

Drop.it

Point.Scan.Connect.



PROBLEM

The Connection Dilemma

- Distributing social media is slow
- Connecting is becoming inconvenient
- Personal branding is important: hard to distribute



THE GATEWAY TO YOU.

Social cards to your digital self.

Conduit to social media.

<https://www.youtube.com/watch?v=BzGiOWGpkH4>



DROP.IT

Business Model Canvas



Drop.it

Free

Paid Premium Feature: Multiple Cards Multiple Purposes



Gerard Bellino
For Fun



Gerard Bellino
Graphic Designer



Freemium Advertisements

My Network

Search

 **Alexander Abiona**
Title Insurance



 **Joyce Acer**
Stock Model



 **Casey Amarillo**
Just for fun



 **LivePlan**
Plans start at \$12/mo.
Verified Advertisement



 **Alex Baricca**
Cooking Lessons



 **Dylan Bollen**
Journalist



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LivePlan

Plans start at \$12/mo.

Verified Advertisement



Benefits:

- More likely to gain traction
- Not obtrusive
- \$0.99 Fee to remove ads

TARGET MARKET

Primary: College Kids - social connection

Secondary: Personal Branding

MARKET THROUGH:

Events

Brand Ambassadors



UNDERLYING MAGIC POINT. SCAN. CONNECT.

Taking the trend of easy
connection to a new level.

Multiple cards for
multiple purposes

Don't have the app?
Not a problem.





Don't Have the App? No Problem!

- Open camera, point at QR code
- A notification will take you to our website
- Cell Number Automatically saves to contacts
- Prompt to Download App on Website

COMPETITION



Haystack



CamCard

Strictly Electronic Business Card Apps

No Direct Competition for Social Cards



Nick Rispo
Head of Operations
Finance Major



Gerard Bellino
App Design/Marketing
Marketing Major



Joe Grilli
Head of Marketing
Finance Major

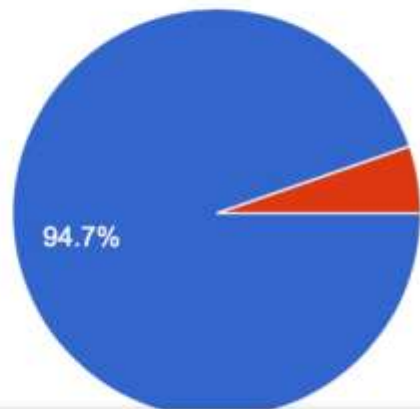


Rob Michaelchuck
Head of Development
ECE Major



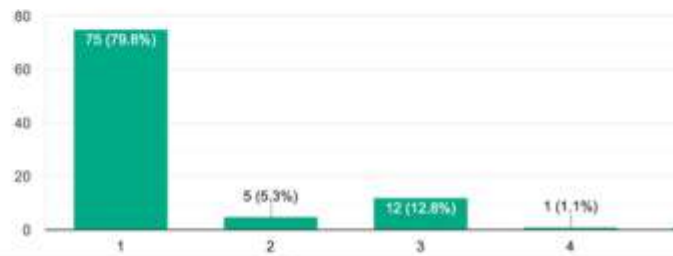
Dom Carubba
Head of R&D
MIS Major

Do you believe social media is a necessary tool in Business Networking?



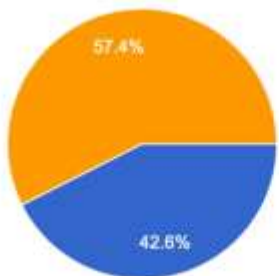
● Yes
● No

Rate the difficulty in using your phone to take a picture.

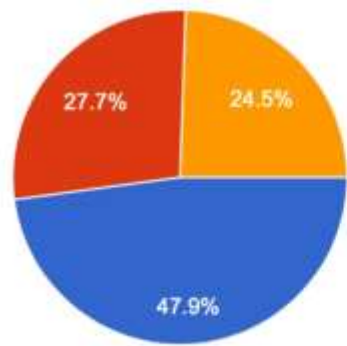


Have you ever missed out on an opportunity because you have misplaced someone's contact information?

Do you use social media for....



● Social/Content ONLY
● Business Networking ONLY
● Both
● I do not use social media.



● Yes
● No
● Maybe

MOVING FORWARD

Expense Estimates

Currently in development

Prototyping currently

Conducting Focus Group

App Store & Google Play Store

