CANVAS

1. **CUSTOMER SEGMENT**
- Restaurants (fine dining, casual dining, coffee shops, fast food), Venues (wedding venues, parties, private restaurant space), Catering Services
- Platform users
- Delivery agents/ companies

2. **PROBLEM**
- Few delivery options and digital delivery options
- Few or no digital menus
- Some restaurants are not on map
- High no shows number from table and seat bookings
- Restaurants does not have a clear view of the revenue generated from table bookings

3. **VALUE PROPOSITION**
   Better customer experience by saving their time, they can make reviews, loyalty programs and restaurant surveys, restaurant management tool will allow the restauranteurs to better manage their outlets.

4. **SOLUTION**

Website for table bookings, Mobile app for table booking, orders and to manage and eradicate no shows, customer saves their time, order food and book table digitally.

5. **CHANNELS**

Email marketing, email, social media, website content marketing

6. **REVENUE STREAMS**

Described and detailed on next page

7. **COST STRUCTURE**
   - Website
   - Website upgrade fees
   - Customer care person
   - SEO
   - Content marketing and marketing costs (Social media advertising, google ads, flyers, website advertising, partnership with blogs fees)

8. **KEY METRICS**
- Restaurants and venues register
- Users number
- Revenue achieved vs budgeted

9. **UNIQUE ADVANTAGE**

The only one startup in Pemba and Maputo/Mozambique with such a service.

FINE DINING BUSINESS MODEL

1. **REVENUE STREAMS**

Advertising and Subscription Fee	Venue Unique Experience Package	Product Demos	Table Booking	Delivery
Advertising on the spaces, new offers, product demos, discounts, service upgrade, menu changes	Packages to be sold for the restaurants that will be include our mark up	Video demos on new offers, services, cooking shows	Showcase restaurants, photos of the restaurant, restaurant layout and seat options and calendar to block the seats and tables	Options of delivery agencies based on the locations the client is in
	Wine pairing events, Boat diner events, Beach lunch,			
80% of the revenue	10% of the revenue	2% of the revenue	5% of the revenue	3% of the revenue
4000 pm, 11000 pq, 47 000 py	**Vary**	**33737.80**	**N/A**	**N/A**

OTHER REVENUE STREAMS

User Fee per Order	User Fee per Table /seat Booking
15 Mzn	**70 Mzn**

THE FUNCTIONALITIES (Pages)

1. Table booking & Restaurants
2. Venues, Weeding, Parties, Private Dining Space
3. Catering Service
4. Orders
5. Delivery
6. (Blog)

1. Table Booking/ Restaurant

Find your preferred restaurant, find new restaurants book you seat or table

Pick the date on the calendar

Select the number of pax

Choose the area to seat

Select the occasion

Describe the service you want and preferences

Confirm the booking

2. Venues

Find you venue, and send a book inquiry

Choose the venues per location/area

Select the dates

Select the number of pax

Select the type of event

Describe your needs

Send the inquiry

3. Catering service

Find a cater, and send an inquiry

Choose the cater company

Select the dates

Select the number of pax

Select the type of event

Describe your needs

Send the inquiry

4. **Orders**

Choose the restaurant, check the menu, select item from the menu and order

Call

5. **Delivery**

Select delivery options from your region

Search for Delivery options available (that time)

Call