



cinq

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

See, pick, and go.





The screenshot shows the Yelp mobile application interface. At the top, there's a search bar with the query "Vegan Sushi" and the location "Current Location". Below the search bar, a list of nearby vegan sushi places is displayed. The first result is "Shizen Vegan Sushi Bar & Izakaya" with a 4.5-star rating and 1,160 reviews. It includes a small thumbnail image of sushi, the address "370 14th St, Mission", and the phone number "415 252-1889". There are buttons for "Reserve Now" and "Join the Waitlist". Other results listed include "2. Cha-Ya" and "3. Indochine Vegan". The bottom of the screen has a navigation bar with icons for "Search", "Delivery", "Me", "Collections", and "More".

This screenshot shows a restaurant page on the Yelp website. The page is for "Tataki South" located at "1740 Church St, San Francisco, CA 94131". It has a 4.5-star rating and 1,160 reviews. The page includes a map, a photo of the restaurant interior, and a "Reserve a Table" button. Below the main info, there are sections for "Recommended Reviews" and "Menu". The menu lists items like "Garlic Edamame" and "Katsu". On the right side, there's a sidebar with "Hours", "Full menu", "Alcohol: Beer & Wine Only", and a "Health score" of 94 out of 100.

This screenshot shows Google search results for "greek restaurants in san francisco". The results page includes filters for "Rating", "Price", and "Hours". Below the filters, several restaurant entries are listed with their names, ratings, addresses, and brief descriptions. For example, "Kokkari Estiatorio" is rated 4.7 stars and described as "Taverna-inspired cuisine served in a candlelit, wood-beamed dining room that lures a chic crowd." Another entry for "Souvla" is also visible.

This screenshot shows the "Google reviews" section for "Kokkari Estiatorio". It features a 4.7-star average rating based on 1,865 reviews. A summary bar shows the distribution of ratings from 1 to 5 stars. Below the summary, there are several review snippets from users like "Amazing high end Greek food with impeccable service and a great space" and "The lamb, fish and pasta we ordered tasted only of salt 5 bites in".

This screenshot shows the "Google reviews" section for "Souvla". It has a 4.5-star average rating based on 1,550 reviews. Snippets of reviews mention "highly recommended" and "great service".

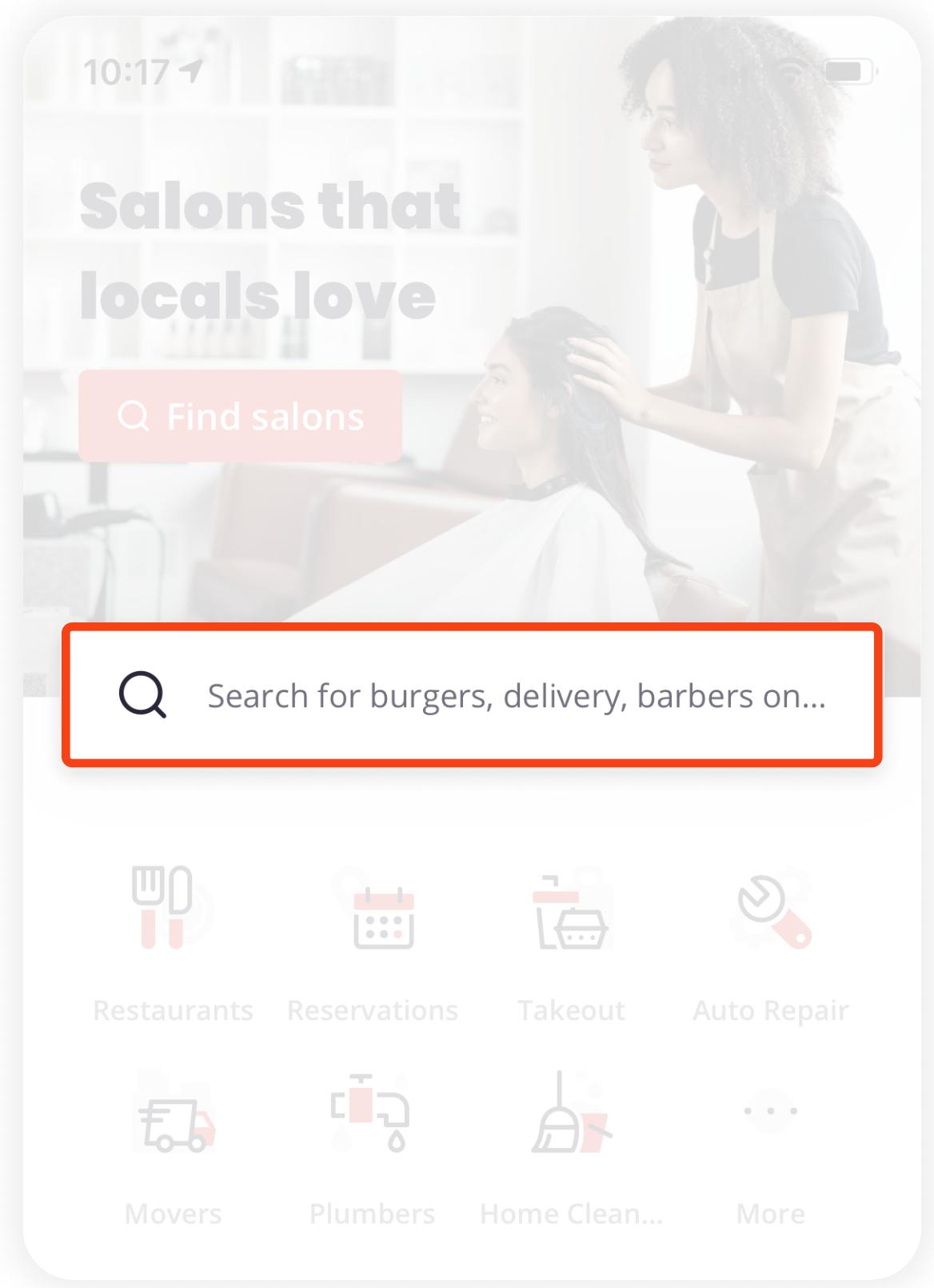
This screenshot shows the "Google reviews" section for "Orei". It has a 4.5-star average rating based on 241 reviews. Snippets mention "amazing food" and "great atmosphere".

