White Rabbit
Meet John

A typical millennial. Wherever he goes, he’s connected.

But with all this apparent connectedness John still feels a little disconnected to the real world sometimes.

And he is not alone. More than ½ of the millennials felt “increasingly disconnected from the physical world.” according to a study by JWT.

And like John “78% of millennials would rather spend money on a desirable experience than buy coveted goods.” according to a study conducted by Eventbrite.
John wants to get out of the house and have an experience.

However, he doesn't know what to do.

He has access to so many options, like going to a bar or a movie theater, but the burden of planning and coordinating with friends is just so overwhelming.
Luckily John has a plan, He has **White Rabbit**, and he is ready for an adventure.
White Rabbit is an experiential event service that allows users to spontaneously book a mystery outing with friends. It is aimed at people who find it difficult to coordinate activities with friends and end up staying at home or doing the same thing weekend after weekend.
John can choose an active or laid back experiences depending on his mood. He is quickly able to invite some of his friends that he thinks might be up for a surprise adventure.
Last time John did a White Rabbit, he was taken to see the jellyfish experience late at night at the Shedd Aquarium.

His friend Dave was taken to a recreation of a 1920's speakeasy.

And his friend Chloe got to learn how to trapeze.
John is now off on his newest mystery experience.

Once a few of his friends accept the invite through the app, a White Rabbit car is automatically scheduled to come get all of them.
When the group arrives at the destination they are not quite sure what to expect. They are a little bit nervous and a lot bit excited.

They pull up to a warehouse with a sign that says Labyrinth. This is one of the White Rabbit exclusive events.
Inside, John and his friends have a great time. So great in fact that no one even checks their Twitter account the whole time.
Certainly John and his friend won’t forget it anytime soon. They could hardly stop talking about it on the ride back home. This event was definitely going to get a good rating and the experience was well worth the price.
How?
Transportation
Similar to Uber or Lyft, White Rabbit is able to contract with independent drivers to be the chauffeurs to adventure.

And because, White Rabbit makes it worth their while by giving them a larger percentage of the fare. They are always up for adding those special little touches that make the experience for John and friends even more exciting.
Events
We will create three types of events.

**White Rabbit exclusive events**, where the entire experiences are crafted from scratch, like the Labyrinth adventure. We will create very few of these, since the costs are the highest.

**Partnerships with existing venues**, where we will add some interesting twists to existing places and experiences to make them unique. An example of this would be creating a reproduction of a 1920s speakeasy in an existing bar.

**Existing events**, such as the trampoline experience here in Chicago or the jellyfish night at the aquarium. These experiences are currently available, but often not at the top of mind when thinking of going out. No matter what type of event customer end up at, they get the unique White Rabbit service, and have an experience that they’ll want to tell their friends about.
Market
Market Size

2 Million × 78% = 1.5 Million

millennials in Chicago interested in spending money on experiences
Phase 1
- 1 Exclusive Event running 6 months
- 1 Partnership Event running 1 month
- 2 Existing Event running 2 weeks

Phase 2
- 25% 17 Events / week
- 15% 10 Events / week

Phase 3
- 25% 17 Events / week

Avg. price $75+
Revenue 6.9 Million
Cost 5 Million
Eventually the system can grow and expand to other cities making the model more efficient.
Follow White Rabbit to your next adventure
Appendix
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## From Cannabis to Experience

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## White Rabbit

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Research Participants

LAWYER

BAKER

CONSUMERS

DRUG DEALER

DISPENSARY ARCHITECT
Peggy M  
Owner of Love’s Oven  
Cannabis Bakery, Denver CO
Love's Oven
Baking Process

- Trim Purchase
  - Transport to bakery
  - Infusion of trim into butter
  - Store for future use
  - Not Activated (less than 5%)
  - Transport the sample to lab

- Butter Test
  - Activated
  - Baking Product
    - Transport the sample to lab
    - Baked goods Test
      - Good
      - Not Good
      - Destroyed

- Payment
- Order Delivery
- Store for Order
- Packaging

- • Fill our paper works for State Metric System
- • Fill our paper works for State Metric System
- State Metric System Tracks the process

Pain Points
Molly L
Recreational Consumer
17 years old
Get it from friends who know somebody

Brooklyn Age
Get it from local delivery service

30 years old
Get it from personal drug dealer

Recent trip to Denver
Get it from legal dispensary
try edibles

Learned about different effects of strains through leafly

Exploring more about the edibles and want to try cooking
WHAT DOES THE CANNABIS ECOSYSTEM LOOK LIKE?
Needs

