

# **WAIŪ**

## **Minimum Viable Product (MVP)**



# MVP 1: Payment Gateway & Wallet

## Key Features:

- ❖ Integration of popular payment platforms for purchasing points e.g., Razorpay, UPI, Credit/Debit cards.
- ❖ Setup merchant payment profile for periodic settlement
- ❖ Points management via payment gateway
  - Purchase, Transfer, Redeem, Retain, Surrender (self or regulatory), Loyalty Schemes, Service Charges, Offer points v/s Loyalty points v/s Regular points
- ❖ Invoice management, for payment from WAIŪ to partner merchants

# MVP 2: Using points to avail merchant services

## Key Features:

- ❖ Create merchant catalog and search for merchant from the catalog
  - Merchant catalog management & sorting
  - GPS/Location services
  - Customer rating
- ❖ Ledger balance of the points to be updated for both consumer & merchant
  - Excess to be paid in cash, independent of WAIŪ
    - ✓ Final invoice to be attached on the app by the merchant, for reconciliation purposes
- ❖ Standard 10% cashback points to be credited to the consumer's wallet
- ❖ Points to be categorized based on type of source e.g. self-purchased, gifted, offered, loyalty etc.



# MVP 3: Gift/Transfer points to a friend

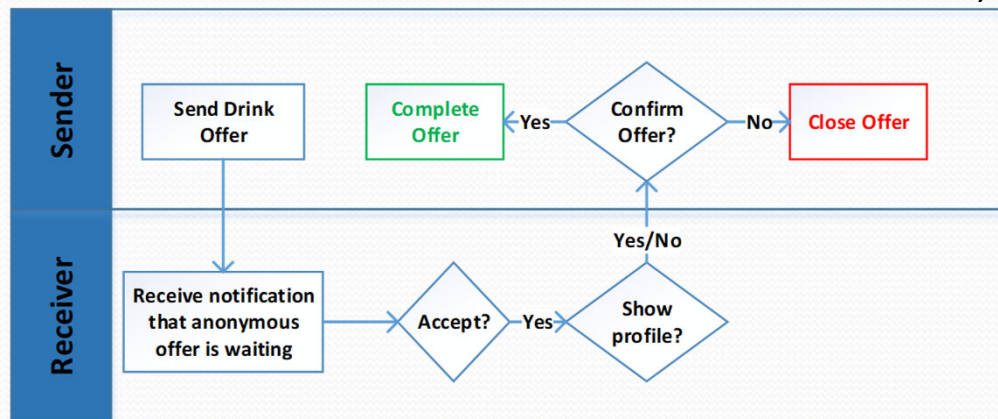
## Key Features:

- ❖ Customer acquisition & registration – Name/Address/Phone/Key Dates e.g. DoB, Anniversary, Job etc.
- ❖ Standardized gift catalog creation to show point valuation of a drink or selective food item e.g. a pint, a wine bottle etc.
- ❖ Sender to select a gift and send to a WAIŪ contact based on phone number
  - A notification will be sent to receiver
  - Respective points will be transferred from sender to receiver and added under 'GIFT POINTS' category
  - Points ledgers are balanced in sender & receiver's points wallet
- ❖ Gift points utilization
  - Redemption at a partner merchant – Same as MVP 2
  - Cascaded gifting – 10% WAIŪ service charges to be levied
  - Offer – Same as MVP 4

# MVP 4: Offer points to another consumer present in the same restaurant

## Key Features:

- ❖ Consumers to download & setup app, login, arrive at the restaurant and then check-in
- ❖ Show all checked in customers with basic details i.e. ID, Gender, Age, Hobbies, Interests



- ❖ Once accepted, debit sender's wallet by **TWICE** the standard drink value
  - Credit receiver wallet by standard drink value, under "OFFER POINTS" category
  - Remaining value to be shared between WAIŪ (67%) & merchant (33%)
  - **Note: Receiver to use OFFER POINTS as BAU at any restaurant**

# MVP 5: Silent interactive games

## Key Features:

- ❖ Create API to integrate 3<sup>rd</sup> party gaming API
  - 3<sup>rd</sup> party to create selective games, upon request
- ❖ Game scheduling & announcements on restaurant screens
- ❖ Customer to download app & setup profile
- ❖ Customer to check-in into the restaurant & participate in games
- ❖ Customer to play games & a winner is identified
  - WAIŪ credits 100 points to winner
  - WAIŪ debits 100 points from the provisioning restaurant (during periodic settlement)
  - **Note: Receiver to use WINNER POINTS as BAU at any restaurant**



# MVP 6: Event broadcast (Non-App)

## Key Features:

- ❖ Hire a recording studio & signup/schedule artist's performance
- ❖ Setup broadcast through the studio (SCALA)
- ❖ OTT console to be configured at restaurant
- ❖ Registering restaurant to receive activation keys via email
- ❖ Restaurant to play content per schedule
- ❖ **Note: Restaurant will need to setup the A/V infrastructure either itself or in alignment with WAIŪ**

# MVP 7: Chat & Notifications

## Key Features:

- ❖ Integrate Whatsapp (or similar) API
- ❖ All notifications to be serviced through this API (Notification types to be shared separately : Alok)
- ❖ Chat – Likely to be integrated via another API
  - Customer to WAIŪ
  - Restaurant to WAIŪ
  - Customer to Customer(s)
- ❖ Inventory of vendors, artists, trainers, employees to be created