

# WAIŪ– A Celebration Of Sharing Happiness





# WAIŪ : Mission, Vision & Values

## ❖ Mission:

To become a global leader in hospitality industry, realizing pioneering advancements in recognized business services, to accomplish growth of both our partners & customers

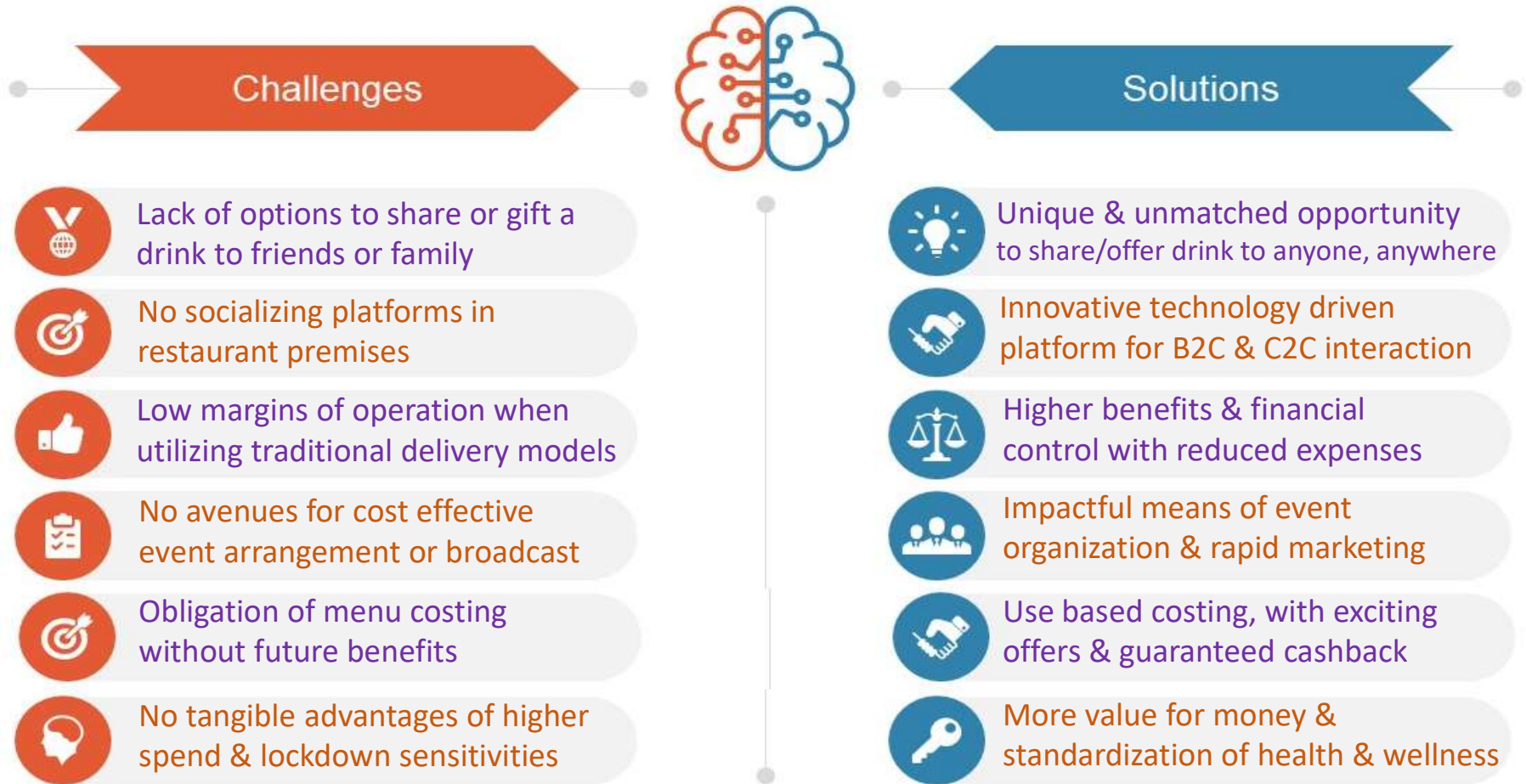
## ❖ Vision:

WAIŪ is dedicated to provide modern & innovative solutions to our FMCG partners, via introduction of technology evolution in their offerings and opening avenues of inspiring new business horizons.

