

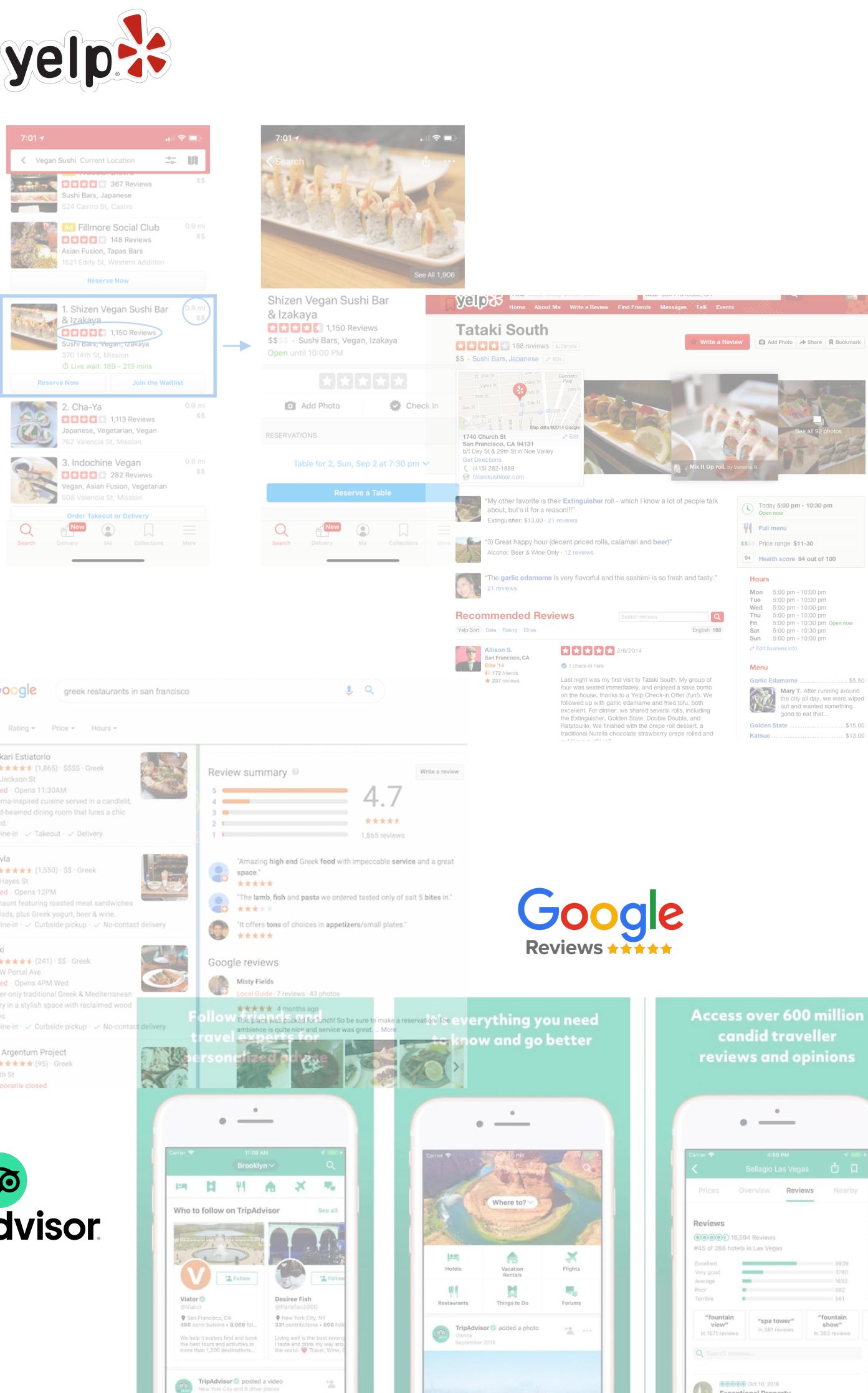


cinq

Share and recommend local businesses with your personal network and engage through enticing visual and interactive content.

