

CLIQUE – Experience Luxury At Convenience





WAIŪ : Mission, Vision & Values

❖ Mission:

To create a global service provider of hospitality industry, realizing pioneering advancements in established services and accomplish mutual growth for 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 creating avenues of inspiring new business horizons.

❖ Values:

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



Product & Features

F&B Services

Instant cashback facility for regular customers to avail restaurant services



Gift a Friend

Gift or share an item of choice to your beloved ones – Family & Friends, Colleagues, Corporates



Offer a New Friend

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



Payments & PBS

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



Broadcast & Live Streaming

Watch exclusive live shows of your favorite artists & performers



Clique - Dine Now, Pay Later

Privileged credit services for our NBFC/MFI partner's customers



Events & Gaming

Promote corporate events, interactive games for in-house patrons



Logistics & Governance

Reduced expenses through aggregator independence, merchant governance support & staff training



Clique – The Opportunity

Clique is premium service offered to our finest customers & business partners, to mutually benefit through means of microfinancing services.



Clique will be a unique solution focused on hospitality industry, that has been consistently growing & creating pristine opportunities for restaurants & its ever-growing youthful consumer base.

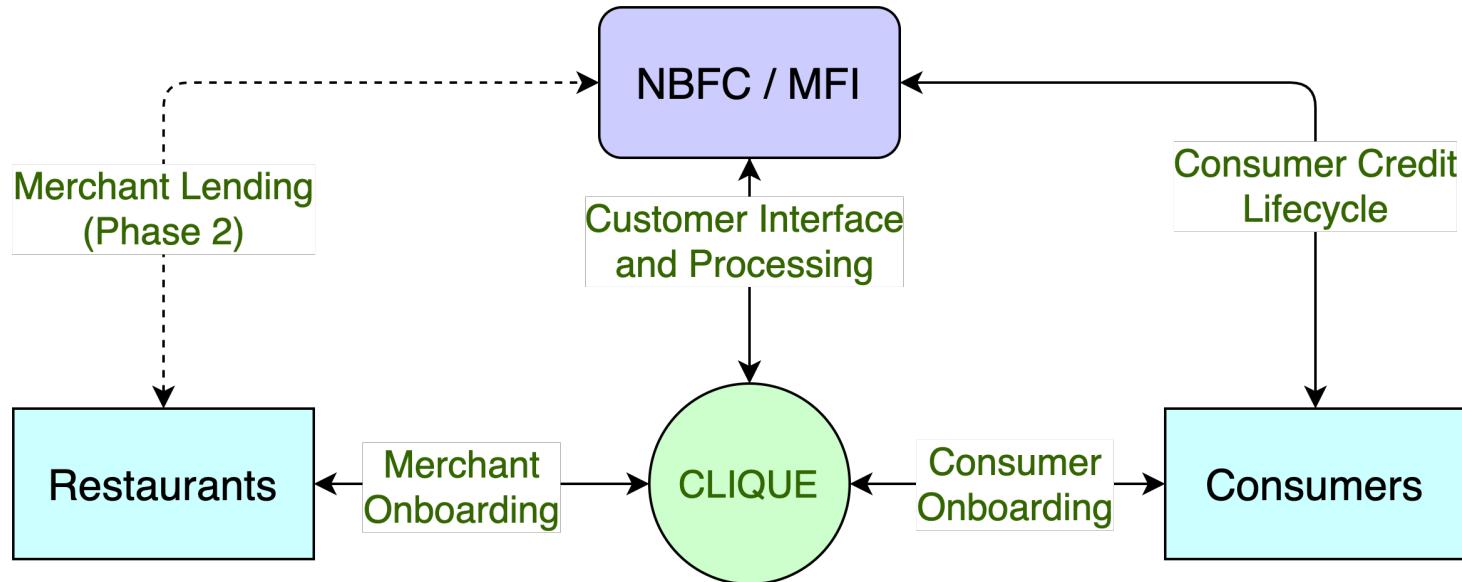


Clique is designed to promote inclusive growth in hospitality industry by introducing flexible borrowing as channel partners, while simultaneously allowing ease of doing business and comfortable provisions.



With microfinance market anticipated to grow with CAGR of 40% through 2025, NBFC-MFIs will be its greatest beneficiaries. In F&B segment, unbanked microlending has only reached 12-15% of the prospective market.