This screenshot shows the "Google reviews" section for "The Argentum Project". It has a 4.5-star average rating based on 95 reviews. Snippets mention "great food" and "friendly staff".

This screenshot shows the TripAdvisor mobile application. It displays a "Follow friends and travel experts for personalized advice" section with profiles of users like "Vistor" and "Desiree Fish". Below this, there's a "Where to?" search bar and a "Reviews" section for "Bellagio Las Vegas" which shows a chart of review counts for different categories.

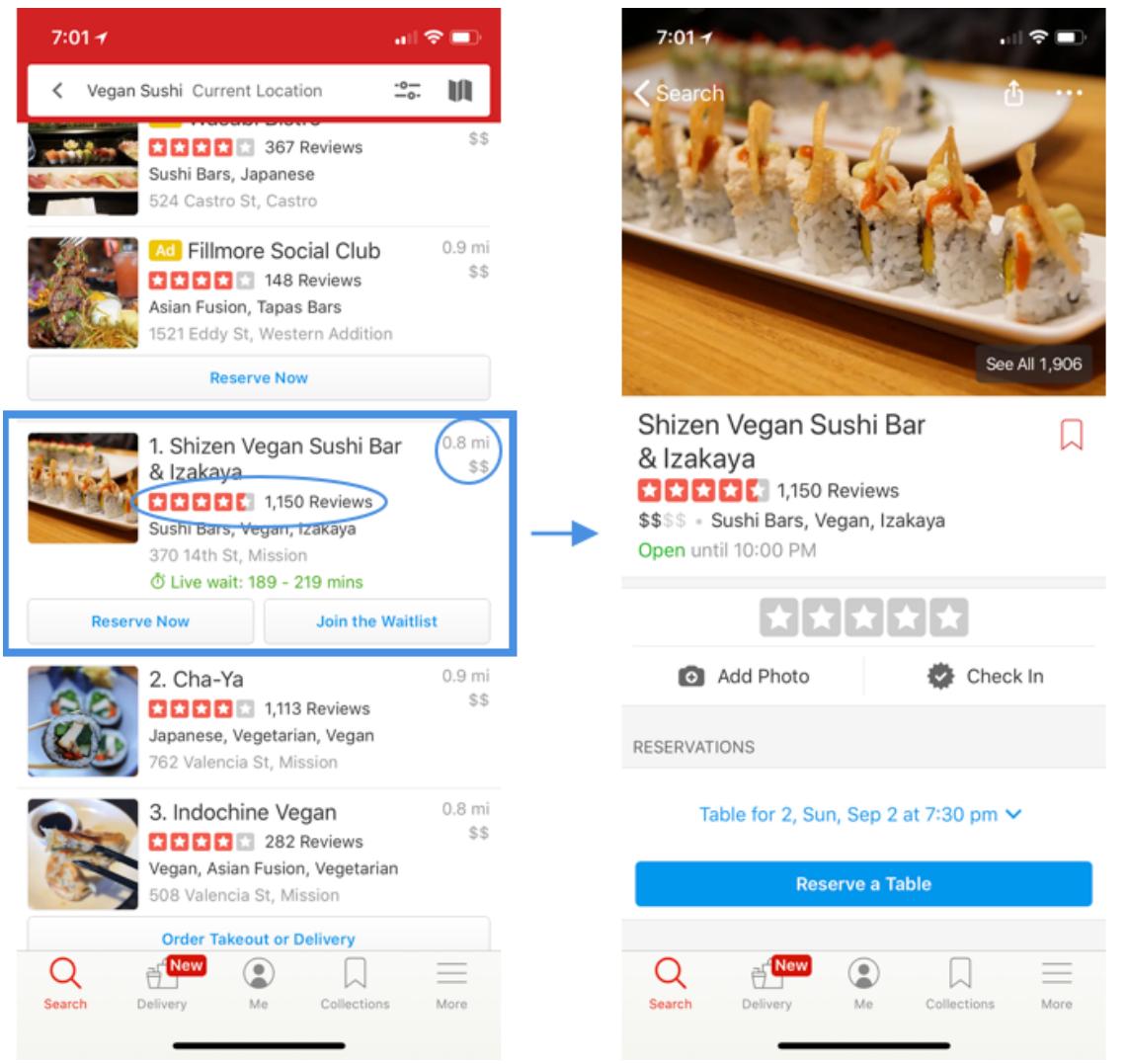
Existing solutions are **boring** and **text-heavy** which makes it hard to pick where to eat.





