



EXECUTIVE MARKET
ENTRY STRATEGY

2026

01 — Executive Summary

2night is Uganda's first real-time social discovery platform designed to help adults discover people, venues, events, house parties, vendors, and nightlife experiences happening around them in the moment.

Unlike traditional social media platforms that focus on content consumption or dating platforms that focus on profile matching, 2night focuses on real-world social activity and live participation.

 Real-Time Discovery Live social signals from venues, hosts, and attendees near you	 Location Intelligence Privacy-conscious zone-based awareness, not exact GPS tracking	 Venue Ecosystem Partner venues broadcast activity, events, and crowd signals live
 House Party Discovery Private gatherings made visible to trusted social circles nearby	 Escrow Marketplace Secure real-time transactions between vendors and buyers	 Flare Visibility Premium tools for users and venues to amplify their presence

02 — Strategic Vision

2night aims to become the platform people open before deciding where to go, what to do, who is around, which venue is active, and which event is worth attending.

When people ask — "What's happening tonight?" — the answer should be: Check 2night.

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The objective is not to become a dating application. The objective is to become Uganda's social discovery infrastructure.

03 —

Market Opportunity

Social activity in Uganda is currently fragmented across WhatsApp groups, Instagram stories, TikTok, word of mouth, phone calls, and event posters. Information is delayed, opportunities are missed, events remain undiscovered.

THE PROBLEM TODAY

- × Fragmented across 6+ platforms
- × Events missed or discovered too late
- × Venue activity unknown until arrival
- × Slow coordination via group chats
- × No real-time social density signal

WITH 2NIGHT

- ✓ Single real-time discovery layer
- ✓ Live event and venue activity feed
- ✓ Know what's happening
- ✓ Instant social coordination via Beacons
- ✓ Real-time social density visible on map

04 —

Core Positioning

See What's Happening Before You Leave Home

- Who's Out Tonight?
- Discover People & Places
- Find The Night Before It Finds You
- Don't Go Out Blind

05

Safety & Responsible Discovery

2night recognizes that any location-aware platform must balance discovery with privacy and public safety. The platform has been designed to minimize exposure of sensitive location information while maximizing social value.

Privacy by Design

WHAT 2NIGHT DOES NOT EXPOSE

- ✗ Exact GPS coordinates
- ✗ Real-time user locations
- ✗ User identities through location data
- ✗ Distances between users
- ✗ Historical movement patterns
- ✗ Background location tracking

USER PRIVACY CONTROLS

- Optional Beacon activation — users choose visibility
- Instant Beacon removal at any time
- Blocking and reporting tools
- Profile moderation and visibility settings
- Location data only active during participation

Competitive Privacy Comparison

PLATFORM	LOCATION SHARING	PRIVACY LEVEL
Snapchat Snap Map	Real-time GPS	Low ●
Instagram Stories	Approximate location	Medium ●●
Facebook Events	City-level	Medium ●●
2night ✓	Fuzzy zone-based	High ●●●