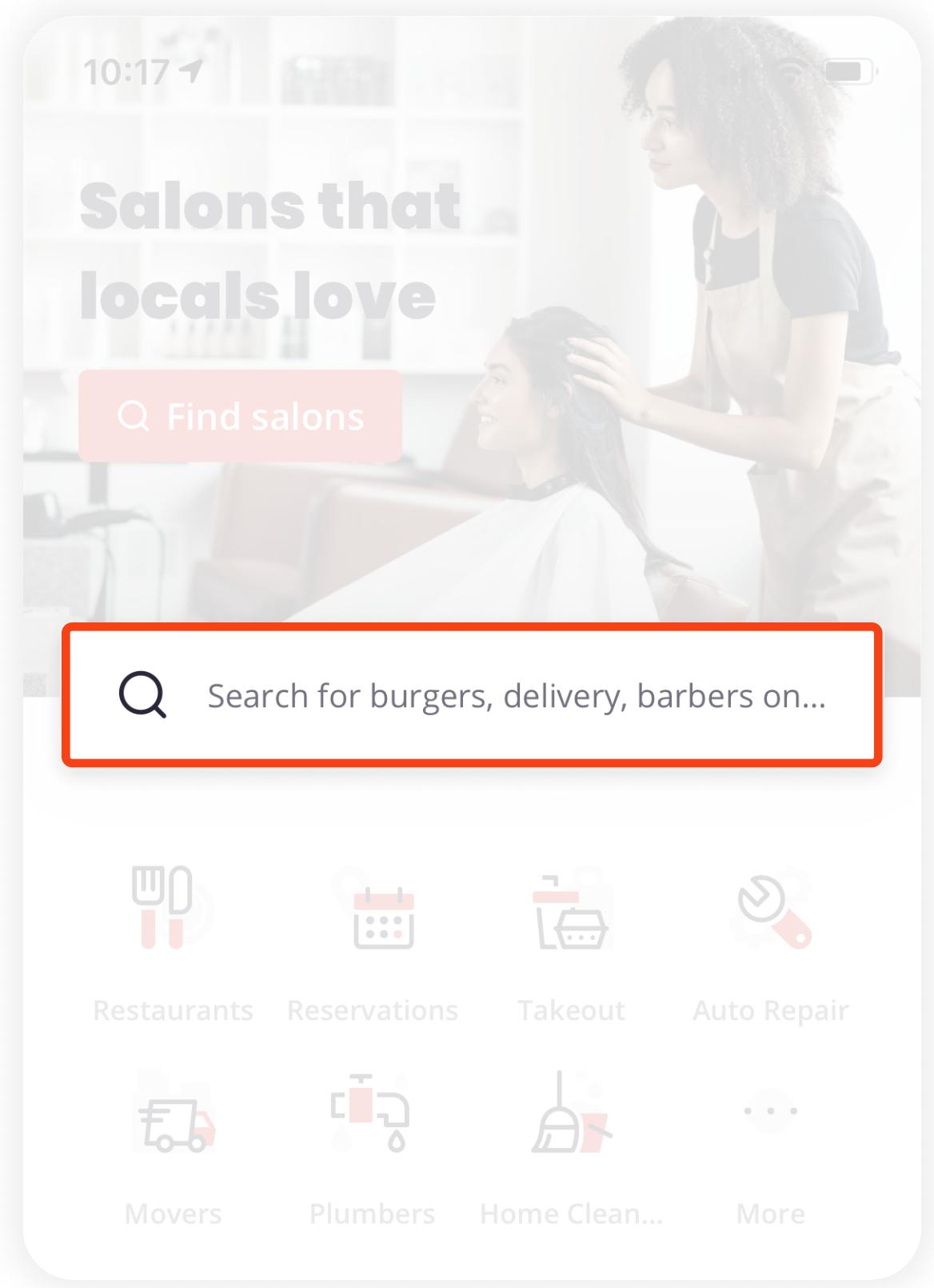
See, pick, and go.





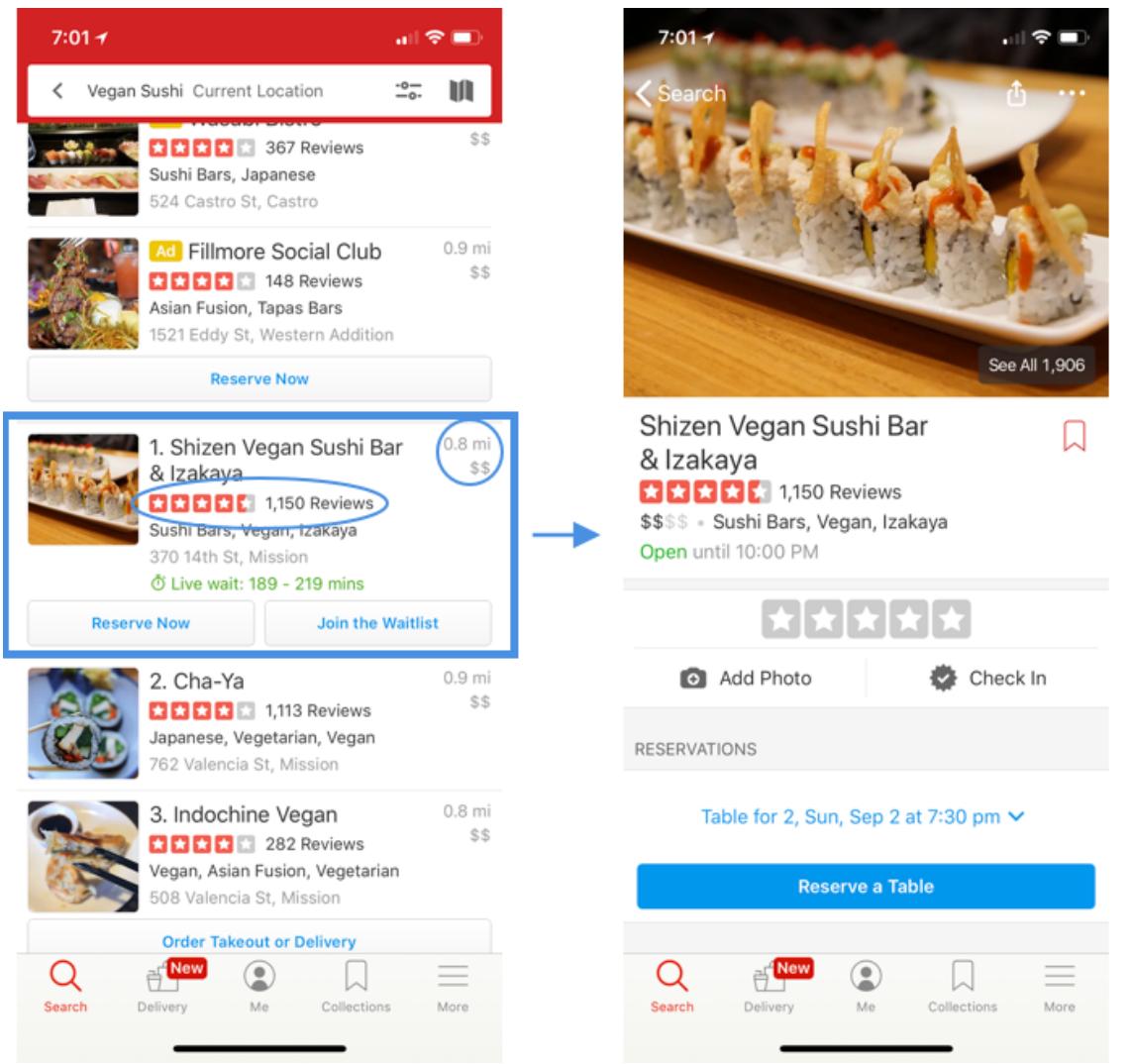
**Existing solutions are boring
and text-heavy which makes
it hard to pick where to eat.**





