



OPENBAR

*Drink
Gift
Share*

MAY 2020





OUR **PURPOSE**

We want to **offer**
a **Free Drink**
to **all the people**
around **the world.**



OPENBAR IN **BRIEF**

Openbar is a **digital app** that drive people to the **real world** to live better relationship, **stronger emotions** and **unique experiences**.

Openbar It's the new **revolutionary one to one** communication tool.



OPENBAR APP

1. Cheers

INNOVATIVE BRANDING

Find out what's hot and enjoy
Free Drinks from Brands.



2. Wallet

ALL DRINKS HERE

This is the place where to find
all Drinks available.



3. Bar list

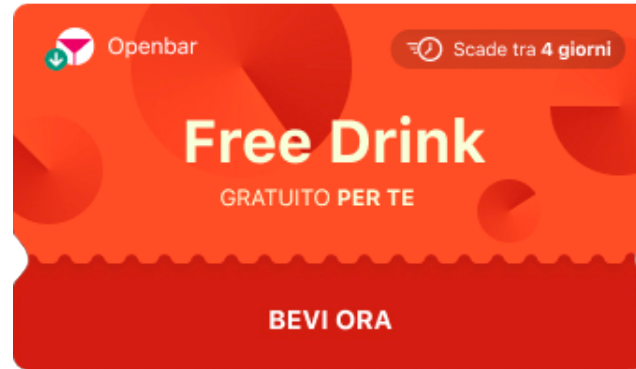
ALL VENUES HERE

Scroll through bar list to organize
your friend's night out.

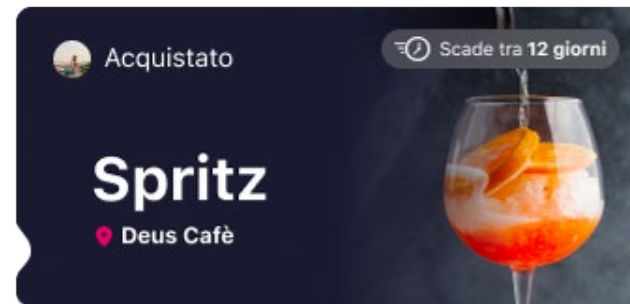


ENGAGEMENT RULES

With Openbar **people enjoy** and share **Free Drinks**, while **venues** drive traffic and **increase sales**.



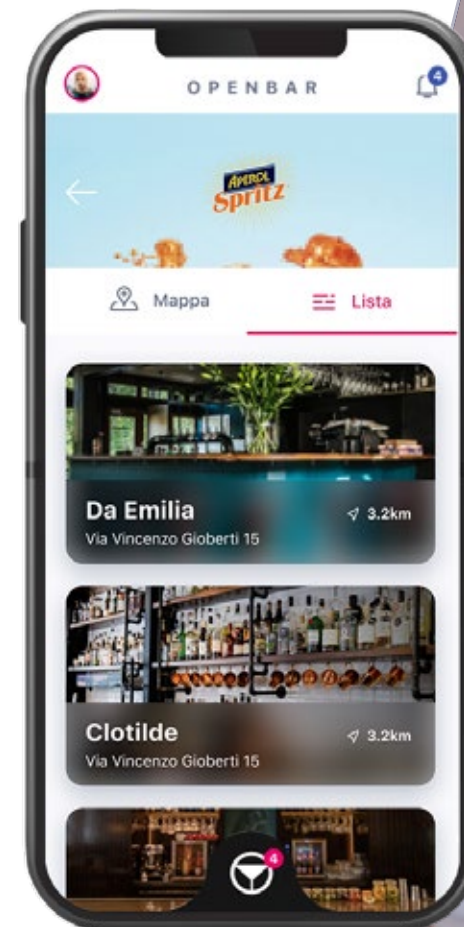
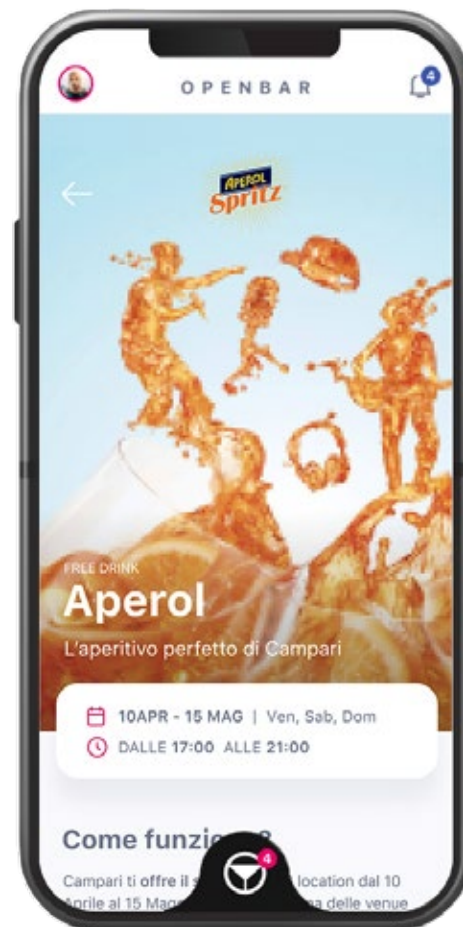
Openbar displays to every user
Free Drinks **every week!**
1 to drink + 1 to gift



