



# 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 \*

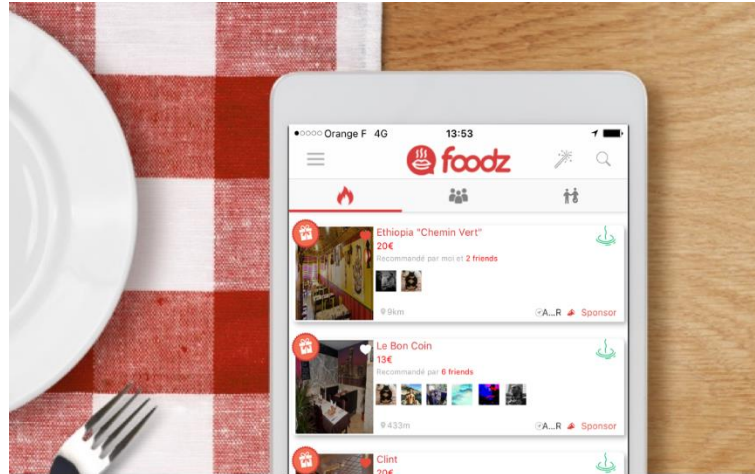
\* Those are **not** alternative facts:  
Sources Nielsen, Opinion Way & Socialmouths.com



# Product Processes



# Basics



## DISCOVER

TRENDS RESTAURANTS  
AROUND THAT FIT YOU



## SHARE

YOUR EXPERIENCE WITH  
YOUR FRIENDS



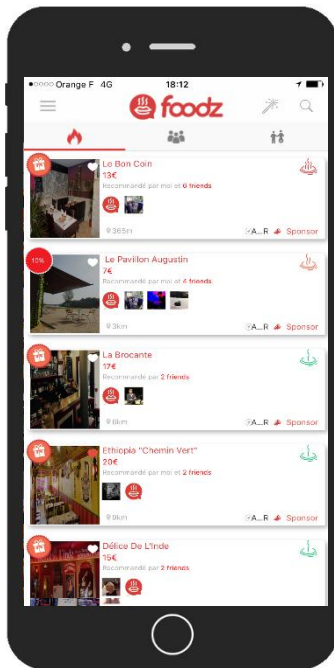
## BENEFIT

FROM INSTANT  
DISCOUNT UP TO 50%

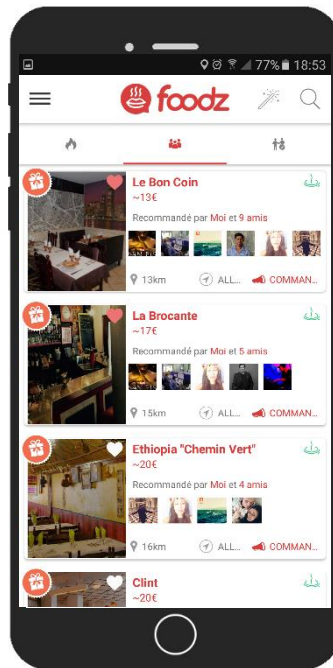
# A Consistant Solution

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

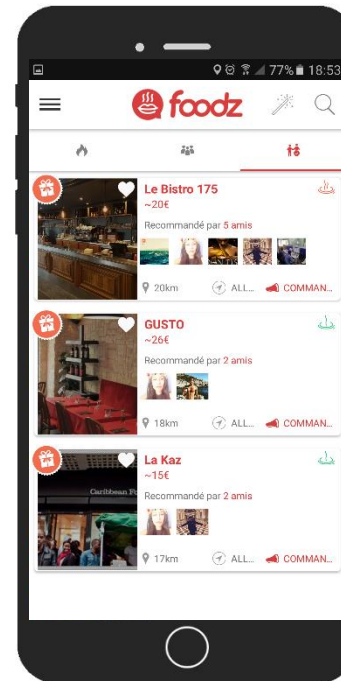
Users find a restaurant thanks to the “Trend” tab, fed by **community’s** recommendations



