

CLIQUE – A Renaissance of 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



Clique – The Opportunity

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



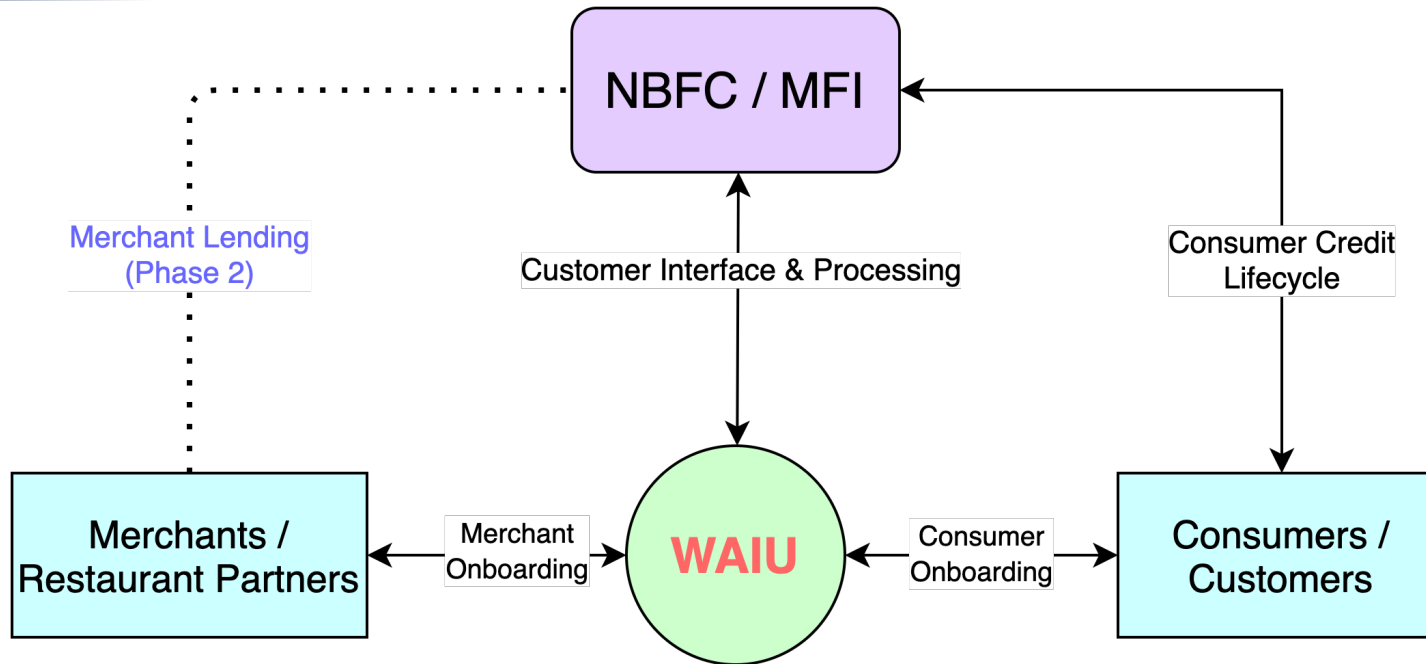
Clique will be a unique solution focused on hospitality industry, which has been consistently growing & creating pristine opportunities for restaurants & its growing youthful consumer base.

