

**REGMOPROMO**

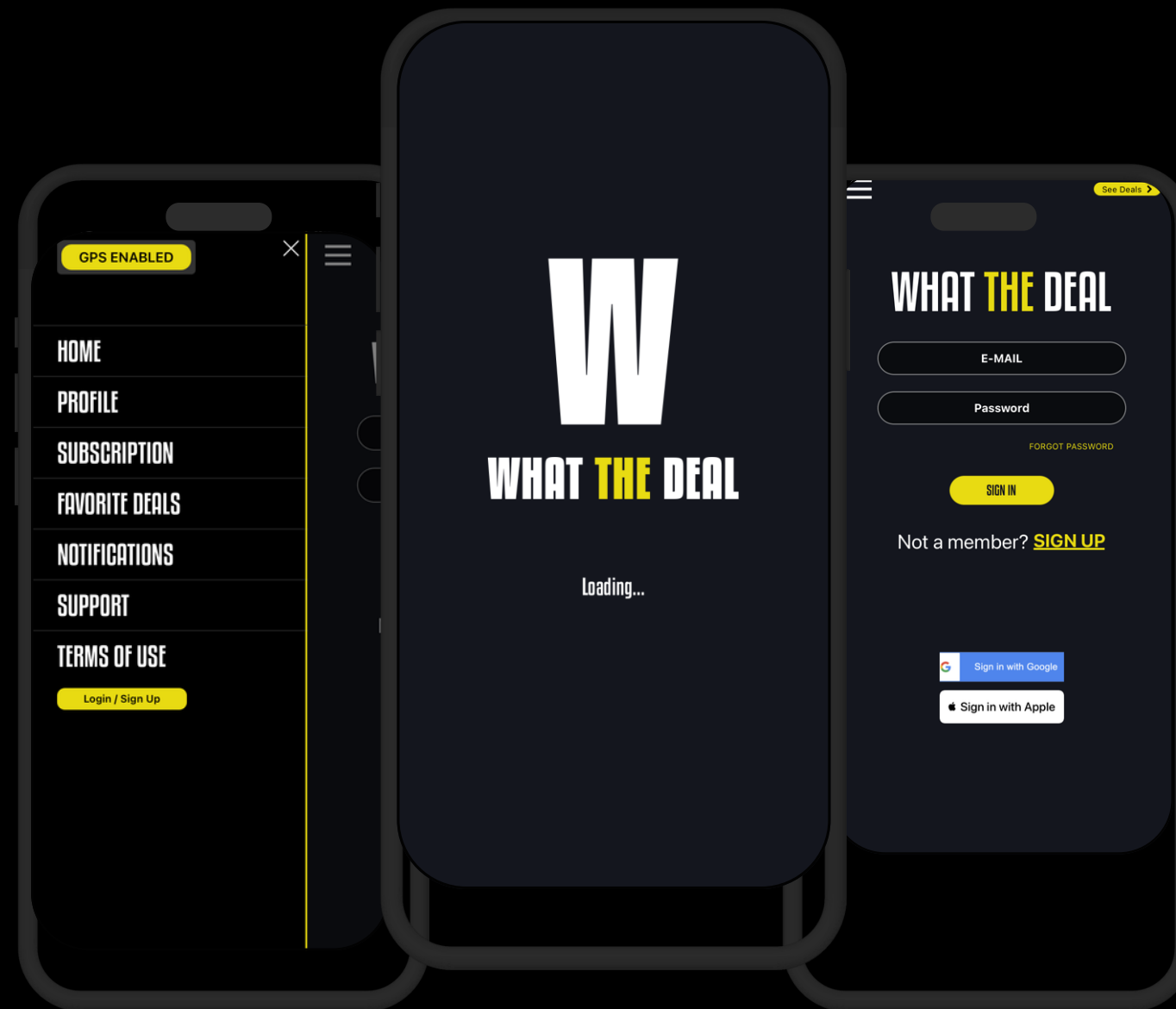
Reggie & Monisa

**PITCH DECK**

Apps website

*Explore*  
**What The Deal**

*With Us*





*Welcome,*

What The Deal is the newest app bringing you exclusive deals on food, drinks, events, and more at minority-owned businesses in DC. We're all about showing them support because, as a minority-owned business ourselves, we understand the difficulties of gaining recognition and receiving exposure in this challenging environment.

