

# INSERVO

UNIFIED RESTAURANT  
MANAGEMENT SYSTEM

# UK RESTAURANT MARKET & CURRENT SOFTWARE

Target Market size - 43,727 restaurants (£23.3 billion)

*2023-24 estimate with an annual revenue growth forecasted at 5.6% over the five years through 2028-29. Full-service restaurants only, where customers are served while seated. \*IBISWorld.*

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## Restaurant Software

### Customer Relationship Management

- Customer reservations management.
- Lifecycle loyalty engagement.

### Point of Sale

- Order Coordination.
- Processing sales transactions.
- Financial Data Log.
- Limited Inventory & People Solutions.

### People Management

- Employee timetable coordination.
- Payroll, annual leave & time in lieu tracking.
- Employee documents repository.

### Stock Management

- Purchase order & delivery monitoring.
- Inventory management suite.
- Margin calculation & recipe formulation.

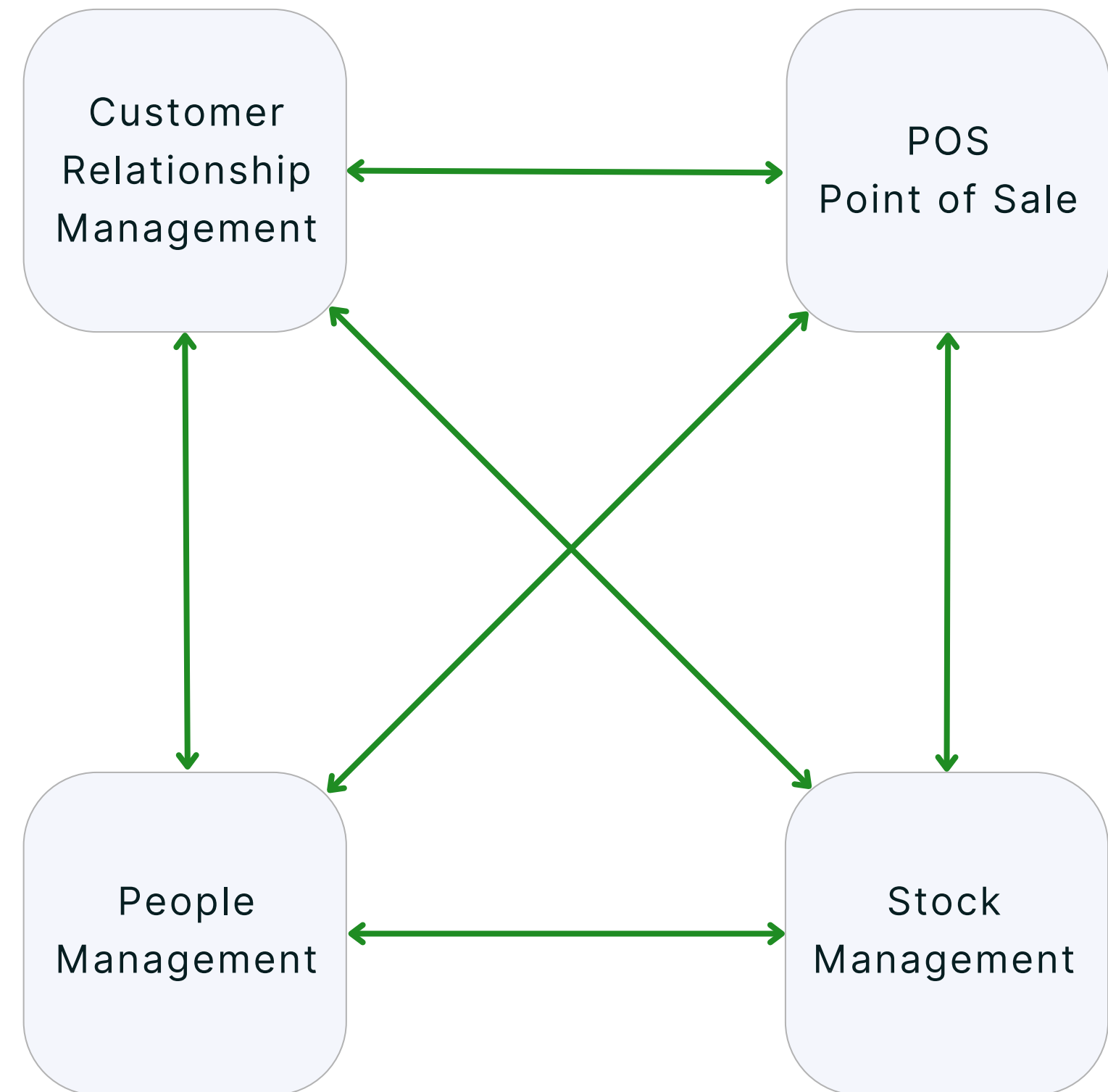
# WHAT INDUSTRY NEEDS: CROSS-PLATFORM SEAMLESS DATA FLOW

Why does industry need it?

