



onezone Investor Deck

Curating the World | Curated Discovery

“onezone is paving the way for how future generations find cool places to eat, drink and stay in cities around the world. onezone makes finding the best places to eat and drink easy.”

- Natasha Zone, Founder & CEO



The Problem: Discovery

1. Finding cool places to eat, drink and stay in any city is difficult. No trusted source for curation.

Currently:

- -trawl internet and social media
- -ask friends
- -read mass reviews

2. Disconnected platforms for discovery, saving, sharing, booking. No end to end app for convenience.

Currently:

- -time wasting
- -not working for the millennial/gen z generation



The Solution: A Curated Discovery Platform

1.Through curation, onezone pioneers a new standard of trust.

onezone curates the best restaurants, cafes, bars, pubs and hotels in a city.

All places on the app can be trusted as they are "onezone approved" by a team of expert curators and professionals.

"onezone approved" = great food + cool vibes + top service.

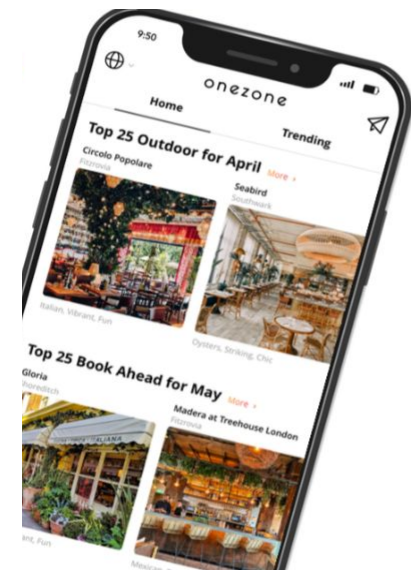
2.Through technology, onezone pioneers a new, convenient discovery experience.

onezone puts search and discovery, booking, saving and sharing with your friends into one platform.

Everything you need is all in one zone.

The App

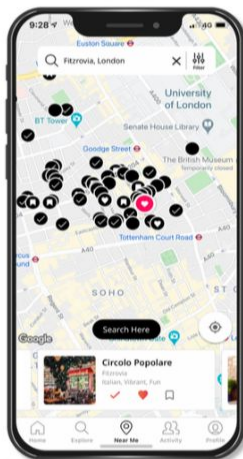
onezone ensures everyone can find the best places to eat and drink easily, not just those with access to an exclusive concierge. **Land in any city and know exactly where to go.**



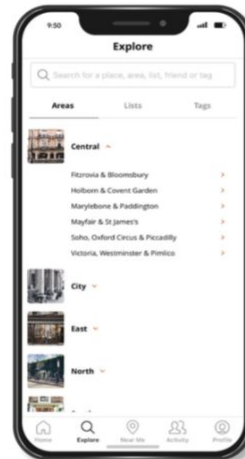
onezone approved
great food, cool vibes, top service



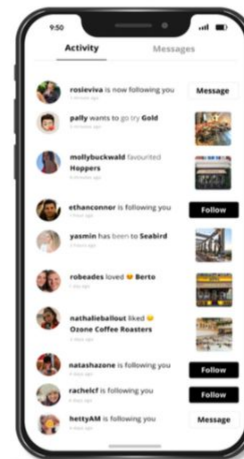
find
what you want around you



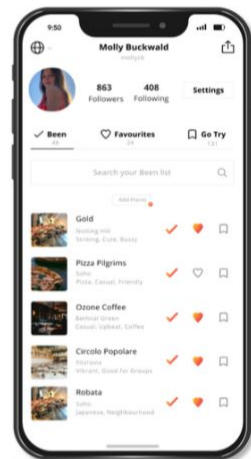
search for
places, areas, lists and tags



