HIVE

Reinventing Your Customer Experiences

HIVE

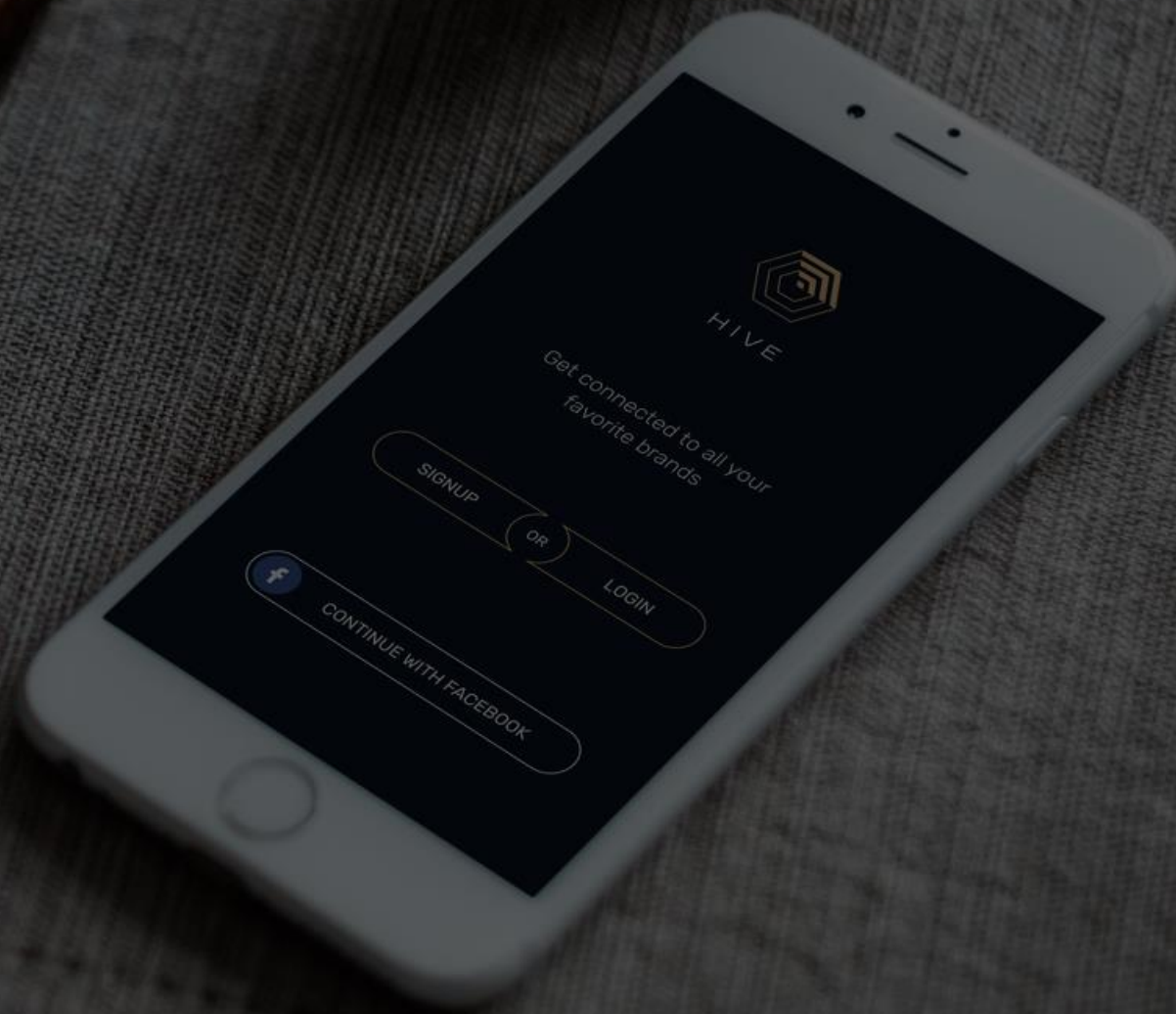