

**fla
ke**

taste the town



Current Dining Trend: Foodstagramming is here to stay

- #Foodporn
- #phoneeatsfirst
- #Yummy
- #Eatlocal



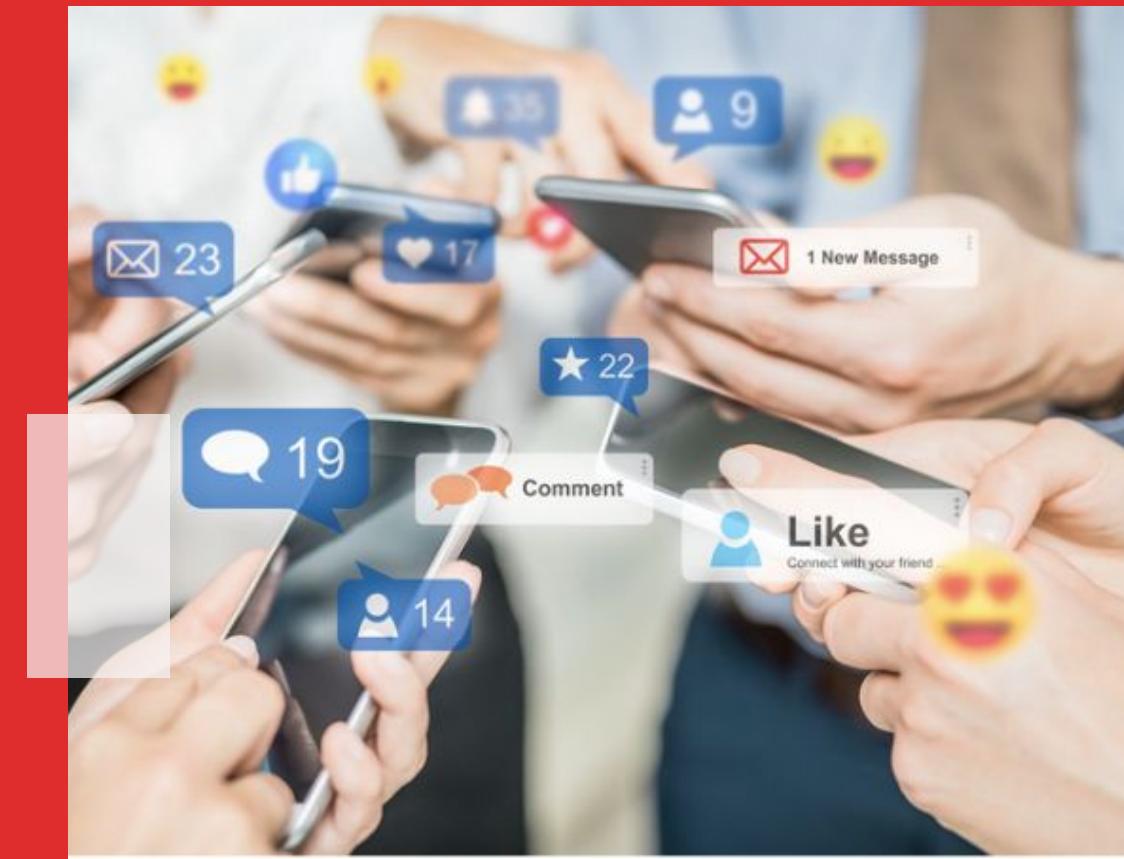
Restaurants Must Adapt

UGC is King

90% report that authenticity impacts how brands are supported

Digital = Survival

74% of consumers rely on social media for purchases



The Problem with Current Digital Strategies



1 Bad review can severely damage a restaurant