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

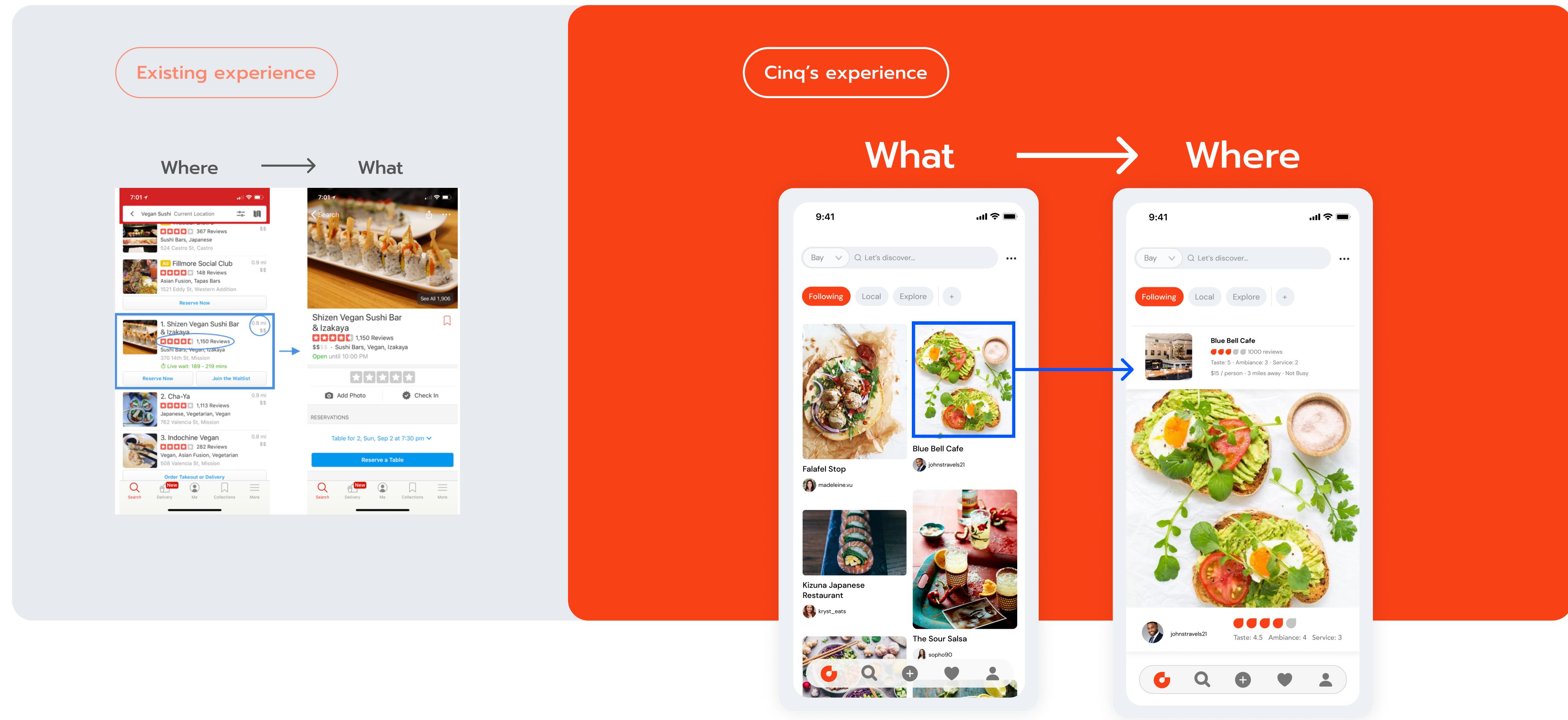




Existing solution only help
larger restaurants—the
market isn't democratized.



