Smart Trends & Word-Of-Mouth

Finally digitized to bring best conversion rates

Powered by

utrendz

Company Vision

Created in August 2016 with a funding of € 38,000, Utrendz SAS aims to exploit recommendations between consumers and make them viral.

Alpha launched in Paris in March 2017, Foodz is our first dedicated application to apply this vision for restaurants lovers.

Our ambition

Use the untapped power of digital word-of-mouth to bring a new social and quality communication approach, that highly involves users and customers in a win-win collaboration.

What is Foodz ?

" Based on Friends ' recommendations, Foodz is the solution to find trendy restaurants which fit our tastes. Outside of ranking paradigm, Foodz revolutionize the way we discover new places while increasing restaurants' visibility and developing their turnover. "

Vivien Vignaud, CEO of Utrendz.

Product Vision

Foodz has been thought to encourage users to promote restaurants and talk about the experiences they lived, especially within their friend community.

Making them the best ambassadors.

Foodz digitalized word-of-mouth which is the most natural, trusted and efficient way to communicate and convert customers.

Foodz puts the human factor back in the game by leveraging recommendations to create a trend ratio and to show trusted "place to be".

- 90% of people trust their friends ' direct recommendations

- 92% of customers doubt online ratings

- Up to 50% of purchasing decisions are made thanks to word-of-mouth *

* Those are not alternative facts:
Sources Nielsen, Opinion Way & Socialmouths.com

Product Processes

Basics

DISCOVER
TRENDS RESTAURANTS
AROUND THAT FIT YOU

SHARE
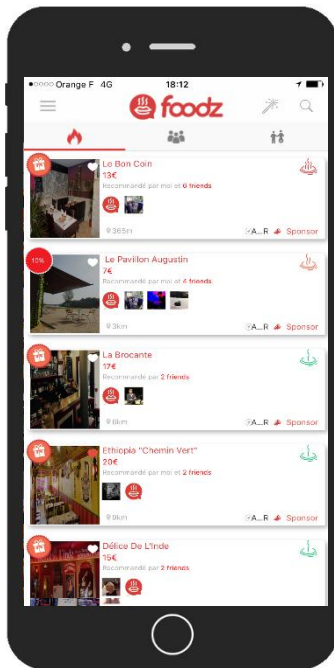YOUR EXPERIENCE WITH
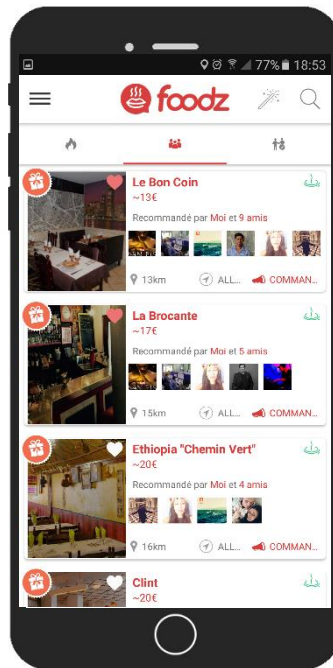YOUR FRIENDS

BENEFIT
FROM INSTANT
DISCOUNT UP TO 50%

A Consistant Solution

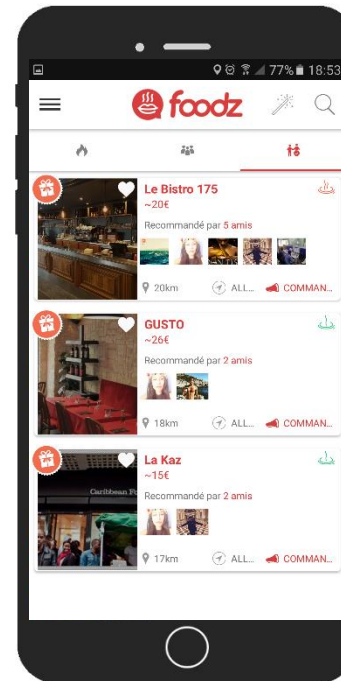Trends and Word-Of-Mouth are the alternatives to ranking paradigm

Users find a restaurant thanks to the "Trend" tab, fed by community's recommendations