Our app lets you discover and support these amazing businesses while scoring great deals and discounts exclusive to WTD subscribers. From cute cafes and restaurants to lively bars and entertainment spots, we've got it all. We're always updating the app with new and exciting places, so make sure to check back often for the latest deals and offers.

We're super proud of the companies we feature on our app and we work closely with them to make sure they provide top-notch experiences for you. Your feedback is always valuable, so don't hesitate to share your thoughts and suggestions on how we can improve our services. **Thanks for joining us on this journey and enjoy finding the hidden gems of DC using What The Deal!!**

**NEXT →**



## Bio



**Monisa**  
Co-Founder



**REGGIE**  
Co-Founder

Meet Mo and Reg, the co-founders of the dynamic event company, RegMoPromo, and the brilliant minds behind the app "What The Deal." Their unwavering belief in the paramount importance of experience drives everything they do. Their mission? To create enchanting spaces where good people can revel in great music and simply chill.

Diversity and inclusivity are at the core of their vision. Their events welcome everyone with open arms, fostering an environment where all can feel comfortable, accepted, and guaranteed a fantastic time. No matter who you are, attending one of their events ensures an unforgettable experience.

With an impressive 30+ years of collective expertise in the hospitality industry and a genuine passion for Hip Hop music, Mo and Reg have mastered the art of bringing people together, curating extraordinary settings, and crafting everlasting memories. RegMoPromo's resounding success is a testament to their relentless commitment to excellence.

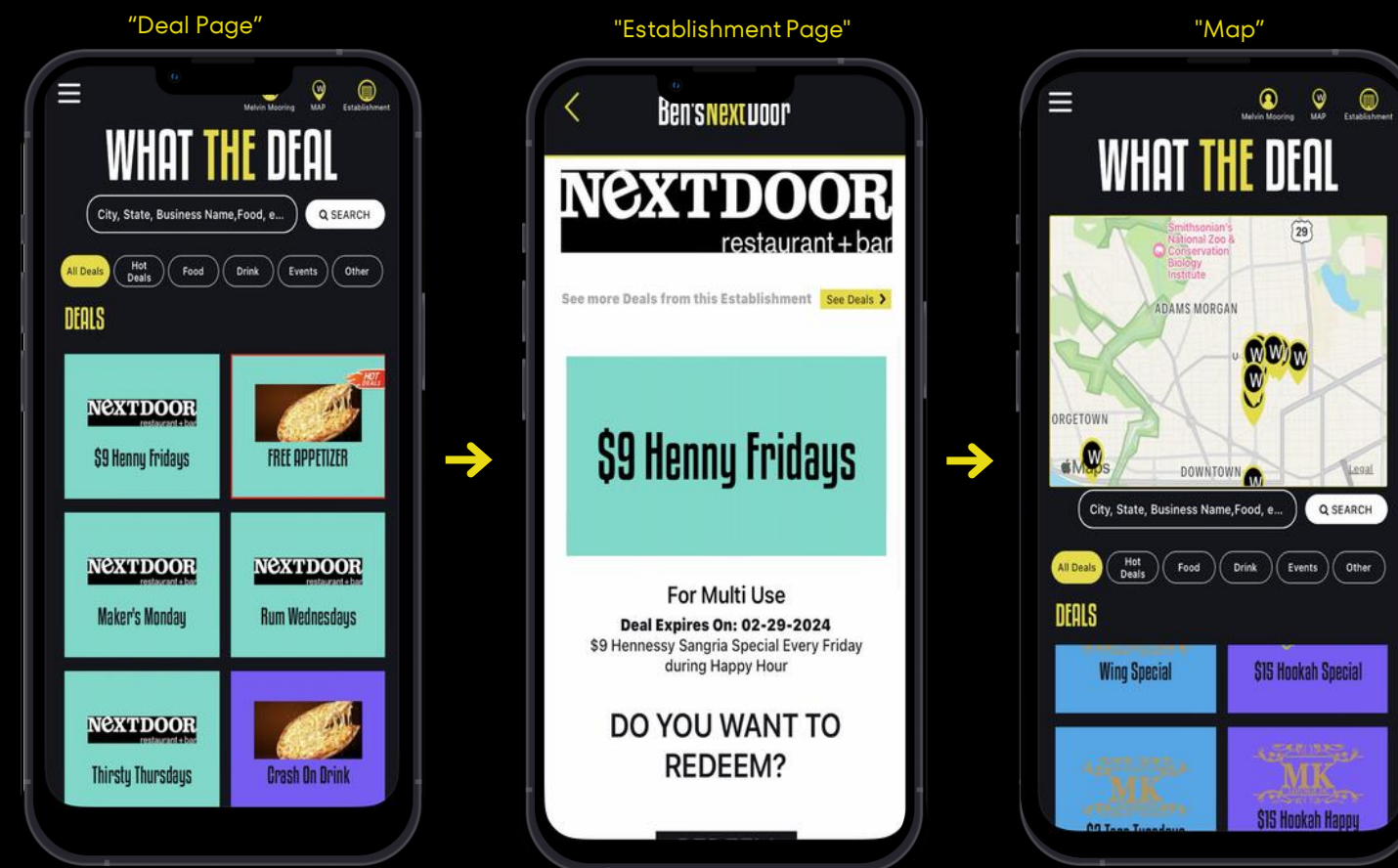
After smashing the market for years with Music-Themed Bar Crawls, RMP took that energy to new heights and launched boat parties featuring top-tier DJ's who transformed the boat to a dance club on water surrounded by breathtaking scenic views. Since its inception in 2015, the RMP boat parties have seen an incredible surge in popularity. Attendance, media coverage, and ticket sales have nearly tripled, reflecting the unparalleled experience that Mo and Reg deliver. Their extensive industry connections, coupled with their vast knowledge of the business, have allowed them to expand the boat party's reach across various markets, solidifying their influence in the event industry.