follow
and DM your friends

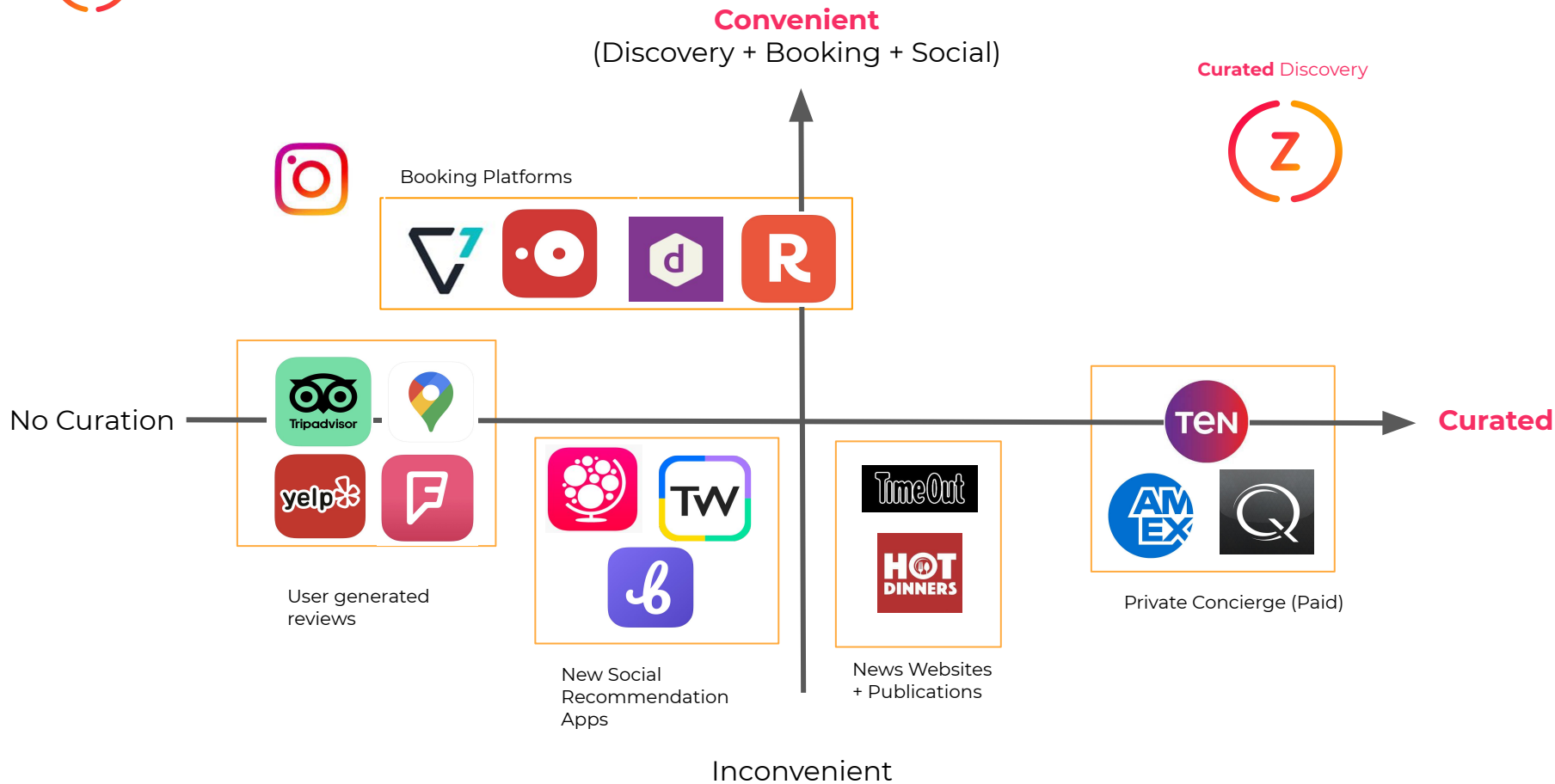


save places
you've been and want to go try





The Market



The Business Model

Booking Fees

We take an affiliate commission from the booking platforms off of each booking made through the app to restaurant or hotel

Partnership agreed with OpenTable (awaiting contracts)

Subscription Fees

We charge users for freemium and corporate partners for bulk subscriptions, to unlock features and cities around the world.

E.g.

- Users unlock additional cities, on top of free home city, at a one off cost or monthly subscription
- LVMH paying for worldwide subscription for all employees/VIP's or British Airways paying bulk subscription for highest tier travellers as a perk

Currently in conversation with LVMH

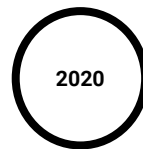
Pre Launch: 2018-2020



2018



2019



2020



2021

Proof of Concept

Family and friends round - £45,000

Developed a web app

1,000 users

Prototype

Angel Round - £150,000

Built and released the
prototype app to market for
beta testing

20,000 users

App Development

Angel Round - £90,000

Onboard CTO

Developed market-ready iOS
app and go to market strategy
during the pandemic

App Launch

Released app March 2021 to
coincide with restrictions lifting and
outdoor dining

Target - 50,000 users in 6 months &
10,000 monthly booking requests

Achieved - +75,000 users in 4
months & +260,000 monthly
booking requests



Since Launch: March 22nd - July 30th 2021

+75,000

All Time Downloads

(300% ahead of launch target)

+52,000

New Users

(In only 4 Months)

+650,000

App Sessions

(10,000 places viewed per day)

+280,000

Booking Requests

(Target 60,000 over 6 months)