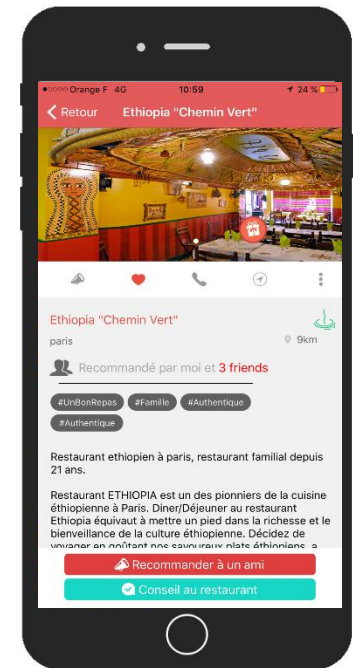Or "Facebook friends ' recommendations" tab

Or his "personal Facebook friends ' direct recommendations" tab

Users can check the restaurant profile and menu to eat in

Every user has a personalized feed in those screens

Different Kinds of Experiences

Business model based on user satisfaction

Digital Word-of-Mouth

Facebook Smooth Sharing
Positive Experience

Instant Reward,
a gift or up to 50% discount

Good Experience
User recommends to a friend

€1 Per people, paid by
Restaurant Owner

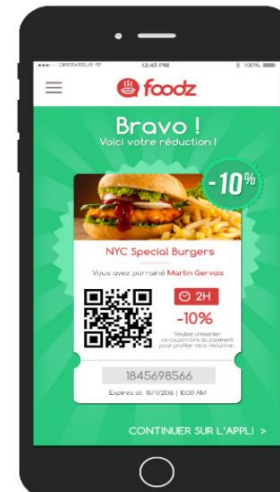Bad Experience
User sends a private advice
to the restaurant owner
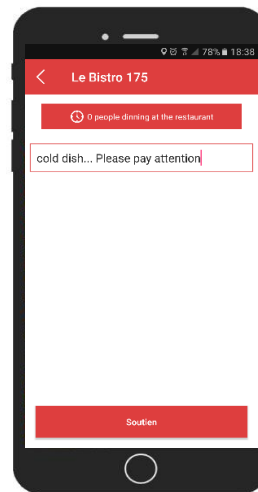
Turns
a bad experience
into a constructive
and good one

Restaurant Manager App

Trend is fed by a ticket validation

- Restaurant manager has a dedicated application to scan ticket for validation

- When a user's recommendation ticket is validated, it feeds in a secure way the Restaurant Trend Ratio

- Bill amount can be entered to evaluate Return On Investment in the back-office website

Smart Data Use

Personalizing user experiences

User's profile tastes are used to simplify restaurant choice

Using the « Magic Wand » button

User tastes are used to present first friends that matches the restaurant beeing recommend
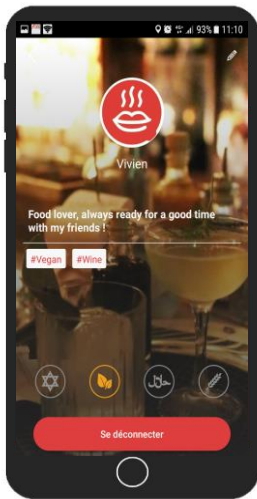
Including « Mandatory » tastes, such as « Vegetarian »
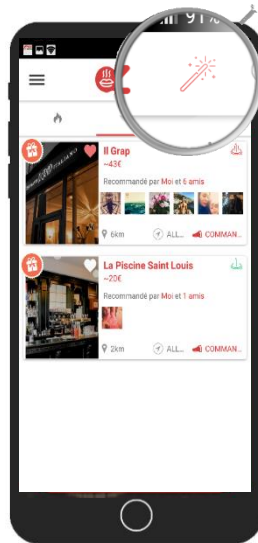
Only restaurants with dishes that fit tastes are displayed

Increasing user - restaurant matching rates
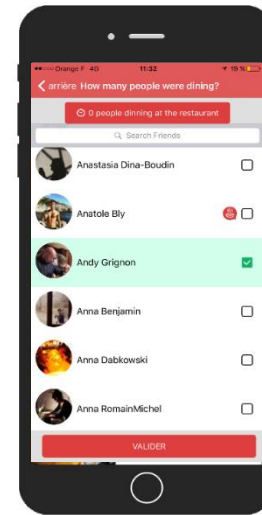
Increasing recommendation's quality and so improving conversion rates

Smart Data Analysis

One stop back-office solution to explore users behaviors and interact with them

- Profile, menu, discounts updates

- Real time statistics: Turn over, customers conversions, ROI

- Private advice messages

- Recommendation messages, "who recommend who ?"

