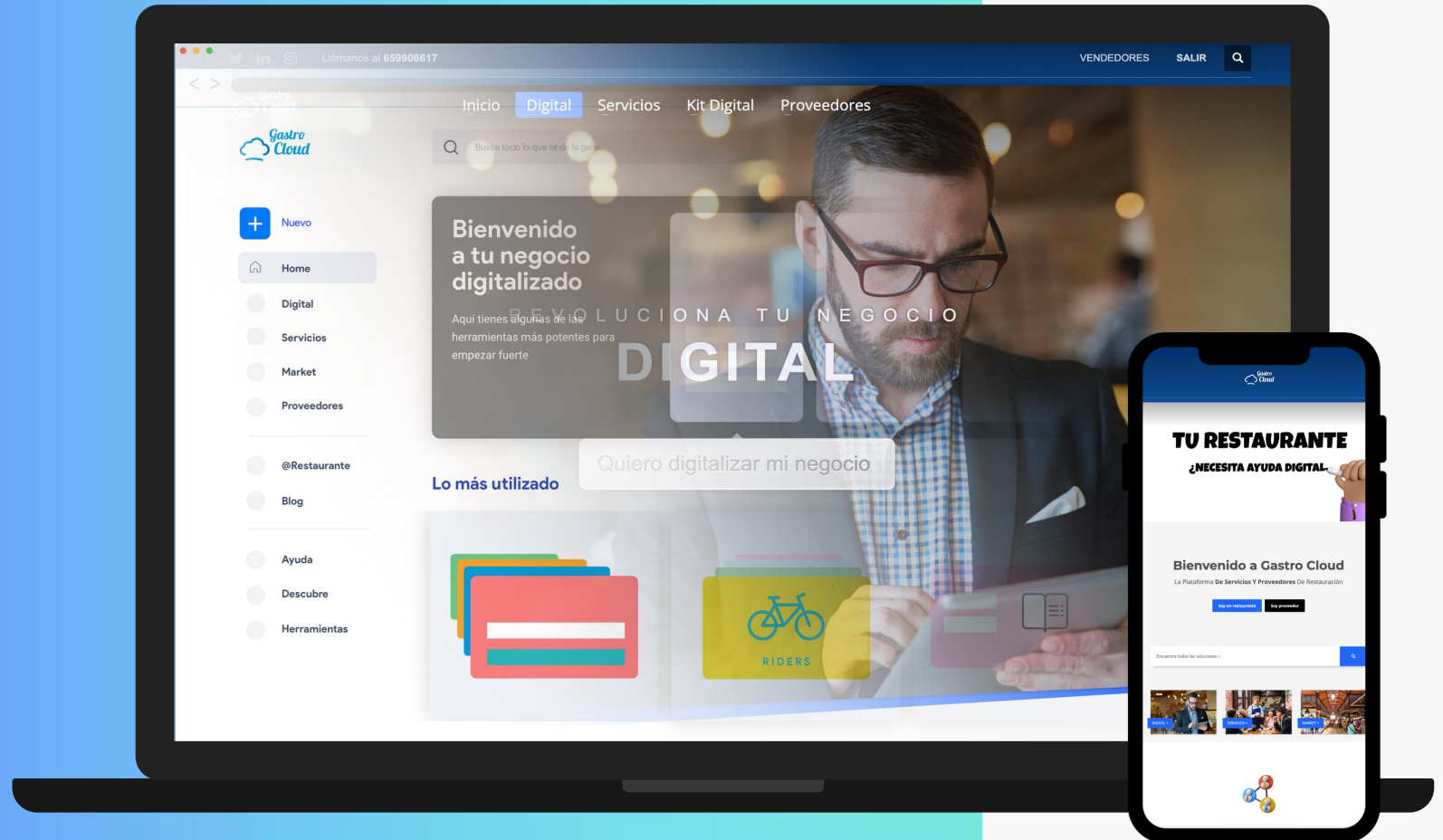


GASTRO CLOUD

The **TWO AND ONLY** platform for Restaurants



Last update: 1 feb 2023

STEP INSIDE

WELCOME



If you're reading this, it's probably because I've personally decided to share our project with you. After 6 years in the business, we finally feel comfortable enough about trusting outsiders with, not only our learnings, but also, and maybe most importantly, about sharing our conclusions and feelings on what to expect in our industry for the upcoming years.

