

25

191.

63

191

38

197

55

191

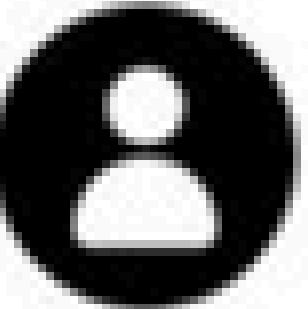
MISOZE

7 1 2 3 9 8

DODGE

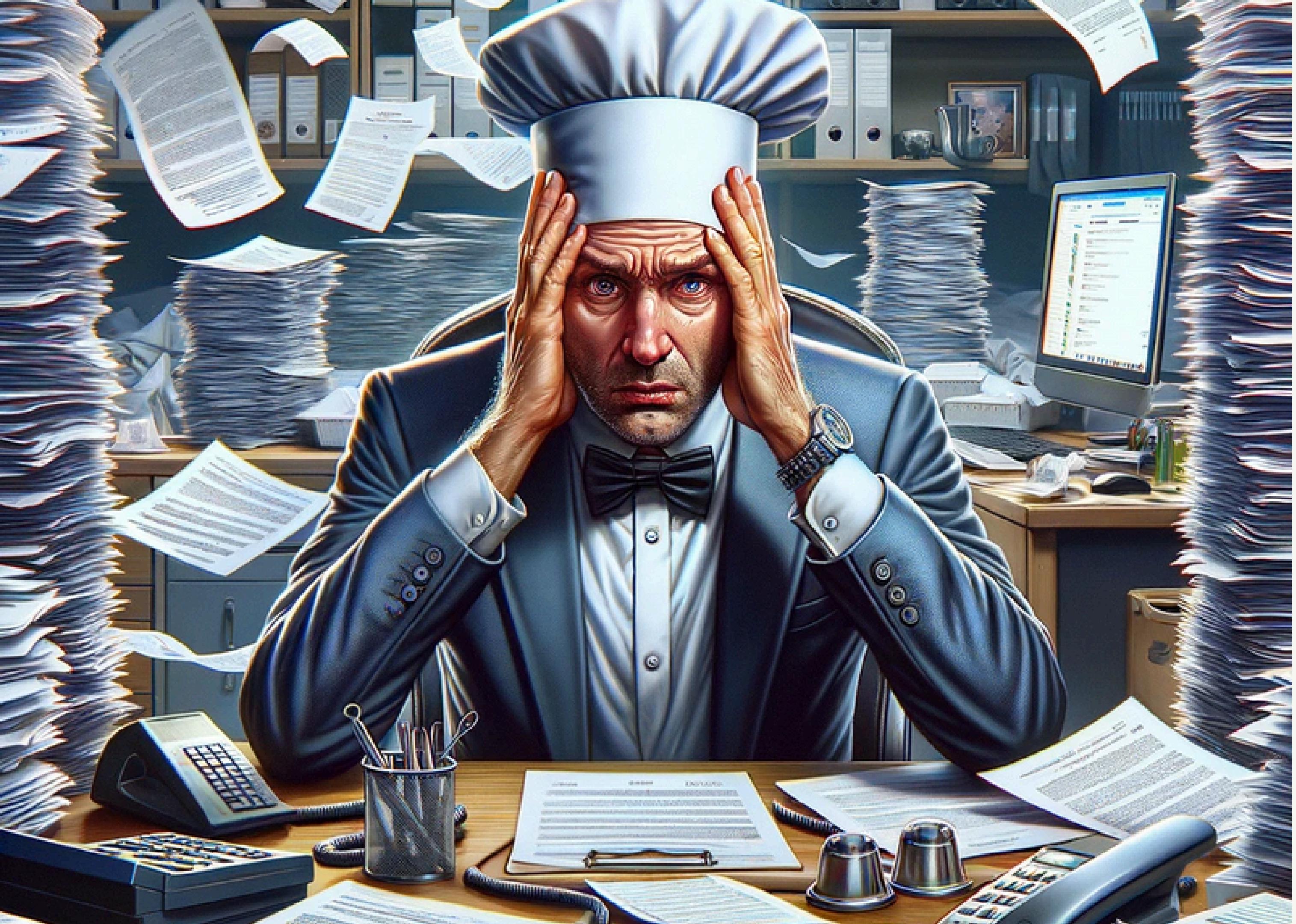
REDA 29

13772098



Condenado por no dar de alta a sus empleados del catering de la caseta de Lipasam en la Feria de Abril de Sevilla

Se le ha impuesto tres meses de cárcel y una multa de 360 euros



WE CONTINUE CREATING OUR BRAND



“Deliciously Personalized, Unforgettable Events.
Your easy and unique connection to the perfect
catering for every occasion”

GROUP 8

We say definitely **NO** to:



overly bureaucratic management



searching for a job/employee for
months



difficulty organize an event

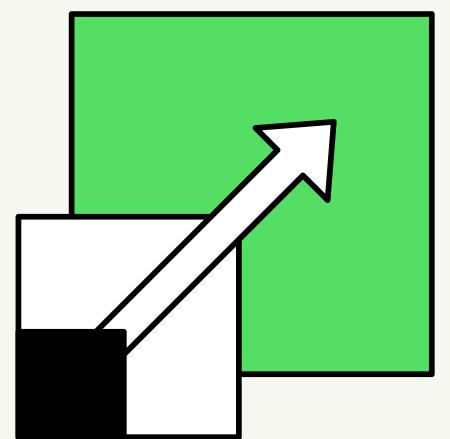
...but we say definitely **YES** to:

- 
-  unique hub for:
 -  people looking for events
 -  people looking for employment
 -  companies that organize
these events

PURPOSE OF THE APP



1

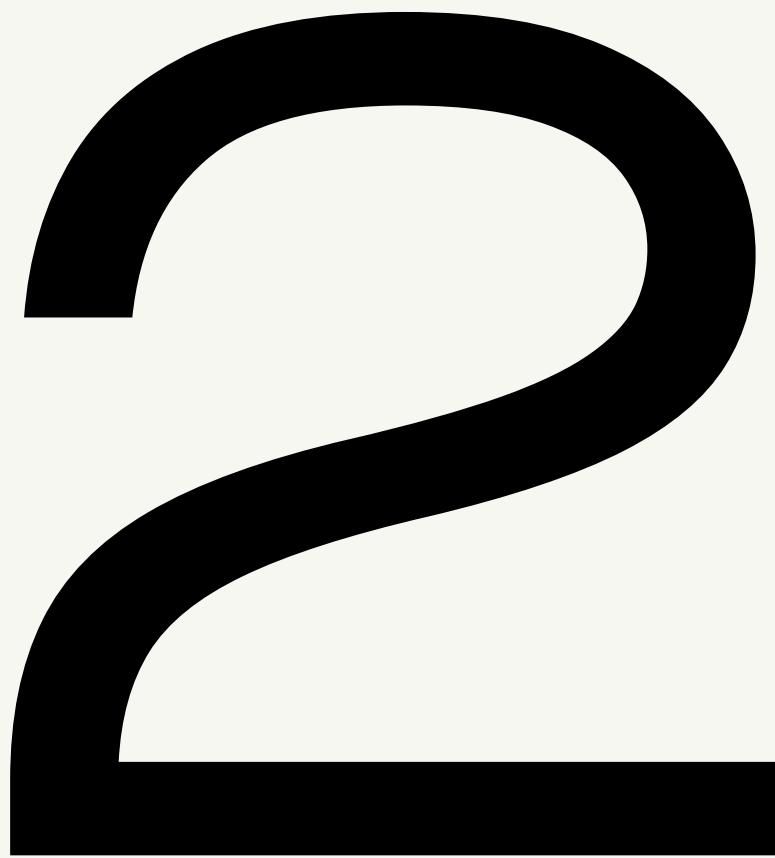


WHAT DO WE
DO?



¿TE ENCARGAS DEL
CATERING?

¡CLARO!



**WHAT DOES THE
APP DO?**

DEMO INDEX



Particular



Delicias Mediterraneas manager



Chef



Content

Report Err

About Us

FAR

Price

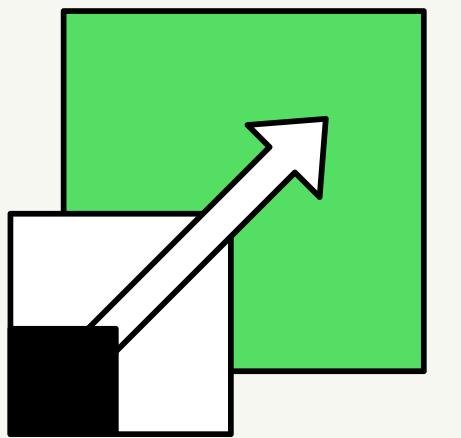
Ter

Insta

Facebook



3

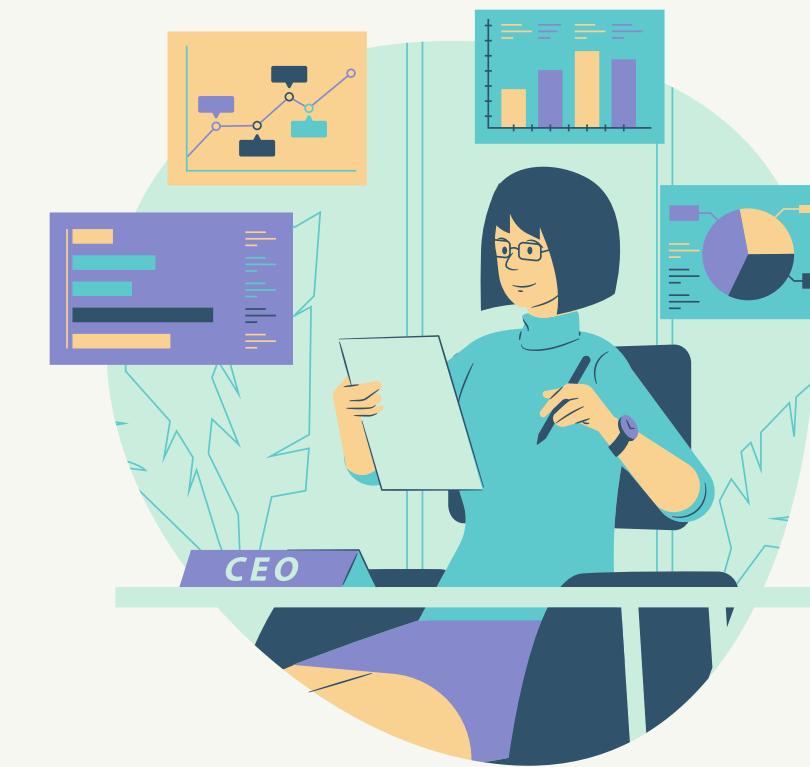


WHY US?

