

WAIÛ– A Celebration Of Sharing Happiness





WAIŪ : Mission, Vision & Values

❖ Mission:

To become a global leader in hospitality industry, realizing pioneering advancements in established services, to accomplish growth of both our partners & customers

❖ Vision:

WAIŪ is dedicated to provide modern & innovative solutions to our hospitality partners, via introduction of technology evolution in their offerings and opening avenues of inspiring new business horizons.

❖ Values:

- **Innovation through Leadership** : To spearhead hospitality experience enrichment, Consistently
- **Modernization & Elegance** : To develop ultramodern hospitality business solutions
- **Focus & Evolution** : Relentlessly strive to improve business value through performance

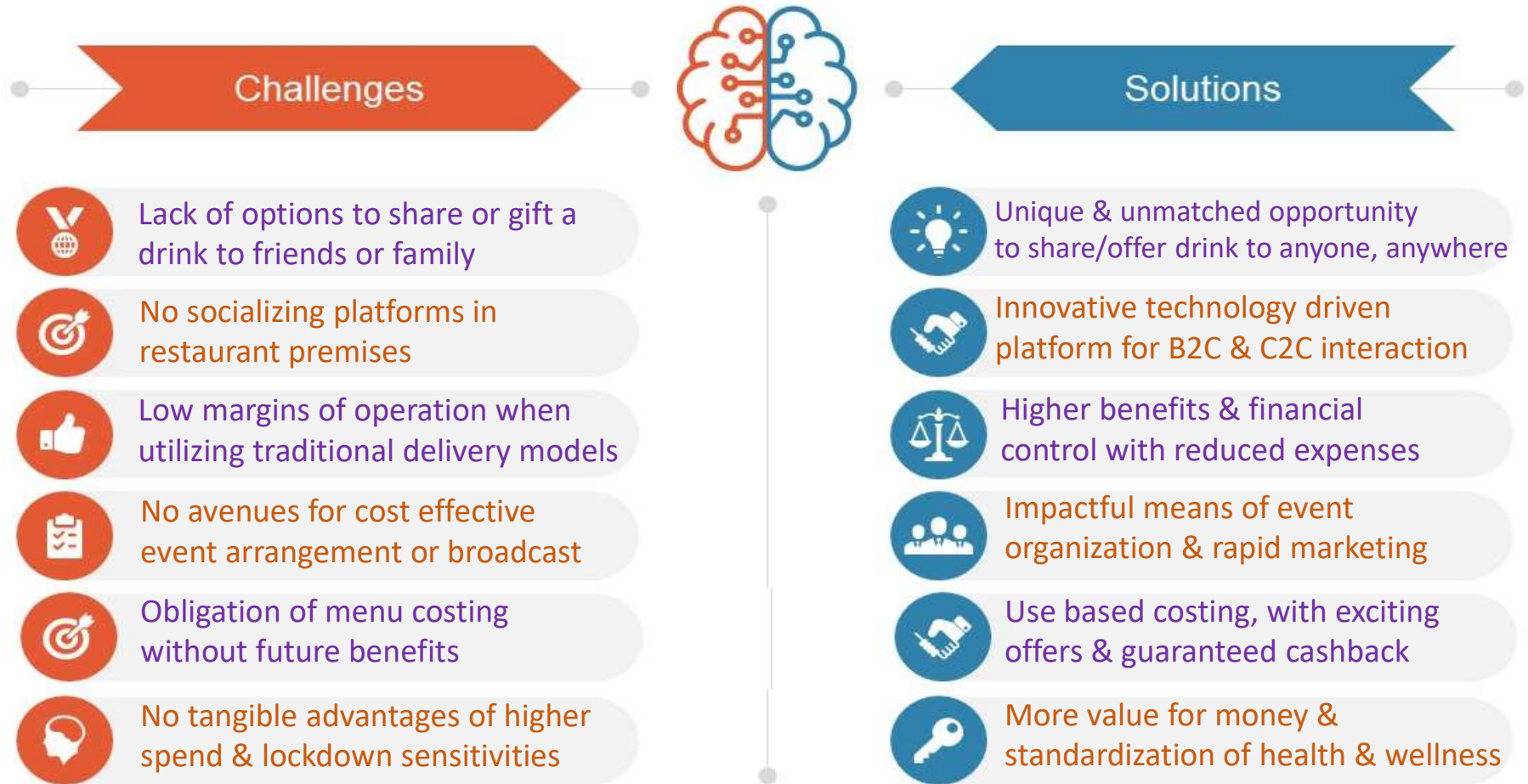
Organization Structure

S. No.	Name	Position	Current Role
1	Rajesh Karandikar	Founder	Owner & CEO, 24K Restaurants Chain
2	Alok Sambuddha	Founder	Director, American Express
3	Chetan Oswal	Accounting & RBI Officer	Owner, Chetan Oswal & Associates (CA), GST Committee (Govt. – MH)
4	Sanjay Kelapure	Board Member	Director, Corporate Pride, Mindsources Outsourcing
5	Shrikant Chatur	Governance Consultant	Head - Diagnostic Imaging, Philips
6	Shrikant Chepe	IT Development Head	Head of Distributor & Customer Solutions, Amway
