

# **WAIÛ – A Celebration Of Sharing Happiness**



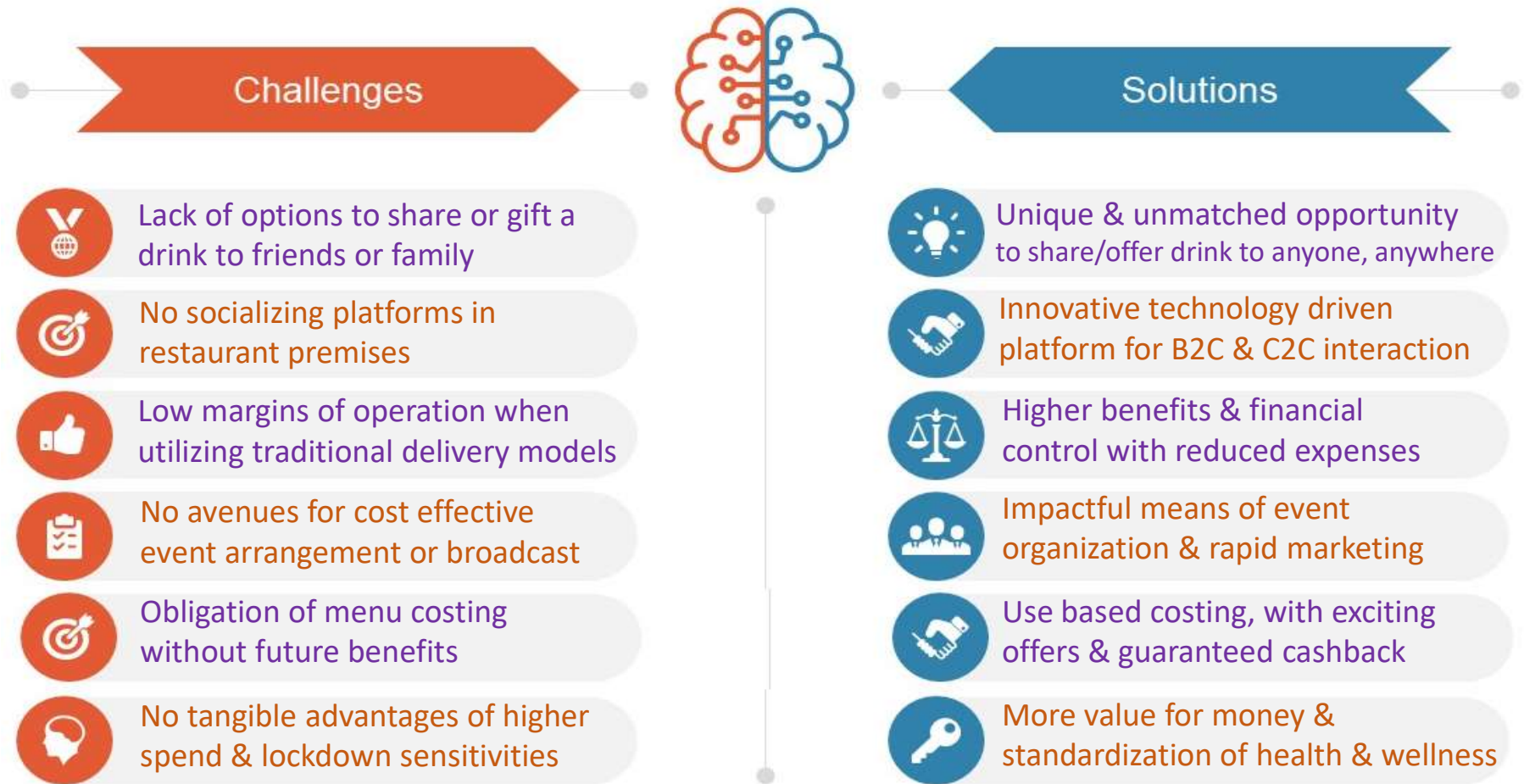
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# Introduction

- ❖ WAIŪ is a pioneering opportunity to **bring people together like never imagined before**, by expanding a proven & classic concept to join forces with modern technology platforms.
- ❖ While this solution resolves chronic challenges faced by restaurant business, it also open up innovative prospects for consumers to connect not just with known acquaintances, but also to **make new friends with customers having common interests & thinking**.
- ❖ It empowers restaurant business owners to **offer their services to a completely new range of customers through mobile & web application**, in a cost effective & accelerated manner.