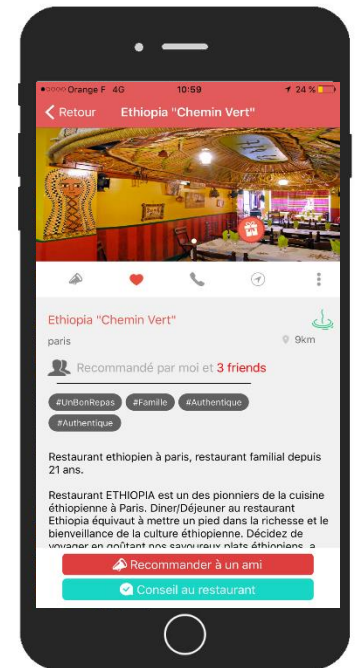
Or “Facebook friends’ recommendations” tab



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

Good Experience  
User recommends to a friend



€1

Per people, paid by  
Restaurant Owner

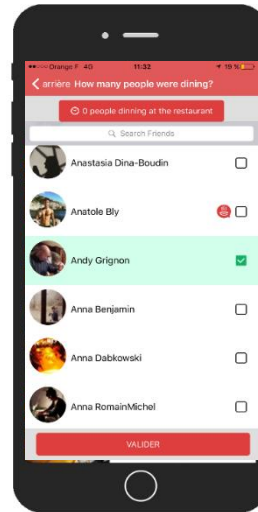


€



Bad Experience  
User sends a **private** advice  
to the restaurant owner

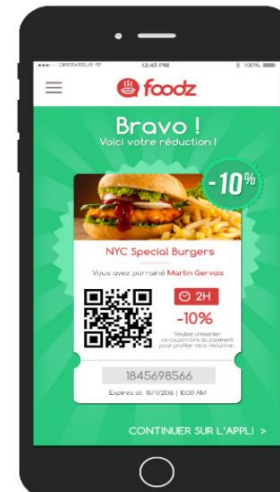
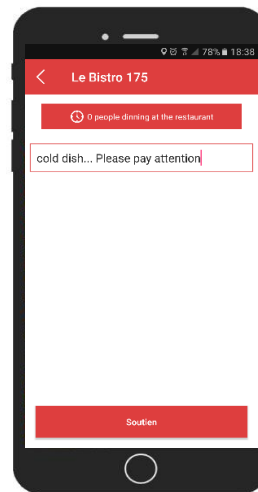
Digital Word-of-Mouth



Facebook Smooth Sharing  
Positive Experience



Instant Reward,  
a gift or up to 50% discount



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



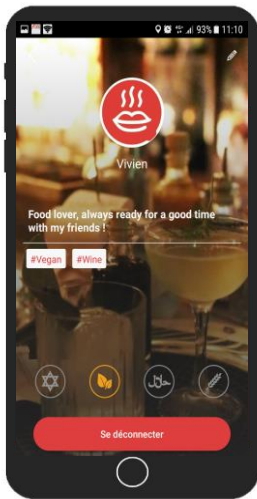
- When a user's recommendation ticket is **validated**, it feeds in a **secure** way the Restaurant **Trend Ratio**
- Bill amount can be entered to evaluate **Return On Investment** in the back-office website



# Smart Data Use

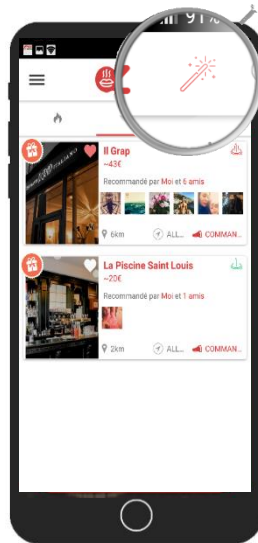
## Personalizing user experiences

User's profile tastes are used to **simplify** restaurant choice



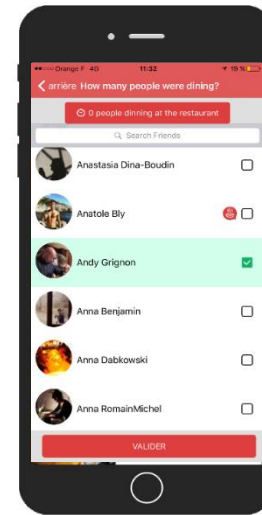
Including « **Mandatory** » tastes, such as « Vegetarian »

