

deverTOP

Purpose

We stand for quality **food**, made with **love** & creativity and within **safety** standards , and **we will help Established Restaurants** to **thrive** not only survive .

We also want consumer's **loyalty** to be **rewarded** .

Established Restaurants' problems

High fees for online orders

No consumer data made available to restaurants by the platforms

Consumers prefer to buy online, not properly motivated otherwise

Unfair competition in terms of costs and Food Safety from black kitchens

Lack of employees (health concerns, less tips as card payments go up)

Rising employees costs

Rising energy prices

High software costs

Very little loyal consumer rewarding

Our solution

“Loyalty + digital menu + online ordering” , all-in-one mobile app

Benefits :

- + Builds a **community** of **loyal** consumers (incentives & gamification)
- + Brings **consumers inside** the restaurant
- + Improves profit **margins** when consumer orders online
- + Saves 10-30 minutes of consumer's **time**
- + Happier **employees** (tips for card payments)
- + **Energy** savings
- + **Reduces** manual work by platform integrations

Our solution - 2

- How it works – **inside restaurant** usecase
 - Consumer scans the QR or NFC on the table → welcome page
 - Install the app (Android or iOS – same app for all venues)
 - Joins the loyalty program for that specific venue, receives virtual loyalty card
 - Opens order via digital menu ; add product to basket
 - [Shares order with friends or family via QR or deep links]
 - Sends the order
 - Waiter approves the order (products are already in basket)
 - Preparation and enjoy meal
 - Consumer request check, also set tips and preferred payment method
 - Waiter [adds the tips on order,] cashes in, and then closes the order
 - Consumer receives points (used as payment on future orders) and experience (jump to next loyalty level) on order closing
 - ERP receives the order

Our solution - 3

- How it works – **online order** usecase
 - Consumer opens marketing link → welcome page
 - Installs the app (Android or iOS – same app for all venues)
 - Joins the loyalty program for that specific venue, receives virtual loyalty card
 - Opens online order via digital menu ; add products to basket
 - [Shares order with friends or family via deep links]
 - Sends the order [+online payment]
 - Waiter approves the order (products are already in basket)
 - Preparation and Delivery
 - Waiter closes the order when delivered (and paid if c.o.d.)
 - Consumer receives points (used as payment on future orders) and experience (jump to next loyalty level) on order closing
 - ERP receives the order

Why now

Food ordering platforms + black kitchens + Pandemics + war → slow death of the Established Restaurant .

Restaurants are pushed out of the comfort zone and forced to evolve or close

Consumers are acquainted with QR codes and NFC

Consumer oriented restaurant software is at the beginning of the category cycle

Market size

- TAM 15,000,000 established restaurants in the world (google) x 1k median ARR = 15bln ARR
- SAM Europe,UK,US ~ 472294 restaurants (statista) x2k median ARR = 945mln ARR
- SOM – short term : Romania 10% market share = 1000 (statista) x 1k median ARR = 1mln ARR
- SOM – long term : Europe,UK,US at 5% market share ~ 472294 x2k median ARR = 47 mln ARR

Competiton

Europe

- Sunday
- Choice QR
- Orderli
- Flipdish

Romania

Boost Eat!

Ialoc

Out4food

Lokofood

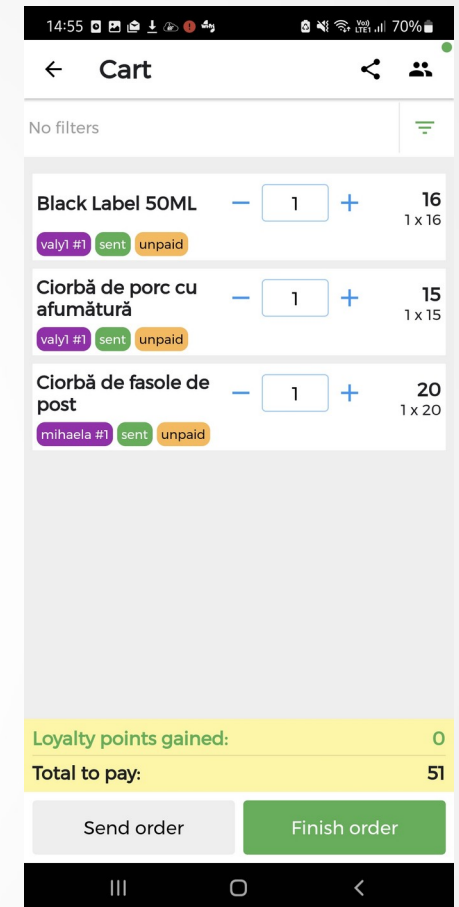
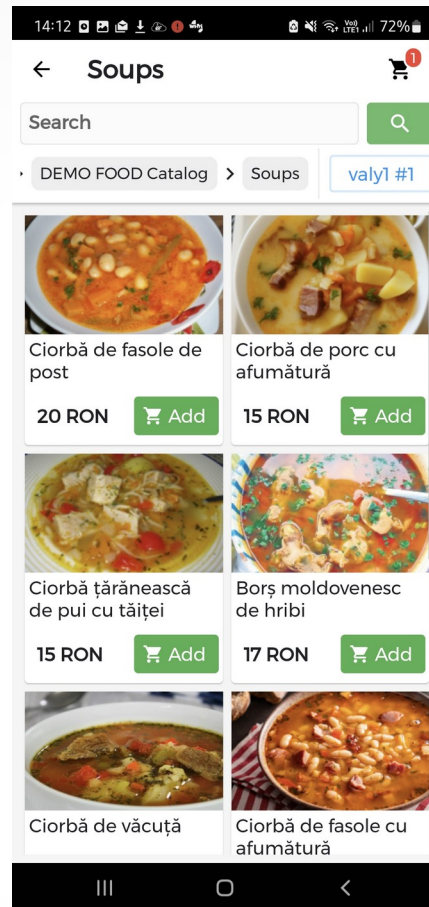
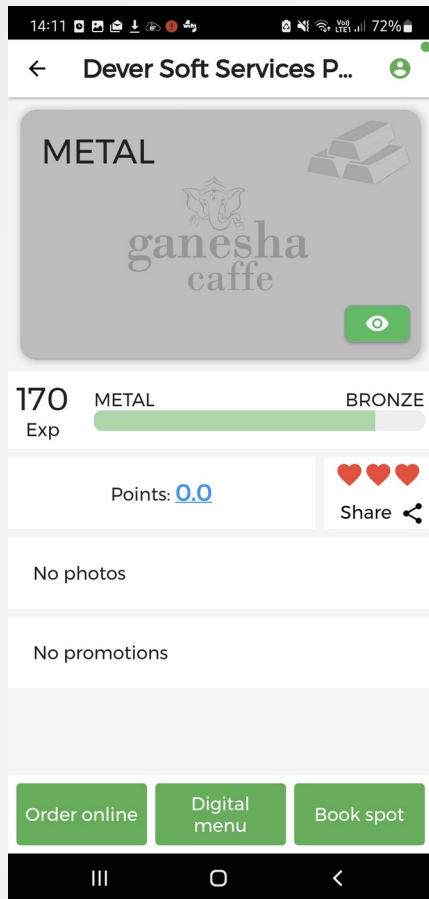
Our advantages