# Industry Challenges & Solutions



# Product & Features

## Gift a drink

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



## Offer a drink

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



## Events & Gaming

Promote corporate events, interactive games for in-house patrons



## 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



## Purchase a drink

Instant cashback facility for regular customers who avail restaurant services



## Food Delivery

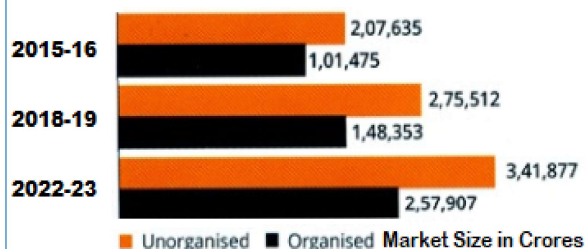
Break the dependency of service aggregators, with reduced expenses



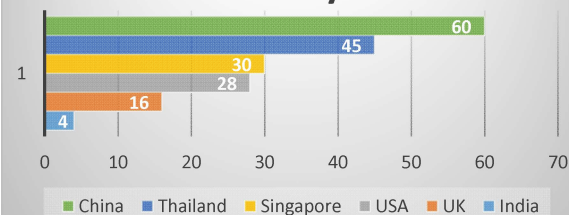
# Market Research Convergence

Source: NRAI & FICCI / PwC, World Bank

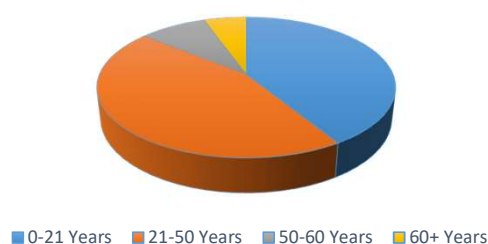
Exhibit 5.1 : Growth Projection Of Food Service Segments



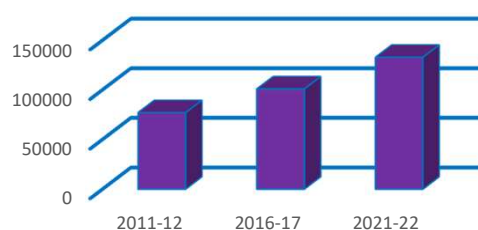
How Often They Eat Out In



India - Age Distribution



Average Disposable Income



Market growth will **ACCELERATE** at a CAGR of about **10%**



Venture Capital Investments in Restaurant Industry



- 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

# SWOT Appraisal

## Strengths

- Distinct service offerings
- Need for change
- More value for money for customers
- Changing mindset in vast market
- Dedicated merchant solution

- Rising disposable income
- First mover's advantage
- Technology innovations
- Rising Urbanization
- International tie-ups

