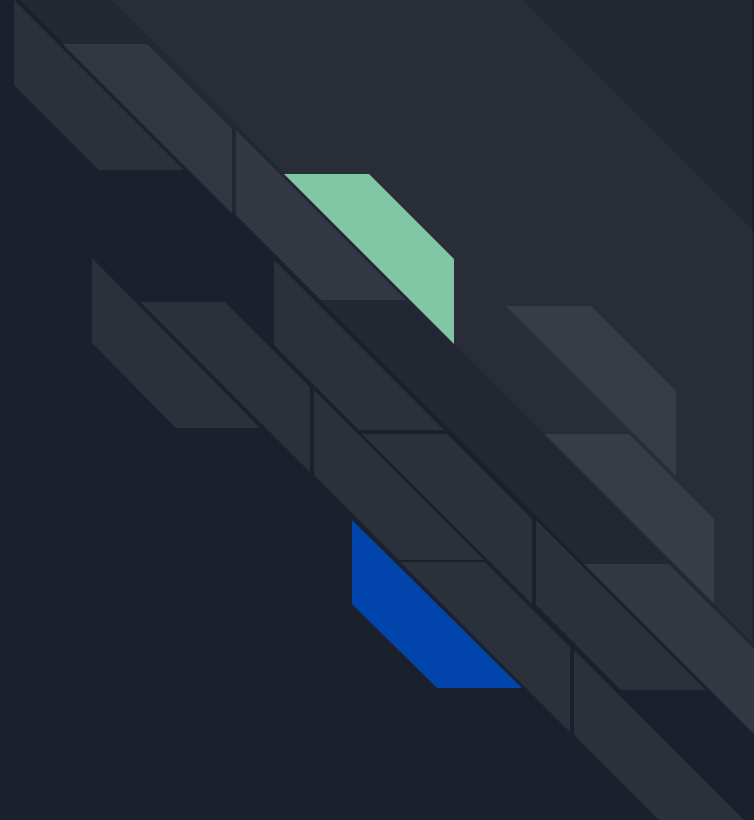




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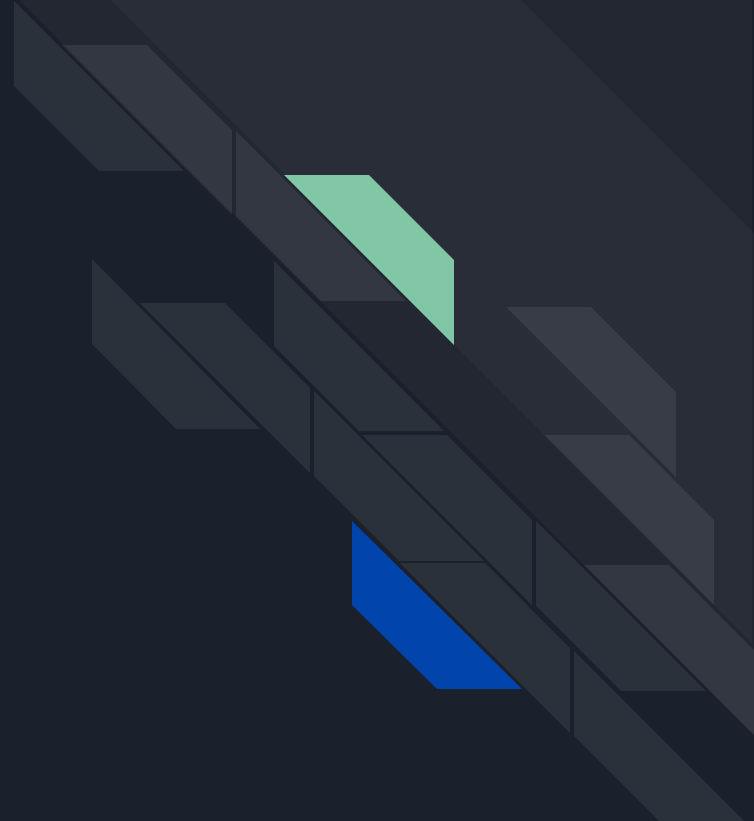
1. Our vision and mission.

Vision:

To become the best digital service that helps people quickly find the perfect restaurants, cafés, and events, making leisure planning effortless and personalized.

Mission:

Simplify the process of choosing restaurants and events by providing accurate and personalized recommendations.





2. Identify target customers and market opportunities.

Target Audience:

Tourists – looking for reliable places to eat in unfamiliar cities.

Local residents – eager to discover new places and events.


Food enthusiasts – passionate about high-quality cuisine and unique restaurant concepts.

Groups of friends and couples – searching for the perfect spot for a night out or a weekend.



