

SWOOPLIST

Stop Searching. Start Swooping

SwoopList...*A new way to book a table*

Problem

- Restaurants are **losing revenue** due to cancelled, no-show and unused tables. Currently no way of filling these tables.
- No-shows **costing the industry** £16 billion per annum in the UK alone.
- **No quick link** between restaurants and customers.
- **Searching** for restaurants and tables has changed. Now more last minute, and on mobiles.

The Swooplist solution...

A web platform and app where restaurants post out tables that are available.

- **Make money** and reduce lost revenue for restaurateurs
- **Save time** when searching
- **Enjoy restaurants** you may not have got in to
- **Quick and easy** for both restaurants and users

Target Market

- 30,000 UK restaurants*
- 10-20% of restaurant bookings result in no-shows or late cancellations. Converting 50% of these to Swooplist bookings by year 5.
- **Little competition in late table bookings**
- Revenue by year 3 end = **£6.15m from UK restaurant market alone**

* Ibisworld research on full service restaurants

Total Addressable Market

- Restaurants : 500,000 worldwide all using & Swooplist converting 100% of all no show & late cancelled tables = **£175.8m pm / £2.1billion pa.**
- Other sectors, beauty, hair, private medical. All other sectors with time sensitive appointments. At least 3x Restaurant market size.

Market Validation

- No direct competition in this area – small pickup sites Tock (pay beforehand) and Table Now (buy discount online when booking).
- Others are general online booking platforms; Opentable.com seat 23m diners per month through 43,000 restaurants.
- BookaTable.com 2.5 million bookings per month to 20,000 restaurants in Europe.
- **But** between 25-75% still booked by phone! Which can be put on Swooplist.

Other Opportunities

Further opportunity - Overseas Market

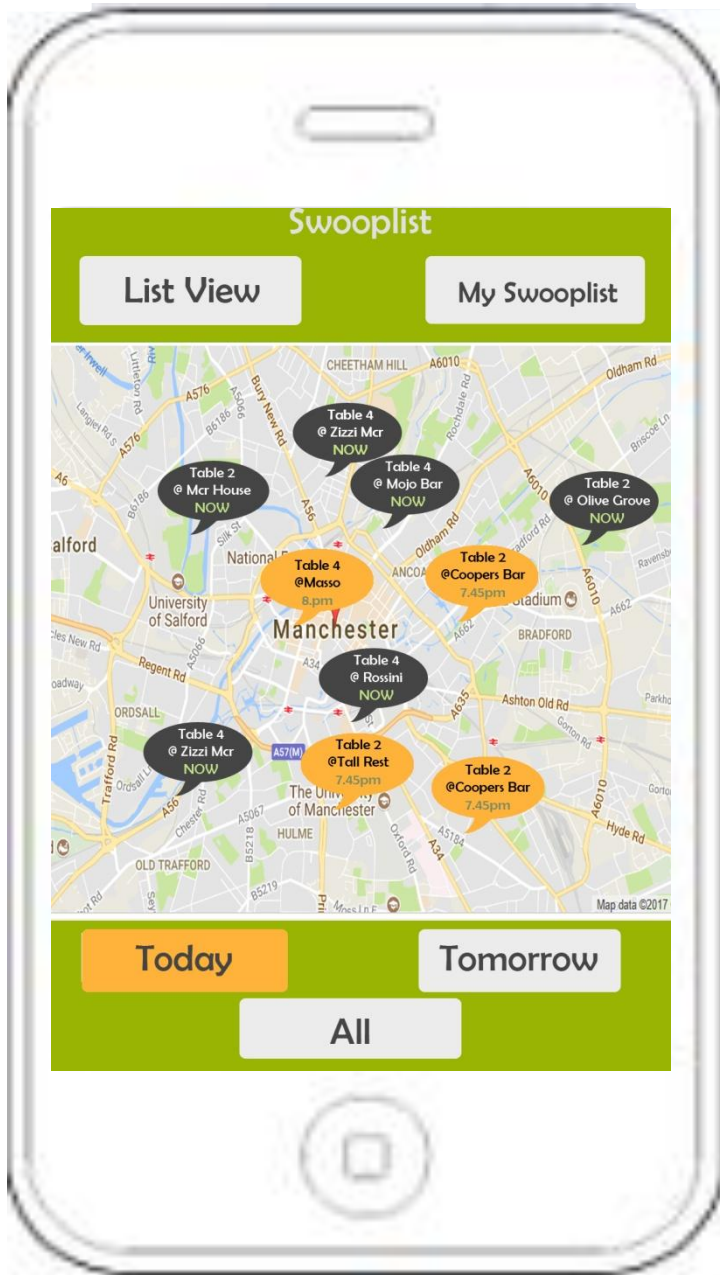
Further research is required to realistically model Swooplist take up overseas. Our expectations are that this could clearly be greater than the UK projections.

