Executive Summary

COVID 19 pandemic has had a devastating impact on all aspects of human life over the past one year. Mass urbanisation and globalisation meant better connectivity, but it also exposed vulnerabilities in several key areas. Whilst battle to control the contagion will go on for a while, every sector in our economy is looking ahead towards a future where safer sustainable practices will ensure that a future outbreak will not bring down the entire system. It is within this broader social and economic context that Team 24 decided to develop a web application which helps promote safe practices in hospitality industry. Contactless ordering is not a new concept but the uptake of this is relatively low. Vast majority of small to medium sized hospitality industry venues still rely on close face to face interactions with their staff and patrons. Industry data reveals that lack of awareness and presumed higher costs are the reasons most business owners are reluctant to adopt new technologies and applications. This presentation is aimed at potential clients and investors alike and the focus is not on the technical aspects of our product but to provide information on key features which promote safer sustainable practices. Consumer sentiment and hospitality sector employee’s views are also shared because they are the key stakeholders. This presentation highlights Team 24’s all-encompassing strategy, which is to create awareness, deliver a commercially viable product which also leaves a social imprint.

Introduction (30-45 seconds)

**COVID – 19 Impact**

**Economic [[1]](#footnote-1)**

* GDP plunged 7 per cent in the June quarter, more than three times the previous biggest fall of 2 per cent in 1974
* Household expenditure fell 12.1 per cent
* With fewer places to spend money the household saving rate jumped from 6 to 19.8 per cent

Social[[2]](#footnote-2)

* Mandatory lockdowns
* Social distancing
* Travel restrictions
* Job losses[[3]](#footnote-3)

Impact on Hospitality sector

* Turnover reduced by 70-90% at the peak of pandemic in worst hit areas[[4]](#footnote-4)
* 40-50% reduction in yearly profits[[5]](#footnote-5)

Inspiration (30-45 seconds)

* Role IT plays after every major disaster
* GFC and rise of ridesharing and ordering applications such as UberEATS
* By now the impact of this pandemic is abundantly clear, the focus is on rebuilding every sector of economy but most significantly, come up with innovative ideas to generate a sustainable social and economic environment which is conducive to growth, create safe operating environment, so that our collective ecosystem doesn’t collapse under the weight of future recurring COVID outbreaks or other contagions.
* COVID clusters at hospitality venues

Meet Team 24’s SmartOrder® (90 seconds)

Integrates;

* Online booking system
* Sign in when patrons arrive at the venue
* Contactless ordering
* Chatbot which provides venue specific information on dishes containing food allergens and caters for specific dietary requirements.
* Safe contactless payment

Benefits hospitality industry by.

* Creating safe working environment for hospitality workers
* Reduces staffing costs
* Promotes safe work practices
* Creates safe environment where patrons enjoy all aspects of their social interactions with their friends and family in hospitality venues without having to interact with the staff.
* By reducing the interactions with the staff, it reduces the likelihood of spreading the contagion.

Interviews with key stakeholders (90 seconds)

* Consumers
* Staff
* Business owner

**Key Facts and information for potential investors** (60-90 seconds)

* Product price/Unit cost/Ongoing subscription charges/Maintenance expenses
* **Market research data** (100 hospitality business owners interviewed, 85% would consider buying the product)
* **Consumer sentiment** (100 consumers interviewed, 80% would attend the venues that adopt total contactless ordering and delivery within establishment).
* **Why choose SmartOrder**®–

1. Australian based company which understands local market conditions and provides support services from its offices based locally.
2. 24/7 real time technical support
3. Price advantage
4. Distinct features
5. Rigorous testing to ensure reliability

1. https://www.abc.net.au/news/2020-09-02/australian-recession-confirmed-as-economy-shrinks-in-june-qtr/12619950#:~:text=Key%20points%3A,6%20to%2019.8%20per%20cent [↑](#footnote-ref-1)
2. https://www.hospitalitynet.org/opinion/4098062.html [↑](#footnote-ref-2)
3. https://www.pwc.com.au/press-room/2020/the-rostering-report-provides-new-insights.html [↑](#footnote-ref-3)
4. https://www.theguardian.com/australia-news/2020/apr/07/coronavirus-crisis-has-had-staggering-impact-on-australian-businesses-data-reveals [↑](#footnote-ref-4)
5. https://home.kpmg/au/en/home/insights/2020/05/covid-19-coronavirus-hospitality-sector-next-step.html [↑](#footnote-ref-5)