Types of Competitor



Job Portals



Catering Management
Companies

Similar Business



PARTFY



LINKEDIN



INFOJOBS



MIL ANUNCIOS

	PARTFY	LINKEDIN	MIL ANUNCIOS	INFOJOBS	BANQUET BUDDY
CATERING HIRING	✓		✓		✓
JOB POSTING				✓	✓
CATERING RECOMMENDATION	✓				✓
VERIFIED CATERING REVIEWS	✓				✓
EMPLOYEE PROFILE MANAGEMENT			✓	✓	✓

4

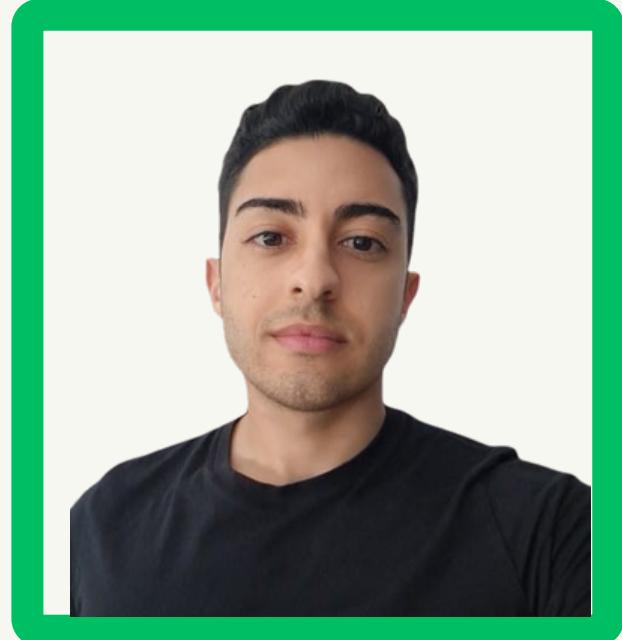


WHO ARE WE?

Subgroup 1 :



Javier
Rodríguez



Guillermo
Pacheco



Eduardo
Bustamante

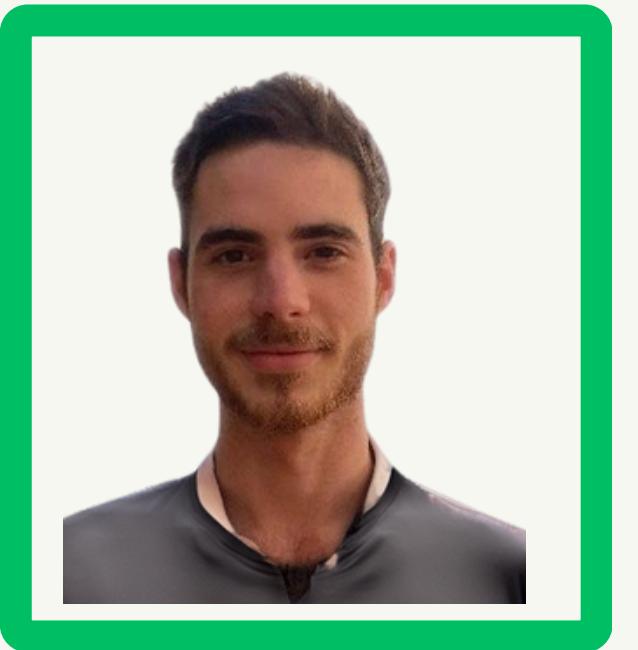


Álvaro
Carrera

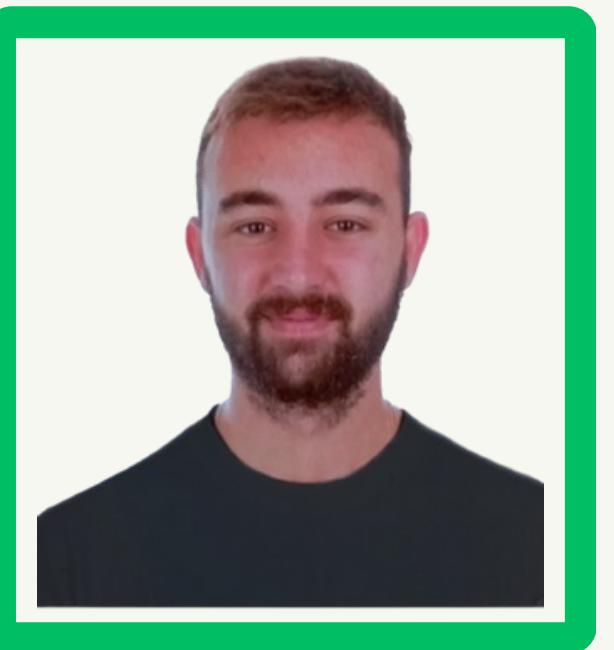


Juan
Martínez

Subgroup 2 :



Alberto Benítez
Morales



Marco Antonio
Roca Rodríguez

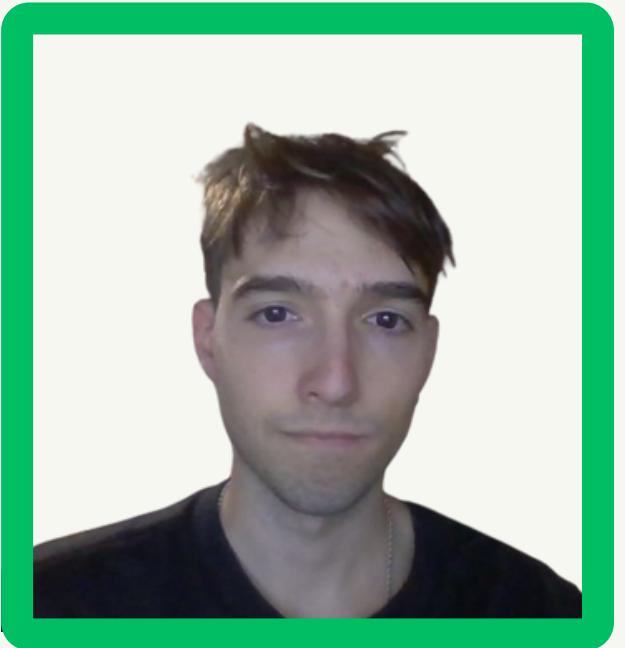


Fran Vargas

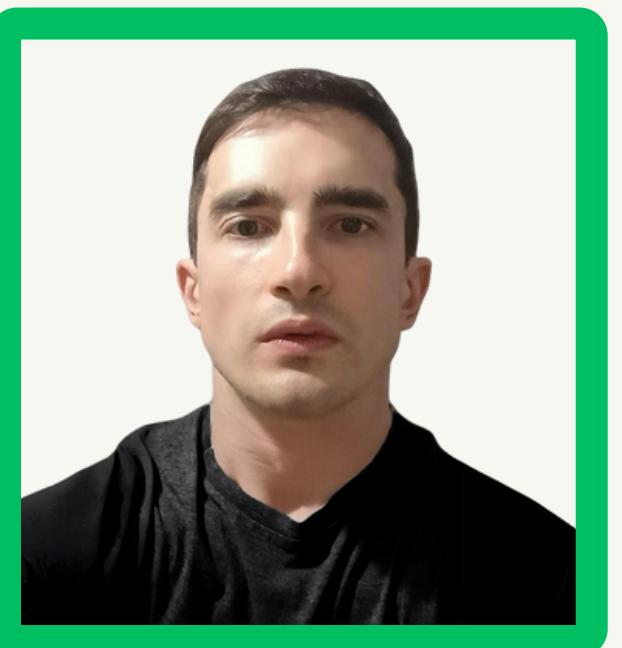


Javier Nunes

Subgroup 3 :



Alvaro Navarro
Rivera



Artemio Rodríguez
Asensio



Mario Sánchez
Naranjo

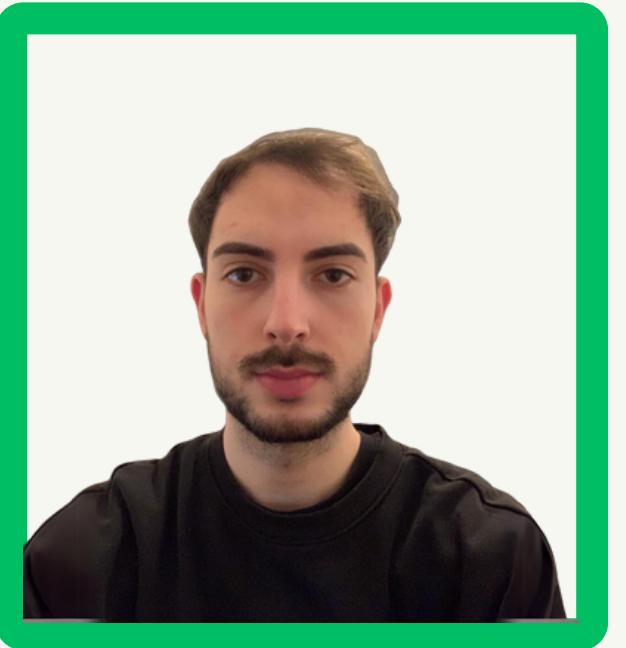


Pablo Martínez
Valladares

Subgroup 4 :



