



Bellhapp is restaurant technology that links consumers and restaurants through web and mobile portals that dramatically improve customer experience and increase restaurant profits.

## Restaurant Owners

Who want to cut costs and increase sales

Bellhapp modernizes the restaurant business with streamlined and automated processes that lower staffing costs while increasing revenues.

4%

average profit margin at restaurants

59%

of restaurants go bankrupt in 3 years

67%

average minimum wage increases in metropolitan areas



Problem

The nationally increasing minimum wage is adding intense pressure to an already struggling restaurant industry.

10-25%

increase in revenue with mobile upselling and impulse buys

3000%

increase in customer feedback



Cut down labor costs with streamlined processes and automation



Solution

Bellhapp is an all-in-one solution that raises revenue and cuts costs.

## Customers

Who want better dine-in experiences

Bellhapp revolutionizes the restaurant customer experience with web and mobile smart menus, wait staff signaling, and streamlined payments.

80%

of millennials actively use phones when they are dining in at restaurants

57%

of millennials want restaurants to leverage technology in the dine-in process

90%

of customers are looking for nutritional information in menus

Because of apps like Yelp and OpenTable, customers are demanding more from restaurants than ever before.



Browse, order, and pay from your phone



Call for wait staff service at the touch of a button



Searchable and filterable menu experience

Bellhapp saves customers' time by directly connecting their phones to the restaurant.

## Market Opportunity

- \$10 billion restaurant technology industry
- \$40 billion estimated potential of industry
- Restaurant owners are shopping *right now* for solutions to rising costs due to impending minimum wage increases

## Go To Market

- Restaurants can sign up for free to enhance and digitize their menu
- Direct sales to restaurants
- Customers can virally petition for their local restaurants to use Bellhapp

## Traction

- Currently testing with a local restaurant and have 12 restaurants interested
- Tests show positive customer satisfaction
- Contractor agreements, IP analysis and incorporation completed

## Competition

- Ziosk: Tabletop tablet
- Kallpod: Tabletop service call button
- Why Bellhapp?
  - 1) Emotional connections to our phones
  - 2) Everyone can look at their own menu

## Business Model

- Free mobile and web apps for customers
- Monthly subscription fee for restaurants
- Bellhapp offers services to digitize menu, install tech, and provide market research

## Finances

	Jan-17	Jan-18
Revenue run rate	\$129,600	\$957,600
Profit run rate	\$61,560	\$375,360
Cash flow run rate	\$61,560	\$375,360

## Meet Our Team!



### Rishabh - CEO

- Finance & accounting ninja
- Saved Amazon \$29 million annually
- 100+ interviews with restaurants



### Max - UX Lead

- Human Computer Interaction jedi
- Exercises user centered design and research techniques



### Corey - CTO

- Software and UX guru
- Deep knowledge and connections in the restaurant industry



### Trevor - Dev Lead

- A code sourcerer
- Fixes merge conflicts in a flash



### Engaged advisors/mentors

- Wholesale seafood veteran
- PNW Whole Foods President
- Cactus restaurant chain owner



### Unpaid contractors

- Cyber security expert from Microsoft
- Experienced startup legal consultant
- Loryn who made this pdf with ❤️