Market Opportunities:

- 📌 **The food and dining industry is growing** – more people rely on recommendations to choose places.
- 📌 **Rising popularity of local events** – venues need promotion, and users need curated event lists.
- 📌 **Lack of deep personalization in existing services** – competitors (Google Maps, Tripadvisor) provide generic lists but fail to consider personal preferences.



3. Build the core team and define company culture.

Key Team Members:

CEO (Chief Executive Officer) – Kamilla Juraeva

CTO (Chief Technology Officer) – Ravshan Zaripov

CMO (Chief Marketing Officer) – Elbek Erkinboev

COO (Chief Operating Officer) – Bobur Ibragimov

CFO (Chief Financial Officer) – Daniel Kapranov



Company Culture:

- 🚀 **User-centric approach** – recommendations must be fast, convenient, and useful.
- 💡 **Simplicity and minimalism** – no cluttered interfaces or overwhelming choices.
- 👉 **Flexibility and openness** – quick adaptation to user feedback and hypothesis testing.
- 🔥 **Passion for the industry** – working with the restaurant and event market requires understanding people's needs.



4. Key Challenge: Balancing long-term vision with short-term execution.

Long-term Goal:

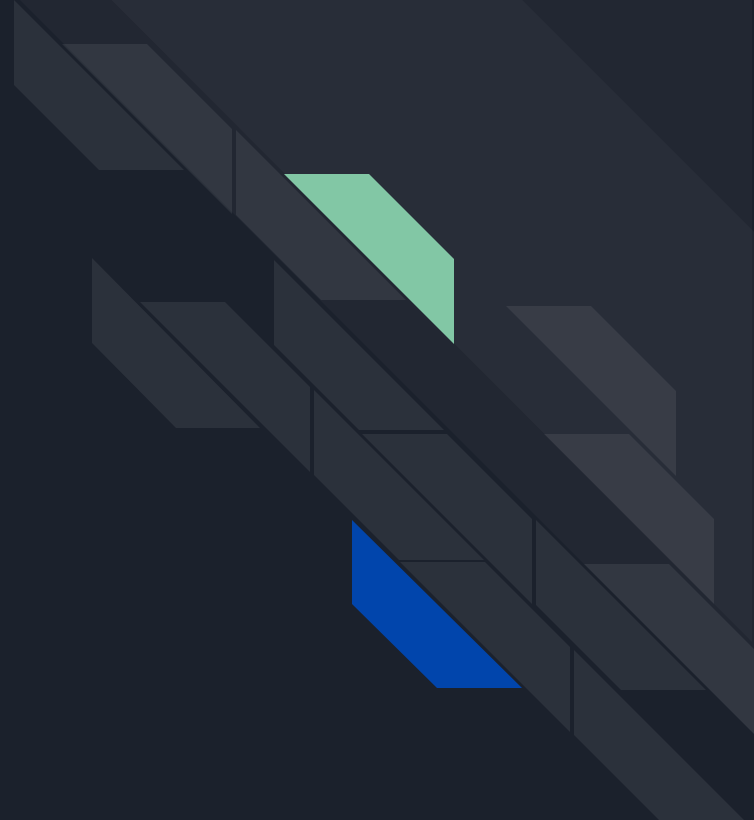
Build a scalable service with a mobile app and advanced AI-driven recommendations.
Become a key player in the restaurant and event discovery industry.

Short-term Strategy:

- ✓ Launch a quick MVP (Telegram bot) – test hypotheses with minimal costs.
- ✓ Acquire the first 1,000 users – social media marketing, influencer collaborations.
- ✓ Establish partnerships with restaurants – secure initial paid placements for monetization.
- ✓ Analyze feedback and improve algorithms – enhance recommendations based on user behavior.



Chief Operating Officer (COO): Ensuring Operational Excellence





Key Responsibilities:

- Overseeing daily operations and optimizing business efficiency.
- Managing workflows, restaurant partnerships, and event logistics.
- Implementing data-driven performance tracking systems.

Strategic Priorities:

- ✓ **Streamline Operations** – Develop efficient internal workflows & SOPs for restaurant and event onboarding.
- ✓ **Build Strategic Partnerships** – Establish long-term relationships with restaurants, cafés, and event organizers.
- ✓ **Measure & Optimize Performance** – Implement KPIs to track service efficiency and user engagement.