7	Somobrata Dutta	Investment Consultant	Associate Director (PWC), Founder - Delphi Juris
8	Rahul Patil	Security Expert	Automation & Security Lead, Infrasoft Technologies
9	Abhijeet Adurkar	Project Manager	F&B Manager, Le Meridien Mahabaleshwar
10	Nayan Arya	Testing & Launch Consultant	Test & Implementation Manager, Atos Syntel

REGIONAL SALES OFFICES



Industry Challenges & Solutions



Product & Features

Gift a Friend

Gift or share a drink of choice to your beloved ones e.g. Corporates, Family & Friends & colleagues



Offer a New Friend

Offer service will be availed at merchant establishment with other groups or individuals



Purchase For Self

Instant cashback facility for regular customers to avail restaurant services



Payments & Point Wallet

Express true feeling of sharing & gifting with points instead of money



Broadcast & Live Streaming

Watch live shows & virtually share special moments with the dear ones & staff training demonstrations



Eat Now, Pay Later

Service for the our bank partner's privileged customers



Events & Gaming

Promote corporate events, interactive games for in-house patrons



Food Delivery

Break the dependency of service aggregators, with reduced expenses

Minimum Viable Product – Q2 2021

Payments Gateway & Wallet
Express true feeling of sharing & gifting with points instead of money

