WA**I**Ū– 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
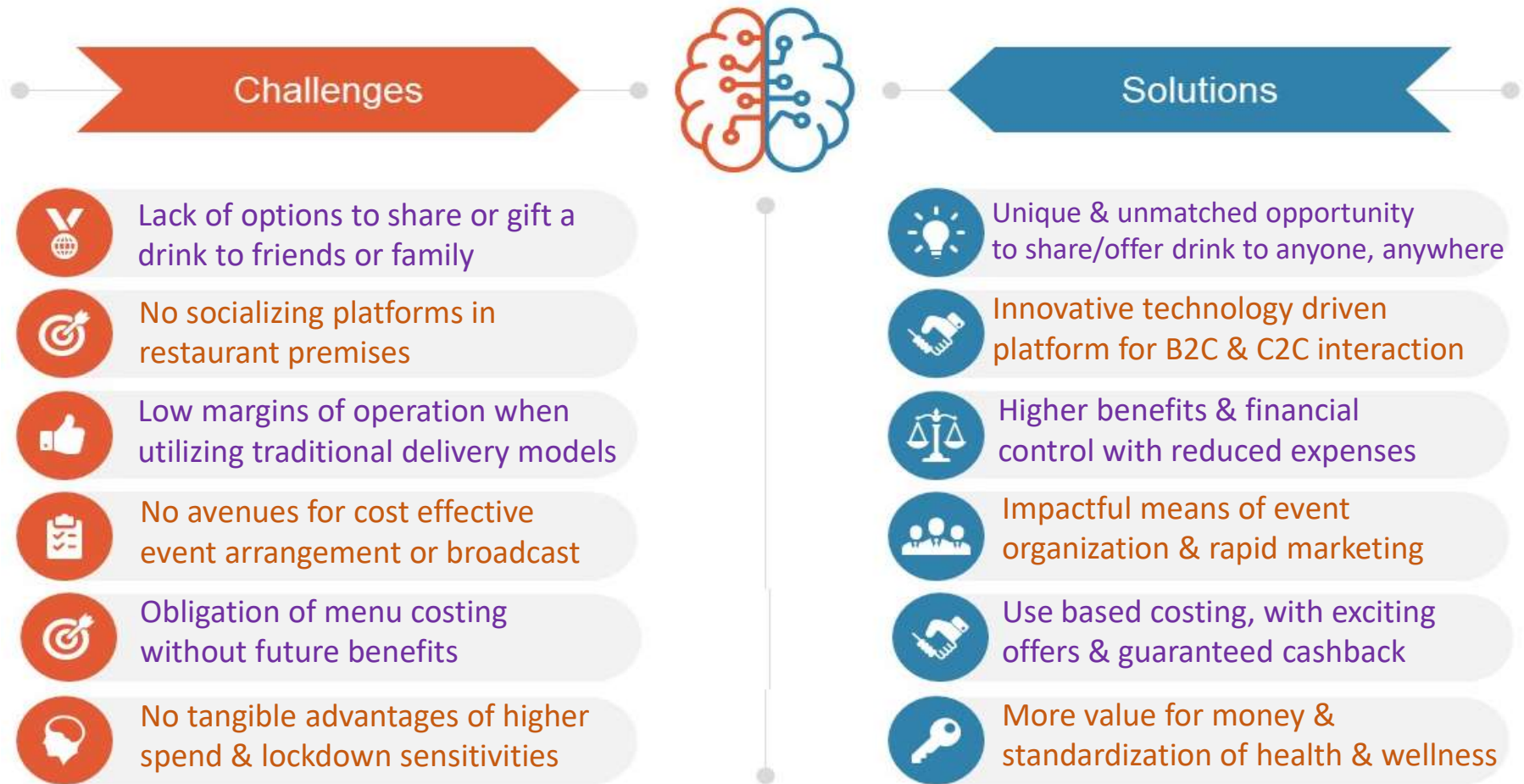
❖Vision:

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

Industry Challenges & Solutions

Challenges

- Lack of options to share or gift a drink to friends or family
- No socializing platforms in restaurant premises
- Low margins of operation when utilizing traditional delivery models
- No avenues for cost effective event arrangement or broadcast
- Obligation of menu costing without future benefits
- No tangible advantages of higher spend & lockdown sensitivities

Solutions

- Unique & unmatched opportunity to share/offer drink to anyone, anywhere
- Innovative technology driven platform for B2C & C2C interaction
- Higher benefits & financial control with reduced expenses
- Impactful means of event organization & rapid marketing
- Use based costing, with exciting offers & guaranteed cashback
- More value for money & standardization of health & wellness