06 — Launch Strategy

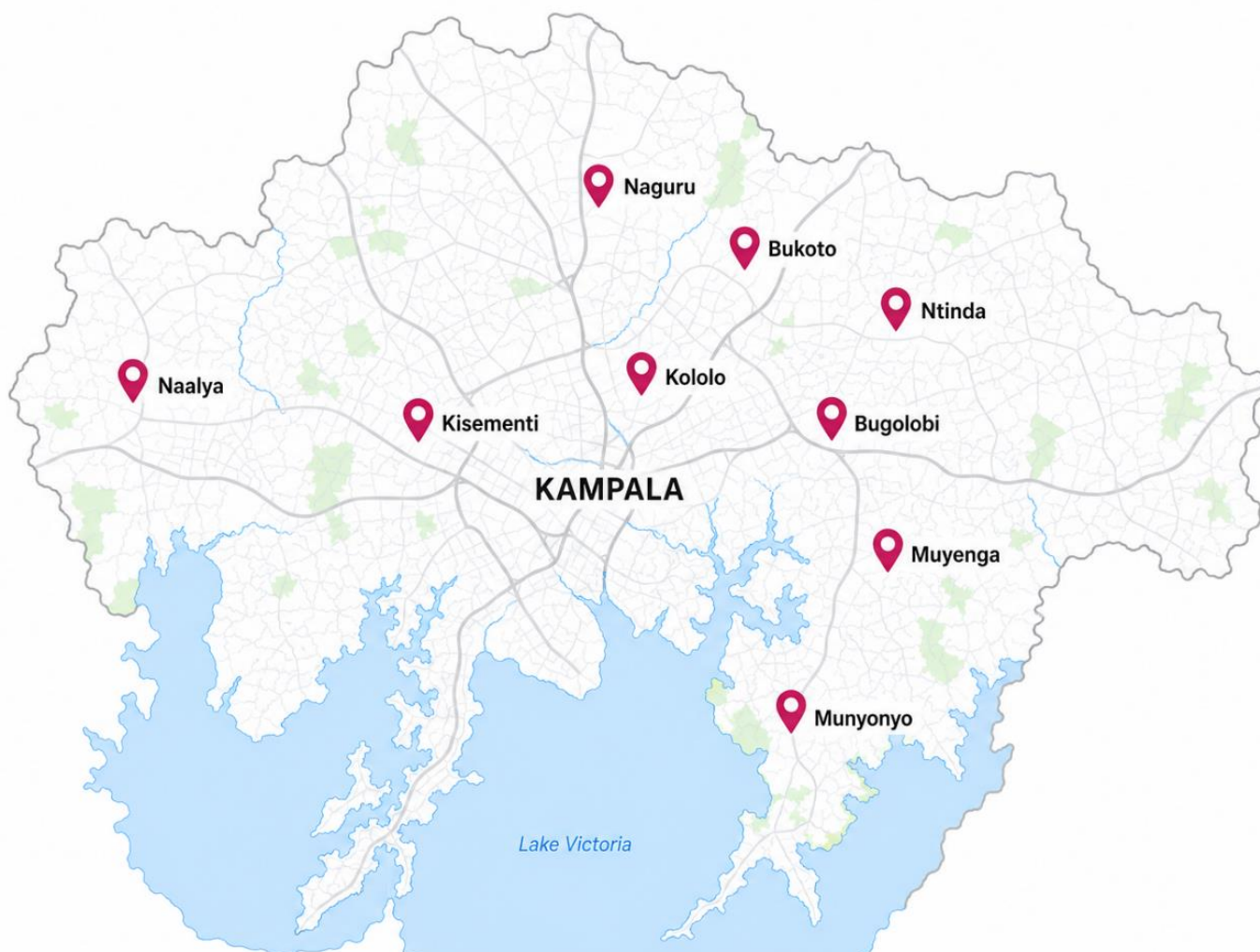
The success of 2night depends on social density rather than total registrations. The launch strategy focuses on ecosystem creation rather than mass acquisition.

INITIAL LAUNCH MARKET

Kampala Metropolitan Area

TARGET LAUNCH ZONES

- Kololo
- Kisementi
- Bugolobi
- Ntinda
- Acacia
- Muyenga
- Munyonyo
- Naguru
- Bukoto
- Naalya



07 — Ecosystem-First User Acquisition

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Tier One — Activity Creators

House Party Organizers

Target: 20

Create recurring social gatherings that introduce entire social circles to the platform

Event Promoters

Target: 15

Drive attendance and nightlife momentum, creating critical mass around key events

DJs

Target: 15

Signal active venue presence and attract followers through real-time engagement

MCs & Hosts

Target: 15

Increase participation and encourage user interaction during live events

Nightlife Photographers

Target: 10

Generate visual content and social proof that drives organic platform awareness

Venue Managers

Target: 20

Onboard venues, promote events, and recruit users within their existing audiences

Tier Two — Amplifiers

CAMPUS ORGANIZERS — TARGET: 50

- Makerere University
- MUBS
- Kyambogo University
- UCU
- ISBAT
- Victoria University

MICRO INFLUENCERS — TARGET: 50

Audience Range: 5,000–50,000 followers

Focus areas: Lifestyle, Entertainment, Fashion, Nightlife

CONTENT CREATORS — TARGET: 50

Feed creation, event coverage, venue promotion and user-generated content

The Intent Beacon System

The platform is built around four beacon categories, each representing a distinct behavioral state. These states form the economic engine of the platform — allowing users to broadcast temporary intent and discover others experiencing the same.

BEACON	STATE OF MIND	MONETIZATION
 PARTY #04DBFD	PSYCHOLOGICAL STATE "I want activity."	MONETIZES VIA → Venue discovery → Event promotion → Flare boosts → Sponsored experiences
 COMPANION #D12066	PSYCHOLOGICAL STATE "I want connection."	MONETIZES VIA → Visibility boosts → Premium messaging → Discovery features
 BITES #C8960C	PSYCHOLOGICAL STATE "I need something."	MONETIZES VIA → Vendor discovery → Escrow transactions → Sponsored listings
 ADULT SHOP #9B26B8	PSYCHOLOGICAL STATE "I have a private need."	MONETIZES VIA → Escrow transactions → Vendor visibility → Premium discovery

The Tonight Window

Most marketplaces focus on long-term demand. 2night focuses on immediate demand — reducing uncertainty and creating confidence during the high-intent window between 7PM and 3AM.