Clique – High Level System Flow



CASE STUDIES

- ❖ Zomato, in partnership with InCred, to lend Rs 1L to 50k restaurants, developing loan book of 500CR
- ❖ PAYO (Australia) – Launched ENPL service in July-21 & already has 500+ restaurant partners



Clique – 360° Benefits

	Consumers	Restaurants	MFI-NBFC
Eat now, Pay Later	Increase in spend potential Bio-authorization to reduce risks No joining or renewal fees Decorum & savings	Increased sales Higher ticket size New feature to offer No additional charges	New customers Increased presence Competitive edge Innovative offer
Microfinancing	Consumers	Restaurants	MFI-NBFC
	Increased borrowing potential Enhanced financial literacy Reactive credit scoring Better rates than banks	Self-sufficiency at competitive rates Standardized & organized system Reduced regulatory challenges Co-branding opportunities	Untapped market – Millennials, Zoomers Inclusive growth Valued partnership Benefit from geographic expansions



Clique – Revenue Sharing Model – EOY Cycle

Revenue Sharing Model - End of Year 1 Financials		
Financials		Key Assumptions
Particular	Value	Notes
Average wallet credit	5000	Virtual credit with range 5k to 30k
Total customers per city per cycle	10000	0.8% of city potential of 6L customers
Credit book	5,00,00,000	Virtual only
Assumed total interest for lender	36%	Annual
Average transaction value	2500	APC 1250
Funds disbursed	2,50,00,000	Actuals
NBFC return per transaction	110	36% Interest (APR)
Total returns per cycle	11,00,000	Per cycle
Annual returns	88,00,000	Per location, per year
Average delay pool	25%	Conservative - Industry trend is 25-45%
Delay fees per day (Rs)	10	Rupees
Average delay period in days	15	Conservative
Delay charges	3,75,000	Per cycle
Annual delay charges	30,00,000	Per location, per year
Total Annual earning per city	1,18,00,000	On same credit book (Over 50% returns)



Clique – Financial Forecast

Per Cycle Financial Forecast								
Particular	M1	M2	M3	M6	M12	M18	Y2	Y3
Average wallet credit	5000	5000	5000	5000	5000	5000	6000	6000
Total customers per city per cycle	100	300	600	1200	10000	25000	75000	300000
Credit book	5,00,000	15,00,000	30,00,000	60,00,000	5,00,00,000	12,50,00,000	45,00,00,000	1,80,00,00,000
Assumed total interest for lender	36%	36%	36%	36%	36%	36%	36%	36%
Average transaction value	2500	2500	2500	2500	2500	2500	2500	2500
Funds disbursed	2,50,000	7,50,000	15,00,000	30,00,000	2,50,00,000	6,25,00,000	18,75,00,000	75,00,00,000
NBFC return per transaction	110	110	110	110	110	110	110	110
Total returns per cycle	11,000	33,000	66,000	1,32,000	11,00,000	27,50,000	82,50,000	3,30,00,000
Annual returns	88,000	2,64,000	5,28,000	10,56,000	88,00,000	2,20,00,000	6,60,00,000	26,40,00,000
Average delay pool	25%	25%	25%	25%	25%	25%	25%	25%
Delay fees per day (Rs)	10	10	10	10	10	10	10	10
Average delay period in days	15	15	15	15	15	15	15	15
Delay charges	3,750	11,250	22,500	45,000	3,75,000	9,37,500	28,12,500	1,12,50,000
Annual Delay Charges	30,000	90,000	1,80,000	3,60,000	30,00,000	75,00,000	2,25,00,000	9,00,00,000
Annual Earnings	1,18,000	3,54,000	7,08,000	14,16,000	1,18,00,000	2,95,00,000	8,85,00,000	35,40,00,000