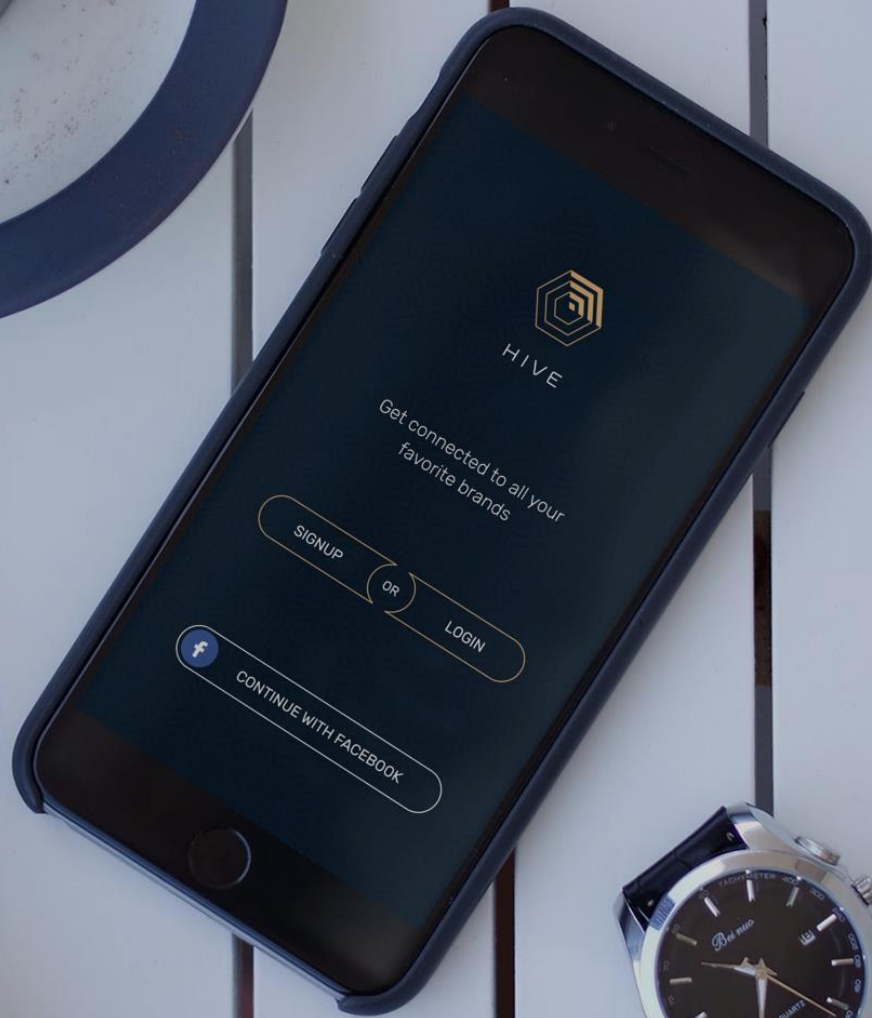Get connected to all your favorite brands