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

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

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

PROOF OF CONCEPT

Corporate Management

Management oriented processes & board of Directors
Manage Capex, Op-Ex, Legal, Compliances, Business Process, Relationships

Idea To Market	Market To Order	Order To Cash

Customer Requirements
Business Requirements

Business Model Development including App

Business Development And Customer Acquisition

Sales & Marketing

Relationship Management with Business Partners

Operations & Support

Enhancement & Infrastructure Uplifts

Customer Loyalty & Business Results

Infrastructure & Support Functions – HR, Finance, Legal, IT, Admin, Sales, Support, Operations
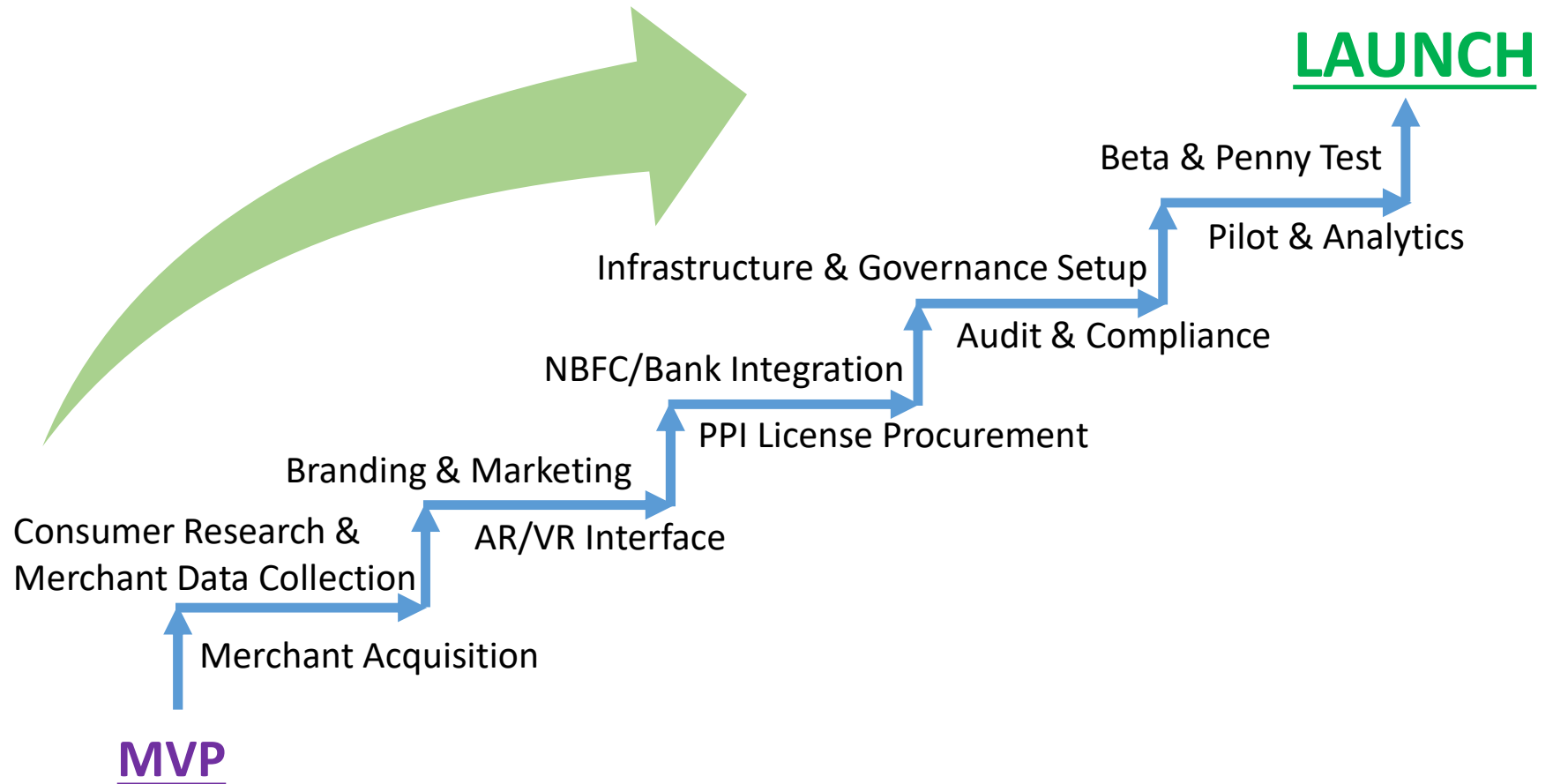
MVP – Correlation & Interdependency