Notes

Conservative assumption that 2nd cycle to start only when 1st on is complete



Clique – Revenue & Expenses

S.No.	Cost Category	Year 1	Year 2	Year 3
Capital & Operational Expenses (CAPEX)				
1	App Development / Maintenance	₹ 50,00,000	₹ 25,00,000	₹ 50,00,000
2	Launch, promotions, advert	₹ 2,00,00,000	₹ 9,00,00,000	₹ 12,00,00,000
3	Infrastructure setup costs	₹ 2,50,00,000	₹ 12,00,00,000	₹ 15,00,00,000
4	Legal, Intellectual Property, RBI Approval, Commission, Competition Law & overlays	₹ 30,00,000	₹ 50,00,000	₹ 50,00,000
5	BOD / Management Cost	₹ 1,50,00,000	₹ 3,00,00,000	₹ 5,00,00,000
6	Customer Acquisition costs	₹ 1,20,00,000	₹ 10,00,00,000	₹ 15,00,00,000
9	Total at end of year	₹ 8,00,00,000	₹ 34,75,00,000	₹ 48,00,00,000
S. No.	Revenue Model	Year 1	Year 2	Year 3
1	Average wallet credit	5000	5000	5000
2	Total customers per city per cycle	10000	100000	250000
3	Credit book per cycle	5,00,00,000	50,00,00,000	1,25,00,00,000
4	Annual Credit Book	40,00,00,000	4,00,00,00,000	10,00,00,00,000
5	Assumed total interest for lender	36%	36%	36%
6	Average transaction value	2500	2500	2500
7	Funds disbursed	2,50,00,000	25,00,00,000	62,50,00,000
8	NBFC return per transaction	111	111	111
10	Annual returns to lender	1,10,00,000	11,00,00,000	55,00,00,000
11	Average delay pool	25%	25%	25%
12	Delay fees per day (Rs)	10	10	10
13	Average delay period in days	15	15	15
14	Delay charges	3,75,000	37,50,000	93,75,000
15	Annual Delay Charges	30,00,000	3,00,00,000	7,50,00,000
16	Total Annual Lender's Earnings	1,10,00,000	14,00,00,000	62,50,00,000
17	Clique Share (Weighted Mean)	17%	17%	17%
18	Clique Earning Per Cycle	41,25,000	4,25,00,000	10,62,50,000
19	Clique Annual Earning	3,00,00,000	42,00,00,000	1,28,00,00,000



Clique – Phase Costing – Year 1

S.NO.	Phase	Scope	Timeline (at months)	Total Funding	Cash	Electronic	Notes
1	Clique Initiation	- Clique development - Lender Integration	0	1,50,00,000	20%	80%	- MFI integration & Banking setup - Technical development & TPP costs
2	Acquisitions	- Clique POC Initiate: - Merchant acquisition - Customer Acquisition	1	1,00,00,000	30%	70%	- Partial infrastructure costs across locations - Acquisition & marketing expenses - POC expenses - PPI & other overlays
3	Clique Pre- Launch	- Pre-Launch Events Continue: - Acquisitions	2	2,00,00,000	30%	70%	- Partial infrastructure costs - Partial Op-Ex, Audit & overlays - TPP costs - APIs, Servicing
4	Clique Launch	- Clique Full Service Launch	3	2,00,00,000	20%	80%	- Campaigning & acquisition - Full infrastructure costs - Full Op-Ex & BOD
5	Clique Operations	- Microlending (Merchant Staff) Continue: Clique Operations	4	2,00,00,000	10%	90%	- Provisioning costs
6	Clique Operations	- Clique Operations & expansion	6	1,00,00,000	20%	80%	- Integration - Marketing & promotions - Customer support & technical development



PAYO (Australia) – A case study

About PAYO

PAYO is an Australian company who have launched the world's first Eat Now, Pay Later service in July 2021.

The are backed by an existing lender with substantial customer base in the operational regions.

Being the World's first ENPL app, they have favorably placed themselves as market disrupters, driving investor's interest & confidence.



Within 3 months of launch, **700+ merchants in 4 cities** & growing at the pace of 200 merchants every month



All payments are divided across **4 interest free EMIs**, with **only a quarter of payment to be made upfront.**



Top performing 50 restaurants have received thousands of transactions with recorded **order value increase of 60%**



Diners can discover restaurants, filter by preferences, call restaurant, book table and receive range of offers & deals.



Both restaurants & customers are incentivized for referring more paying users to the platform



All payments are via PAYO app via QR codes with options for customer to recommend for PAYO business



Instant approval & discreet process has given PAYO an edge over other modes of payments, eliminating need to carry wallets



Customer Acquisition Strategy

Merchant Acquisition Strategy	Consumer Acquisition Strategy	Notes
Direct sales via dedicated regional teams (10 per location per month)	WAIU direct acquisition (6-8k per location per month)	WAIU service acquisitions
Corporate collaborations with multi-location hospitality brands	Aggregation based model to increase time to market	To enable increased time to market
Pre/Post launch promotional & marketing campaigns and events (Pune Mirror)	Social media & network advertisements	Combination of digital & traditional strategies
Network tie-ups and contact center for customer servicing	Event tie-ups e.g., Ridermania, Ruggedian	



