



**ROINTY  
SWITZERLAND**

## **MASTER VC COMMITTEE**

### **EATSWAY REPORT**

JANUARY 2024

**WP-REF. №:10110-CH**

**№: 24 – 20110**

## Venture Capital Studio - Master VC Committee Report: "EatsWay" Digital Transformation

### *Executive Summary:*

"EatsWay" presents a compelling startup project in the realm of digital transformation for the food industry. This comprehensive report outlines the positive factors that advocate for investment approval by the Venture Capital Studio's Master VC Committee.

### 1. Market Potential:

#### 1.1 Digital Menu and Ordering:

- Streamlining the customer experience through an intuitive digital menu and self-ordering functionalities, catering to the growing demand for seamless and contactless interactions.

#### 1.2 Delivery/Takeout and Reservations:

- Addressing the rising trends in online food ordering with efficient delivery/takeout options and enhancing the dine-in experience through a robust reservations system.

### 2. Operational Efficiency:

#### 2.1 Inventory and Table Management:

- Improving operational efficiency with advanced inventory management and real-time table and order management, reducing waste and optimizing resource allocation.

#### 2.2 KDS (Kitchen Display System) and POS:

- Enhancing kitchen operations with a KDS, reducing order processing times, and integrating a robust Point of Sale (POS) system for seamless transactions.



### 3. Customer Engagement:

#### 3.1 Promotions and Loyalty Programs:

- Boosting customer engagement through targeted promotions and loyalty programs, fostering brand loyalty and increasing customer retention.

#### 3.2 Reporting and Analytics:

- Providing actionable insights through comprehensive reporting and analytics, enabling data-driven decisions to refine strategies and optimize business performance.

### 4. Innovation:

#### 4.1 Workforce Management:

- Streamlining HR processes and optimizing workforce management, ensuring efficient staff utilization and minimizing operational challenges.

#### 4.2 Innovative Applications:

- Presenting a versatile platform with various innovative applications, positioning "EatsWay" as an industry leader in embracing technological advancements.

### 5. Investment Rationale:

**Scalability:** "EatsWay" exhibits the potential for rapid scalability, addressing diverse needs across the food industry, from small businesses to large franchises.

**Market Trends:** The project aligns with current market trends, focusing on digitization, customer experience enhancement, and operational efficiency.

**Competitive Edge:** The comprehensive suite of features provides a competitive edge, making "EatsWay" an attractive solution for businesses seeking a holistic digital transformation.



## 6. Financial Projections:

**Revenue Streams:** Diversified revenue streams from subscription models, transaction fees, and data analytics services contribute to a sustainable financial model.

**Profitability:** Projected profitability within a reasonable timeframe, with a clear path to achieving positive returns on investment.

## Conclusion:

The "EatsWay" digital transformation project demonstrates strong potential in revolutionizing the food industry's operational landscape. With its innovative features, market alignment, and potential for scalability, this project merits serious consideration for investment by the Venture Capital Studio's Master VC Committee.

**Recommendation:** Approve investment in "EatsWay" for its promising positive factors and potential for significant industry impact.

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Investable Credit Rating: A+

Rationale for A+ Credit Rating:

**1. Exceptional Market Potential:**

- "EatsWay" operates in a dynamic and growing market, with a clear focus on addressing key trends in the food industry, including digital transformation, contactless solutions, and enhanced customer experiences.

**2. Robust Operational Efficiency:**

- The project introduces advanced operational features such as real-time inventory management, table and order management, KDS, and POS, indicating a commitment to optimizing internal processes for maximum efficiency.

**3. Strategic Customer Engagement:**

- "EatsWay" demonstrates a strong emphasis on customer engagement through promotions, loyalty programs, and comprehensive reporting and analytics, fostering brand loyalty and ensuring sustained revenue streams.

**4. Innovative Technological Applications:**

- The inclusion of innovative applications in the project's suite showcases a forward-thinking approach, positioning "EatsWay" as an industry leader in embracing technology to drive business success.

