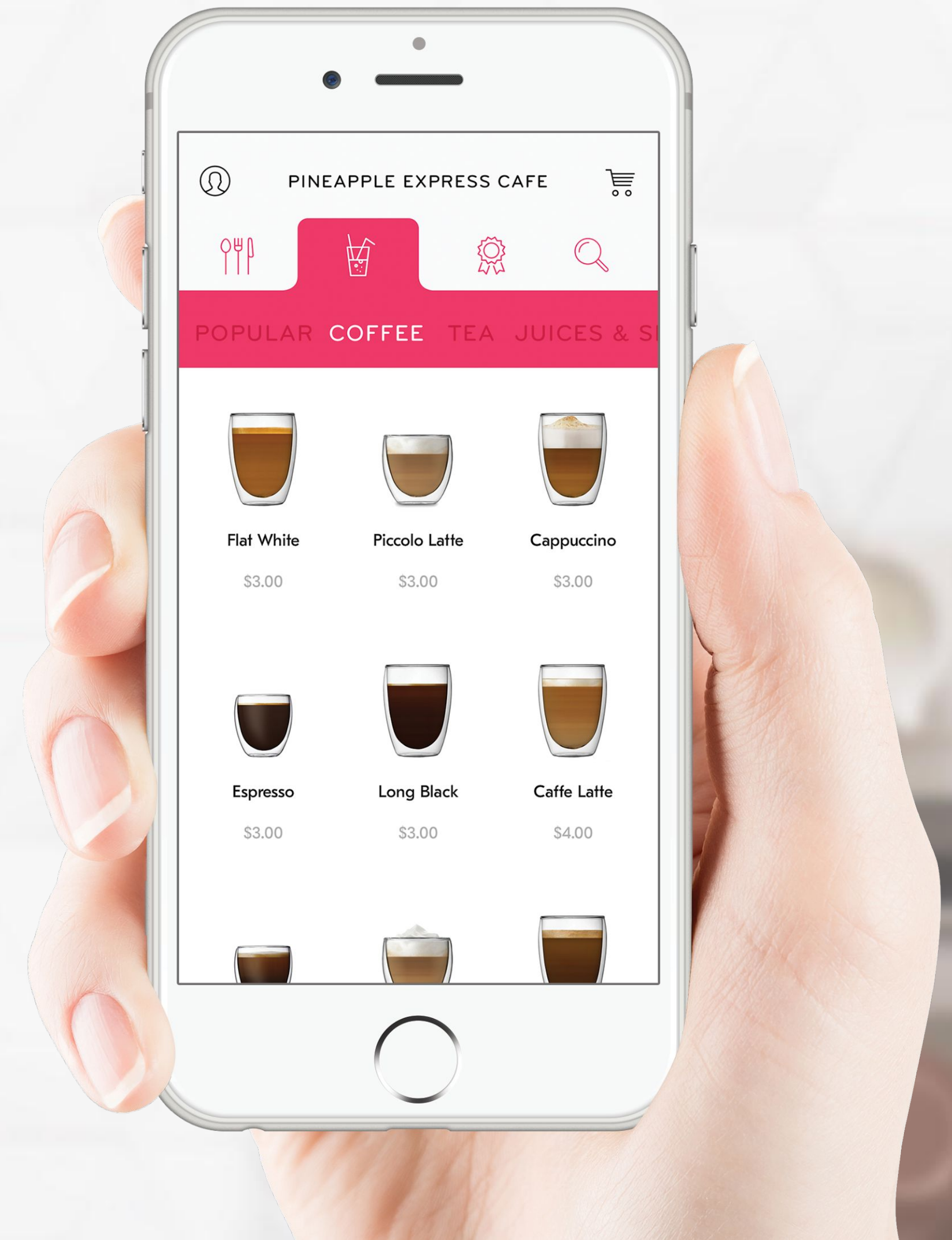# Boppl

Elevating the customer relationship with a seamless digital experience.

Our mission is to help hospitality own the shift to mobile, streamline operations and build meaningful relationships with every customer.

Highlights.

ORDERS PLACED WITH BOPPL

$1,147,382

JUNE 2017

MONTHLY TRANSACTIONAL VOLUME

$145,287

JULY 2017

REPEAT CUSTOMER RATE

91%

USERS

43% AVERAGE MONTHLY GROWTH SINCE JAN 17

23,289

CUSTOMERS

53% AVERAGE MONTHLY GROWTH SINCE JAN 17

13,960

DOWNLOADS

+173% SINCE JAN 17

54,963

MONTHLY GROSS TRANSACTIONAL VOLUME ($AUD)

