Introduction

*Voiceover + Slide 2,3*

*COVID 19 pandemic has had a devastating impact on all aspects of human life over the past one year. Economic impact has been felt across the world with GDP plunging more than 7% for most economies, which is the biggest fall since the great depression.*

*Slide4,5,6,7,8*

*Social impact of this pandemic is unprecedented. Mandatory lockdowns turned thriving communities and vibrant cities into empty deserted places.*

*Slide 9,10*

*One of the worst hit sectors is Hospitality sector. Mandatory lockdowns have forced many businesses to close down while others are struggling to cope with decline in demand and cost pressures.*

What does future look like?

*“Voiceover”*

*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 and help businesses reduce their costs significantly.*

*“Exclaims”*

Meet Team 24’s SmartOrder!!!!

*How does it work? Quite simple really, Just Scan the QR code, view the menu and place an order from the table, Food preferences? Vegan? Kosher? Halal? Pescatarian? Food allergies? Or have any questions? Our chatbot is here to answer these for you, once finished, it also connects you to restaurant’s secure payment system. And that’s it. Complete contactless dining experience at no cost.*

*Like it? Register and also get discount offers from partner restaurants.*

Interview with a customer.

Voiceover Amer

*Hospitality industry is very competitive, market research is going to be the key if our product idea is going to work, BUT Team 24 doesn’t have any market research funding. We have to hit the pavement and talk to real people and see what they think of our prototype.*

Video + Voiceover Enter Salt Bar and Bistro on Salt Beach, Look for a good-looking patron (GLP) sitting alone

Amer: *Hi Do you have a minute? My name is Amer and we are working on a contactless ordering app, please allow me to show you how it works, would love to know what you think?*

GLP: *Absolutely*

Prototype runs on screen, main features explained

*Totally contactless, easy to use, smart chatbot, no fee, simple registration process if you wish to*

GLP: *This by far has been the best contactless concept I have seen. I have been charged fee in the past for using restaurant recommended apps, I also love the idea of smart chatbot because I have vegans, vegetarians, and pescatarians in my own family. I will definitely use SmartOrder and recommend it to others as well.*

Amer: *Glad to hear it, Thank you for your time and lovely talking to you.*

Interview with Hospitality Business Owner

Voiceover: We shortlisted hospitality business owners and provided them with the details of our product. We are meeting one of them to find out what they think of our product. Gentlemen’s name is Alejandro and he owns an upmarket establishment on Salt Beach.

Voiceover: Alejandro you’ve had time to review our product and use the prototype, what do you think?

Alejandro: I don’t say this lightly, I absolutely love it, and I’ll tell you why. I have been reluctant to use this kind of technology because I am not good at watching online videos and learning how to adopt new technologies. Your team has shown me how it works, you are based in Australia, I can pick up the phone and talk to you, that’s perfect.

SmartOrder is going to deliver huge cost savings to my business. I currently have to employ 5-6 staff to cater for our patrons, if we go contactless, I will need only two. This is going to ensure the longevity of my business. Your app also happens to be one of the cheapest on the market, I really like the idea of small transaction fee rather having to cmmit to upfront or ongoing charges. I’ll definitely be your first customer, count me in, and really looking forward to working with you.

Investor Information

Product development cost = $220,000

Maintenance and running costs = $120,000

Projected revenue = $450,000

Return on Investment = 32.35%

Revenue estimates are based on financial modelling and market research

Market research indicates that 87% of small to medium enterprises will sign up for SmartOrder®

Initial rollout will include signing up of 250-300 hospitality businesses with an annual turnover of $100,000 or above, across metropolitan and regional Australia.

By the end of year 1, it is our estimate that SmartOrder® will be part of enough customer transactions to generate the stated revenue.