

WAIU – 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



WAIŪ : 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



Logistics & Governance

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



Events & Gaming

Promote corporate events, interactive games for in-house patrons



Clique - Dine Now, Pay Later

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



Clique – An Opportunity under Truevibez Umbrella

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



Dine Now, Pay Later

For customer expecting an event to visit restaurant but without available liquid funding, Clique will open up a line of credit in handshake with a lender (NBFC). The customer can request this restaurant-focused credit line and once approved, use it at any partner restaurant.

Merchant Staff Financial Lending

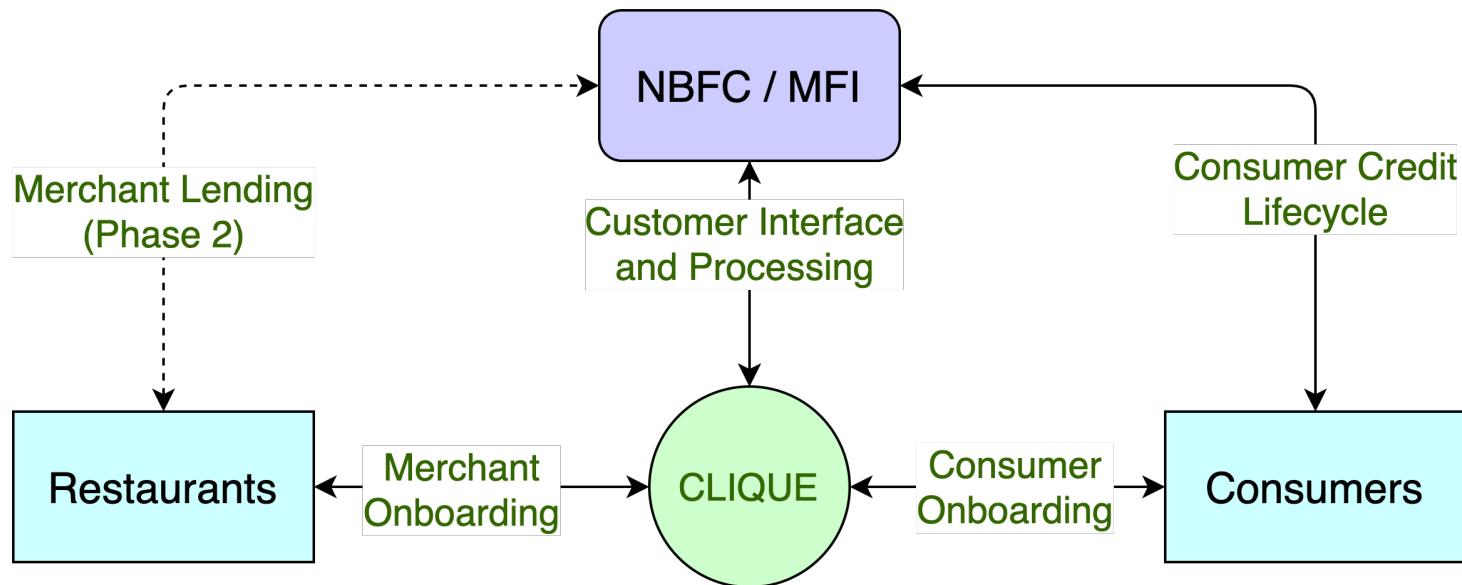
Restaurant staff currently face many challenges in requesting loans from banks and NBFCs however from recommendation of a partner merchants, a low-medium size credit pool will be made available to them with flexible repayment options.