$100,000.00

$50,000.00

CONCLUSION OF FREEMIUM TIER
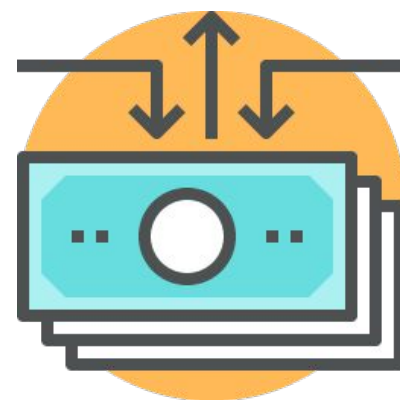
CHRISTMAS HOLIDAY PERIOD
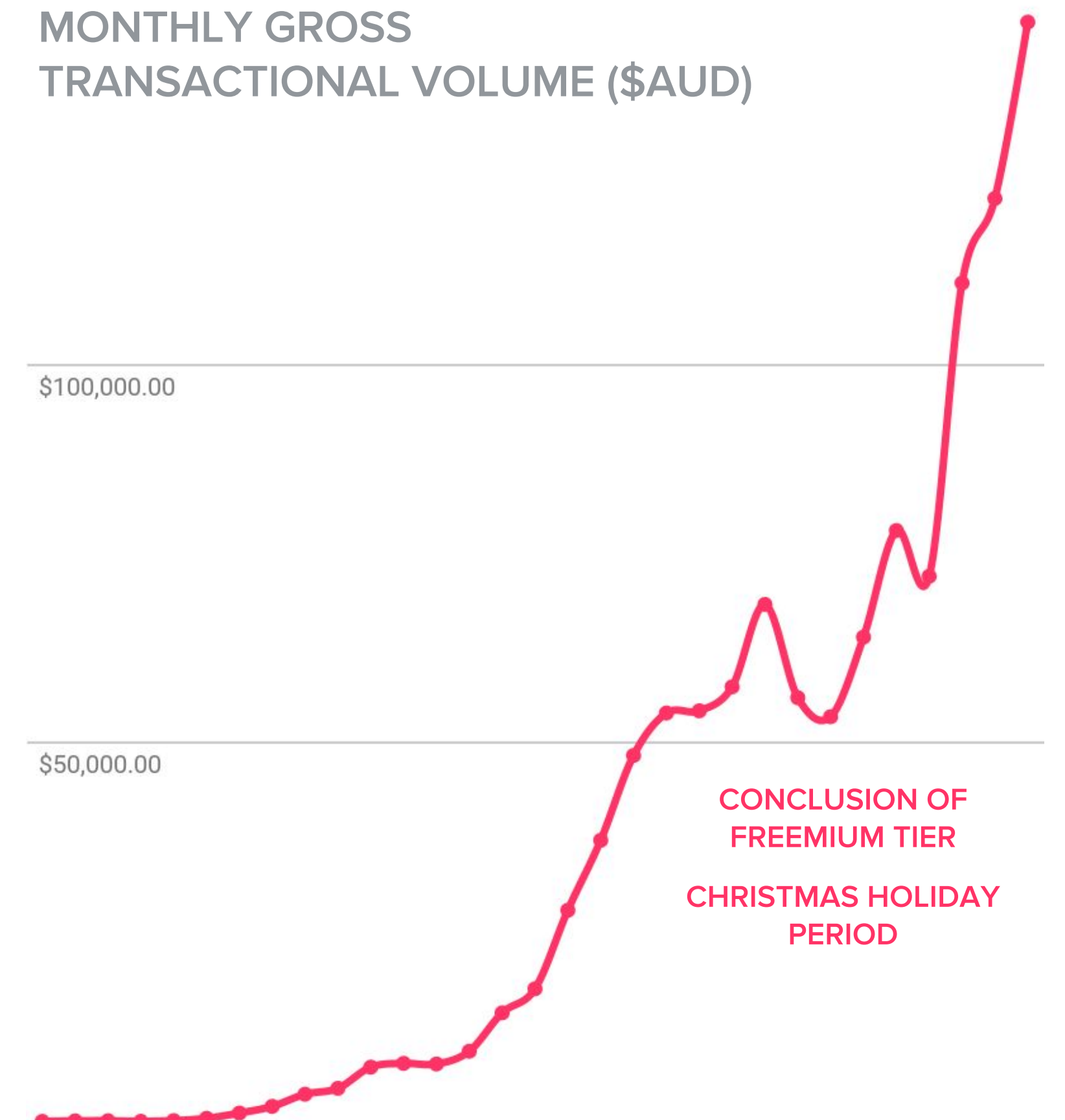
Problem.

Traditional hospitality systems are **disorganised and disconnected.**

UNKNOWN SERVICE STATUS

Unknown wait times, status and queuing result in a negative customer experience.

LOST TIME & HUMAN ERROR

Order errors with manual order entry, handling and payment.

SERVICE AVAILABILITY

Service is limited and determined by staff availability.

BOTTLENECK AT POINT-OF-SALE

No easy way exists to order and pay without visiting a point-of-sale terminal.

Solution.

An online platform for venues that gives customers the ability to order and pay from their mobile.
Extending the point-of-sale beyond your bricks and mortar.

OPPORTUNITY

Expensive and labour-intensive to develop own system or mobile strategy.

Traditional point-of-sale systems are **unwieldy and expensive**.

Popularity of complementary services driving customer expectations.

MARKET CHANGES

On-demand economy and customer convenience expectation.

The end of cash as support of digital biometric verification and contactless payment platforms builds.

Transition to cloud-based systems allowing new mobile-enabled services.

BOPPL POSITIONING

Scalable across platforms and new industries.

Low costs address customer needs through an easy-to-adopt platform.

As we continue to grow, we will build **tools that help connect**, interact and transact with customers.

Venue growth.

Q1, 2016 to Q2, 2016 growth rate: **57.14%**

Q2, 2016 to Q3, 2016 growth rate: **38.64%**

Q3, 2016 to Q4, 2016 growth rate: -8.20%*

Q4, 2016 to Q1, 2017 growth rate: **48.21%**

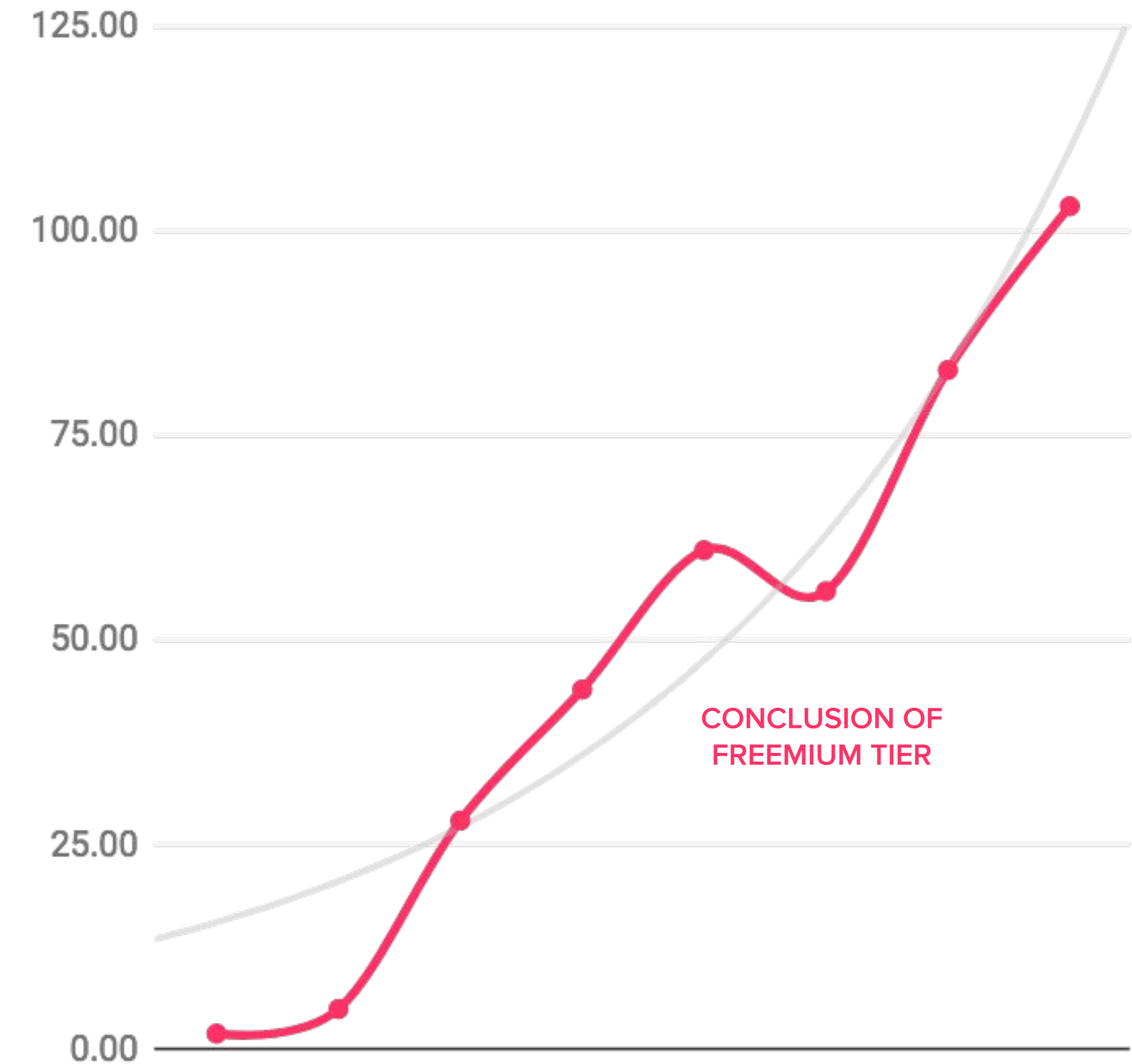Q1, 2017 to Q2, 2017 growth rate: **24.10%**