## Opportunities

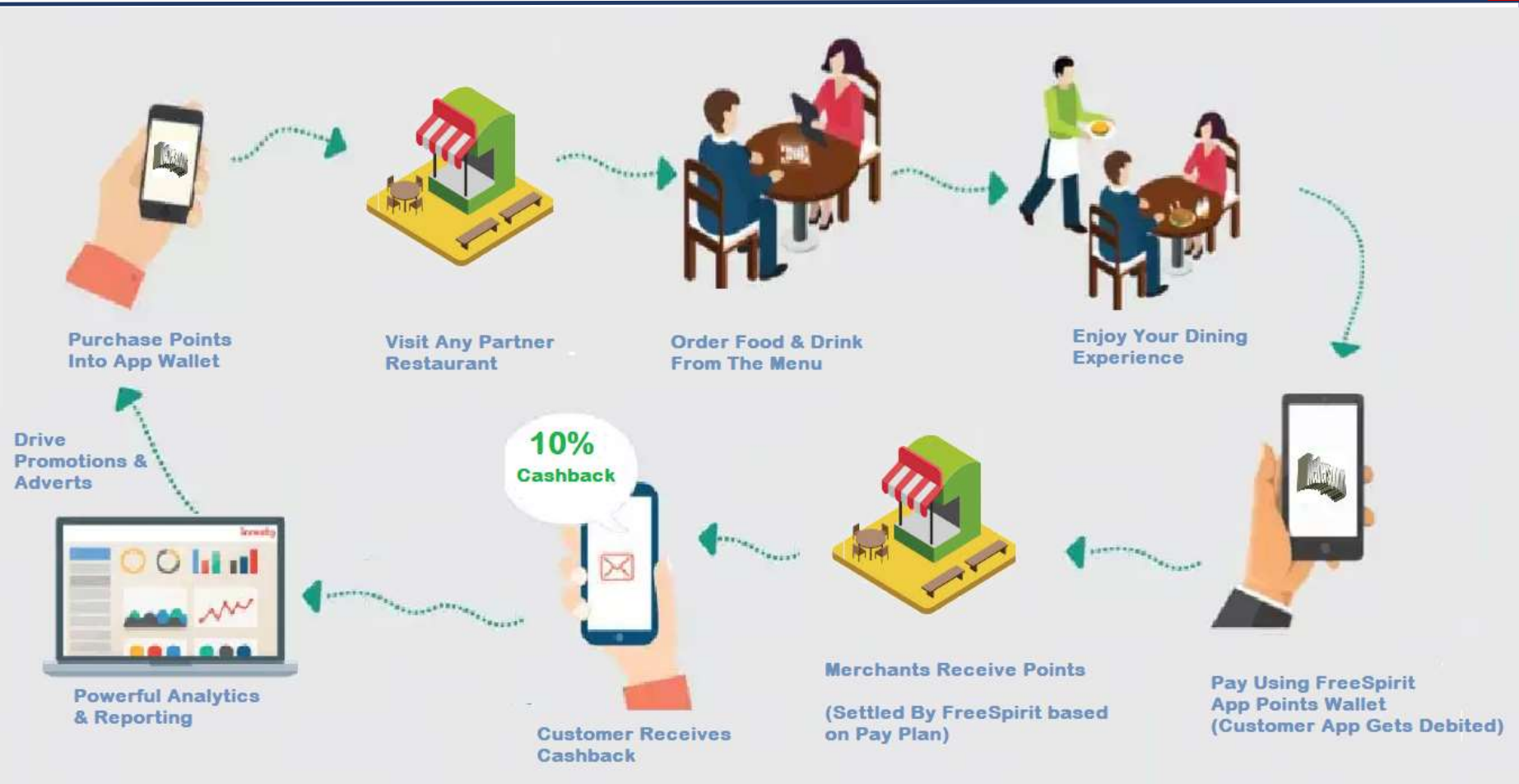
## Weaknesses

- Brand Establishment
- Absence of support from Venture Capital or Institutional Investors