Jaime Caballero
Hernández



Fernando Barroso
Barroso

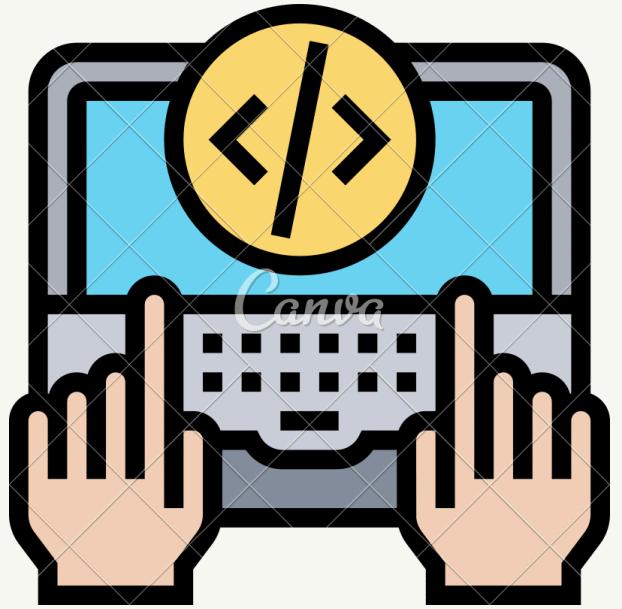


Álvaro Sánchez
Flores



Gonzalo Santiago
Martín

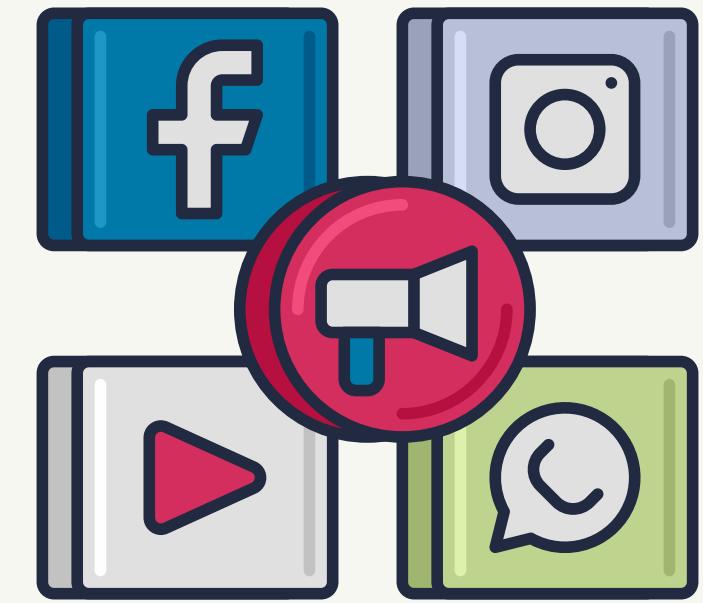
OUR KNOWLEDGE



Web Programming



Cybersecurity



Marketing

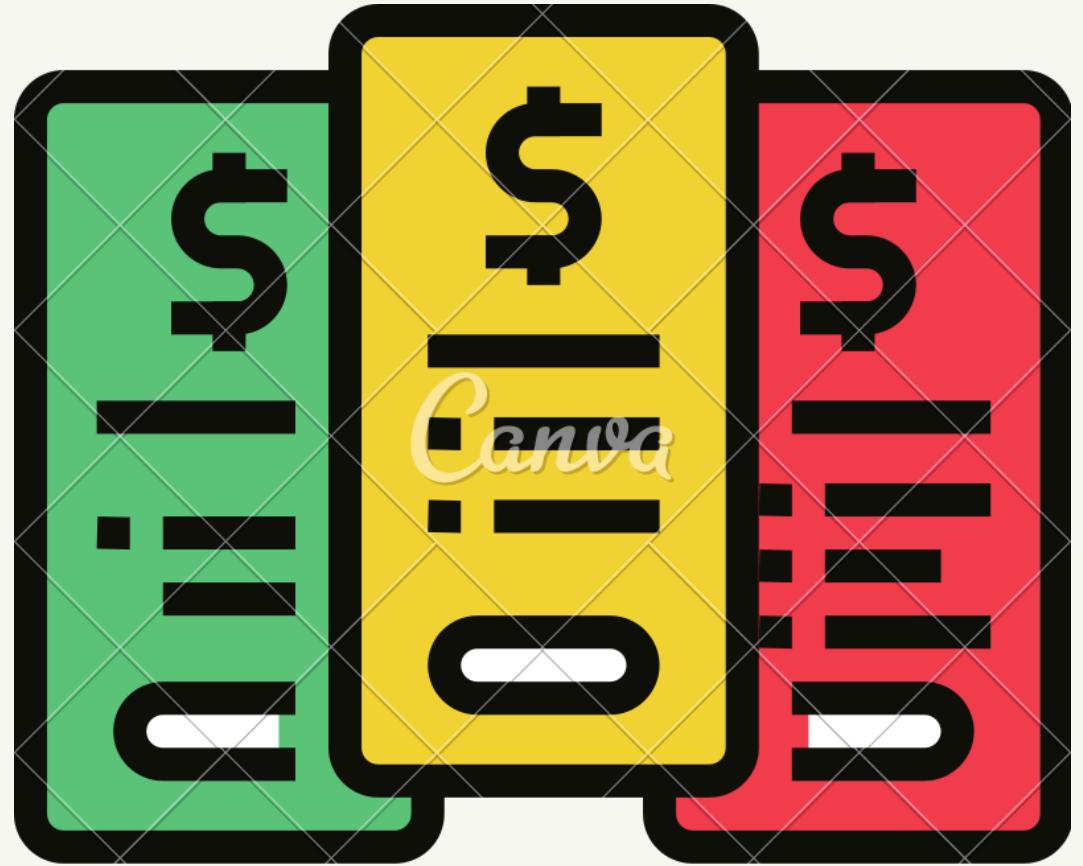
5



WHY IS IT
PROFITABLE ?

Monetization

2 types



Subscription Plans



Commissions
for contracts made.

PRICING

Individuals/Organisers

- **Free Plan:**
 - Basic functionalities
- **Subscription:**
 - 4.99€/month
 - No commissions

Look for a job

- **Free Plan:**
 - Basic functionalities

Catering companies

BASIC

(9,99€/month or
99,99€/year)

PREMIUM

(19,99€/month or
159,99€/year)

PRO

(29,99€/month or
179,99€/year)

Company Publication



Chat with customers



Calendar of events



Task management



Reports and Proposals



Employee hiring



OPERATING EXPENSES

Deployment	5,7k €
Contingency plans	13k €
Marketing	6,8k €
Maintenance staff	36k €
Civil liability insurance	24k €
TOTAL	85.5k €

CAPITAL EXPENDITURES

Staff	51,3k€
Social costs	17,1k €
Licenses	1k €
Backup	1,2k €
GDPR (FORMATION)	350 €
TOTAL	71k €

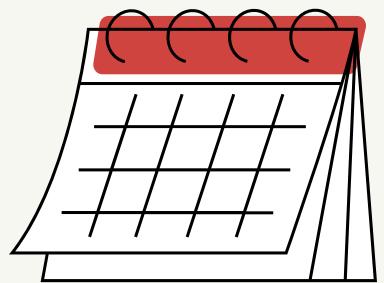
**TOTAL COST OF OWNERSHIP
(2 years)**

156.5k €

Income and Return of Investment



Total annual revenue: **89K€**



Return on investment
and annual profits:

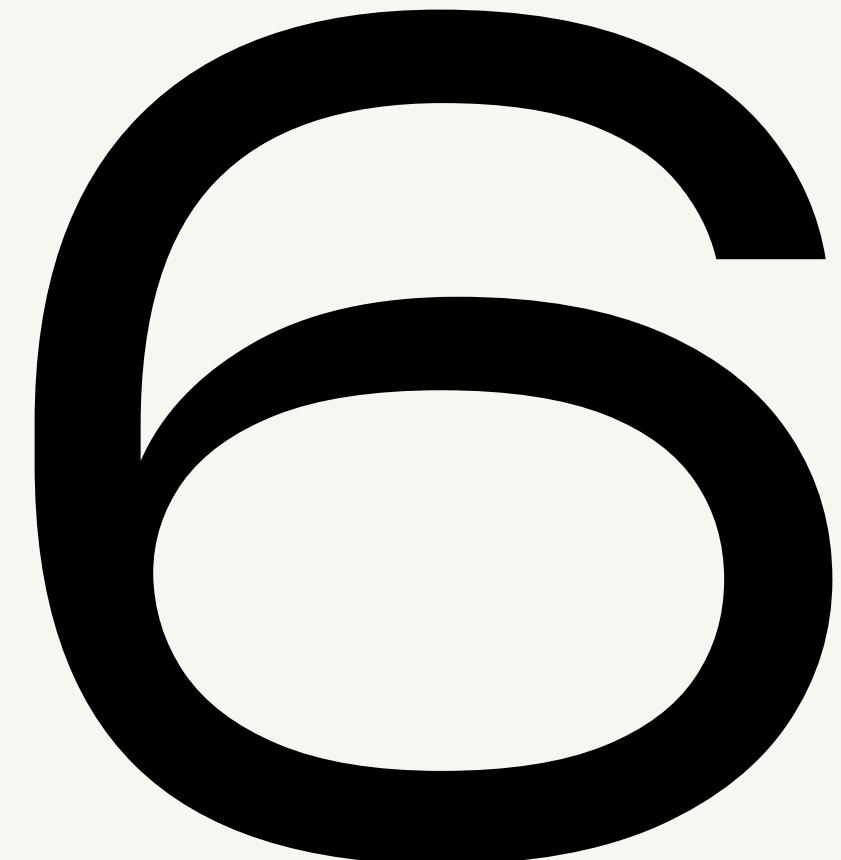
- 1 First year: **-29K€**
- 2 Second year: **25,2K€**
- 3 Third year: **79,4K€**
- 4 Fourth year: **133K€**