11.30% month-month venue growth
January to July 2017
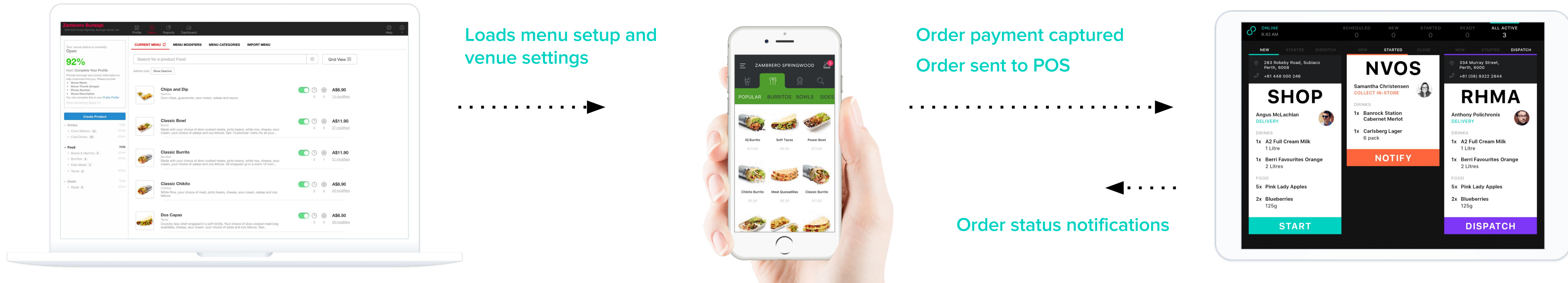
VENUES & THEIR CUSTOMERS LOVE BOPPL

Ash @ashkbne · Feb 6
@NewsteadBrewing suggestion box; can you jump on board the @boppl bandwagon? :)

125.00

100.00

75.00

50.00

CONCLUSION OF
FREEMIUM TIER

25.00

0.00

* removed freemium account trials.

The product.

Loads menu setup and venue settings

Order payment captured
Order sent to POS

Order status notifications

MANAGEMENT

- Automated customer data collection
- Speed of service timing
- Cashless option for food truck, event or mobile vendors
- Item-level reporting and trends
- Cross-reference with other data sets (e.g marketing campaigns or weather impact)
- Accurate future site forecasting

USERS

- Easy ordering experience
- Service availability
- Immediate and pain-free payment
- Rich visual experience
- No EFTPOS minimum
- Scheduled ordering
- Real-time order status tracker

VENUES

- Operational efficiency
- Increase customer spend
- Greater customer retention
- Reduction in Fraud and Risk
- Eliminates cash handling and variances
- Truly accurate customer + transaction data
- Greater discoverability
- Business insights and analytics

Value proposition.
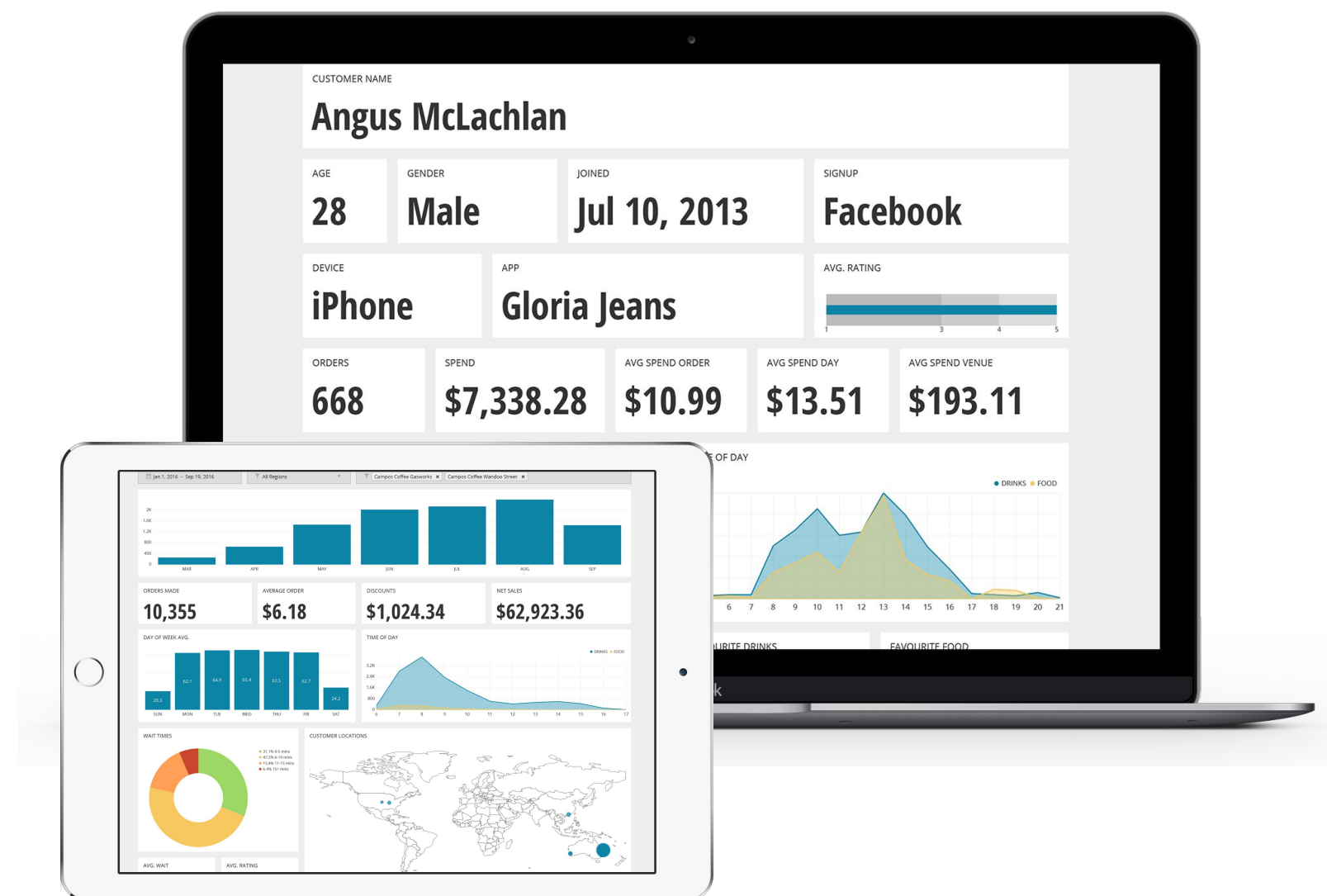
TRUE INSIGHTS INTO ACTION

