

**We Helped  
Bottlepop Reach over  
\$1,000,000<sup>\*</sup>  
GMV in less than  
5 Months  
after launch.**



WORLD CLASS AWARD WINNING FIRM

*\*annualized*

According to Gartner, the chance of a mobile application becoming a financial success is just 0.01 percent.

To have an app monetize is beating the odds in and of itself. To have one that reaches half a million dollars in less than five months is virtually unheard of.

Yet, that's precisely what the team at EL Group did for startup app developer AD Singh.

**Here's their story.**



BOTTLEPOP

Have you ever run into the dilemma of wanting to hit the town for some nightlife with your friends only to find out that all the best clubs are booked to the max?

That's a common problem that entrepreneur Abhay Deep set out to resolve with his new, innovative mobile application concept, entitled BottlePop.

The app, being hailed as the Uber for nightlife, is designed to provide unprecedented access to curated nightlife and special events around the world. With a few clicks, users can instantly connect with and make reservations at the hottest clubs all over the world, directly using their smartphone.



## The Challenge

Having previously used American Express centurion card and Vertu smartphone concierges, the BottlePop founders know what it takes to deliver world class service. They were also confident that once their app took off, it would be an instant success.

The problem was choosing the right firm to help design, develop and bring their vision to life. With such a tiny window for success in the mobile app development realm, making the wrong choice could easily result in another addition to the ever-growing app graveyard.

A yellow lightbulb icon with a dollar sign inside, symbolizing a smart financial decision.

## A Wise Choice

After thorough consideration, the BottlePop team decided to partner with EL Group International, headed by our founder and digital visionary Evan Luthra.

In addition to our proven track record of designing and engineering hundreds of mobile, web, and cloud applications for several of the world's leading organizations such as CitiBank, Virgin America, Godiva and more. Our Startup Studio division only accepts 6 projects per year.

Upon agreeing to take on the BottePop venture, we got right to work on the product development phase.



## A Winning Strategy

Before the ink was even dry on the contract, we began the painstaking, meticulous strategy of developing an app that would not only take UX into account, but that would also achieve a high retention rate for long-term sustainable profitability.

In this initial step of the EL Group Startup Studios process, the founding team participated in an in-depth product consultation workshop which involved a deep-dive into the application's concept.

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## A Winning Strategy

Using detailed feedback provided by our team of world class designers, engineers and business marketers, our founder brainstormed with the team to determine how to further enhance the product's concept.

We then used this information to develop a blockbuster business plan, including a detailed plan of action that laid out the process of product development, beta testing, user acquisition and raising venture capital.





## Putting Words To Action

Under the expert guidance of Luthra, and with our comprehensive roadmap to success in hand, our team of dedicated developers built the entire product from the ground up, including an app version for the iPhone and Android, as well as compatible functionality with wearable tech, such as Apple Watch.

On the back end, an intuitive website admin panel was developed and built, which allows the application owners to fully manage the entire business function.



## The Results

Of course, as with any mobile app, design and development were only half the battle.

The next phase of the project – and perhaps the most challenging – involved implementing the right strategies that would increase exposure and get enough traction to officially get the app off the ground.

### That's when Luthra stepped in.

Leveraging his huge network and solid industry standing, he was able to singlehandedly grow BottlePop's gross merchandise value (GMV) to \$500,000 in less than five months.

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## The Results

With innovative new features, including 24/7 concierge service and a ranking algorithm that allows users to assess and grow their “elite” status, BottlePop continues to experience explosive growth and is currently *on track to reach \$1 million+ in GMV within the year.*

**\$1 Million+**  
in GMV  
within the  
**year.**



**“To be quite honest, I’m not sure my app would have ever been a success were it not for the expertise and guidance of the Startup Studio team – particularly Evan.”**

**Abhay Deep**  
Founder and Director, Bottlepop

“What really surprised me was how they went above and beyond to help get my project off the ground. In fact, even now, they’re still promoting and helping to increase its reach. I don’t know any other firm that offers that level of dedication.”



## Why do we invest this much time and energy into our projects?

Because we work with each client individually to build each company as if it were our very own. That kind of support and dedication is something you simply won't get with other development firms.



**Think you have what it takes to beat the odds and have the next big mobile app?**

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**Want results like what BottlePop and so many of our other clients have achieved?**

**Email Us**  
**Investments@EvanLuthra.com.**

# Evan Luthra



Evan Luthra has that rare and coveted ability to turn original ideas into businesses that are both innovative and profitable. At 22 years-old, he has an already impressive resume and career history. He started his journey as a serial entrepreneur as an adolescent and was bitten by the “digital bug” early and often.

This forward thinking, technology-minded entrepreneur embarked on his first digital endeavor at just twelve years-old by curating technology-related news, and he garnered a notable quarter of a million readers in doing so.

He then began developing mobile apps at the advent of mobile app popularity. Always on the cusp and leading edge of new trends and innovations, he has become a true innovator and recognized name in the world of Startups. He has started various technology companies and at one time, managed products used by millions of people.

Evan has extensive knowledge and experience in mobile apps and his company, EL Group International has developed and delivered mobile apps for major Fortune 500 companies. Evan’s strategy follows a simple, but proven formula: conceptualize, innovate, execute.

Evan is an accredited Angel Investor and invests in a variety of products and businesses through his Startup Studio and otherwise. From being the first investor over snapchat , to an early investor in Eazeup.com (Fastest growing on-demand Tech company in 2016) to most recently in Wheelys (Top 15 company to watch out in 2017 by INC).

He is a featured speaker at different universities and conferences around the globe; he speaks about Mobile Apps, Entrepreneurship and trending tech topics, to huge audiences and has spoken for Tedx, United Nations, Google, Nielsen and has done guest lectures at Delhi University, Washington State University, San Francisco State University and more.

With his keen insights and digital expertise, Evan is constantly thinking of new ideas that will innovate, simplify and make daily quality of life that much better.