Time to recover the investment:
1 year and 8 months

TOTAL COST OF OWNERSHIP ESTIMATION

	Pessimistic 7,5 k users/ year	Realistic 10 k users/ year	Optimistic 12.5 k users/ year
<i>Capital expenditures</i>	71K €	71K €	71K €
<i>Operating expenses</i>	137K €	154.5K €	157K €
<i>TCO (4 years)</i>	208K €	225K €	228K €
<i>Incomes (per year)</i>	71K € Benefits in 2 years	94K € Benefits in 1 year and 8 months	124K € Benefits in 1 year



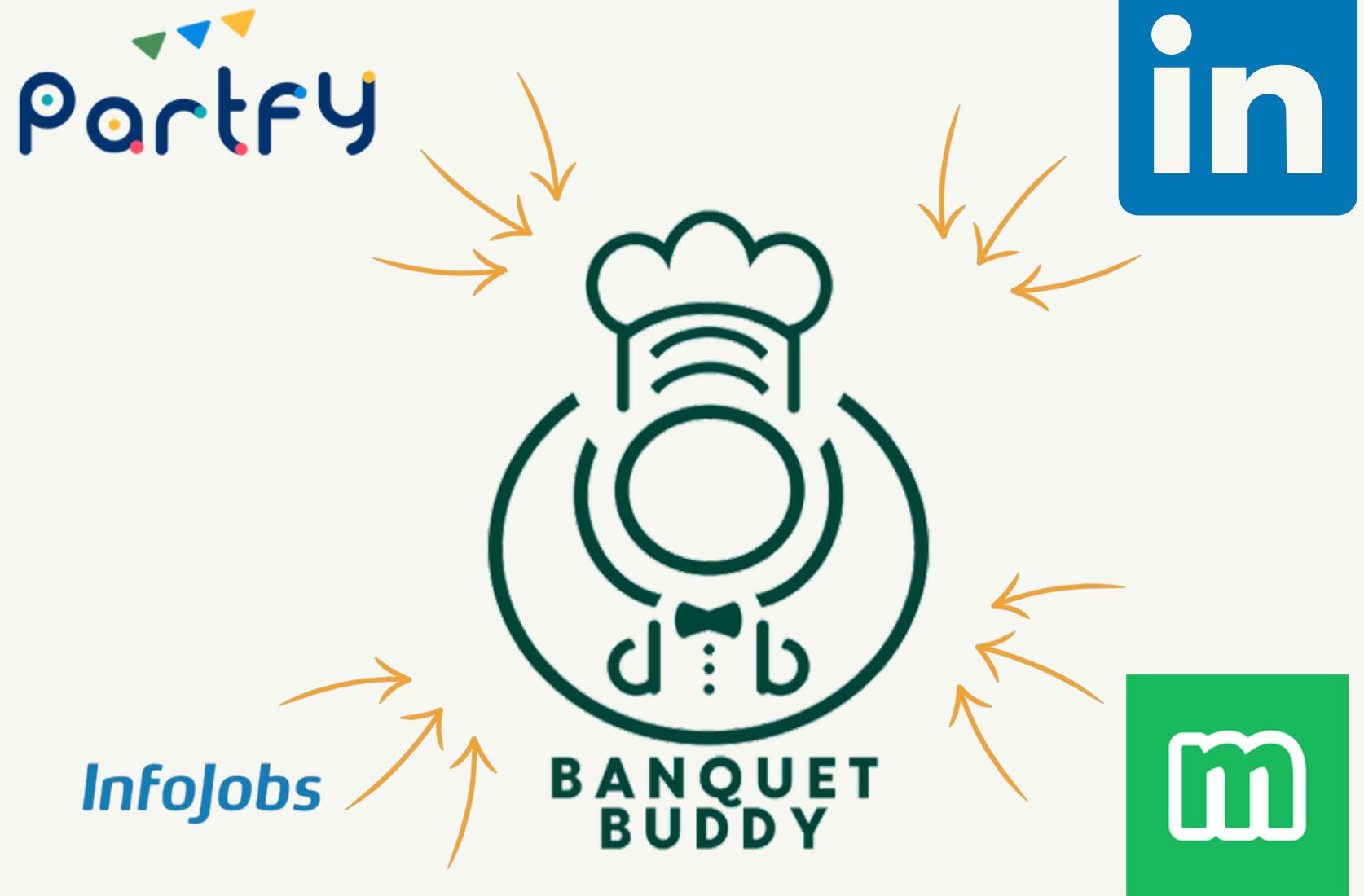
**INVESTMENT
OPPORTUNITY**

Great profitability, with a low risk index!

