
PRIMERRY

SOCIAL DISCOVERY CLUB

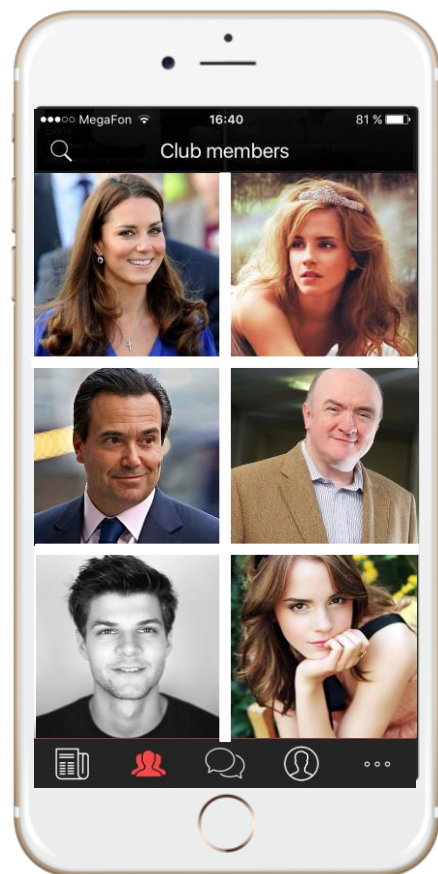
July 2016



P R I M E R R Y



Primerry Club is an international circle of trust which brings together exceptional people committed to building lasting relationships: personal or business.



Candidates apply for membership on Primerry's website and mobile app.
All applications are reviewed by our international committee of trustees.

To join the Club applicants need to satisfy the Club's requirements: our carefully selected members come from the world's leading universities, top-tier companies, governments and successful family businesses.

Club members participate in regular private events and weekend trips, discover, meet and socialise with similar high-calibre people and receive exclusive privileges from inspirational brands.

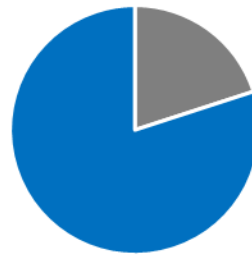
Our target audience consists primarily of well-educated, financially successful, single professionals living in central London

EDUCATION



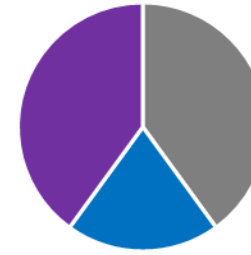
20% TOP 10 Business schools
30% TOP 30 Russell group
50% other top 500 WORLD universities

FAMILY



20% Married
80% Single

GENDER & AGE



40% Men 25-45 years old
20% Women 20-25 years old
40% Women 25-40 years old

OCCUPATION



10% top managers
40% highly qualified specialists
20% businessmen
20% recognised creative class: designers, artists, models.
10% military & public officers

INCOME



40% above 100K
30% 60K-100K
30% below 60K

NATIONALITIES



25% UK
75% Other

Our target audience is inspired by the following brands/concepts:

- Financial success
- Entrepreneurship
- Travelling the world
- Post-graduate education
- Advanced gadgets
- Premium hotels
- Premium alcohol
- Cars: Tesla, BMW, Porsche
- Wellness
- Fashion brands



Primerry Club serves its customers by providing a curated socialising environment to promote trustful relationships and offline interaction among members

NEEDS AND ISSUES OF THE TARGET AUDIENCE:

- Finding a partner for a relationship; fear of mésalliance.
- Willingness to meet people of a certain social status, education and professional background.
- Willingness to expand their professional network within their industry.
- Need to expand their personal network beyond colleagues, old friends and family members.
- Need of a company to attend events.
- Fear of approaching strangers at parties.

OUR SOLUTIONS:

- Carefully selected members who satisfy the Club's requirements: the Club focuses on well-educated and professionally successful singles from different industries but of similar level.
- Engaging people via theme parties, trips, networking events.
- Promoting trust among members by enforcing the Clubs' policies.
- A mobile app helps break the ice during the Club's events.

Primerry Club offers daily events for members to socialise, network and build relationships

Primerry's events bring together people based on their professional occupation, education, and interests.

Every day Primerry offers several interesting events to choose from.

Primerry's mobile app shows other Club members attending events and allows them to use a group chat.