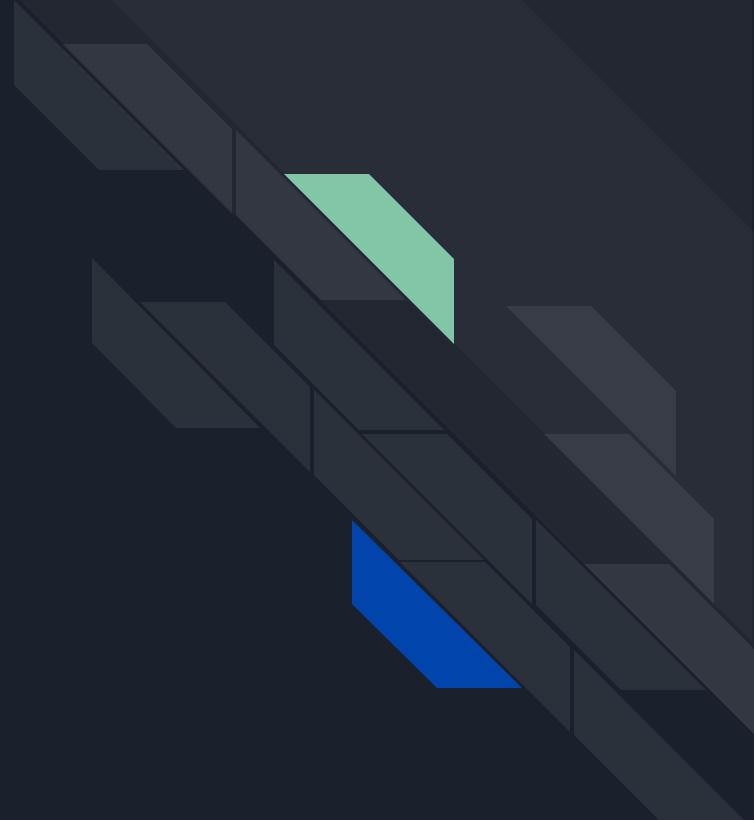


Specific Tasks for Our Startup:

- **Develop a standardized partner onboarding process** – Create a clear step-by-step guide for restaurants to join the platform.
- **Implement a restaurant/event rating system** – Ensure user-generated feedback is collected and analyzed to improve recommendations.
- **Set up automated support channels** – Use chatbots or a simple ticketing system for user inquiries.
- **Ensure service reliability** – Establish operational procedures to handle peak demand times.



Chief Marketing Officer (CMO): Driving Brand Visibility & Growth





Key Responsibilities:

- Crafting branding and marketing strategies to enhance visibility.
- Engaging users and driving sustainable sales growth.
- Leading digital marketing, influencer collaborations, and PR campaigns.

Strategic Priorities:

- ✓ **Market Research & Audience Segmentation** – Identify target demographics (tourists, locals, food enthusiasts).
- ✓ **Execute Digital Growth Strategies** – Implement social media, influencer partnerships, and viral campaigns.
- ✓ **Strengthen Brand Identity** – Create compelling content, promotional offers, and collaborations.

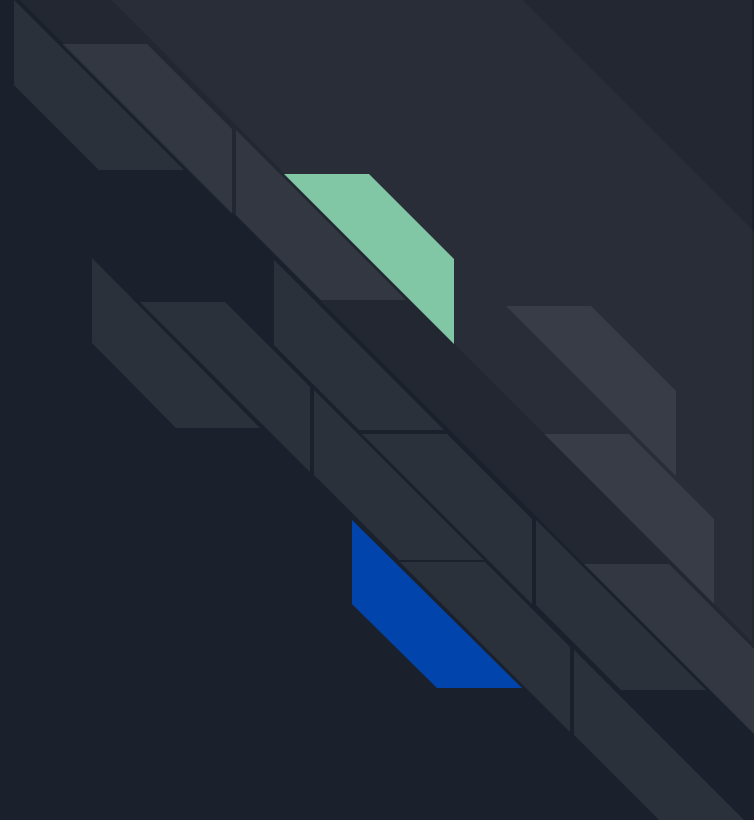


Specific Tasks for Our Startup:

- **Create a content calendar** – Plan regular posts highlighting top-rated restaurants and upcoming events.
- **Develop a referral program** – Reward users who invite friends to use the platform.
- **Launch hyper-local ad campaigns** – Target specific cities or districts to attract initial users.
- **Partner with food & travel influencers** – Leverage their audience to gain credibility and visibility.



