

honey

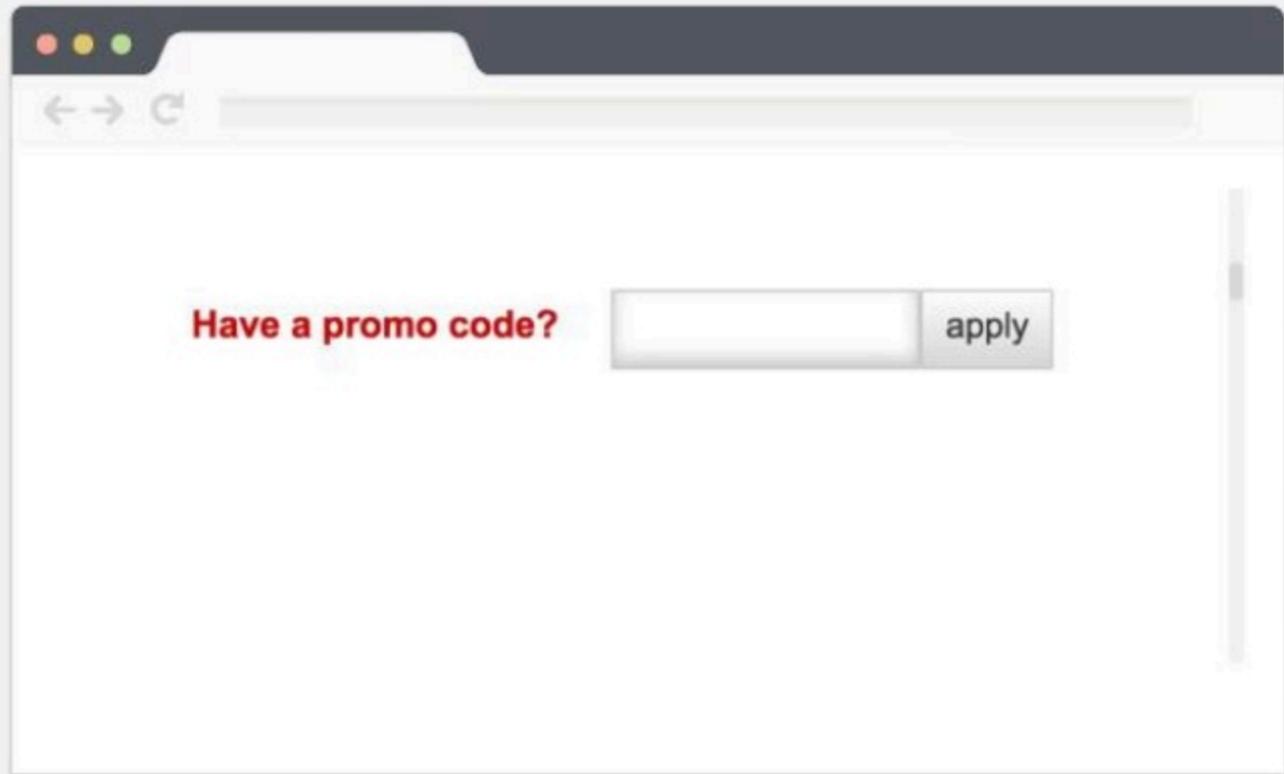
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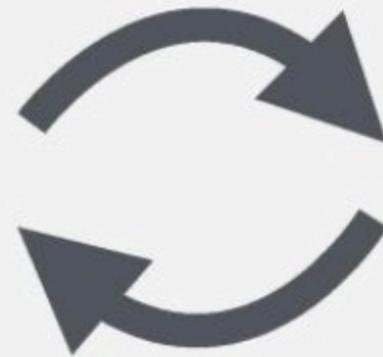
w: angel.co/honey-2

PROBLEM:

In 2014, **163.2 million** online shoppers encountered this question while checking out. Many of them left merchants' sites to search for a coupon, resulting in cart abandonment.