Since we began back in 2017, the world has changed amazingly. And so have we. Regarding restaurant businesses, we believe that truly big changes are just about to happen. And hopefully, to some extent, maybe a little because of us.

Please be welcome to our Gastro Cloud venture.

Jorge Suárez, CEO

EXECUTIVE SUMMARY

WE'RE BUILDING A **DIGITAL HUB** THAT CONNECTS TWO WORLDWIDE GROWING MARKETS

Activity

Gastro Cloud connects **3rd party digital solutions** with restaurant businesses.

Worth

Since 2017 we've commercialized **proprietary** and **3rd party** SaaS products.
We know +90% of the Spanish **providers**, and 100% of the restaurants' **needs**.

Opportunity

Spanish restaurants yearly spend over **1 B €** in vendor fees.
Latin American restaurants spend **over 18 B € /year**.

RESTAURANTS' PROBLEM

Neither **decision makers**
nor **providers** are digitized.

Overall, the restaurant industry
is **systemically** outdated.

Digitalization is unreachable



Little access
to tech



Best choices
always missed



Huge
opportunity cost

Business Data Fragmentation



Tools aren't
inter-connected



Can't turn data
into action



Dependent on
others' performance

OUR SOLUTION

Decision makers may neutrally

Discover, Compare and **Purchase**

a wide set of tools and services from suited providers

... And subsequently check each area's performance through their **BI Control Panel**.

Digital Marketplace



Rank every solution



Compare features & ratings



Making the optimal choices

All-in-one 360 tool manager



Integrations & cross-analytics



Automation leads the way



KPIs take control back

THE PRODUCT

OWNERS WILL **BUY & MANAGE** THE MOST SUITED TECH FOR THEIR BUSINESS IN A **2-SIDE PLATFORM**

MARKETPLACE
Providers offer their services & products

TU RESTAURANTE
¿NECESITA AYUDA DIGITAL?

Bienvenido a Gastro Cloud
Plataforma De Servicios Y Proveedores De Restauración

Resumen de gastos y 445 partidas de...

| | | |
|-----------|-------------|----------|
| Gastos | \$11,763.34 | 2.6% ↓ |
| Ingresos | \$10,974.12 | 12.7% ↑ |
| Beneficio | \$1,789.22 | 105.7% ↑ |

Tus gastos han superado tu límite!

360 TOOL MANAGER
Operational All-in-One interface

BI & AUTOMATION | **MULTI-TOOL MANAGER**

PROFIT, ROAS, VENDORS, NPS, ADS, REVIEWS, SOCIAL MEDIA, WEB VIEWS, RESTAURANT DB, RESTAURANT, SALES, PROCUREMENT, COG, INCOME, DELIVERY, PAYROLL, EXPENSES, CROSSED ANALYTICS

Logos: Hosteltáctil, Facebook, Google, Glovo, maybein, flipdish, stuart, M., Uber Eats, bookline, CHOCO, foodyt., cheerfy, revo