Item-level reporting providing unparalleled opportunities to understand the eating and drinking habits of your customer.

WHAT YOU WANT, WHEN YOU WANT IT

Ability to alert users to a nearby venues, even when you're visiting or new to a city, or when a venue is open or closed on a public holiday.

PERSONALISED EXPERIENCES

Opportunity for personalised menu selection, offers and incentives, increasing conversion and upselling events.

On-demand mobile future.

STARBUCKS MOBILE ORDER & PAY

- 19 million app monthly active users in US.
- More than $6 billion loaded onto prepaid Starbucks Cards in US in past 12 months.
- ~9 million mobile transactions per week.
- Up to 20% of orders at peak hours come through mobile order-ahead.
- 29% of sales came from orders that were prepaid online or via mobile app.

20 secs saved per order, saving ~$426 million/year.

McDONALD'S MYMACCA'S MOBILE APP

- Newly added curbside delivery for mobile orders, freeing up in-store and drive-thru.
- Mobile ordering being rolled out across 20,000 locations in 2017.
- In France, improved overall customer satisfaction from 70% to 88%.
- Track customer location, so food is only prepared when they're near the store.
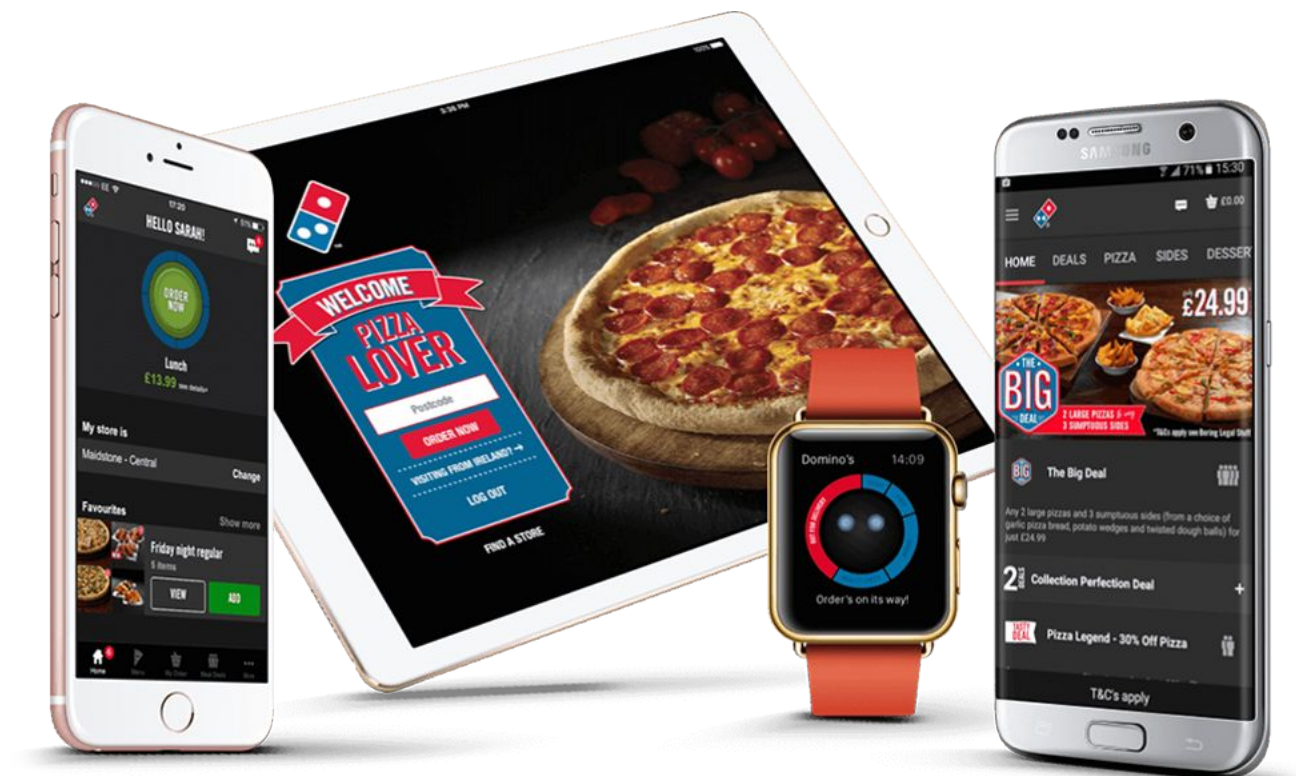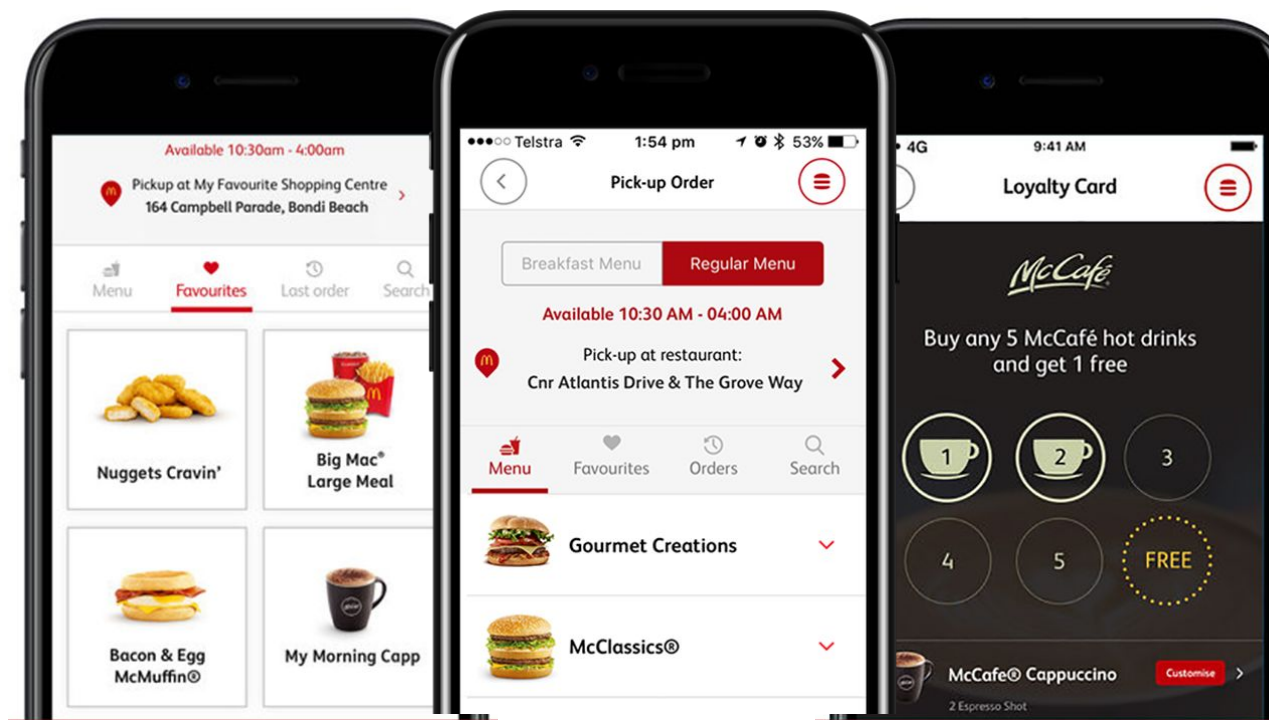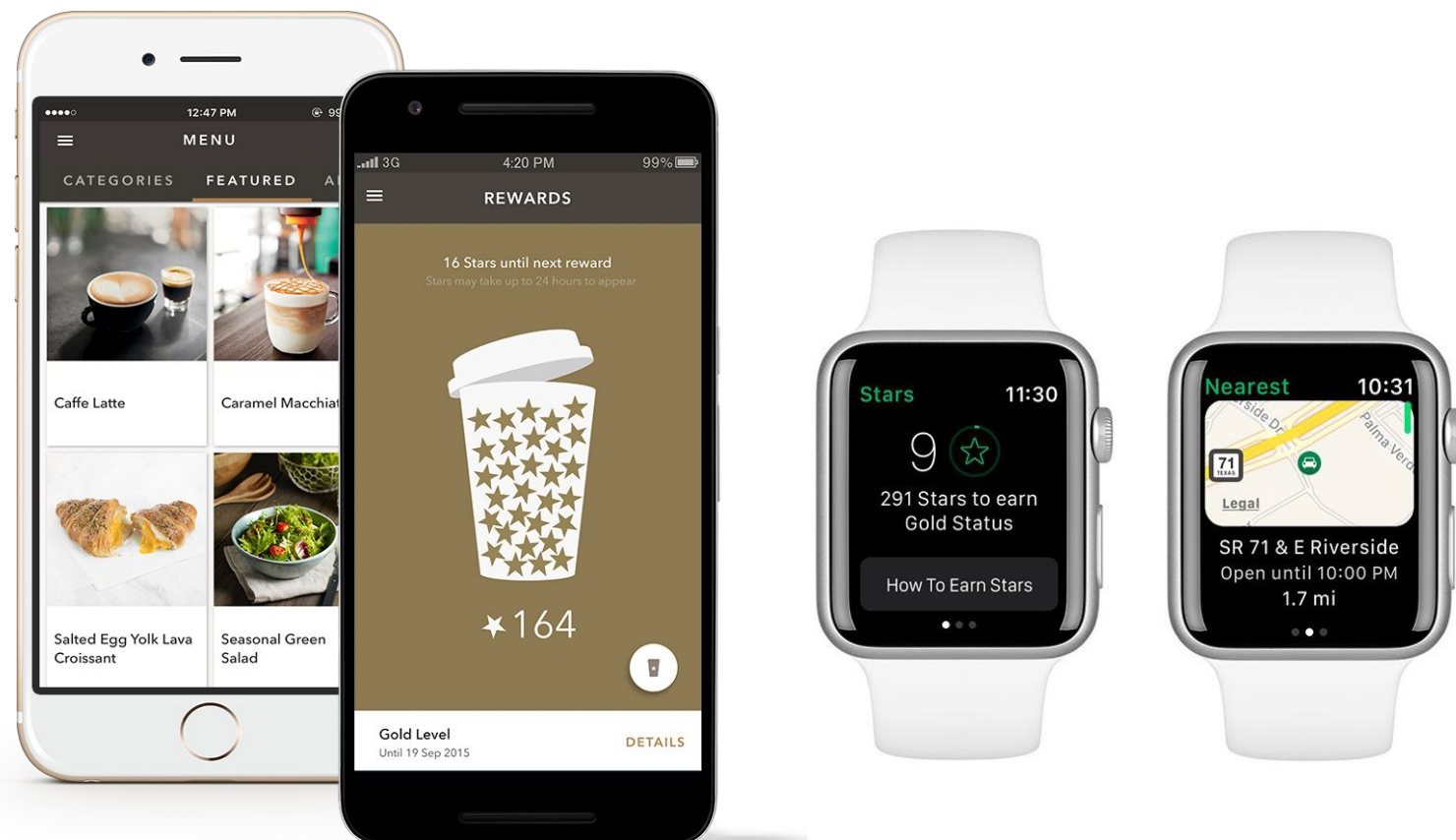
Ordering 8-10 items reduced from ~50-100 secs to 10-15 seconds
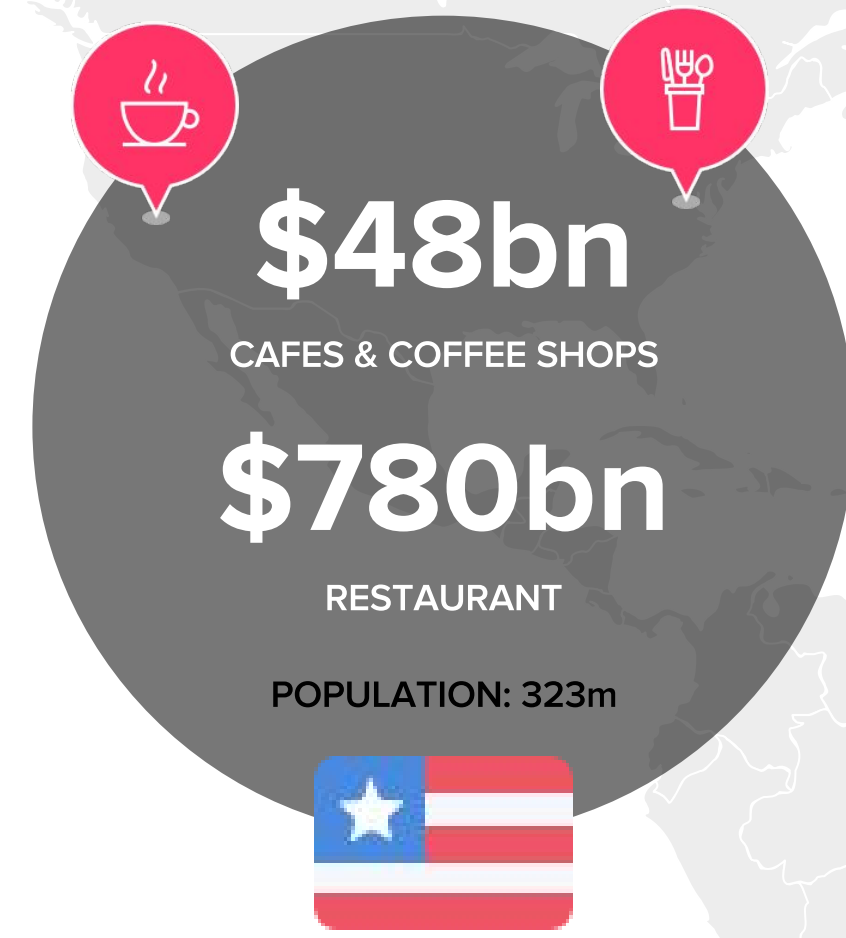
DOMINO'S MOBILE ORDER & PAY