Main functionalities in one app

Market with high demand

Profits through **planning prices**
and **commissions**



Easiest use
Lower costs

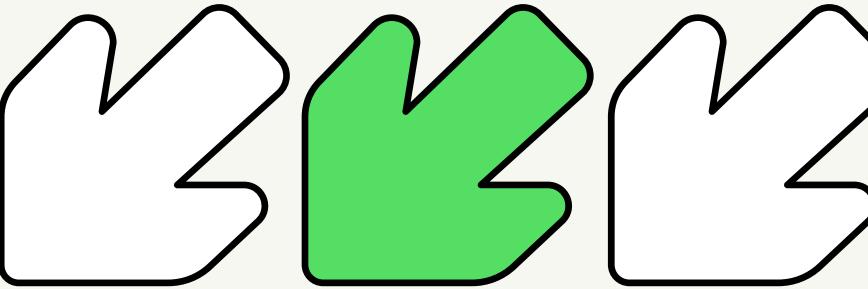
7



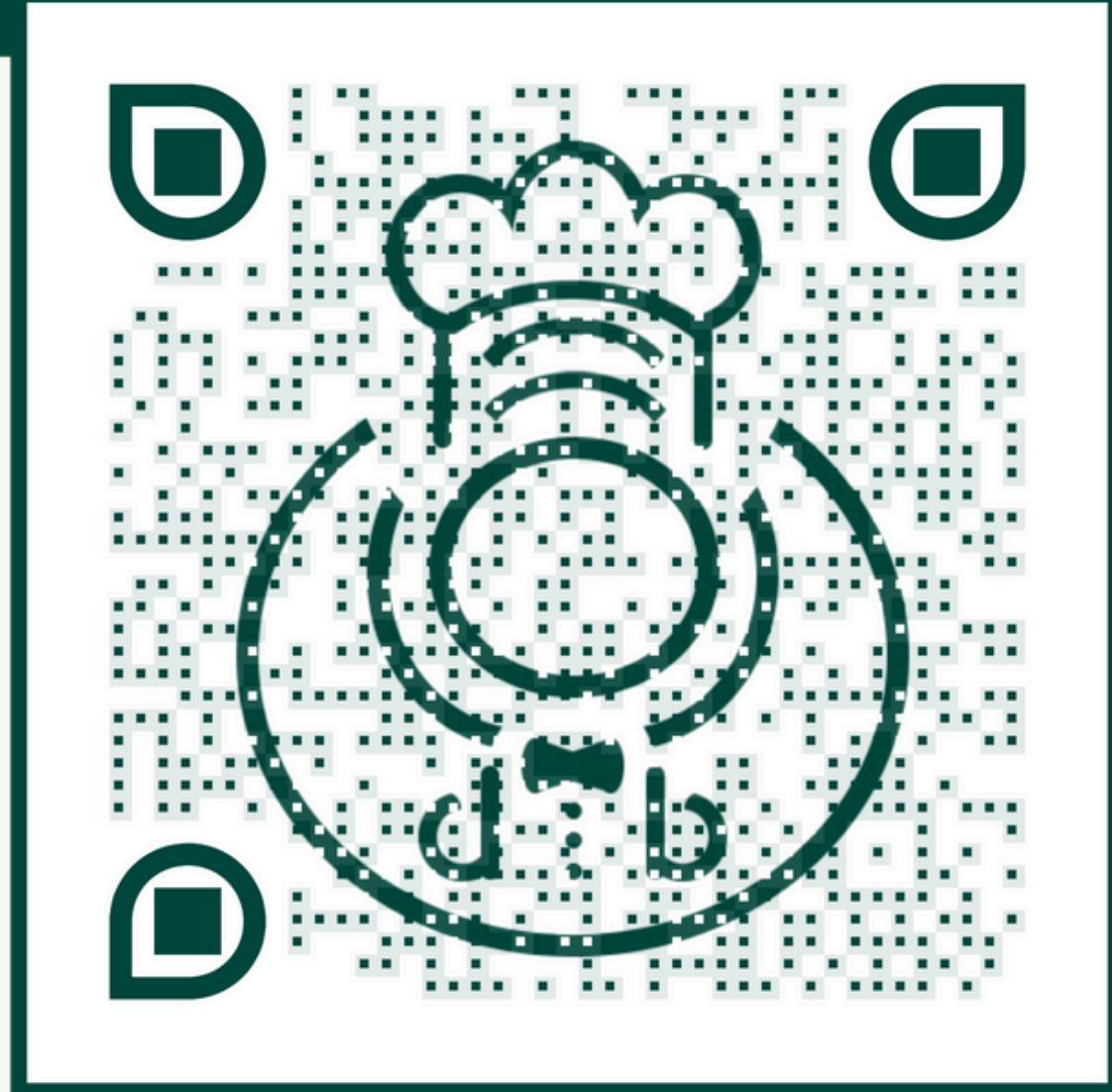
INVESTORS ANNOUNCEMENT



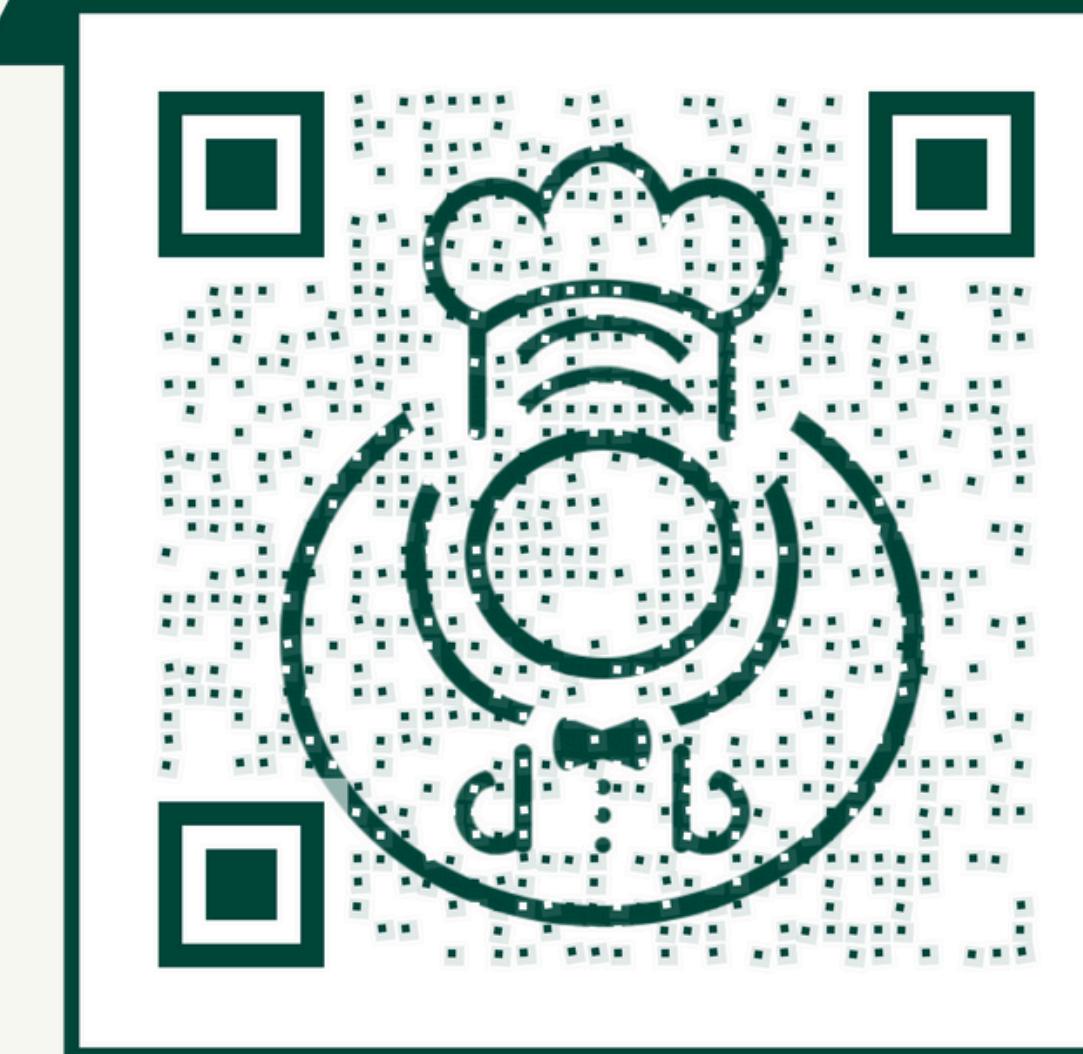
Thank you!



LANDING PAGE



WEB

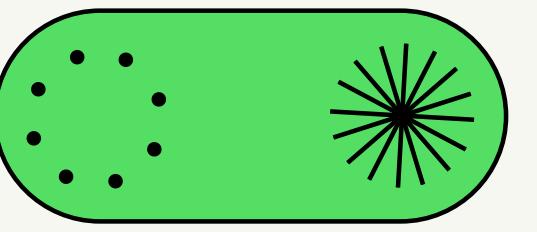


Scan this QR to make any suggestions

Or contact us by email:

banquetbuddyoficial@gmail.com

1



Market
Segmentation
Model

Segmentation Model “Geographic”

Example profiles

- Urban areas
- Tourist areas
- University areas

Decision Criteria

- Catering services
- Temporary workers
- Events density



Segmentation Model “Demographic”

Example profiles

- University students
- Businessmen
- Families

Decision Criteria

- Opportunity to Earn
- Quality & Professionalism
- Family Events



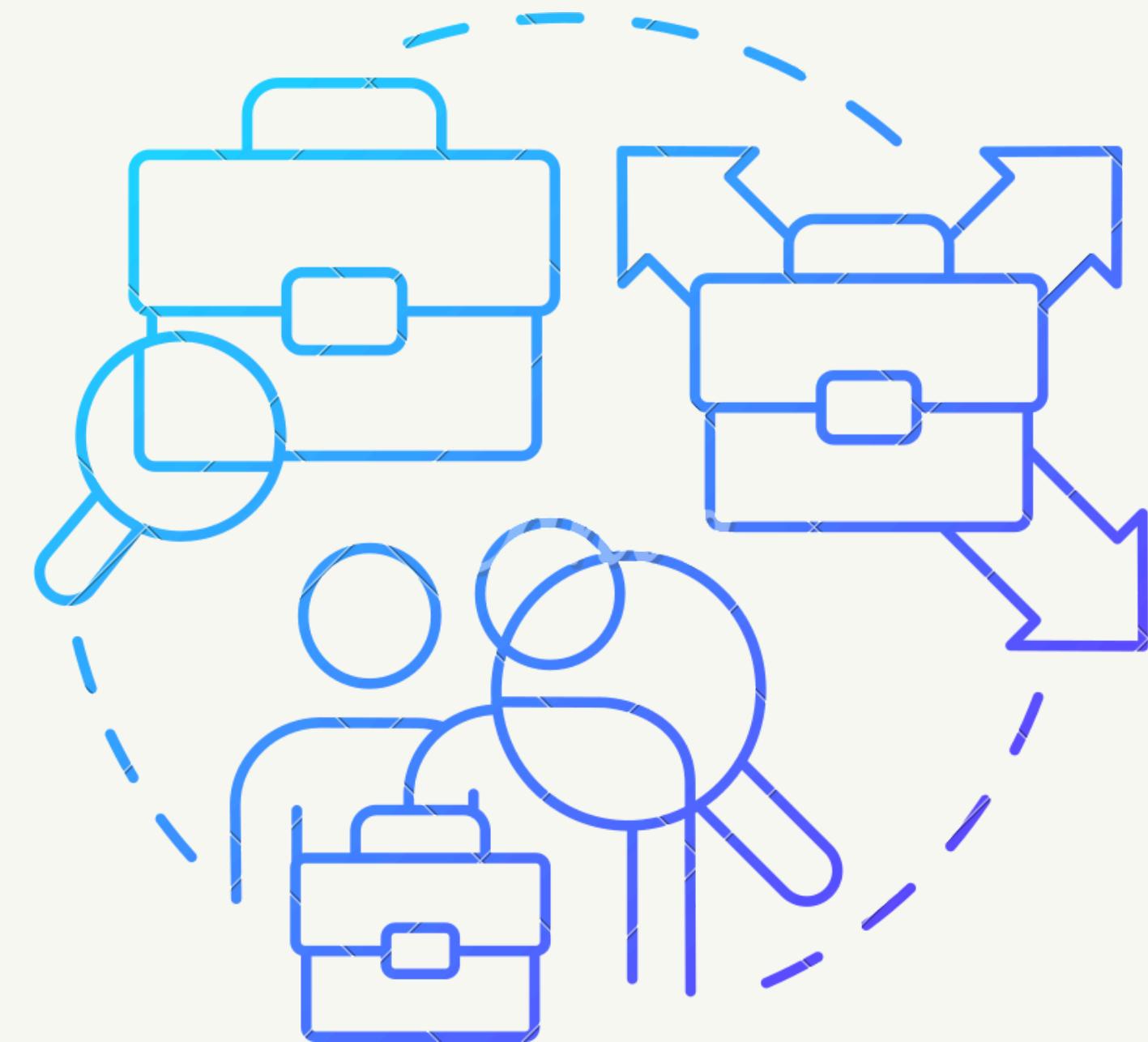
Segmentation Model “Firmographic”

Example profiles

- Company size
- Industry sector
- Type of business
- Companies incomes

Decision Criteria

- Events caterings needs
- Available budget



Segmentation Model “Psychographic”

Example profiles

- Stressed event planners
- Sociable & Community
- Budget Conscious

Decision Criteria

- Social Interaction
- Value for Money
- Convenience & Quality



Segmentation Model “Behavioral”