SIGNUP

OR

LOGIN

CONTINUE WITH FACEBOOK

HIVE

Hive **centralizes all brand offerings and loyalty programs into one platform**, while enabling users to manage all of their brand engagements. We **empower brands** provide their customers with the **perfect experiences.**

Our Mission

WHY
We want to **change how people consume** goods and services.

HOW
Creating a **direct communication platform** between users and brands.

WHAT
We help you **manage brand experiences** better.

What is Hive?

## I Digital Concierge

Curated mobile marketplace of brands

- One app to manage all brand engagements
- Personalized experiences across a multi-brand and industry customer journey
- Discover new brands selected just for you

II Experience Manager

CRM & Customer Channel Manager

- Manage all service requests from app directly to CRM
- Manage operations surrounding customer service
- Profile customers and create service prompts to enhance their experience
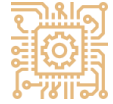
III Operations Hero

Backend Operations Manager

- Automated service and marketing prompts
- Centralize all operational data, fed through multi-level management dashboards
- Integrate other solutions and manage them through Hive

2018 Focus

Hospitality
Hotels
Wellness
Cruises

F&B
Restaurants
Nightlife

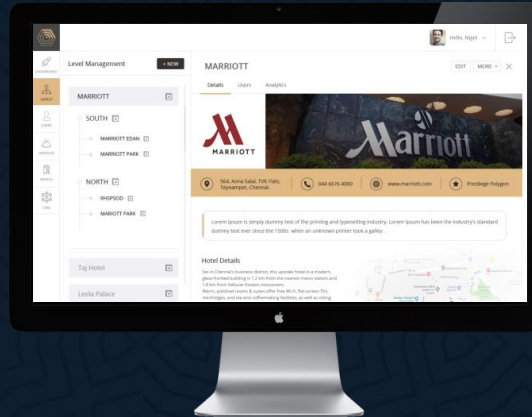### Retail
Direct
Wholesalers

Travel
Airlines
Car Rental

HIVE

Hive's Value Proposition

III Multi-Level Management Dashboard

- Manages CRMs and offerings on Hive's mobile application
- Collects all operational data from each active group of CRMs under management
- Bottom-up reporting: Multi-level management features allow brands to create hierarchies that feed data and analytics from operations up to corporate management.
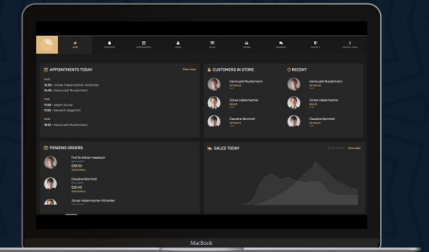
I User Mobile App

- One app to manage all your consumer experiences
- Purchase any product of service offered by partnered brands at any time
- Communicates with each brand's CRM in real-time
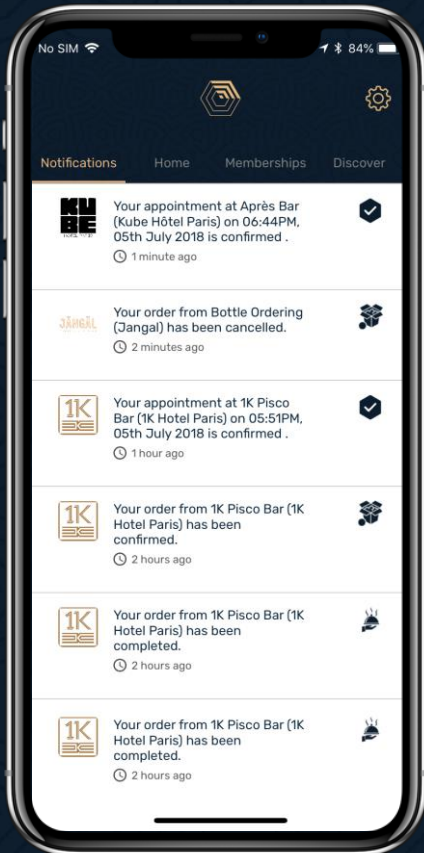- Receive instantaneous updates to your customer profile

II Point-of-Sale CRM

- Directly works with app to automatically store all customer data
- Centralizes operations onto one system
- Allows point-of-sale departments to coordinate tasks
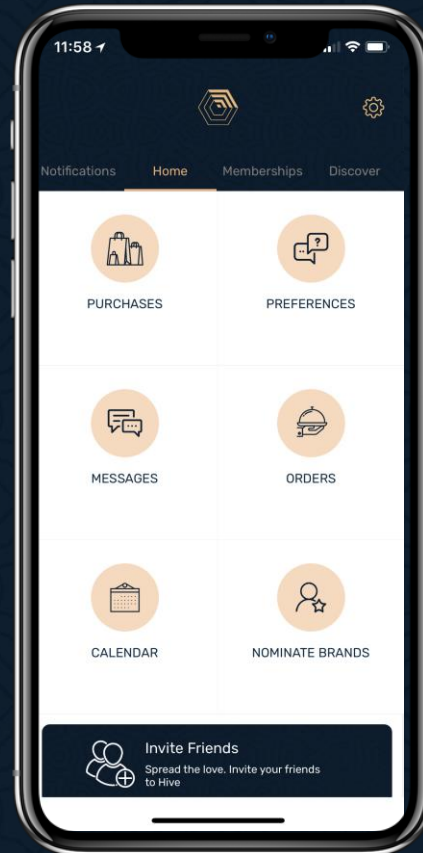- Provides analytics and actionable recommendations for operations

