



Where Cultural Events and  
Dining Find Their Audience  
in Real Time

Contact: [info@yazzo.io](mailto:info@yazzo.io)

# Company & Vision

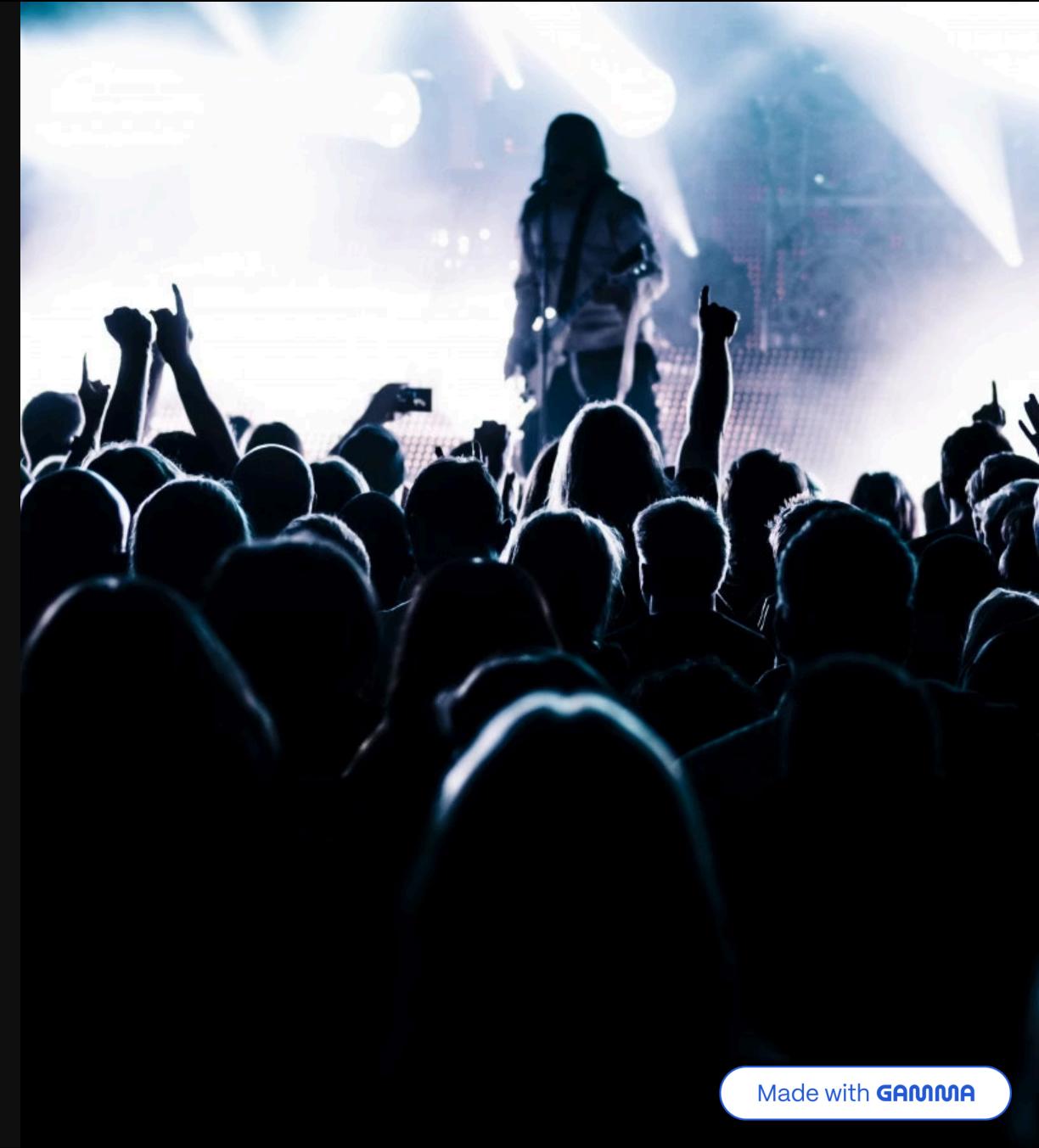
At Yazzo.io, we develop Yazzo – a map-based app that connects culture and dining with audiences through real-time discounts.