Further opportunity - Other Sectors

We believe that the Swooplist model can be applied to many other industries such as Hairdressers, Beauty Treatments, Hotel Bookings, Rail and Airplane seats, Concerts, Doctor and Dentist appointments, Driving lessons etc. **Anything that has time sensitive 'appointments'**. Further research is required to model the potential size of these markets.

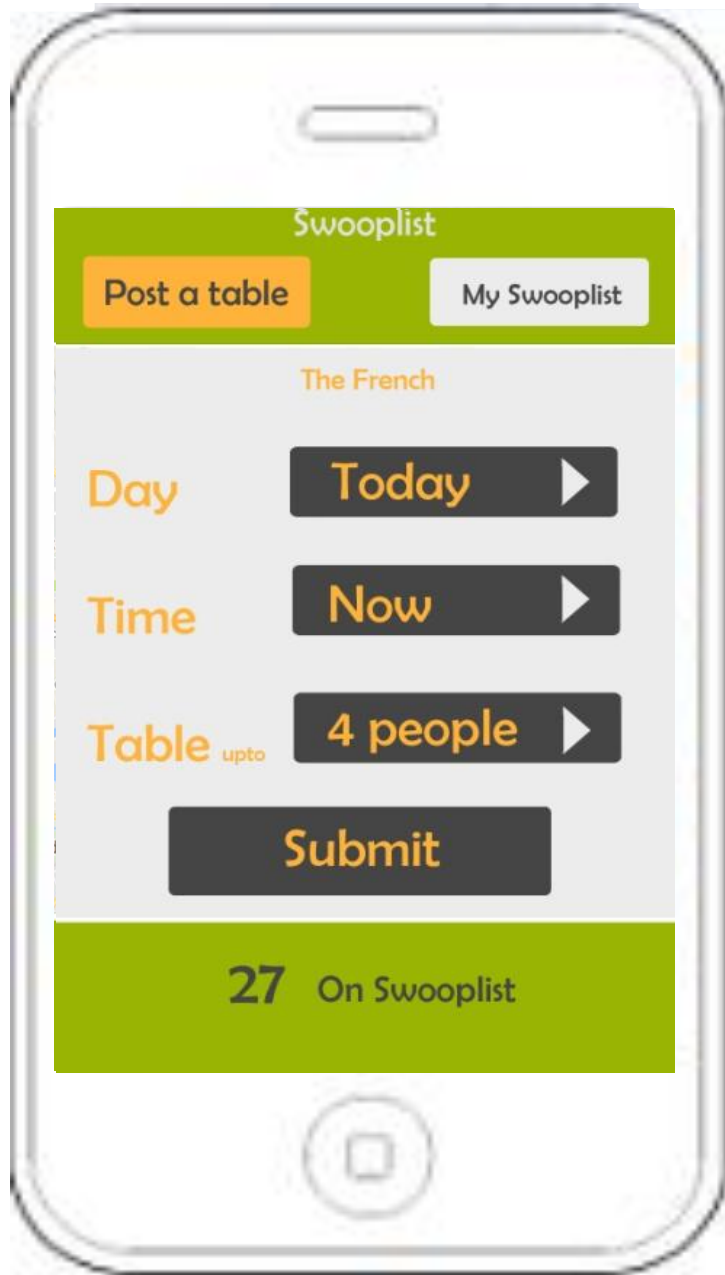
Platform – Key Features

- 'Push' vacant tables out to potential diners.
- 'Live Map' of tables near to users.
- Users only get alerts they are interested in.
- Restaurants can see where users are on map (via phone).
- Restaurants can target individuals with table offer, rather than push site wide.
- Restaurants can rate users, with all restaurants being able to see that users 'score & comments.'
- Restaurants pay for confirmed bookings only, via platform.



Platform

- Swooplist shows tables that are available over the next 48 hours, by their location.
- SwoopList can alert users when tables become available at restaurants they are interested in – that one you've wanting to book for months!
- The user will click on the booking to 'swoop in' and claim that table.
- You don't have to search around looking for a table – 'stop searching, start swooping'



Platform (2) – Restaurant side

Restaurants posts tables out to the public.

- Tables available in next 48 hours go on map, others out to followers.
- Option to include a discount offer.
- Widget so restaurants can integrate their Swooplist tables on to their website and out to social media.

Example restaurant interface - submit table screen (on left)

- Quick and simple
- Before restaurants submits a table, they could see nearby potential diners by location (Uber style)
- Table goes to all users who have this restaurant on their 'Swooplist' and the user facing homepage.