## ❖ Values:

- **Innovation through Leadership** : To spearhead hospitality experience uplift, Consistently
- **Modernization & Elegance** : To develop ultramodern hospitality business solutions
- **Focus & Evolution** : Relentlessly strive to improve business value through performance

# Industry Challenges & Solutions



# Product & Features

## Gift a Friend

Gift or share a drink of choice to your beloved ones e.g. Corporates, Family & Friends & colleagues



## Offer a New Friend

Offer service will be availed at merchant establishment with other groups or individuals



## Purchase For Self

Instant cashback facility for regular customers to avail restaurant services



## Payments & Point Wallet

Express true feeling of sharing & gifting with points instead of money



## Broadcast & Live Streaming

Watch live shows & virtually share special moments with the dear ones & staff training demonstrations



## Eat Now, Pay Later

Service for the our bank partner's privileged customers



## Events & Gaming

Promote corporate events, interactive games for in-house patrons



## Food Delivery

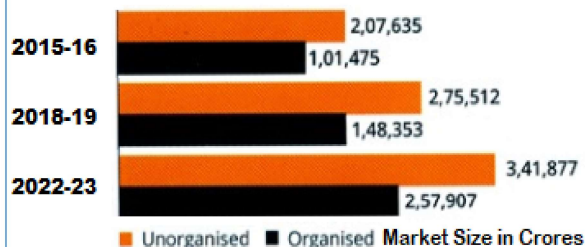
Break the dependency of service aggregators, with reduced expenses



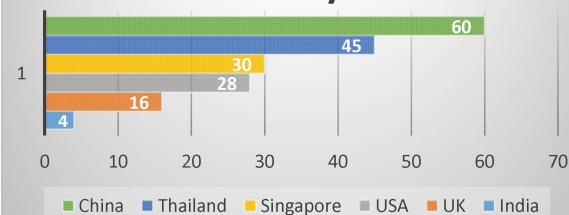
# Market Research Convergence

Source: NRAI & FICCI / PwC, World Bank

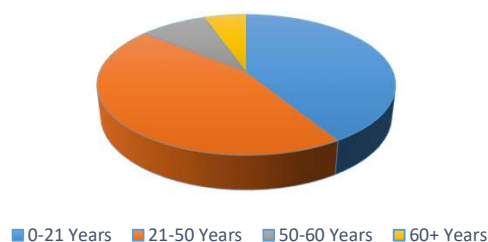
Exhibit 5.1 : Growth Projection Of Food Service Segments



How Often They Eat Out In



India - Age Distribution



Average Disposable Income



Market growth will **ACCELERATE** at a CAGR of about **10%**



Venture Capital Investments in Restaurant Industry



- Trend #1: Ethnic cuisine will increasingly be present in organized and hygienic set-ups
- Trend #2: Food tech will continue to 'organize', driving increased focus on consumers, innovation & efficiency
- Trend #3: Restaurants will increasingly focus on consumer engagement using technology
- Trend #4: Health and wellness will continue to ride high on consumer preferences
- Trend #5: Traditional packaging will make way for innovative food packaging
- Trend #6: FMCG & entertainment industries will be major beneficiaries of rising disposable income

# SWOT Appraisal

## Strengths

- Unique service offerings
- Cross-industry appeal e.g. Banking, M&E
- Digital marketing enabler
- Added value for money for customers
- Changing FMCG mindset

- First mover's advantage
- Rising disposable income
- Technology innovation & influence
- Rising urbanization
- International tie-ups

## Opportunities

## Weaknesses

- Brand Establishment
- Cross-Industry partnerships
- Absence of support from Venture Capital or Institutional Investors

- Expansion of existing service aggregators into hospitality business
- Competition from global players
- If we won't do it, someone else will

