

# **WAIŪ- A Celebration Of Sharing Happiness**





# WAIŪ : Mission, Vision & Values

## ❖ Mission:

To create a global entrepreneur 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 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



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



### Clique - Eat Now, Pay Later

Privileged credit services for the 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

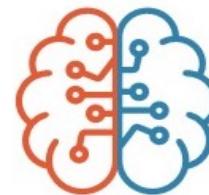


## Industry Challenges & Solutions

### Challenges



- Lack of options to share or gift F&B service to friends & family
- No socializing platforms in restaurant premises
- Low margins of operation when utilizing traditional delivery models
- No avenues for cost effective event arrangement or governance
- Menu pricing obligation without future benefits
- Inflexible merchant credit servicing & none for consumers



### Solutions

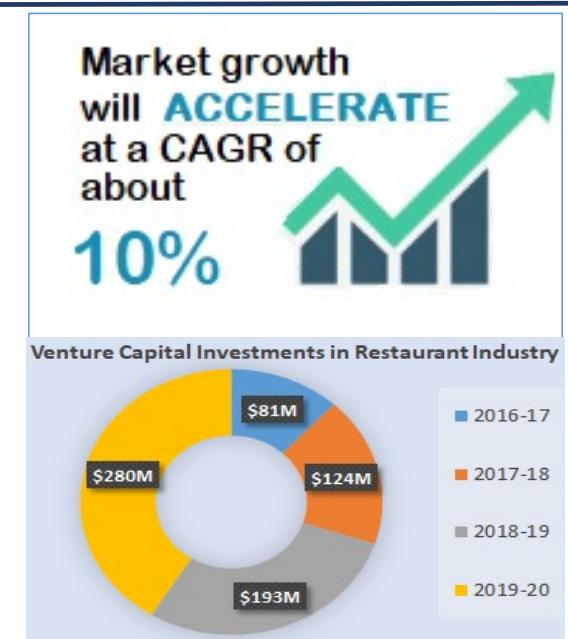
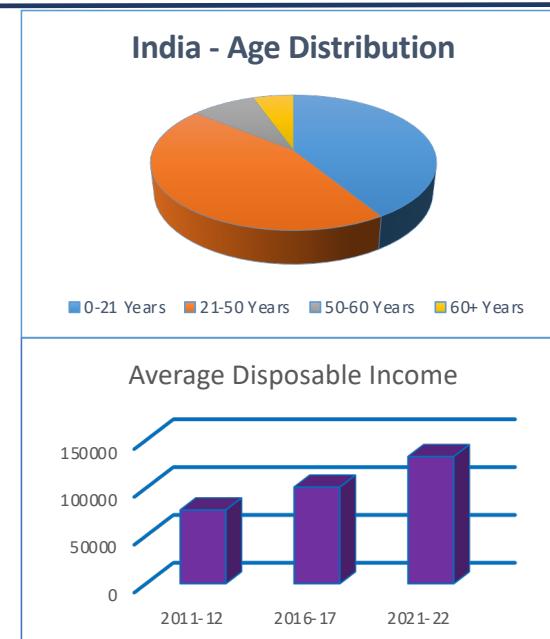
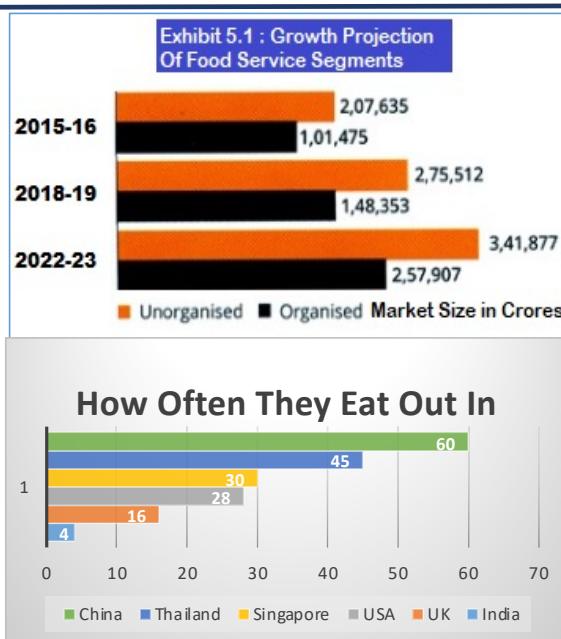


- Unique & unmatched opportunity to share/offer F&B item to anyone
- Innovative technology driven platform for B2C & C2C interaction
- Higher benefits & financial control with reduced expenses
- Impactful means of event organization & rapid marketing
- Guaranteed cashback, exciting offers, free & credit services
- Risk based microlending facilities to both merchants & consumers