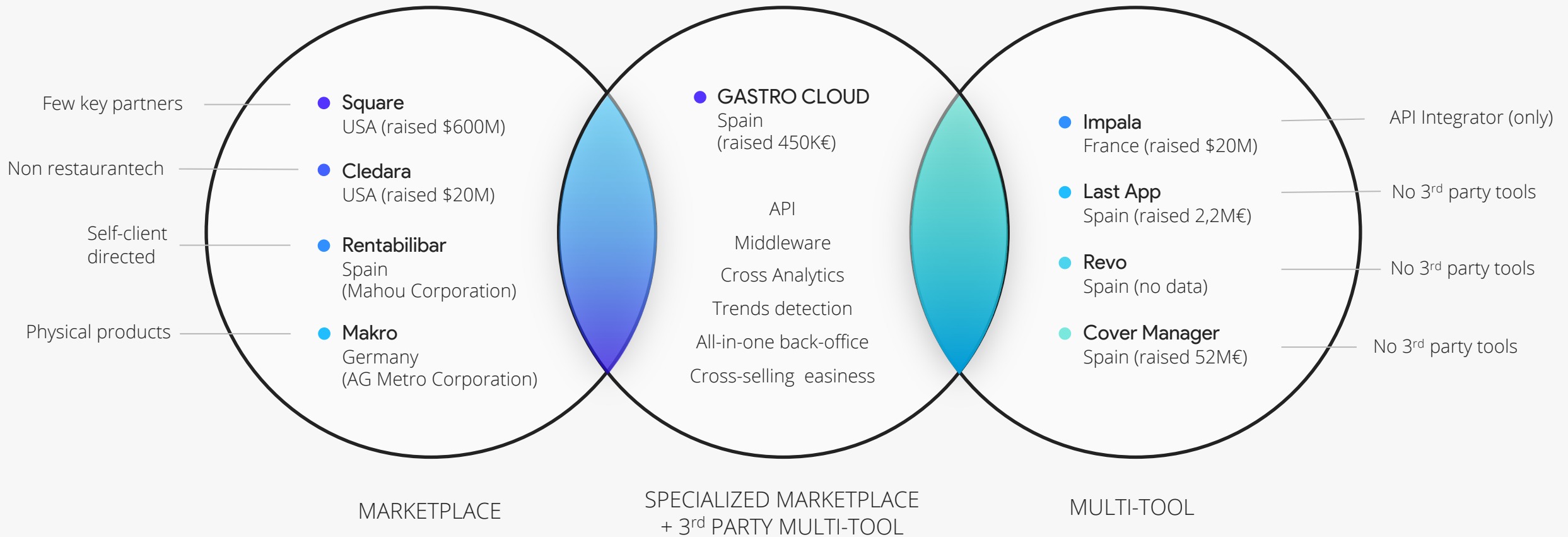
BUSINESS MODEL

PROFITS ARE BASED ON GENERATING SALES OPPORTUNITIES



COMPETITION ANALYSIS

THERE'S PLENTY OF ROOM ON BOTH SIDES OF THE TABLE



MARKET SIZE

OF COURSE, RESTAURANTECH IS EXPANDING WORLDWIDE

* Source: STATISTA

** Average yearly expenditure
(330€*12months*#restaurants)

15M restaurants *

60B€ **

Worldwide

4,5M restaurants *

18B€ **

Latin America

315k + 31k restaurants *

1,4B€ **

Spain + Portugal

GO TO MARKET

BEYOND CUSTOMARY SELLING METHODS, THE NETWORK EFFECT WILL BE KEY FOR EXPANSION



Outbound Sales: 75%

- **Sales reps:** SME restaurants
- **KAM:** Corporate and franchises
- **Partnerships:** vendors and corporations
- **Ads:** Social Media and Google



Cross-selling

- Proprietary products **leverage**
- **White-brand** partnerships
- Partner **Affiliation** program
- **360** inside-sales & **entry barriers**
- End-user **community** advantage



Inbound Sales: 25%

- Favoured website **SEO**
- Specialized **Knowledge Base**, Blog, FAQ
- **Partners/sellers'** Social media
- **PR** strategy, **press**, **events**
- **Referral** program