Users can buy or gift a drink
and use it in the **next 30 days**.
Buy / Drink / Gift

OPENBAR FOR **BUSINESS**

Digital events are Openbar innovative data driven campaigns. **Brands offer drinks** to our users with a revolutionary **one to one** communication tool.



A REPORTING TOOL

USER DATA

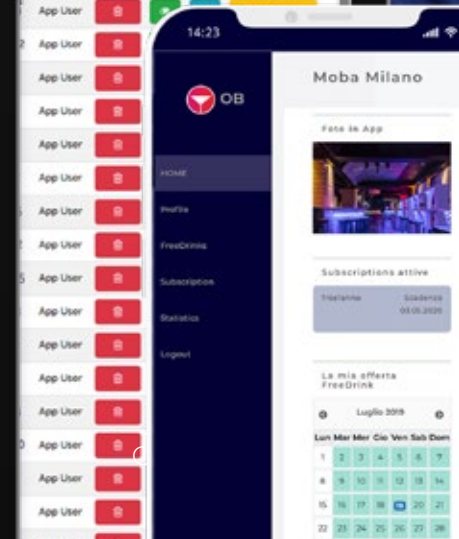
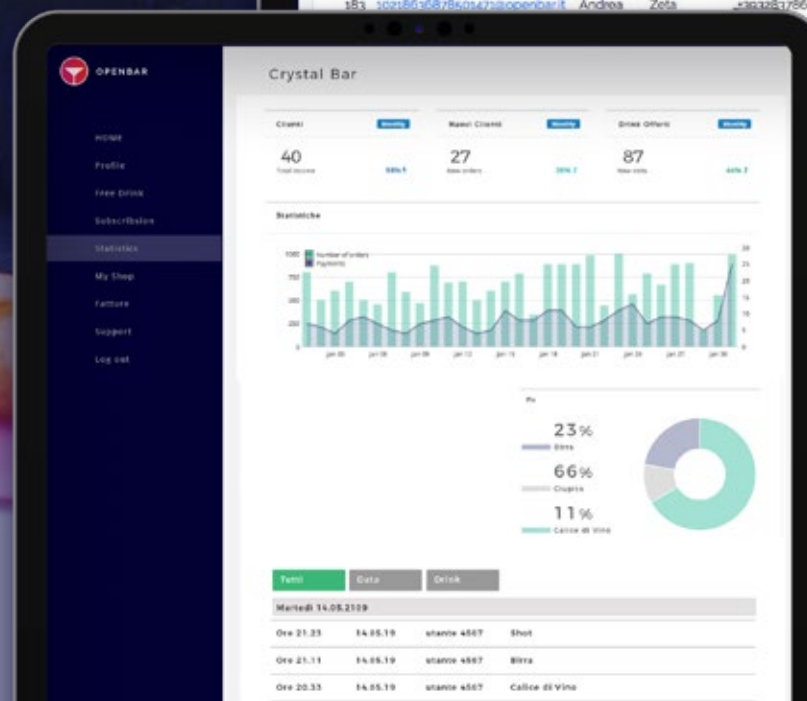
All activities are tracked providing powerful insights for our partners. **Venues** and **brands** create tailored offers to **drive users, increase sales** and **retain customers**.

