

# [Truevibez Pvt. Ltd.]

We are hospitality business solution providers

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**Investment Pitch Deck for Pegasus**



# Investment Pitch Deck for Pegasus



## Instructions

- This is only meant as an outline – feel free to have your own individual design, color scheme and “look and feel”, as you see fit
- The outline given to the right (and the rest of the slides in this presentation) are the most crucial elements for any investment pitch. So it is imperative that you have included content for each and every following slide
- Avoid text where possible – whatever text is in the slide is only supposed to be an “aid” to what you will mention– so trim and convert all text into points, wherever possible
- Use pictures, graphics, charts, etc. – these speak far more words than any amount of text

## Outline for your pitch deck

1. Vision & Mission Statement
2. The Problem Statement & Current Alternatives
3. Your offering: Product/ Service
4. Market Opportunity
5. Competition
6. Market Approach & Growth Strategy
7. Revenue Model
8. Momentum / Traction
9. Team + Advisors
10. Financials (Annexure)

# Vision & Mission Statement



## ❖ 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

# The Problem Statement & Current Alternatives:

What gaps do you fill and for whom?



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## ❖ Opportunity:

Hospitality business has not taken full benefit of the advancement of technology and still operates on the legacy model as its ever been. There are a wide range of service offerings that both the restaurants and their consumer can explore with technology innovations, to mutually benefit from each other.

A great amount of owner's investment goes into developing a restaurant but not always they maximize the benefits of it. At the same time a customer goes out for a great experience to a restaurant, but is not always assured of it.

Truevibez is dedicated to bridge these gaps and are looing to open a host of new features through the means of technology and also by bringing cross-industry partnerships together.

We have a 360° solution scope, with target customers being across hospitality industry i.e. Restaurants, restaurant staff and consumers.

In addition, with our corporate partnerships, a range of new products would be available to even beyond those involved with hospitality industry, thus truly making this a cross-industry platform.

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# Your offerings: Product/ Service/Solution How is it better than others?



## ❖ Next Level Hospitality Service Offerings

Truevibez aims to introduce industry first features in hospitality, keeping the best interest of Restaurant owners and their underserved staff in mind, not just the customers. Key services offered by Truevibez, under the project WAIU are:

### Phase One:

- **Clique : Eat Now-Pay Later during the lean phases**
- **Clique : Restaurant staff financial lending for their important needs**

### Phase Two:

- Broadcast & Live Streaming of finest artist performances
- Logistics & Governance to fix some of restaurant's major pain areas
- Guaranteed discounts on F&B services
- Gift F&B services to Friends & Family
- Socializing & Gaming in premises of restaurant
- Pre-paid Point Based Services (PBS)

# MARKET OPPORTUNITY

Indicate total market Size & Your targeted share (customer base)



## ❖ **NRAI survey reflects:**

- Current market size of Indian food service industry: ₹4.23 TR and growing at 10% CAGR.
- Estimated customers eating out are about 4.2CR
- Restaurant services employs 73 Lakh people
- Organized market share stands at 33%
- Top 8 cities contribute 42% of the overall food business revenue in the country

## • **WAIU scope & coverage:**

- Fine & casual dining restaurants with upmarket facilities
- Launch target of 10 cities (7 metropolitan regions) by end of first year of operation
- Launch target of 200 restaurants per city, with scope of reaching 500 by end of first year & 2000 by Y3
- With corporate partnerships, scope of coverage to be 10Cr potential consumers and 10L direct customers by Y3
- Staff lending to be offered to all restaurants and possibly other industry partners as real estate, manufacturing etc. Initial scope of staff lending will be about 20000 employees in first year, generating a loan book of 140CR.

# COMPETITION

Where do you exist in the large overall market space? & What is your secret sauce?



We are a startup presently and have developed corporate partnerships to offer the services developed under WAIU program.