OUR TEAM

AND OUR MANAGEMENT EXPERIENCE IS AS DIVERSE AS IT IS COMPLEMENTARY



Jorge Suárez
CEO



David Suárez
CIO



Marcos Rodríguez
CTO



Alfonso Conejero
COO



FINANCE TABLE

YEAR-BY-YEAR PROJECTIONS

| | 2023 | 2024 | 2025 | 2026 | 2027 |
|--------------------------|----------|-----------|-----------|------------|------------|
| Revenue | 550,000 | 3,150,000 | 8,400,000 | 15,000,000 | 25,000,000 |
| Marketplace | 165,000 | 1,500,099 | 5,000,000 | 10,000,000 | 17,000,000 |
| Menudeldia | 290,000 | 1,250,000 | 2,200,000 | 3,000,000 | 4,000,000 |
| Pay Cloud | 50,000 | 350,000 | 1,200,000 | 2,500,000 | 4,500,000 |
| Gross Margin | 75% | 63% | 56% | 53% | 52% |
| EBITDA | -360,000 | 126,110 | 2,384,709 | 5,488,226 | 10,257,336 |
| Accounts | 1,500 | 4,000 | 7,500 | 10,000 | 15,000 |
| Suppliers | 65 | 130 | 225 | 350 | 500 |
| Marketplace: ACV account | 326 | 650 | 850 | 1,000 | 1,300 |
| Menudeldia: LTV/ CAC | 6.7 | 7.6 | 8.8 | 8.6 | 11.0 |
| Pay Cloud: Transactions | 80,000 | 525,000 | 1,800,000 | 3,750,000 | 7,000,000 |

FUNDING PLAN

450 K € IS THE FORESIGHT NEED FOR THE UPCOMING 18 MONTHS



Marketing

25%

26k users

450k users

- B2B expert contents
- PR & Partnerships
- Ads & lead generation
- Referral program

B2B Sales

30%

7k MRR

50k MRR

- Cross-selling team
- Chile & Portugal
- B2B outbound
- CRM automation

Growth Hacking

10%

7 NPS

9,5 NPS

- Transversal strategy
- Test & deploy

Tech

35%

3x partner integrations

35x integrations

- Integrations
- API dev
- Data Analytics
- UX/UI

NEXT STEPS

CONTACT THE FOUNDERS



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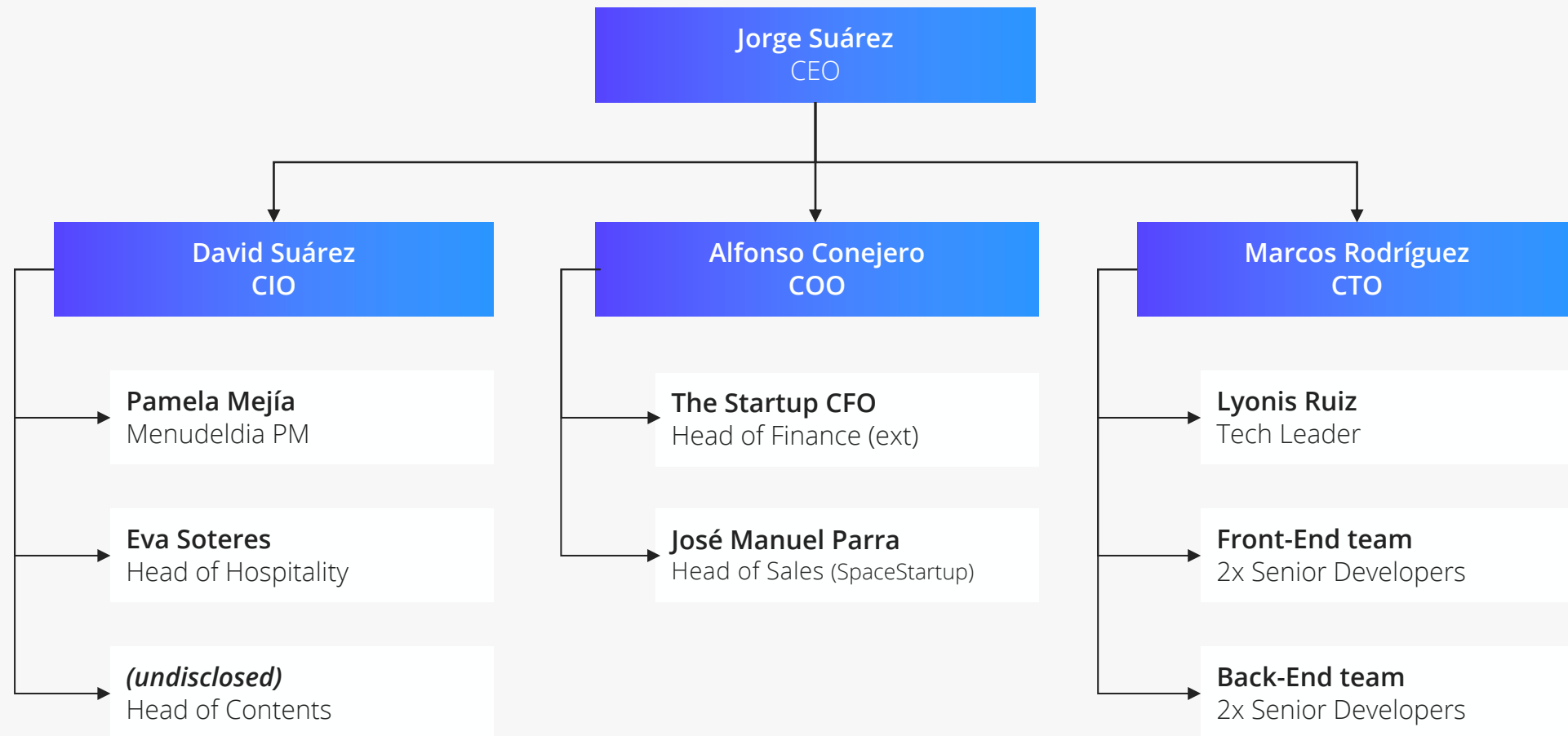