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	

Key Project Milestones

LAUNCH

Beta & Penny Test

Pilot & Analytics

Infrastructure & Governance Setup

Audit & Compliance

NBFC/Bank Integration

PPI License Procurement

Branding & Marketing

AR/VR Interface

Consumer Research &
Merchant Data Collection

Merchant Acquisition

MVP

Phased Evolution Plan

➤ Overseas launch, Integration with other apps
➤ Restaurant appraisal & consumer rating
➤ SOP standardization & master training

➤ Horizontal expansion of broadcasting
➤ Multi-tier membership with range of features
➤ Data science & analytics, Supply-chain services

➤ Hospitality governance & administration solution
➤ Sponsored Event Services, Corporate Tie-Ups
➤ Pricing diversification, External app integration
➤ WAIŪ Hangout & personalized offers & events

Project Plan – 6 Waves

Wave 06 — 3600 FL3 36Lacs FL4

April 2024
Expand in existing 10 Cities & explore additional scope
Target 3600 FL3 & 3.6 Lacs FL4 Customers in Each City

Wave 05 — 3000 FL3 30 Lacs FL4

October 2023
Expand in existing 10 Cities & explore additional scope
Target 3000 FL3 & 3 Lacs FL4 Customers in Each City

Wave 04 — 2400 FL3 24 Lacs FL4

April 2023
Expand in existing 10 Cities & explore additional scope
Target 2400 FL3 & 2.4 Lacs FL4 Customers in Each City

Wave 03 — 1800 FL3 18 Lacs FL4

October 2022
Expand in existing 10 Cities & explore additional scope
Target 1800 FL3 & 1.8 Lacs FL4 Customers in Each City

Wave 02 — 1200 FL3 12Lacs FL4

April 2022
Expand in existing 10 Cities & explore additional scope
Target 1200 FL3 & 1.2 L acs FL4 Customers in Each City

Wave 01

October 2021
Launch in 10 Cities
Target 600 FL3 & 60 thousand FL4 Customers in Each City
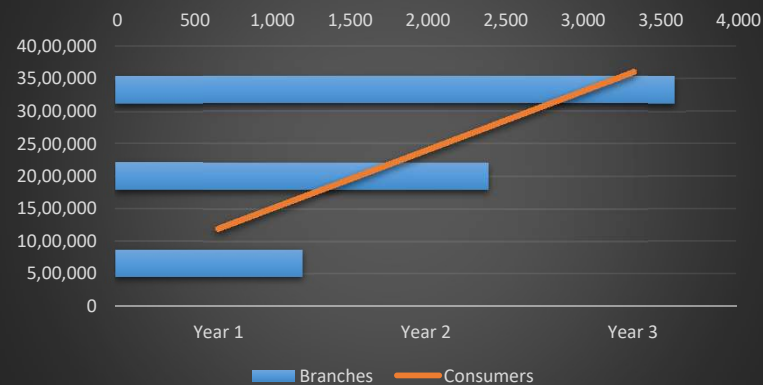
Company Registration : July 2020 - Complete
MVP PoC : April 2021
Foundation Period : April-21 to September-21
RBI Approval & Launch : Oct 2021 (Wave 1)

Initiation & Growth Forecasts

Monthly Revenue

Customer Acquisition

Branches — Consumers

Revenue v/s Expense

	Year 1	Year 2	Year 3
Monthly Revenue	₹ 17,15,40,000	₹ 34,54,80,000	₹ 51,22,20,000
Expenses	₹ 46,00,00,000	₹ 63,25,00,000	₹ 80,50,00,000

Monthly Revenue — Expenses
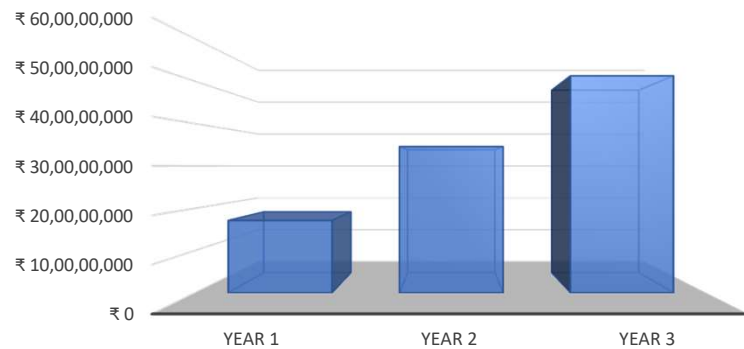
Revenue Model

