Flowtab ®

[1] **flow** \ ˈflō \ noun

A mental state of operation in which a person is fully immersed in a feeling of energized focus, full involvement and enjoyment while in the process of an activity.

Flowtab is a mobile ordering, payments and loyalty platform for bars and nightclubs.

Team

Kyle Hill
Founder, CEO

- Web and graphic designer
- Founded design firm Kaleazy Creative

Mike Townsend
Founder, COO

- B.S. Engineering
- Founded POS company Zing Checkout

Brandon Zacharie
Software Engineer

- User Interface Engineer at Originate
- Engineering lead at Movieclips.com and Trails.com

Trevor Bisset
Sales Manager

- Corporate software sales and marketing
- SF nightclub promoter

Alex Kouznetsov
Technical Advisor

- Ph.D. in Computer Science
- Engineer at Intel Corp.

kaleazy®   ZING CHECKOUT   ORIGINATE   Laserfiche·   (intel)

Problem

Customers

- Waiting for service
- Forgotten bar tabs

Bartenders

- Point-of-sale headaches
- Cash, cards, and receipts

Owners

- Credit card processing fees
- Lack control to drive business

Order Pay Pickup

- Order from anywhere
- No cash, cards or open tabs
- Targeted drink deals and upselling

Business Model

User Revenue

- Merchant and service fees
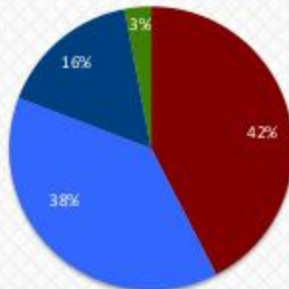- Premium subscription fees

Bar Revenue

- Upfront installation fees
- Monthly recurring fees

Advertising Revenue

- **$3 billion** annually on liquor advertising
- Mobile market share will **quadruple by 2016**

- TV, radio, print & billboard
- Wholesellers & retailers
- Sponsorships
- Online & mobile

42%
38%
16%
3%

Source: Federal Trade Commission (ftc.gov)

Traction

Venues*	Users**	Orders / Week	Total Sales***
7	2,200	120	$12,450

* Cost to acquire a bar is $1500 - $2500

** Cost to acquire a user is $4 - $19

*** Launched 11/1/12, sales as of 2/1/13

- Pilot distribution deal
- 2,000 national sales force

- Targeted affiliate program
- Signed 10% of Lyft drivers

- Sponsorship partner
- Proved ad revenue model

Competition

$90M raised on concept of SMB loyalty in 2011 and 2012…

LevelUp, FiveStars, BellyCard, Mogl, Shopkick, etc.

Loyalty in nightlife is wide open!

	Flowtab	GOPAGO	coaster	Tabbedout	bartab
Bars & Nightclubs	✔		✔	✔	✔
Multiple Cities	✔	✔		✔	✔
0% CC Processing	✔				
Distribution Partner	✔	✔			
Table Ordering	✔				
POS Integration				✔	

Financials

Stage	Time	Amount
Initial Seed	August 2012	$50,000
Angel Round	February 2012	$500,000
Series A	Q4 2013	$3M

Exit Strategy

Google Wallet

Increase Wallet user base.
Integrated payments solution.

mFoundry

Expand mobile payments
to nightlife industry.

ıntuıt

Increased market share for
merchant services.

micros

Complete offering
with integrated POS.

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