  - Consumers forecast thanks to **data**

    Up to 50% of future consumers are known,
    Hence friends ' recommendations have
    best conversion rates ever…
    And as we know who they are,
    a direct communication is possible

- "News" : a Direct Communication Channel
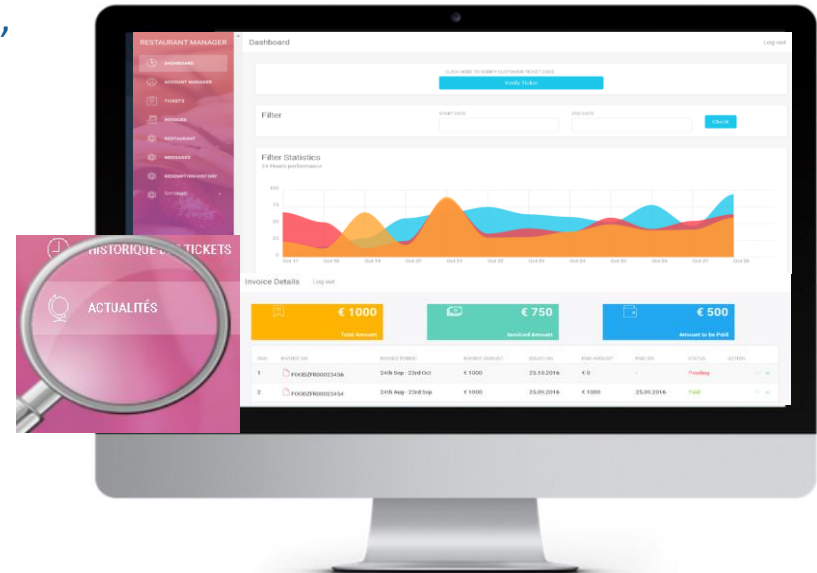
Direct Communication Channel

Ready-to-use Data to convert leads

News created in the Dashboard feeds a Direct Communication Channel in App only for:

o Current restaurant's customers
o Future restaurant's customers, which are the recommended friends

✓ Increasing the word-of-mouth conversion rate, and no spam

Influence & Fidelization
Much more than word-of-mouth…

Recommendations naturally influence users, Foodz brings a new approach

- A user that convince friends to come and eat in the restaurant is rewarded

  ✓ A conversion bonus reward is given for influencers
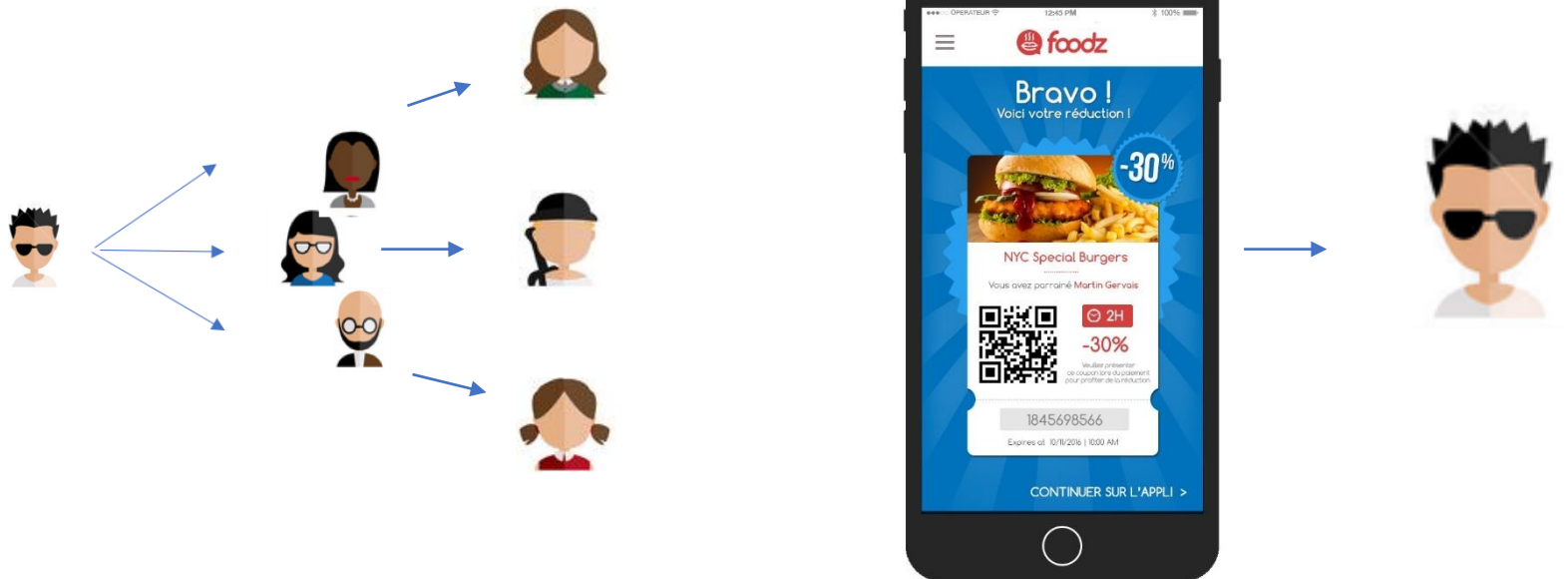
Value Proposition