Point Based Servicing

Gift points to your family & friends

Gift A Friend

Gift points to your family & friends

Offer Points

Offer points to a new acquaintance

Interactive Games

Socializing platform for restaurant guests

Broadcast & Livestream

Entertaining event streaming to partner restaurants

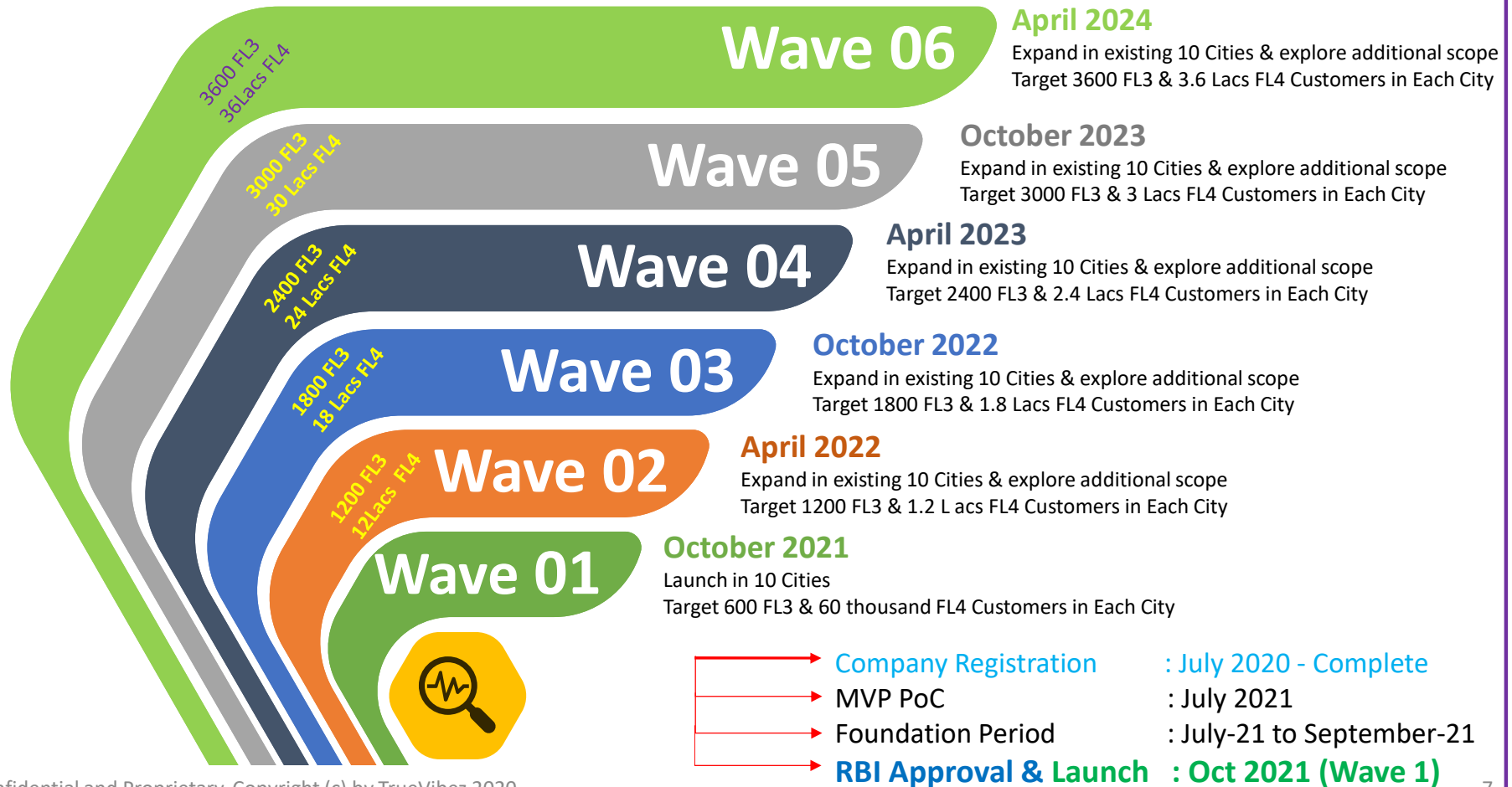
Chat & Notification

Announcements & customer care





Project Plan – 6 Waves



Revenue Model

Revenue Category & Phases	Details	1 Restaurant	1 City	10 Cities	Notes
Average Customers Count	Assuming 3 years old business	8,000			Based on Merchant selection criteria
Regular customers	Average regular customers - 15%	1,200			Current market trend
FreeSpirit Target	Drink Sharing - 25% of Regular Customers	300			
	Drink Sharing - 10% of Remaining Customers	700			
F&B Purchase & Sharing		₹ 1,20,000			Conservative Figures - Monthly sale value ₹25L
Drink Offering		₹ 10,000			Total merchant sale value ₹25000
Food Delivery		₹ 3,500			Total merchant sale value ₹60000
Eat Now, Pay Later			₹ 2,40,000	₹ 24,00,000	Total merchant sale value 20Lacs per city
Total Earning Per Restaurant Per Month		₹ 1,33,500			
Wave 1 Target - 1st month	Earning per month at the end of 1st month	₹ 1,33,500	₹ 15,75,000	₹ 1,81,50,000	100 FL3 All Locations; 1,00,000 FL4 All Cities
Wave 1 Target - 2nd month	Earning per month at the end of 2nd month	₹ 1,33,500	₹ 29,10,000	₹ 3,15,00,000	20 FL3 Per Locations; 200 FL3 All Location 20,000 FL4 Per City; 2,00,000 FL4 All Cities
Wave 1 Target - 3rd month	Earning per month at the end of 3rd month	₹ 1,33,500	₹ 42,45,000	₹ 4,48,50,000	30 FL3 Per Locations; 300 FL3 All Locations 30,000 FL4 Per City; 3,00,000 FL4 All Cities
Wave 1 Target - 4th month	Earning per month at the end of 4th month	₹ 1,33,500	₹ 55,80,000	₹ 5,82,00,000	40 FL3 Per Locations; 400 FL3 All Locations 40,000 FL4 Per City; 4,00,000 FL4 All Cities