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

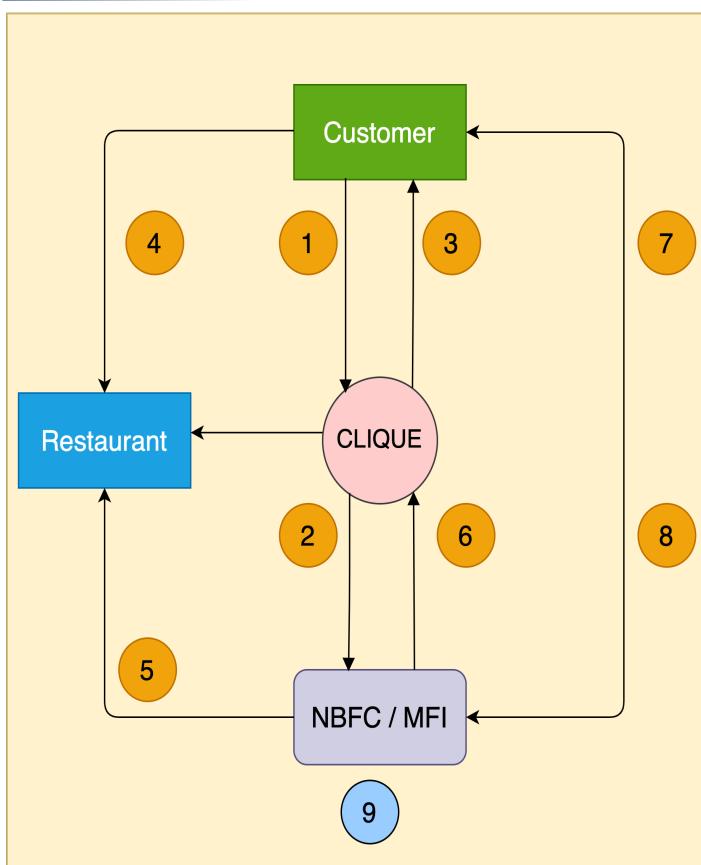


CASE STUDIES

- ❖ 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

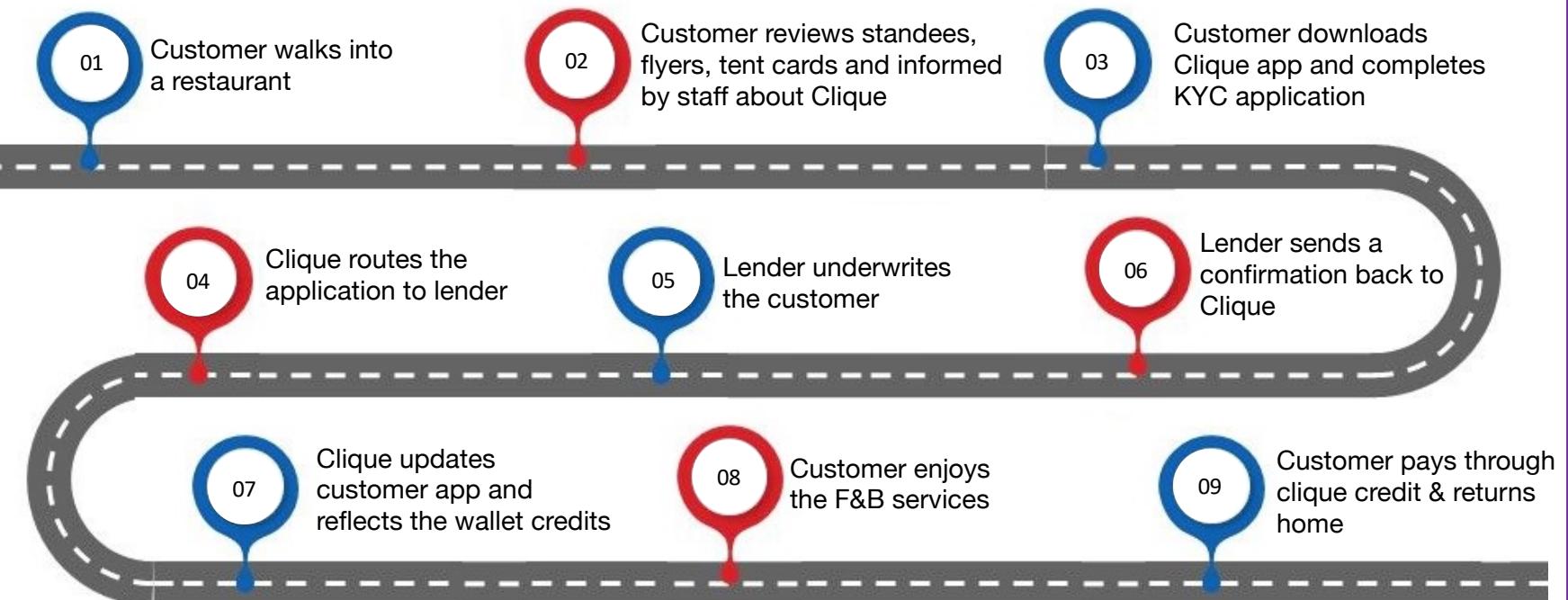


Clique – High Level Transaction Process Flow



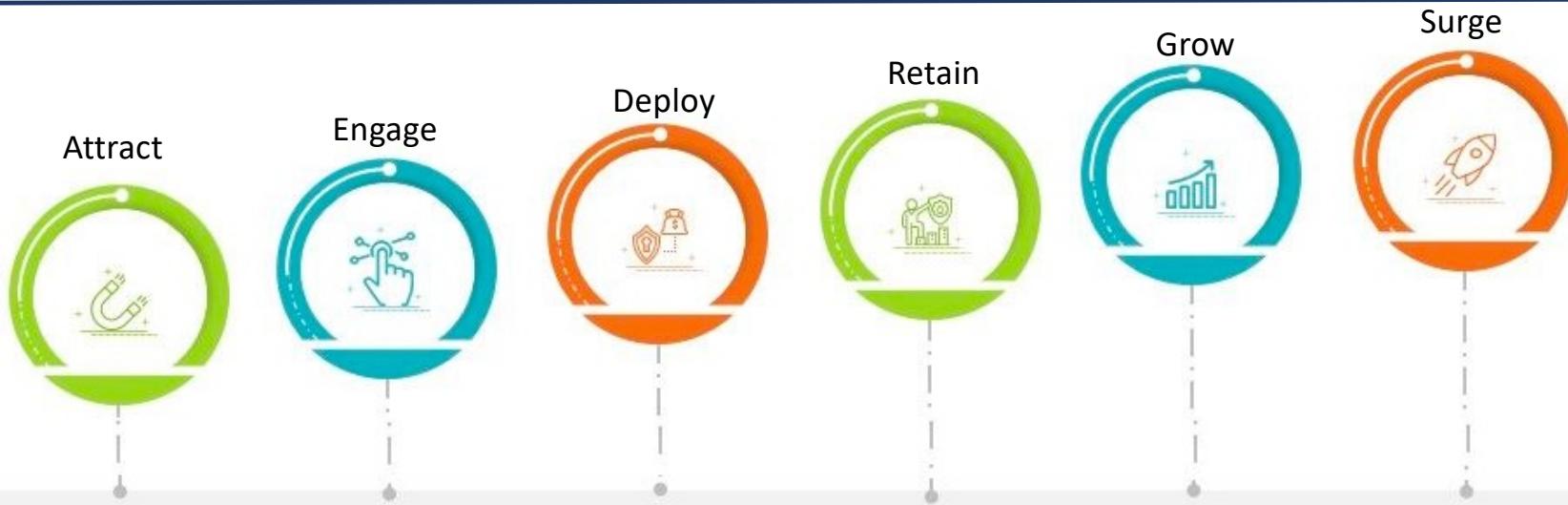


Clique – Customer Onboarding Journey





Merchant – Engagement & Growth



- Relate
- Identify Key Concerns
- Show Importance
- Reflect Passion
- Media Interaction
- Uncover Strategy
- Unveil Edge
- Compare Results

- Events
- Interaction
- Awards
- Felicitation
- Awareness
- Collaboration
- Customer Care

- Clique Pilot
- POC / Beta
- **Clique Launch**
- Full Service
- Governance
- Value Adds
- Ease of Business

- Business Boost
- Referrals
- Engagement
- Statistics & Analytics
- Product Placement
- Features services

- Volume Boost
- Upselling
- Cross Move
- Up-cycling
- Dynamic Pricing
- Scoring / Rating
- Feedback

- **WAIU Launch**
- Added Products
- Promote
- Memberships
- Customer engagement
- Logistics
- Governance



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



Cross Industry Alliance

Merchants to benefit from Clique partnerships like Pune Mirror, Sakal, Banks & Lenders

High Customer Retention

To continue their quality service & more to existing customers without any additional expense