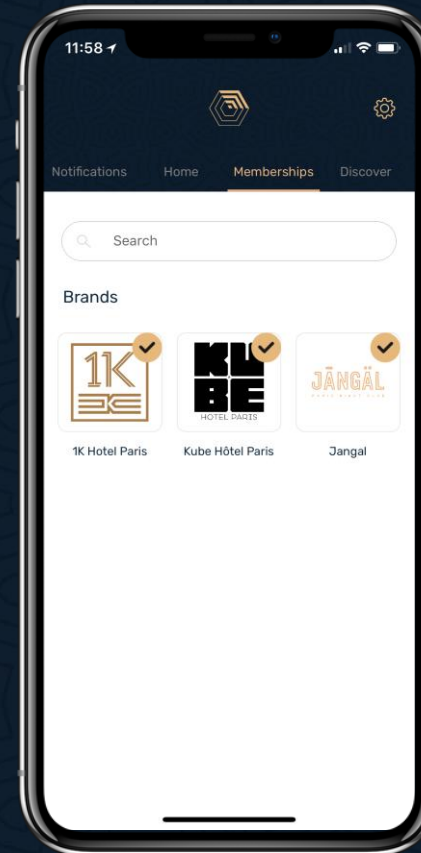# Customer Mobile Application

Main App Screens

Notifications

Alerts user of any updates from any brand.
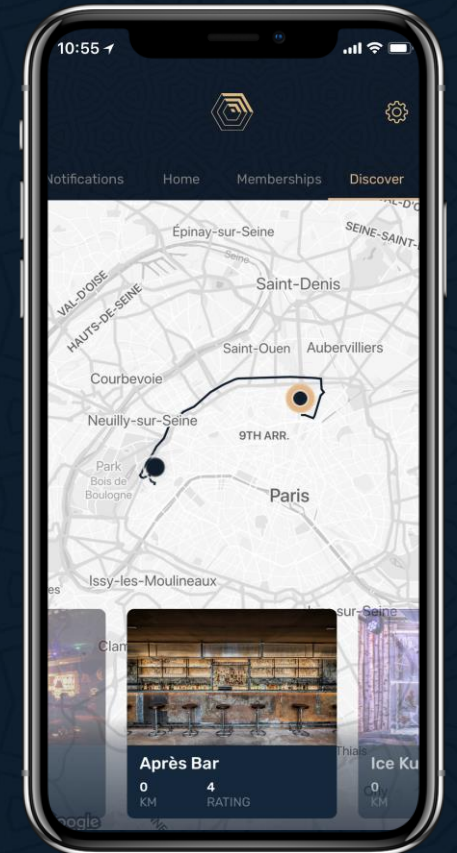
Account Tracking

Aggregates all brand interactions.

Memberships

Allows users to engage, manage, and track interactions with brands.

Discover

Helps user discover services and activities in the area surrounding them.

HIVE

Physical Enhancers

Curated Experiences

Identify each customer's lifetime value, and personalize new experiences based on past interactions.

Faster Turnover

Anticipate wants and needs, automate bookings, centralize service requests.

Relevant Recommendations

Automated recommendations based on customer preferences and spending patterns.