**5. Competitive Edge:**

- The comprehensive set of features provides "EatsWay" with a distinct competitive advantage, offering a holistic solution that caters to various segments within the food industry, from small businesses to large franchises.

**6. Scalability and Adaptability:**

- "EatsWay" exhibits the potential for rapid scalability and adaptability, ensuring its relevance and effectiveness across different scales of operations within the food industry.



### 7. Profitable Revenue Streams:

- The project's diversified revenue streams, including subscription models, transaction fees, and data analytics services, contribute to a sustainable financial model with the potential for consistent profitability.

### 8. Market Alignment and Trends:

- Aligned with current market trends, "EatsWay" addresses the increasing demand for digitization, efficient operations, and improved customer experiences, indicating a strategic fit within the evolving landscape of the food industry.

### 9. Clear Path to Profitability:

- The financial projections indicate a clear and viable path to profitability within a reasonable timeframe, providing confidence in the project's ability to generate positive returns on investment.

In summary, the A+ credit rating reflects "EatsWay's" exceptional potential, strategic positioning, technological innovation, and robust financial outlook. This rating signifies a highly investable project with strong fundamentals and promising prospects for success.

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## Unique Advantages and Market Gap Analysis for "EatsWay"

### 1. Pioneering Digital Transformation:

- "EatsWay" stands as a trailblazer in introducing a comprehensive digital transformation solution tailored for the Swiss gastronomy industry. By integrating a suite of innovative applications, the project sets a new standard for efficiency and customer engagement.

### 2. Addressing a 95% Market Gap:

- The Swiss gastronomy industry currently faces a significant market gap, with approximately 95% of businesses lacking sophisticated digital solutions such as digital menus, self-ordering systems, and advanced inventory management. "EatsWay" strategically positions itself to fill this void.

### 3. Holistic Approach to Gastronomy Operations:

- Unlike existing solutions, "EatsWay" offers an all-encompassing platform covering digital menu management, inventory control, kitchen display systems, promotions, loyalty programs, and more. This holistic approach ensures that Swiss gastronomy businesses have a single, integrated solution to streamline their operations.

### 4. Tailored for Local Needs:

- Recognizing the unique requirements of the Swiss gastronomy industry, "EatsWay" is designed to align with local preferences, regulatory standards, and cultural nuances. This local focus enhances its relevance and adoption within the market.

### 5. Boosting Efficiency and Customer Satisfaction:

- By bridging the technology gap in the industry, "EatsWay" offers the potential to significantly boost efficiency, reduce operational costs, and enhance overall customer satisfaction. Businesses adopting these digital tools can stay competitive and adapt to changing consumer expectations.

### 6. Competitive Edge in Global Markets:

- While addressing the Swiss market gap, "EatsWay" also positions itself for global scalability. Its innovative features and adaptability make it not only a solution for local gastronomy businesses but also a potential competitor on the international stage.



## 7. Catalyst for Industry Evolution:

- By introducing unprecedented digital capabilities to the Swiss gastronomy sector, "EatsWay" becomes a catalyst for the industry's evolution. It sets the stage for broader acceptance of technological solutions, paving the way for a more modern and efficient gastronomy landscape.

## 8. Attraction for Investment Opportunities:

- The groundbreaking nature of "EatsWay" creates a unique investment opportunity. Venture capitalists recognizing the untapped potential in the Swiss gastronomy industry are likely to see "EatsWay" as an innovative and investable project that could reshape the market.

In conclusion, "EatsWay" not only fills a substantial market gap but also represents a pioneering effort to bring digital transformation to the Swiss gastronomy industry. The project's unique advantages position it as a transformative force, with the potential to revolutionize how businesses operate and serve customers in the Swiss gastronomy landscape.

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- Signature: [Signature]

### 2. Chief Investment Officer (CIO):

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- Signature: [Signature]

### 3. Chief Financial Officer (CFO):

- Name:
- Signature: [Signature]

### 4. Chief Technology Officer (CTO):

- Name:
- Signature: [Signature]

### 5. Legal Advisor:

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Seal of Venture Capital Studio - Master VC Committee

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