Wave 1 Target - 5th month	Earning per month at the end of 5th month	₹ 1,33,500	₹ 69,15,000	₹ 7,15,50,000	50 FL3 Per Locations; 500 FL3 All Locations 50,000 FL4 Per City; 5,00,000 FL4 All Cities
Wave 1 Target - First 6 months	Earning per month at 6 months i.e. Phase 1	₹ 1,33,500	₹ 82,50,000	₹ 8,49,00,000	600 FL3 All Locations; 6,00,000 FL4 All Cities
After 2nd Wave	Earning per month at 1 year i.e. Phase 2	₹ 1,33,500	₹ 1,67,40,000	₹ 17,22,00,000	1200 FL3 All Locations; 12,00,000 FL4 All Cities
After 4th Wave	Earning per month at 2 years i.e. Phase 4	₹ 1,33,500	₹ 3,37,20,000	₹ 34,68,00,000	2400 FL3 All Locations; 24,00,000 FL4 All Cities
After 6th Wave	Earning per month at 3 years i.e. Phase 6	₹ 1,33,500	₹ 5,04,60,000	₹ 51,90,00,000	3600 FL3 All Locations; 36,00,000 FL4 All Cities

** Considering pan-India growth opportunities, this model is feasible to sustain for 7-10 years, along with further innovations & industry evolutions

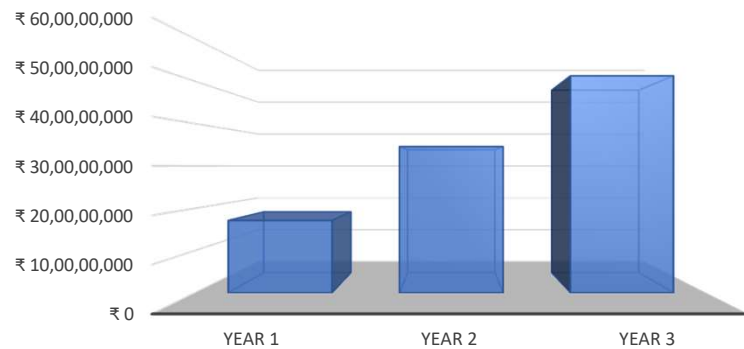
Capital Investment & Operational Expenditure

S.No.	Cost Category	One Time
CAPEX		
1	App Development	₹ 1,50,00,000
2	Launch, promotions, advert	₹ 6,00,00,000
3	Infrastructure setup costs	₹ 2,10,00,000
4	Legal, Intellectual Property, RBI Approval, Commission, Competition Law	₹ 40,00,000
5	Launch in 10 Locations	₹ 10,00,00,000
Recurring Operating Cost		
1	Office & administration	₹ 2,90,000
2	Product Branding	₹ 1,00,000
3	Employment expenses	₹ 4,40,000
4	Total for 1 location	₹ 8,30,000
5	Total for 10 location - Needed on Day 1 & every month thereon	₹ 83,00,000
6	Total at end of first year	₹ 9,96,00,000
Dynamic Operating Cost (Volume based)		
1	Maintenance 30% of development - Yearly	₹ 50,00,000
2	ID validation costs (customer signup driven)	₹ 3,00,00,000
3	Payment gateway charges	₹ 8,00,00,000
4	Streaming cost	₹ 54,00,000
5	Escrow Account	₹ 5,00,00,000
6	Broadcast service	₹ 8,00,00,000
7	Management cost	₹ 1,00,00,000
8	Total at end of first year	₹ 26,04,00,000
9	Annual Operational Expenses	₹ 36,00,00,000
10	Total expenses at end of first year	₹ 46,00,00,000