# Market Research Convergence

Source: NRAI & FICCI / PwC, World Bank



- Trend #1: Ethnic cuisine will increasingly be present in organized and hygienic set-ups
- Trend #2: Food tech will continue to 'organize', driving increased focus on consumers, innovation & efficiency
- Trend #3: Restaurants will increasingly focus on consumer engagement using technology
- Trend #4: Health and wellness will continue to ride high on consumer preferences
- Trend #5: Traditional packaging will make way for innovative food packaging
- Trend #6: FMCG & entertainment industries will be major beneficiaries of rising disposable income



## Clique – The Opportunity

Clique is premium service offered to our finest customers & business partners, to mutually benefit from each other through microfinancing services.



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

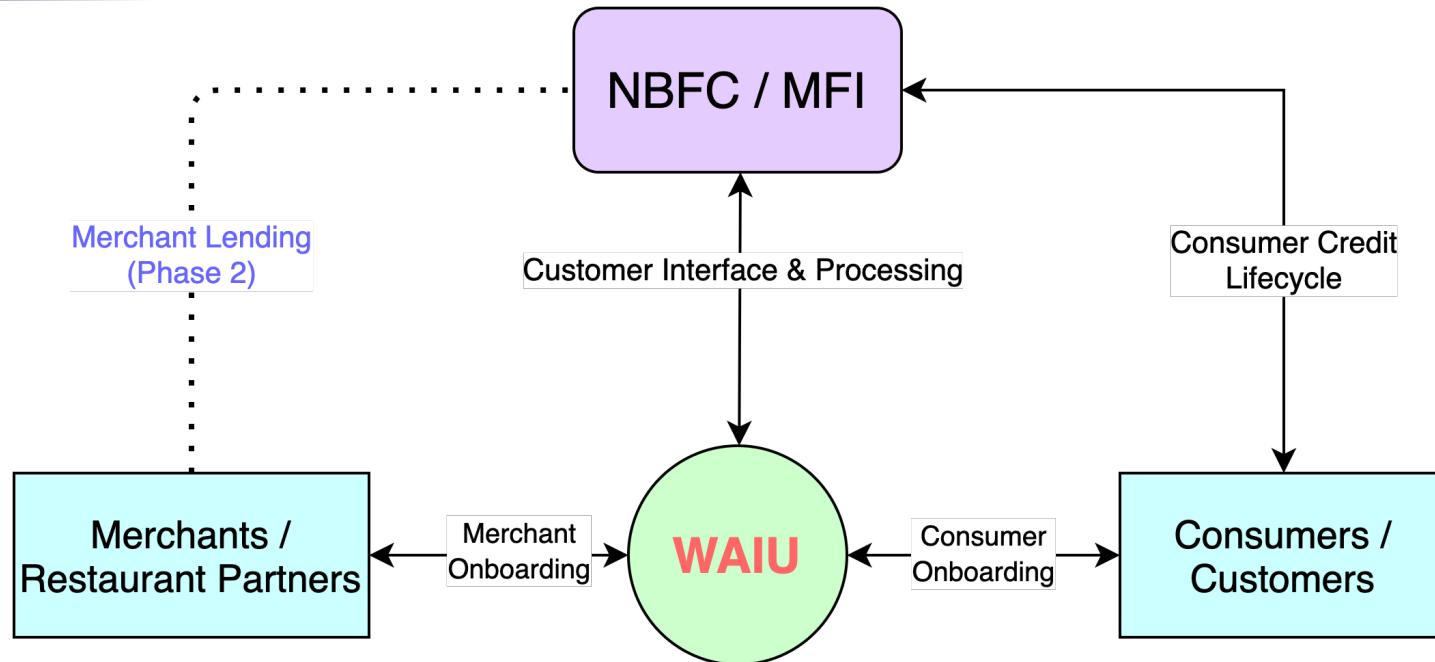


Clique is designed to promote inclusive growth in hospitality industry by introducing flexible borrowing as channel partners, while simultaneously allowing ease of doing business and comfortable provisions.



