WAIU Deck feedback to Seagull 11 Mar 2022

Page 4: Bullet 1: Desire to meet restaurant Break Even Point (BEP)

Bullet 2: Optimisation of non-peak hour business

3: Inclination to promote group packages

4. Desire to attract more customers to dine in restaurant

5. Desire to reduce dependency of their business on food delivery apps

6. Desire to have higher Average Per Customer (APC)

Can you explain 3 icons in bottom, I don’t follow what they signify

‘Owners, especially those of Premium restaurants’ - leave it at this only, don’t mention the types as there are too many

Please add slide for current consumer challenges as well, key points being:

1. Limitations in dining out due to lower disposable income
2. Unfulfilled aspirations of dining out in a premium restaurant
3. Social pressure of dining at a premium restaurant with family
4. Inclination to protect available finances for essential needs first
5. Desire to have more value for money spent at restaurant
6. Urge to feel privileged while dining out
7. Interest in exploring new & different venues

Page 5: Justify text centrally in mobile screen

Page 6: What’s the relation between the message and background pic?

Page 7: Change humdrum to a more common term

Also can we add some stats here e.g. what is the urban India population, dine out trends, growth in disposable income etc. Refer Payo fact sheet I shared on WhatsApp group. Also checkout Zestmoney BNPL report online for reference.

Page 8: Do add that WAIU repayments can also happen via credit cards, allowing CC customers to have best of both worlds

Mention EMIS are ‘always’ interest free. Also refer DNPL bills will have higher ticket size

Page 9: Need to show repayment text in more refined format, it looks like data dump presently

Page 10: It should say flat 12% discount to privileged bank customers and 10% to all others, for pay now option

Can we show discounted value in green, instead of red. Change Discounts to Discount

Page 11: Put 3rd comment at 1st position and change to ‘It also allows customers to split their bills into parts at no additional cost’

12: You can add PAYO fact sheet here

13: Its not 8.42 CR customers as there will be duplication among lenders. Also not all 8.42 are captive, they are potential. In the 4th block you can say more to come as Loantap, Earlysalary, Bajaj, Paytm, Flipkart… (as we are working with them in the background). Change Cooperative bank to ‘Partner Banks in Pune’

1. Change to ‘Strategy is to acquire 2 Lacs…’ Change to ‘Benefit from unique promotions and events organized by WAIU for app users
2. 15. Change to ‘No need to wait for weekly settlements, funds will be deposited to your account within 24 hours’. Change to ‘We grow when you grow’. Change to ‘A flat servicing fee of 15%..’
3. We are exploring options to make the data collection online, but lets keep this page as is till then
4. Dates may change a little, but lets go ahead with this for now. Maybe change the red font to something else here. Please mention 5000 participants will download the app and will receive a free gift.
5. Ok
6. Maybe change to ‘Introduce your business to UNLIMITED growth…’

General:

It feels like there is too much red in the slides, please see if this can be reduced to a degree by utilising other colour options in branding

14th March, updated deck review comments:

Slide 5:

Change to ‘To attract more customers to dine-in at their restaurants’

Change to ‘To promote group bookings & packages’

Slide 7:

Still don’t see relation between the message and the background pic

Slide 8:

Any stats we can use, as per earlier feedback?

Slide 9: Earlier comments are pending inclusion, as:

Mention EMIS are ‘always’ interest free. Also refer DNPL bills will have higher ticket size

Slide 11: Earlier comments are pending inclusion, as:

Can we show discounted value in green, instead of red. Change ‘Special Discounts’ to ‘Special Discount’, in the inclined bill as well

Page 12: Earlier comments are pending inclusion, as:

Change to ‘It also allows **customers** to split their bills into parts at no additional cost’

Page 15: Earlier comments are pending inclusion, as:

Simply say as “It gives you access to 6.5 Cr. Potential Customer Base\*”

Slide 16: Delete it, as it was meant for your team to brainstorm and include findings as benefits in the slide, possible in the PAYO factsheet slide, or otherwise. For example:

1. WAIU restaurants will attract customers of non-WAIU restaurants
2. New service at WAIU restaurants will help them gain customer’s attention
3. Home delivery customers will have incentives to celebrate their events at restaurants, instead of ordering food delivery
4. Customer’s loyalty will increase, and they will come more often due to WAIU service
5. Credit customers will have higher ticket size than regular ones
6. Non-peak period utilization will be higher due to WAIU’s promotions
7. Restaurant who doesn’t take payment from high-fee credit cards as Amex or Citi, will also be able to service them now. So, the high end customers who typically pay via their premium credit card e.g. Amex Platinum, can also use it in WAIU restaurant. And average bill value of credit card customers is always higher than others.

There are several others reasons, above is just from top of my head and wanted your feedback too from your internal brainstorming.

Slide 20:

1. 16th march: Kolhapur B2B Event
2. 5th April: Kolhapur Launch
3. 16th April: Pune B2B Event
4. 24th April: Kolhapur Ruggedian Marathon
5. 26th April: Pune Launch

Change to ‘First 5000 WAIŪ app users will receive a **free** gift’

Slide 22: Change to ‘Introduce your business to UNLIMITED growth…’