Using the « **Magic Wand** » button



Only restaurants with **dishes** that fit tastes are displayed

User tastes are used to **present first** friends that matches the restaurant being recommend



Increasing recommendation's **quality** and so improving **conversion rates**

Increasing user - restaurant **matching rates**

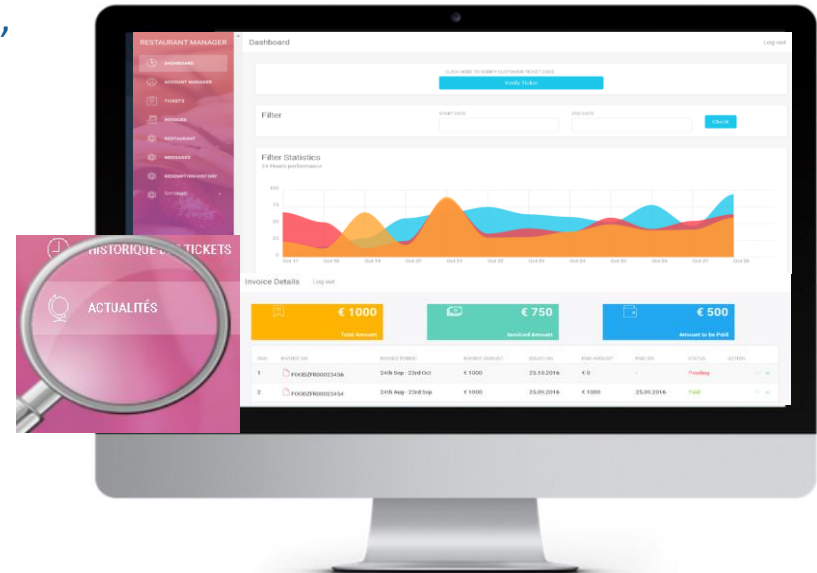
# Smart Data Analysis

## 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:

- Current restaurant's customers
  - **Future** restaurant's customers, which are the recommended friends
- ✓ Increasing the word-of-mouth conversion rate, **and no spam**