## Threats



# Value Proposition



New & relevant  
consumer base

Bonus Media &  
Entertainment

Higher Customer  
Retention

Cost Effective  
Marketing

Indirect Revenue  
Source

Economical  
Delivery



Increased Digital  
Reach Through  
Acceptance &  
Branding

Reduced  
Operating Costs  
& Cross-Industry  
Marketing  
Network

Corporate Events  
& Flexible  
Packaging for  
Social Occasions



Gift / Offer a  
Friend

Interactive Games  
& Entertainment

Enhanced Restaurant  
Search & Selection

Socializing  
Channel

Standard Multi  
City Platform

Event Registration  
& Livestreaming

# Minimum Viable Product – Q1 2021



## Payments Gateway & Wallet

Express true feeling of sharing & gifting with points instead of money

### Point Based Servicing

Gift points to your family & friends

### Gift A Friend

Gift points to your family & friends

### Offer Points

Offer points to a new acquaintance

### Interactive Games

Socializing platform for restaurant guests

### Broadcast & Livestream

Entertaining event streaming to partner restaurants

### Chatting & Notification

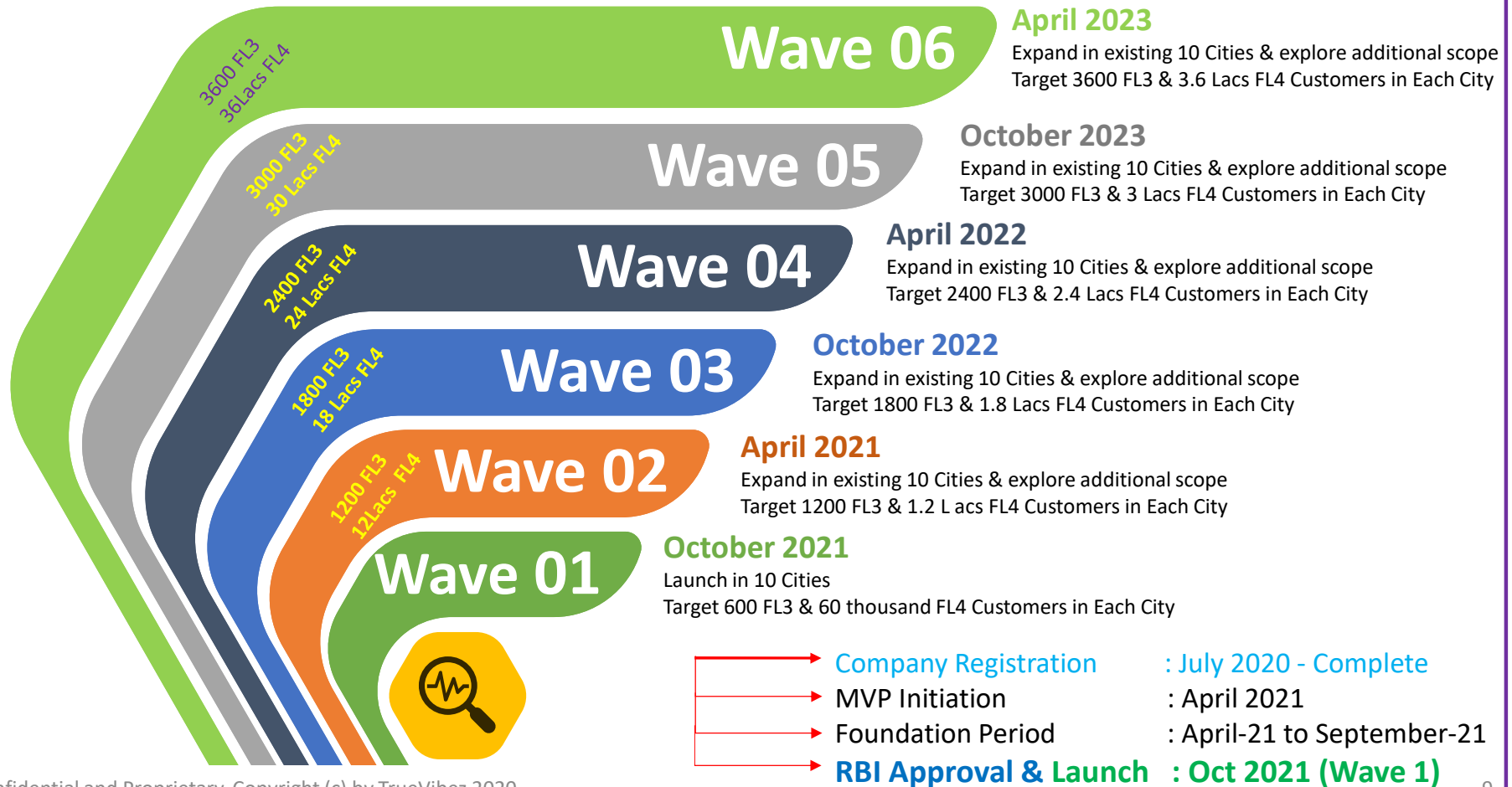
Announcements & customer care





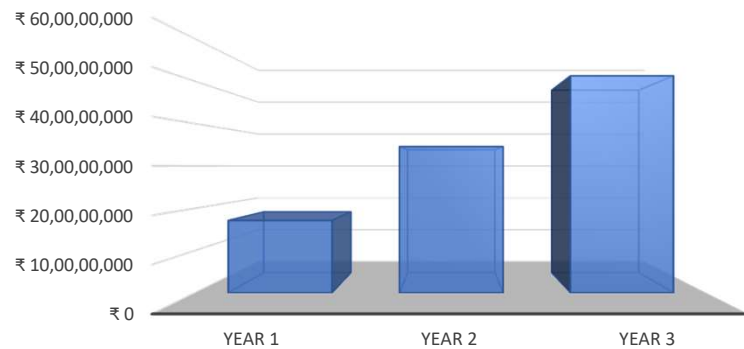


# Project Plan – 6 Waves

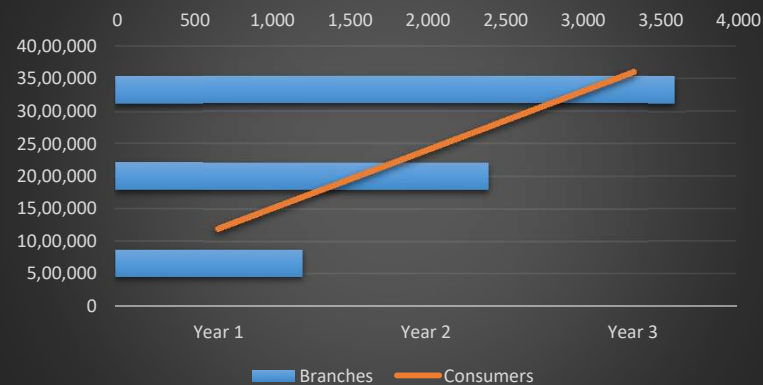


# Initiation & Growth Forecasts

## Monthly Revenue



## Customer Acquisition



## Revenue v/s Expense



# Revenue Model

Revenue Category & Phases	Details	1 FL3 Only	1 City	10 Cities	Notes
Food & Drink Purchase & Sharing	Total customer target per FL3	1,000			Minimum FL4 target customers Per FL3
	Average per sale spend per month	₹ 2,000			Conservative Figures - Sale value ₹20 Lacs
	Monthly sale value	₹ 20,00,000			
Customer Cashback	12%	₹ 2,40,000			12% cashback for partner bank's customers
FreeSpirit Profit	6%	₹ 1,20,000			10% cashback for all other customers
Drink Offering	5% Members	50			
	Sale value per person per month	₹ 500			
	Monthly valuation of offers made	₹ 25,000			Total sale value ₹25000
