

WAIÛ– A Celebration Of Sharing Happiness





WAIŪ : Mission, Vision & Values

✦ Mission:

To create a global entrepreneur of hospitality industry, realizing pioneering advancements in established services, to accomplish mutual growth of both our partners & customers

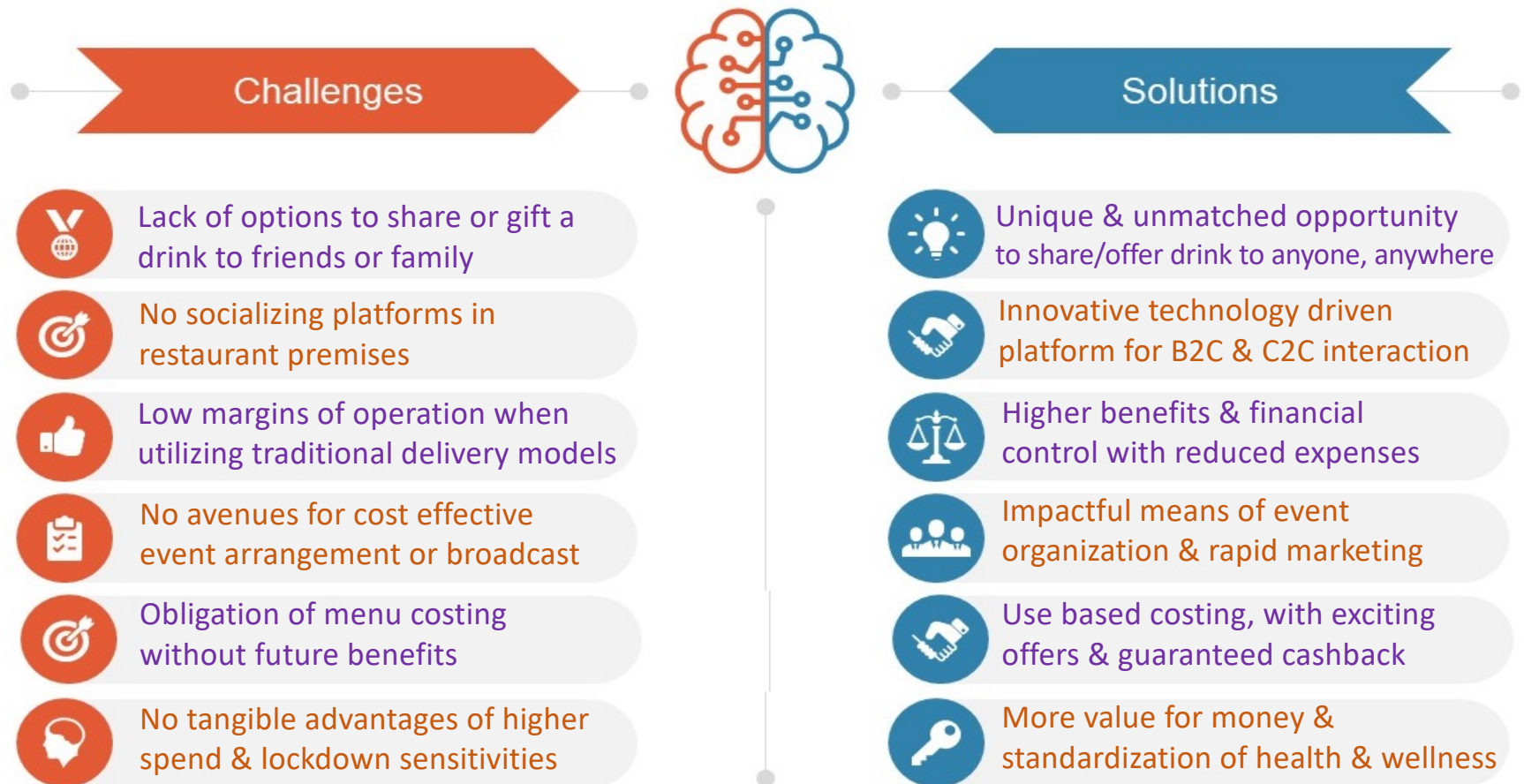
✦ Vision:

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

✦ Values:

- **Innovation through Leadership** : To spearhead hospitality experience enrichment, 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