REAL TIME STATISTICS

Venues and brands have **real time information** about the status of their offers and promo.



ID	Email	First Name	Last Name	Phone	Role	Actions
155	cristiano.ceretti@gmail.com	Cristiano	Ceretti	+393392379314	App User	Subscriptions
156	alainaklaus@gmail.com	Alaina	Klaus	+393399347444	App User	Subscriptions
172	flyflyerson@gmail.com	Fly	Flyerson	+14084766514	App User	Subscriptions
178	clao@gmail.com	clao	clao		App User	Subscriptions
182	tetsuobuda@hotmail.com	Guido	La Vespa	+393477375840	App User	Subscriptions
183	10218636878505472@openbar.it	Andrea	Zeta	+393383786886	App User	Subscriptions



MARKET IN ITALY

Bars and Caffè

REVENUE 2018

Italy

€18 bn.

150,000

BARS

FIPE

Federazione Italiana Pubblici Esercizi 2018

Digital Advertising

REVENUE 2018

Italy

€2.9 bn.

IAB Europe

AdEx benchmark 2018

BUSINESS MODEL

Our 3 pillars

People

PAY PER SALES

Commission fees for every purchase made through the app.

Brands

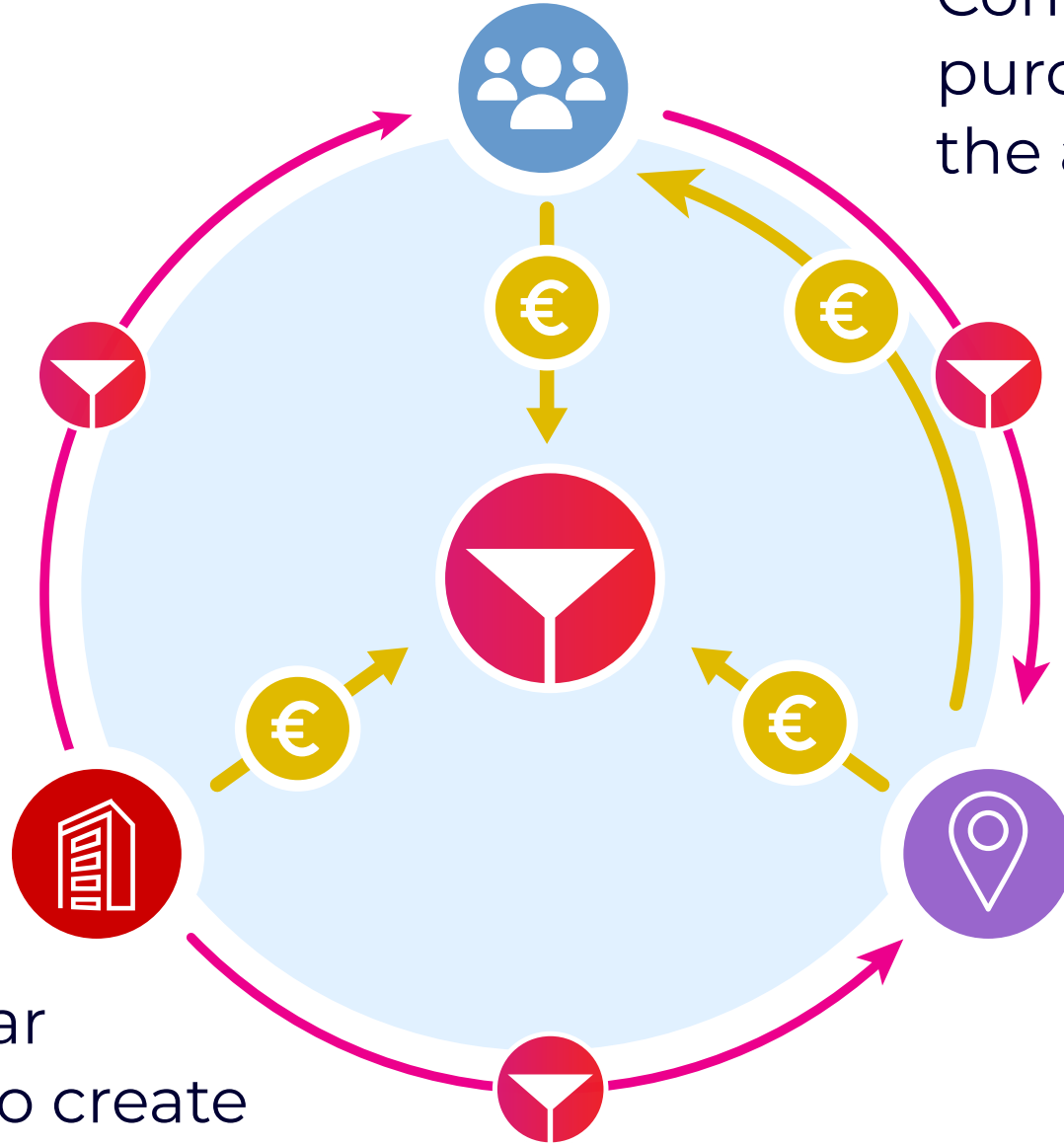
DATA DRIVEN CAMPAIGNS