691 MILLION
SESSIONS
(2014)



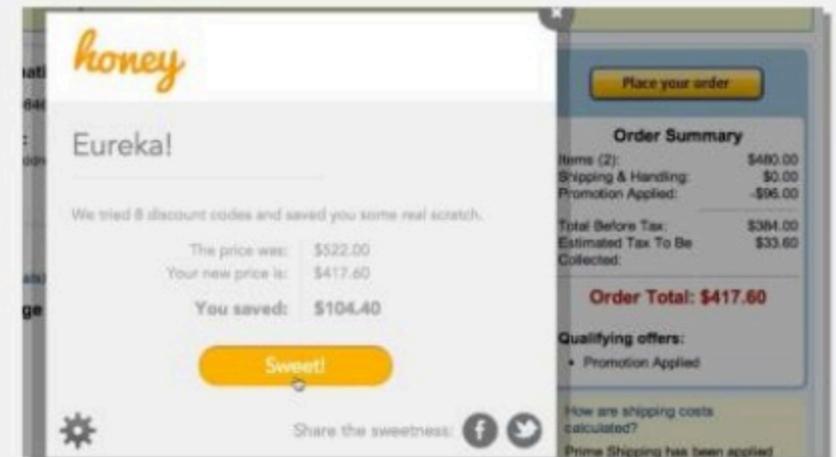
39 MILLION
TRANSACTIONS
(2014)

RetailMeNot
(NASDAQ:SALE)

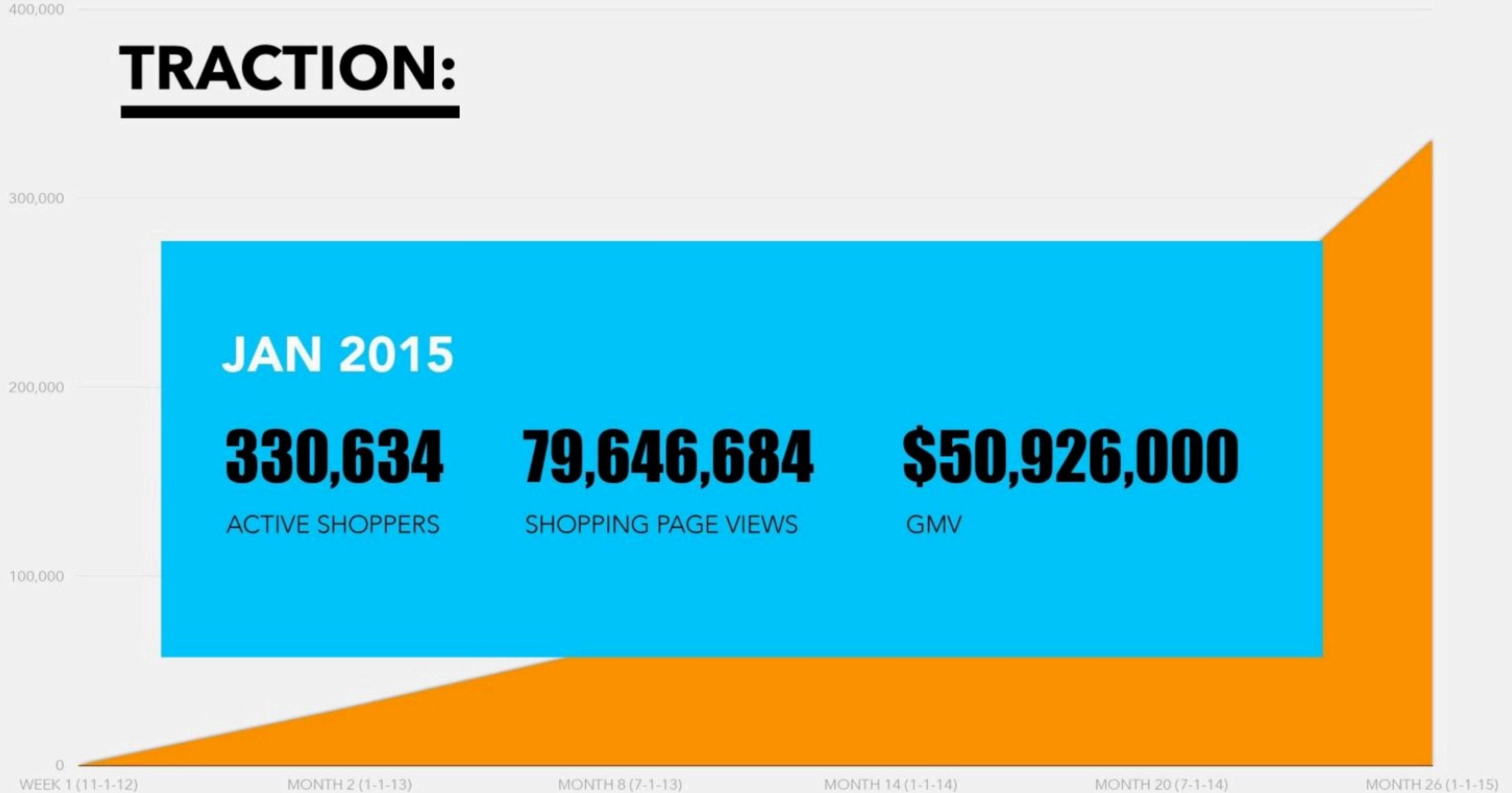
SOLUTION:

Take away friction and pain, add ease and fun. Honey's automatically applies coupon codes for online shoppers at checkout in a game-like interface.

WATCH THE VIDEO



TRACTION:



TRACTION:

HONEY IS CURRENTLY 14% THE SIZE OF EBATES

\$1B EXIT



EBATES REVENUE MODEL APPLIED TO HONEY USER BASE

\$73.33

SPEND PER MEMBER/MO

\$5.56

ARPU/MO



\$1.8M

MONETIZATION POTENTIAL/MO

BUSINESS MODEL:

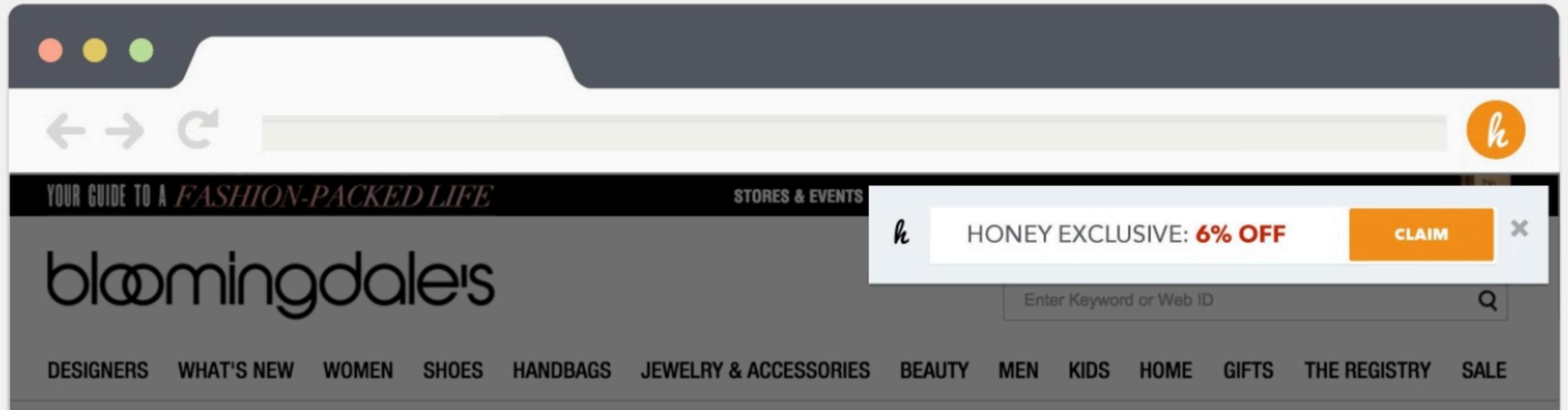
Take a commission from transactions Honey helps close (similar to Ebates).