Merchant, Staff & Consumer Lending

To support merchant financial needs without bank audit & documentations



Customer – Elevated Pitch

New Product & Features

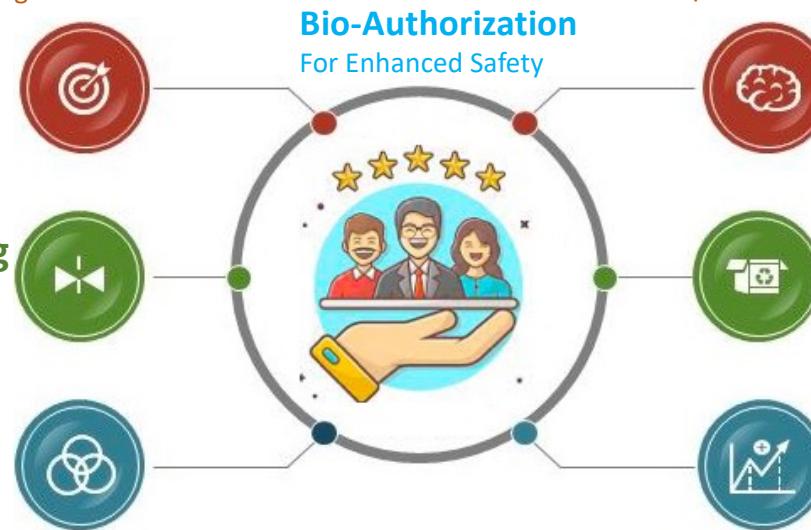
Credit line facility for F&B services during need and additional guaranteed benefits of dining out

Reactive Credit Scoring

To allow customers to increase credit line for more benefits & increased financial literacy

No Fees & Ease of Use

Simple to use service without any hidden costs, allowing decorum & savings



New Borrowing Avenue

By utilizing existing relationships and financial network portfolio in an organized & professional manner

Best Rates & Flexible Terms

With long risk-free no-interest paying term, along with a range of payment plans at offer with different lenders to choose from

On Demand Spending Potential

No more dependency on regular cash flows & a flexible solution for all occasions combined with increased risk-free spending potential



Merchant Acquisition Strategy

Advocacy & Support

Flexible model for adaptive service staff lending & attracting attention with customer support

S2B/S2C Networking

Staff Boost, Bloggers meet & Digital campaigns, Standees/Tent cards, Staff boost, Web Promotions



Awareness

Sales pitch to restaurant owners & Customer support services

Promotions

TVC, Radio, Contact Center, Video Adverts to be carried out both locally & nationally and celebrity tie-ups

Events & Endorsements

Promotional programs & felicitation by prominent leaders & industry savants

Value

Demonstration of restaurant scale- based growth pattern & restaurant reduction in advances/credits

Partnerships & Affiliations

TOI Felicitation, Print Media, Lender's internal publicity, NPCI onboarding, Restaurant association tie-ups



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



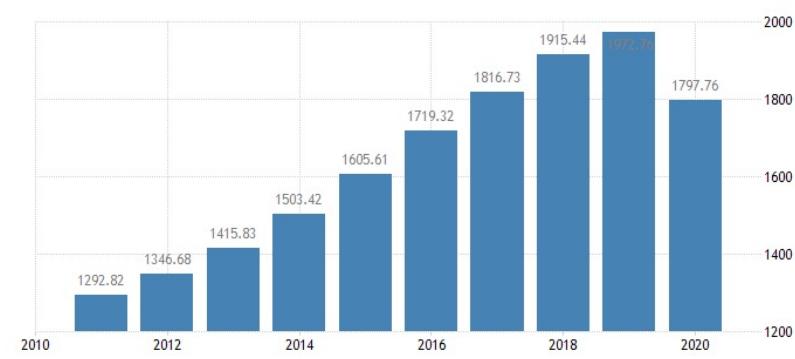
Clique: Consumer Coverage Information

Source	Bank Partner	Cosmos Bank	Direct Acquisition	Lender's Customers	Merchant's Customers
Name	ICICI Bank	Cosmos Bank	Self-Acquired	Across Lender's	Merchant Customers
Total Customers	1.85Cr	22L	2L – Y1 Target	55.5 Cr	1.8Cr
Services Offered	Banking	Value Added Service & CAC	F&B Service Customers	Finance	F&B Service Customers
Coverage	18 States 260 Cities	7 States 38 Cities	6 States 10 Cities	24 States 500 Cities	6 States 10 Cities