Access to the Openbar marketing platform to create innovative campaigns.

Venues

SUBSCRIPTIONS

Monthly subscription fee for every venue on platform.



MONETIZATION



MONTHLY FEE



Venues



SHOP FEE



RESIDENT EVENTS



OPENBAR EVENTS



SPONSORSHIP

- Day / week / month



BRANDING



MARKETING



Brands



DIGITAL EVENTS

- Multi location
- Geolocalized
- Co-branded



LINK TO E-COMMERCE



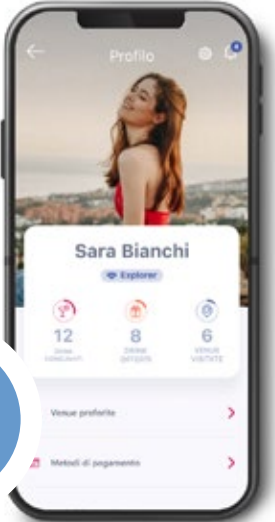
% ON PURCHASE



% ON GIFTING



People



PREMIUM ACCOUNT

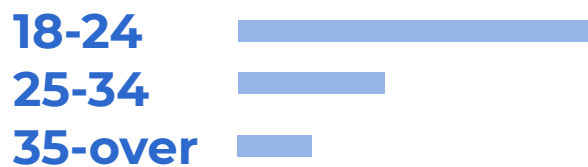


People

GENDER

60%M
40%F

AGE



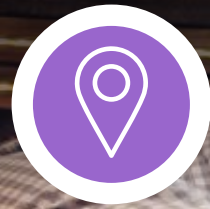
GEO



VALUE FOR USERS

- *One **Free Drink** every week*
- *Discover **new venue***
- *Access to **special nights** promoted by **Venues***
- *Access to **Digital events***
- ***Buy drinks** in app to gift or to **skip queue***
- ***Gifting** experience*
- *Friends' night out **organiser tool***

Venues



TYPE

HoReCa. Caffè.
Cocktail Bar. Pub.
Wine shop. Brewery.
Disco. Live Music.