1

Keep shoppers on merchant site by integrating coupons into checkout

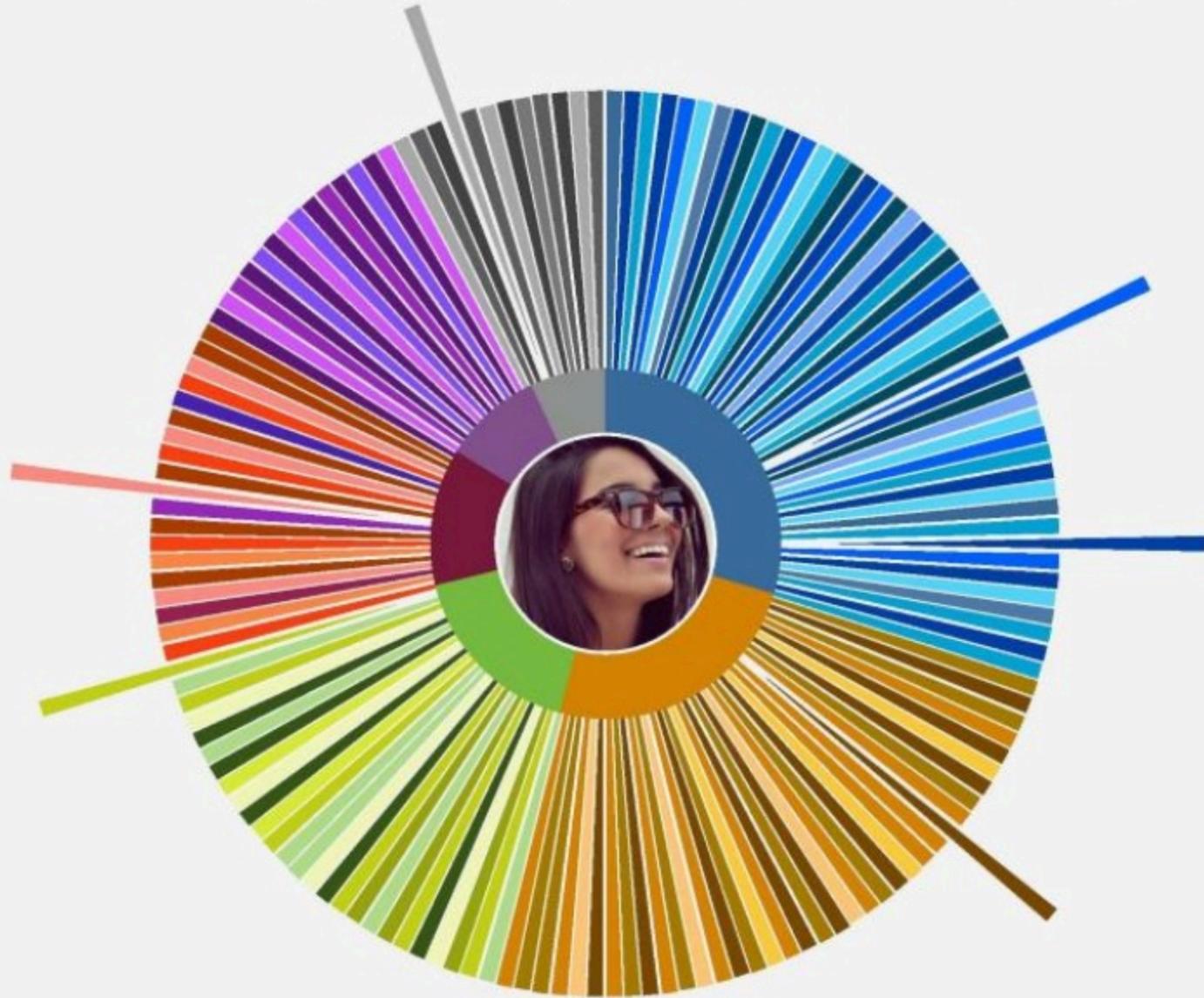
2

Personalized offers to consumers based on cross-site shopping data



OUR UNFAIR ADVANTAGE:

Honey's unique data allows us to predict **what** each user is about to buy, **when** they intend to purchase, and **how much** they are willing to pay.



-  USER BEHAVIORAL PROFILE
-  STORES VISITED
-  PRODUCTS VIEWED
-  PURCHASE HISTORY

TEAM:



RYAN HUDSON
COFOUNDER

- Cornell OR/CS, 2002
- MIT Sloan MBA, 2007

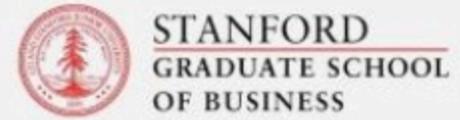


GEORGE RUAN
COFOUNDER

- Serial entrepreneur
with 3X previous exits

+10

SALES + BUSINESS



ENGINEERING