Why Foodz ?

- 92% of people do not trust online ratings
- 90% of people trust friends recommendation… But no App really leverage on it
- 80% of restaurants bankrupt within 5 years

- Online comments hard dependency and consequences
- Expensive and non optimized communication solutions

- Not easy, trusted and fast solution to find a restaurant which suits user tastes

Viralized Communication and Increased Turnover

- Transform customers into best ambassadors

    - Use word-of-mouth power, the most effective way to convert leads

    - Appropriate and powerful use of social media, Facebook posts can be seen up to 250 times

    - Optimize restaurant and Foodz visibility, Recommendations are exponentials
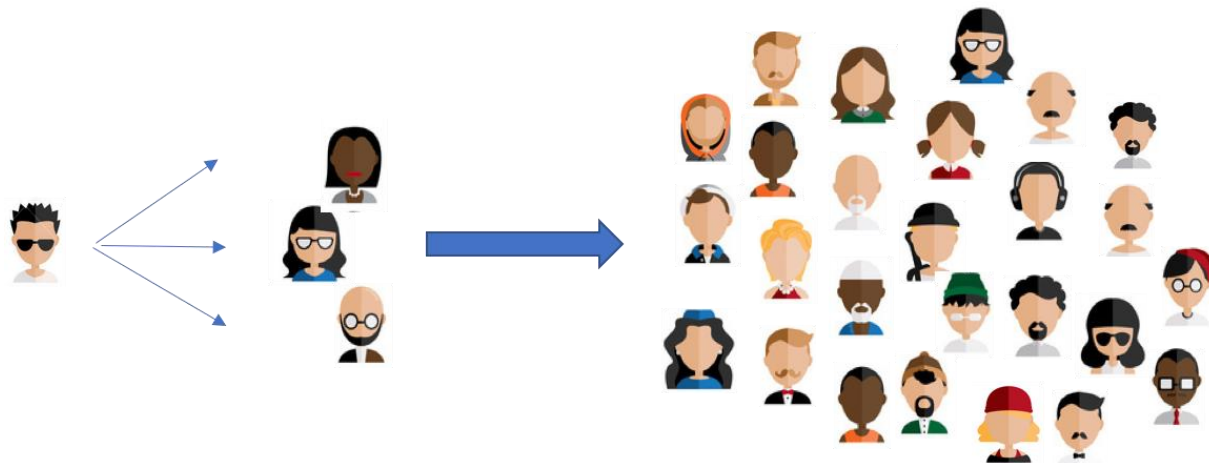
End of Online Ratings Dependency

- Out of ratings paradigm, no more haters

- Coping with bad e-reputation, trend is moving in time

- Trusting people you know and the community's recommendations

Buy

A word-of-mouth recommendation is the primary factor behind

20% to 50%

of all purchasing decisions

Buy

… And Finally Discover Restaurants Serenely

- Find instantly best restaurants according to user's recommendations
  Keep calm, your friends know you !

- Discover unexpected, trendy and suitable restaurants, be influenced

- Never forget a place a friend has recommended

- No need to have Foodz installed to have a restaurant recommendation

Food Market and Users

French Restaurants Markets

Foodz addresses two markets at the same time:
Customers acquisition and quality targeted communication

