



PeekIn™

Camera Based-Technology System

Problem



Consumers

- **Time:** Waste time planning evenings
- **Satisfaction:** Less than satisfactory results when you get there



Business

- **Access:** No digital sidewalk
- **Authentic:** Bar and Restaurant owners are seeking to provide an authentic “view” to patrons (not yesterdays)
- **Predictive analytics:** Minimal impact along consumer journey



Value Propositions

Consumers

- Authentic/firsthand view (Is it live or is it PeekIn?)
- Save time in finding a cool hangout bar
- Specials – events and beverages

Bar/restaurant owner

- Awareness: Need to engage at top of funnel (even before Yelp)
- Engagement: Digital sidewalk/marketplace of “pre-qualified” visitors
- Dual role/doubles as security cameras
- Real time view of “who’s on my digital sidewalk



Solution

Consumers:

- App download/portal
- Search bars/restaurant
- Live view/authentic view
- Fun & interactive way to plan evening and engage with bar/restaurant
- Make informed decision/no wasting time & effort

Business

- Turnkey: Install, configuration, dashboard, upgrades
- Access to self-qualified “marketplace”
- Ability to engage (e.g. rewards/promo)



Market Segments

Business

- Bar Owners
- Restaurant Owners
- Adjacent markets (future)

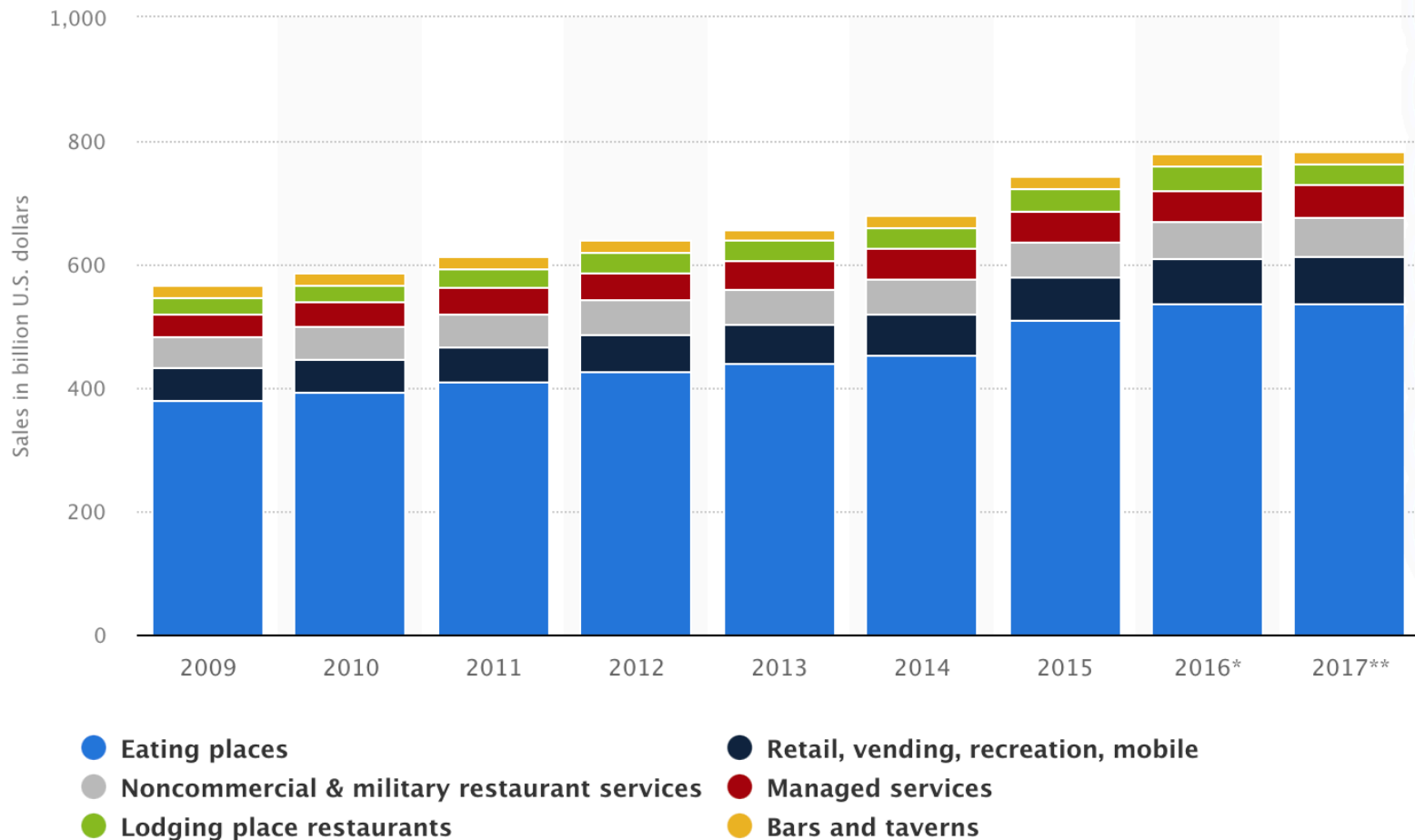


Consumers

- Gen X/Zs who dine out (1-2 week)
- Business/casual meetings
- Gen Z College Students
- Millennials/young professionals



Huge Addressable Market: 600k+ Eating Places and Bars



Why Now?

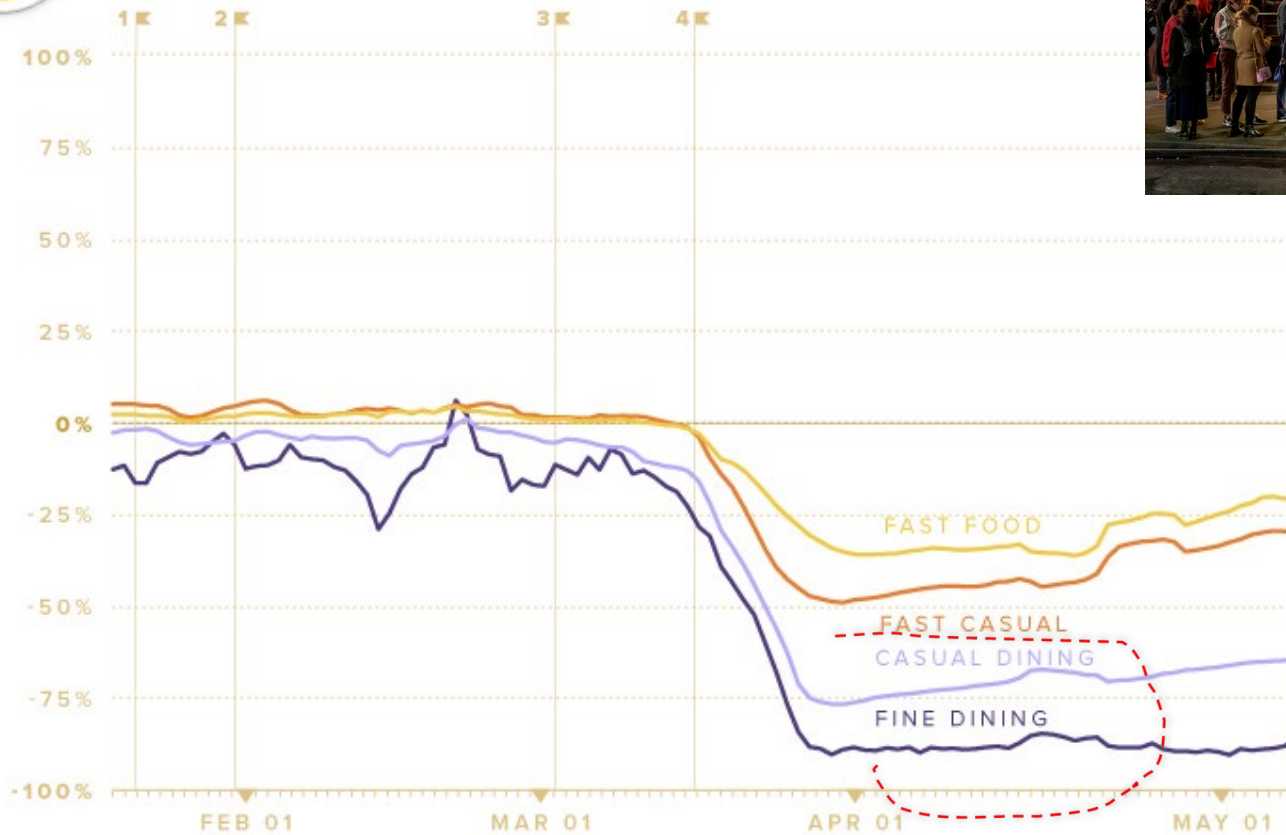
....77% of diners visit a restaurant's website before they dine in or order out from the establishment.