Merchant – Elevated Pitch

New Product & Features

To be offered to customers for extended loyalty & addition premium clientele

Larger Ticket Size

Eat Now Pay Later customers to spend an average of 15-30% higher on F&B services

Increased Profit Margins

Of restaurants by onboarding brand new customers & rotate existing customer more often



Merchant Lending

To support merchant financial needs without bank audit & documentations

Staff Lending

For 40+ staff of the restaurant, to reduce salary advances

Customer Retention

To continue the quality service & more to existing customers without any added charges



Case Studies – Dining Service Partners

Company / Particular	Dineout	Magicpin	Eazydiner	Devourin
Founded	2012, Noida	2015, Gurgaon	2014, Delhi	2015, Pune
Owner	Times	Self	Self	Self
Services	Booking, Rewards, Payments, Artists	Discovery, Rewards	Discovery, Payment, Rewards	POS, SCM, Data Analytics, CRM
Coverage	20 Cities	40 Cities	150 Cities	2 Cities
<u>Acquisition</u> Restaurant / Customers	50K / 2.5CR	1.5L / 50L	10K / 30L	200 / None
Investments	\$100MN (2019)	\$43M (2021)	\$16M (2020)	\$150K (2016)
Revenue	\$200M	\$10M	\$42M	\$500K
YoY Growth	154% (2019)	415% (2018)	400% (2019)	TBC
Valuation	TBC	\$165M	\$40M	\$1M



Project Plan – 6 Phased



Capital Investment & Operational Expenditure

S.No.	Cost Category	Count	Rate	Year 1	Year 2	Year 3
Capital Expenses (CAPEX)						
1	App Development	1	₹ 1,50,00,000	₹ 1,50,00,000	₹ 0	₹ 0
2	Launch, promotions, advert	1	₹ 7,00,00,000	₹ 7,00,00,000	₹ 14,00,00,000	₹ 21,00,00,000
3	Infrastructure setup costs	1	₹ 30,00,000	₹ 30,00,000	TBD	TBD
4	Legal, Intellectual Property, RBI Approval, Commission, Competition Law & overlays	7	₹ 8,00,000	₹ 50,00,000	TBD	TBD
5	Escrow Account	1	₹ 5,00,00,000	₹ 5,00,00,000	₹ 10,00,00,000	₹ 15,00,00,000
6	Customer Acquisition costs	1	₹ 2,00,00,000	₹ 2,00,00,000	₹ 4,00,00,000	₹ 6,00,00,000
7	Launch in 10 Locations			₹ 16,30,00,000	₹ 28,00,00,000	₹ 42,00,00,000
Recurring Office Operating Cost (Static Opex)						
1	Office & Administration (HQ + 7)	1	₹ 4,75,000	₹ 4,75,000	₹ 4,00,000	₹ 4,00,000
2	Product Branding	7	₹ 2,00,000	₹ 14,00,000	₹ 28,00,000	₹ 28,00,000
3	Employment expenses (with 10% contingency)			₹ 4,40,000	₹ 6,60,000	₹ 8,80,000
4	Total for 1 location per month			₹ 23,15,000	₹ 38,60,000	₹ 40,80,000
5	Total for 7 location - Needed on Day 1 & every month thereon			₹ 1,62,05,000	₹ 2,70,20,000	₹ 2,85,60,000
6	Total at end of first year			₹ 19,44,60,000	₹ 32,42,40,000	₹ 34,27,20,000
Dynamic Operating Cost (Volume Driven) - Dynamic Opex						
1	Maintenance 30% of development - Yearly	1	₹ 50,00,000	₹ 0	₹ 50,00,000	₹ 75,00,000
2	ID validation costs (customer signup driven)	1	₹ 10,08,000	₹ 10,08,000	₹ 20,16,000	₹ 30,24,000
3	Payment gateway charges	1	₹ 21,00,00,000	₹ 21,00,00,000	₹ 42,00,00,000	₹ 63,00,00,000
4	Management cost	1	₹ 3,60,00,000	₹ 3,60,00,000	₹ 5,00,00,000	₹ 6,00,00,000
5	Total at end of first year			₹ 24,70,08,000	₹ 48,70,16,000	₹ 73,05,24,000
Annual Operational Expenses				₹ 44,14,68,000	₹ 81,12,56,000	₹ 107,32,44,000
Total expenses at end of first year				₹ 60,44,68,000	₹ 109,12,56,000	₹ 149,32,44,000