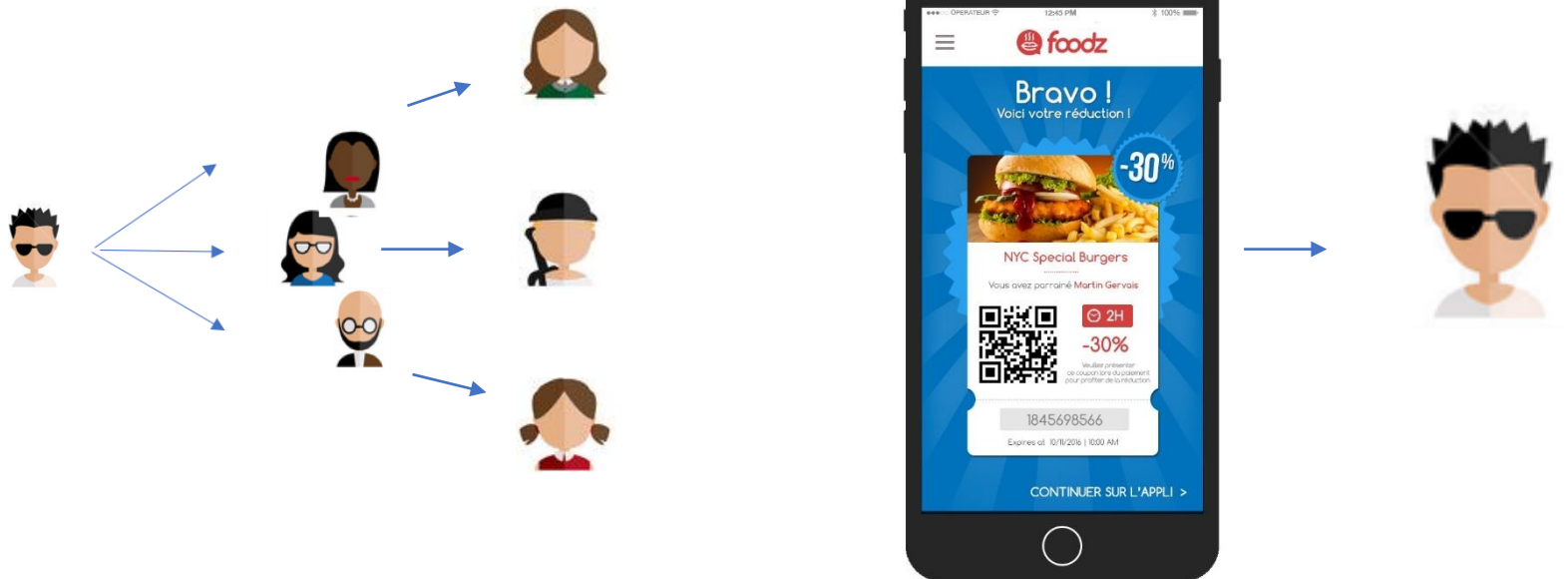


# Influence & Fidelization

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**





A man in a light blue shirt and dark apron is juggling several lemons in a bar setting. He is smiling and looking upwards. The bar has a white subway tile backsplash and a large window in the background. There are green L-shaped graphic elements around the text.

Value Proposition

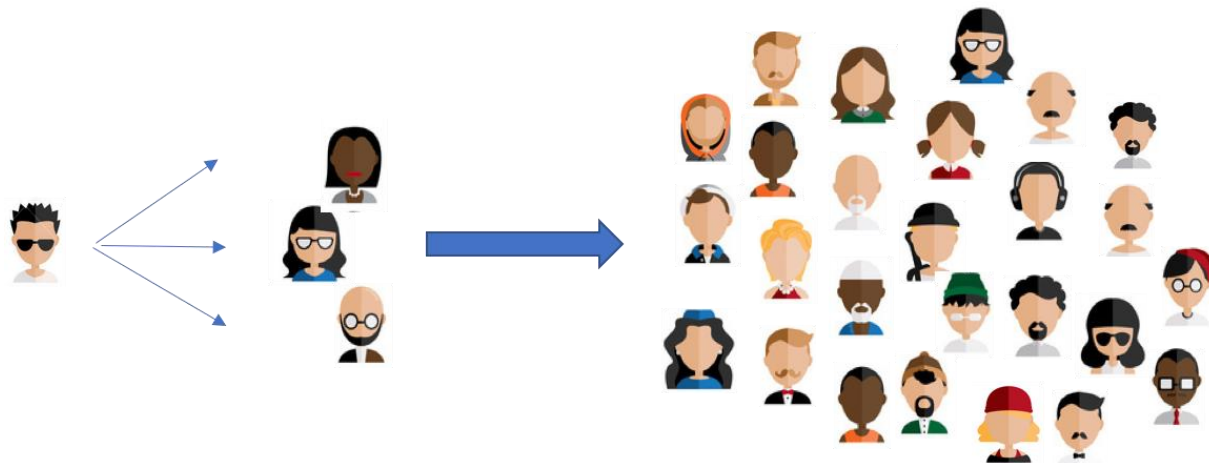
# Why Foodz ?

- 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](#)