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

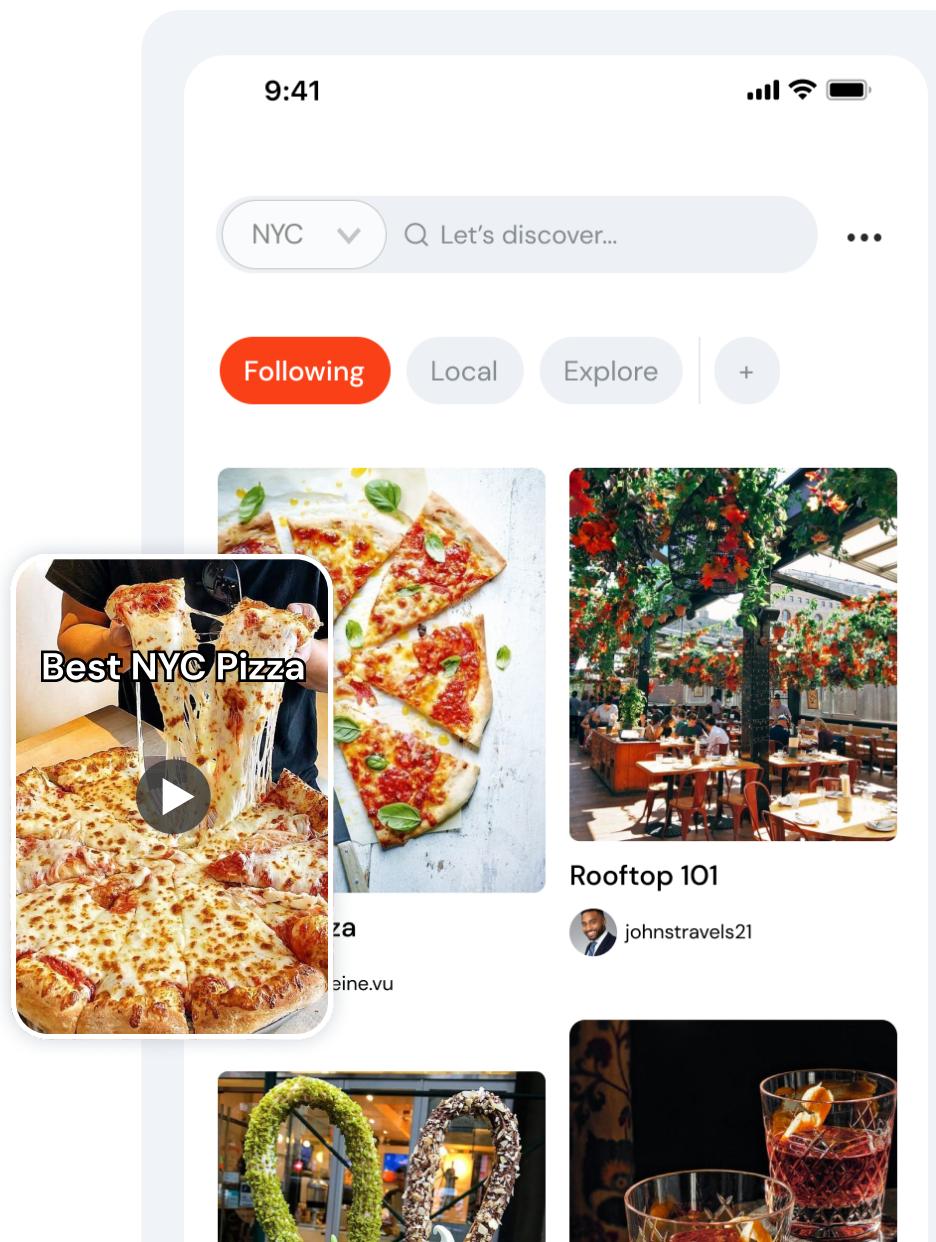
- Democratize marketing
- Democratize discoverability



Let's make recommendations fun & discoverable!