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

Increase in spend potential

Bio-authorization to reduce risks

No joining or renewal fees

Decorum & savings

Restaurants

Increased sales

Higher ticket size

New feature to offer

No additional charges

MFI-NBFC

New customers

Increased presence

Competitive edge

Innovative offer

Microfinancing

Consumers

Increased borrowing potential

Enhanced financial literacy

Reactive credit scoring

Better rates than banks

Restaurants

Self-sufficiency at competitive rates

Standardized & organized system

Reduced regulatory challenges

Co-branding opportunities

MFI-NBFC

Untapped market – Millennials, Zoomers

Inclusive growth

Valued partnership

Benefit from geographic expansions

Clique – Commercials

Clique Revenue Stream - Per City (Sample Set - Pune)		
Year 1 - Potential customer acquisition in 1 City	624000	Based on aggregation model, de-duped across partners
Target customers for Clique @ 5%	31200	Controlled share, derived from BNPL statistics
Average credit line per customer	10000	By policy but will always be higher due to the credit score
Total business in the year, by value	31.2CR	
Interest Free Period (Months)	3	Business policy to help overcome competition
Average Delay (Months)	1.5	Market trend, after which most funds will be recovered or written off
Redeemable Processing Fee	450	Below market standards and redeemable upon credit rotation
Share of consumers with delayed payments	8.50%	Drive actuals as opposed to virtual credits
Monthly Delay Fees	2.50%	Average industry credit term is between 2.6-4.2%
Total Interest	10L	Recovery via Interests
Total late charges	18L	Recovery via late fees
Retained Processing Fee	20L	Recovery via late payers & defaulters
Total earning per cycle	48L	Per city per cycle
Merchant Discount Revenue (15%)	4.6CR	Based on 31CR circulation
MFI/NBFC Share of DR (1/3)	1.53CR	Remaining to be shared between Clique, payment gateways & cashbacks
Total MFI/NBFC Earning per cycle	2CR	Combining Clique fees & DR returns
Total MFI earning for 2.5 cycles (Guestimated over a year)	5CR	To match market curve, considering 10% delinquency
Total MFI/NBFC Clique revenue after Y1	36.2CR	Values to >16% returns
Digital Consumer Lending		
Unique new consumers for Year 1	22000	Based on a conservative 5% active MFI customers only
Average loan value	20000	Industry range is ₹10-50k in 66% cases
Total loan portfolio	44CR	Delinquency applied later at 4%
Interest Collection @ 18%	8CR	Conservative rate as compared to trend, BAU lenders
Digital Merchant / Restaurant Lending		
Total merchant partners - 1 location in Year 1	170	Based on WAU acquisition strategy, after pre-launch
Lending pool 10%	10	Assumed & open for feedback
Average loan value (Industry average is 10-40L)	20L	Median value assumed
Total loan portfolio	3.4CR	
Total interest per location based on Interest rate @ 14%	47.6L	Conservative rate as compared to trend, BAU lenders
Total MFI/NBFC Revenue at Y1	13.5CR	Combining all products

Clique - Year on Year Commercial Projections

Clique Revenue Stream - Per City (Sample Set - Pune)				
	Year 1	Year 2	Year 3	
Potential target customer in 1 City	624000	624000	624000	Based on aggregation model, de-duped across acquisition channels
Target customers for Clique @ 5%	15600	31200	46800	Yearly increase in conversion quotient from 2.5% to 7.5% in 3 years
Average credit line per customer	5000	10000	12500	By policy & following increasing trend due to maturity
Total business in the year, by value	7.8CR	31.2CR	58.5CR	
Interest Free Period (Months)	3	3	3	Business policy to help overcome competition
Average Delay (Months)	1.5	1.5	1.5	Market trend, after which most funds will be recovered or written off
Redeemable Processing Fee	350	350	350	Below market standards and redeemable upon credit rotation
Share of consumers with delayed payments	8.50%	8.50%	7.00%	Reducing trend due to maturity
Monthly Delay Fees	2.50%	2.50%	2.50%	Average industry credit term is between 2.6-4.2%
Total Interest	2.5L	10L	15L	Recovery via Interests
Total late charges	9L	18L	23L	Recovery via late fees
Retained Processing Fee	10L	20L	28L	Recovery via late payers & defaulters. Redemption upon payments over credit line
Total earning per cycle	21.5L	48L	66L	Per city per cycle
Merchant Discount Revenue (15%)	1.2CR	4.6CR	8.77CR	Policy decision to retain 15% DR
MFI/NBFC Share of DR	28.5L	1.53CR	3.08CR	MFI/NBFC share to evolve from 24% at the outset & stabilize at 35% to meet returns
Total MFI/NBFC Earning per cycle	50L	2CR	3.74CR	Combining Clique earnings & DR returns
Total MFI earning for 2.5 cycles (Guestimated over a year)	1.25CR	5CR	9.35CR	Revolve target to meet market curve, considering 10% delinquency
Total MFI/NBFC Clique revenue at EOY	9.05CR	36.2CR	67.5CR	Maintain 16% returns YoY