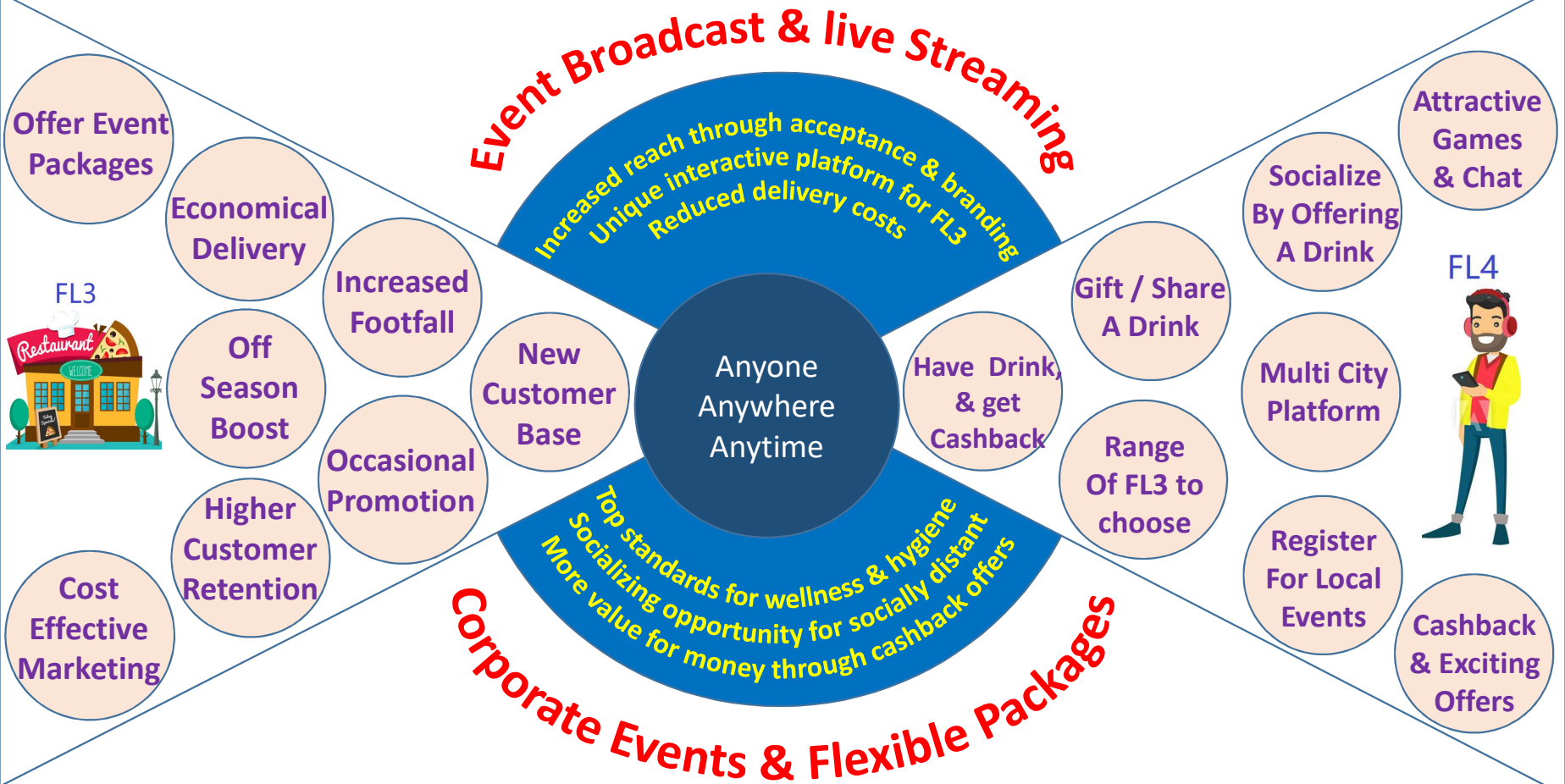
- Expansion of existing service aggregators into hospitality business
- Competition from global players
- If we wont do it, someone else will