€ 20 Billion

Market Size

1 Billion

Meals Served

€ 500 Million

Communication Budget
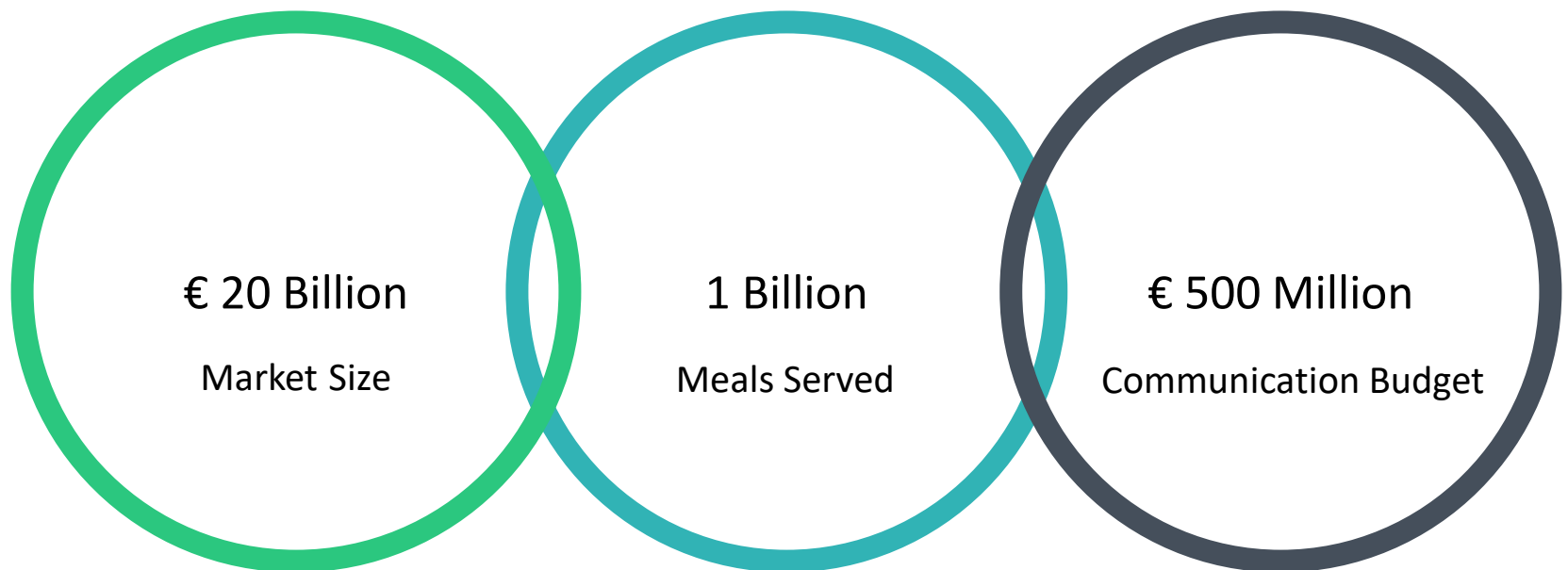
*Brand food companies excluded

Market & Social Opportunities

Foodz objective is to bring up to 5% new customers to partner restaurants in the next year

1000 restaurants
750 000 customers
350,000 shares on social networks
87 Millions views on Facebook

#FoodTech Competitors

By confidence and virality

Exposition / Virality

Doubt
(Ratings)

