Enlighton

We make hospitality more efficient and help operators achieve their greatest potential.

Plug and play SaaS for better customer experiences and enhanced operations.

The ordering platform for happier guests, higher revenues and increased efficiencies.

Enlighton combines:

- Ordering
- Entertainment
- Advertising
- Payment

into a software solution that runs on innovative, market tested hardware.

Michael VAUGHAN
TABLE FOR 4
4:30 PM

Welcome
Mr. Vaughan

Your table is ready
and marked with

yellow.

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Enlighton key highlights

$200,000 in revenue

From selling parts of our software solution since 2017

$2.04B in 2020

Front-end software segment worth, as part of the Global Restaurant Management Software Market*

Acknowledgement

Customer Experience award winner at BarTech Live London

Momentum

4 Restaurant Chains in advanced negotiations to implement our technology (USA, UK and Romania)

Groundbreaking product validation

Powered the world's first digital bar to process contactless transactions at The BRITs and more

14.6%

CAGR until 2020*

*SOURCE: https://www.grandviewresearch.com/press-release/global-restaurant-management-software-market

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Hospitality today: highly inefficient

Customers demand fast and high quality service, but order accuracy issues, rising labor costs, and hard to understand data do not foster an environment that is efficient for business. The main issues are:

Increasing labor costs

Employee training is expensive and employee turnover is high. The minimum wage and cost of benefits are rising.

Inefficient operations

Loss of profits from order accuracy issues.

Loss of revenue by not maximizing throughput during peak hours. Missed advertising revenue.

Outdated ordering & payment processes

Burdening guests to wait to order and pay is bad for business. Traditional ordering is a long 18 step process & payments is a 14 step process. Venues which do not operate efficiently at their peak hours lose revenue.

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Consumer experiences today:
it's all about self service

Welcome to the age of self-service. It's no longer a question of if customers demand full autonomy in hospitality.
It's a question of how and who.

> **54% of restaurant customers** expect to place an order via self-service in 2019, and **60% of customers** would visit a restaurant more often if self-order technology was available.*
>
> *https://multimediaplus.com/2019-hospitality-trends/

HEALTH CARE

AIRLINE

HOTEL

CAR RENTAL

GROCERY

FAST CASUAL

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Enlighton's approach to self service

Social
Immersive
Entertaining
Seamlessly integrated

Highest dwell times among any self-service medium

Where people spend four nights every week eating out

That Increases average spend per person by 20-25%

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Introducing Enlighton

We're bringing the efficiencies and intelligence of the digital world to physical hospitality locations.

Physical locations are just beginning to define their digital transformation strategies. We see this reflected in partnerships with companies that offer digital wallets and order ahead solutions.
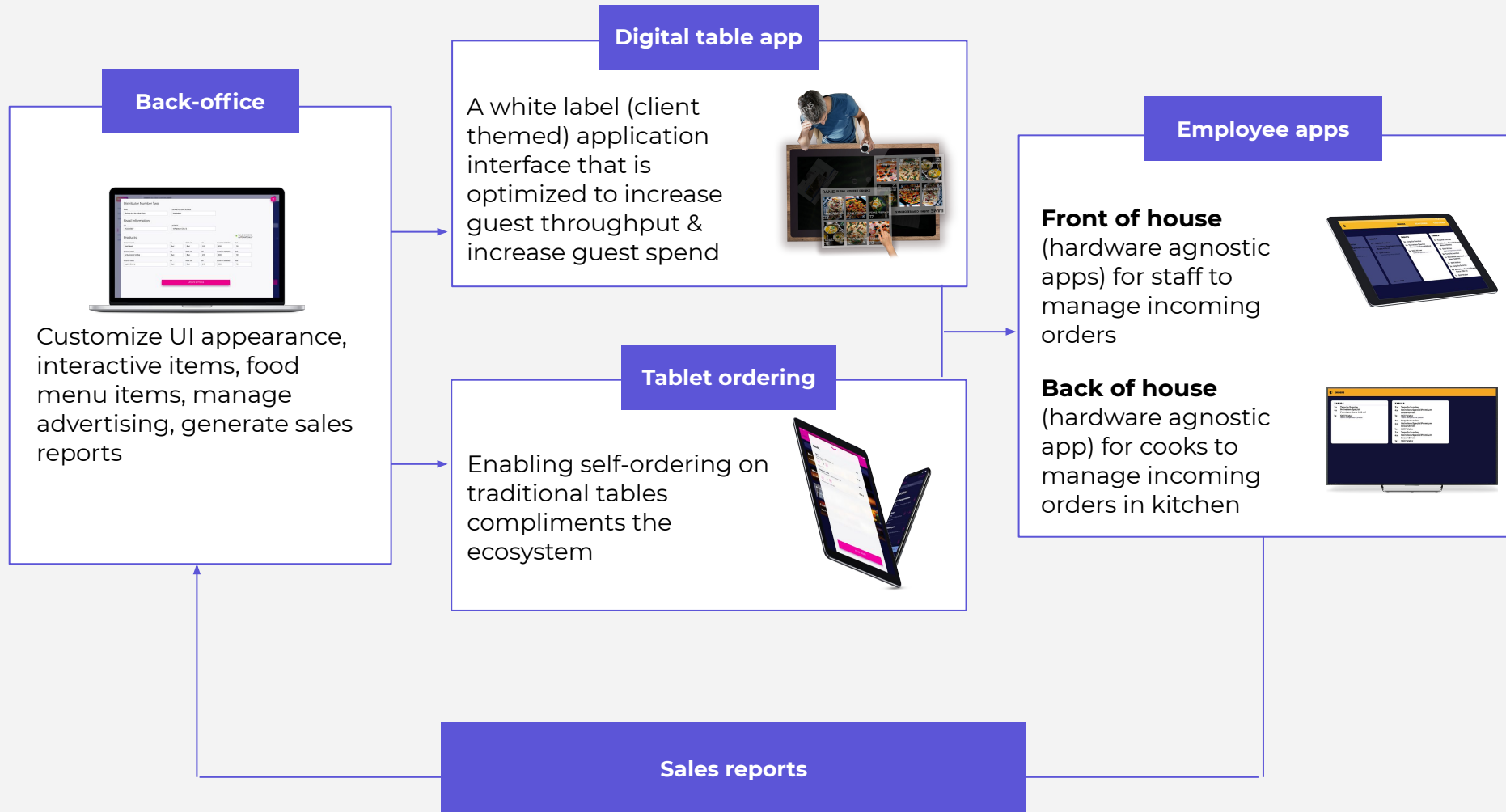
In addition, digital menus start to gain more traction. On top of this, POS companies push better ordering solutions, but they are not leaving their comfort zone.

