

## **Cheers! – A Celebration Of Sharing Happiness**



# Agenda



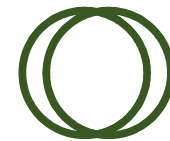
**Introduction**



**Project Plan**



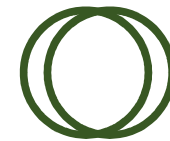
**Range Of Solutions**



**Future Vision**



**Revenue Model**



**Q&A**





# Introduction

- ❖ Cheers! 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.
- ❖ It empowers FL3 business owners to **offer their services to a completely new range of customers** in cost effective & accelerated manner, by allowing them to **expand in fast growing world of netizens**.
- ❖ It will launch **state of the art mobile & web application** for both FL3 & FL4 consumers, having a host of features that are over & beyond anyone in current landscape has to offer.
- ❖ While this solution resolves chronic challenges faced by FL3 businesses, it also open up innovative prospects for FL4 consumers to connect not just with friends & family, but also to **make new friends having shared interests & thought process**.
- ❖ The idea is simple but so powerful, having **potential to change hospitality business forever**.

**And we are just warming up !**

# Range of Solutions

## Challenges

-  Lack of options to share or gift a drink to friends or family
-  No socializing platforms in FL3 premises
-  Low margins of operation when utilizing traditional delivery models
-  No avenues for cost effective event arrangement or promotion
-  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
-  Economical means of social event organization & rapid marketing
-  Use based costing, with exciting offers & guaranteed cashback
-  More value for money & standardization of health & wellness



# Revenue Model

Revenue Category & Phases	Details	Costing & Revenue	Notes
Average Customers per FL3	Assuming 3 years old business	10,000	Market trend
Retained customers	Average regular customers - 15%	1,500	Market trend
Booze Share Target	Drink Sharing - 25% of Regular Customers	375	
	Drink Sharing - 10% of Remaining Customers	850	
Drink Sharing	Total customer target per FL3	<b>1,225</b>	Minimum target for FL4 Customers Per FL3
Earning = 4% sale value	Average per sale spend per month	₹ 2,500	
	Monthly sale value	₹ 30,62,500	
	Booze Share Revenue (4%)	₹ 1,22,500	Details available if needed
Drink Offering	Total customer target per FL3 - 5% members	61	
Earning = 37% sale value	Average per sale spend per month	₹ 500	
Customers = 5% of total members	Booze Share Revenue (37%)	₹ 11,331	Details available if needed
Delivery	Total customer target per FL3 - 10% members	123	
Earning = 5% sale value	Average per sale spend per month	₹ 500	
Customers = 10% of total members	Booze Share Revenue (5%)	₹ 3,063	Details available if needed
Total Earning Per FL3 Per Month		₹ 1,36,894	Expense of about ₹111 per member per month
Phase 1 Target - First 6 months	Earning per month at the end of Phase 1	₹ 68,44,688	50 FL3 Per Location i.e. 61250 FL4 Customers at end of phase
Next 5 Phases 6 Months Each Phase	Earning per month at the end of Phase 6	₹ 2,73,78,750	5 Per Month i.e. 30 FL3 Per Phase: Total 200 2.45L FL4 Customers at end of phase 6 (3 years)
Growth Plan For Simultaneous Launch in 10 Cities			
Launch Target - 10 locations	Earning per month at the end of Phase 6 across 10 locations	₹ 27,37,87,500	Parallel launch at 10 locations 24.5L FL4 Customers

# Project Plan – 6 Waves





# Future Vision

- ❖ Cheers! Hangout for close friends & family & personalized theme based offers, events & alerting
- ❖ Multi-tier membership with range of features as remote connect, year-end party, hotel booking etc.
- ❖ Patent, Sponsored Event Services, E-KYC
- ❖ Pricing diversification, Pan-India launch, Integration with other popular apps
- ❖ Data science & analytics, Supply-chain services
- ❖ Streaming services, Overseas launch, Integration with other apps
- ❖ FL3 appraisal & customer rating, FLXC support