Trust
(Recommendations)
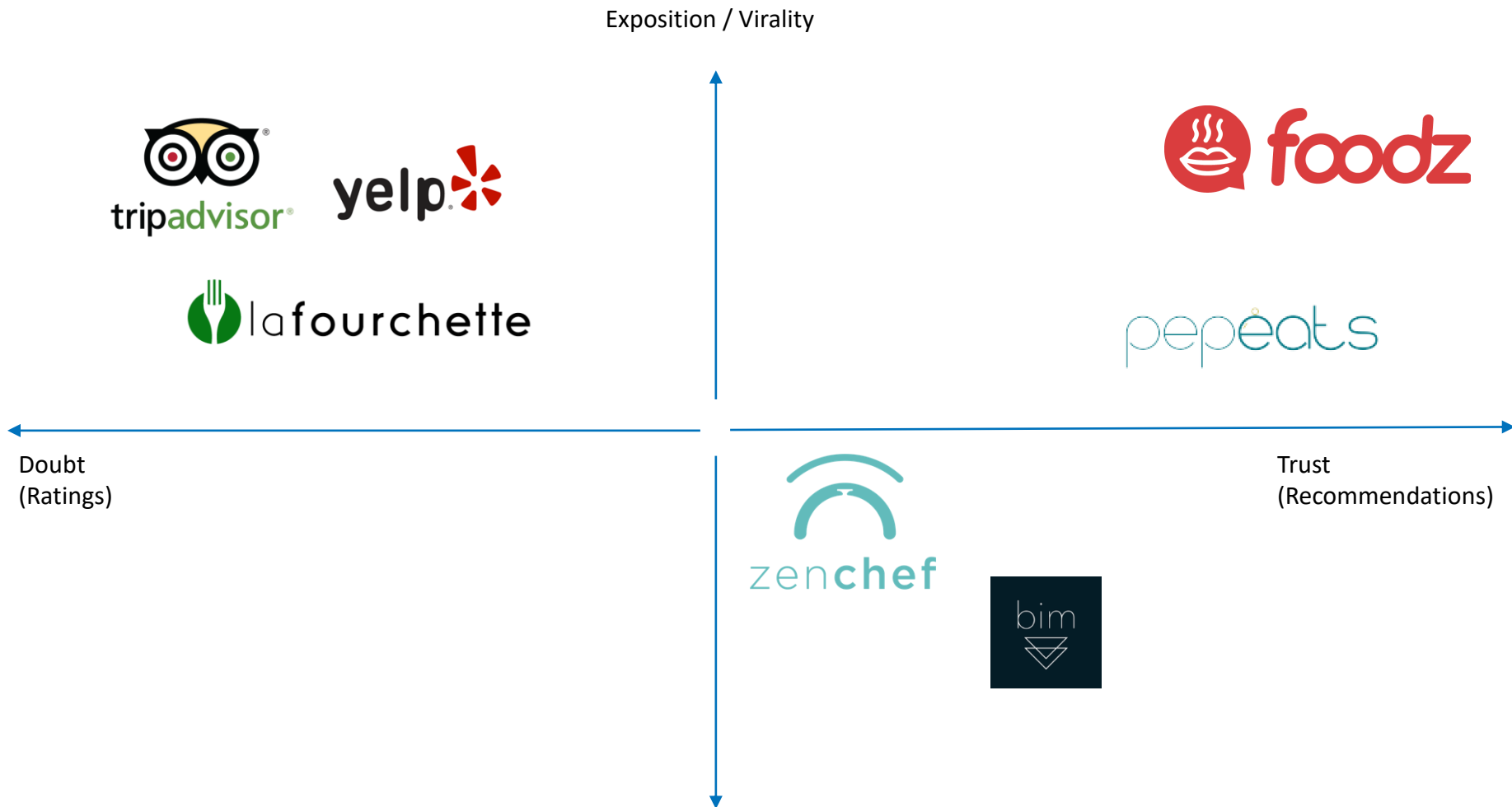
Unique Competitive advantages
Confidence, Trendy, Viral

Trust	Fidelization	Cross Platform
First application where 90% of users have confidence in suggestions	Influence and obtain instant discounts	No need to have Foodz to be informed of what your friends recommend

Insights	Fair Trend Technology	Viral By Nature
Showing restaurants based on users' tastes and recommendations	Ranking based on verified recommendations and no more rates or comments	Optimized communication based on social growth

Relevant Business Model

Thought and approved by restaurant's owners

Commis	Second	Chef
Free	**€12.5**	**€25**
Per month	Per month, billed annually	Per month, billed annually
€1 per satisfied customer	€1 per satisfied customer	€1 per satisfied customer
Per month, billed monthly	Per month, billed monthly	Per month, billed monthly
	15 first customers dinning offered	**30** first customers dinning offered
1 restaurant profile management	Multiple profiles management	Multiple profiles management
Foodz manager scan application	Foodz manager scan application	Foodz manager scan application
Monthly detail invoice	Detail invoices	Detail invoices
	Real time Detailed reporting	Real time Detailed reporting
		Customers Messages
		Direct communication Channel

Foodz Early Market - Paris

Top one touristic city in the world

- 6000 Targeted middle class + restaurants

- 6 M Parisian urban people

- 32 M tourists (Foodz is natively in English)

- 25-50 Years old social media users

Foodz Business Development Strategy

24 Months plan, starting from May 2017

Beta	Launch & acquisition	consolidation	expansion
• 2.5K Early Adopters • 100 Restaurants • Starting social communication	• Organic users & paid users acquisition • 25K users • 500 partner restaurants • Capital increase • New social networks	• Organic & paid users acquisition • 100K users • 1000 partner restaurants • Strategic partnerships • Opening new French cities	• Organic & paid users acquisition • 500K users • 5K partner restaurants • Opening new European Cities