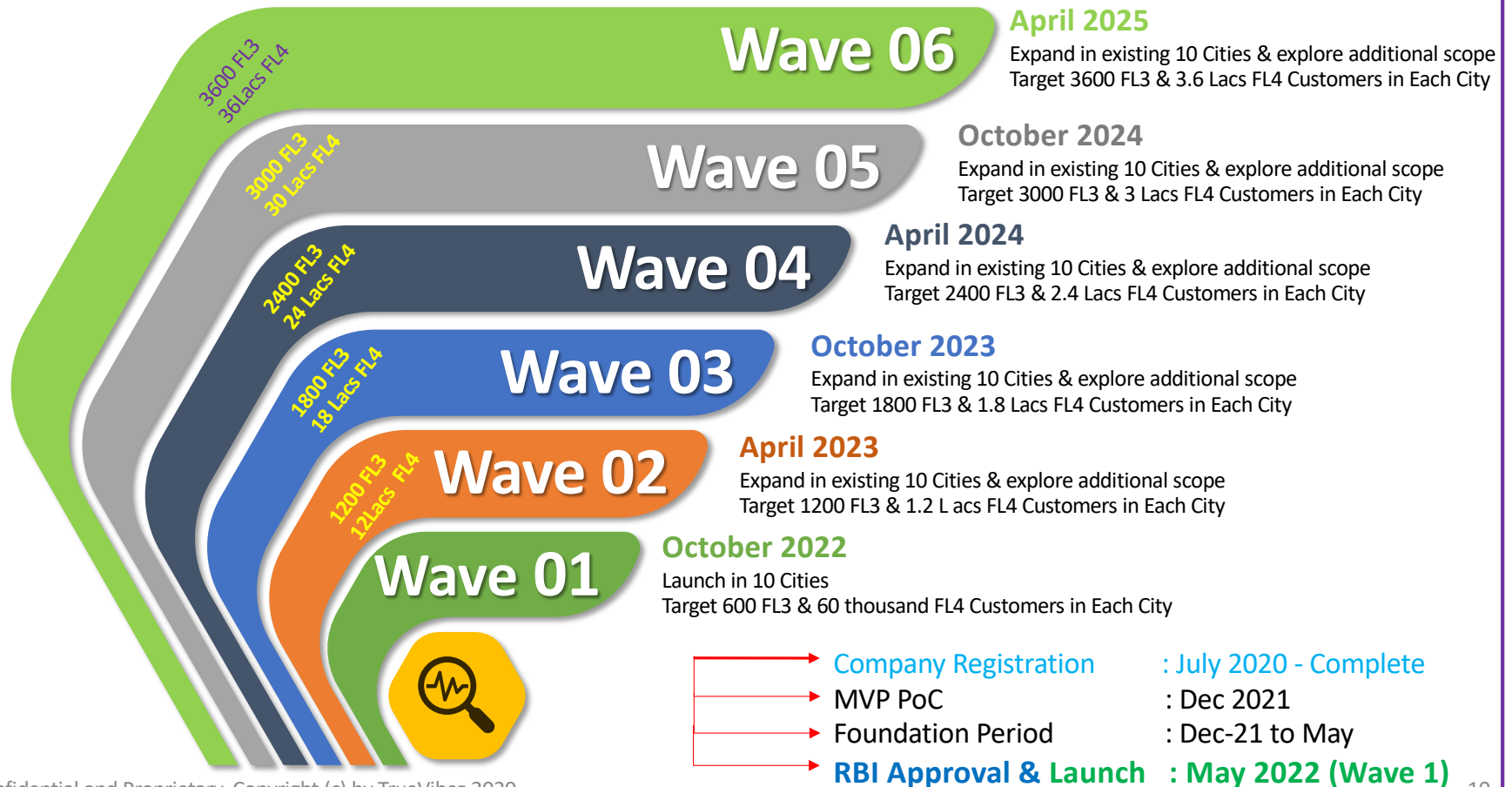
Customer Acquisition Strategy

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
Acquisition 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 Waves



Confidential and Proprietary. Copyright (c) by TrueVibez 2020



Our Team – In-Progress

- ❖ Rajesh Karandikar – Founder & Owner, 24k Restaurant Network
- ❖ Alok Sambuddha – Engineering Director, American Express (Ex. Technology Leader – Infosys, ATOS)
- ❖ Shrikant Chatur – Governance Consultant (Head - Diagnostic Imaging Phillips India, Ex. Corporate Director - Cummins)
- ❖ Shrikant Chepe – Technical Architect (Head of Customer Solutions – Amway, London)
- ❖ Suhas Gokhale – Managing Director, COSMOS Bank, Pune
- ❖ Rahul Renavikar – Managing Director, Acuris Advisors (GST & Government Policies) - Ex. Leader - PwC, EY, Tata Motors
- ❖ 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



Confidential and Proprietary. Copyright (c) by TrueVibez 2020