Flowtab®

¹ flow \ ˈflō \ noun

A mental state of operation in which a person is fully immersed in a feeling of energized focus, full involvement and enjoyment while in the process of an activity.

Flowtab is a mobile ordering, payments and loyalty platform for bars and nightclubs.

Team

Kyle Hill
Founder, CEO

- Web and graphic designer
- Founded design firm Kaleazy Creative

Mike Townsend
Founder, COO

- B.S. Engineering
- Founded POS company Zing Checkout

Brandon Zacharie
Software Engineer

- User Interface Engineer at Originate
- Engineering lead at Movieclips.com and Trails.com

Trevor Bisset
Sales Manager

- Corporate software sales and marketing
- SF nightclub promoter

Alex Kouznetsov
Technical Advisor

- Ph.D. in Computer Science
- Engineer at Intel Corp.

Problem

Customers

- Waiting for service
- Forgotten bar tabs

Bartenders

- Point-of-sale headaches
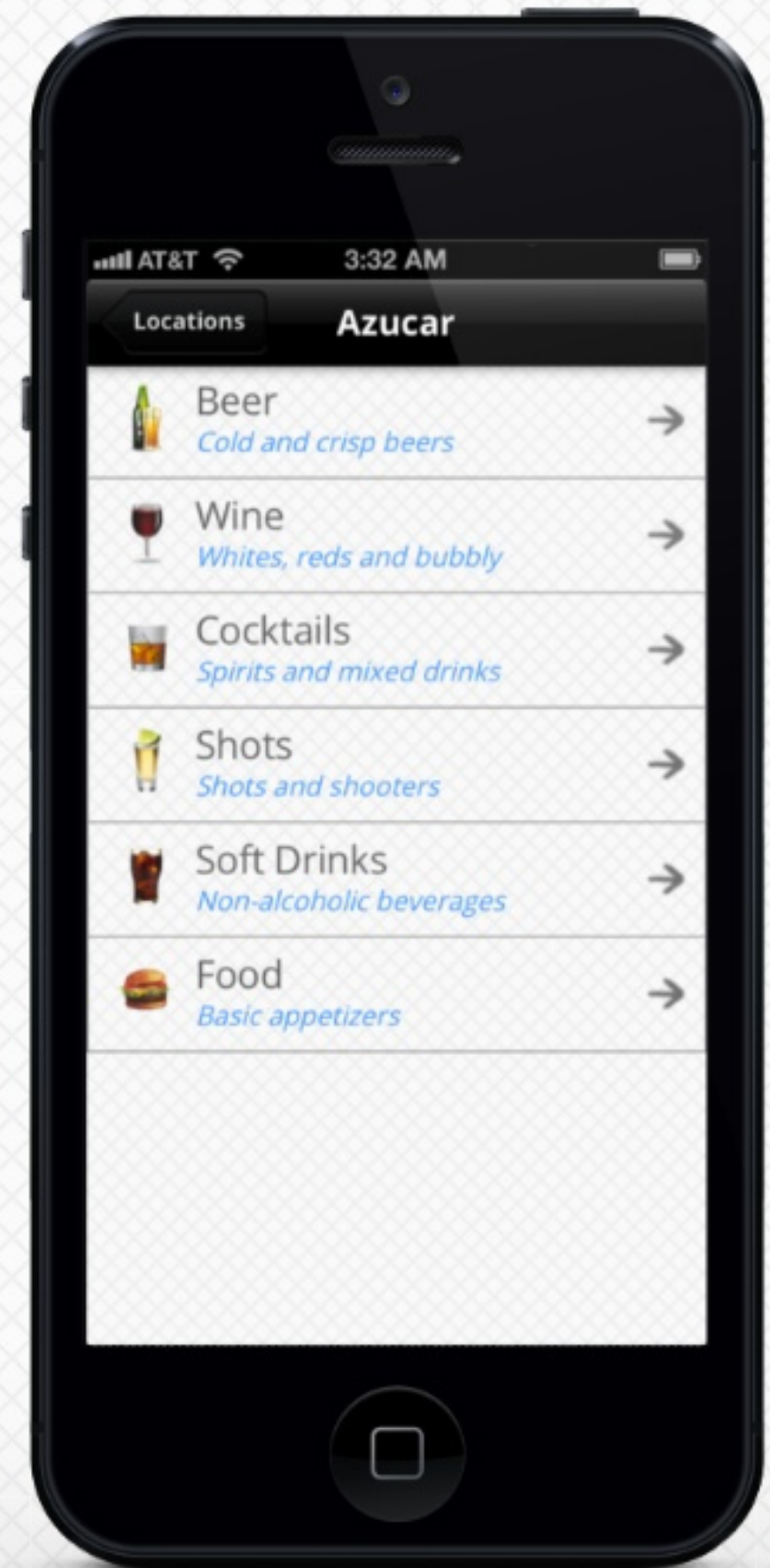- Cash, cards, and receipts