Business Model

We take a commission on covers filled using Swooplist

Restaurants will use Swooplist because :

- only pay for what they get
- free to try
- bring in revenue from a booking they would have lost
- no other way to fill these tables

Restaurant feedback: 'Love the idea.' - 'Would be really useful' - '3-4 tables no show and we just lose them'

Restaurants UK

- **10-20% of bookings are no-shows – 15%** used as assumption in Swooplist projections
- **£2** average revenue per charged cover (5 tables p/m for free first 2 years)
- **8.65m chargeable covers booked** through Swooplist p.a in year 5

Throughput

- Year 3 EBIT of **£4.06m pa**, **£16.1m pa by year 5** (based on UK only).
- **Breakeven by month 16**
- **Payback by month 21**
- **New areas and sectors** could be brought online earlier to increase scope and revenues.

Competitive Advantage

- **Unique system** 'Push' proactive approach for restaurants, find diners by location, 'uber style', not seen to be advertising if they don't want, tables by location, rate diners.
- **Pay as they go** only pay for tables we fill. No booking, no charge. No setup or admin fees on top.
- **First in Market** for late tables
- **Easy to use** Simple to post tables for restaurants, simple for user to claim table. 3 fields and click.
- **Live map** fits changing user search habits; whats nearby, on mobile, last minute.
- **No wasted time, no junk** users only get alerts from places they want. No searching for ages or getting info they aren't interested in. Which means good pick up rates on tables.
- **Brand** memorable name, 'swooping' pushed as term for late booking.

Challenges

- We need a slick, simple, intuitive and secure platform design
- Getting restaurants on board
- Driving diner usage
- Restaurant / diner balance
- Launching in new areas
- Launching in other markets
- Staff - Finding and retaining the best key staff



Marketing

Swooplist – Financials

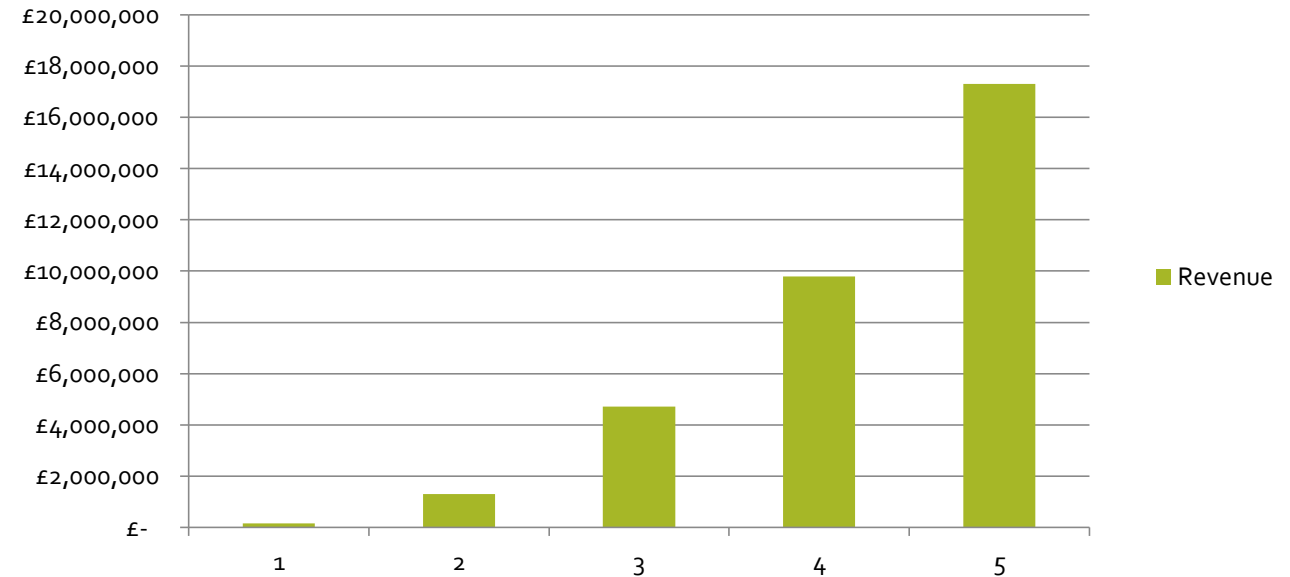
By year 3 end from UK restaurants only

- 5,139 Restaurants using Swooplist 17% of all UK full service Restaurants
- 2.73m pa covers delivered (some at no cost to ensure good content)
- Revenue £4.71m pa
- Costs £1.25m

Swooplist is a start up looking for seed funding.

We are looking for £350,000 for platform and app development, marketing and running costs. Payback by month 21.

Revenue



Company Overview

Team

Small dedicated team with a proven history of successful businesses in technology and event management.

Launched and manage **Onionring.co.uk**, restaurant information and review website - www.onionring.co.uk . 250,000 users per month at peak in 2013.

Launched and manage **The Great British Food Festival**, over 40 food festivals since 2011 with 125,000 visitors per annum – www.greatbritishfoodfestival.co.uk



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