Mo and Reg's commitment to their followers is steadfast, as they continuously strive to enhance the RMP experience and raise the bar for all future endeavors. With their app, "What The Deal," they're revolutionizing event discovery and making sure that the magic of RegMoPromo's gatherings reaches an even wider audience. Together, Mo and Reg are shaping the future of event experiences, one unforgettable moment at a time.



**NEXT** →

# A Peak Into The App



NEXT →

# What The Deal

**\$1.99 Monthly Subscription**

**\$19.99 Annual Subscription**

## Features

### Home

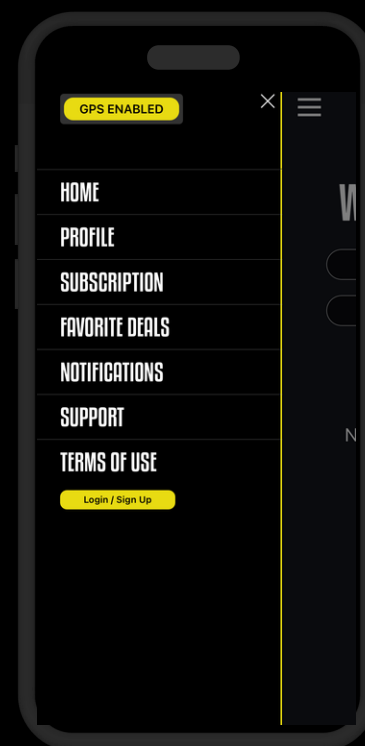
Access to all of the app's features at your finger's reach.

### Profile

User ID information, membership details, subscription type and expiration date listed

### Subscription

Current plan and renewal details



### Favorite Deals

Saved deals, deal history, "done deals" and events

### Notifications

Alerts on new deals

### Support

Access to help desk, feedback or any issues within the app

### Terms of Use

What The Deal Privacy Policy & Terms and Conditions



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# WHO IS **WHAT THE DEAL** FOR?

WHETHER YOU'RE FROM THE DMV OR VISITING DC, WTD IS FOR YOU!

-Adults 18 and over. (Deals that have alcohol are hidden to anyone under 21)

-People who like to dine out, go to bars, and enjoy local nightlife.

OVER THE PAST 13 YEARS RMP HAS CULTIVATED ITS FOLLOWING BY HOSTING EVENTS WITH LOCAL ESTABLISHMENTS IN THE DC AREA AND CREATING A POSITIVE EXPERIENCE EACH TIME. THAT FOLLOWING HAS GENERATED A LARGE EMAIL MARKETING LIST, THOUSANDS OF FOLLOWERS ON SOCIAL MEDIA AND EVENTBRITE. NOW, RMP WILL ACTIVATE THEIR SUPPORTIVE COMMUNITY TO LAUNCH WHAT THE DEAL.