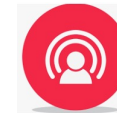
Purchase For Self

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

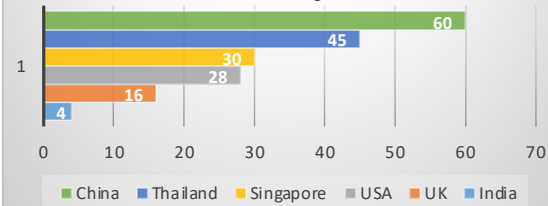
Market Research Convergence

Source: NRAI & FICCI / PwC, World Bank

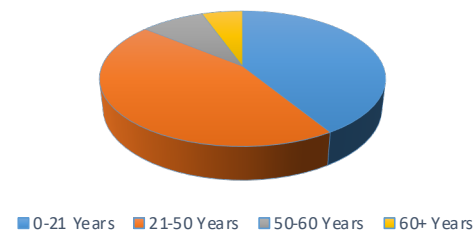
Exhibit 5.1 : Growth Projection Of Food Service Segments



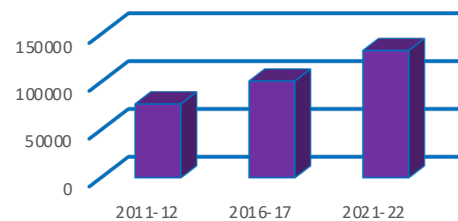
How Often They Eat Out In



India - Age Distribution



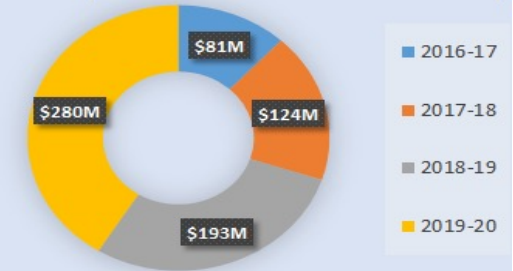
Average Disposable Income



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 of money for customers

Weaknesses



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

Opportunities



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

Threats



- Expansion of existing service aggregators into hospitality business
- Competition from global players
- If we wont do it, someone else will

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

Corporate Events
& Flexible
Packaging for
Social Occasions

Reduced
Operating Costs
& Cross-Industry
Marketing
Network

Gift / Offer a
Friend

Interactive Games
& Entertainment

Enhanced Restaurant
Search & Selection

Socializing
Channel

Standard Multi
City Platform

Event Registration
& Livestreaming

Minimum Viable Product – Q3 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

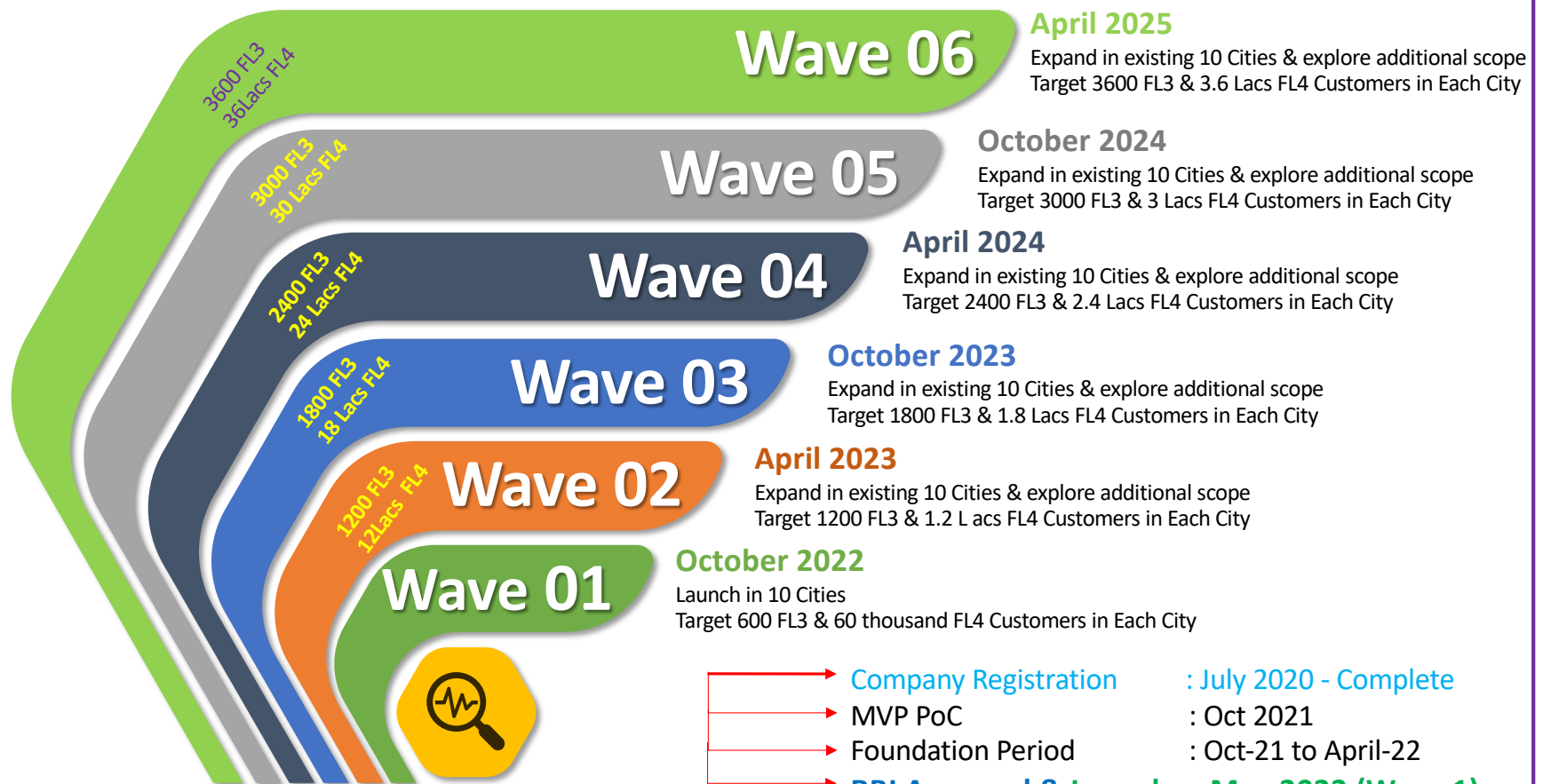
Entertaining event streaming to partner restaurants