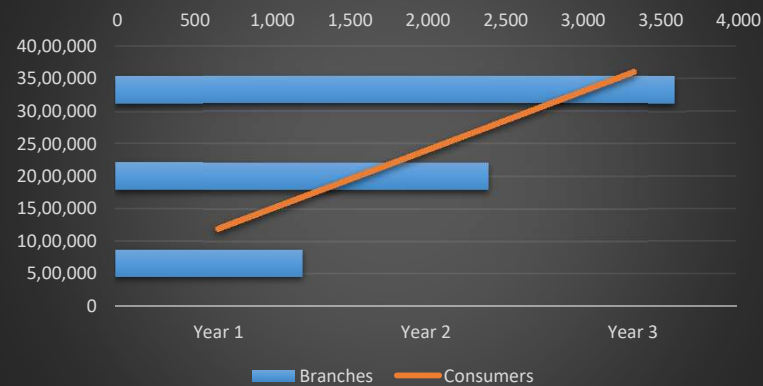
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Initiation & Growth Forecasts

Monthly Revenue



Customer Acquisition



Revenue v/s Expense



Phased Evolution Plan



Value Proposition



New & relevant
consumer base

Bonus Media &
Entertainment

Higher Customer
Retention

Cost Effective
Marketing

Indirect Revenue
Source

Economical
Delivery

Increased Digital
Reach Through
Acceptance &
Branding

Corporate Events
& Flexible
Packaging for
Social Occasions

Reduced
Operating Costs
& Cross-Industry
Marketing
Network

Gift / Offer a
Friend

Interactive Games
& Entertainment

Enhanced Restaurant
Search & Selection

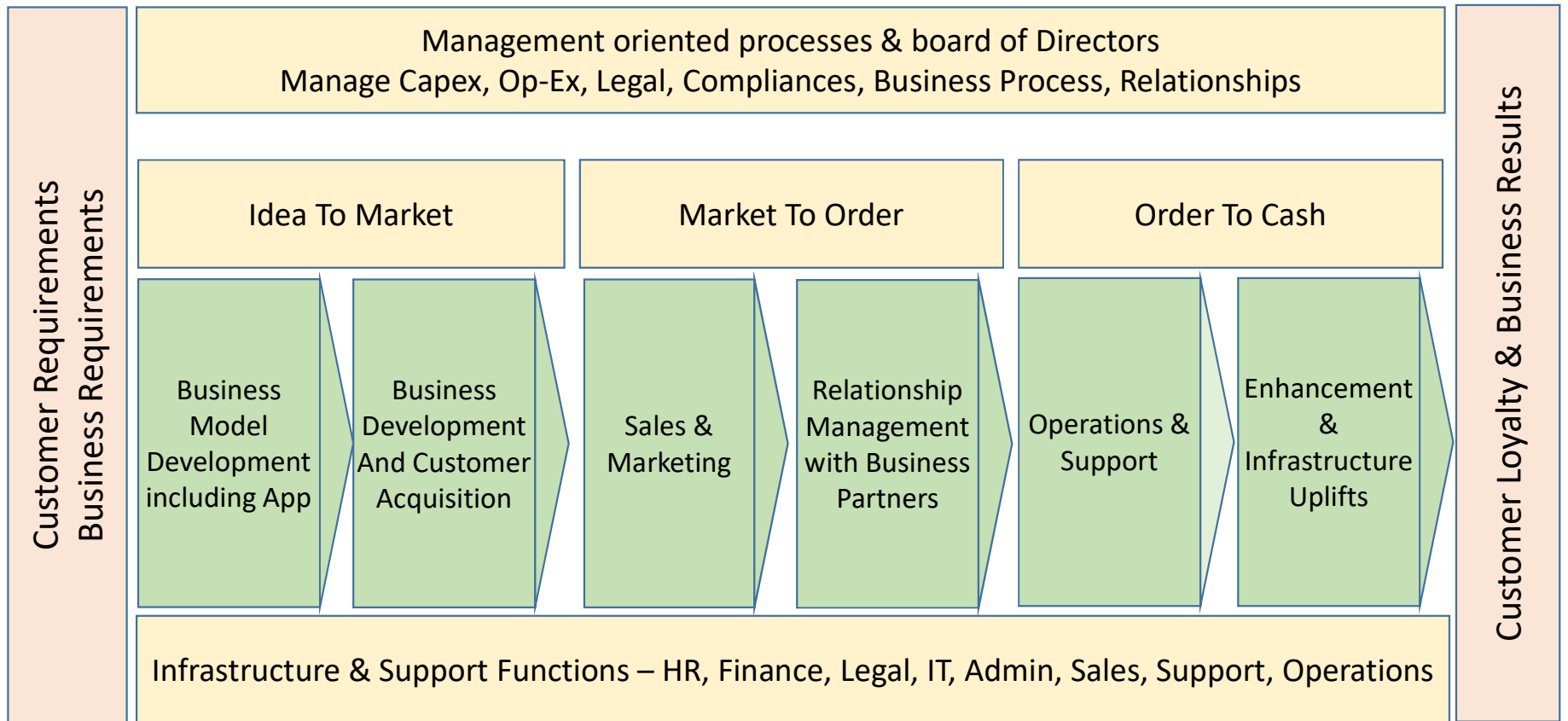
Socializing
Channel

Standard Multi
City Platform

