Part 1: "Elevator" Introduction

Brief elevator pitch for your company: Drove has developed a revolutionary new network that challenges the current standard of online social platforms for prospective students and higher education facilities. This platform assists young people through one of the most challenging times in their life, the transition from high school to. We have created our platform to be creative, easy to operate and user friendly while incorporating exclusive innovative features that enhance overall experience for both users and clients. Exploring options in higher education should be hassle-free. Our application offers a convenient means for individuals to discover, explore and select the best options for their future education. Drove also facilitates discovery and the creation of an exclusive community for our users.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why? There are currently 3.3M students who graduate high school every year, about 66% of them enroll in college immediately in the fall - ~2.2 million people, according to NCES. Colleges and universities have a large budget for reaching target students interested in specific degrees/curriculum. Approximately $3B spent on advertising by colleges & universities every year with 70+% spent on Facebook and Google yearly. 6% of Facebook and Google entire yearly revenue is generated from Education and Job Marketing.

Is this market growing? How fast?
Schools are rapidly moving advertising dollars from traditional formats, toward digital and social platforms. Over $100MM could be realized in revenue in 2017 alone by universities altering marketing funds currently directed toward other digital channels to the Drove platform.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?
The most comparable product to Drove is the Princeton Review. Princeton Review has added school research to their product offering in addition to test preparation. A student can search and review school information that includes admissions details, student life information and tuition data. A mobile-specific version called the College Advisor enables students to research universities and receive recommendations based on their interests. The experience starts with a questionnaire about your school preferences then provides suggestions after a log-in. It includes a best option style selector on dream schools and safety schools. A user can review and save schools as well as search for them manually. Discovering profiles of other students or chat capabilities are not in the feature set. The dynamic interaction with the individual student with the network and peers is missing.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you. We will be attracting two separate groups of customers. First will be Juniors and Seniors in high school (users) and the second are the colleges and universities (advertising partners). Users will have access to Drove's platform free of charge and have considerable interest during local focus group testing. Drove has also developed a way to capture an extremely hard to reach demographic in a direct method for our paying advertising subscribers. Currently, these partners spend billions annually. Drove has found a way to get a high-intent audience directly in front of their marketing efforts for the most beneficial ROI.

Describe how you win customers today. Describe your future customer acquisition strategy. Drove continues to attract users by improving the platform and adding features that our target user base needs. Through continual innovation and viral marketing, we will be able to quickly grow active users on the platform. Our team already has a strong network with over 500 universities that currently operate with substantial marketing budgets. Through performance marketing we can prove our platform delivers the results expected. The industry has been waiting for a disruptive product that Drove has developed.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any? From a user perspective, there are no real competitors so we will be first to market with a much-needed product. By constantly improving and adding features we will ensure no other competitors will be able to take our market share once we have established it.

Part 4: Technical Product Description and Plan

Briefly describe your product or service. Drove is a digital platform and exclusive social network for prospective students making the transition into higher education. The native application will be free to download for users. Advertising partners comprised of higher education institutions will have the opportunity promote their schools through several levels of customized pages which include general information and requirements to enroll. All schools and universities by default will a presence on the platform.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?) Drove has already launched a web based Beta version of the platform. This currently demonstrates and proves that the systems that was built works as intended. A native iOS version private beta has been released with and has received great reviews from testers.

Describe the remaining product development risks and your plans to overcome them. Over the last couple years Drove has invested in building a completely scalable platform in the cloud with keeping all architecture current with the most powerful technology stack available. Due to our foresight, we have created an enterprise solution that will not need to be rebuilt and is ready for massive growth and scalability.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors). The main advantage is that our platform revolves around the marketing efforts of our advertising partners in a directly integrated model. Drove has developed custom pages for schools built within a native application unlike any product available to the current market. Most mobile advertising uses banners and ad servers for a less than favorable user experience. Another major advantage for schools deciding where to allocate their marketing budget, is that our platform and revenue is strictly aligned with the school's goals and marketing dollars which are spent only on a high intent audience.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?) Drove currently has Patent Pending status on Drove Mobile Application System and Method. Full patent application is in process.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.? Drove is first to market and will continue improving and adding features through regular scheduled releases.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones? From a business and technical standpoint, we have built the platform to be open ended which will allow Drove to further develop and adapt to the user base and our advertising partners. Drove has set milestones for total users as this will drive both revenue and total advertising partners. Total users should be 50K by March and 100K by May.

Briefly list and describe your key team members.
Kolin Porter – Education marketing and product visionary. Identified a market void and created/headed a new business unit that built a SaaS platform for Performance Marketing in Education that has become the industry standard.
Adam Carlson - Co-Founder of several companies including Yardcrew, an online home services platform (sold to QuinStreet Inc. in 2006) and Higher Ed Growth, LLC. (currently an Inc. 5000 company). Architected and engineered the premier Performance Marketing Software responsible for powering the majority of the Education Lead Generation market.
Logan Turley - Founded and helped build the team responsible for the DisneyLife subscription service. Took GoPro's entertainment strategy from infancy to full funding for the entire group. Developed two V1 cross-company technology platforms at GoPro – global video consumption & a freelancer marketplace. Lead innovator on major technology patents.
Michael Voigt - Extensive background in financial and banking industry working with Bank of America and Zions Bancorp having over 7 years of experience. Expertise involves financial planning and analysis of businesses to determine financial viability regarding prospective deals.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.? Our leadership team addresses all core components of the business. We have plan to expand our IT, marketing and sales team.

Briefly list and describe your key advisors, and their contributions to date.
Tim Gilker- Founded Homerun Financial and which merged with Peoples Mortgage Company and has been involved in the mortgage business since 1987. Brings a wealth of knowledge and financial experience regarding company startup.