1. Security
   - customer
   - employees
   - business
   - location
   - transportation

2. Quality control
   - amount of THC
   - portion size
   - education
   - type of variety
   - trust

3. Compliance
   - to apply for permits
   - keep up with changes
   - with new players (FDA)
   - education for new users (tourists)
   - locations
EDIBLE JOURNEY

Information Needs
- understanding where to go
- serving size
- change in serving size regulations
- time delay
- changing storage regulations

Emotion
- excitement around new
- extensive options
- anxiety around accidental consumption
- time delay
- servings = small portions

Support Needs
- selecting right type of dispensary
- activities and experiences
- keeping it secure and away from kids

DECIDING TO PARTAKE
GETTING EDIBLES
CHOOSING EDIBLES
EATING IT
BEING HIGH
STORAGE
Prototype Testing
Brainstorming

We conducted a brainstorming session to determine which ideas to test with probes.
Probes

Toolkits

Tours

Places
We tested our probes with a mixed group of participants including expert users and novices.
Scenario 1
Users select package online, in this case, the user chooses the lolapalooza package. When fulfilling his order he enters basic information about his age, height and weight, and marihuana expertise level.

A few days later, a package arrives at the user’s home, it includes a joint, a lighter, a lolapalooza ticket, a ticket for transportation to the festival and a small instruction booklet that states the transport pickup time, information on the festival, and recommendations of activities.

The day of the festival the user follows his schedule and smokes the marijuana he received before his pickup time.

At the festival, our user enjoys the shows, but has the option of visiting the service’s booth.

At the booth users can relax, eat something and get assistance if needed. When the festival ends, the bus service returns users home.

Transportation to the festival arrives, where he meets up with other like minded users (or maybe even friends that he coordinated with).
1. Creation of packages:
   - Choosing location
   - Selecting sub-services
   - Building partnerships
   - Uploading to website

2. System catalogues and creates inventory of package purchases.

3. Kits get put together.

4. Shipping of kits.

5. Bus driver gets list of users to pick up.

6. Bus picks up users and drives them to festival.

7. At festival tent is set up. It includes:
   - Food
   - Beverages
   - General assistance
   - Medical assistance (for drug related issues)

8. Bus drives users back home.
Key Learnings
Experiences Are More Important Than Education

We started prototyping thinking about how do we educate people learning to get high and how to we curate a service that provide them with the best high. But what we realize is that it’s the experience that matters. Even starters prefer learning through the experience rather than having someone or somebody to educate them.
People values the social element whether they’re starters or experienced users.
One of our participants really reminded us something:

“It’s not about getting high, it’s about doing something fun while you’re high.”- Dan

It’s all about the event based experience make the HIGH time even more fun. It can be jumping into a pool of ping-pong, it can be watching the jellyfish in the aquarium, it can be anything that you’ll never think of.
For the novice of course, sos is super important because they’re really not sure what they’re facing. But even for the experienced users the sos is significant. That is the reason we’re trying to bringing more social element cuz people feel safe with their friends and also we came up with the pick-up service.
Why Pivot?

We realized that our first scenario doesn’t have enough emphasize on social element and event based experience, and according to what we’ve learned,

IT’S LESS ABOUT THE EVENT BUT MORE ABOUT OVERALL EXPERIENCE.

Thus we decided to pivot from pot-selling service to not necessarily pot-related experience-based service providing customers with unexpected experiences.
User Journey

bored  ➔  book an event  ➔  invite friends

go to the mysterious event  ➔  enjoy!

IIT Institute of Design | Soffee Yang, Natalie Scoles, Jonathan Liu, Fernando de Buen, Lili Lin
**Service Blueprint**

**Physical Evidence**

- **Line of Interaction**
  - Sign up on WR APP
  - Select friends from contact list
  - Input credit card info
  - Select preferences
  - Send invite to selected friends
  - Receive event confirmation
  - Add location and wait for WR driver
  - Picked up by WR driver
  - Arrive at event place
  - Check in
  - Gear up / Adventure prep
  - Have fun
  - Exit event
  - Choose return ride (optional)
  - Picked up by WR driver and return
  - Get Receipt & Rate experience (Optional)