Customer Engagement
Enhancers
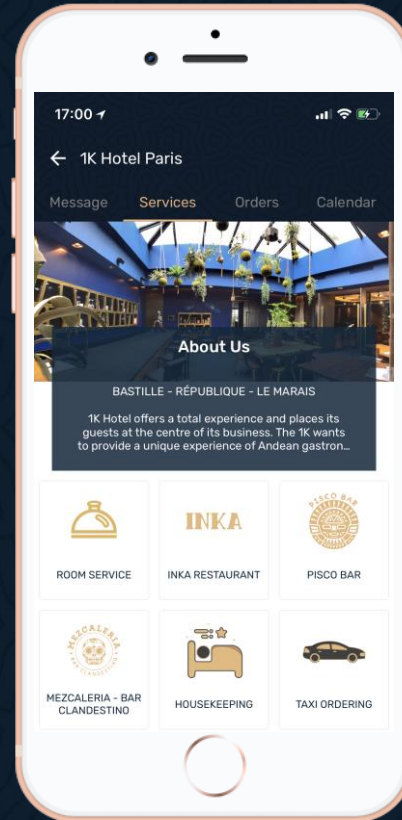
Hospitality Memberships Example

Digital Enhancers

Order & Purchase Tracking

Manage sales and build analytics to understand the unique selling points of your business.

Booking Management

Empower customers to build and manage their brand interaction calendars .

Promotional Messaging

Automated messaging based on proximity triggers, as well as push promotions.
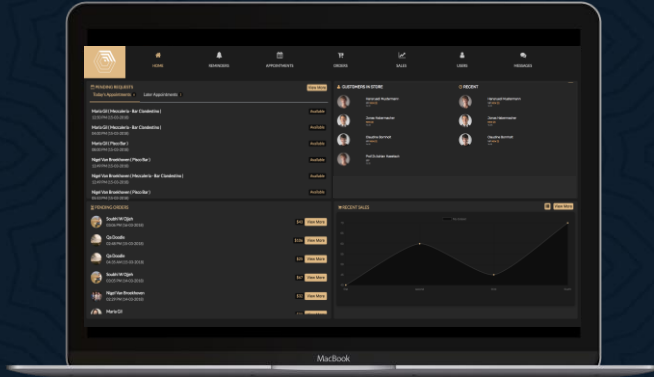
Point-of-Sale CRM
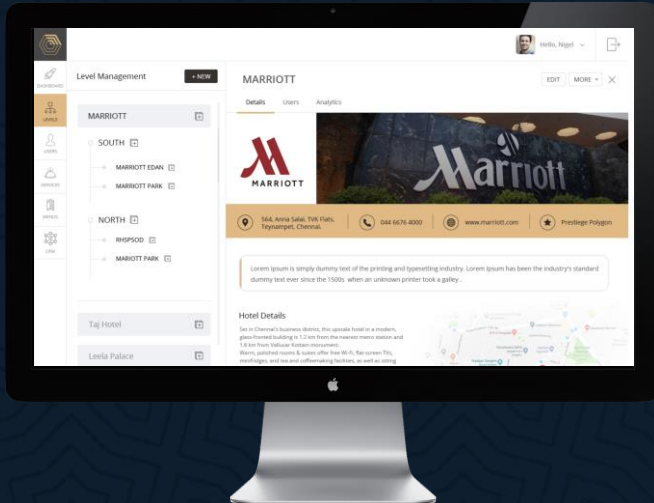
Management Dashboard

Business Enhancers

Operational Enhancers

Goal/Task Tracking
Department-wide weekly goals, team daily standups, and personal checklists

POS Performance Reporting
Dynamic analytic features, with the option for further customization requests

Actionable Recommendations
Operational coaching based on customer behavior

Management Enhancers

Platform Control
Manage all offerings on Hive, employees, and analyze business operations

Data Centralization
Aggregating data through bottom-up reporting to provide business intelligence analytics

Multi-Level Management Capabilities
Create a management structure for top down management

Revenue Model

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5%
Commission on Facilitated Sales (In-App)

Charges will be applied to brands. Consumers using Hive's app will never be charged.

€150 – 300 / CRM Monthly Subscription

Pricing varies based on industry, rate fence, and number of outlets using Hive.

Trend Reports
(Yet to be factored into forecast)

To be reviewed once enough operational data has been collected.

Market Strategy

Multi-Industry Platform

**Segment:**

Luxury / Upper tier / Lifestyle Brands

Targeted Partners

1. **Independent / SMEs**
   Hive's partner acquisition efforts will be focused on acquiring small management groups and independent brands. This is because, due to their lack of corporate structure, Hive's solution will bring the most immediate value and have the least barriers to adoption.