# ... 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







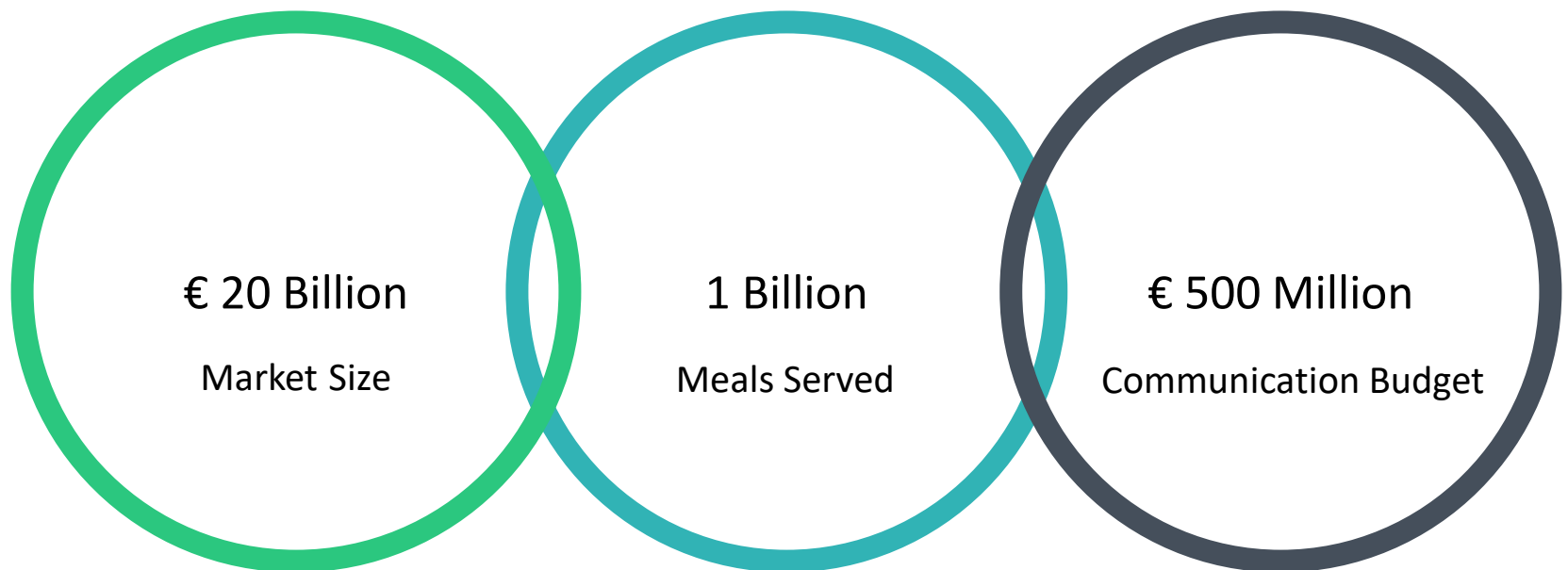
# Food Market and Users



# French Restaurants Markets

Foodz addresses two markets at the same time:

Customers acquisition and quality targeted communication



\*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

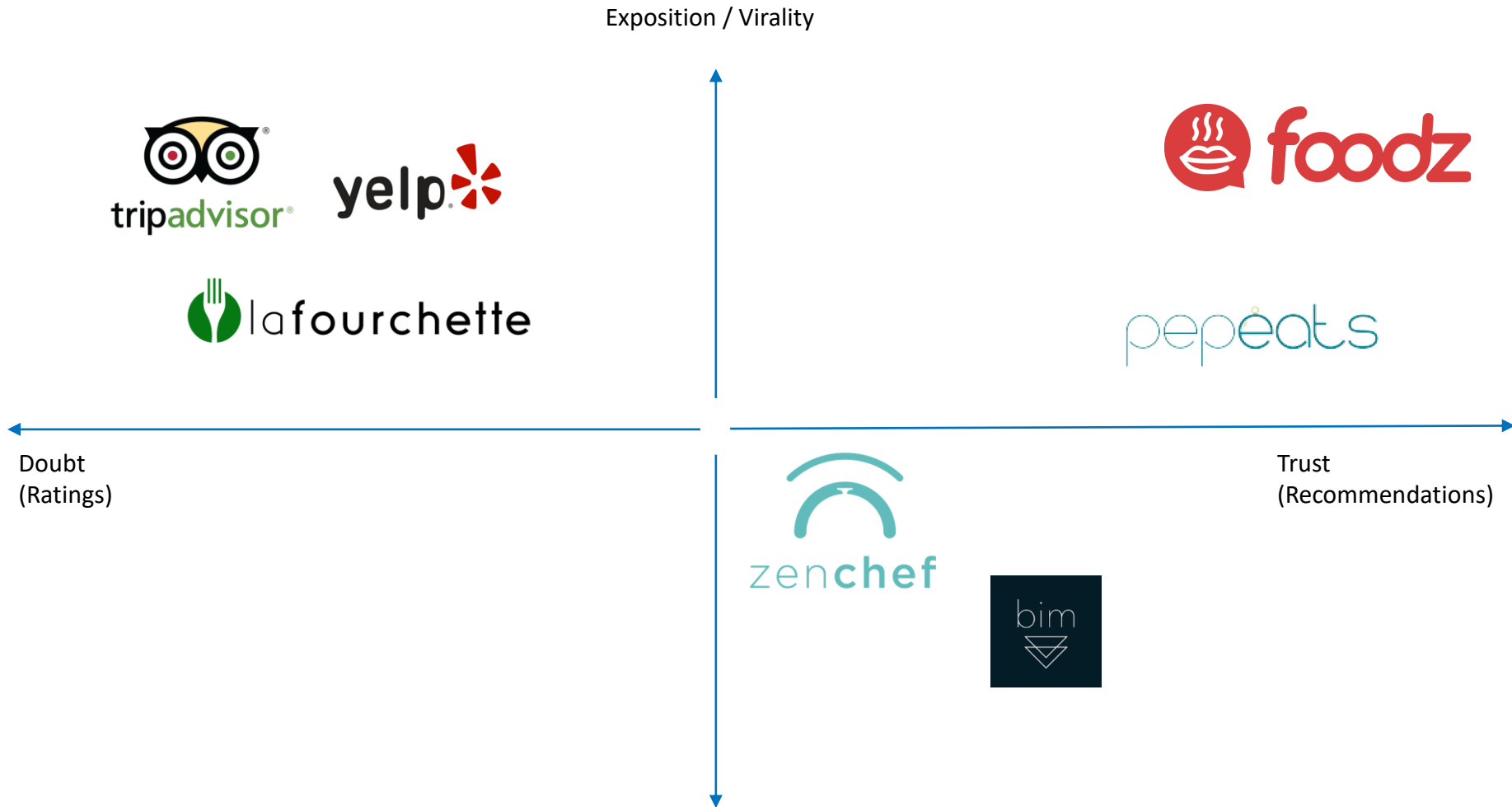
750 000 customers

350,000 shares on social networks

87 Millions views on Facebook

# #FoodTech Competitors

By confidence and virality



# Unique Competitive advantages

Confidence, Trendy, Viral

## Trust

First application where 90% of users have confidence in suggestions

## Fidelization

Influence and obtain instant discounts

## Cross Platform

No need to have Foodz to be informed of what your friends recommend