SERVING

Breakfast. Lunch.
Aperitif. Welcome
drinks. Evening drinks

VALUE FOR BARS

- **Visibility** on Openbar community
- **Promote** specific nights
- **Sell** directly in app
- Promote their **offers** and **deals**
- Managing traffic and **increase sales**
- **Retain** customers

Brands

FOCUS ON

F&B

ALL OTHER

BRANDS

VALUE FOR COMPANIES

- *Visibility on Openbar **Events** section*
- *Sponsor the **Explore** editorial section*
- ***Direct relationship** with bars*
- ***Multi location events** with a simple click*
- ***New sales channel** and high impact **on retail***
- ***Data driven** campaigns*
- *Communication **one 2 one***

INSTAGRAM



15 K followers
160 posts



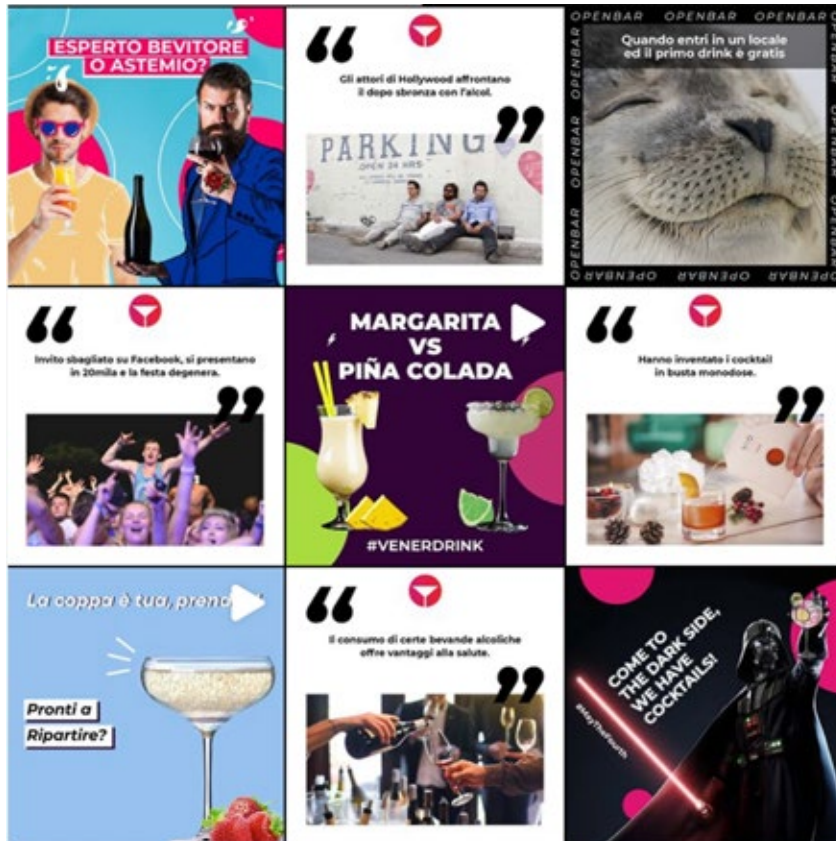
[Visit Profile](#)



Followers
15,116



Average Likes
318



Engagement Rate
3.26%

Estimated Earnings Per Post
\$93.75 - \$156.25

Audience Interests:



TEAM



**Cristiano
Ceretti**

CEO
CO-FOUNDER



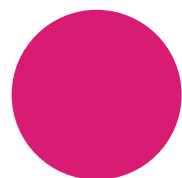
**Nicola
Mazzucchelli**

CSO
CO-FOUNDER

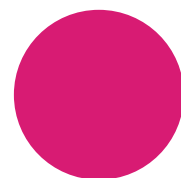


**Bruna
Sacco**

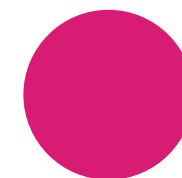
**MARKETING
MANAGER**



**Sales
Manager**



**Full Stack
Developer**



**Visual
Designer**

PARTNERS



Global digital
transformation partner



Nctm

Leading independent
italian law firm



**UNIVERSITÀ
IULM**

International University
Laguge and Media





Cheers