2. **Corporates**
   Once Hive has integrated with the key solution providers in each industry ecosystem, and enough brand traction has been gained, Hive will begin aggressively targeting larger corporate clients. Corporates will be harder to onboard during Hive's early stages, but will be attracted to Hive more for the platform's network effect and holistic management capabilities.
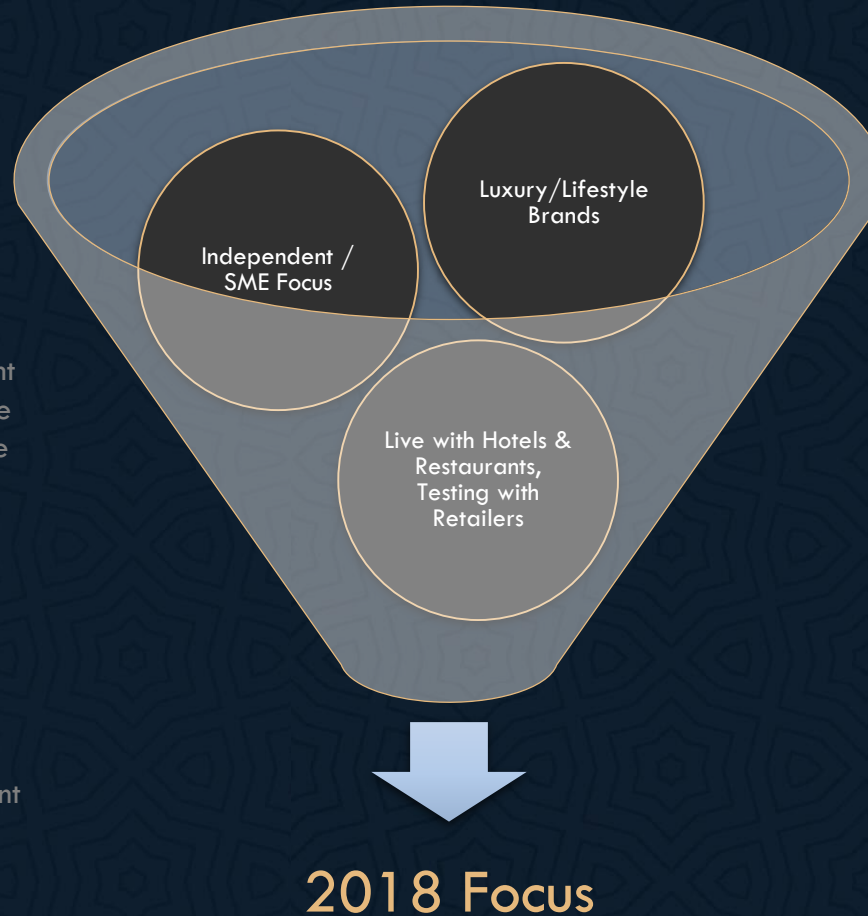
Targeted Industries

1. **Hospitality (F&B, hotels, spa, etc) (2018)**
   Hive will focus on hospitality first due to the similar operational nature of each sector. The aim is to optimize the platform, increase brand offerings, and expand integrations to other solutions before expanding to other industries.

2. **Retail and Events (2019)**
   Once the platform has been improved, Hive will work on expanding integration with other solutions for V2. This will allow for easier brand onboarding in general, as well as seamless product list onboarding for the retail sector.

3. **Travel / Transportation (TBD)**
   With higher barriers to switching, Hive will only slowly begin discussions with the travel industry once more traction has been gained in other industries.