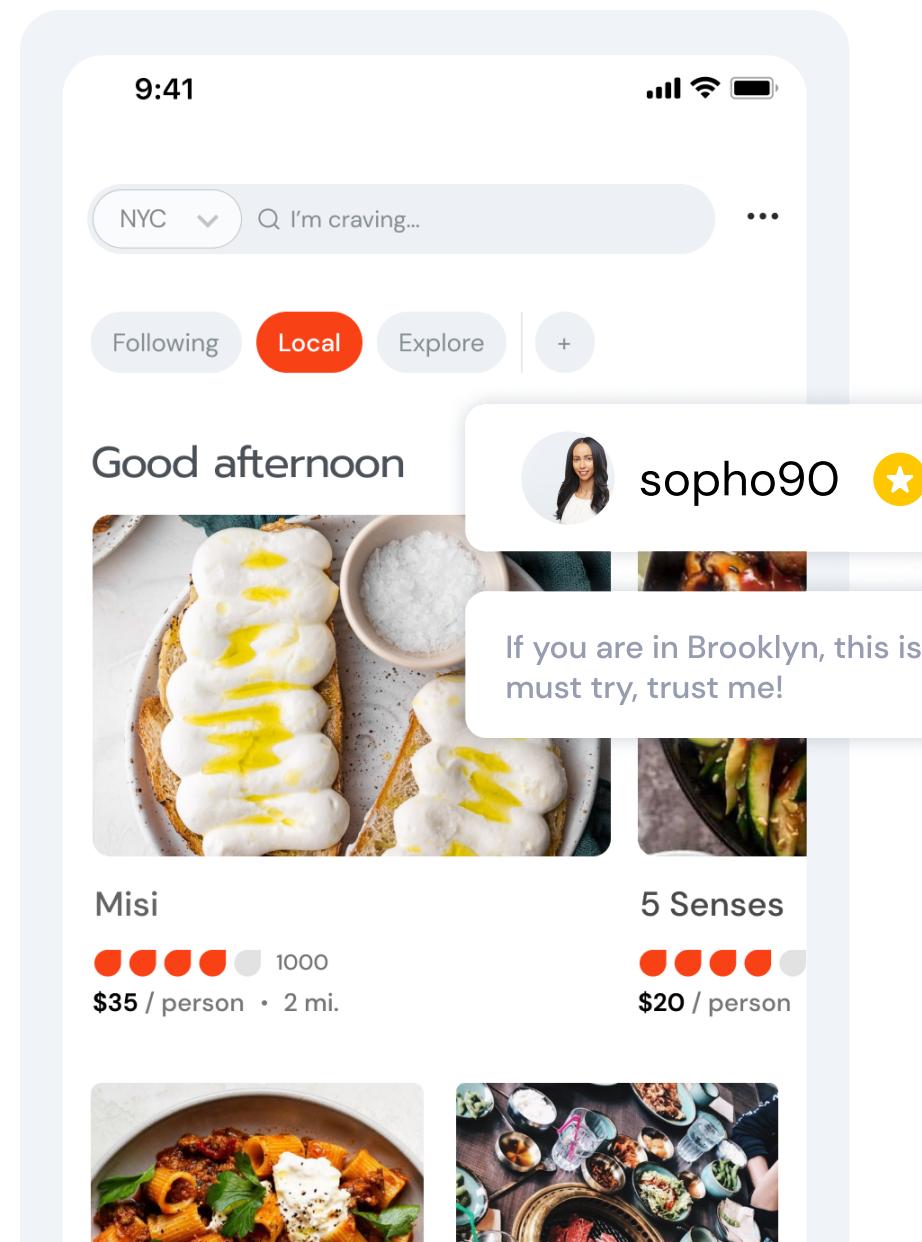
Visibility

Ignite discovery & creativity
within your personal network



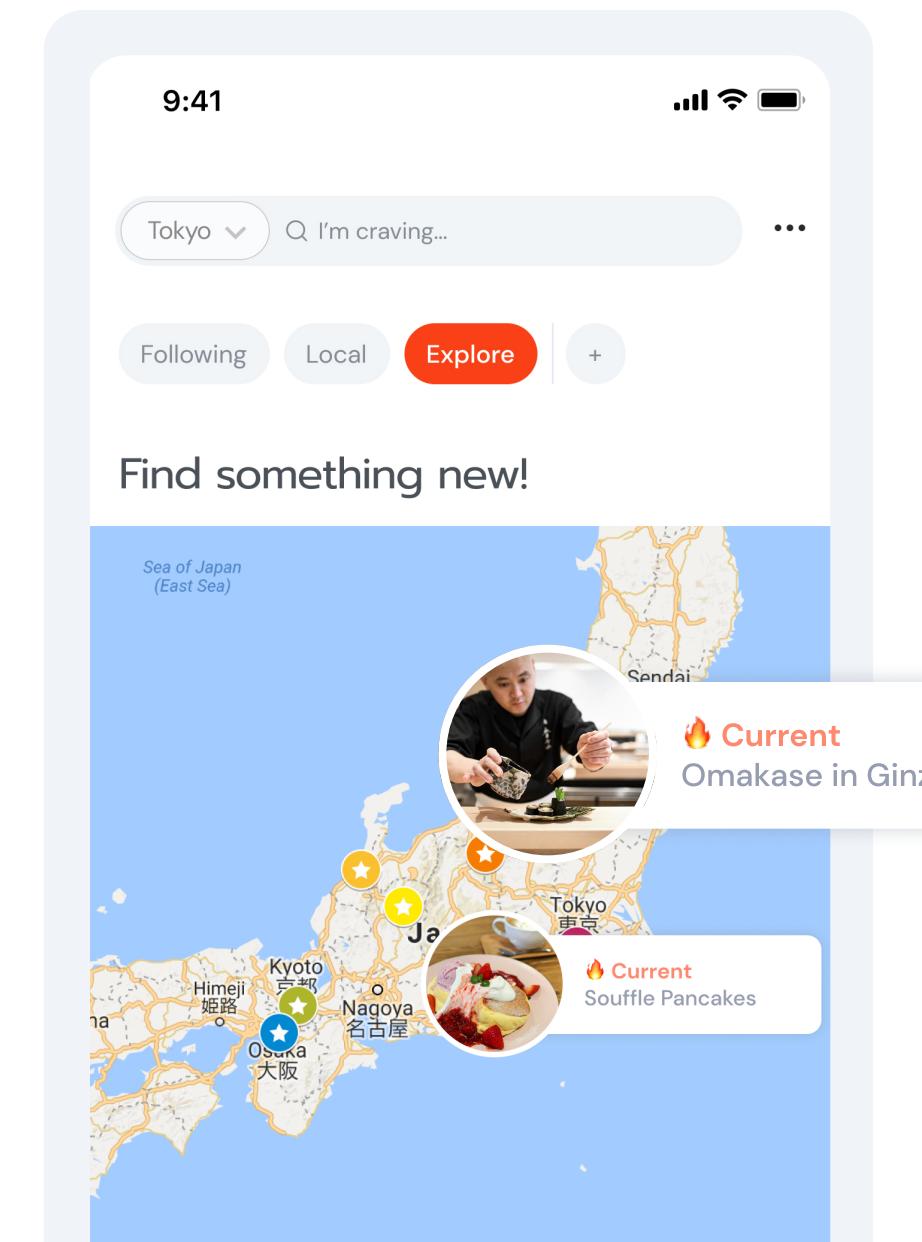
Community

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