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Cross-platform data flow will allow:

- Expanded Marketing Potential: Unlock new strategies for customer outreach and engagement.
- Operational Efficiency.
- Advanced Business Insights.
- Transparent Data Flow: Data-driven decision-making.
- Elevated Customer Experience.
- Sustainable Profitability: Improving profit margins and minimising food wastage.
- ...and more.

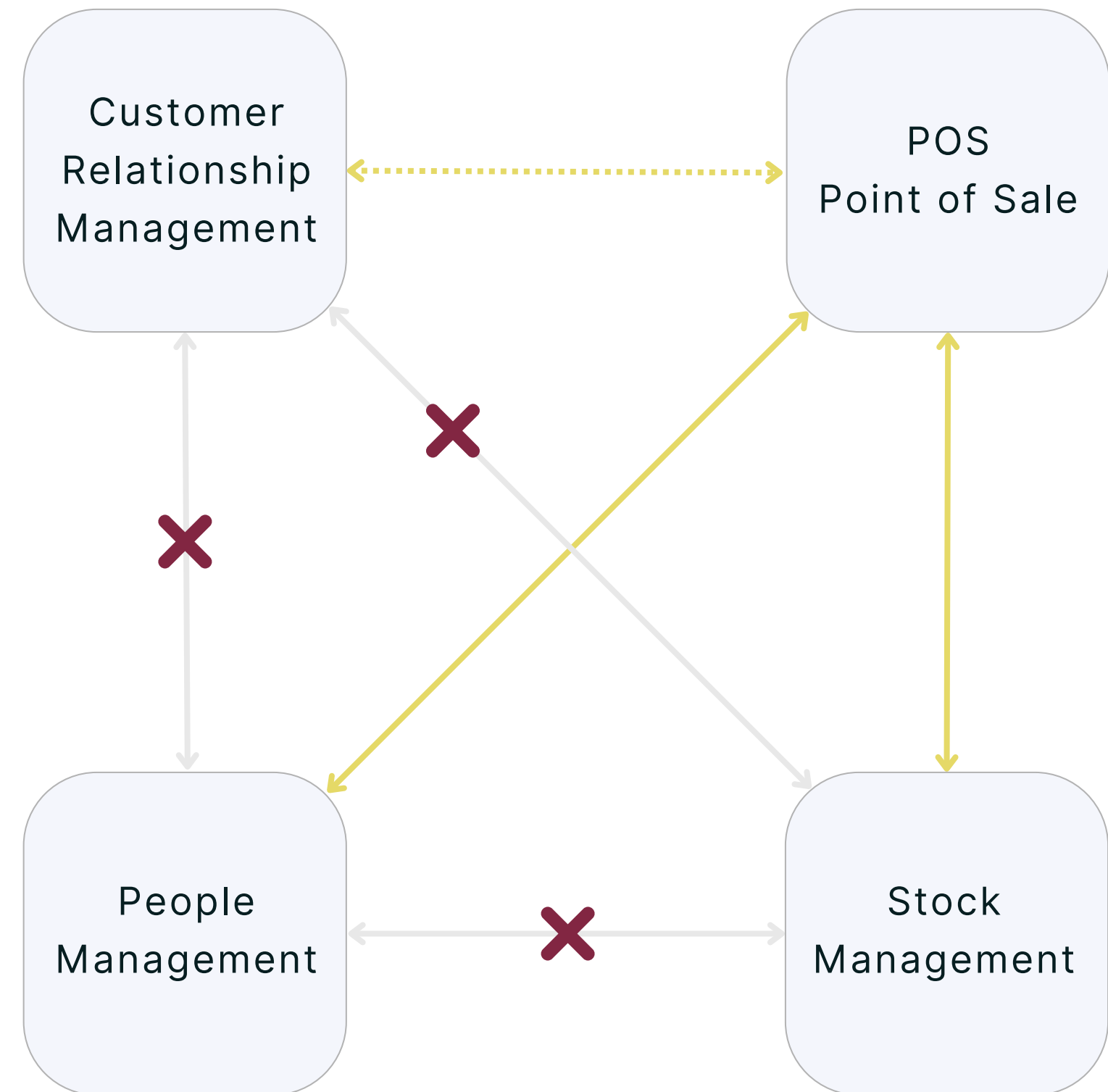


# WHAT INDUSTRY HAS

## Industry Integration Challenges

Cross-platform integration now:

- Stand-alone Platform Limitations: Current solutions offer a singular platform, but may lack comprehensive features.
- Hybrid Integration Models: Many businesses utilise a blend of complete platforms and specialised, yet incomplete stand-alone systems.
- Suboptimal Direct Integrations: Present cross-platform integrations achieve only basic compatibility and often require manual input or workarounds.
- Lack of integration: A significant segment of the market operates without any form of cross-platform integration, leading to fragmented and isolated systems.



# WHAT WE OFFER

**Unified restaurant management system** that includes CRM (Customer Relationship Management), POS (Point of Sale), People Management and Stock Management platforms. All in one place.

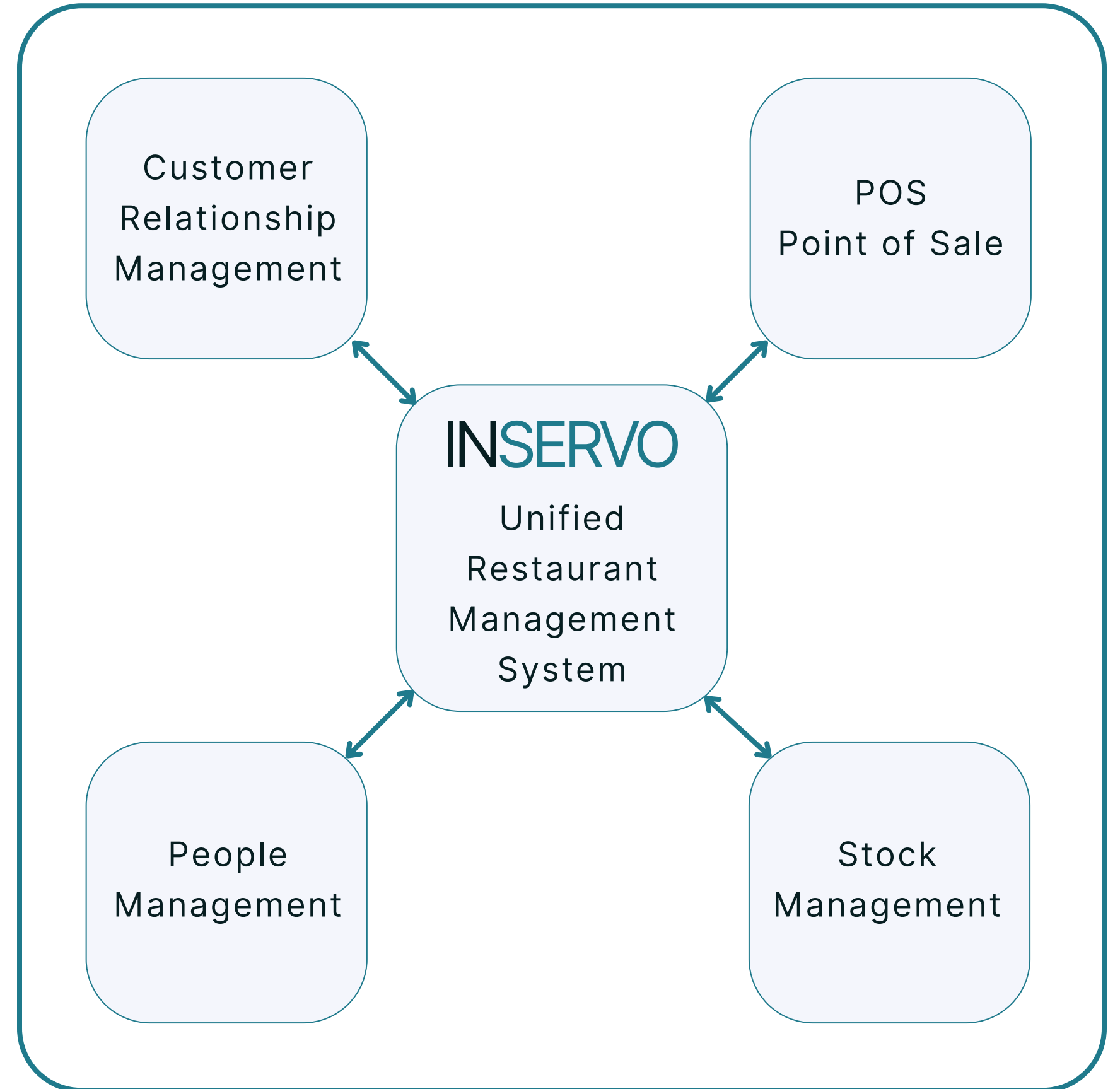
**Automation of daily restaurant operations** – more efficient and less manual work from staff.