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
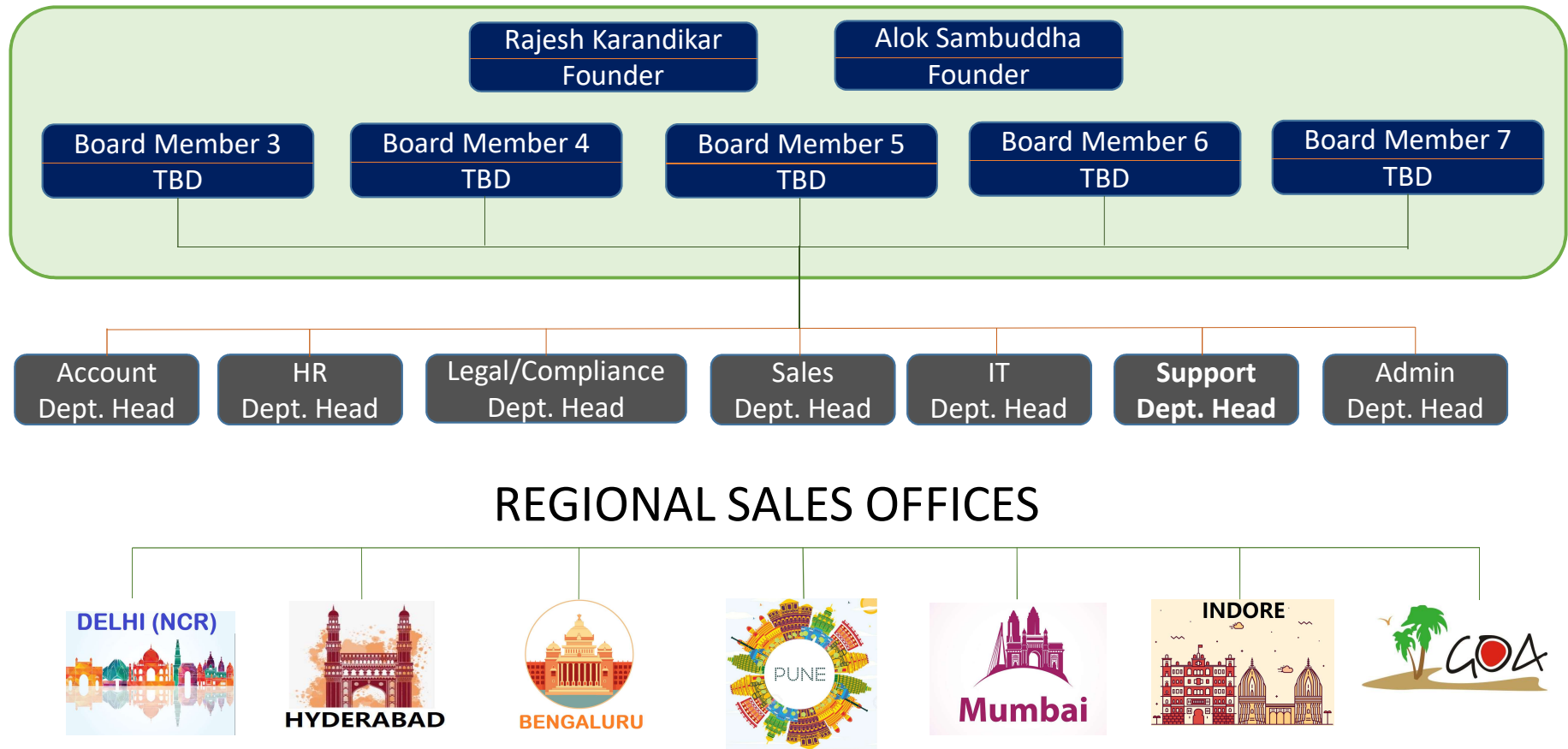
Capital Investment & Operational Expenditure

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 & adminstration	₹ 2,90,000
2	Product Branding	₹ 1,00,000
3	Employement 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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Organization Structure

Rajesh Karandikar	Alok Sambuddha
Founder	Founder

Board Member 3	Board Member 4	Board Member 5	Board Member 6	Board Member 7
TBD	TBD	TBD	TBD	TBD

| Account Dept. Head | HR Dept. Head | Legal/Compliance Dept. Head | Sales Dept. Head | IT Dept. Head | **Support Dept. Head** | Admin Dept. Head |

REGIONAL SALES OFFICES

DELHI (NCR)

HYDERABAD

BENGALURU

PUNE

Mumbai

INDORE

GOA

Question & Answers

Appendix 1: Indicative Process Flow – Purchase