Owners

- Credit card processing fees
- Lack control to drive business

Order Pay Pickup

- Order from anywhere
- No cash, cards or open tabs
- Targeted drink deals and upselling

Business Model

User Revenue

- Merchant and service fees
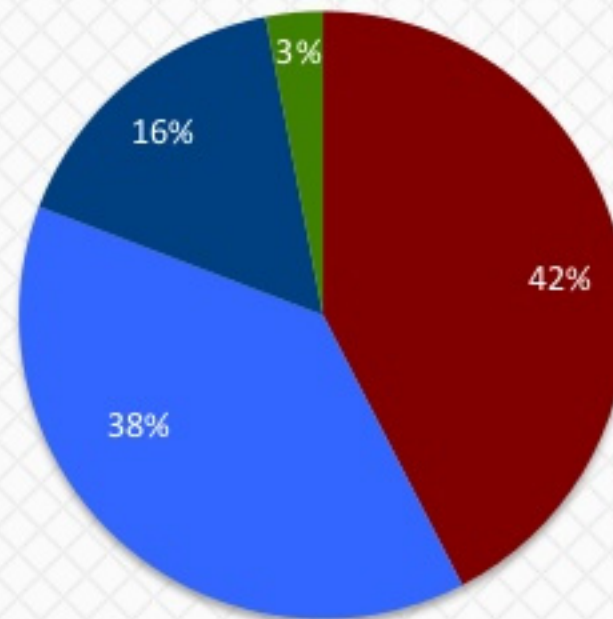- Premium subscription fees

Bar Revenue

- Upfront installation fees
- Monthly recurring fees

Advertising Revenue

- **$3 billion** annually on liquor advertising
- Mobile market share will **quadruple by 2016**

Pie chart:
- 42% — TV, radio, print & billboard
- 38% — Wholesellers & retailers
- 16% — Sponsorships
- 3% — Online & mobile

Traction

Venues*	Users**	Orders / Week	Total Sales***
7	2,200	120	$12,450

* Cost to acquire a bar is $1500 - $2500

** Cost to acquire a user is $4 - $19

*** Launched 11/1/12, sales as of 2/1/13

- Pilot distribution deal
- 2,000 national sales force

- Targeted affiliate program
- Signed 10% of Lyft drivers

- Sponsorship partner
- Proved ad revenue model

Competition

$90M raised on concept of SMB loyalty in 2011 and 2012…
LevelUp, FiveStars, BellyCard, Mogl, Shopkick, etc.

Loyalty in nightlife is wide open!

	Flowtab	GOPAGO	coaster	Tabbedout	bartab
Bars & Nightclubs	✔		✔	✔	✔
Multiple Cities	✔	✔		✔	✔
0% CC Processing	✔				
Distribution Partner	✔	✔			
Table Ordering	✔				
POS Integration				✔	

Financials

Stage	Time	Amount
Initial Seed	August 2012	$50,000
Angel Round	February 2012	$500,000
Series A	Q4 2013	$3M

Exit Strategy

Google Wallet

Increase Wallet user base.
Integrated payments solution.

mFoundry

Expand mobile payments
to nightlife industry.

intuit

Increased market share for
merchant services.

micros®

Complete offering
with integrated POS.