Chat & Notification

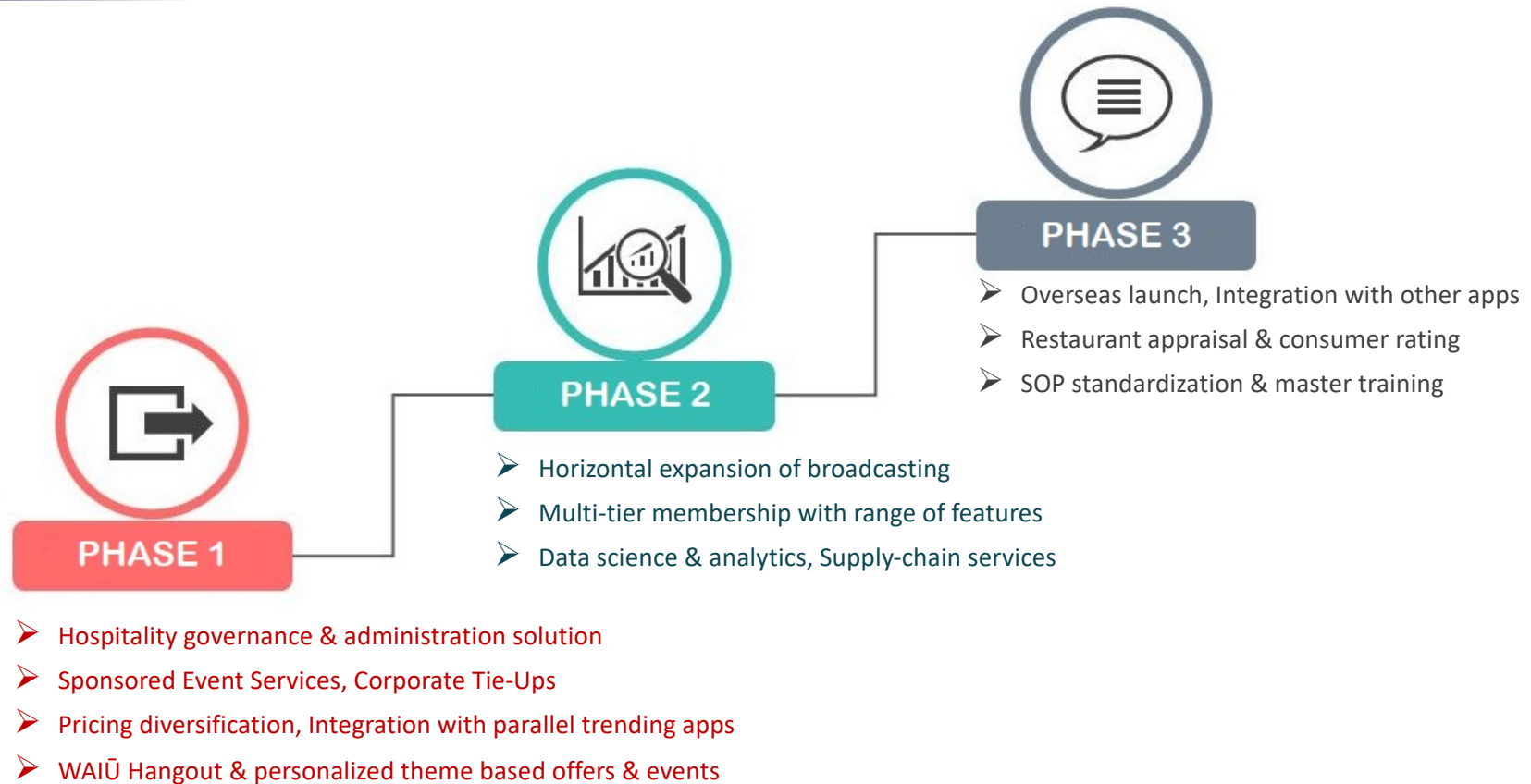
Announcements & customer care