Forbes: \$2,000 per capita income is traditionally seen as an inflection point for any economy (e.g. China's exponential growth since 2006)

Fitch: India's economy to grow at 9.5% till 2025, with disposable income increasing at a steady pace of 11% PA

FICCI: Indians used to eat out around 2-4 times in a month in 2010. However, the frequency has increased to an average of 6.6 times in a month. Along with that, according to the NRAI Foodservices report of 2019, the average spend of a customer increased from Rs 1000 to around Rs 2500, in a month .



SOURCE: TRADINGECONOMICS.COM | WORLD BANK



Clique – Revenue & Expenses

S.No.	Cost Category	Year 1	Year 2	Year 3
Capital & Operational Expenses (CAPEX)				
1	App Development / Maintenance	1.5 CR	1.5 CR	2 CR
2	Launch, promotions, advert	2.5 CR	9 CR	12 CR
3	Infrastructure setup costs	3CR	12 CR	15 CR
4	Legal, Intellectual Property, RBI Approval, Commission, Competition Law & overlays	50 L	50 L	1 CR
5	BOD / Management Cost	1.5 CR	3 CR	5 CR
6	Customer Acquisition costs	2 CR	10 CR	15 CR
7	Total at end of year	11 CR	36 CR	50 CR
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	75000	300000
3	Credit book per cycle	5 CR	37.5 CR	150 CR
4	Annual Credit Book	40 CR	300 CR	1200 CR
5	Assumed total interest for lender	36%	36%	36%
6	Average transaction value	2500	2500	2500
7	Funds disbursed	2.5 CR	19 CR	75 CR
8	Annual returns to lender	1.1 CR	11 CR	55 CR
9	Annual Delay Charges	30 L	2.25 CR	9 CR
10	Total Annual Lender's Earnings	1.4 CR	13 CR	64 CR
11	Clique Earning Per Cycle	41L	3.2 CR	13 CR
12	Clique Annual Earning	3.45 CR	26 CR	102 CR



Clique: Financial Forecast – 5 Years

Per Cycle Financial Forecast									
Particular	M1	M3	M6	M12	M18	Y2	Y3	Y4	Y5
Average Wallet Credit	5000	5000	5000	5000	5000	6000	6000	7000	8000
Total Customers Per City Per Cycle	100	600	1200	10000	25000	75000	300000	300000	300000
Credit Book	5,00,000	30,00,000	60,00,000	5,00,00,000	12,50,00,000	45,00,00,000	1,80,00,00,000	2,10,00,00,000	2,40,00,00,000
Assumed Total Interest For Lender	36%	36%	36%	36%	36%	36%	36%	36%	36%
Average Transaction Value	2500	2500	2500	2500	2500	2500	2500	3500	5000
Funds Disbursed	2,50,000	15,00,000	30,00,000	2,50,00,000	6,25,00,000	18,75,00,000	75,00,00,000	1,05,00,00,000	1,50,00,00,000
Total Returns Per Cycle	11,096	66,575	1,33,151	11,09,589	27,73,973	83,21,918	3,32,87,671	4,66,02,740	6,65,75,342
Annual Returns	88,767	5,32,603	10,65,205	88,76,712	2,21,91,781	6,65,75,342	26,63,01,370	37,28,21,918	53,26,02,740
Average Delay Pool	25%	25%	25%	25%	25%	25%	25%	25%	25%
Delay Fees Per Day (Rs)	10	10	10	10	10	10	10	10	10
Delay Charges Per Cycle	3,750	22,500	45,000	3,75,000	9,37,500	28,12,500	1,12,50,000	1,12,50,000	1,12,50,000
Annual Delay Charges	30,000	1,80,000	3,60,000	30,00,000	75,00,000	2,25,00,000	9,00,00,000	9,00,00,000	9,00,00,000
Staff Loan Earnings	0	0	0	40,00,000	1,00,00,000	1,50,00,000	2,00,00,000	2,00,00,000	2,00,00,000
Annual Lender's Earnings	1,18,767	7,12,603	14,25,205	1,58,76,712	3,96,91,781	10,40,75,342	37,63,01,370	48,28,21,918	64,26,02,740
Clique Earning Per Cycle	41,250	2,55,000	5,10,000	42,50,000	1,06,25,000	3,18,75,000	12,75,00,000	17,85,00,000	25,50,00,000
Clique Staff Loan Earnings	0	0	0	5,00,000	12,50,000	20,00,000	25,00,000	25,00,000	25,00,000
Clique Earning Per Annum	3,30,000	20,40,000	40,80,000	3,45,00,000	8,62,50,000	25,70,00,000	1,02,25,00,000	1,43,05,00,000	2,04,25,00,000

