

LikeMyFood

Business Plan

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+ Outline

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+ LikeMyFood in a Nutshell



■ Problem:

- Revenues and customer base of restaurants decreasing
- People want trustworthy recommendations for food
- There is no digital way for word-of-mouth advertising of food
- Restaurants need attractive menu cards, also in digital form

■ Solution:

- LikeMyFood lets you eat what your friends find delicious
- LikeMyFood brings new customers to a restaurant
- LikeMyFood revolutionizes your menu card
- As a restaurant you just pay if you get liked

+ LikeMyFood Vision and Mission



■ Vision:

- Get food/restaurant recommendations of your friends
- Fill restaurants

■ Mission:

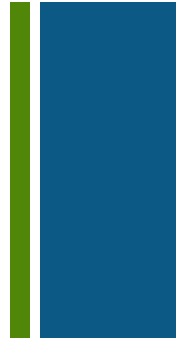
- Provide tools and services to get personal recommendations
- Improve menu cards of restaurants

+ LikeMyFood Strategy

- Scalable business model by utilizing social networks and mobile technologies
- LikeMyFood allows users to recommend dishes among them
- The photos for menu items are either community based (restaurant does not pay) or made by professional photographers (restaurant pays)
- Technically LikeMyFood integrates the best practices of existing solutions
- Payment strategy: Restaurants prepay credits which are only decreased if they get liked by users



+ Market Drivers



■ Market Trends:

- Social networks with a huge number of users have emerged during the last years (Facebook, Twitter, Google+, ...)
- Users like to recommend whatever items to other users and to show them what they do

■ Market Opportunities

- Up to now no acceptable solutions for collaborative food recommendations

■ LikeMyFood's Market Position

- Unique market position due to nice dish pictures and personal recommendations

+ Competitors - Why LikeMyFood is different?



■ Foodspotting:

- Users can rate dishes and see recommendation from other people
- **Why LikeMyFood is different ?** We show to the user recommendations from a more trusty source (from friends and other known people)



+ Competitors - Why LikeMyFood is different?



■ Google Maps:

- The user can see the general rating of a restaurant and how to reach it. In addition, he can read some comments and recommendations
- **Why LikeMyFood is different ?** The ratings have a finer granularity because they are more related to the single dishes and so the customer can select and recommend his dishes more precisely

+ Competitors - Why LikeMyFood is different?

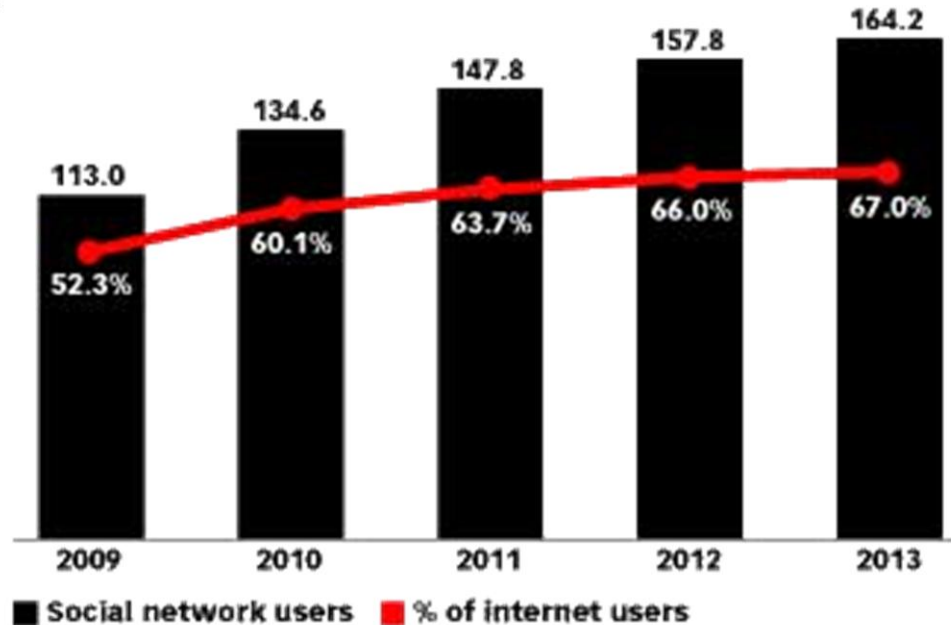
■ TripAdvisor:

- The user can select restaurants in specific places all over the world and see the related comments and ratings
- **Why LikeMyFood is different ?** The selection of the restaurants is based on local and known people. In addition the finer grain of our recommendations is an additional value



+ Market Opportunities

- Eating is always trendy 😊
- Increasing world wide availability of broadband connections
- Social networks are widespread and increasingly important