Independent / SME Focus

Luxury/Lifestyle Brands

Live with Hotels & Restaurants, Testing with Retailers

2018 Focus

Competitor Analysis

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Full-Suite CRM / Data Analytics

Industry-Specific CRMs

HubSpot

(Prosperworks)

ALICE

salesforce

KEYPR

conichi

wee

wanup

RESY

JETSETTER

shopkick

MR PORTER

E-commerce Marketplaces

Multi-Brand Loyalty Programs

Hive's Competitive Advantage

- **Network Effect:** One branded platform rather than developing multiple white label solutions, allowing Hive to acquire each brand's customer base.
- **Collaborative Platform:** Empowering users to engage with brands directly through the combination of a CRM and user platform.
- **Broader Service Offering, Multi-Industry reach:** Centralized user world makes experience tracking much easier and convenient for brands and users.
- **Digital/Physical Experience Enhancers:** Combining CRM solutions, data analytics, and proximity technology to enhance physical and digital experiences.
- **Modular CRM and Memberships System:** Tailored solutions for both our users and brands.
- **Pooling Multiple Industries:** Cross industry analytics and actionable recommendations.
- **Holistic Solution:** Creating an ecosystem of solutions that contribute towards a single full-suite platform for brands to manage, with open integrations to fragmented/specialized solution providers (plug & play). This also means one central dashboard for people to manage their consumer activity.

Traction & Road Map

HIVE

2017
Private Product Testing & Refinement

Traction:
- Moved operations to Paris
- Partnered with 1 F&B group for PoC testing (30 properties total, testing in 1 first)
- Strategic partnership with a hotel group (22 properties)
  - Created hospitality and F&B taskforces
  - Weekly meetings with 5 general managers, the hotel group's corporate team, and 3 F&B directors

2018
Public BETA Testing / Launch

Traction to date:
- Approached by 4 solution providers for integrations and partnership
- In discussions with 1 cruise group (50 ships) & 1 hotel group (20 properties)

Objectives:
- Year end goals :
  - 22 hotels
  - 23 restaurants
  - 7.1k signups
  - Begin developing Hive Retail solution

2019

By the end of 2019:
- 120 operational hotels
- 80 operational restaurants
- 35 operational retail outlets
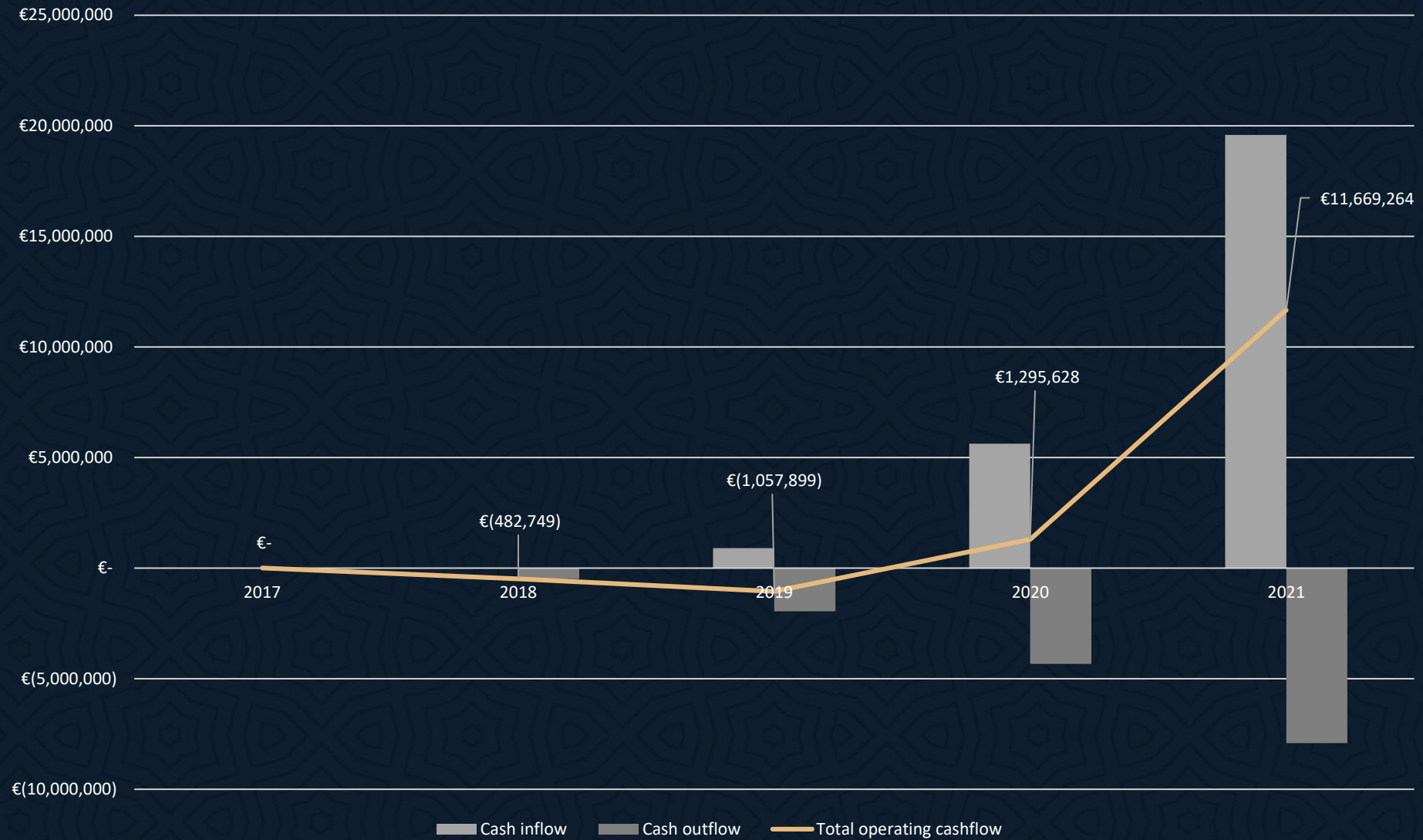- End of 2019: Operational in 2 regions