230% growth
since launch

48% users
booked >5 times

	March	April	May	June	July
Average Monthly Active Users	2,821	18,855	26,197	22,960	23,897
Average Weekly Active Users	2,039	9,366	8,450	8,881	9,591
Average Daily Active Users	486	2014	1716	2,443	2,432
New Installs	6,471	19,563	9,420	7,437	9,515
App Sessions	43,969	195,167	185,646	132,940	137,716
Bookings requests	14,833	113,803	66,960	41,230	39,120
Marketing spend	£3,166	£5,297	£4,750	£5,620	£6,910
Cost Per Install	£0.48	£0.27	£0.50	0.75	0.72

Series A Pre Round: June-July 2021

We hit our 6 month targets within 2 months. Raising a pre round to accelerate growth and hit our August 2022 targets, closing August 2021, after which we will raise our Series A to scale to more cities, as part of our 2 year plan - see next slide.

£500K raise

Funds required to:

- Accelerate growth
- Dominate London

Funds will be used for:

Team - £200,000

- DevOps Developer
- CTO salary
- Junior City Curator / EA
- Head of London

Marketing - £250,000

- Instagram
- Influencers

Other - £50,000

- Tech Costs
- Accountant & Legal
- Freelancers - Design, PR, Marketing

Targets by August 2022

- 250,000 all time users
- 100,000 MAU
- 100,000 monthly bookings
- Hotels added to the app
- Hired London team
- Started search for overseas team
- Tested monetisation

2 Year Plan: 18 cities, 3 continents, 500,000 users

- **New York**
- 8.5m people
- **Weekend guides:**
 - Chicago
 - Los Angeles
 - Miami
 - San Francisco

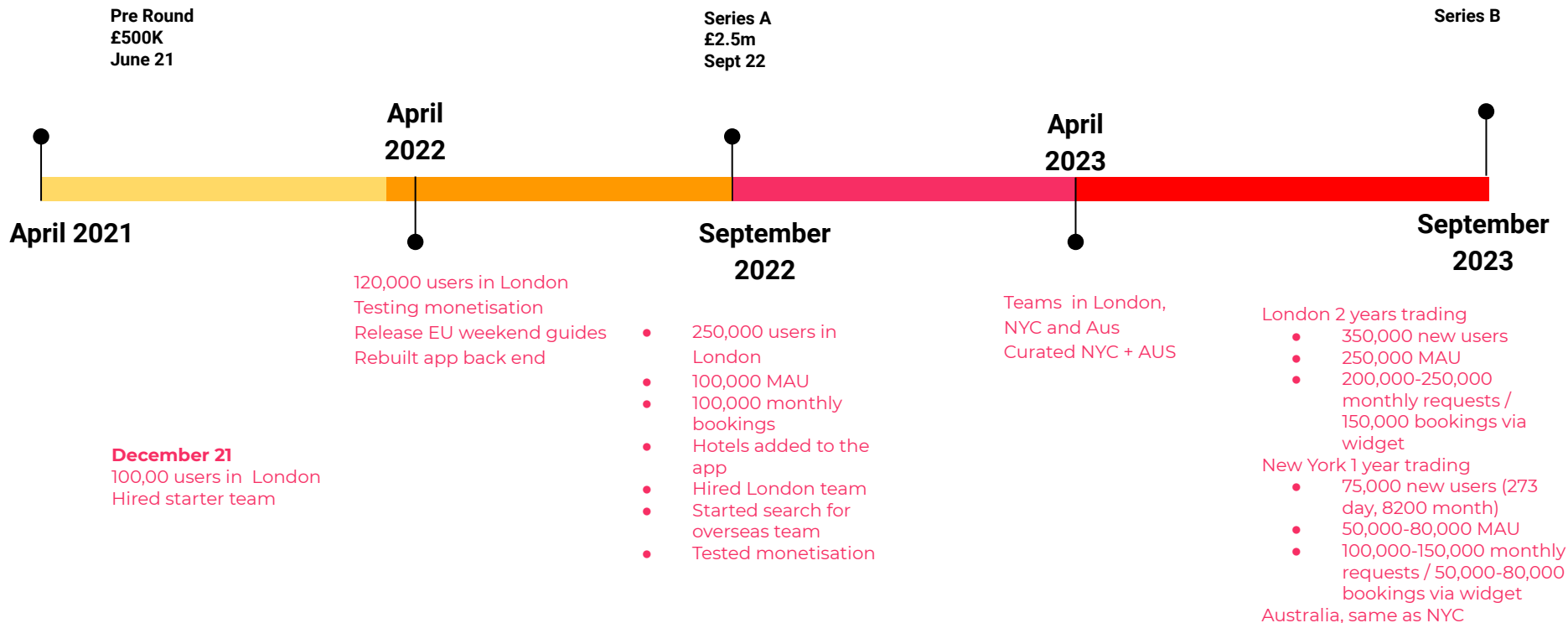


- **London**
- 9m people
- **Weekend guides:**
 - Paris
 - Barcelona
 - Amsterdam
 - Berlin
 - Copenhagen
 - Lisbon