## Mission

Helping cultural and event creators reach their audiences, while giving people the chance to discover affordable and meaningful cultural experiences nearby.

## 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

# Consumers' Challenges

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- Outdated event sites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



# Yazzo Partner App Solution (B2B)

Publish offers instantly

Set discounts and seat limits

Confirm bookings via booking code / QR code

Basic offer free for organizers

→ **Greater discounts = higher visibility.**

# 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 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 / Quandoo  
Discount service, not real-time

Tiketti / [Lippu.fi](#) /  
Quandoo / TableOnline  
Reservation systems (possible  
partners)

NeoTaste / Groupon /  
TheFork  
Not yet in Finland

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 in culture , Hive Helsinki dev



**Venla Ilona Blom**

Co-founder & PR

Award-winning artist & producer

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## Next hires:

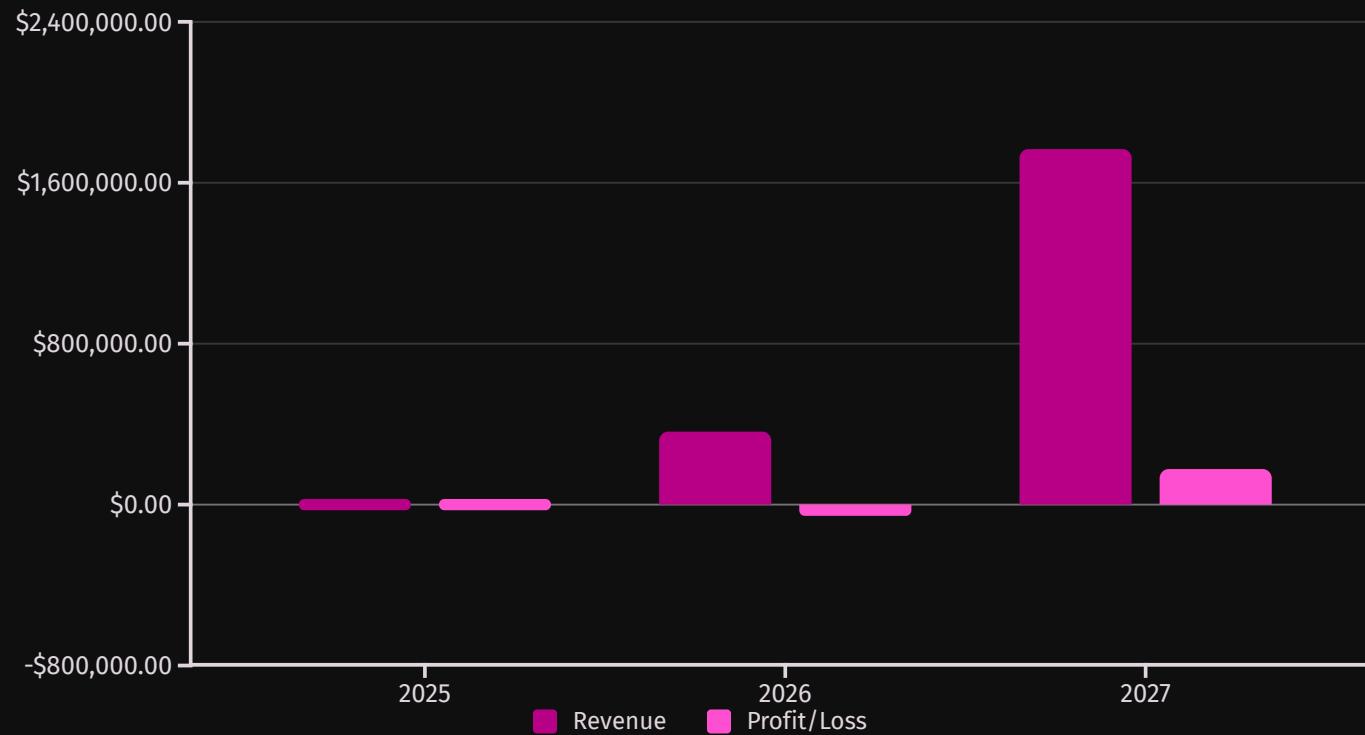
Full-stack dev, Visual dev, CFO (2026)

## Team size goal:

5–7 by end 2026 · 20 by end 2027

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# 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 another discount app – it's a new way to discover local culture.