FreeSpirit Offer Charges	100%	₹ 25,000			Premium service charges
Offering FL3 Profit	17%	₹ 4,150			For FL3 who provisioned the offer
Redeeming FL3 Profit	41%	₹ 10,250			For FL3 who redeemed the points
Customer Cashback	5%	₹ 1,250			Standard customer cashback
FreeSpirit Profit	37%	₹ 9,350			Points redemption can happen at any FL3
Delivery	10% members	100			
	Sale value per person per month	₹ 600			
	Monthly sale value	₹ 60,000			Sale value ₹60000
Customer Cashback	6%	₹ 3,600			6% cashback for partner bank's customers
FreeSpirit Profit	6%	₹ 3,600			5% cashback for all other customers
Pay Later	1% bank customers		1,000	10000	
	Sale value per person per month		₹ 2,000	₹ 20,000	
	Monthly sale value		₹ 20,00,000	₹ 2,00,00,000	Total sale value 20Lacs per Location; 2CR 10 Location
Bank share	6%		₹ 1,20,000	₹ 12,00,000	
FreeSpirit Profit	12%		₹ 2,40,000	₹ 24,00,000	Considering 33% profit sharing with bank partner(s)
Total Earning Per FL3 Per Month		₹ 1,32,950			Average Earning - ₹170 per transaction
Wave 1 Target - 1st month	Earning per month at the end of 1st month	₹ 1,32,950	₹ 15,69,500	₹ 1,80,95,000	100 FL3 at each Location; 1,00,000 FL4 in 10 Cities
Wave 1 Target - First 6 months	Earning per month at 6 months i.e. Phase 1	₹ 1,32,950	₹ 82,17,000	₹ 8,45,70,000	600 FL3 at each Location; 6,00,000 FL4 in 10 Cities
After 2nd Wave	Earning per month at 1 year i.e. Phase 2	₹ 1,32,950	₹ 1,66,74,000	₹ 17,15,40,000	1200 FL3 at each Location; 12,00,000 FL4 in 10 Cities
After 4th Wave	Earning per month at 2 years i.e. Phase 4	₹ 1,32,950	₹ 3,35,88,000	₹ 34,54,80,000	2400 FL3 at each Location; 24,00,000 FL4 in 10 Cities
After 6th Wave	Earning per month at 3 years i.e. Phase 6	₹ 1,32,950	₹ 4,95,42,000	₹ 51,22,20,000	3600 FL3 All Location 36,00,000 FL4 All Cities

\*\* Considering pan-India growth opportunities, this model is feasible to sustain for 7-10 years, along with further innovations & industry evolutions



# Capital Investment & Operational Expenditure

S.No.	Cost Category	One Time