Metrics & Forecasts

Early Metrics - Alpha Opened 17th of March

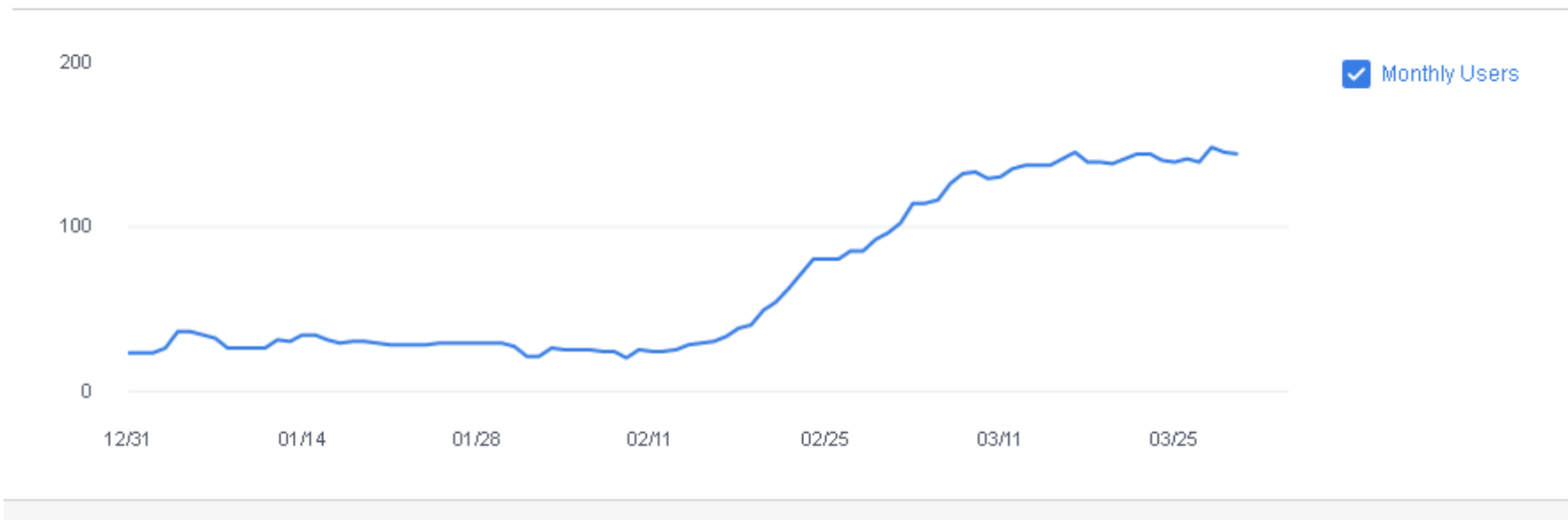Only organic growth, no advertising or friend invites yet