**Data transparency and accuracy** due to platforms seamlessly unified in one system. Better understanding of your demographics, spend & stock levels.

**Data visualisation** - transforming complex data into clear and accessible visual representations.

**Personalised relationships** with restaurant guests. Enhanced customer experience, improved retention and increased revenue.

**Improving digital & target marketing** as Inservo enables tracking restaurant customer's behaviour and collect data more easily.



# KEY FEATURES

## Cloud-Based

Our web application can be used on any device without needing to install it locally.

## Progressive Web Application

Our software acts like an app you install, even when you're not connected to the internet. This reduces costs and makes it more reliable.

## Seamless Data Flow

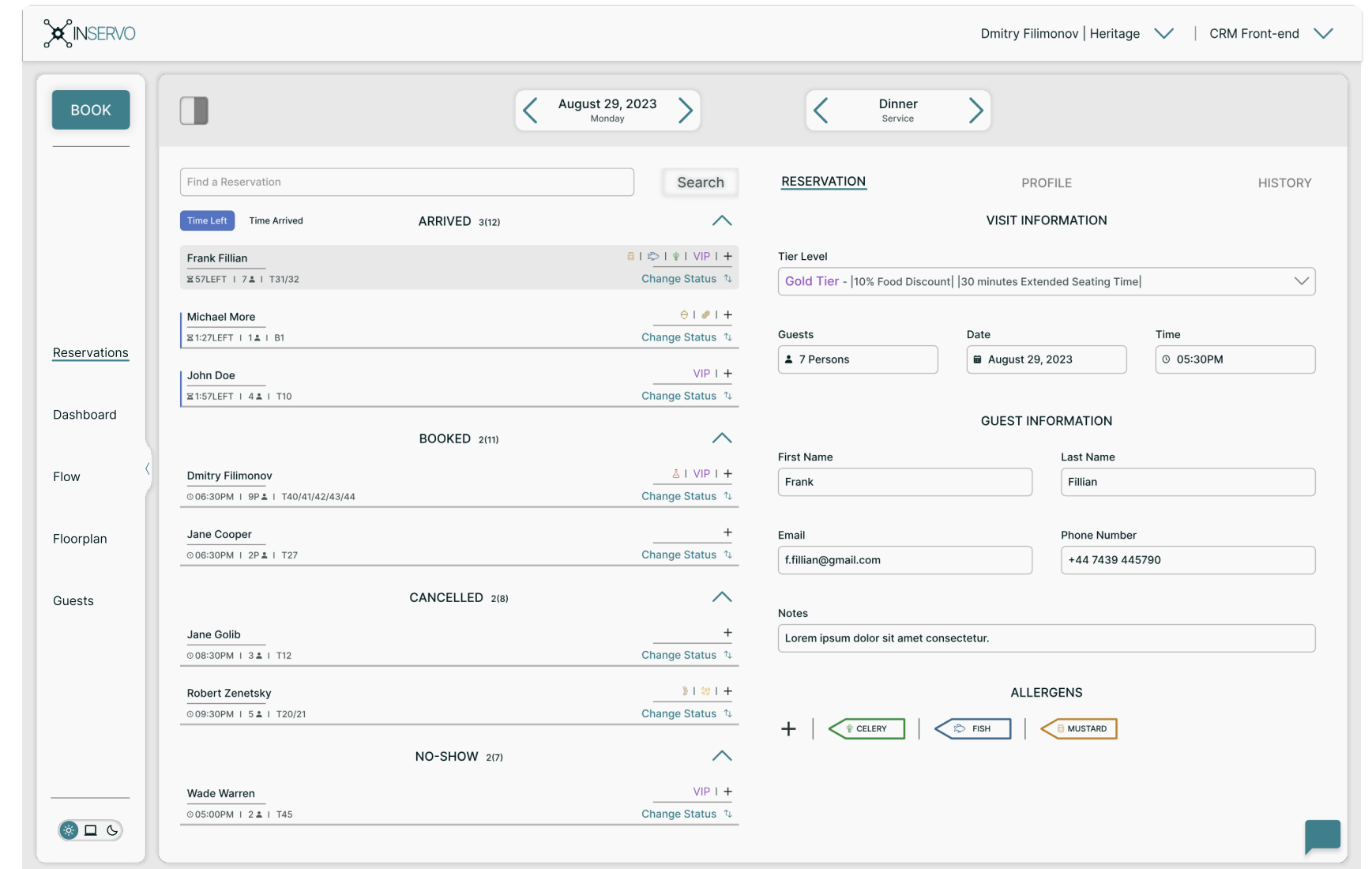
Building the system from ground up to enable data flow.