- **Line of Visibility**
  - Tutorial of APP
  - Show event options: Money, Time, UP/DOWN, Selected friends
  - Gather response from friends
  - Confirm event with list of $, pick up time, # of people
  - Greeting
  - Greeting at event place
  - Preparation Assistance
  - Offer after event options

- **Line of Internal Interaction**
  - Create account
  - Connect with contact list
  - Match with friends
  - Make reservation in the system
  - Make payment for event
  - Plan & Send trip info to WR driver
  - Send confirmation to on-site team
  - Operate the event
  - Stand by for emergency or continuation
  - Clean up & Reset

- **Support Processes**
  - App development & maintenance
  - Event database
  - Build on-site team
  - Recruit WR driver
  - Rent event venues
  - Construct/decorate the venue
  - Event setup

- **User Database**
  - Payment system
  - Event database
  - Build on-site team
  - Recruit WR driver

**Backstage**

- **Line of Interaction**
  - Confirm event with list of $, pick up time, # of people
  - Greeting
  - Greeting at event place
  - Preparation Assistance
  - Offer after event options

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**IIT Institute of Design | Soffee Yang, Natalie Soiles, Jonathan Liu, Fernando de Buen, Lili Lin**
First time signup

Wireframe
## Business Model

<table>
<thead>
<tr>
<th>Estimated Penetration % (of 1.5 million potential customers in Chicago) *</th>
<th>5%</th>
<th>15%</th>
<th>25%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average ticket price (transportation excluded)</td>
<td>$75</td>
<td>$90</td>
<td>$90</td>
</tr>
<tr>
<td>Number of exclusive event (per week)</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Number of partnership event (per week)</td>
<td>1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Number of existing event (per week)</td>
<td>2</td>
<td>6</td>
<td>10</td>
</tr>
</tbody>
</table>

* There are 2 million millennials in Chicago, we know from the Eventbrite poll that 78% are interested in spending money on experiences.

<table>
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<th>Phase 2 (15%)</th>
<th>Phase 3 (25%)</th>
</tr>
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<tbody>
<tr>
<td>Number of customers (per year)</td>
<td>78,000</td>
<td>234,000</td>
</tr>
<tr>
<td>Number of events (per week)</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Costs (per year)</td>
<td>$5,063,056</td>
<td>$11,082,688</td>
</tr>
<tr>
<td>Revenue (per year)</td>
<td>$6,935,040</td>
<td>$17,118,720</td>
</tr>
<tr>
<td>Net Income **</td>
<td>$1,123,190</td>
<td>$3,621,619</td>
</tr>
</tbody>
</table>

* * After 40% tax.
Market Research

Number of Millennials

80 million Millennials
- US Census Bureau

2,294,797 millennials on Chicago
- Adage

The Experience Generation

"Millennials are spending money differently than previous generations, preferring to throw cash at new experiences and adventures."
- The Atlantic

"78% of millennials would rather spend money on a desirable experience than buy coveted goods."
- Everbrite

"72% of millennials said they want to increase their spending on experiences during the next year, in lieu of physical things."
- Everbrite

Fear of Missing Out

"Skipping the big event doesn’t just mean missing an afternoon of good times; it also means being reminded on Facebook, Tumblr and the like of how much fun everyone else had."
- Forbes

"Millennials crave experiences that stimulate their senses, and more than half feel increasingly disconnected from the physical world."
- JWT

Spending Behavior

They embrace high-low budgeting. This means, they’ll splurge on items they really want."
- Y-pulse

“Responses said they spent more or about the same amount on leisure and entertainment in 2013 compared with prior years. Young adults, Millennials aged 18-34, are most likely to say they are spending more in this category."
- Mintel

Spending Power

“Collectively, millennial expenditures will reach $1.4 trillion annually by 2020."
- Emarketer

“Millennial annual purchasing power widely range between $125 billion and $890 billion. A more consistent estimate is $200 billion of direct purchasing power."
- US Chamber of Commerce

Spending Growth

“Since 1987, the portion of US consumer spending devoted to experiences and events has increased by 70."
- Business Insider

“Consumer spending for leisure and entertainment will continue to increase over the next five years. Growth will be impressive with spending in the sector expected to outpace all others as recessionary cutbacks fade with memory."
- Mintel

“The greatest gains over the next five years will come from spending on non essentials including leisure and entertainment (+28.5%), vacations and tourism (+27.3%), technology and communications (+25.2%) and alcohol on premises (+23.7%)."
- Mintel