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APPENDIX

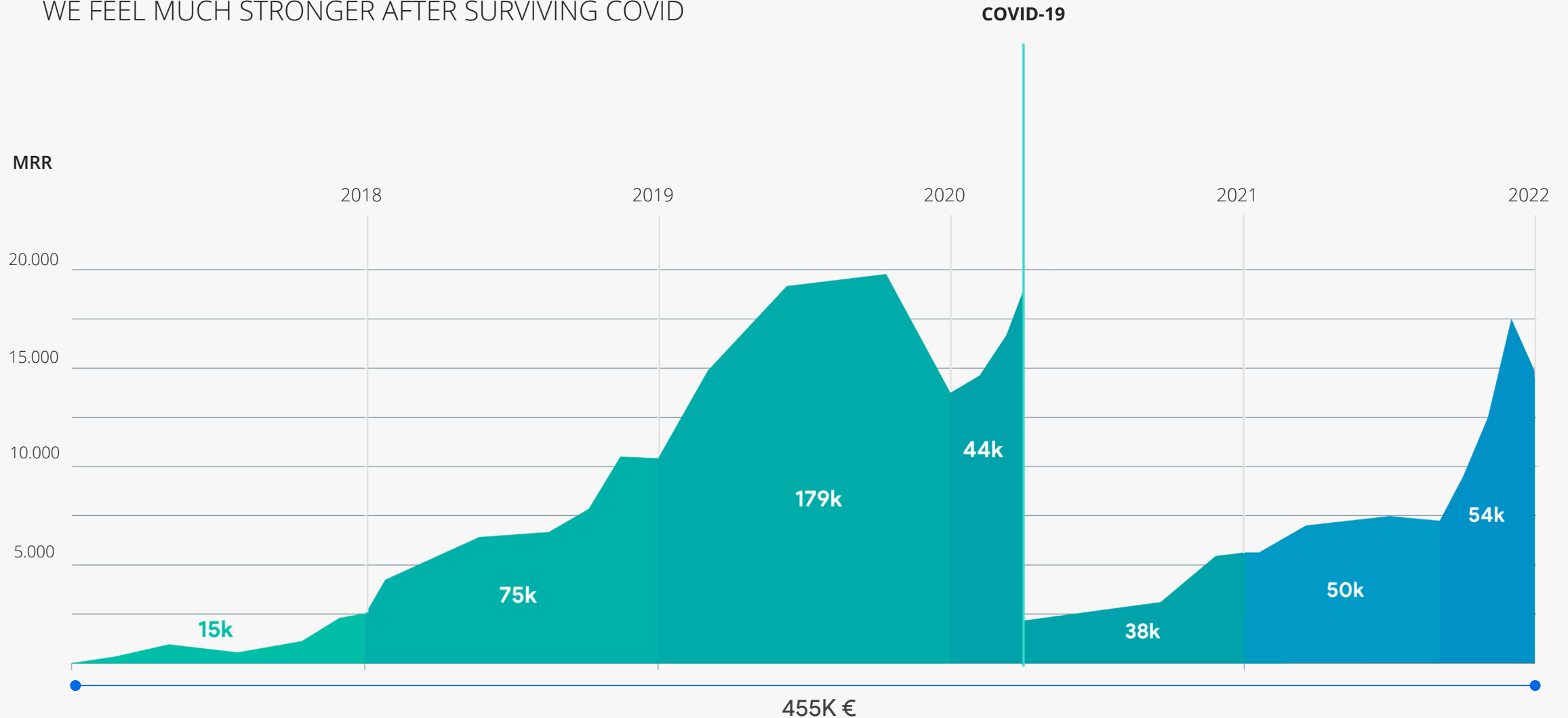
OUR TEAM

THE WHOLE TEAM LAYOUT



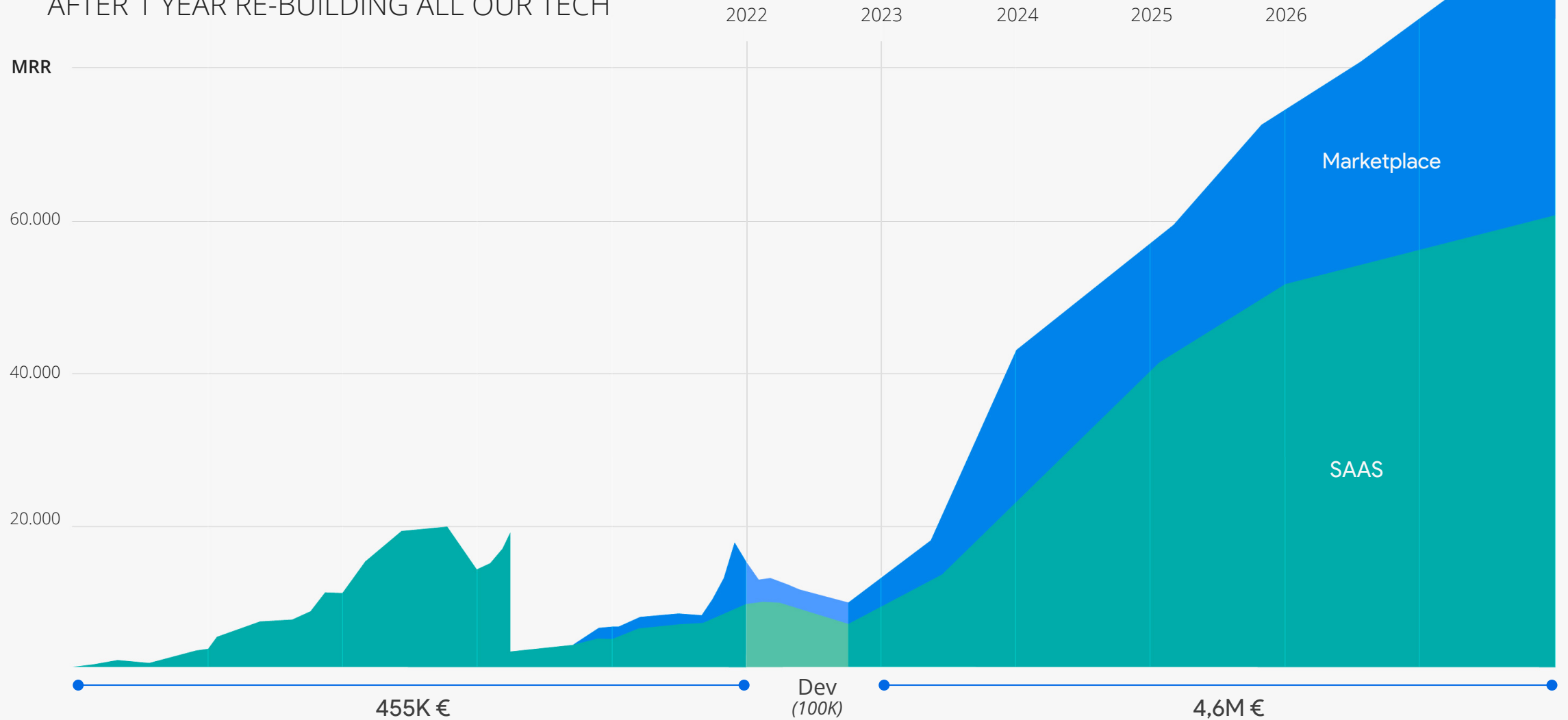
BUSINESS JOURNEY

WE FEEL MUCH STRONGER AFTER SURVIVING COVID