## Automation

Our software employs machine-learning to minimise manual tasks for restaurant staff.

## Unified Functionality

Our software offers the same functionality across all devices, including phones, tablets, and desktops.



Client Relationship Manager - Reservations Page - Reservations - Prototype

BOOK

&lt; August 29, 2023 Monday &gt;

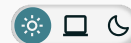
&lt; Dinner Service &gt;



Dashboard

Reviews

Reports



## Summary

	Today	Yesterday	This Week	This Month
Revenue	£6,491.18	+12.08%	£63.64	-1.22%
incl. VAT & Service Charge	£5,769.94		£56.57	
incl. VAT only	£4,808.28		£47.14	
excl. VAT & Service Charge				
Spend per Head				
incl. VAT & Service Charge				
incl. VAT only				
excl. VAT & Service Charge				
Amount of Guests	102		102	+14.61%
Finished	5		5	
Canceled	12		12	
No-Show				

## Revenue Activity



## Guests Activity



## TOP PERFORMERS

## REVENUE

## GUESTS

## Top Performing Waiters

 August - September 2023  
28 Aug - 3 Sep

&lt; 📅 &gt; Weekly View ▾

Average Reviews		Average Spend per Head (incl. VAT & SC)	
John	4.9	Jane	£68.43
Liz	4.7	John	£67.14
Jane	4.5	Liz	£65.89
Walt	4.2	Bob	£62.49
Bob	4.0	Walt	£59.29

## Top Performing Food &amp; Beverage

Food Beverage All Custom

 August - September 2023  
28 Aug - 3 Sep

&lt; 📅 &gt; Weekly View ▾

Quantity		£ Amount (incl. VAT)	
Tartare Bites	17	Fillet Steak	£468.00
Mixed Salad	14	Truffle Fondue	£343.00
Truffle Fondue	12	Tartare Bites	£195.50
Fillet Steak	7	Mixed Salad	£105.00

# MARKET FIT ASSESSMENT

## Idea Validation

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### **Market Research**

The research included analysing industry reports from leading research firms, conducting in-depth surveys with industry professionals to determine market needs and to validate the market problem.

### **Firsthand Experience**

CEO's firsthand experience as a Managing Director of his restaurants operating the competitors' software on a daily basis allowed us to identify and understand the existing industry needs and problems.

## Initial Prototyping

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### **Figma Prototype**

We have developed an interactive Figma prototype of our CRM platform and Analytics tool. This prototype allows us to showcase our vision to potential investors and customers while the actual software is in development.

### **Webinars**

In a process of conducting monthly webinars with a select group of users, gathering feedback and insights for product refinement.

## Team Formation & Projections

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### **Team**

Assembled a core team of professionals, bringing together expertise in technology, operations, hospitality, financials, marketing & sales.

### **Business Plan & Financial Projections**

With the assistance of consultants and our advisory board, we have finalised business plan and financial projections that have validated our business model and scalability strategy, considering upcoming funding rounds.



# BUSINESS MODEL

## Who is the Customer?

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### **Full-service Restaurants**

Our primary customers are full-service individual and chain restaurants across the UK. Later, we aim to expand to France, Germany, Italy & UAE.

### **Percent of the Total Addressable Market**

According to our financial projections, we aim to capture a 1.5% share the Total Addressable Market (T.A.M) in the UK within 28 months from the official launch, prior to our international expansion.

## Customer Attainment Strategy

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### **Sales & Digital Marketing**

In addition to direct sales, we intend to leverage digital marketing channels, including Google Ads and social media advertising.

### **Sponsorship**

Participating in or sponsoring leading industry events in UK such as Taste of London, allowing us to boost awareness and engage directly with potential customer.

### **Traditional Marketing**

We also plan to tap into traditional marketing, advertising in places like the underground.

## Pre-launch Engagement

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**During the development phase,** we will collaborate closely with restaurants for product market fit valuation. They will be providing insights through surveys and monthly webinars showcasing our prototype. This process ensures our platform aligns with market demands.