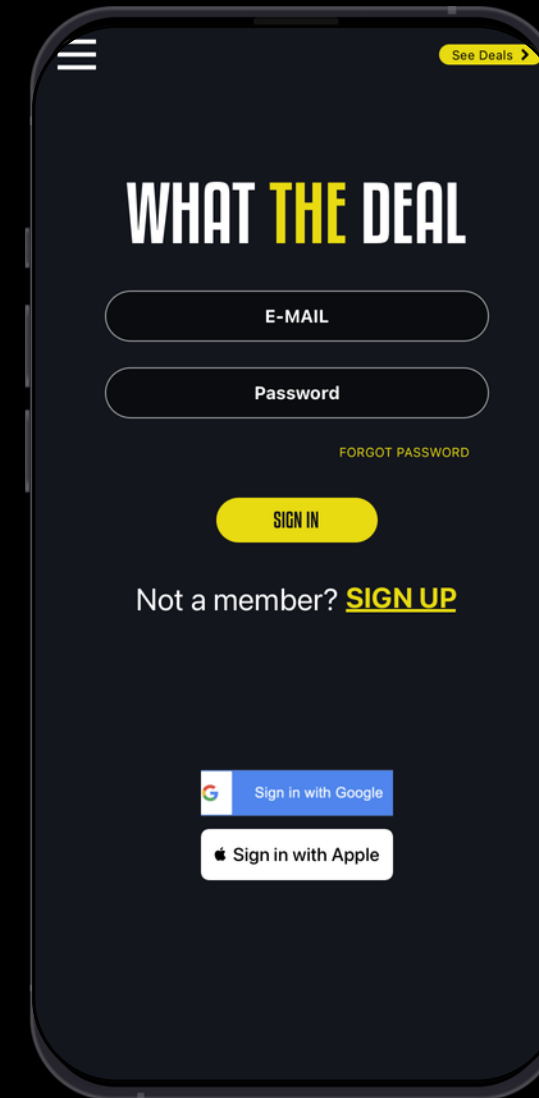
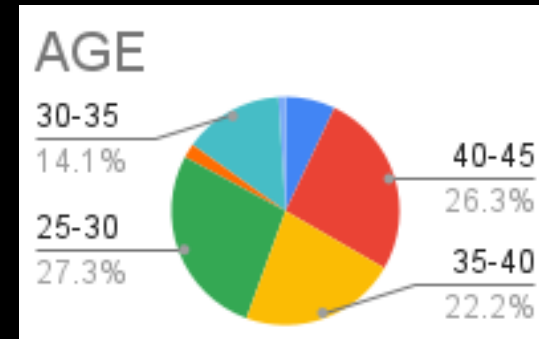
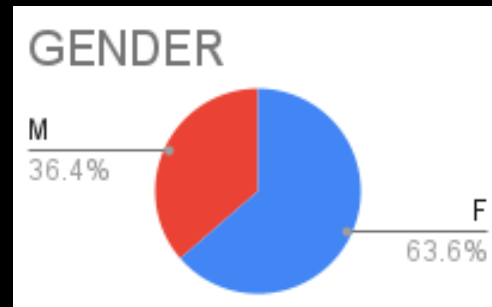
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# Participating Venues



# Market Reach & Demographic



## TOTAL NUMBER OF EXECUTED EVENTS

RegMoPromo has hosted 200+ events since 2010.

- Music Themed Bar Crawls
- Boat Parties
- Holiday Themed Parties



EVENTBRITE  
7,73

FACEBOOK  
7,400

INSTAGRAM  
3,13

EMAIL CONTACTS  
21,238



NEXT →



# GET INVOLVED WITH **WHAT THE DEAL!**

## HOW WTD CAN HELP YOUR BUSINESS

- GROW NEW BUSINESS/ GAIN CUSTOMERS
- CURATE BUSINESS DURING DOWNTIME
- GET SEEN BY THOUSANDS OF PATRONS DAILY

EACH BUSINESS MUST OFFER ONE DEAL THAT IS EXCLUSIVE TO WHAT THE DEAL. YOU CAN CREATE YOUR DEAL BY DAY, TIME, AND TYPE OF DEAL, WHATEVER WORKS BEST FOR YOUR BUSINESS.

## EXAMPLES OF DEALS

- 50% OFF THE BILL
- BOGO
- PURCHASE 2 ENTREES GET AND AN APPETIZER FREE
- NO COVER
- BUY A BOTTLE GET A FREE HOOKAH



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# CONTACT US

Email: [support@whatthedealapp.com](mailto:support@whatthedealapp.com)

# W

# WHAT **THE** DEAL



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