With just a search bar, this makes for an **undiscoverable experience.**

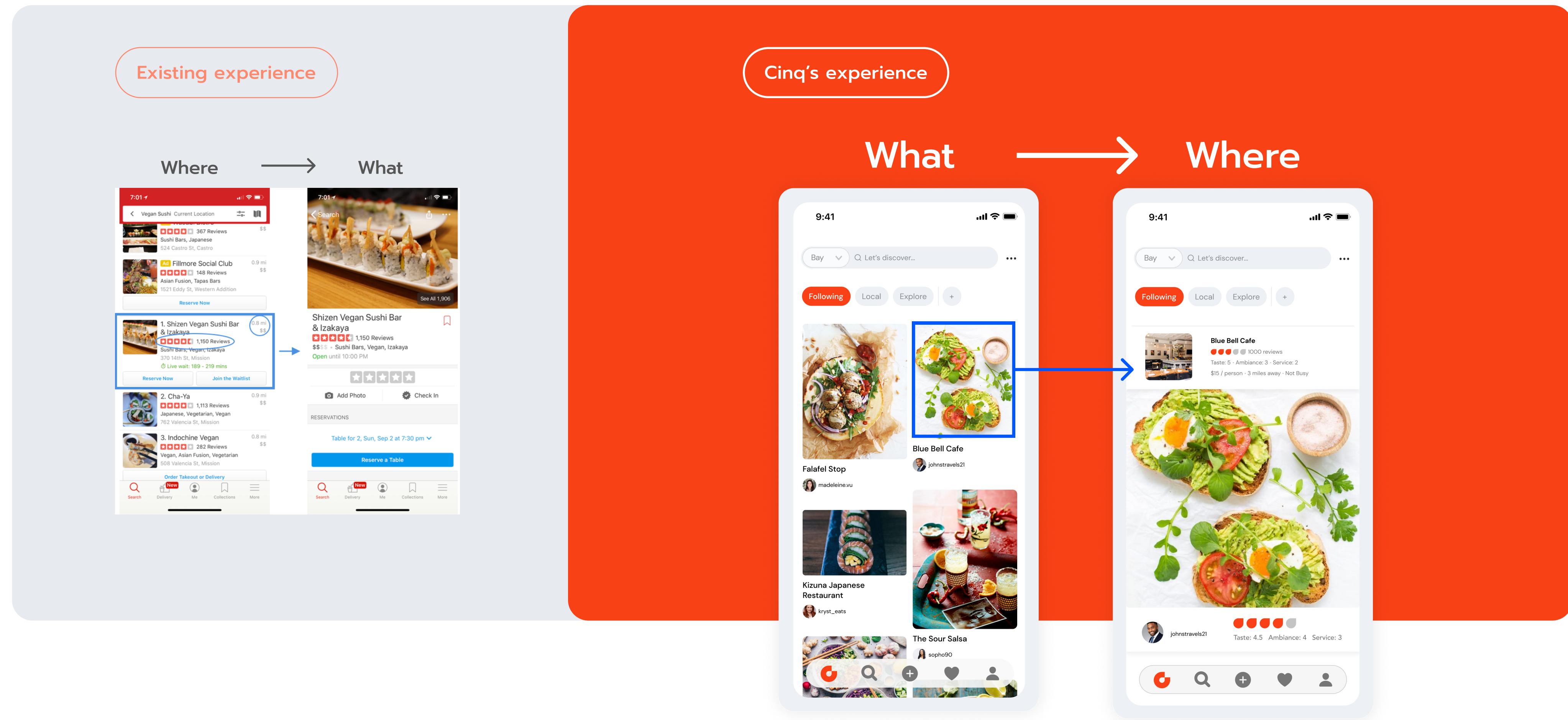




Existing solution only help
larger restaurants—the
market isn't democratized.



our solution



target audience

Global Community

Spontaneous individuals who enjoy traveling, exploring new things and culture aficionados



Larger Community

High school and college students who are looking for new local places to eat.