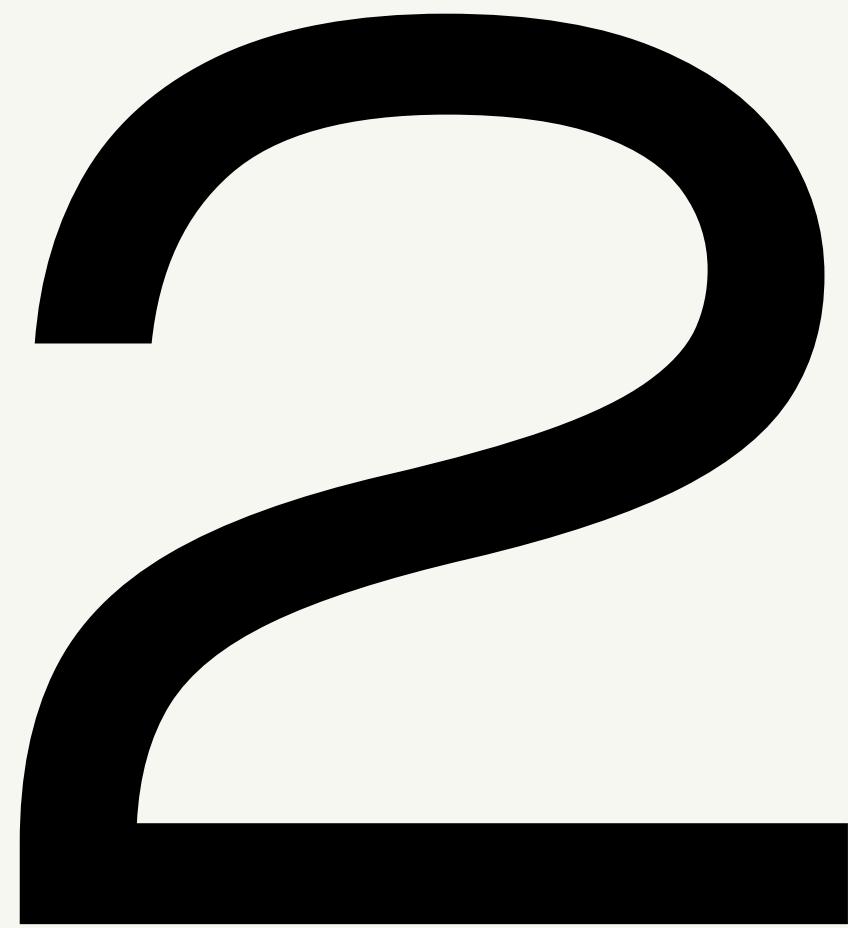
Example profiles

- Event planners
- Regular clients
- Workers in event

Decision Criteria

- Experience & Consistency
- Long-term relationship
- Flexibility & Availability



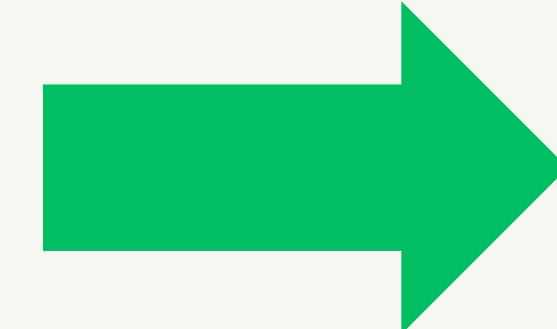


SEO

SEO Optimisation



SEMRUSH



1971 keywords
found

Catering

Catering a domicilio
servicio de catering

catering quality

catering hiring

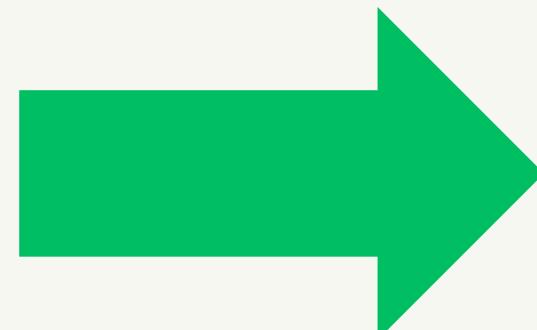
catering special

compañía catering

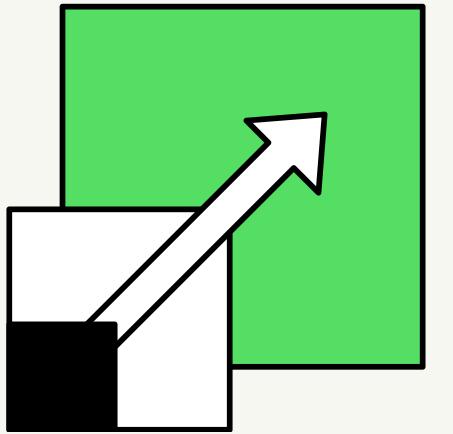
catering available

contratar catering

EXAMPLE



3



LAUNCH
CAMPAIGN

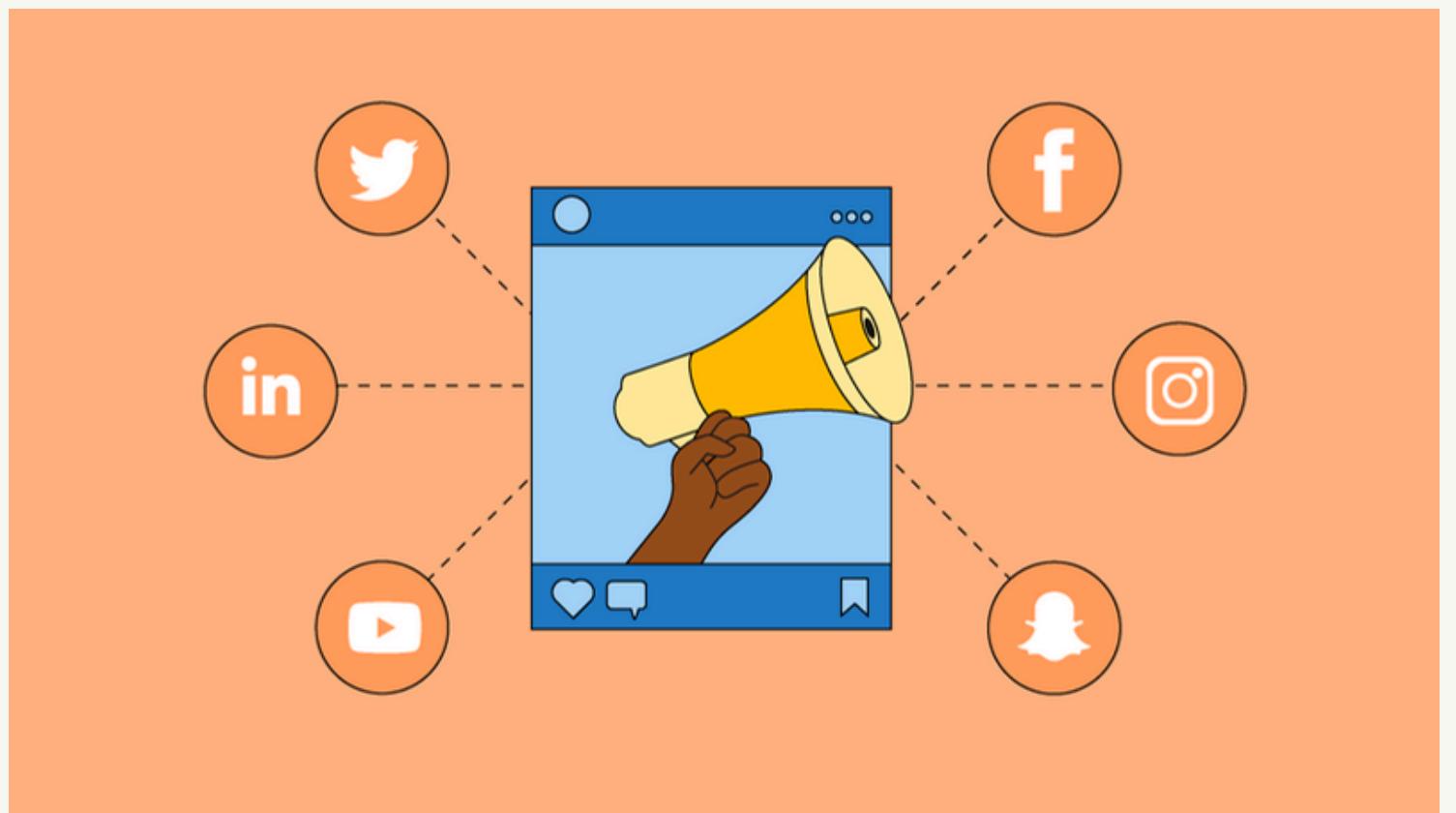
Launch Campaign

Particulars



Name: Antonio
Age: 45 years old
Profession: Lawyer

- Active social media posts
- Social media adverts
- Promotions



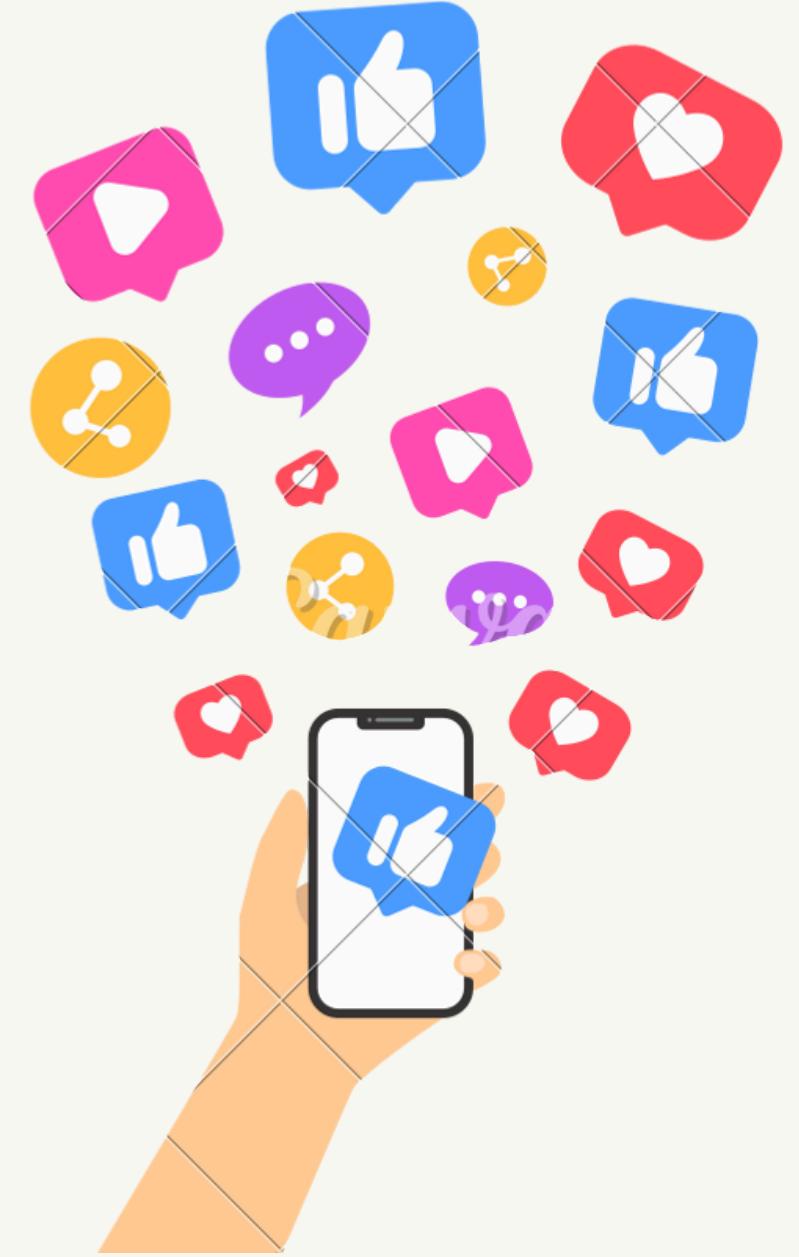
Launch Campaign

Employees



Name: Rubén
Age: 22 years old
Profession: University student

- Social media posts and adverts
- Influencer collaboration



Launch Campaign

Catering



Name: Sergio
Age: 47 years old
Profession: Catering manager

- Personal approach to caterings
- First users discounts



4



USER
COMMUNITY
GROWTH

User Community Growth

Growth Strategies

Digital Marketing

Free advertising



Paid advertising

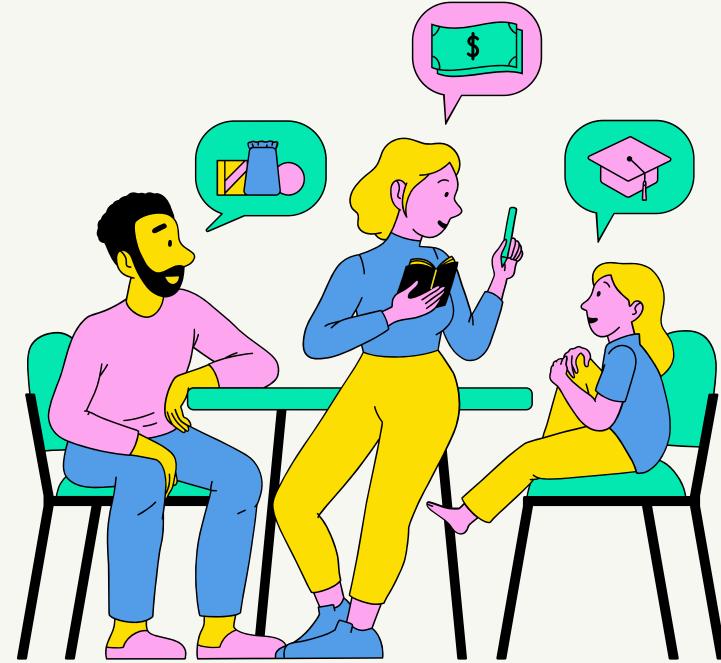


User Community Growth

Growth Strategies

References and Recommendations

Referral program



Strategic collaborations



User Community Growth

References and Recommendations

