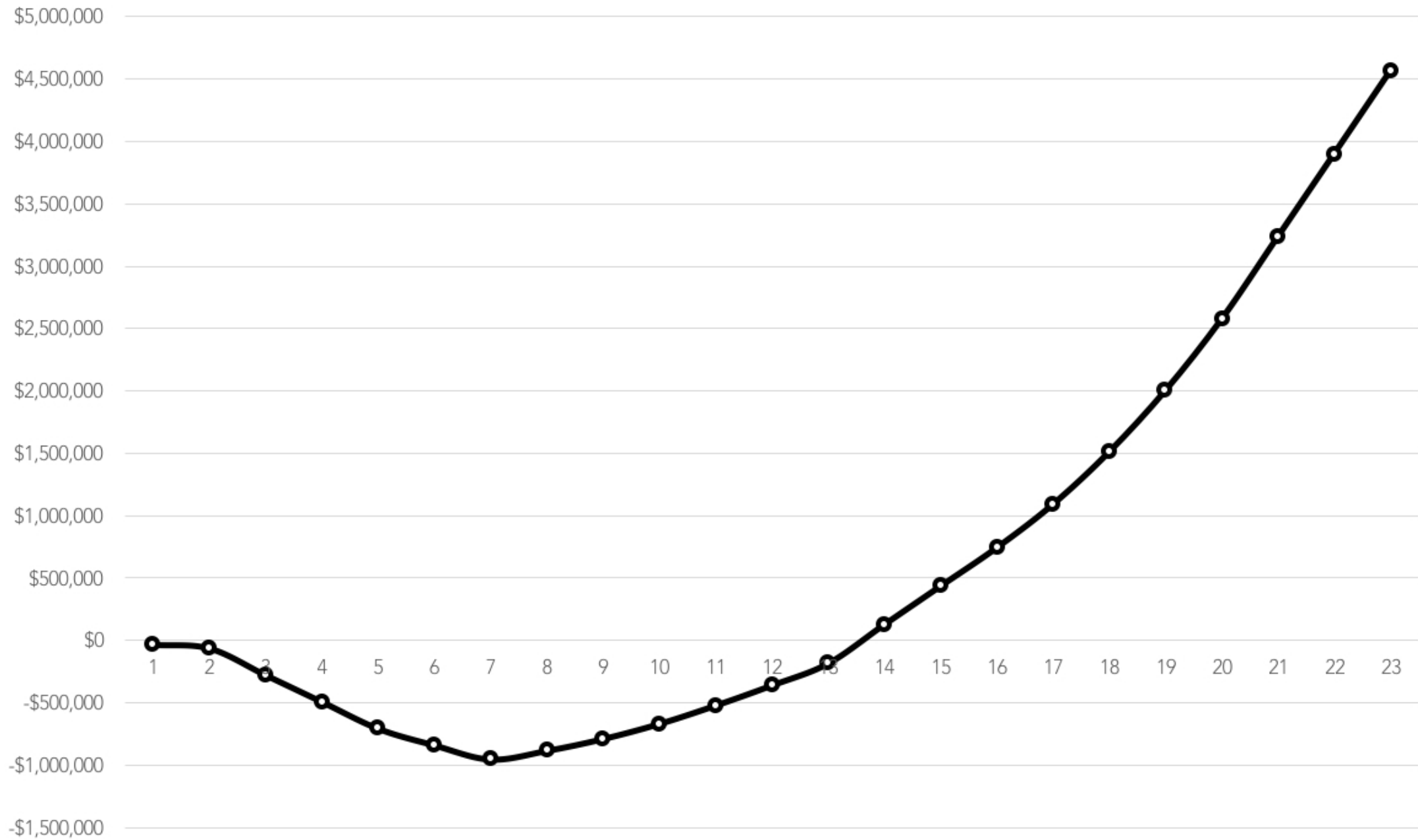
CUSTOMER SUPPORT

FINANCIAL MODEL

CUSTOMER CHURN

FINANCIAL MODEL

CUT A MODEL



WRAP UP

WRAP UP

KEEP IT REAL

WRAP UP

PARTNERING

WRAP UP

WARNINGS

WRAP UP

PUSH THE BUTTON

WRAP UP

**EMBRACE CHANGE
AND FAILURE**

WRAP UP

INVESTOR MINDSET

QUESTIONS