Target tribe

Food influencer, stylists, & bloggers, diverse & trendy chefs, passionate home cooks, small & local businesses, & hidden gems.



key stakeholders' needs



Foodies

- Easily discover new places to eat
- Visually driven content
- Social & community

Restaurant Owners

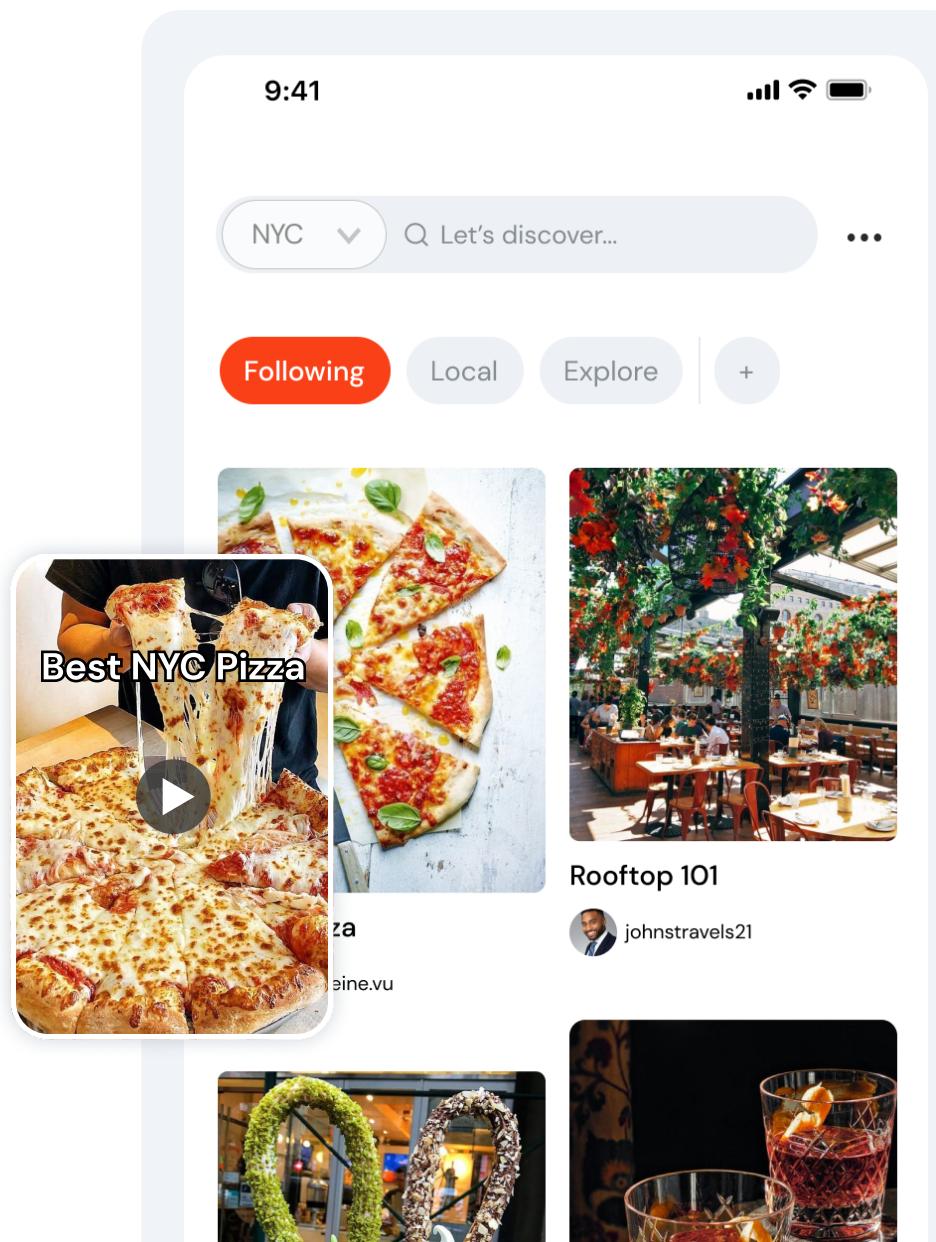
- Democratize marketing
- Democratize discoverability



Let's make recommendations fun & discoverable!