- 60% of all Domino's orders came through a digital channel in 2016, up from 50% in 2015.
- More than 1.4 million possible pizza combinations through the mobile app.
- Domino's digital ordering ecosystem today covers more than 15 platforms.

Year-on-year online sales growth of 33% achieved in the ANZ market.

Market size.

CAFES AND COFFEE SHOPS

$48bn
CAFES & COFFEE SHOPS
$780bn
RESTAURANT

POPULATION: 323m

$11bn
CAFES & COFFEE SHOPS

POPULATION: 65.5m

$10bn
CAFES & COFFEE SHOPS

POPULATION: 218m

$3.6bn
COFFEE CONSUMED IN CAFES

POPULATION: 1.38bn

$8bn
CAFES & COFFEE SHOPS
$20bn
RESTAURANTS

POPULATION: 24m

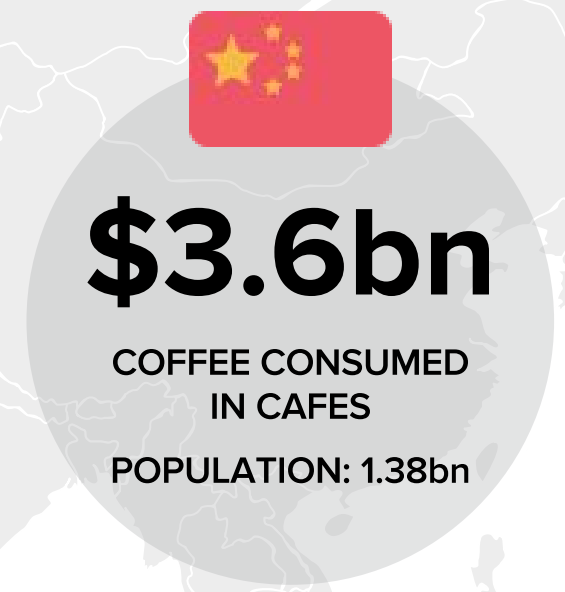**$3.8bn**
CAFES & RESTAURANTS

POPULATION: 4.7m

$85bn

The branded coffee chain market will exceed 45,000 outlets globally and revenue of $85bn by 2025.

500bn

Worldwide, we drink over 500 billion cups of coffee every year, of that 14 billion are espressos.

MARKETS WITH BOPPL MOBILE ORDERING TODAY
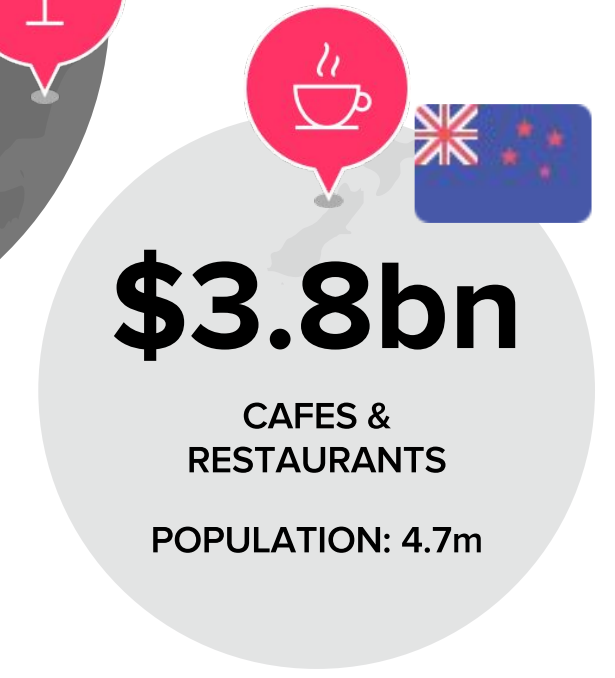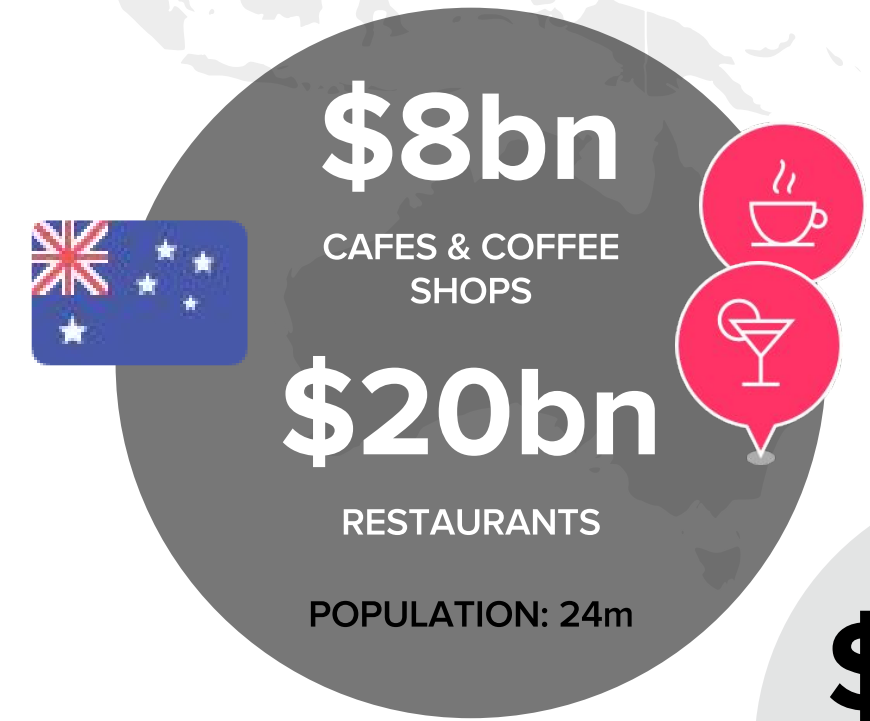
Competition and the Boppl Advantage.