Strategic collaborations



User Community Growth

Growth Strategies

Participation in communities

Reddit subforums

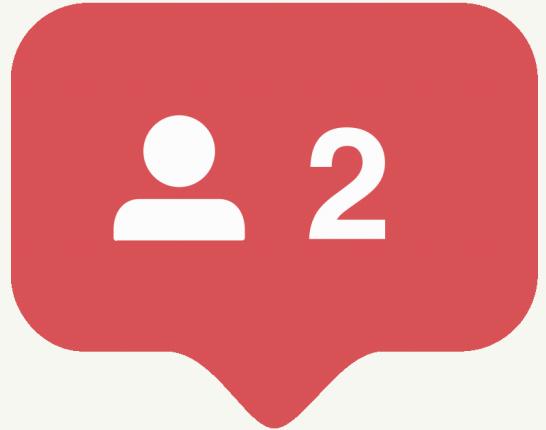


Forocoches subforums



User Community Growth

Success metrics



Monthly active user growth(MAUG)



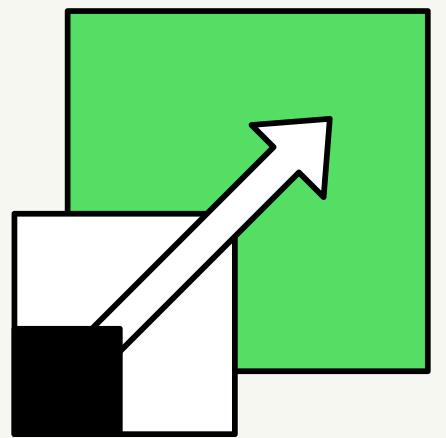
USER retention rate



User satisfaction

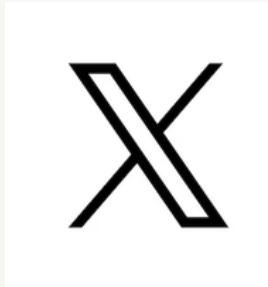


Community involvement



CM OBJECTIVES AND ACTIONS

Objectives

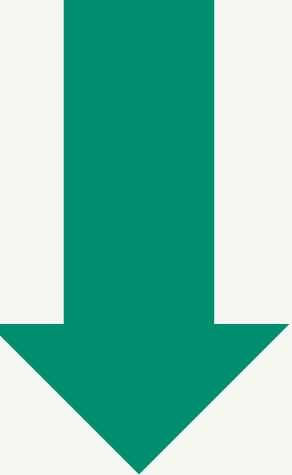


4 Post / week



2 Post / week

Younger age users
18-30



Middle age users
30-65



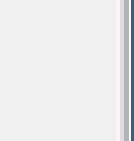
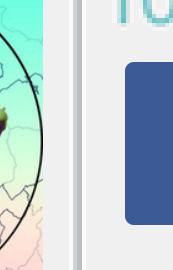
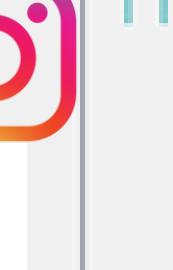
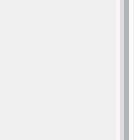
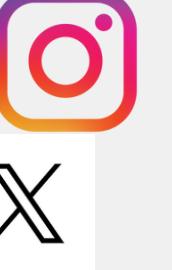
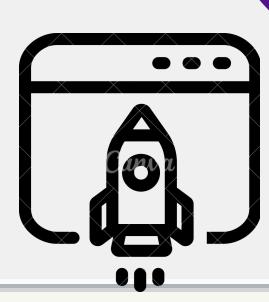
4% / week interactions

2% / week followers



20

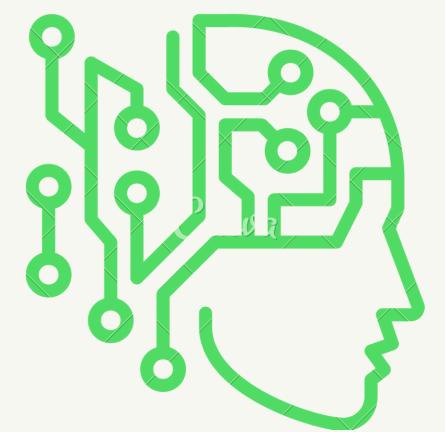
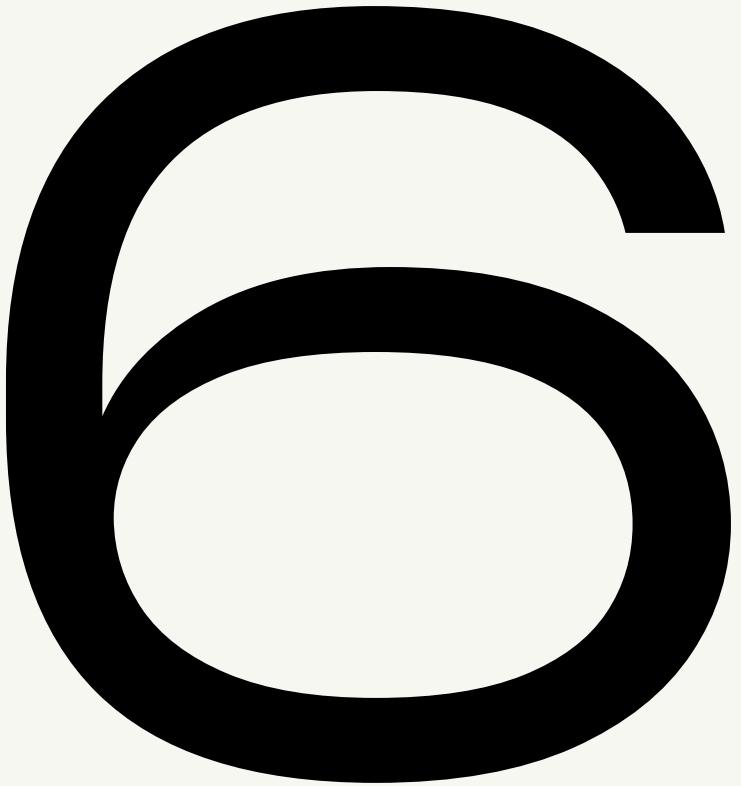
Social Calendar

Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo
29	30	1	2	3	4	5
  	  	  		  		12
  	14	  	16	  	18	19
			23	24	25	26

Content



A Facebook post from the page 'banquetbuddy_official'. The post features the Banquet Buddy logo (a chef's hat with a bow tie) and the text: 'Eventos deliciosamente personalizados e inolvidables. Su conexión fácil y única con el catering perfecto para cada ocasión.' Below the post are standard social media interaction buttons and a comment section.