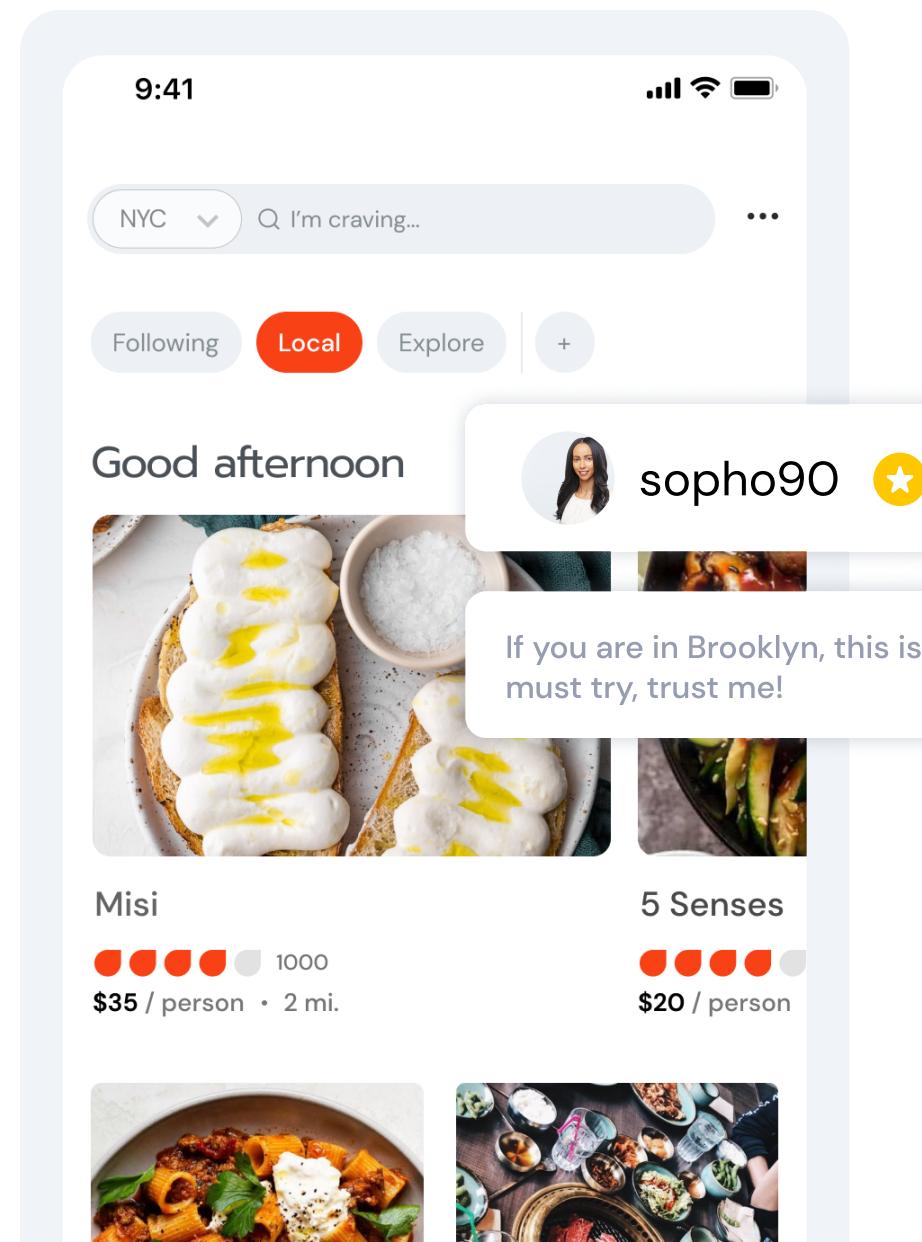
Visibility

Ignite discovery & creativity
within your personal network



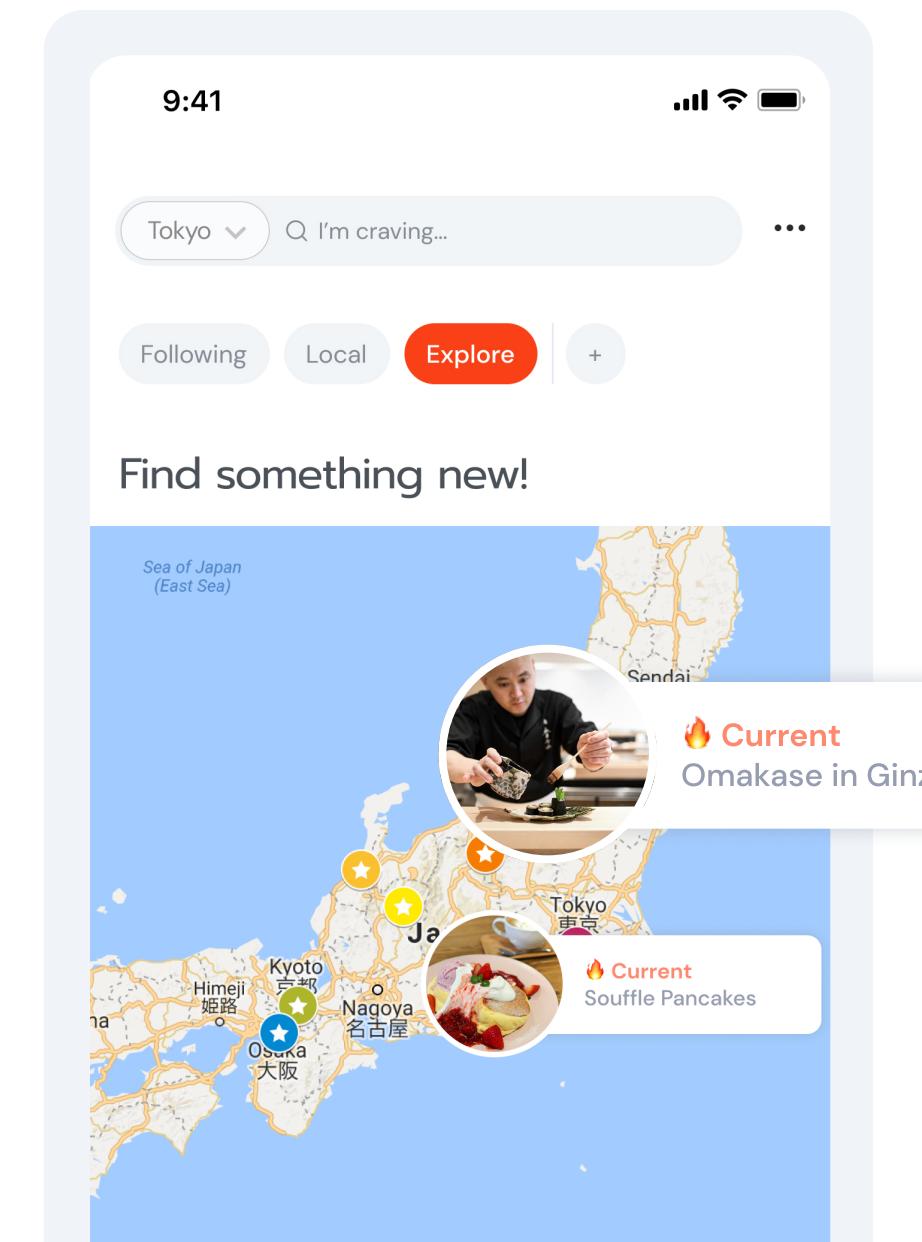
Community

Explore what's good and nearby
from your local community



Universality

Connect and learn from
Cinqers globally



competitive analysis

	Cinq	Yelp	Google Review	Trip Advisor
Discoverability	✓	✗	✗	✗
Visual Search Engine	✓	✗	✗	✗
Personalization tailored experience	✓	✗	✗	✗
Fast Action Rate	✓	✓	✓	✓
Social Connectivity	✓	✗	✗	✗
Localization is the product adapted to regional peculiarities?	✓	✗	✓	✓