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

Eat now, Pay Later

Consumers	Restaurants	MFI-NBFC
Increase in spend potential	Increased sales	New customers
Bio-authorization to reduce risks	Higher ticket size	Increased presence
No joining or renewal fees	New feature to offer	Competitive edge
Decorum & savings	No additional charges	Innovative offer

Microfinancing

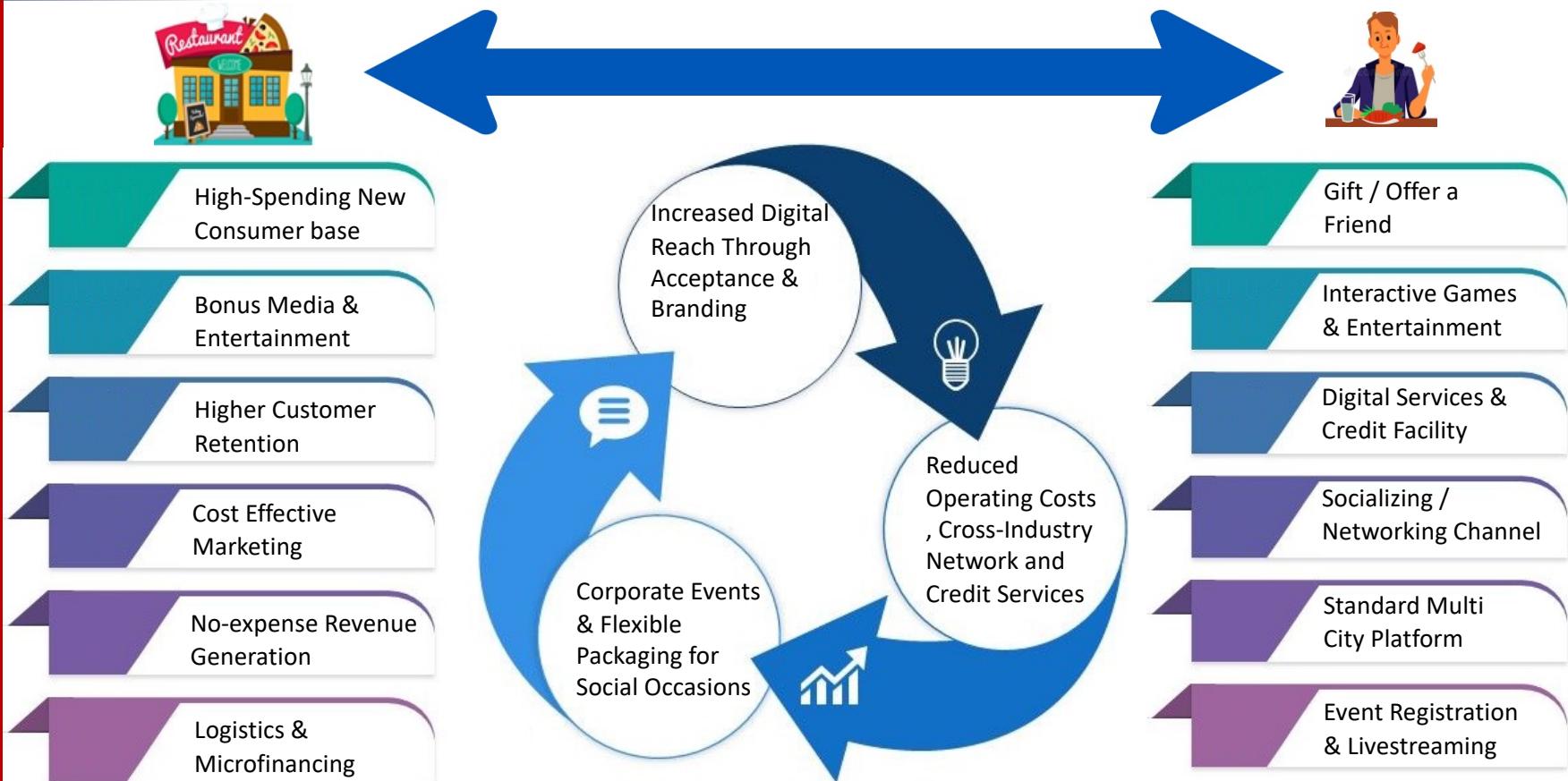
Consumers	Restaurants	MFI-NBFC
Increased borrowing potential	Self-sufficiency at competitive rates	Untapped market – Millennials, Zoomers
Enhanced financial literacy	Standardized & organized system	Inclusive growth
Reactive credit scoring	Reduced regulatory challenges	Valued partnership
Better rates than banks	Co-branding opportunities	Benefit from geographic expansions