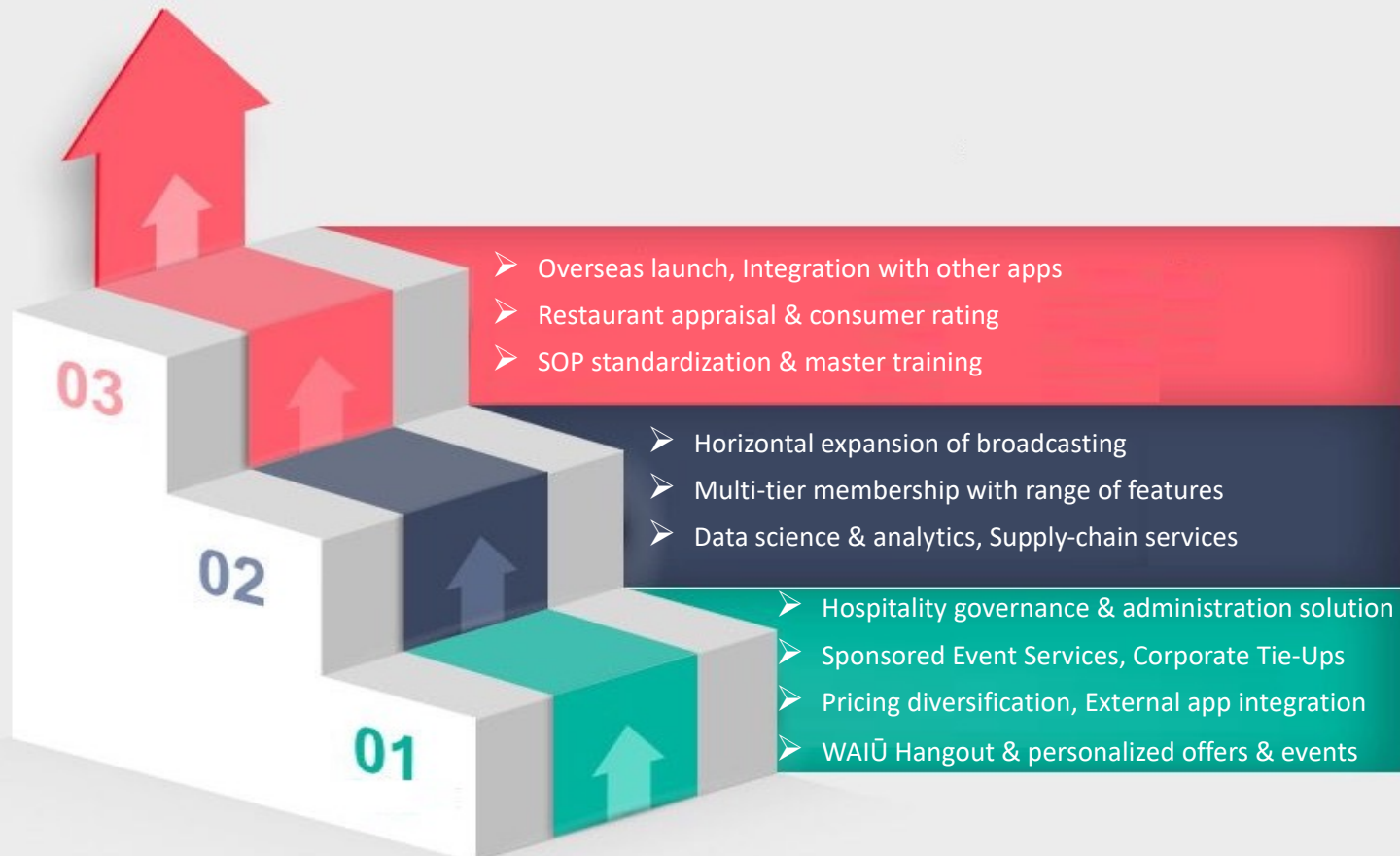
Project Plan – 6 Waves



Phased Evolution Plan – Option 1