areas to confront

Weakness

- Difficult to compete with competitor's data
- No loyal customer base

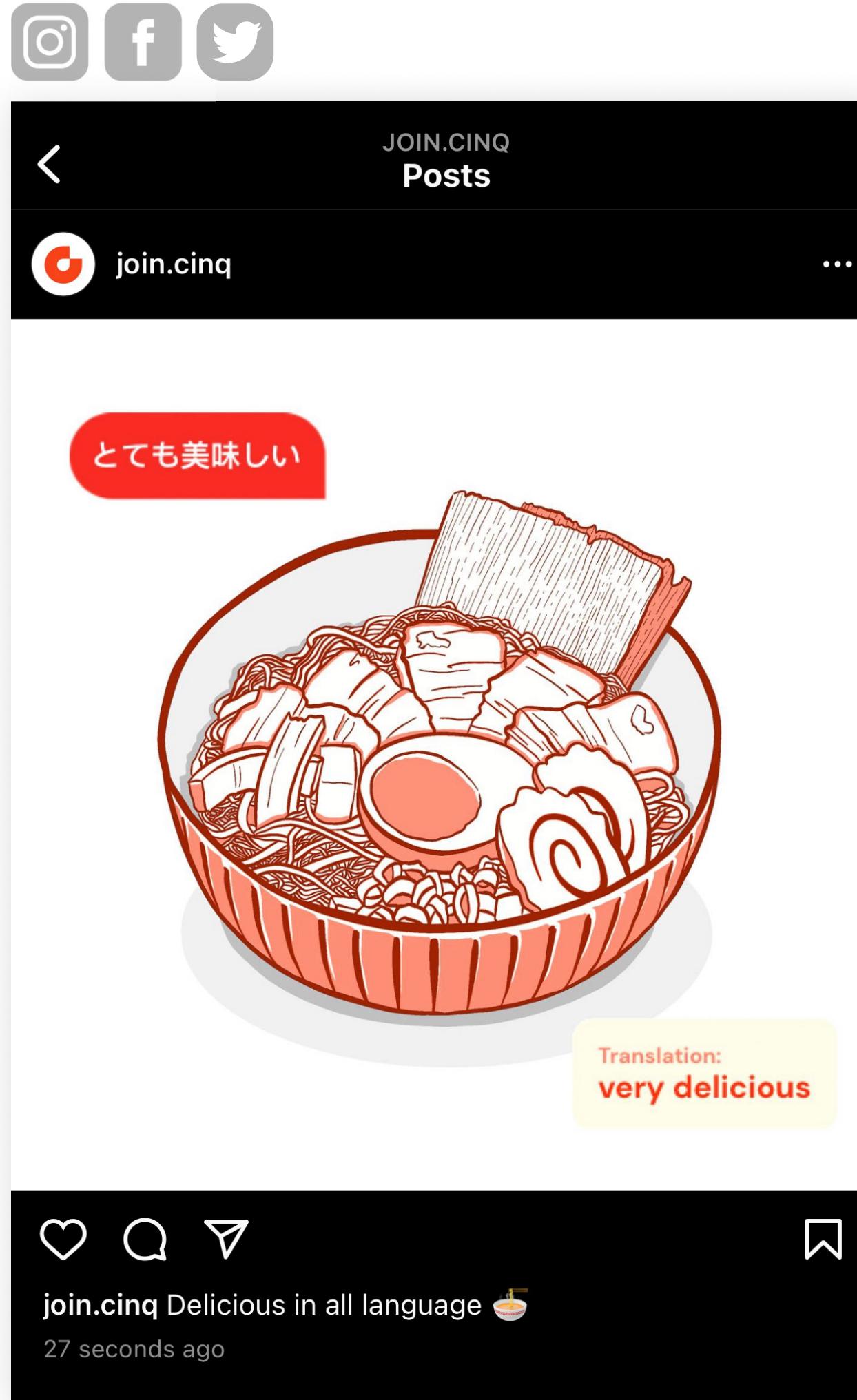
Threats

- Changing interests/users turning to Instagram/Tiktok to find restaurant recommendations
- Difficult to be profitable in the beginning