- **Sydney+Melbourne**
- 10m people
- **Weekend guides:**
 - Tokyo
 - Hong Kong
 - Singapore

English speaking, big millennial populations, major foodie cities, satellite weekend guides

2 Year Roadmap



Series A: July-August 2022

£2.5m raise

Funds required to:

- Scale
- Monetise

Funds will be used for:

Team:

- CTO full salary
- CEO full salary
- 3 Developers
- Marketing/Sales Director
- London Curator
- New York Curator
- Australia Curator
- Satellite City Curators

Marketing

- Instagram Ads
- Influencer/Champions

Other

Tech Costs
Accounts & Legals
Freelancers
Travel/Office

Targets:

London 2023 (after 2 years)

- 350,000 all time downloads
- 250,000 MAU
- 200,000-250,000 booking requests
- 150,000 bookings
- Booking Platform Partnership
- Freemium model

New York 2023 (after 1 year)

- 75,000 new users
- 50,000-80,000 MAU
- 100,000-150,000 booking requests
- 50,000-80,000 bookings via widget

Australia 2023 (same as New York)



User/Revenue Projections

User Growth:

London - 9,000,000
Currently - 60,000
Target by end of Series A - 500,000

New York- 9,000,000
Target by end of Series A- 100,000

Sydney/Melbourne- 9,000,000
Target by end of Series A- 100,000

Booking Fees:

OpenTable model:

- £2 per cover per booking
- Average 3 covers per booking
- Average booking £6
- 20% commission - £1.20

Users booking at least once per month

- £1.20 x 1 user x 12 bookings a year
£14.4
- 250,000 active users = £3.6m
- 500,000 active users = £7.2m

5 years - 2m active users = £28,800,000

10 years - 18m active users = £259,200,000

NB. Hotel booking affiliate commissions are significantly higher than this and onezone is expanding to hotels.

Freemium:

Pay to unlock cities/features:

- X% users pay £X per year to unlock a city
- Monthly subscription to have worldwide access

Corporate partnerships:

- LVMH paying for worldwide subscription for all employees or key customer base
- British Airways paying bulk subscription for highest tier travellers as a perk



Founder: **Natasha Zone** (LSE, Salamanca Group, 10 years in hospitality and concierge)

CTO: **Francis Beasley** (Hotels.com, Ocado, Nike+, Natwest, RBS, Burberry, Game of Thrones, Dr Who)

COO/CFO: **Alexander Margolin** (Allianz, Current portfolio - Sioma (General Insurance), Torana (Medical Software))

Key Investors:

Clerkenwell Boy - award winning author, respected food influencer, London's number one foodie

Rupert Hambro - Founder Hambro Perks. Prev investments: FlowerBx, Laundrapp, what3words, Sipsmith

Tom Fleming - Founding Partner Venrex. Prev investments: JustEat, Revolut, Charlotte Tilbury

James Vincent - CEO FNDR. Prev MD Apple, Advisor to: AirBnB, Snap, Glossier, Farfetch

Key Advisors:

Lisa Markwell - Sunday Times Food Editor, ex The Independent, ex CODE app

Tania Ballantine - Ex Food Editor and Chief Curator TimeOut

what others are saying about **onezone**

"The App Saving Millennials Time"

Forbes

"Incredible New App from onezone"

Street Smart

"This is truly what a lockdown free London needs"

Head of Communications for Instagram Europe

"Great business concept"

Head of Strategy for Google UK & Europe

"All my favourite places to eat are on it"

Kieran Gibbs, Premier League Footballer

"The app is brilliant - love how intuitive it is to use, also love the pics & the snappy descriptions. Amazing work."

Tania Ballantine, ex Chief Restaurant Critic, Time Out



Natasha Zone

nz@onezone.app

[download onezone here](#)

www.onezone.app

@onezoneapp

Investment - 12 months

£200K

Salary £138,000

Tech Costs/Accountant/Law - £40K

Marketing - £32K + £50K Bounce Back Loan

£300K

Salary £138,000

Tech Costs/Accountant/Law - £40K

Marketing - £132K + £50K Bounce Back Loan

£400K

Salary £138,000

Tech Costs/Accountant/Law - £40K

Marketing - £232K + £50K Bounce Back Loan

£500K

Salary £138,000

Tech Costs/Accountant/Law - £40K

Marketing - £332K + £50K Bounce Back Loan

-NZ - £24K

-CTO - £50K

-DevOP - £40K

-Sophie - £24K

=£138,000

Burn rate = £11,500

Current funds:

£41,364

R&D tax claim?