+ Market Strategy



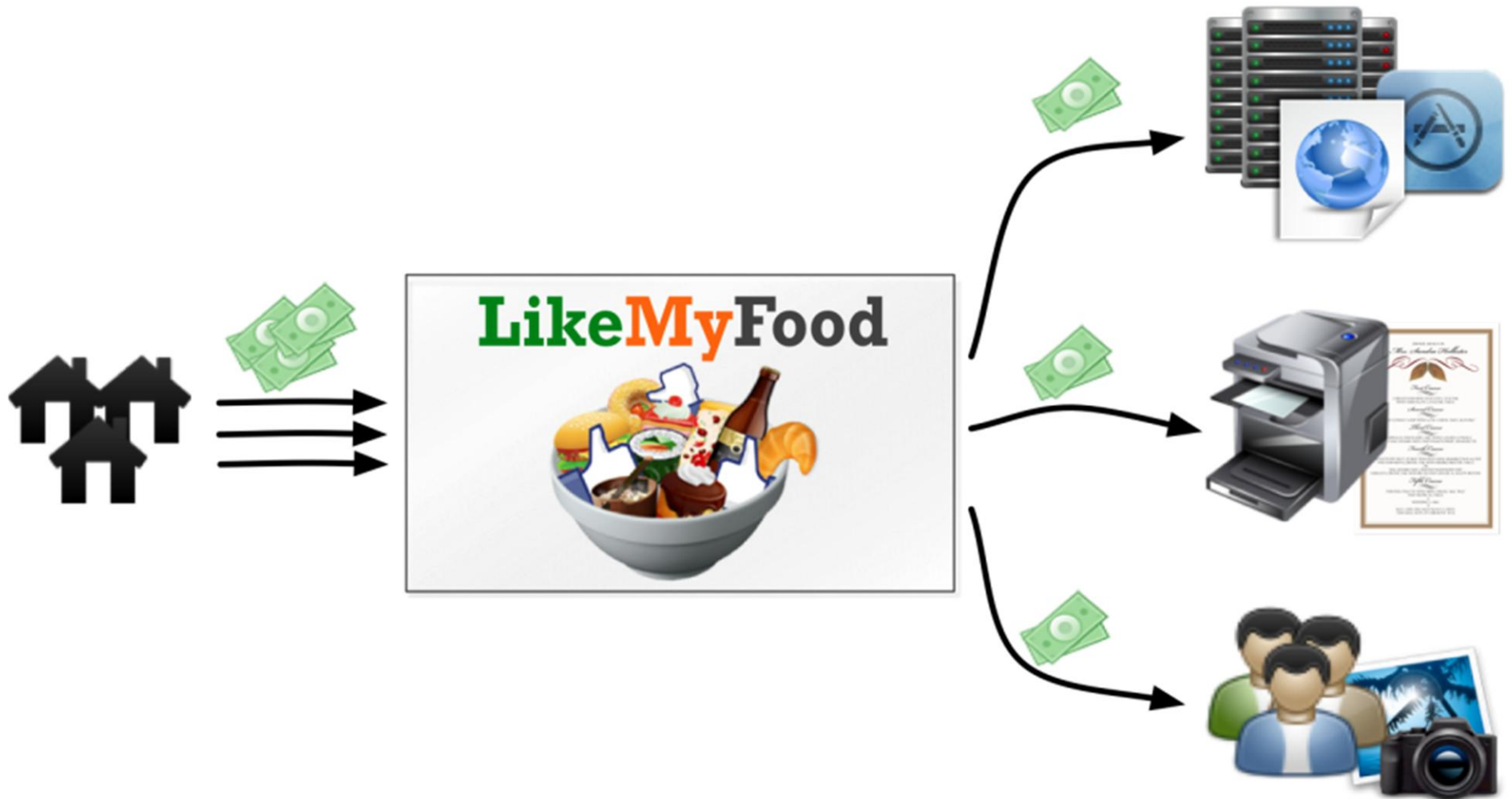
- Advertisement:
 - Newspaper
 - Facebook
- Popularity will increase by spreading from restaurant to restaurant
- LikeMyFood will be launched first in South-Tirol, then Italy, Austria, Germany, Switzerland

+ Marketing Plan

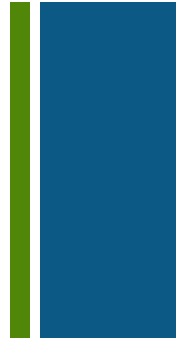


- Start spreading with FFF (Family, Friends and Fools 😊)
- Make attractive promotion videos and spread them over popular social networks
- Go directly to restaurants to promote our service and find first customers
- Go from local to global scale