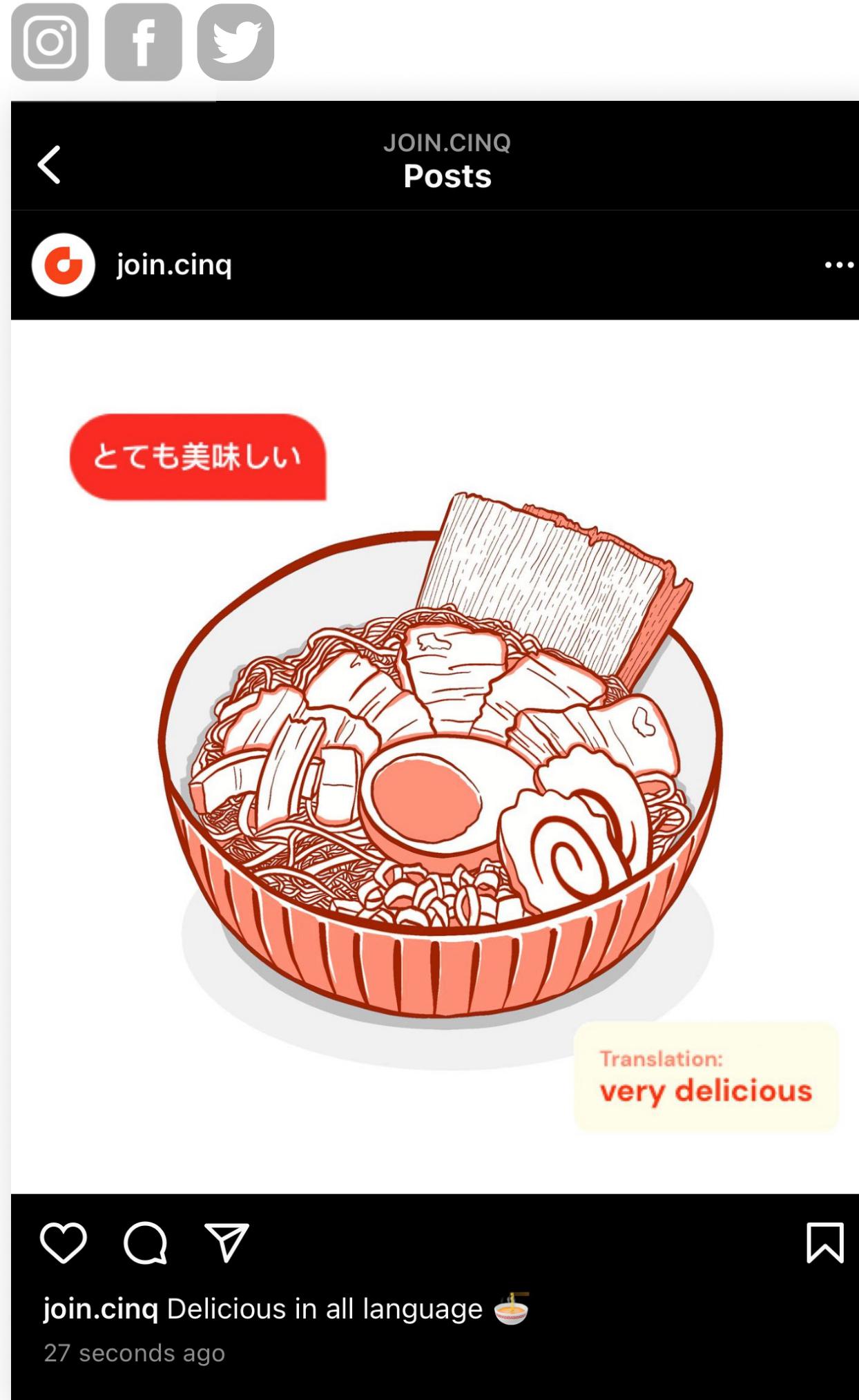
Threats

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

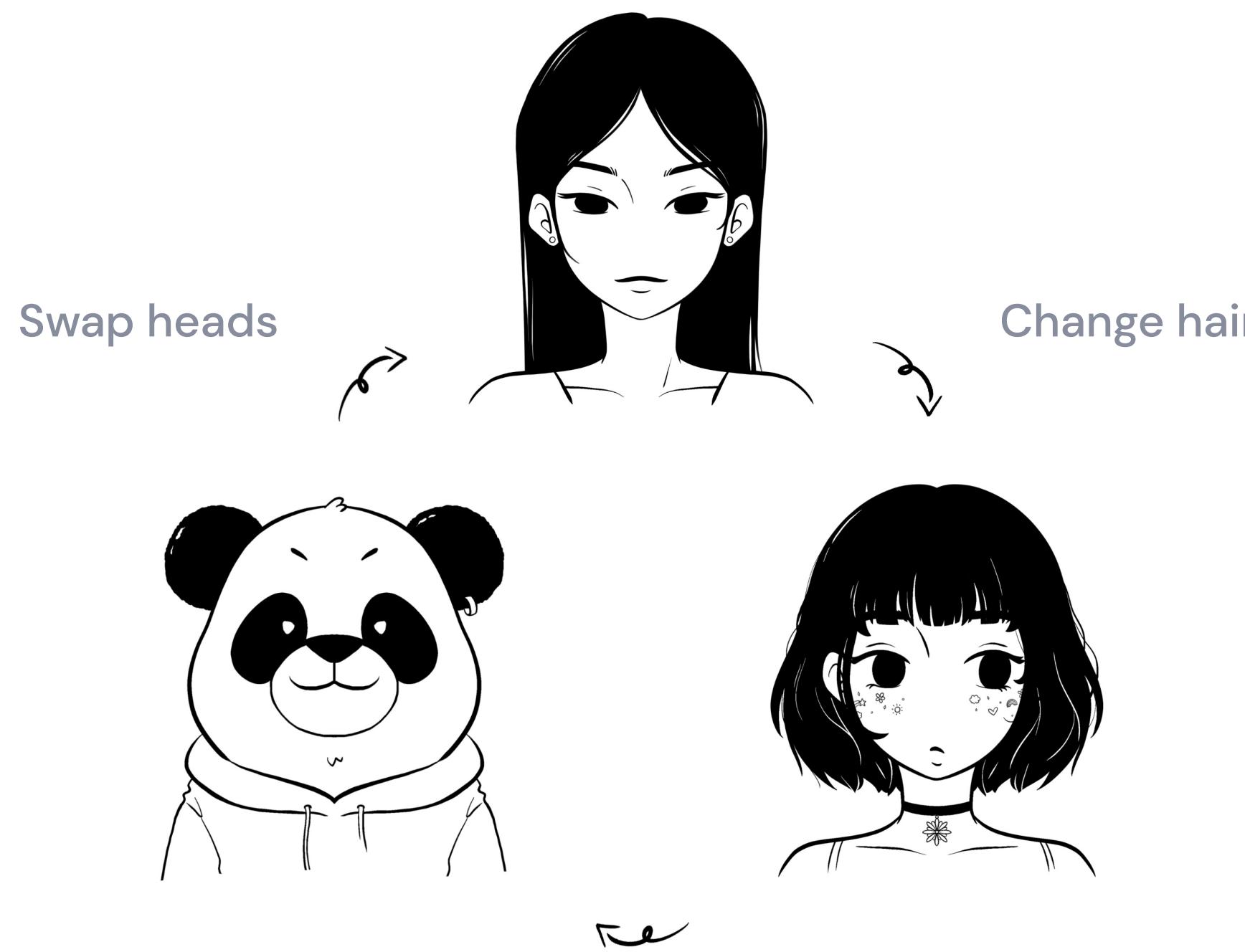
Plan of attack

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