VENUE AGGREGATOR APPS

BRANDED WHITELABEL PRODUCERS

CHARACTERISTICS

- Higher fees and rates + order commision.
- Limited or no point-of-sale integration.
- Outsourced development and/or customer support.
- Not able to self-signup or self-manage menu, labour-intensive
- Holds order funds, no same-day settlement

- Mobile ordering focused on web.
- Limited brand customisation to template designs.
- POS applications handcuff you to their system.
- Loyalty or payment-only focused, no inventory sync.

BOPPL ADVANTAGES

- Easy-to-setup and launch self-signup.
- Accessible web platform for self-management.
- Point-of-sale agnostic.
- Daily payment settlement
- No commission.
- Established clientele with popular specialty groups and brands.

- Secure native applications, iOS and Android.
- Ability to use non-integrated system.
- Unique market focus.
- Custom development allows for unique application production.
- Automated integrated inventory sync.

Revenue model.

We earn **a subscription fee of $79 a month.**

We earn **an upfront fee for branded whitelabel applications.**

We earn **a daily rate for custom development and applications.**

SUBSCRIPTION

$79

ORDER COMMISSION TAKEN

0%

BRANDED iOS APP

$1,999

BRANDED ANDROID APP

$1,999

NEW REVENUE OPPORTUNITIES

- Order commission
- Customer marketing (email, push notifications)
- Onboarding setup and support
- Upselling engine (product partnerships, combos)
- Menu third-party distribution
- Menu alteration limitations
- Partner referral fees
- Venue sponsorship
- Whitelabel application updates

Recurring Revenue.

Q1, 2016 to Q2, 2016 growth rate: **153.94%**

Q2, 2016 to Q3, 2016 growth rate: **57.64%**
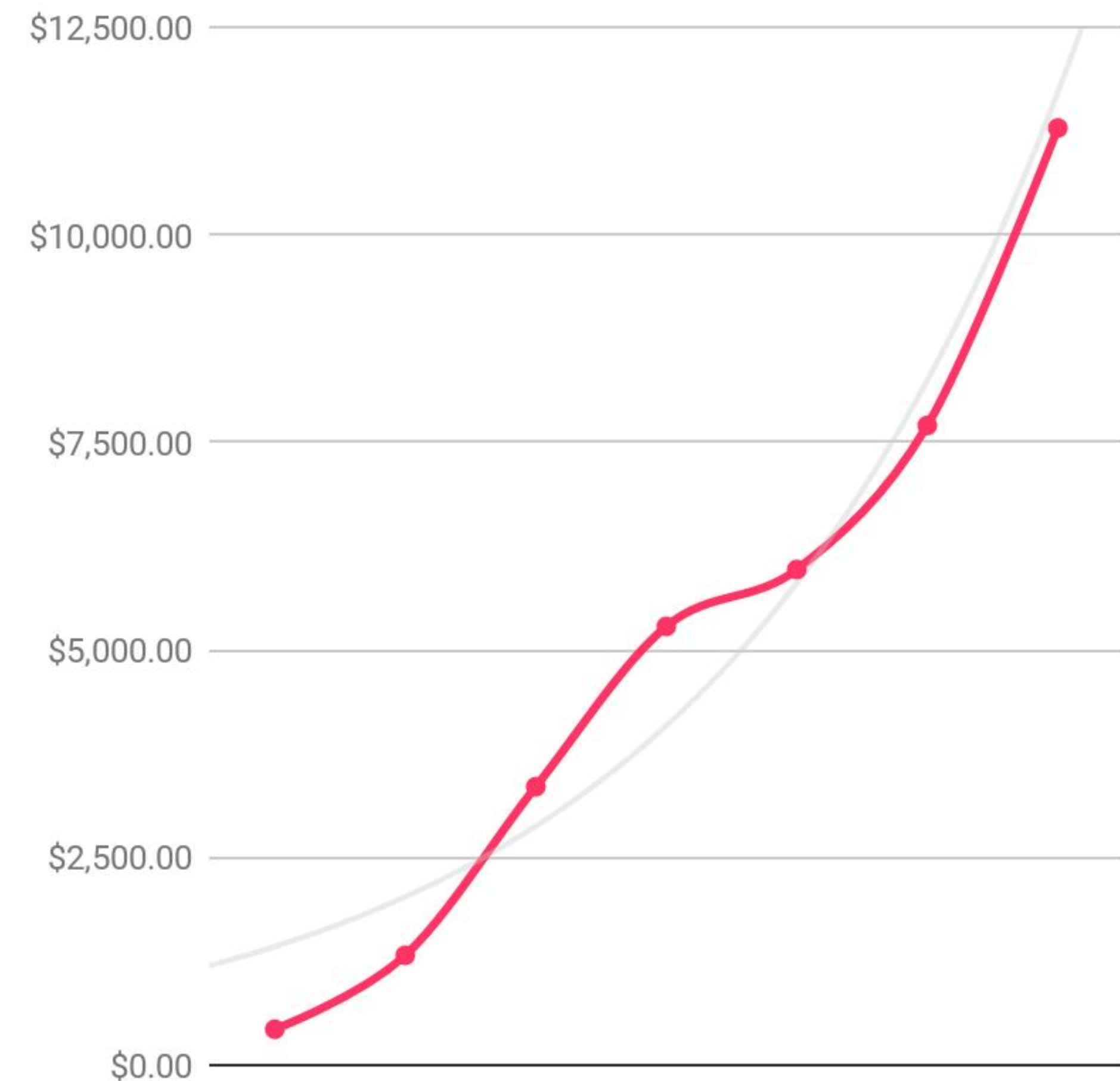
Q3, 2016 to Q4, 2016 growth rate: **12.98%***

Q4, 2016 to Q1, 2017 growth rate: **29.08%**

Q1, 2016 to Q2, 2017 growth rate: **46.52%**

18.38% MRR month-month growth
January to July 2017

$5,851 MRR (subscriptions), July 2017

* impacted by holiday period

Revenue.