.... Nearly 70% have been discouraged from visiting the restaurant because of its website

Why Now: Recovery Across Fast Casual, Casual and Fine Dining



RESTAURANT



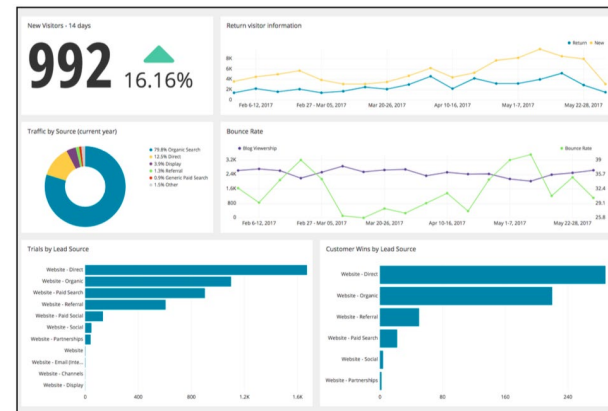
Business Model

Consumers

- Free to consumers
- Advert. revenue

Businesses:

- \$500 - Turnkey installation/configuration
- Monthly Subscription, \$190 per month
- Adjacent opportunities – software upgrades (rewards, profiles, taste/pref, table reservations)



Go To Market Strategy



Businesses

- Lead customers (Yee Haw, JC Brewery, Boonshine, Noomans/Tiptons)
- Target decision makers:
 - Breweries and bars
 - Brewery and distillery guilds in city
 - National Restaurant Association
 - Restaurant Leadership Convention
- Distribution/Sales reps (regionwide coverage, 15% recurring commission)
- Website/FB Group/Owner Discord server

Consumers

- Awareness
 - Interview in local radio stations
 - Ads on podcasts (e.g. Rogan, etc)
 - SNAP: Banner and inline Ads
 - Twitter campaign # PeekIn4Fun
 - Tiktok campaign
- Free app download on Apple Store and Google Play (Android)

Key Partnerships

- Bar Owners/Restaurant Owners
- Camera solution provider with feeds into PeekIn dashboard
- Integrate PeekIn Dashboard into Restaurant Management Systems (Toast, UpServe, LightSpeed, Square, Clover, Brew POS, Lavu POS)
- National and regional Restaurant Supply/Distribution network
- API into Yelp

Key Milestones

Concept

- Concept development – Complete
- Customer validation – in progress
- Identify 3 trial customers for trial – In progress
- Identify Tech/co-Founder

Trial/Development

- Prep MVP app features/specs
- Finalize proforma
- Obtain \$150k in Angel round
- Develop MVP/Partner discussion
- Develop initial dashboard and couponing feature
- Update mktg collateral

Growth/Scale

- Update features/Productize Rel 1.0
- Field M&P, hire field install crew/tech support
- Build initial sales rep/ build lead account
- Identify Tech/co-Founder

Marketplace Competition/Exits

- Yelp/reservations
- Google for business
- Open Table
- 7Rooms
- BookingATable
- CurEats

Financials

Revenue

- Consumers: Advertising revenue
- Business: \$500 turnkey setup + Subscription fee

Major Cost areas:

- Product Development
- POS Integration
- Operations/onboarding support

Testimonials

Consumers

Mathew B

- Family Man
- “When we go out to eat and a place is too packed, we’ll just load up the car and try another place. If that place is too packed, we’ll usually end up just heading home”

Sara H

- Mother of 3 young children
- “Dining out is too much of a hassle. Half the time when we arrive there’s a wait. It’s just not worth dealing with the kids, trying to keep them occupied while waiting.”

Businesses

Nate V

- GM For 10 years
- “Creating foot-traffic is hard when the only business around you is Home Depot.”

Jim W

- Business Owner
- “My website isn’t creating the traction I’d like with my customers.”

Team

Founder:

Mr. ABC

- Economics major with a minor in Entrepreneurship
- 5 years serving in the restaurant industry.

Co-Founder:
Software
Development

Ms. XYZ

- POS/Dashboard in the restaurant industry.
- Technology integration
- Onboarding /tech support

Advisory Board

Doug McElroy, 25 years as a GM in the restaurant industry.

Nathaniel Votta, 10 years as a GM/consultant in the restaurant industry

Uses of Funds

\$210,000 of funding that would be used towards

- Camera tech integration
- Software development/licensing/POS integration
- Market trial
- Working capital: Hardware /install ops
- Market launch/outreach