<b>CAPEX</b>		
1	App Development	₹ 1,50,00,000
2	Launch, promotions, advert	₹ 6,00,00,000
3	Infrastructure setup costs	₹ 2,10,00,000
4	Legal, Intellectual Property, RBI Approval, Commission, Competition Law	₹ 40,00,000
5	<b>Launch in 10 Locations</b>	<b>₹ 10,00,00,000</b>
<b>Recurring Operating Cost</b>		
1	Office & administration	₹ 2,90,000
2	Product Branding	₹ 1,00,000
3	Employment expenses	₹ 4,40,000
4	Total for 1 location	₹ 8,30,000
5	Total for 10 location - Needed on Day 1 & every month thereon	₹ 83,00,000
6	<b>Total at end of first year</b>	<b>₹ 9,96,00,000</b>
<b>Dynamic Operating Cost (Volume based)</b>		
1	Maintenance 30% of development - Yearly	₹ 50,00,000
2	ID validation costs (customer signup driven)	₹ 3,00,00,000
3	Payment gateway charges	₹ 8,00,00,000
4	Streaming cost	₹ 54,00,000
5	Escrow Account	₹ 5,00,00,000
6	Broadcast service	₹ 8,00,00,000
7	Management cost	₹ 1,00,00,000
8	<b>Total at end of first year</b>	<b>₹ 26,04,00,000</b>
9	<b>Annual Operational Expenses</b>	<b>₹ 36,00,00,000</b>
10	<b>Total expenses at end of first year</b>	<b>₹ 46,00,00,000</b>

\*\* Considering pan-India growth opportunities, this model is feasible to sustain for 7-10 years, along with further innovations & industry evolutions





## Future Vision

- ❖ Horizontal expansion of broadcasting & micro-finance services
- ❖ Multi-tier membership with range of features as remote connect, year-end party, hotel booking etc.
- ❖ Patent, Sponsored Event Services, Corporate Tie-Ups
- ❖ Pricing diversification, Pan-India launch, Integration with other popular apps
- ❖ WAIŪ Hangout for close friends & family and personalized theme based offers, events & alerting
- ❖ Data science & analytics, Supply-chain services
- ❖ Streaming services, Overseas launch, Integration with other apps
- ❖ FL3 appraisal & customer rating, FLXC support
- ❖ SOP standardization & master training

# Question & Answers



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# Appendix 1: Indicative Process Flow – Purchase