+ Business Model - Financial Flows



+ Business Model - Value Proposition

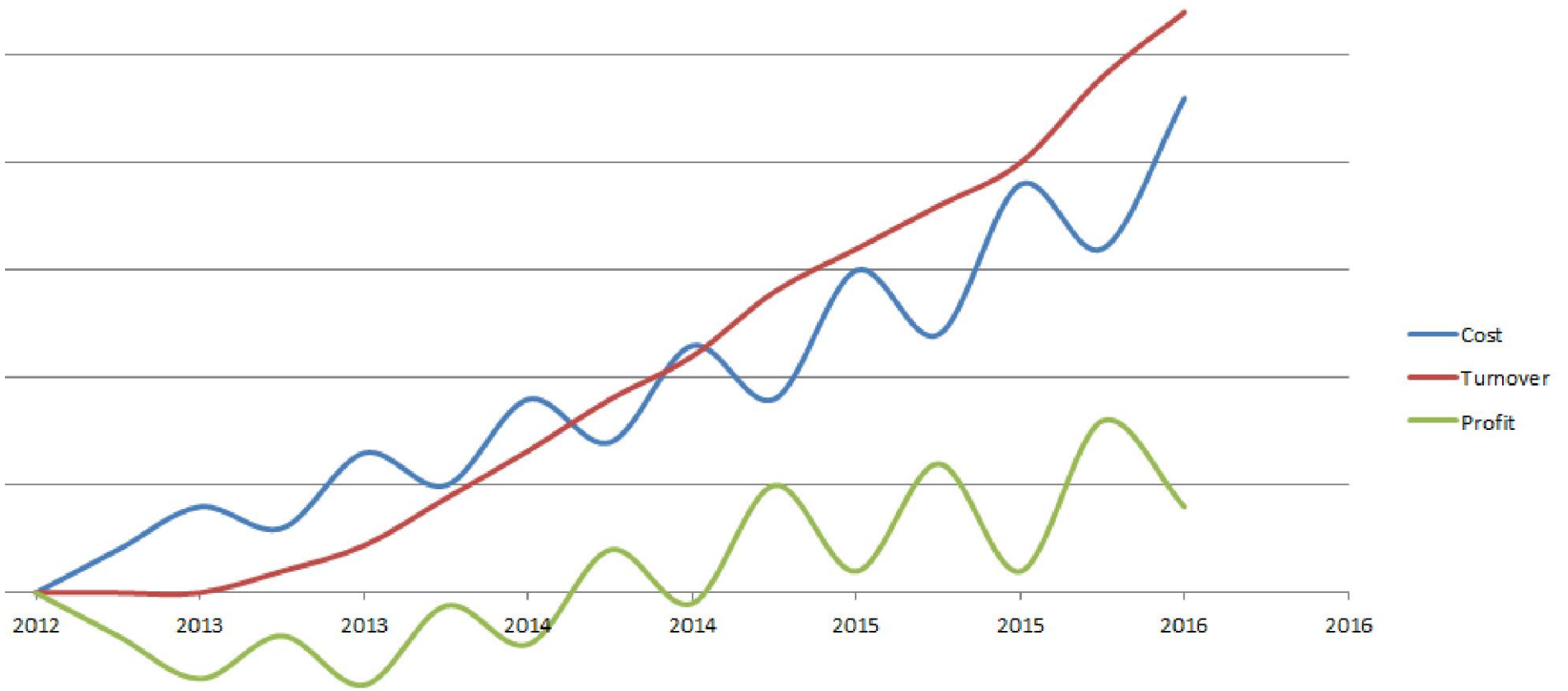
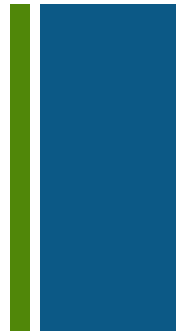


- Scalable business model by utilizing social networks and mobile technologies
- Value proposition for restaurants: Increase customer base, be rewarded for good work, fill restaurants also on days with fewer clients
- Value proposition for users and communities: Get good food due to trusted recommendation sources (friends), know what your buddies eat

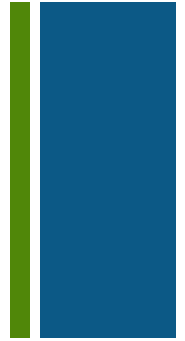
+ Team and Organisation



+ Financial Plan



+ Main Risks



- Challenge to attract and maintain restaurants and customers which like food recommendations
- New and unexperienced earning logics (might not take off in the end)
- Competing service concepts, customers see no value in additional service
- Too slow marketing and ramp-up process

+ Roadmap and Next Actions



- Contact first restaurants in our nearby area

2012 Q2

- Expand cover area town by town

2012 Q4

- Expand cover area outside South Tyrol

2013 Q2

- Breakeven point

2014 Q1

- Expand cover area in neighboring foreign countries

2014 Q3



+ Summary



- LikeMyFood lets you explore what your friends find delicious and recommends new restaurants for you
- LikeMyFood brings new customers to a restaurant, which have only to pay if they get liked
- LikeMyFood will be launched first in South-Tirol, then Italy, Austria, Germany, Switzerland
- Scalable business model by utilizing social networks and mobile technologies