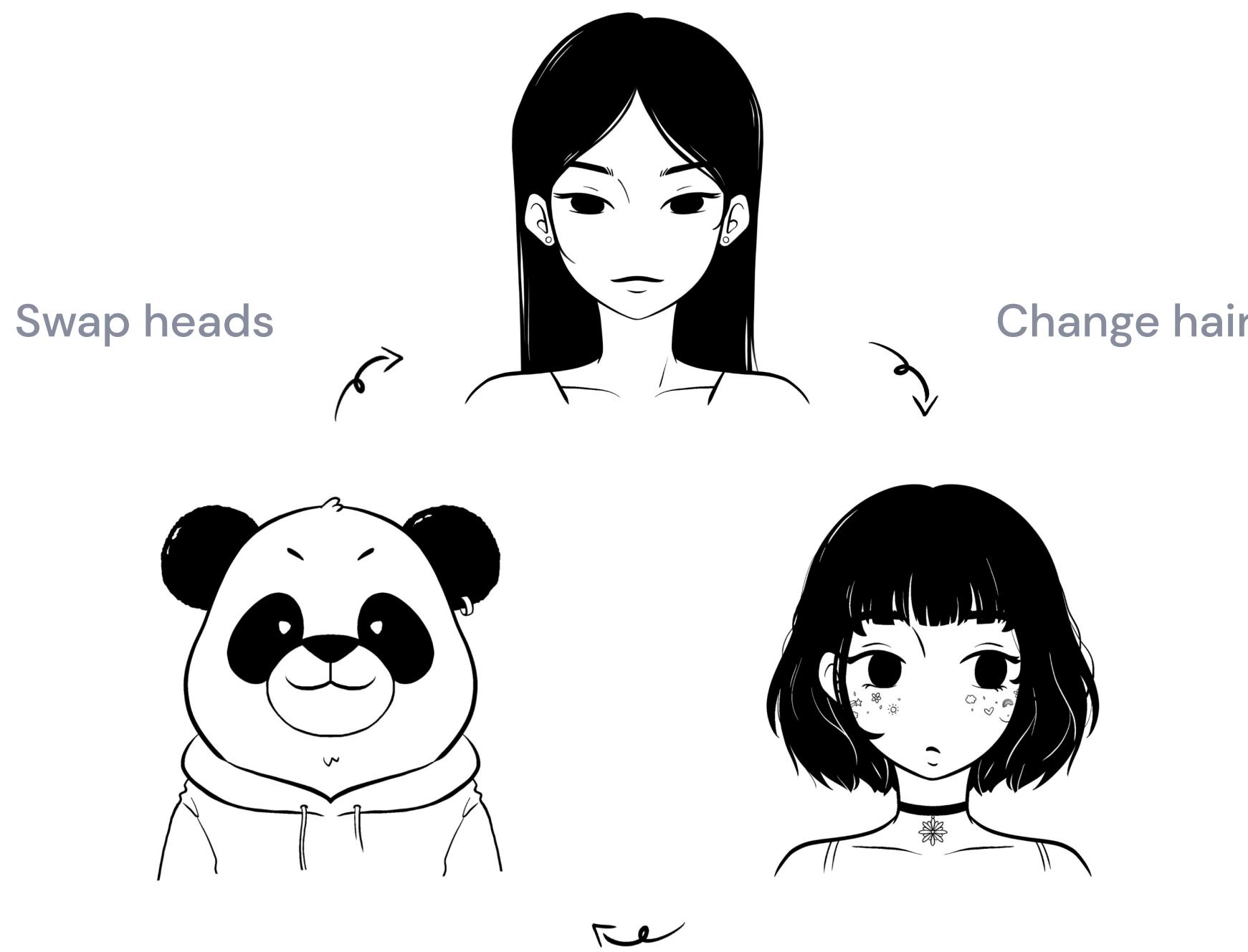
Plan of attack

- **marketing strategy**
- **onboarding plan**
- **business details**

marketing strategy

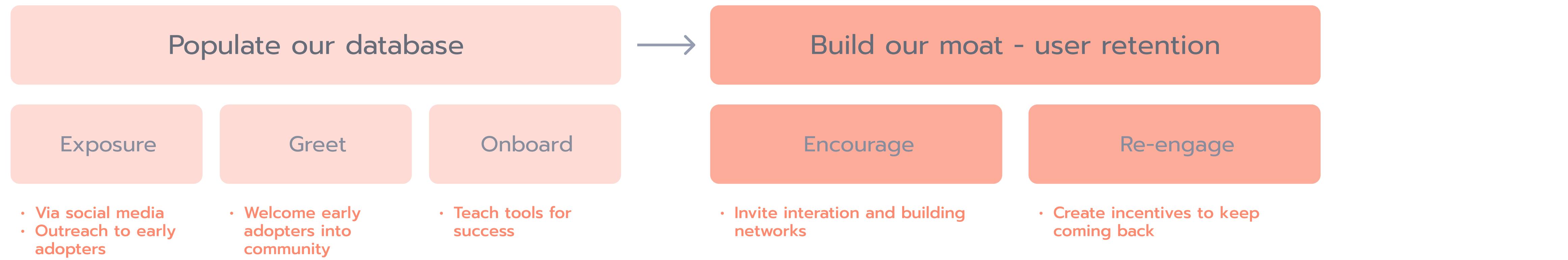


Cinq Illustration Library



Accesorize

onboarding plan - user journey



Business model

Cinq will generate revenue via advertising and promoted posts.