The key differentiators offered by our solution are:

- ✓ **Technology innovations:** In the digital age, the importance of ecommerce is well known however not comprehensively adopted by hospitality businesses. Sharing, socializing, gaming and more value for money are just some of the benefits we will introduce for the consumer, but at the same time the businesses will benefit from new entertainment, logistics and governance products to optimize their overall efficiency and return on investments.
- ✓ **Cross industry products:** We will bring together a combination of financial, media and entertainment services to increase the overall hospitality experience of everyone involved in hospitality business. In addition, these service will have scope outside hospitality industry as well, and can be easily customized to service similar opportunities in other industries like manufacturing, real estate as well.
- ✓ **Celebrity Branding:** As hospitality is closely mapped to entertainment, we have taken specific steps to ensure our marketing and advertisement program involves popular but related names, whose influence will increase both reach and acceptance of our products, along with improving the average ticket size of the restaurant spend.

# Market Approach & Growth



Where are your customers looking today and finding help? F&B customers today are pampered to procure services at comfort of their home but our aim is to bring them back to restaurants to enjoy the full experience the restaurant has to offer, not just food. In addition, every restaurant staff also become our extended sales team and customer at the same time.

Where will you get in front of them? Our 360° solution will ensure visibility of our platform on all sorts of media like paper, digital, offline, sms/whatsapp, radio, TVC. In addition, there will be planned events like felicitation ceremonies for restaurant owners and festivals for consumers to learn more about our solution and benefit from launch offers and deals.

How will you achieve your target growth rates? It's a planned exercise in collaboration with our corporate and merchant partners, bonded with the marketing content with support from our media tie-ups. There is also a targeted sales and support programs which is constantly strive to reach the planned merchant & consumer demography. Also we will have a phased project plan to ensure we always have a product in hand to reach with dynamics of the market behavior and competition.

What are the most important and unique channels and methods you will use to find and win customers? As mentioned above, our 360° marketing strategy will be omnipresent representing a range of products having appeal to a segregated but wide range of demography.

How are you doing it differently than others in the space? We are adopting a market first strategy by developing focused solution for each segment of interest, instead of targeting the entire customer landscape. Also the convergence of industries will expand the appeal to non-traditional services as well, which usually are often needed by customers.

Product/service development plans? We have a phased development, launch and expansion plan. At an overview level, we are developing a credit product on priority to launch in one city first. Once the solution has been stabilized and self-sustaining, we will expand it horizontally and vertically to more restaurants and geographies. While at it, we will also be developing and launching more follow-up products to stable geographies as & when we meet those milestones and KPIs.



# Revenue Model How do you make money?



❖ **We have several revenue stream which will be introduced in a phased manner and here is a brief summary:**

## Phase One:

- **Credit services:** The revenue will be generated from commission charged to the restaurants, for bringing new and high-spending consumers to their premises.

## Phase Two:

- **F&B services:** A new range of consumer driven offerings will allow higher traction at the restaurants, for which restaurants will need to pay platform and payment gateway charges.

## Phase Three:

- **Subscription services:** For special services like entertainment and governance, we will sign-up restaurants having the facilities to utilize and offer those services to their customer, based on a subscription fee.

# Momentum / Traction

Your key numbers (revenue, customers, strategic alliances & geographical presence)



## ❖ Detailed financials to be shared during the meeting

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

# Team + Advisors

Bio of core team member along with their educational background and work experience



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

# Financials

## ANNEXURE

Include at least 3 years of financial projections

Mention key & critical assumptions in your model of expenses, customer conversion, market penetration % :To be shared over the meeting

Highlight each of these Yearly for at least 3 years:

- Total Customers:Y1 =1L;Y2 = 7.5L;Y3 =30L
- Total Revenue / EBITDA:Y1 =3.4CR;Y2 = 25CR;Y3 =100CR
- Total Expense:Y1 =11CR;Y2 = 36CR;Y3 =50Cr

# Impact in SDG Terms

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Refer the URL below for Sustainable Development Goals and map your solution benefit to probable SDG Goals and mention here

<https://www.un.org/development/desa/disabilities/envision2030.html>