Notes

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



Clique – Phase Costing – Year 1

S.NO.	Phase	Scope	Timeline (at months)	Total Funding	Notes
1	Clique Initiation	- Clique development - Lender Integration	0	1,50,00,000	- MFI integration & Banking setup - Technical development & TPP costs
2	Acquisitions	- Clique POC - Core Team Setup Initiate: - Merchant acquisition - Customer Acquisition	1	2,00,00,000	- Partial infrastructure costs across locations - Acquisition Events & marketing expenses - POC expenses - Infra Setup (Office, Resourcing) - PPI & other overlays
3	Clique Pre- Launch	- Pre-Launch Events Continue: - Acquisitions	2	2,00,00,000	- Partial infrastructure costs - Partial Op-Ex, Audit & overlays - TPP costs - APIs, Servicing
4	Clique Launch	- Clique Full Service Launch	3	2,00,00,000	- Campaigning - TVC, Advetorial, 360* Media - Full infrastructure costs - Y1 Full Op-Ex & BOD
5	Clique Operations	- Microlending (Merchant Staff) Continue: Clique Operations	4	1,50,00,000	- Service Provisioning costs - Digital Customer Acquisition
6	Clique Operations	- Clique Operations & expansion	5,6	2,00,00,000	- Multi Lender Integration - NPCI Onboarding (Nth Reward) - 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	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	



Case Studies

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



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- Company Registration : July 2020 - Complete
- MVP PoC : March 2022
- Foundation Period : Q2 2022
- **Launch : Q2 2022**

WAIU - Revenue Model

A	B	C	D	E	F
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
	Drink Sharing - 25% of Regular Customers	300			
FreeSpirit Target	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%			
Customer Cashback	10%	₹ 2,70,000			
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

WAIU - 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	₹ 7,00,00,000	₹ 7,00,00,000	₹ 14,00,00,000	₹ 21,00,00,000
7	Launch in 7 Locations			₹ 21,30,00,000	₹ 38,00,00,000	₹ 57,00,00,000
Recurring Office Operating Cost (Static Opex)						
1	Office & Adminstration (HQ + 7)	1	₹ 1,50,000	₹ 1,50,000	₹ 4,00,000	₹ 4,00,000
2	Product Branding	1	₹ 2,00,000	₹ 2,00,000	₹ 28,00,000	₹ 28,00,000
3	Employment expenses (with 10% contingency)			₹ 10,00,000	₹ 6,60,000	₹ 8,80,000
4	Total for 1 location per month			₹ 13,50,000	₹ 38,60,000	₹ 40,80,000
5	Total for 7 location - Needed on Day 1 & every month thereon			₹ 94,50,000	₹ 2,70,20,000	₹ 2,85,60,000
6	Total at end of first year			₹ 11,34,00,000	₹ 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	₹ 47,70,16,000	₹ 70,05,24,000
Annual Operational Expenses					₹ 36,04,08,000	₹ 80,12,56,000
	Total expenses at end of first year				₹ 57,34,08,000	₹ 118,12,56,000
						₹ 161,32,44,000



Our Team

Promoters

Rajesh Karandikar



Alok Sambuddha

Board Of Advisors



Suhas Gokhale : Managing Director, COSMOS Bank, Pune



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



Chetan Oswal : Accounts & Legal Counsel



Shrikant Chatur : Governance Consultant (ex. VP Commercial - Cummins)