Alumni meetups



Private viewings



Networking lunches



Quiz Nights



Friday parties



National meetups



Theatre nights



Black-tie events



Weekend trips



Partner events

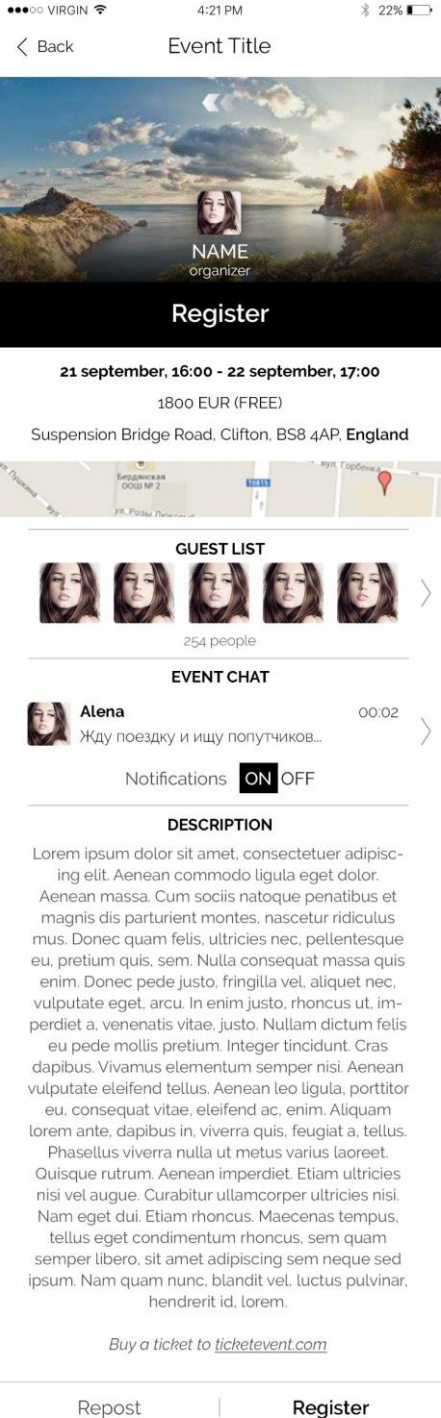


Sport activities



After-work drinks

Actual
design
of an
event
page in
the app



Logo



Landing page requirements:

- 1) The goal of the landing page is to make a person **want to join** the Club (press login via Facebook button)
- 2) Landing page should look good both on mobile, ipad and desktop (**adaptive design**). Please show two versions (desktop and mobile)
- 3) **Clean, stylish and luxury** design
- 4) Landing page needs to communicate key advantages of the club:
 - 1) **Exclusive community** that makes its target audience feel comfortable (no strangers, only like-minded successful people)
 - 2) The Club gives its members access to most interesting private events (focus on **offline socializing**)
 - 3) Mobile app helps to connect locally (discover people around), interact at events (users can view all participants and interact with them in a group or a private chat), and even send real presents to each other (for example send flowers or a drink through the app)
- 5) All pictures and illustrations in the landing need to be done in one style. Try to **avoid trivial stock photos**
- 6) FB login button is present on the first screen and then stays on the screen during the scrolling
- 7) During the scrolling the page might have dynamic elements appearing/disappearing on the screen or its layers.
- 8) Should have a hamburger menu AND/OR Footer menu:

Footer / hamburger menu

- Main page
- Privileges
- Contacts
- Partners
- Media
- User agreement
- Confidentiality
- FAQ

Landing page structure:

- | | |
|----------|---|
| Screen 1 | <p>Primerry Club is an international circle of trust which brings together exceptional people committed to building lasting relationships: personal or business.</p> <p>{we would like to put a video preview on the first page, that will explain the club in 1-2 minutes}</p> |
| Screen 2 | <p>MEMBERS</p> <p>Club membership is granted based on professional and personal accomplishments, education background, and a social profile of an applicant. Our carefully selected members come from world leading universities, top-tier companies and successful family businesses.</p> |
| Screen 3 | <p>PRIVATE EVENTS</p> <p>Every week club members receive invitations for private dinners and parties at the most trendy venues. The club regularly organises weekend trips, private gallery viewings, networking lunches, and various sport activities.</p> |
| Screen 4 | <p>POWERFULL TECHNOLOGY</p> <p>Our state-of-the-art mobile app helps members get together, interact at events, discover people nearby and even receive real presents.</p> <p>{An illustration idea: a picture of a finger swiping flowers or a cocktail on a mobile screen towards a girl on a background and then picture of a girl getting a bouquet of roses (cocktail from a barman)}</p> <p>{A link to Appstore}</p> |
| Screen 5 | <p>REVIEWS (3-4 reviews from Club members with their pictures, companies and job titles)</p> |
| Screen 6 | <p>Footer menu</p> |