From March 17th to 31th, 30 restaurants joined us

Active users

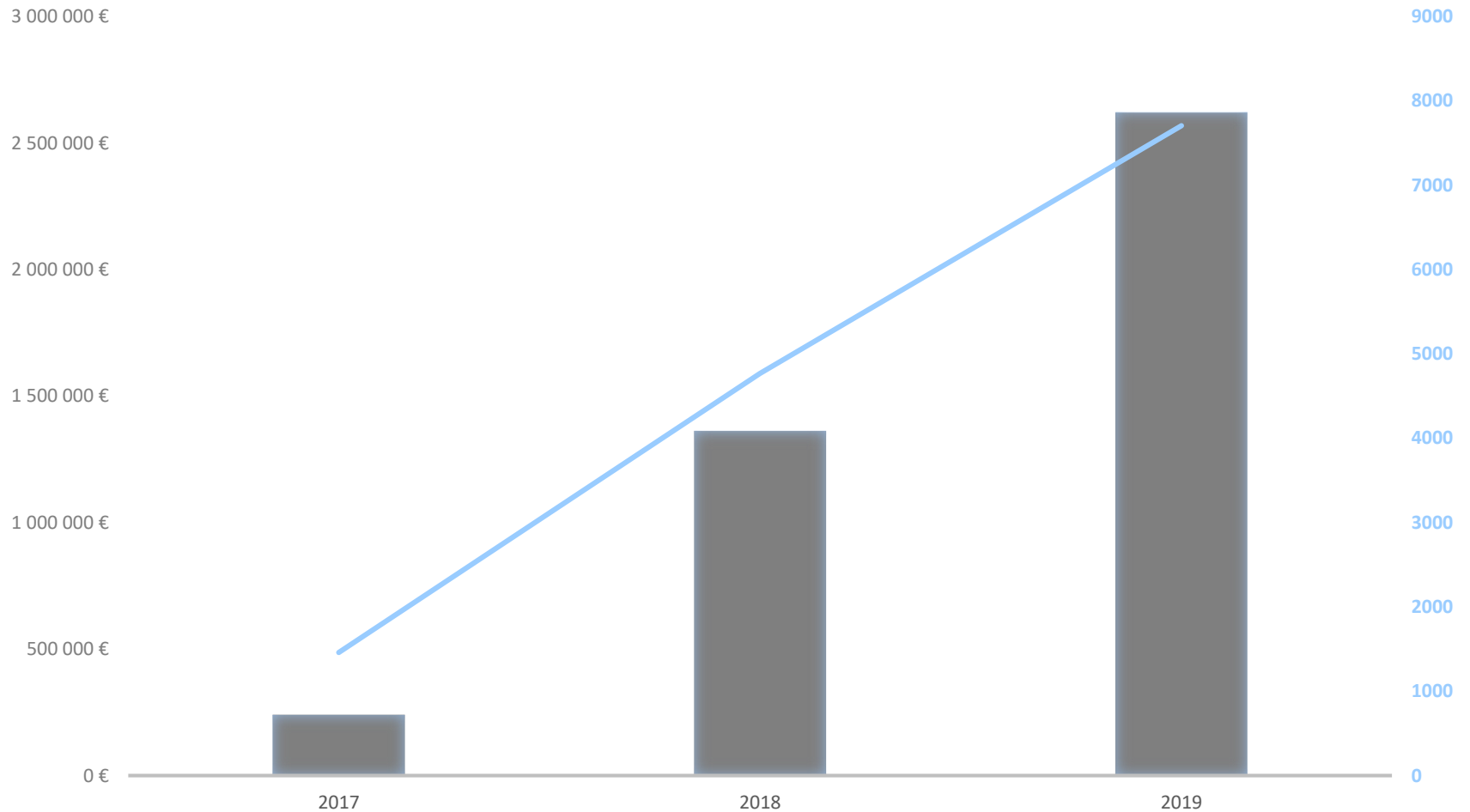| 233	153	153	5.9K
UNIQUE USERS / +832%	APP INSTALLS / +1.3K%	NEW USERS / +1.3K%	APP LAUNCHES / +2.8K%

Restaurants & Turnover Forecasts

Projection based on first metrics and business plan

Who are we ?

Founders

Ten years long friends, that would recommend each others

Two founders with complementary professional skills

Vivien Vignaud has more than 15 years of experience in managing complex technological projects for finance and insurance companies

Martin Gervais is an entrepreneur with 10 years of experience in business development and marketing of new image and video technologies.
His latest company had for customers restaurants ' owners: "Appstick" that did logo recognition and SEO

Early Investors

Benjamin Magnard is a serial entrepreneur, founder of Alapage.com , founder and president of Educlever First on-line educational support platform with more than 100,000 students

Jean-René Alonso is CEO of Remmedia, Engineer, 15 years of experience in Telecom: Remmedia offers monetization of web content and develops voice solutions for customer relations

Vincent Vignaud has 20 years of experience as Sales Manager at Pernod-Ricard, developing business with restaurants and night clubs

Foodz ' Marvelous Team

People we have the chance to work with

They loved the project from the beginning :

o 1 CTO

o 1 Community manager

o 1 Sale Manager

o 5 Salespersons

Foodz Partners

crayon'd — Offshore Developers

Network Partner — facebook

DigitalFoodLab — SEO + Content

CRM — pipedrive

propulse — Animated Videos

Intellectual property lawyers — AC BM

webportage — Salespersons Contractor
Le portage salarial en ligne

Online Secure Payments — PayZen
Paiement sur internet

Long term vision

- Our objective is to be in a three years perspective, the mainstream application for word-of-mouth communication with a strong base of users

    - 10 000 Places
    - 1 Million Users
    - 5 Geographic Markets
    - 1 Billion social interactions

- Strategic partnerships locally and globally to enhance customer & user experience

    - Brand Communication & Network
    - Technologic crossed APIs
    - Added Value Services

- Developing and applying deep learning technologies
.
    - Using Foodz' big data set to enhance user personalized experience and the match of right places with right people.
    - Optimize user acquisition and fidelization.
    - Forecast of new customers added and restaurants filling rates

* But Utrendz aims so much more, to be continued…

foodz

Share's Good