Impressions do not equal revenue

The Solution

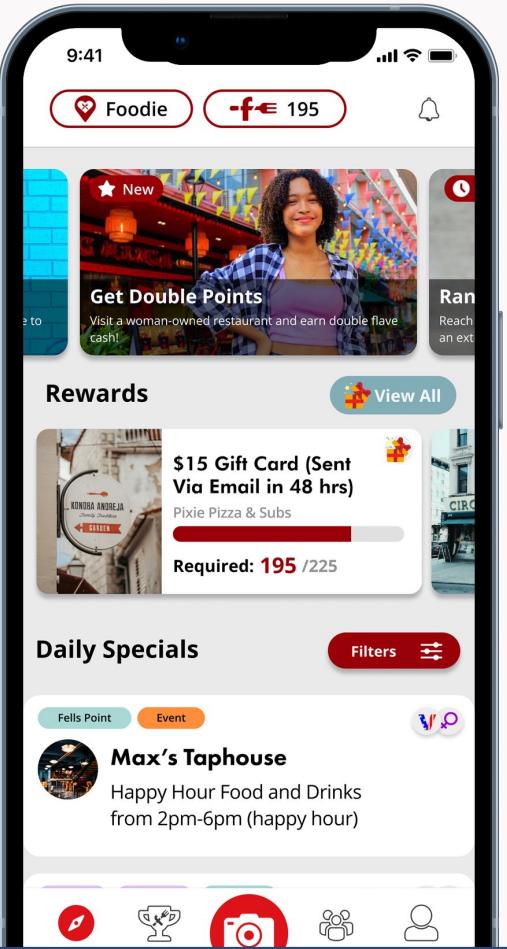


Gamification/Dining AI

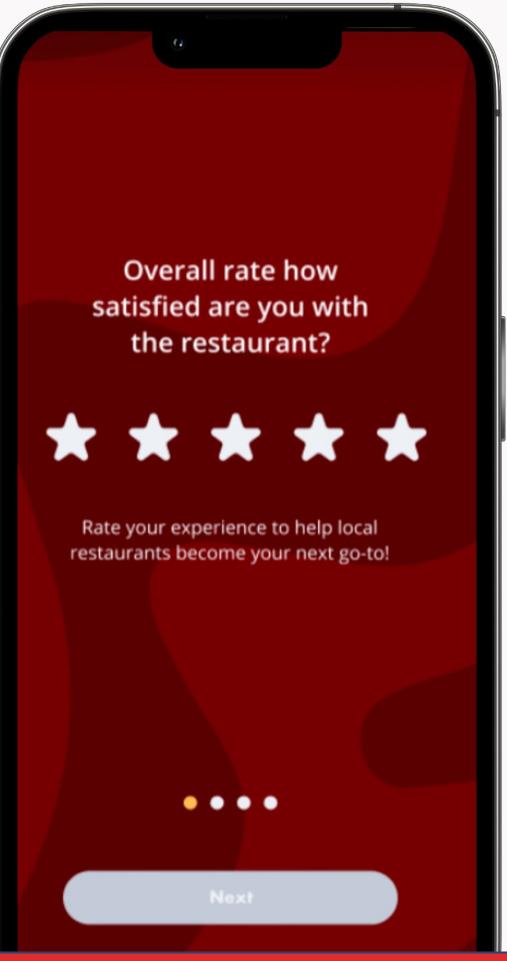
Local Restaurants

Increased Foot Traffic

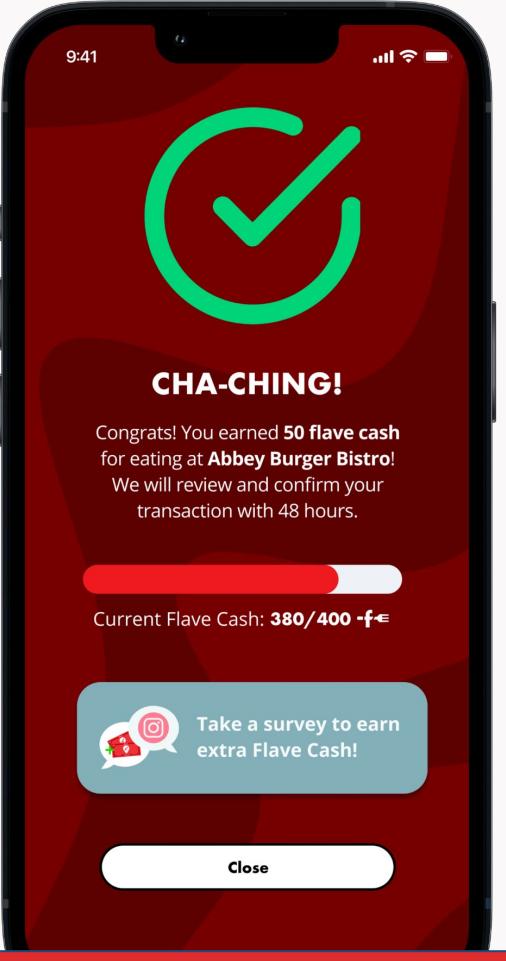
How it Works



Earn points by snapping a photo of food or drink



Earn extra points by completing a private survey



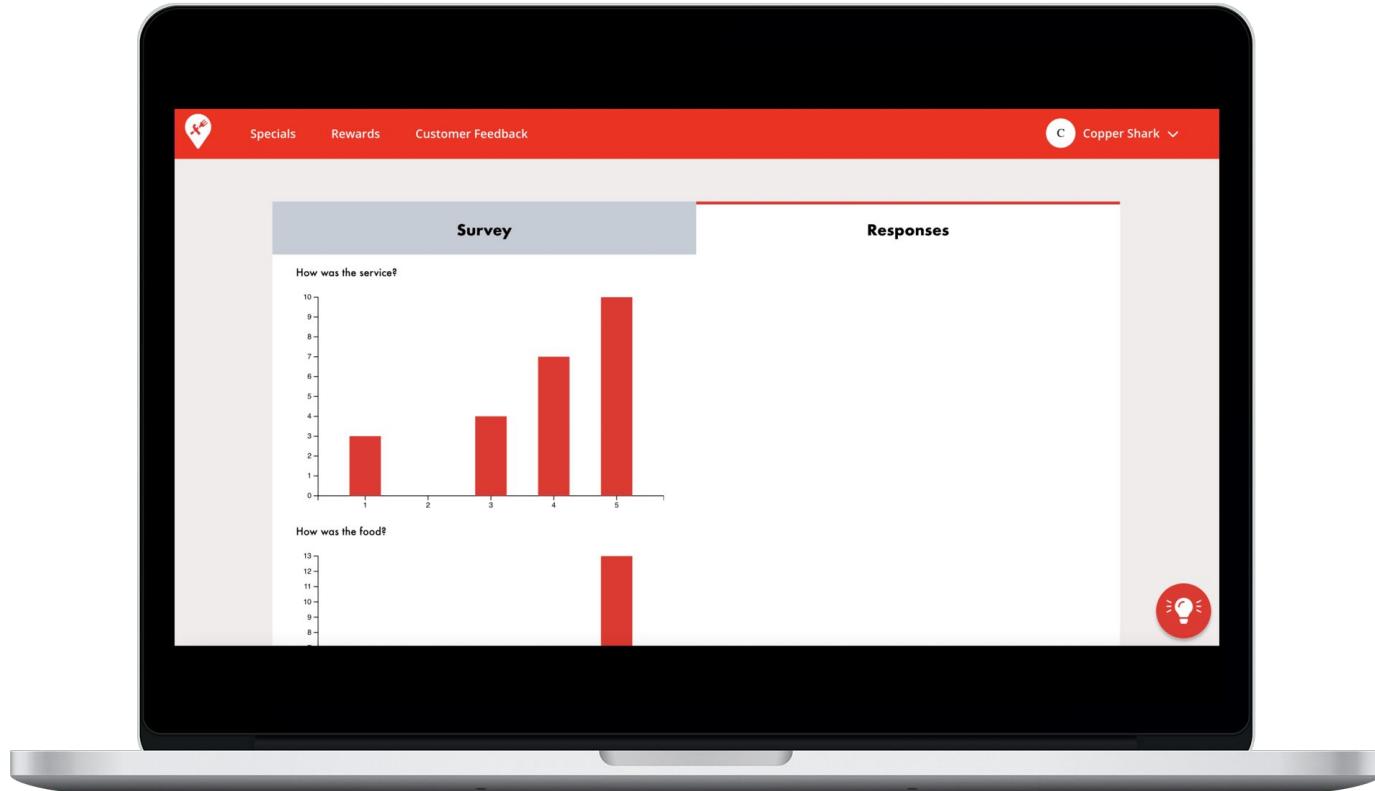
Redeem exclusive rewards

The value of Flave - App

Zero Party Data

- **Incentive** sharing of organic content on social media
- Gather non-publicized feedback **before** it hits Yelp/Google Reviews
- **Guarantee** that a customer patronized a restaurant
- Gain valuable customer dining **data** and analytics

Scalable Cloud Portal - For Restaurants



Collect custom feedback that is not publicized

Export User Generated Content

Promote specials and rewards to
local foodies in < 1 min

Business Model

\$2.50 Per Visit!