09 Revenue Model

2night is designed around multiple complementary revenue streams, reducing dependence on any single source. The platform monetizes user activity, visibility, transactions, and business participation.

01

STREAM 1

Premium Subscriptions

24-Hour, Weekend & Monthly passes. Unlocks unlimited messaging, extended Beacon visibility, and premium discovery features.

STRATEGIC ROLE

Creates recurring revenue while preserving free platform entry for all users.

02

STREAM 2

Flare Visibility Boosts

Users purchase temporary boosts to increase active Beacon visibility during peak nightlife hours.

STRATEGIC ROLE

High-margin, event-driven revenue similar to promoted listings in leading marketplaces.

03

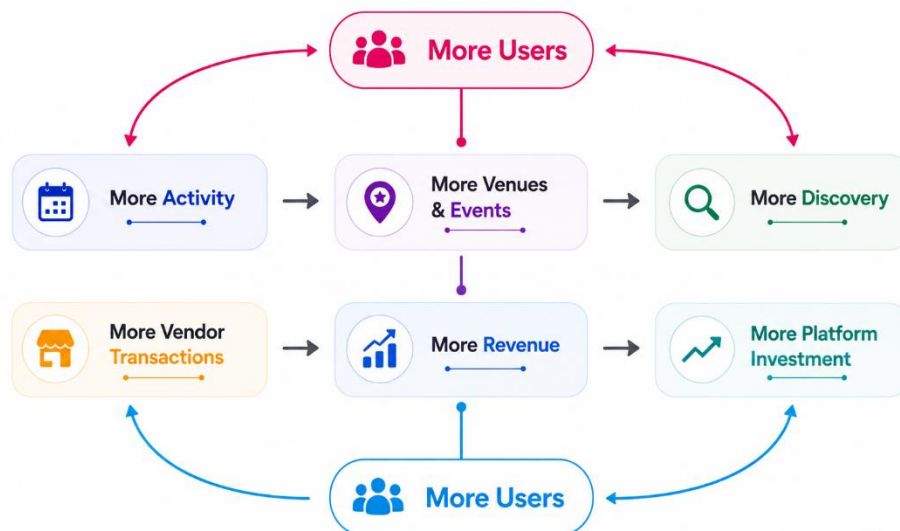
STREAM 3

Escrow Transaction Fees

Platform fees and vendor commissions for facilitating secure real-time buyer-vendor transactions.

STRATEGIC ROLE

Scales naturally with user engagement — revenue grows alongside ecosystem activity.



10 Success Metrics

Success is measured by activity density, not registrations. A user should quickly discover meaningful activity after becoming visible on the platform.

100+ ACTIVE BEACONS EVERY FRIDAY	20 ACTIVE PARTNER VENUES	500+ WEEKLY FEED POSTS	< 5 min TIME TO FIRST INTERACTION
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Full KPI Dashboard

METRIC	TARGET
Weekly Active Beacons (Every Friday)	100+ Active Beacons
Active Partner Venues	20 Venues
Weekly Feed Posts	500+ Posts
Weekend Conversations Started	500+ Conversations
Verified House Party Hosts	20 Hosts
Average Time to First Interaction	Under 5 Minutes

11 — Long-Term Growth Roadmap

PHASE 01 — NOW

Kampala Launch

Building the ecosystem from the ground up

- 10 high-density launch zones
- 1,000 curated ecosystem builders
- 20 venue partners
- Activity density as primary KPI

PHASE 02 — NEAR

Uganda Expansion

Taking the proven playbook nationwide

- Jinja
- Mbarara
- Gulu
- Market-by-market density approach

PHASE 03 — FAR

East Africa

Becoming the regional social discovery layer

- Cross-border discovery
- Ecosystem model replication
- Regional brand presence
- Pan-African nightlife infrastructure

12 — Trust & Safety Operations

Dedicated moderation processes support platform integrity and user protection across all features.

MODERATION

- User reporting and abuse prevention
- Content moderation and policy enforcement
- Profile verification where necessary

TRANSACTIONS & SECURITY

- Fraud detection and marketplace dispute resolution
- Escrow investigations and reconciliation
- Identity verification for high-risk activity

The platform reserves the right to remove users, listings, events, Beacons, or content that threaten user safety or violate platform rules.



2night is not fundamentally a nightlife application.

It is a real-time intent marketplace.

The Beacon system allows people to broadcast temporary states of mind and discover others experiencing similar states. The platform's long-term opportunity lies in making human intent visible at the exact moment it becomes actionable.

The question 2night answers is not: "Who are you?"

The question it answers is:

"What are you looking for tonight?"