2020

By the end of 2020:
- 460 operational hotels
- 300 operational restaurants
- 160 operational retail outlets
- End of 2020: Operational in 3 regions

Financial Forecast

2017 - 2021

€11,669,264

€1,295,628

€(1,057,899)

€(482,749)

€-

| €25,000,000 |
| €20,000,000 |
| €15,000,000 |
| €10,000,000 |
| €5,000,000 |
| €- |
| €(5,000,000) |
| €(10,000,000) |

2017   2018   2019   2020   2021

Cash inflow   Cash outflow   Total operating cashflow

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Uses of Funding

11 Month Runway
Oct 2018 – August 2019

Cost Breakdown

Cost of Goods Sold:	€36,500
R&D Costs: 13 FTE IT	€529,400
S&M Costs: 12 FTE Sales	€364,700
G&A Costs: 2 FTE + Operations	€294,100

Total Cost (rounded up): €1,300,000

Sources of Funding

Investment Breakdown

Investors	Ticket
Strategic Partner	€350,000
(hospitality fund)	
Remaining Investment Opportunity	**€950,000**

Total Investment: € 1,300,000

Team

Management Team

Nigel Van Broekhoven

CEO / Founder
BSc, International Hospitality Management, EHL. Business development advisor at LUC8K (luxury e-commerce).

Julien Devillers

Operations Coordinator
Co-founder/CEO – Kanzi
Co-founder/COO – Kemono
Inspection Generale – Société Générale

Kamil Bernat

Business Development
(part-time)
General Manager - Itacoa Paris
Business development Manager - SnapEvent

Core Advisors

Kevin Machefert

Director of Sales & Dev.
MHC Hotel Group
(22 hotels)
Investor and advisor at multiple startups

Nick Staheyeff

Independent Consultant
Ex-CFO of Ebay & Paypal (EMEA)
Ex-Chairman of eBay & Skype
Investor and advisor at multiple startups

Hampus Ljunggren

Head of Strategy
Travel Appeal
(AI Travel Company)
Investor and advisor at multiple startups

Development Team

Sarvesh Kumar

CTO
VP-Product & Innovation - DoodleBlue
Chief of Technology & Innovation- Rekroot

Shreya Gupta
Project Manager

Suruli Rajan
Data Architect

Divya Devarajan
IOS Developer

Venkatesh
Android Developer

Vineeth Pappu
Frontend Developer

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Join Hive's Journey!

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