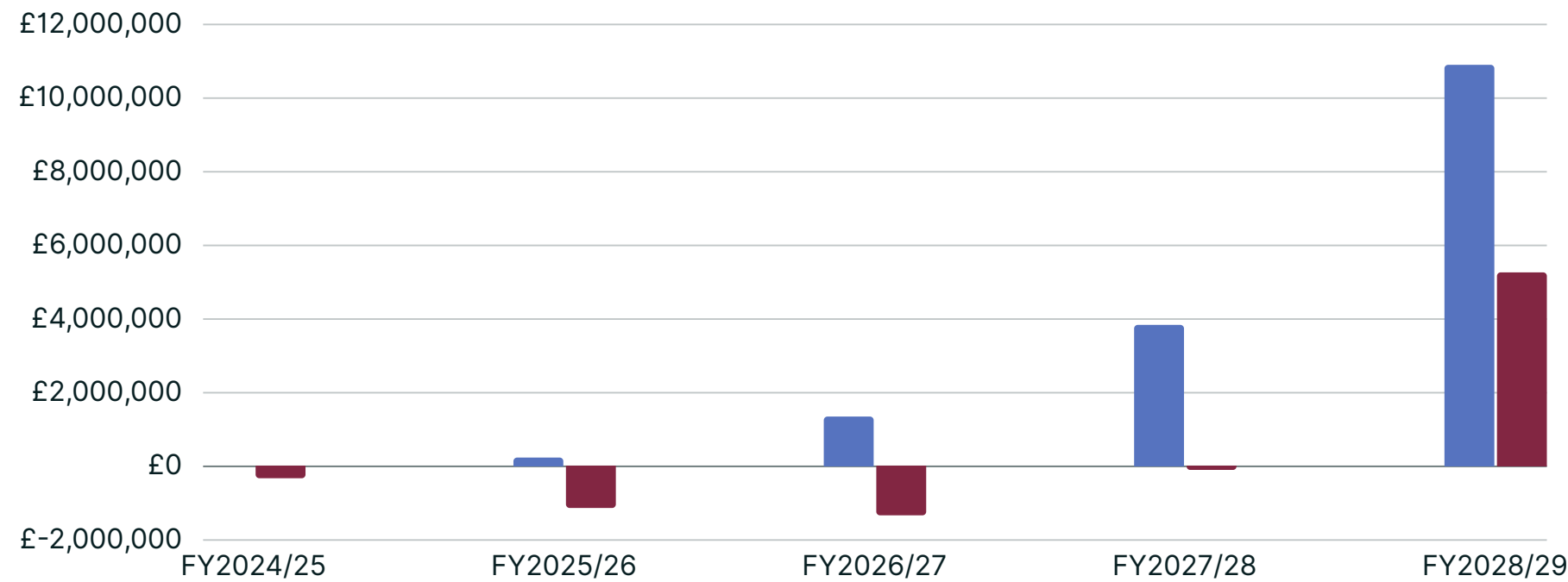
**Post-development,** some of these participants will join our beta testing with a complimentary year of access. Others joining our soft launch will benefit from a 30% discount for the first three months, helping us establish an initial customer base.