- Risk Free for Restaurants
- In Feb, averaging 21 visits per partner so far
- Future upsell: dynamic point boost, configurability, unlimited specials, data analytics

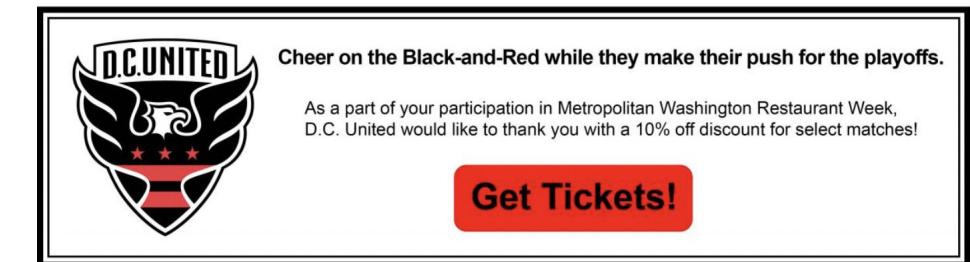
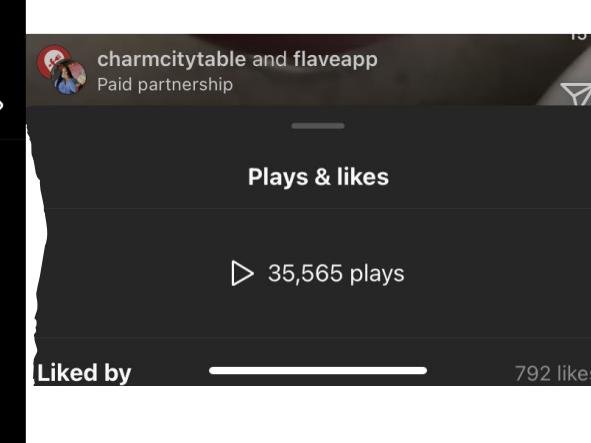
Market Strategy