\$1 B

revenue per
year

450 M

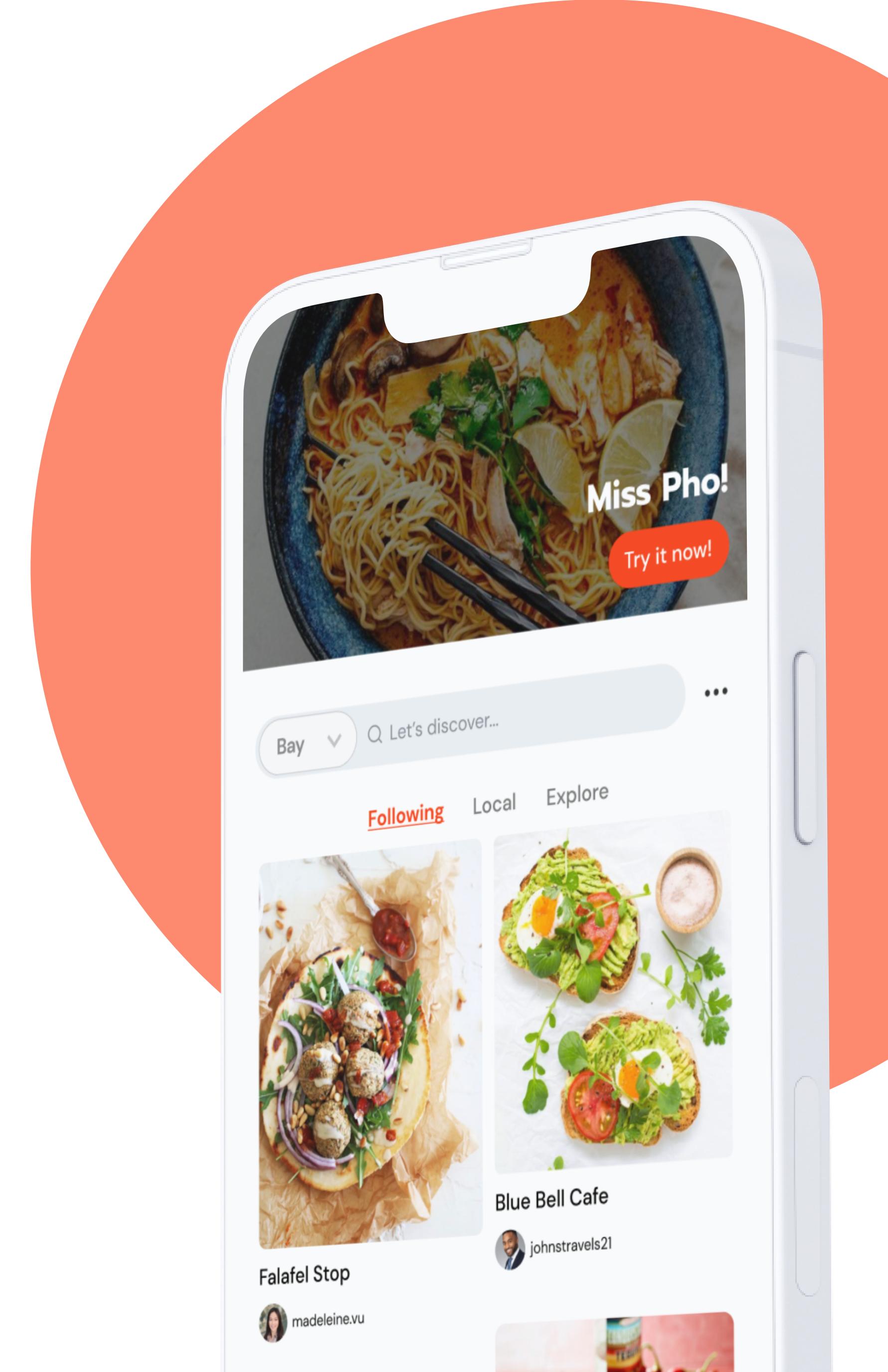
monthly users

\$1/day
Call-to-action (CTA)
Button

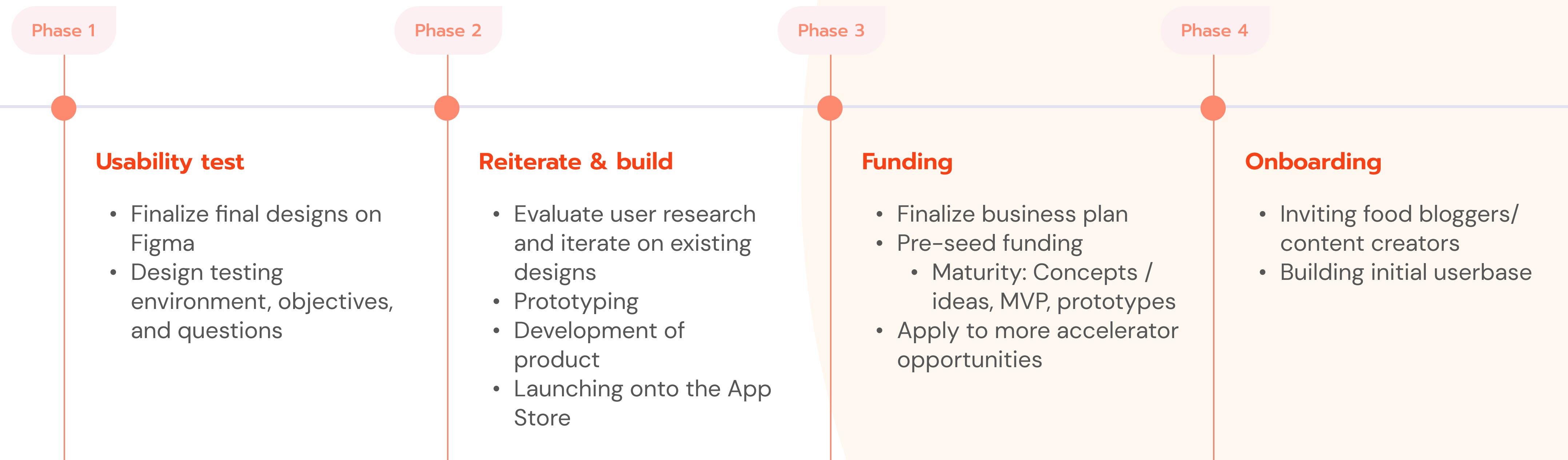
\$1/day
Enhanced
Slideshow

\$5 - \$10 per click
Paid Ads - CPC

\$1.2 per impression
Paid Ads - CPM



product roadmap



c

Thank You