Phased Evolution Plan – Option 2

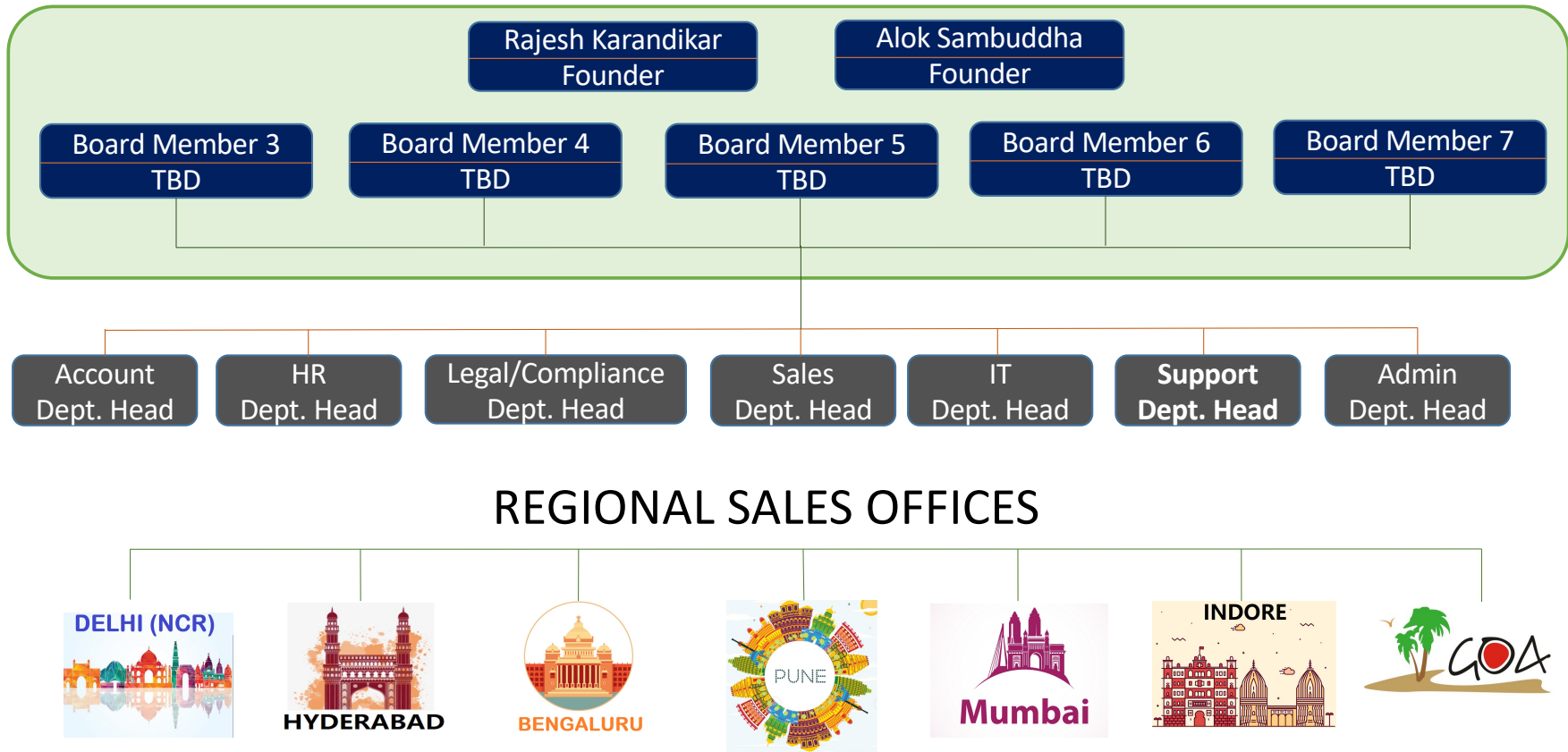




- ## Partners:

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Organization Structure

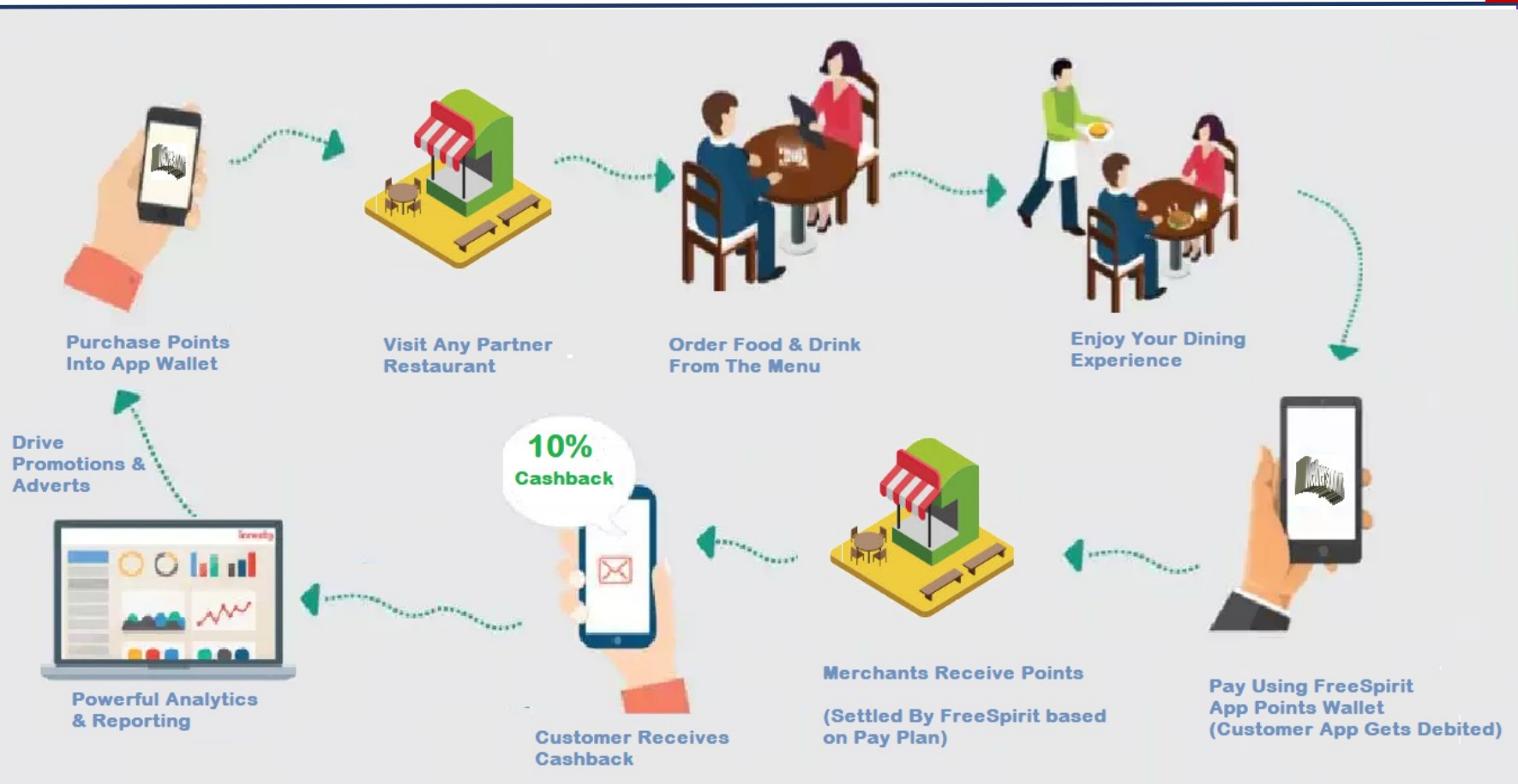


Question & Answers



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Appendix 1: Indicative Process Flow – Purchase





To Do

1. Customer acquisition plan – what is kind of payment we will need to spend? – 10 Rs per download and 20 Rs after a month
2. Restaurant acquisition plan – same as above
3. Customer retention strategy?
4. Investor pitching may only happen through agency