- **Community** and engagement building, embedded
- **Multiple** order **participants** → better UX, more interactions
- **Native** Apps (Android, iOS, MacOS, Windows, Linux)
- **Waiters** are **active** participants
- We proud ourselves to know very well the restaurants' needs (**since 2005 in this market**) .

Product

- “**Mobile first**” design
- **Responsive**
- **Loyalty app** for consumers
- **Waiters app** for operators and managers
- Low bandwidth
- Event driven design
- **Native apps** on frontend (Android, iOS, Windows, MacOS, Linux)
- Easy to integrate other services via **API**
- **Flutter** UI
- **Java** backend
- **gRPC** comm layer
- **PostgreSQL** db
- Runs on **Linux** OS on dedicated servers
- In production since May 2023

Product - 2



Product - 3

14:56

Order summary

Payment type

☐ Numerar ☒ Card

Tips

☒ Excellent 15% ☐ Very Good 12%
☐ Good 10% ☐ Other %
☐ Amount ☐ Net Amount
☐ Change from 100 ☐ Change from 200
☐ Change from 500 ☐ Change from

All tips on order

User	Prod. value	Tips	Tips gross	Tips net	Total to pay
valy1	31	15%	4.65	3.67	35.65 Card
mihaela	20	10%	2	1.58	22 Card

Save Ask for check

14:57

Order summary

Pay for valy1: 0

Add tips Fiscal receipt

Black Label 50ML 1 x 16 = 16 To pay: 16
Ciorbă de porc cu afumătură 1 x 15 = 15 To pay: 15

Pay for mihaela: 0
Tips added Fiscal receipt

Ciorbă de fasole de post 1 x 20 = 20 To pay: 20
Service To pay: 2

Pay Print receipt Close order

14:58

Cart

No filters

Black Label 50ML 1 16
valy1 #1 accepted paid_in_full
Ciorbă de porc cu afumătură 1 15
valy1 #1 accepted paid_in_full
Ciorbă de fasole de post 1 20
mihaela #1 accepted paid_in_full
Service 2
mihaela #1 accepted paid_in_full
Service 4.65
valy1 #1 accepted paid_in_full

Loyalty points gained: 0

Total to pay: 57.65
Total paid: 57.65
Remaining to pay: 0

Send order Finish order

Business Model

- Subscription starting at 100 euro /USD (Eastern Europe) or 200 euro/USD (Western, UK, US) / month
- Average TLV 6k/12k euro/USD . We expect high retention of min 5y (i.e. Face Convention Center is our customer from 2008)
- Estimated CAC 200 euro
- Sales and Distribution : online, partnerships, area sale agents
- Early Customers : 100 from our existing customers, next 100 from our partners

Team - 1



Valentin Cozma

- 80% equity
- 25 years of java programming
- 20 years of business
- DeverTOP architect and Backend developer



Ticky

- 5% equity
- CTO, customer success
- Working together since 2013



Andrei

- 5% equity
- Customer success
- Working together since 2012

Team - 2



Mihaela

- Area sales
- Marketing assistant
- Working together since 2021



Adrian

- 5% equity
- DeverTOP frontend developer
- Working together since 2019

Lucian

- Area sales
- Just joined the team

Financials

- Dever Soft Services SRL (the company) :
- 2023 revenue 181k euro
- 2023 net profit 57k euro
- Cash flow stable
- Bootstrapped
- DeverTOP (the new project) :
- 2k ARR (1 client)
- Looking for a **seed** investment of **500k** for 15% equity

Vision

First or second player in chosen markets

Sustain food quality , food safety, variety and loyalty
rewarding by quality software

Stay really close to customers , in order to achieve this vision .

Thank you !

Valentin Cozma, CEO

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