Social Media
Influencers

Neighborhood
Main Streets

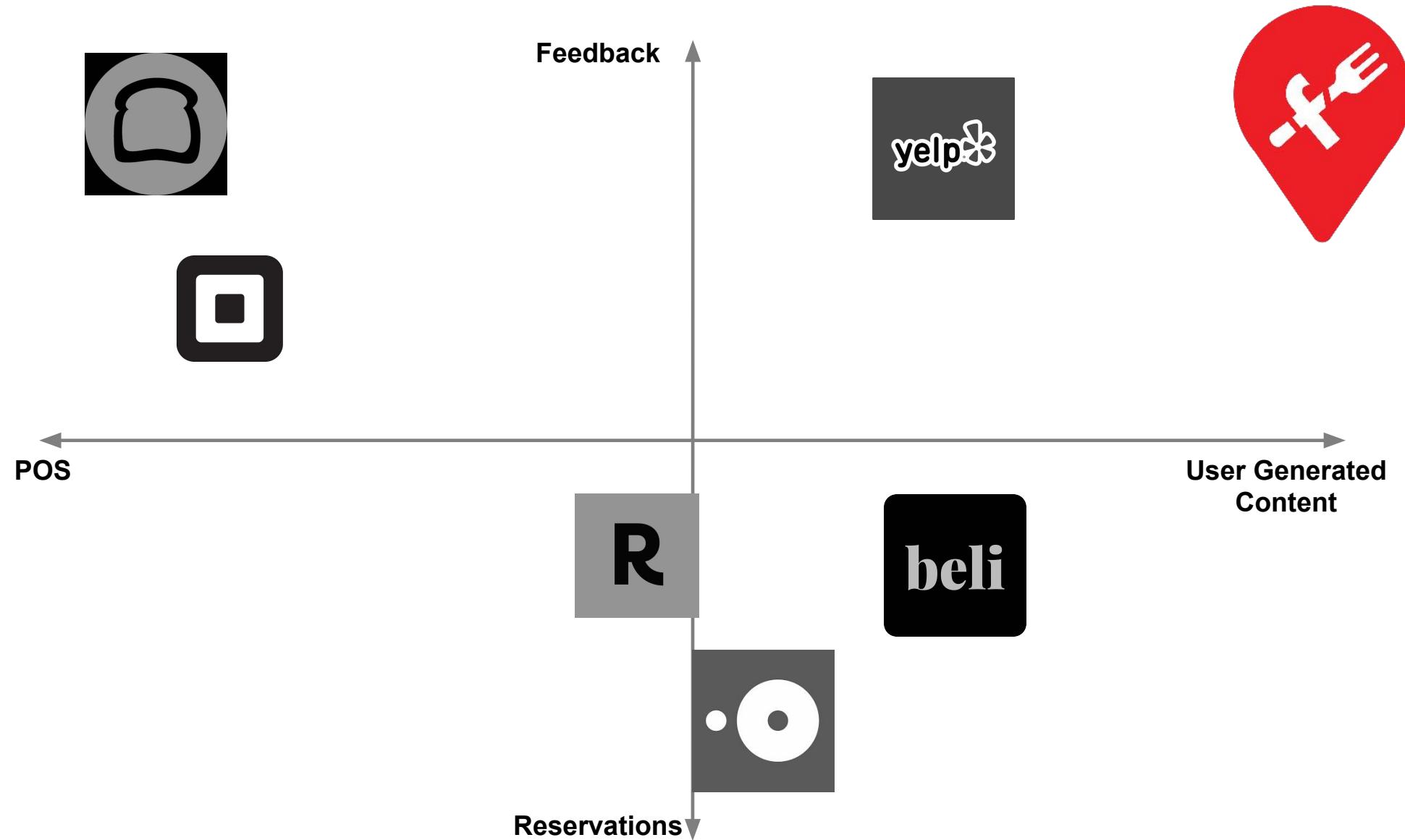
Trivia Partnership

Restaurant
Associations



BALTIMORE
MAIN
STREETS

Competition



Traction



5 Customers in February 2024

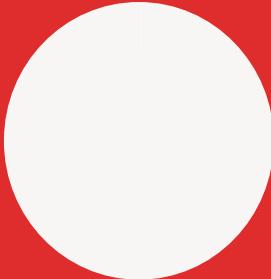


Strategic Partnerships – RAMW, Cherry Blossoms, Visit Baltimore, 2 LOI's



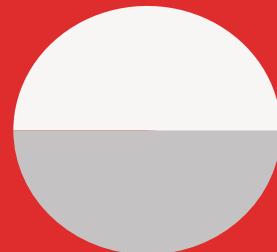
Tech – 2 native mobile apps, cloud SaaS platform fully bootstrapped

Scope of the Industry



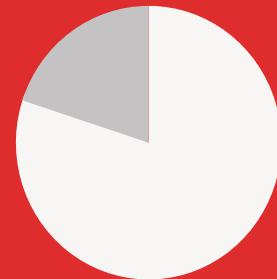
\$7.3B ARR TAM

400k independent restaurants in the US



\$2M MRR SAM

Target 10% of the total independent restaurant in the US



\$20k MRR SOM

4,000 Independent restaurants in Baltimore-DC area (10% of SAM)

Roadmap

SaaS Launch

Jan 2024



2 New Markets

Q3 2024



\$10k MRR

Q4 2024



65k Users

Q2 2025



Use of Funds

\$10,000 Alumni Award (1 year):

- \$2,000 Marketing
- \$2,000 Cloud costs
- \$750 User research
- \$2,000 UI/UX 10-99 hire
- \$3,250 Full-stack developer intern

Press



Maryland-Based Company- FlaveApp, One of the Companies to Pay Attention to in the Maryland-DC Area for 2023

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FOOD & LIFESTYLE

These Baltimore-based services are boosting local restaurants without charging them fees

By Amanda Yeager Reporter, Baltimore Business Journal 12 hours ago

Jal Irani's inspiration for a restaurant-focused mobile app started with an idea: what if you game-ified the dining experience?

Flave, his answer to that question, treats dining out in Baltimore like a challenge, awarding points to users who order food from around the city. The app, conceived before the Covid-19 outbreak, has an added goal now:

This app aims to help Baltimore restaurants, one to-go order at a time

A team from Towson U and Johns Hopkins built Flave. Here's how they're aiming to boost profits for local restaurants, without gouging owners with commissions.



By Dante Kirby / STAFF

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About Penn Interactive

Baltimore startup Flave is looking to gamify the dining experience and

Two smartphones are shown side-by-side, both displaying the Flave app. The screens show various restaurant profiles and a user interface for contributing cash to a restaurant. The phones are set against a dark background.

The Team



Co-Founder
Design & Engineering
JHU MS CS



Co - Founder
Marketing & Sales
JHU MBA



Advisor - John Morrison
SVP - Toast



Advisor - Jim Liew
Ph.D.
Professor Johns Hopkins



Mentor - Dr. Tammira
Lucas
TEDCO

THANK YOU



Download Flave at <https://flave.app>



#FlaveEatsFirst