GROWTH PLAN

AFTER 1 YEAR RE-BUILDING ALL OUR TECH



Founded

2017

HQ

MAD

Current Clients

99

<1 product customers

24%

Current Digital Products

24

Products sold

850+

Max. MRR (*pre COVID*)

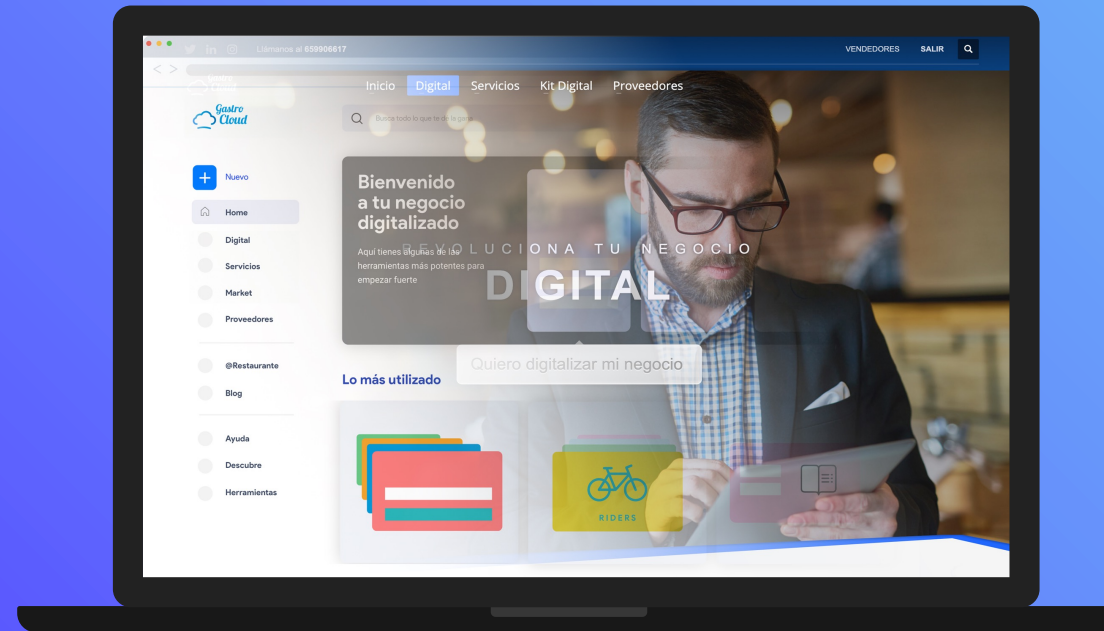
19,5k

Accumulated Income

475k

2-SIDE DIGITAL PLATFORM

PROVIDERS WILL SCALE THEIR SALES AND BOOST THEIR IN-APP USAGE



Up to now

475,000+
Revenue

26,000+
Active Users

500+
Overtime Customers