Sanjay Phadke : Fintech Specialist, Ex. EVP Edelweiss & Vayana Network, JP Morgan, HSBC



Rakesh Malhotra : Media Curator, Ex. Media Head - Sakal



Yogesh Katre : Sales Head, Loantap



Harun Rashid Khan : Regulatory Advisor, Ex. Deputy Governor RBI



Vinay Baijal : Regulatory Advisor, Ex. CGM Banking, RBI



Corporate Partnership

S. No.	Partner	Role
1	NPCI	Nth Reward Loyalty platform onboarding & campaigning platform
2	Cosmos Bank	Value add service to bank customers via bank's super-app
3	KPMG	RBI regulatory compliance and licensing services
4	Bajaj Finserv	Financial lending service provider
5	Payu Finance (Lazypay)	Financial lending service provider
6	Paytm	Financial lending service provider
7	Early Salary	Financial lending service provider
8	LoanTap	Financial lending service provider
9	Michael Dell Foundation	Financial lending service provider
10	Suniel Shetty (Popcorn Entertainment)	Brand Ambassador
11	TOI, Pune Mirror	Media & Advertorials
12	SonyLiv	Entertainment and broadcast services
13	Stratacache (SCALA)	Broadcast infrastructure and CDN
14	Sazinga Digital	Technical platform development & maintenance

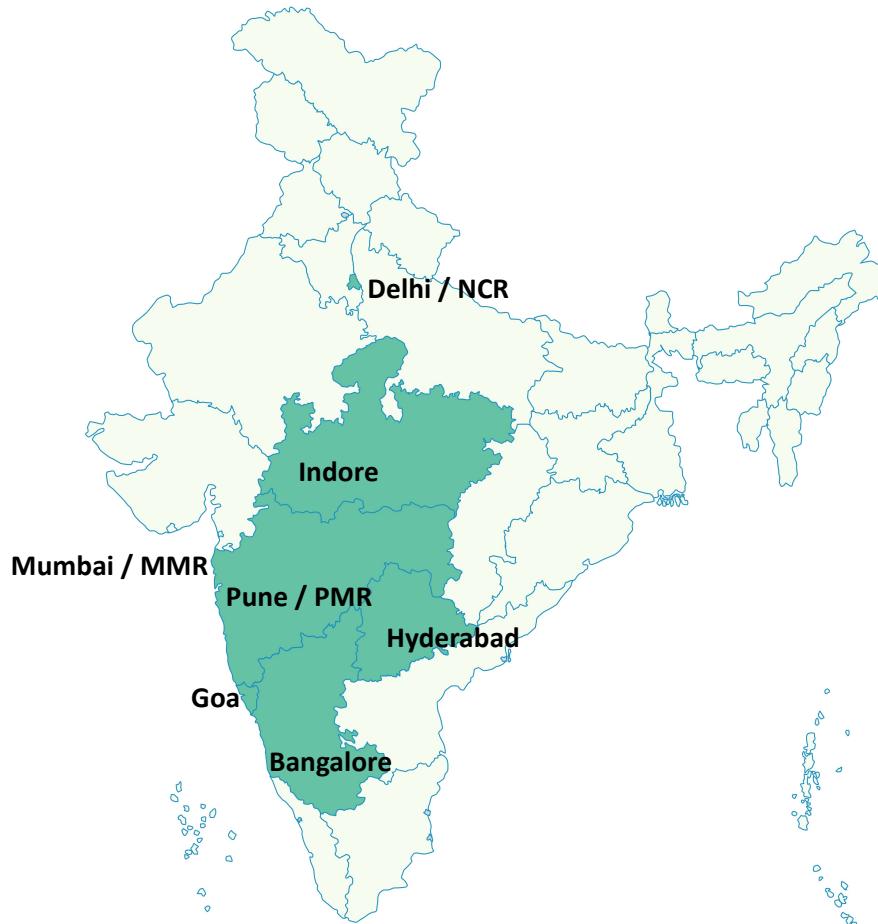


Clique – Planned Launch Geographies

Phase 1: Launch in Pune & stabilize the platform

Phase 2: Launch in 10 Cities / Metropolitan Regions

Phase 3: Expansion across lender's geographies





Question & Answers



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