

YAZZO

Where Events and Dining
Find Their Audience in Real
Time

Contact: timo@yazzo.io | Website: www.yazzo.io

Company & Vision

Yazzo.io Oy helps cultural events, restaurants, and local experiences reach audiences in real time.

Mission

To help experiences reach their audiences – instantly and affordably.

Vision

To become the leading real-time discovery platform for culture and dining in Northern Europe within 3 years.





Organizers' Challenges

- Empty seats → lost revenue
- Marketing too slow (social media, newsletters)
- Paid ads costly or ineffective
- Small players lack real-time visibility

Yazzo Partner App

Solution (B2B)

- Publish offers instantly
- Set discounts and seat limits
- Confirm bookings via QR code
- Basic offer free for organizers

Greater discounts = higher visibility. No ad spend required.

Consumers' Challenges

- Hard to find spontaneous, affordable plans
- Info scattered across social media
- Outdated event sites
- Prices keep people away from culture

Yazzo App

Solution (B2C)

Live map of nearby offers & events

Instant updates from organizers

Tap → Reserve → QR code

Follow venues & get alerts

→ The easiest way to decide what to do right now.

Market Opportunity

\$3.1-4.3T

Global food-service

\$1.4T

Global live-events

€76B

Nordic hospitality

€2.6B

Finnish events

€1.6B

Helsinki restaurants

Market Breakdown



SOM: €30M GBV

Helsinki region → 5 % capture × 3-10 % take rate → **€0.9–3 M annual platform revenue**



SAM: €14B

Nordics: culture + dining sectors ≈18 % of Nordic hospitality



TAM: €250–400B

Combined digital events + dining market

Business Model

Users pay:

- €1.29 per booking (\approx €0.74 net), or
- €5.99/month (\approx €4.48 net)

Organizers:

List for free, bigger discounts = better visibility

Balanced value: users save, organizers fill seats

Roadmap



Competitive Landscape

Offerilla

Discount service, not real-time

**Quandoo / Tiketti /
Lippu.fi**

Reservation systems (possible
partners)

**NeoTaste / Groupon /
TheFork**

Single-sector models

Yazzo = real-time map
across both culture and
dining.

Competitive Advantages



First real-time map for events + dining



Free for organizers



Dynamic offers & QR redemption



Strong cultural networks



Partner potential with
booking/ticketing



First-mover advantage in Nordics

Team



Timo Saari

Founder & CEO

25 yrs culture, Hive Helsinki dev



Venla Ilona Blom

Co-founder & PR

Award-winning artist & producer

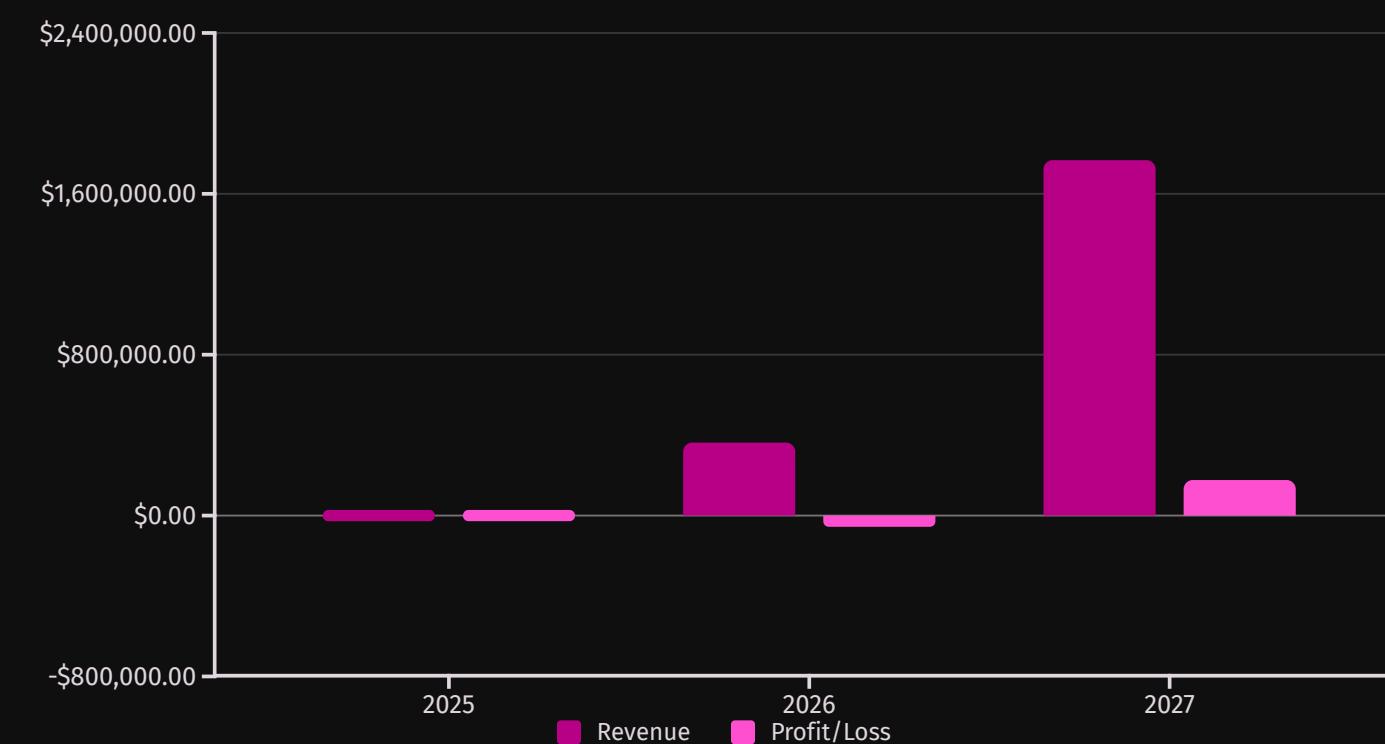
Next hires:

Full-stack dev, Visual dev, CFO (2026)

Team size goal:

5–7 by end 2026 · 20 by end 2027

Financial Outlook



2025 — -€6.8k (development)

2026 — €363k / -€56k (growth & marketing)

2027 — €1.77M / +€171k (20k subs · 78k bookings)

Funding Ask

Seeking €200,000

2026

Use of funds:



Product development



Marketing & customer acquisition



Key hires

Yazzo isn't just an app – it's a new way to discover culture and dining.

Yazzo – Where Events and Dining Find Their Audience in Real Time.