# FINANCIAL PROJECTIONS

We target £11M+ Gross Revenue by 2028/29 Financial Year

We target to secure 2,500 locations by 2028/29 Financial Year

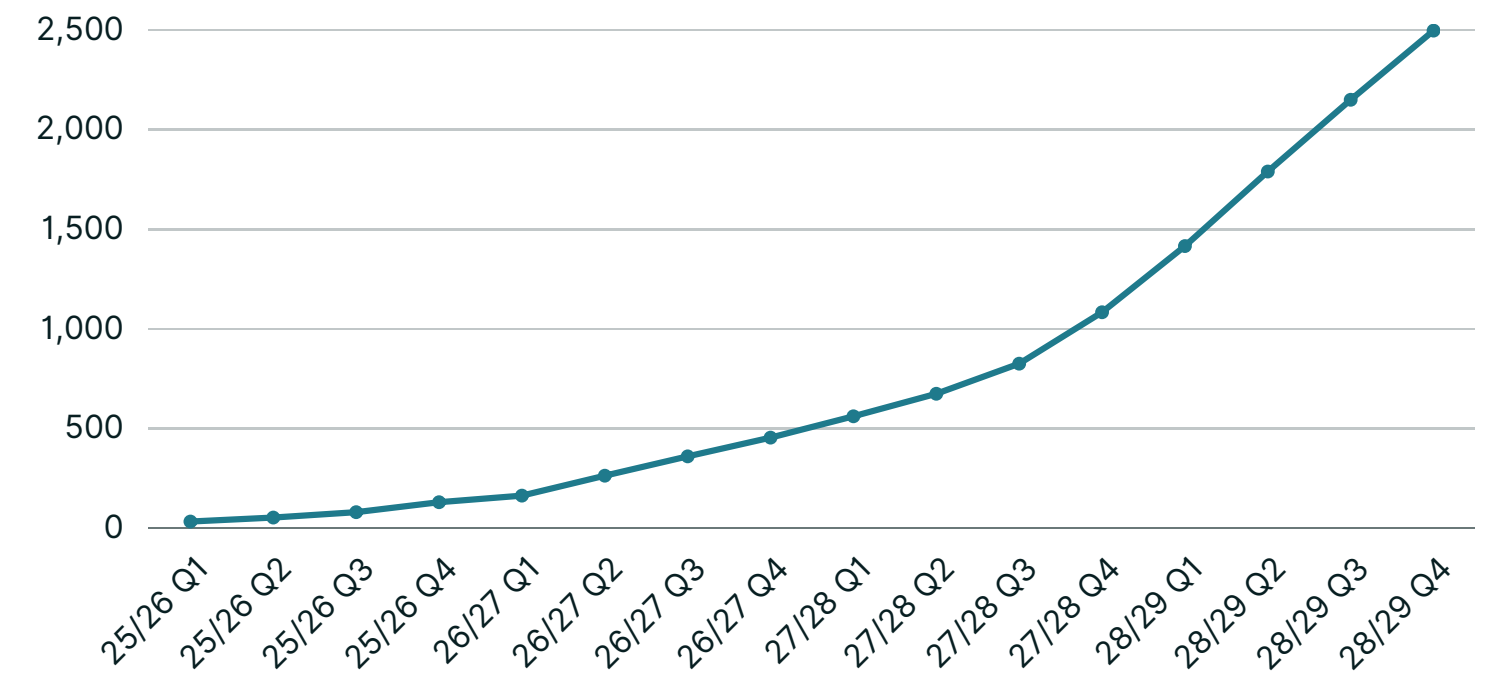
### KEY FINANCIALS



REVENUE

NET PROFIT

### TOTAL LOCATIONS



LOCATIONS

# PHASE 1

Upon completing the development stage, Phase 1 outlines the first crucial steps for INSERVO, launching CRM & POS unified platforms and introducing the system to early restaurant customers.

## Pre-Phase

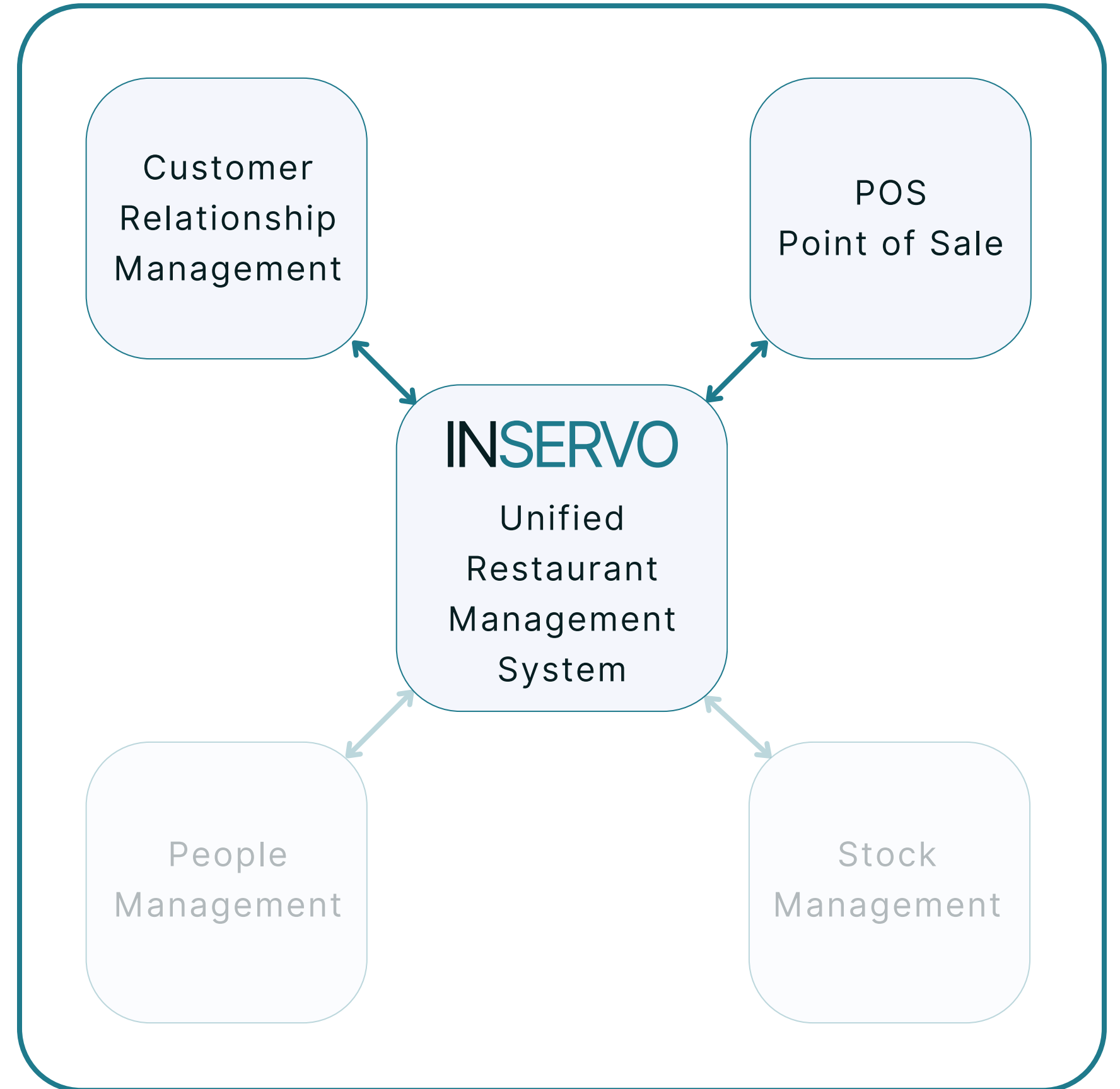
We begin by introducing INSERVO to a select group of initial users, who participated in survey and webinars and they will be granted with one year complimentary access. We will start gathering feedback and monitoring system performance.