## Insights

Showing restaurants based on users' tastes and recommendations

## Fair Trend Technology

Ranking based on verified recommendations and no more rates or comments

## Viral By Nature

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

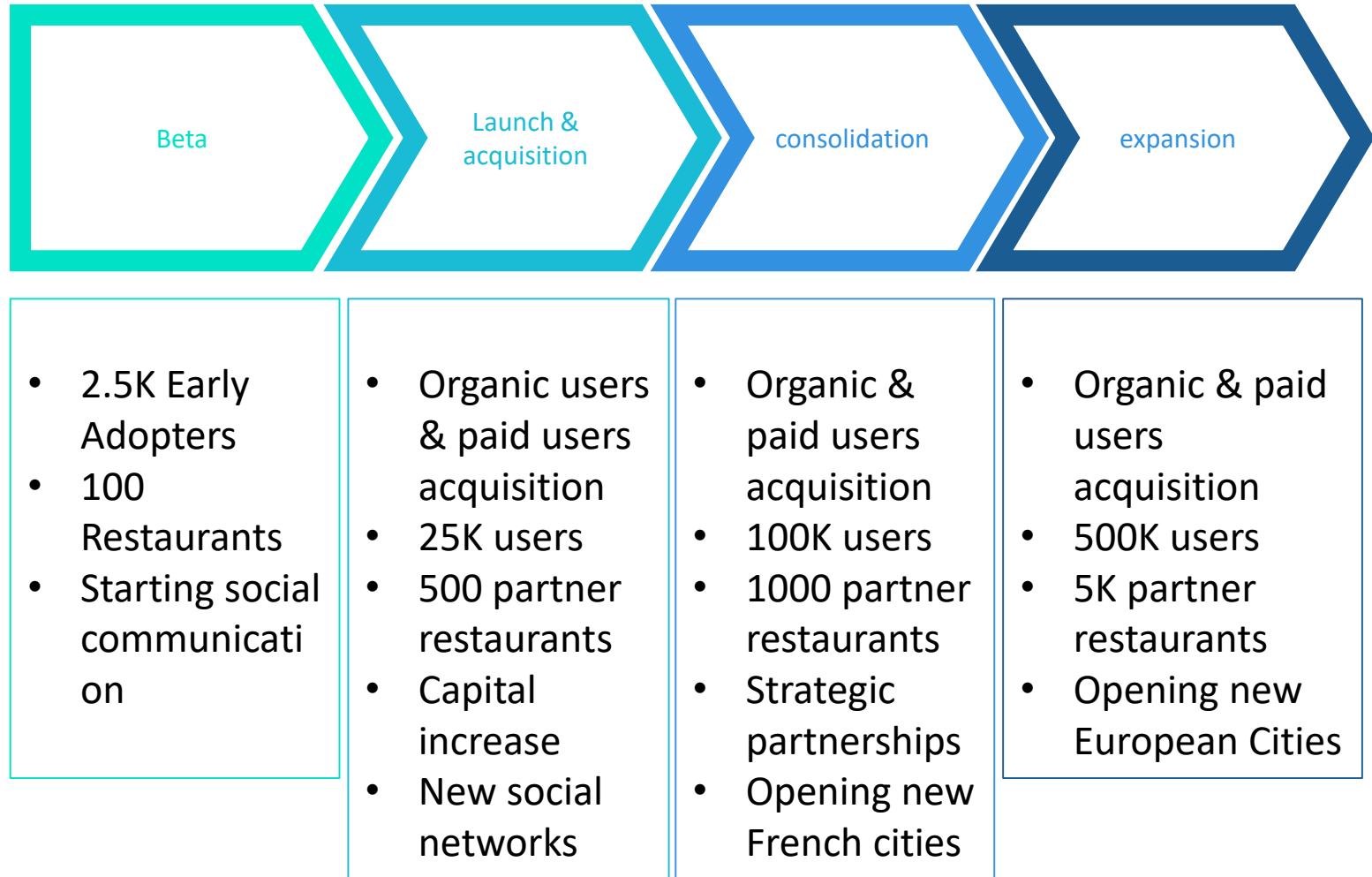
Top one touristic city in the world



- 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





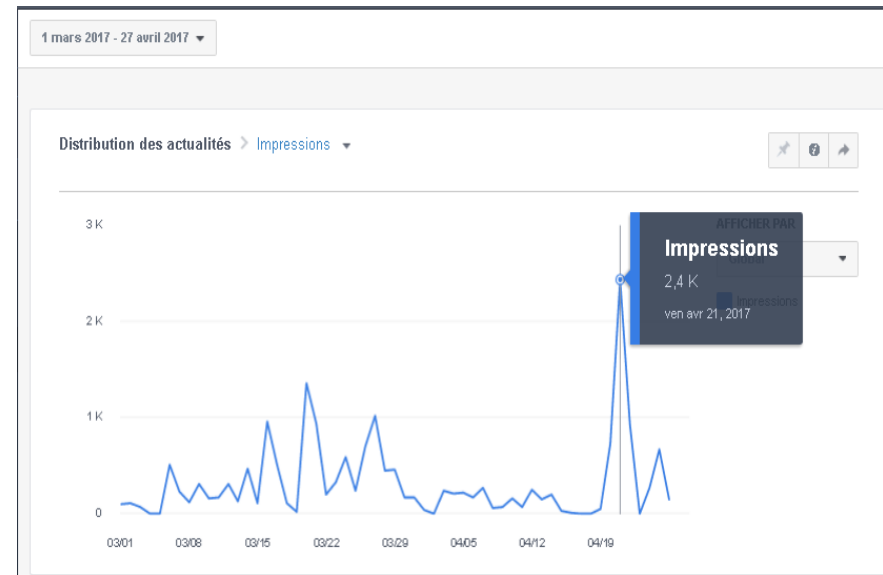
# Metrics & Forecasts

# Early Metrics - Alpha Opened 17th of March

Only organic growth, no advertising or friend invites yet

From March 17th to 31th,  
**30** client **restaurants** joined us.