WAIU - Revenue Model

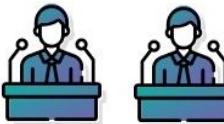
Revenue Category & Phases	Details	1 FL3 Only	1 City	7 Cities	Notes
Average Customers per FL3	Assuming 3 years old business	8,000			Based on FL3 selection criteria
Regular customers	Average regular customers - 15%	1,200			Current market trend
FreeSpirit Target	Drink Sharing - 25% of Regular Customers	300			
	Drink Sharing - 10% of Remaining Customers	700			
	Waiu Direct Customers (20%)	200			
Food & Drink Purchase & Sharing	Total customer target per FL3	1,200			Minimum target for FL4 Customers Per FL3
	Average per sale spend per month	₹ 1,500			Conservative Figures - Sale value ₹18 Lacs
	Monthly sale value	₹ 18,00,000			
FreeSpirit Discount	15%	₹ 2,70,000			
Customer Cashback	10%	₹ 1,80,000			
F&B Service Revenue	5%	₹ 90,000			
Offer Service Revenue	37%	₹ 8,976			Points redemption can happen at any restaurant
Delivery Service Revenue	5%	₹ 1,500			
Total Earning Per FL3 Per Month		₹ 1,00,476			Average Earning - ₹170 per transaction
Wave 1 Target - 1st month	Earning per month at the end of 1st month	₹ 1,00,476	₹ 10,04,760	₹ 70,33,320	70 FL3 All Location; 70,000 FL4 All Cities
Wave 1 Target - 2nd month	Earning per month at the end of 2nd month	₹ 1,00,476	₹ 20,09,520	₹ 1,40,66,640	20 FL3 Per Location; 140 FL3 All Location 20,000 FL4 Per City; 1,40,000 FL4 All Cities
Wave 1 Target - 3rd month	Earning per month at the end of 3rd month	₹ 1,00,476	₹ 30,14,280	₹ 2,10,99,960	30 FL3 Per Location; 210 FL3 All Location 30,000 FL4 Per City; 2,10,000 FL4 All Cities
Wave 1 Target - 4th month	Earning per month at the end of 4th month	₹ 1,00,476	₹ 40,19,040	₹ 2,81,33,280	40 FL3 Per Location; 280 FL3 All Location 40,000 FL4 Per City; 2,80,000 FL4 All Cities
Wave 1 Target - 5th month	Earning per month at the end of 5th month	₹ 1,00,476	₹ 50,23,800	₹ 3,51,66,600	50 FL3 Per Location; 350 FL3 All Location 50,000 FL4 Per City; 3,50,000 FL4 All Cities
Wave 1 Target - First 6 months	Earning per month at 6 months i.e. Phase 1	₹ 1,00,476	₹ 60,28,560	₹ 4,21,99,920	420 FL3 All Location; 4,20,000 FL4 All Cities
After 2nd Wave	Earning per month at 1 year i.e. Phase 2	₹ 1,00,476	₹ 1,20,57,120	₹ 8,43,99,840	840 FL3 All Location; 8,40,000 FL4 All Cities
After 4th Wave	Earning per month at 2 years i.e. Phase 4	₹ 1,00,476	₹ 2,41,14,240	₹ 16,87,99,680	1,680 FL3 All Location; 16,80,000 FL4 All Cities
After 6th Wave	Earning per month at 3 years i.e. Phase 6	₹ 1,00,476	₹ 3,61,71,360	₹ 25,31,99,520	3,360 FL3 All Location 33,60,000 FL4 All Cities



Our Team

Promoters

Rajesh Karandikar



Alok Sambuddha

Board Of Directors



Suhas Gokhale – Managing Director, COSMOS Bank, Pune



Managing Director, Acuris Advisors (GST & Government Policies) – Ex. Big 4 & Tata Motors



Governance Consultant (ex. VP Commercial - Cummins)



Chetan Oswal – Accounts & Legal Counsel

Corporate Partners



KPMG – PPI License Procurement & RBI Regulatory Compliance Partner

Staratacache (SCALA) – Broadcasting & Livestreaming Infrastructure Partner

Early Salary, Loantap, Eazypay (Payu) – Financial Lending Partner



Question & Answers



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