## Soft Launch

After testing, we introduce INSERVO to a wider audience. Early users get exclusive discounts for the first three months, allowing us to collect more data, make any final enhancements and extend initial customer base.

## Official Launch

Here, INSERVO becomes available industry-wide, with our unified POS and CRM platforms. This combo will streamline restaurant tasks, open up new marketing solutions, and offer deeper customer insights. It's all about making operations smoother and smarter.



# PHASE 1 - PRICING

£100 fee applies per location for enterprise package with shared database\*

CRM

**£345** Incl. VAT

per month  
license per location

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- ✓ One CRM licence per location
- ✓ Customer reservations management
- ✓ Reservations analytics
- ✓ Automated emails
- ✓ Customer reviews

COMPLETE SOLUTION

**£285** Incl. VAT

CRM per month  
license per location

**£125** Incl. VAT

POS per month  
license per location

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- ✓ Both CRM & POS licence per location
- ✓ Customer reservations management
- ✓ Customer reviews
- ✓ Order coordination
- ✓ Sales transactions processing
- ✓ In depth customer & financial analytics
- ✓ Automated emails
- ✓ Customer reviews
- ✓ Extensive marketing features
- ✓ Advanced customer request tracking

POS

**£145** Incl. VAT

per month  
license per location

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- ✓ One POS license per location
- ✓ Order coordination
- ✓ Sales transactions processing
- ✓ Financial analytics

# OUR FOUNDERS



**DMITRY  
FILIMONOV**

CEO/Co-Founder

Dmitry leads the company's business strategy and vision. He brings extensive hospitality industry expertise and programming skills.



**EMILIJA  
FREITAGA**

COO/Co-Founder

Emilija leads business operations. She possesses a strong background in corporate operations combined with programming skills.

## Our Advisory Board



**MOHAMMAD  
HAMID**

Lead Technology Advisor

Mohammad is a pivotal figure in shaping Inservo's technological direction. He has a background in AI User Interface design and robotics.

# THE ASK

## £300,000

We are looking for £300,000 in funds to develop the beta version of the system, rent an office, hire web developer and prepare for Phase 1.

We have applied for SEIS & EIS advances assurance that will allow UK based investors, once granted, to claim an income tax reduction.

### Product Development

£20,000

- Equipment
- Software & team development tools
- Servers & APIs

### Operational Expenses

£208,000

- Salaries
- Advisory meetings
- Office rent
- Team Development & Incentives Fund

### Legal, Contractors & Accounting

£32,000

- Accounting
- Legal fees
- UI/UX Contractor

### Contingency Fund

£40,000

- Contingency fund for additional support in development

# THANK YOU FOR WATCHING

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