Chief Financial Officer (CFO): Ensuring Financial Sustainability





Key Responsibilities:

- Managing financial planning, budgeting, and revenue models.
- Overseeing investment strategy and securing funding.
- Ensuring long-term financial sustainability and profitability.

Strategic Priorities:

- ✓ **Financial Projections & Budgeting** – Define burn rate, revenue streams & break-even points.
- ✓ **Secure Funding** – Engage investors, manage financial risks, and allocate capital effectively.
- ✓ **Optimize Monetization Models** – Develop revenue strategies including restaurant promotions, commission-based bookings, and premium services.

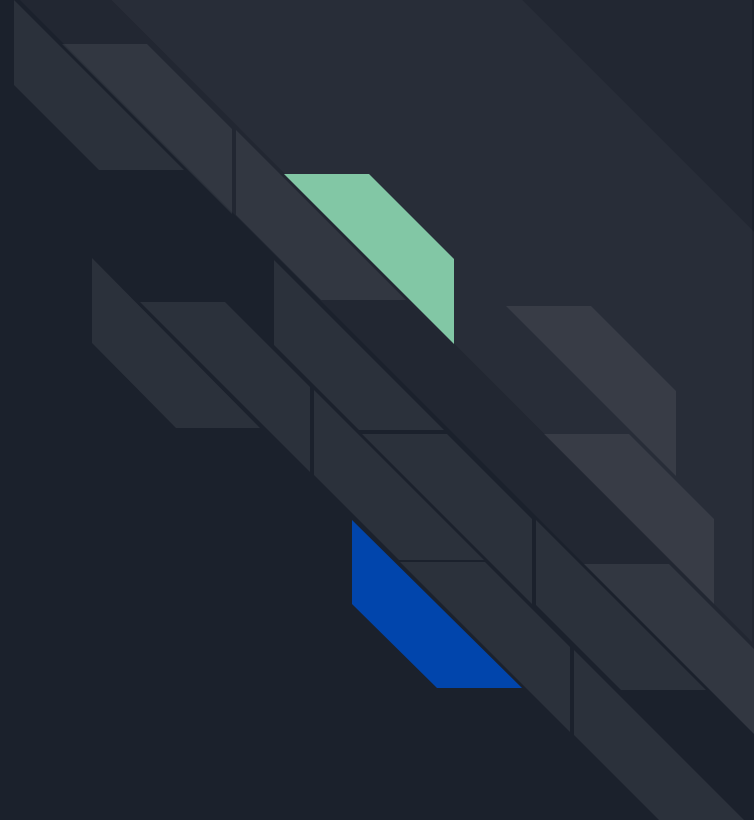


Specific Tasks for Our Startup:

- **Develop a pricing model for restaurant promotions** – Offer free and paid listing options to generate revenue.
- **Optimize commission-based revenue** – Take a small percentage from restaurant reservations made through the platform.
- **Secure initial funding** – Apply for startup grants, pitch to angel investors, or launch a crowdfunding campaign.
- **Monitor cash flow and adjust spending** – Ensure the company remains financially sustainable during early growth stages.



Chief Technology Officer (CTO): Building the Tech Foundation





Key Responsibilities:

- Overseeing product development, architecture, and infrastructure.
- Ensuring platform scalability, security, and performance.
- Implementing AI-driven recommendations and data analytics.

Strategic Priorities:

- ✓ **Develop MVP & Core Features** – Build a functional Telegram bot first, then expand to a mobile app.
- ✓ **Ensure Data-Driven Recommendations** – Implement a recommendation system based on user preferences and reviews.
- ✓ **Optimize Platform Performance** – Maintain fast response times and a seamless user experience.



Specific Tasks for Our Startup:

- **Develop a simple recommendation engine** – Prioritize location-based suggestions and trending spots.
- **Set up cloud hosting** – Use AWS or Google Cloud for scalability.
- **Integrate third-party APIs** – Connect with Google Places, OpenTable, or other booking systems.
- **Implement analytics tracking** – Monitor user behavior to improve recommendations over time.