**Please provide concise bullet pointed answer where possible – with each point being no more than 2 lines long.**

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| **WHAT IS THE BUSINESS?** | |
| What is the business? | * An AI-powered Netflix and Amazon Style personalised recommendation system for restaurants to be utilised though travel and review sites. * The Company will boost restaurant revenue and improve dining experiences for customers |
| Where does the idea come from?  Why are you interested in starting the business? | * I have a technology Background within the Finance sector and used the principles learnt in this industry (Machine Learning and AI within Business) and have applied it to this invention. * The Use of recommender systems is now a necessity in any business and I believe this product addresses a specific problem within the restaurant sector. |
| What is the timeframe and how do you intend on making it a success? | * Aim for Production version to be completed Mar 2019. Revenue to be generated by Summer 2019, following Pilots. * I intend to be resilient and determined in bringing this to market, ensuring the correct team are on board. |

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| **SOLUTION** | |
| How does your business solve that problem? | * This solution is an API for Hybrid Recommender System for Restaurants combining collaborative and content based filtering to be integrated into existing travel & review sites so works to assist established business and websites to increase revenue. * Integration into Desktop and Mobile Sites. Upto 73% of people use mobile device for bookings. * Decrease the time spent searching for relevant establishments |

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| **TARGET MARKET** | |
| Who is your target market? Who is your business aimed at e.g. gender, age, location, salary? | Target Markets will take following forms:   * Data will be for end consumer\Viewer – All age groups * Media - Print & Broadcast * Mobile and PC users |

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| **COMPETITORS** |
| Who are your competitors?   |  |  |  |  | | --- | --- | --- | --- | | **Competitor**  **Name** | **What does this competitor do?** | **How is this competitor similar to you?** | **How are you different from this competitor?** | | FourSquare | Provision of bookings\reviews for restaurants - globally | Provides access to restaurant reviews\rankings\rating | Robo Recommender is Software API Company providing a service, rather than hosting a website for bookings and reviews. | | Yelp | Provision of bookings\reviews for restaurants – globally. | Provides access to restaurant reviews\rankings\rating | Robo Recommender Software API Company providing a service, rather than hosting a website. | | Recombee | Delivers Recommendation systems | Provides an API for business’s to improve revenue | Does not focus on restaurants\hospitality market | | Trip Advisor | Provision of bookings\reviews for restaurants; Global Review site | Provides access to restaurant reviews\rankings\rating | Robo Recommender is Software API Company providing a service, rather than hosting a website for bookings and reviews. | |

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| **UNIQUE SELLING POINTS** | |
| What are your 3 unique selling points? (What does your business do differently/better than other businesses) | * PATENT PENDING - Enforce patent protection of proprietary technology * EASE OF USE - Easy to adopt – Integration of API into existing sites. * UNIQUE PRODUCT - Technology extends beyond reach of existing software and methods |

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| **PITCH** | |
| Imagine you have 2 minutes to convince your target market to use your product/service over other options. Provide a bullet point list of what you would say to convince them to get them to use your product/service. | * The Worldwide Restaurant Sales market is over $800 Billion as of 2018 with global food delivery to triple over 5 years. * 94% of restaurant choices are influenced by online reviews however Restaurant Owners do not have time to market their business (Only 10% are able to do this) and hence improve turnover and profit. * This product will increase user personalisation and save time for selection. |

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| **LAUNCH STRATEGY** | |
| Do you have a plan to go to market? | Yes – Approach following (Via introductions and Networking),   * Soft launch as part of Customer Pilot – identify single events * Press Release –Usage of other news outlets, presence on travel & entertainment blog sites. |
| Who are the people/ users you will need to get on board quickly to have a successful launch? (i.e. does your business rely on other retailers as well as customers? Social networks require high numbers of initial users to function – this is something you might need to think about.) | * Sales\Marketing Resource * Product Engineering and Development Resource * Key contacts within online review platforms\media * Academic Research institute connections in area of AI and recommender systems. * 3rd Party vendors Onboard for launch e.g AWS\Azure |
| How will you get these people/ users on board? | * Via Introductions (via Possible Investors) * Networking e.g Linkedin, Meetings * Engagement – Buy in into Overall Vision |

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| **REVENUE MODELS** | |
| Describe the options for revenue as you understand them. Which is your preferred model and why? | * **SAAS -** Software licensed product for business’s within food and beverage sales. * **Partnerships -** Develop key partnerships with travel, review and media outlets |

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| **RETENTION PLAN** | |
| Why should users keep using your business? | * Accuracy – Plan to produce greatest ROI for businesses. * Reliability – Service Constantly available (No Down time) * Evolves with technology so not a static product * Accessibility – Cloud provisioned service so available globally and integration with any device. |
| How will you encourage them to keep using your business? What marketing will you do for the existing user? | * Evolve the Technology, provide new features & functionality as technology improves, * Advise existing users of features that are available that are not being used. * Monitoring and Tracking of Behaviours * Evidence of ROI on Recommender System |

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| **RISKS** |
| What are the key risks to the business?  How do you plan to reduce/remove these risks?   |  |  |  |  | | --- | --- | --- | --- | | **Key Risk** | **Level of Risk Low/Medium/High** | **Impact of Risk Low/Medium/High** | **Mitigating Factors** | | Other technologies are able to replicate\copy | Medium | High | Protected Technology: Patent to be Filed . | | Technology Becomes Obsolete | Low | High | Tech giants (Amazon, Netflix) are already invested in technology, Too much part of established technology and has proven to be of value. | | Low Partnership Adoption | Medium | Medium | Provide evidence of increased utilisation of recommendations, more users of platform, feedback on recommendations. | | Reluctance to switch to new technologies | Medium | Medium | Evidence that new technology will provide faster and more accurate resultsand will be quicker to implement. | | Not enough revenue generated to drive business | Medium | High | Expansion of recommender service into different territories and platforms | | Complexity and Technical Challenges | Medium | High | Establish correct team with sufficient skillset to (i) deliver Product (ii) Ensure that it can be continually improve and stay ahead of competition. | |