Event Registration
& Livestreaming



Corporate Management



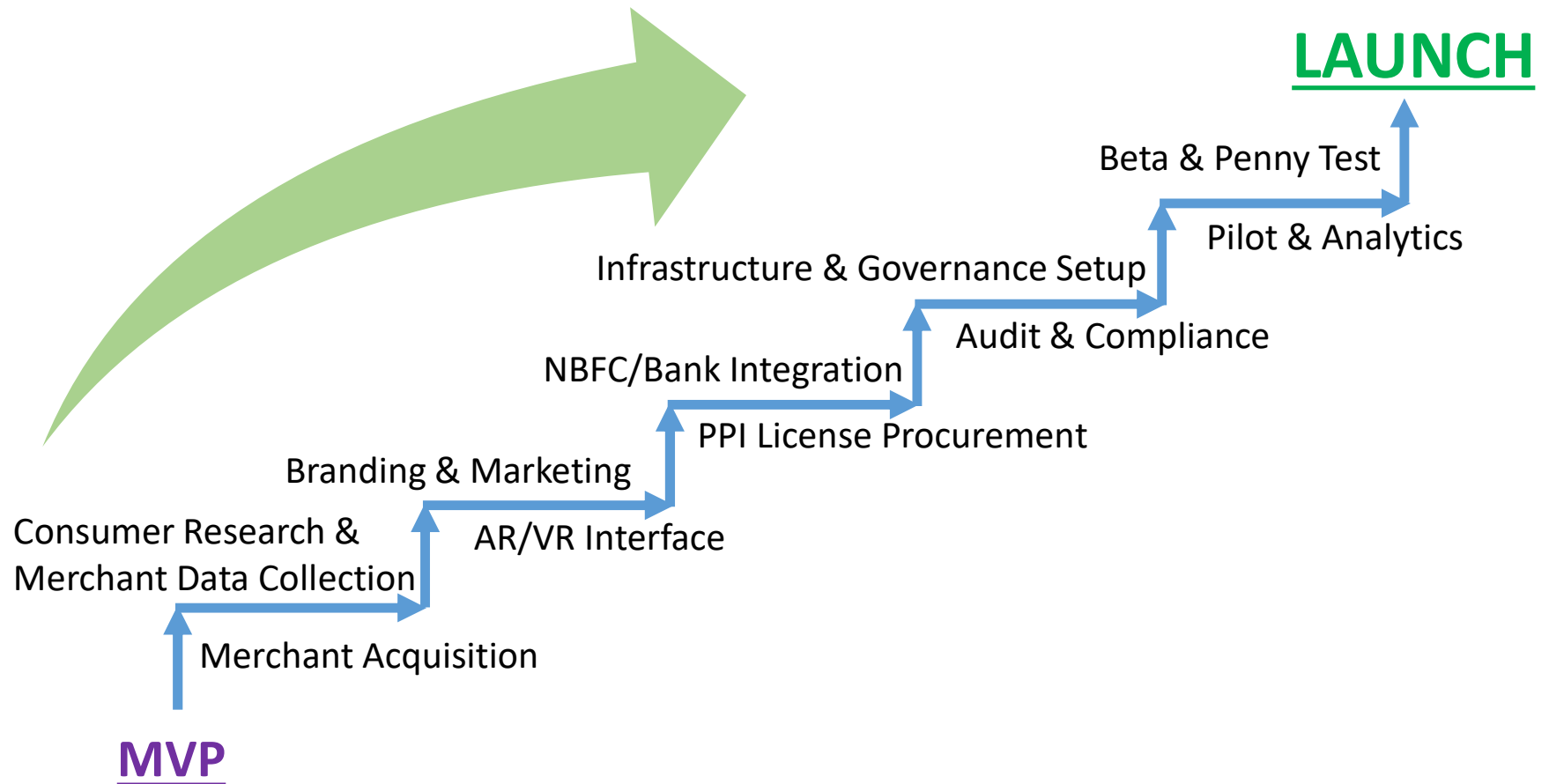
MVP – Correlation & Interdependency

Parameter (Right) / Feature (Below)	Brand Establishment	Circulation & P2P Marketing	Competitive Edge	Consumer Acceptance & Satisfaction	Impact & Time Criticality	Merchant Acceptance & Satisfaction	Revenue Generation	Total Rating
Parameter Importance ->	10	10	10	8	9	10	10	N/A
Gift	8	8	8	8	8	3	8	486
Offer	5	8	8	5	5	5	5	395
Self-Purchase	8	5	3	5	8	5	8	402
Payment Gateway & Wallet	3	1	5	3	8	1	3	226
Broadcast	8	8	8	5	8	8	8	512
Eat Now Pay Later	8	3	5	3	1	8	5	323
Events & Gaming	5	3	5	5	5	8	3	325
Food Delivery	3	5	1	5	1	5	3	219
PPI License	1	1	5	5	8	1	5	242

Interdependency	Gift	Offer	Self-Purchase	Payment Gateway & Wallet	Broadcast	Eat Now Pay Later	Events & Gaming	Food Delivery	PPI License	Dependency
Gift	N/A	3	1	3	1	1	3	1	3	16
Offer	9	N/A	1	3	1	1	3	1	3	22
Self-Purchase	3	3	N/A	9	1	1	3	1	3	24
Payment Gateway & Wallet	1	1	1	N/A	1	1	1	1	9	16
Broadcast	1	3	3	3	N/A	1	3	1	3	18
Eat Now Pay Later	1	1	3	3	1	N/A	1	1	3	14
Events & Gaming	1	3	3	3	3	1	N/A	1	1	16
Food Delivery	3	3	9	9	3	1	1	N/A	3	32
PPI License	1	1	1	1	1	1	1	1	N/A	8
Contribution	20	18	22	34	12	8	16	8	28	N/A
Ratings	1 = Low Dependency			2 = Low-Medium Dependency		3 = High Dependency				

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Key Project Milestones



Phased Evolution Plan



Question & Answers



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Appendix 1: Indicative Process Flow – Purchase