marketing strategy

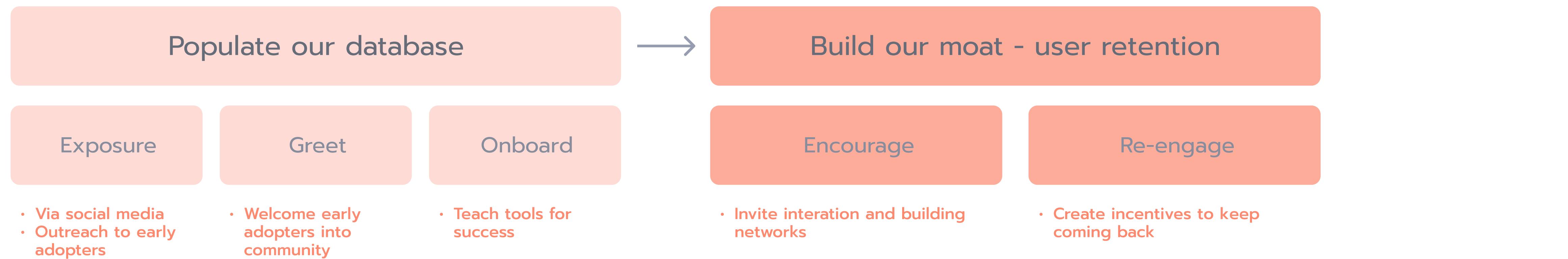


Cinq Illustration Library



Accesorize

onboarding plan - user journey



Business model

Cinq will generate revenue via advertising and promoted posts.

