



# depop

*Order differently*

# Our observation : Waiting...





# Our Solution



Credit card reader



Touch-sensitive screen



Strengthened structure



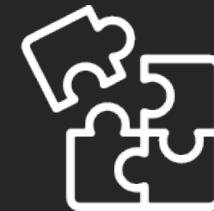
# New experience - for clients



No more waiting  
To order  
To pay



Multilingual,  
Useful  
information



Social networks,  
Games &  
Trending apps

# Enhanced satisfaction - for restaurants



Increase the  
average bill and  
table turnover



Live update of the  
restaurant menu



HR & Financial  
Dashboard

# Tabletop ordering & payment



- +10% revenue coffee, starters, desserts, drinks
  - Increase table turnover
  - Decrease average waiting time from 8 to 2min
- 

**+ 5% CA**

Source : Elacarte





# The restaurant industry, undergoing changes



## New-comers

International restaurant chains

Concepts:

- fast casual
- hipster
- food-truck

Are deeply changing the way to go, eat, behave in a restaurant.

They are creating new trends and standards







**A new challenge** : global user-experience

Service, atmosphere, decor, emotions

# Our target in the restaurant industry



For a budget lower than €20, the client is looking for rapidity, efficacy as well as price, product and quality of service

Average bill TTC / Client <i>Drinks included</i>						
Number of meals	73 %	14 %	7 %	3 %	2 %	1 %
	<b>Our core target</b>					
Revenue	45 %	18 %	14 %	9 %	7 %	7 %
Main criteria chosen <i>On 17-19 criteria proposed</i>	1 Price 2 Rhythm 3 Product	1 Product 2 Rhythm 3 Security	1 Product 2 Price 3 Efficacy 4 Contact	1 Product 2 Service 3 Price	1 Product 2 Service 3 Price	1 Product 2 Decor 3 Atmosphere