We **earn revenue building custom apps,** new features and marketing activities.

Q1, 2016 to Q2, 2016 growth rate: **196.29%**

Q2, 2016 to Q3, 2016 growth rate: **35.11%**

Q3, 2016 to Q4, 2016 growth rate: **52.69%**

Q4, 2016 to Q1, 2017 growth rate: **216.14%**

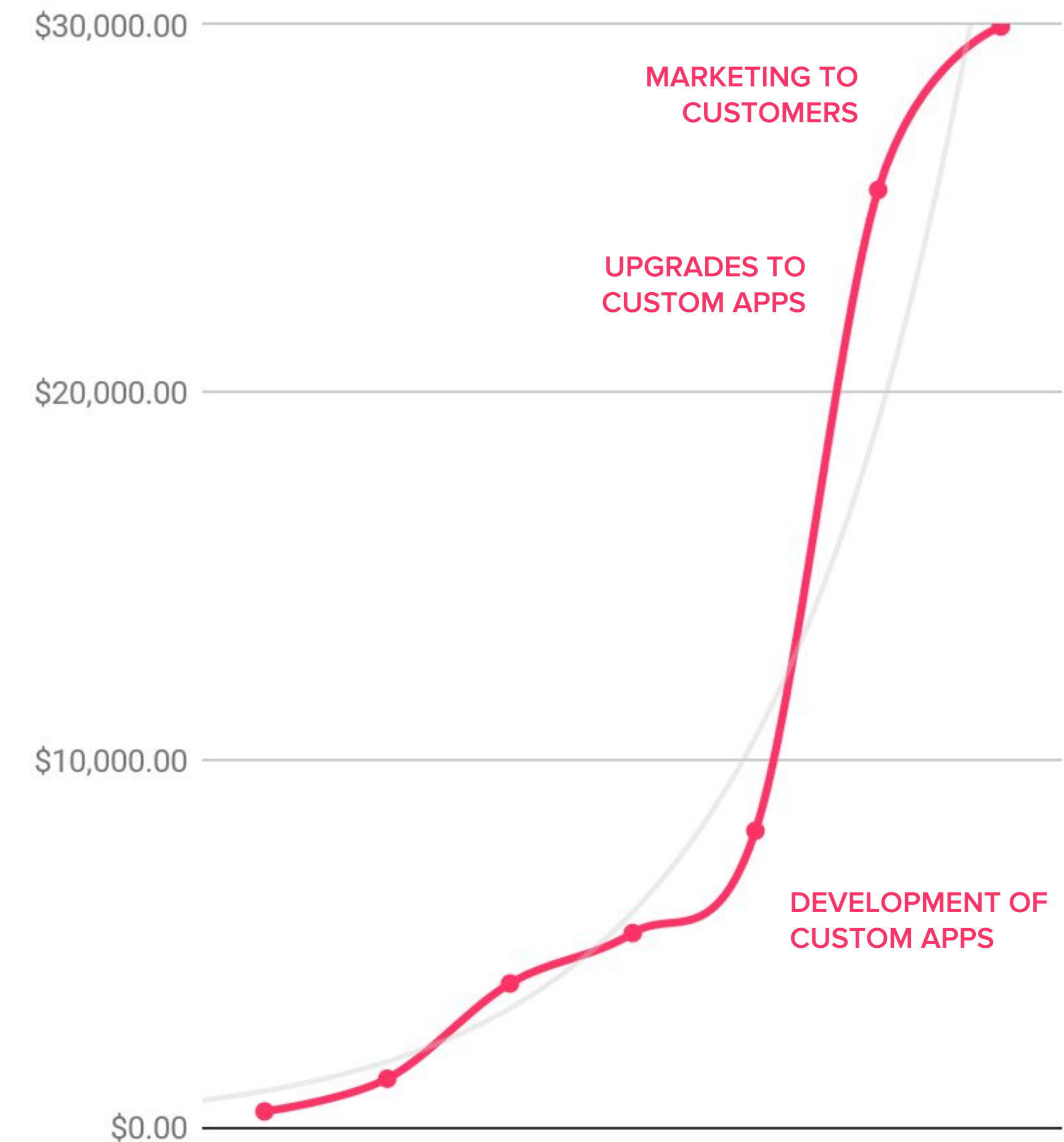Q1, 2016 to Q2, 2017 growth rate: **17.43%**

■ Subscriptions   ■ Whitelabel   ■ Custom Development

| FY 16-17 | 45% | 22.4% | 32.6% |

$30,000.00

MARKETING TO CUSTOMERS

UPGRADES TO CUSTOM APPS

$20,000.00

$10,000.00

DEVELOPMENT OF CUSTOM APPS

$0.00

Key team members.

Angus McLachlan

CO-FOUNDER, CEO

Former lead designer at Creative Action Design, based across UK and Middle East. Consulted and led design campaigns for premium brands including Porsche, Dunhill, Qatar Airways, McLaren, Red Bull, Qatar 2022 FIFA World Cup Bid and Nike.

CEO, USER EXPERIENCE, PRODUCT DESIGN

Jon Cullen

CHIEF TECHNOLOGY OFFICER

Former Head of Software Development at CMS Hospitality delivering scalable point-of-sale and property management software. Founded HighlyCaffeinatedCode, Android, Java and SQL specialists. Over 2 million downloads in personal Android apps alone.

FRONT & BACK-END ENGINEERING

Tim Dart

OPERATIONS MANAGER

Former Product Owner and Associate Product Manager at Zipcar launching the ride-share services across new European markets (5 new countries, including 20+ cities). Experienced user advocate; spanning customer support, operations and product management.

OPERATIONS & PRODUCT DEVELOPMENT

Boppl

invest@yonderbeyond.com

For more information regarding Boppl, please visit www.boppl.me