\$1 B

revenue per
year

450 M

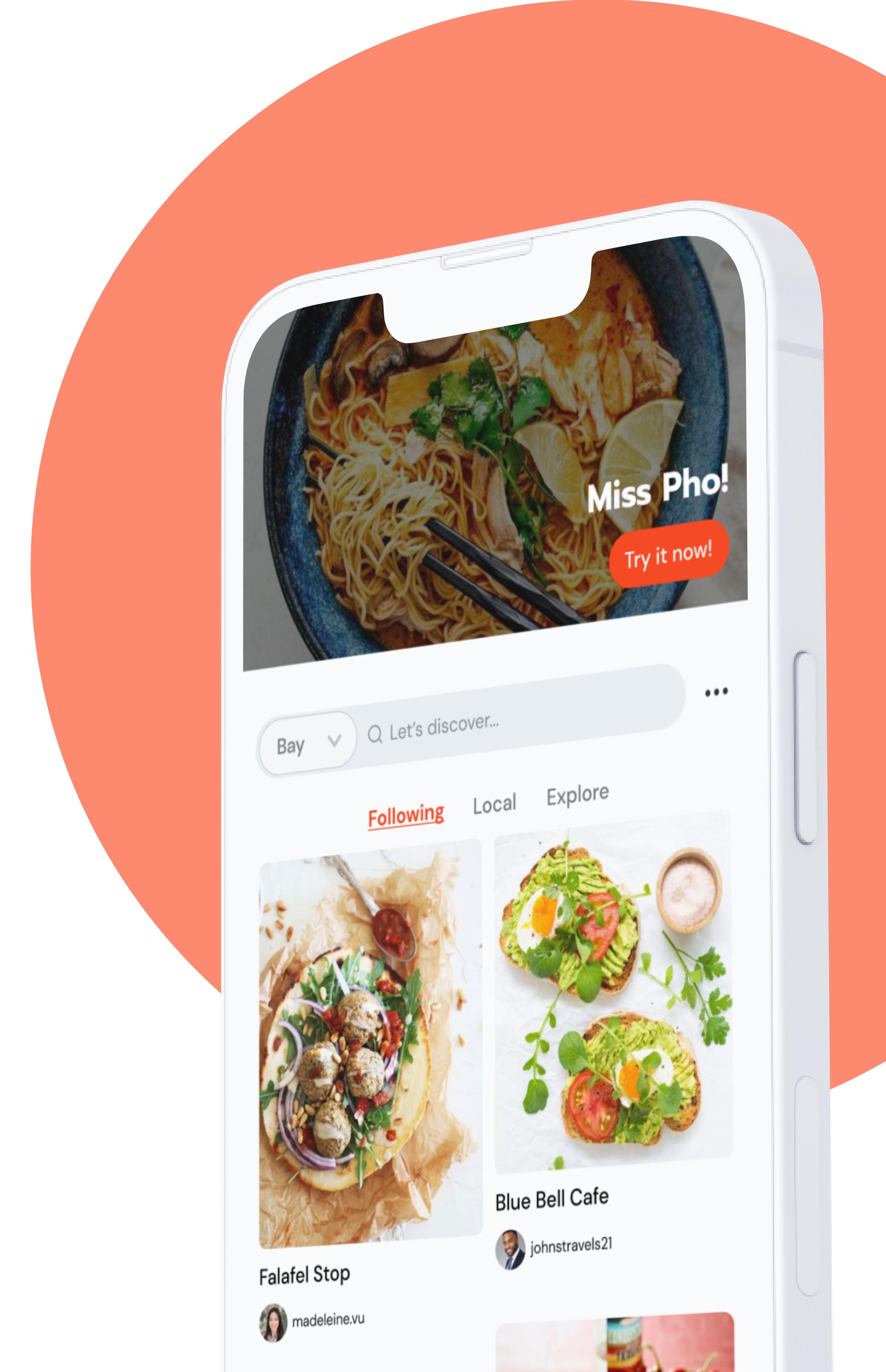
monthly users

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

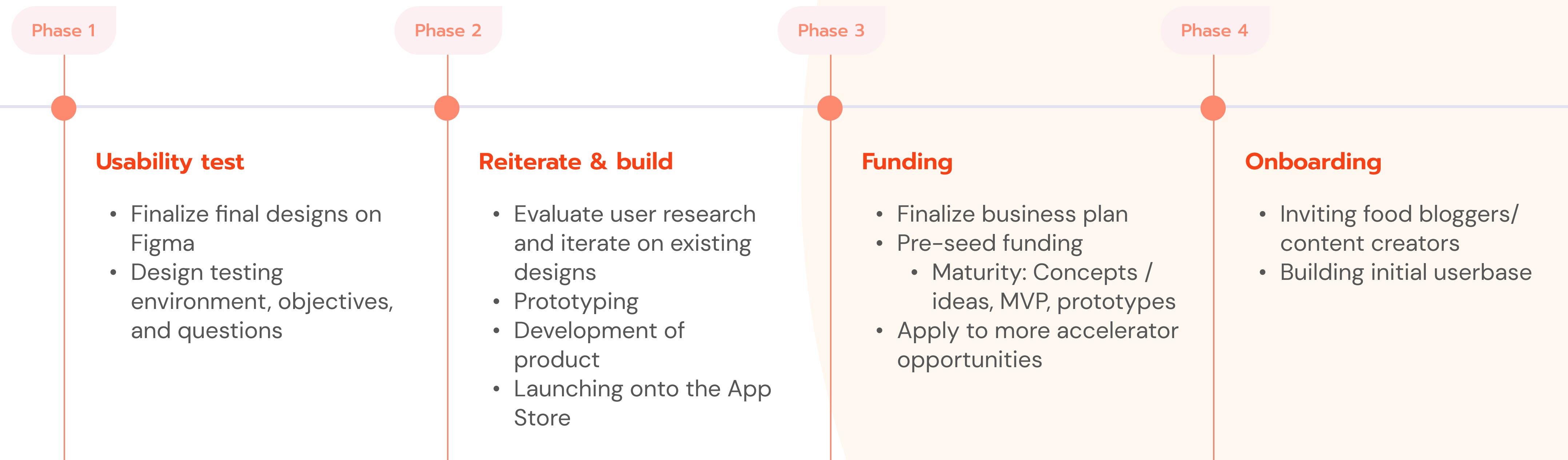
\$1/day
Enhanced
Slideshow

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

\$1.2 per impression
Paid Ads - CPM



product roadmap





Thank You