Source : GIRA Conseil – October 2015



# Timeline



September to Novembre 2015

Market research and feasibility

Meeting market players and suppliers



Fundraising



June 2016 to October 2016

Product tests and debugging in pilot restaurants – fundraising at the same time



Janvier 2018

Commercialization

START

Devs

Tests

Fundraising

Pilot

Sales

Personal investment

Creation

Kick-Off SAS



November 2015 to May 2016

Trial development : software and hardware



October 2016 to April 2017

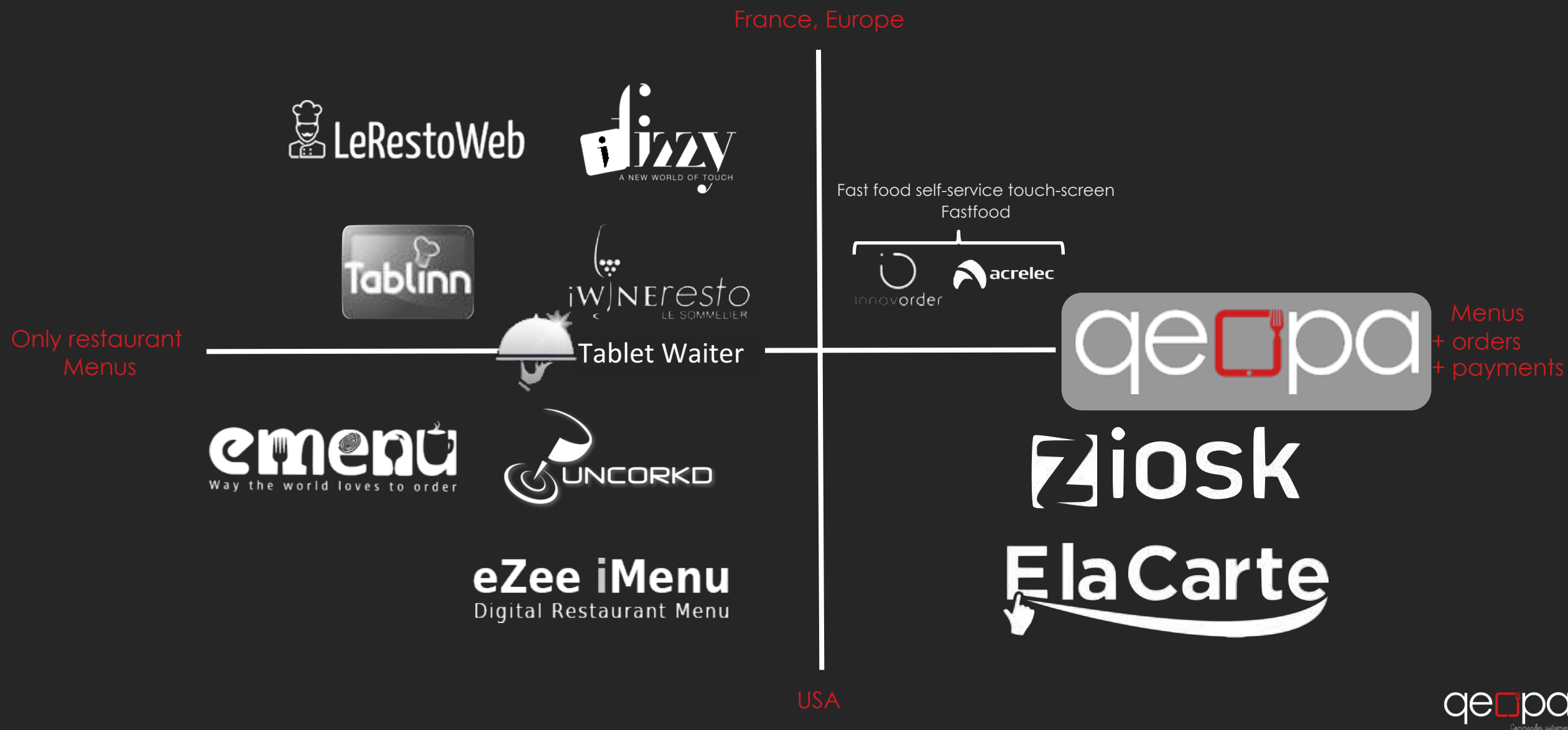
Industrialization and development of the V2 software



Prospection

Bargaining

# Competitors, positioning



# Business Model



SaaS model – Bundle : tablet and mPOS leasing + app + back-office

2,30€

/day /tablet

Additional income:

**Tablet games** : « pay-to-play »

**Advertising** : targeted advertising

**Monetizing our database**

# Strategy and financial forecast



- Conquer large restaurant chains in France
- Become a leader
- Conquer the European market

Forecast Kick-Off				
In € - FYE 31.12	FYE 17E	FYE 18E	FYE 19E	FYE 20E
<b>Sales</b>	0	1 151 472	3 523 968	6 433 560
<b>EBITDA</b>	(74 582)	353 064	1 775 533	4 046 106
<b>EBIT</b>	(78 748)	191 537	1 133 385	2 780 499
<b>Net Income</b>	(52 499)	98 454	648 758	1 724 578



# Overview and goals

- Relevant offer and high growth potential
- Practical and high added value
- Advanced strategic partnerships
- First arrived on the market in Europe
- Drive the market and benefit from a sustainable brand

# Founding team

Tightly-knit partners, with complementary skills

Management, corporate strategy, finance, marketing, SaaS project management



**Adrien Troubat, 36**  
CEO

**Experiences** : 15 years in Finance which more than a dozen as CEO in financial optimization

**Expertise and skills** : Business management and team management , Financial and Commercial Management



**Fabien Augereau, 33**  
CTO

**Experience** : Telecommunications and Networks Engineer. Manager of technical teams , IT Managing director (SME)

**Expertise and skills**: entrepreneurship, business strategy , engineering, technology



**Nicolas Renou, 26**  
Marketing director

**Experience**: 3 years in various marketing positions. Two entrepreneurial experiences

**Expertise and skills** : Marketing, Business Development , Design, growth-hacking, English

# Funding

## Seed : € 500 000

### Second semester 2016

- Industrial phase (hardware) for product commercialization
- Overall software finalization
- Additional sales force

### First Semester 2017

Financing our WCR (Saas Project)  
Developments and Future product developments

# Contacts

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