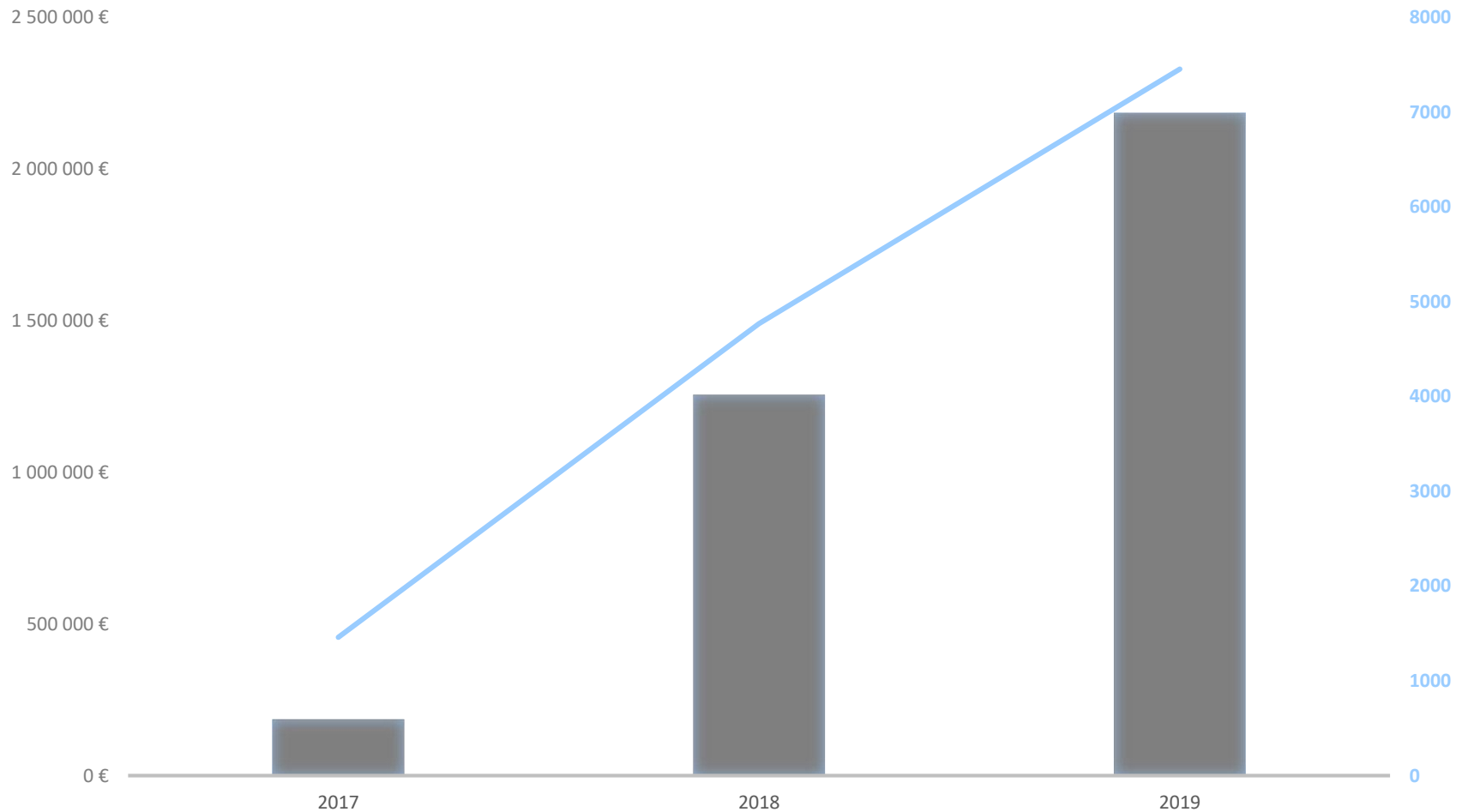
Foodz ' posts have been seen **15000**  
times from March 17th to April 27th





# 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

And mostly our Mentors



**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 :

- 1 CTO
- 1 Community manager
- 1 Sale Manager
- 5 Salespersons



# Foodz Partners



Network Partner

**facebook.**



CRM

**pipedrive**<sup>TM</sup>



Intellectual property lawyers



Salespersons Contractor

Online Secure Payments

**PayZen**  
Paiement sur internet



# Long term vision

Future is now \*

- 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