AI REPORT



ChatGPT

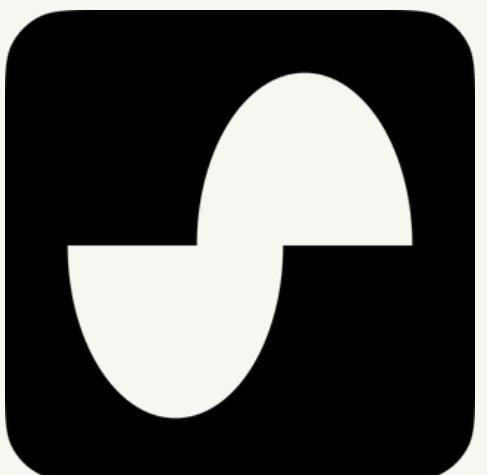
Number of conversations: 48

Carbon footprint: 803.32
grams



Number of conversations: 32

Carbon footprint: 138.24 grams



Number of conversations: 1

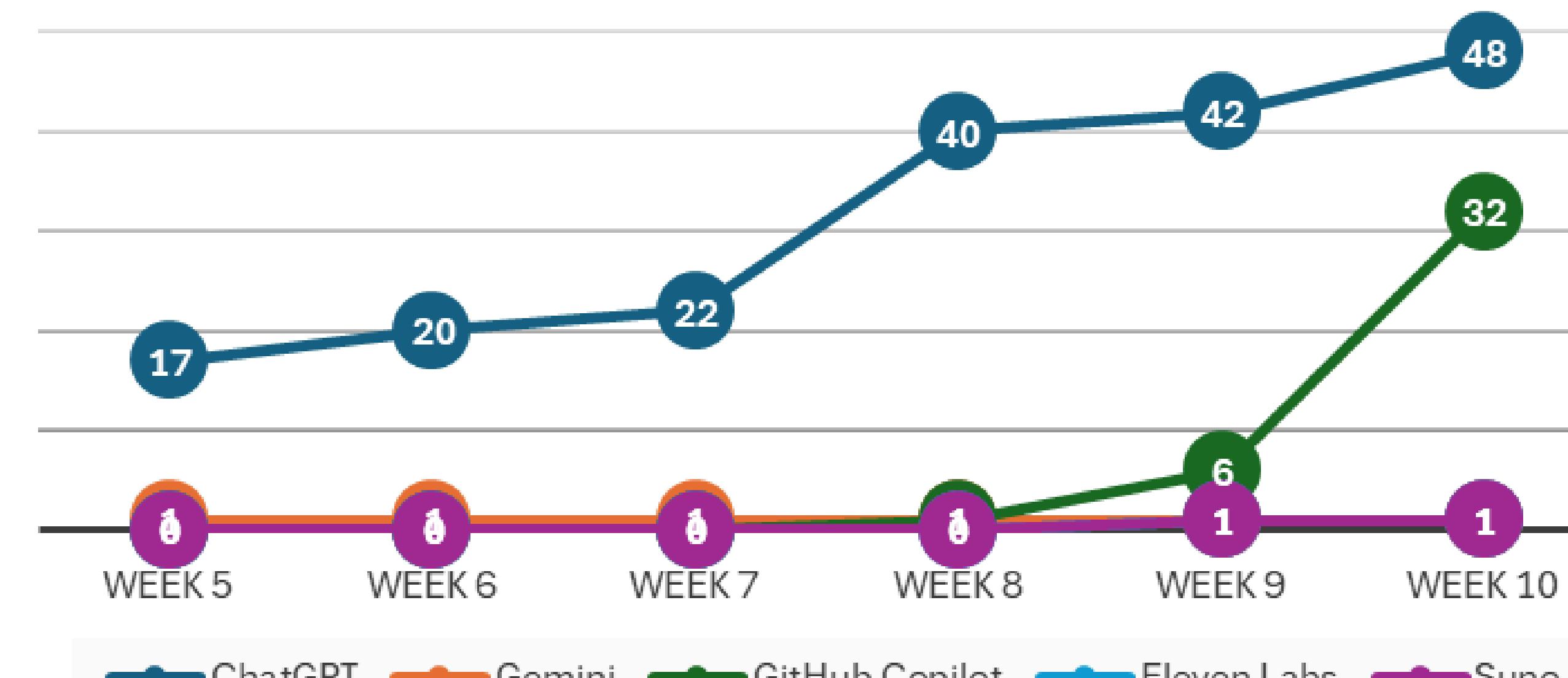
Number of conversations: 1



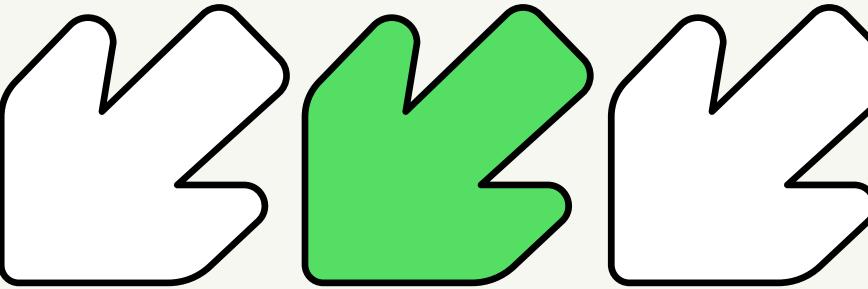
Gemini

**||Eleven
||Labs**

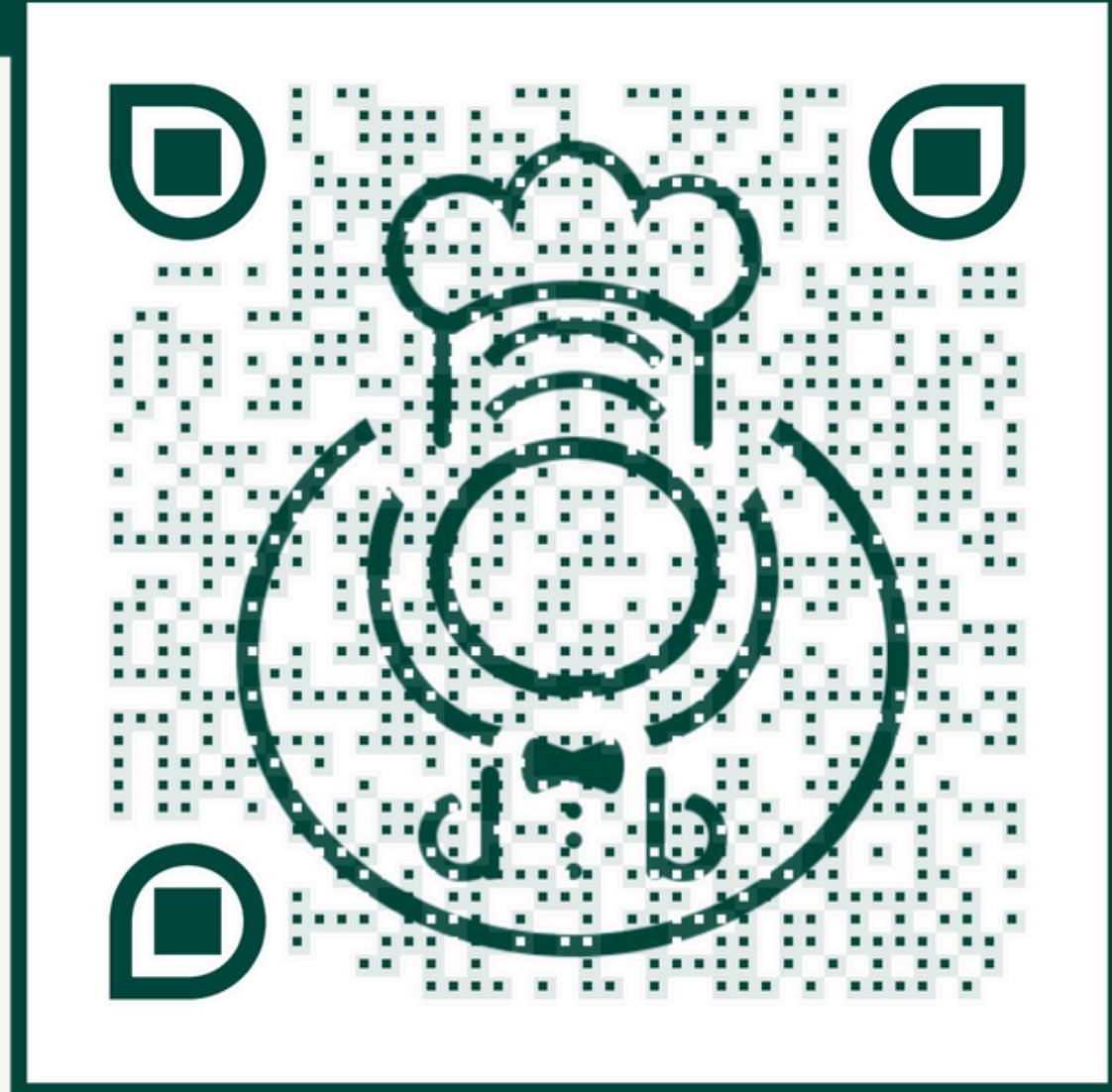
IA Usage



Thank you!



LANDING PAGE



WEB



Scan this QR to make any suggestions

Or contact us by email:

banquetbuddyoficial@gmail.com