## Clique – Commercials

Proposed Financial Draft		
Clique Revenue Stream		
Year 1 - Potential customer acquisition in 1 City (Pune)	624000	Based on aggregation model, de-duped across partners
Target customers for Clique @ 5%	31200	Controlled share, derived from BNPL statistics
Average credit value per customer	10000	By policy but will always increase based on credit scoring
Total business in the year, by value	31.2CR	
Interest @3%, assuming 10% customers will enroll	14L	EMI cycle 2.5 months with M1 free; Conservative rate
Flat Late Fee @ Rs 100 per month	4.7L	Industry trend is >₹500 & incremental
Total collection for 7 locations in Year 1	1.31CR	Assuming launch in same regions as WAIU
Digital Consumer Lending		
Unique new consumers for Year 1 in Pune	13200	Based on a conservative 5% active consumer base, but likely to be higher
Average loan value	20000	Industry range is ₹10-50k in 66% cases
Total loan portfolio	26.4CR	Delinquency applied later at 4%
Interest Collection @ 18%	4.5CR	Conservative rate as compared to trend, BAU lenders
Consumer Interest collection for 7 locations in Year 1	32CR	Exclusive of late fee, processing charges, documentation charges
Digital Merchant / Restaurant Lending		
Total merchant partners - 1 location in Year 1	120	Based on WAIU acquisition strategy, after pre-launch
Lending pool 10%	10	Assumed & open for feedback
Average loan value (Industry average is 10-40L)	20,00,000	Median value assumed
Total loan portfolio	2,40,00,000	
Total interest per location based on Interest rate @ 14%	34L	Conservative rate as compared to trend, BAU lenders
Merchant Interest collection for 7 locations in Year 1	2.4CR	

# WAIU Value Proposition





# 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	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	



# Minimum Viable Product – Q4 2021

## Payments Gateway & Wallet

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

### Point Based Servicing

Gift points to your family & friends

### Gift A Friend

Gift points to your family & friends

### Offer a New Friend

Offer points to a new acquaintance

### Interactive Games

Socializing platform for restaurant guests

### Clique

Credit servicing solution for consumers & merchants

### Chat & Notification

Announcements & customer care



## Project Plan – 6 Waves



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## Phased Evolution Plan – Option 1



PHASE 1



PHASE 2

- Hospitality governance & administration solution
- Sponsored Event Services, Corporate Tie-Ups
- Pricing diversification, Integration with parallel trending apps
- WAIŪ Hangout & personalized theme based offers & events



PHASE 3

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

# Capital Investment & Operational Expenditure

S.No.	Cost Category	Count	Rate	Year 1	Year 2	Year 3
<b>Capital Expenses (CAPEX)</b>						
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	<b>Launch in 10 Locations</b>			<b>₹ 16,30,00,000</b>	<b>₹ 28,00,00,000</b>	<b>₹ 42,00,00,000</b>
<b>Recurring Office Operating Cost (Static Opex)</b>						
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			<b>₹ 23,15,000</b>	<b>₹ 38,60,000</b>	<b>₹ 40,80,000</b>
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	<b>Total at end of first year</b>			<b>₹ 19,44,60,000</b>	<b>₹ 32,42,40,000</b>	<b>₹ 34,27,20,000</b>
<b>Dynamic Operating Cost (Volume Driven) - Dynamic Opex</b>						
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	<b>Total at end of first year</b>			<b>₹ 24,70,08,000</b>	<b>₹ 48,70,16,000</b>	<b>₹ 73,05,24,000</b>
<b>Annual Operational Expenses</b>				₹ 44,14,68,000	₹ 81,12,56,000	₹ 107,32,44,000
<b>Total expenses at end of first year</b>				<b>₹ 60,44,68,000</b>	<b>₹ 109,12,56,000</b>	<b>₹ 149,32,44,000</b>

# 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 – In-Progress

- ❖ Rajesh Karandikar – Founder & Owner, 24k Restaurant Network
- ❖ Alok Sambuddha – Engineering Director, American Express (ex. Technology Leader – Infosys, ATOS)
- ❖ Sanjay Kelapure – Hospitality Network Management (Hilton Group)
- ❖ Shrikant Chatur – Governance Consultant (ex. VP Commercial - Cummins)
- ❖ Shrikant Chepe – Technical Architect (Amway Head of Customer Solutions)
- ❖ Rahul Patil – Security Specialist (Mastercard)
- ❖ Raju Patil – Director Gaming Operations(Rockstar Games)
- ❖ Chetan Oswal – Accounts & Legal Counsel

### Partners:

- ❖ IRSRD – Development, Governance, Technical Consultant, HR
- ❖ KPMG – PPI Procurement Partner & Project Management
- ❖ Sazinga Digital – Current Development Partner (Discussions ongoing with prominent vendors)



## Question & Answers



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## Appendix 1: Indicative Process Flow – Purchase