## Threats

# Indicative Process Flow – Purchase



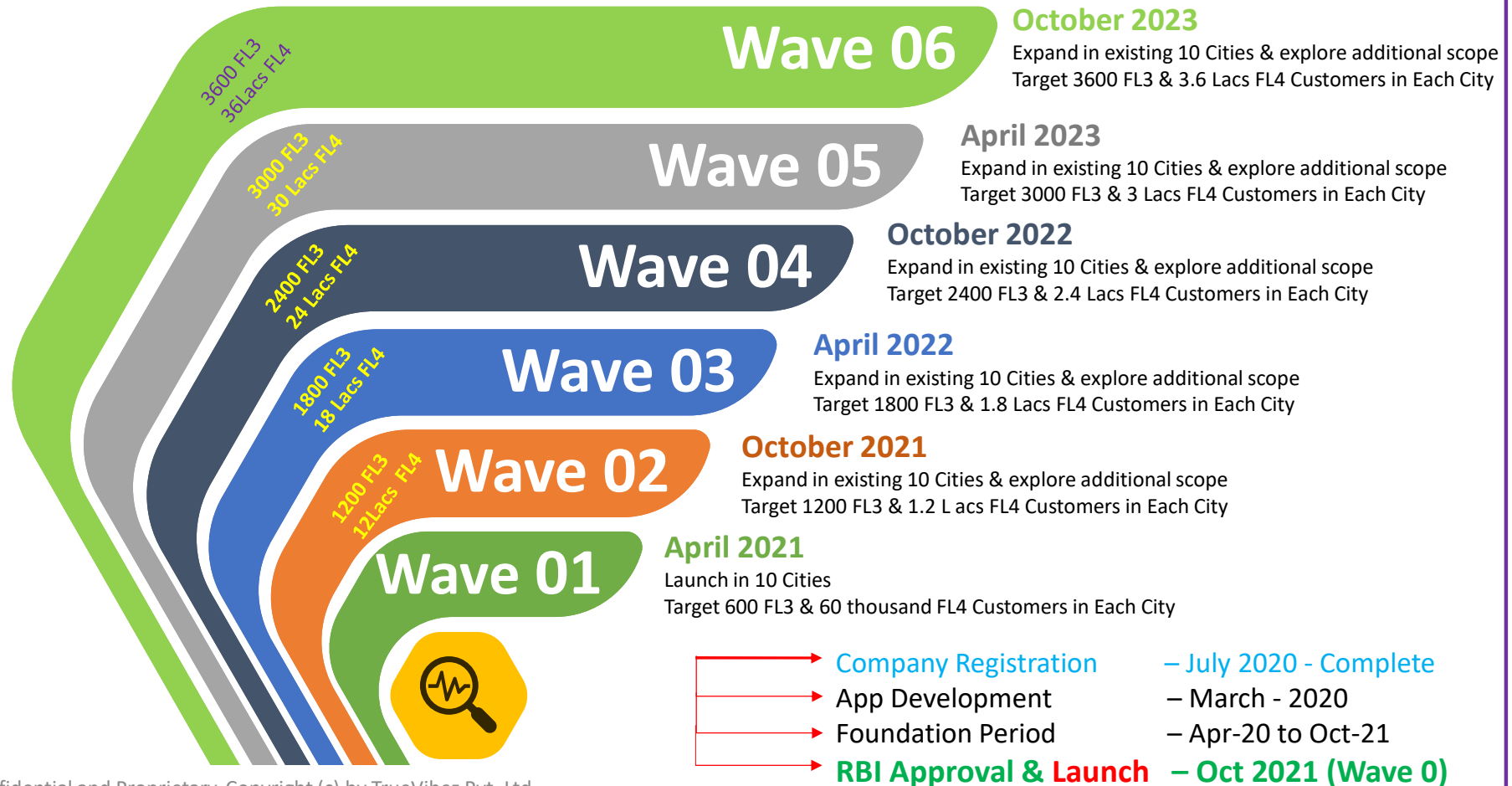
# Value Proposition



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# Project Plan – 6 Waves





# Future Vision

- ❖ Horizontal expansion of broadcasting & micro-finance services
- ❖ Multi-tier membership with range of features as remote connect, year-end party, hotel booking etc.
- ❖ Patent, Sponsored Event Services, Corporate Tie-Ups
- ❖ Pricing diversification, Pan-India launch, Integration with other popular apps
- ❖ WAIŪ Hangout for close friends & family and personalized theme based offers, events & alerting
- ❖ Data science & analytics, Supply-chain services
- ❖ Streaming services, Overseas launch, Integration with other apps
- ❖ FL3 appraisal & customer rating, FLXC support
- ❖ SOP standardization & master training

# Question & Answers



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