We expect this adoption to grow for the next 3-5 years. In order to address the evolving market we provide solutions that are modular and agnostic.

This opens up possibilities to partner with venues from different categories (restaurants, nightclubs, casinos, hotels, airports), lowers barriers to entry, and positions Enlighton to better retain clients and data going forward.

How Enlighton works

We analyzed operations inside multiple hospitality venues and we identified 4 key players: **managers**, **employees**, **customers** and **technology providers**.

Back-office

Customize UI appearance, interactive items, food menu items, manage advertising, generate sales reports

Digital table app

A white label (client themed) application interface that is optimized to increase guest throughput & increase guest spend

Tablet ordering

Enabling self-ordering on traditional tables compliments the ecosystem

Employee apps

Front of house (hardware agnostic apps) for staff to manage incoming orders

Back of house (hardware agnostic app) for cooks to manage incoming orders in kitchen

Sales reports

Back-office: drag & drop UI builder & CMS

Clients import products from the POS and customize the appearance (pictures, descriptions, nutritional info, etc.) using a visual editor, by using a series of prebuilt components (menus, checkout processes, entertainment etc.) that can be combined or used individually for a unique look and feel.
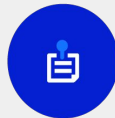
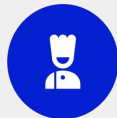POS Integration

Loyalty engine

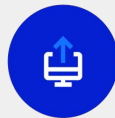Advertising builder

Analytics & reporting

Flash deals

Upsell engine

Employee management

CMS

Chez Eli

DASHBOARD

My Venue ⌄
General
Layout
Staff Apps

Food Menu ⌄
Products
Offers

Table App ⌄
Look and Feel
Menu Items
Advertising

PRODUCTS

To create and publish a new product to your menu, first assign the product a category, give it a name and then set the selling price.

Learn more about how the food menu works

CATEGORY	PRODUCT NAME	SELLING PRI
PIZZA Workstation: kitchen		
	Mediteraneo Dry tomatoes, olives, cheese, onion, oregano	22.75
	Argentina Beef, bell pepper, onion, cheddar chesse	23.75
	Carnivor Ham, bacon, pepperoni	18.75
	⊕ Add new product	

⊕ ADD SECTION

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2a. The Table App: order, play and pay

We built a hardware agnostic app to run on any touch device. The interface scales accordingly to adapt all dimensions.

It supports up to 4K resolution and infinite touch points. We know hardware is developing fast and we're building our software to be future proof.

Venues have the option to customise the appearance, products and prices from the back office.

Software customization is a core part of our strategy, and custom modules can easily be developed and added.

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Hardware: a win-win relationship

Multi-touch hardware is the medium through which the masses engage with our software, but our core focus is software development. In knowing this business contingency, we established 5 strategic pillars as the foundation for successful partnerships with the best hardware suppliers.

Adaptable user interface
Multi-user self-ordering is operable across any hardware layout and orientation: any size/shape of table, continuous surfaces for bar tops, etc.

Win-win partnerships
It is advantageous for both parties to promote each others services to to increase market share and optimize implementations of HW & SW packages.

Customization is king
Great ideas call for custom software experiences. We development them with competitive hourly rates, and work with HW partners to oversee the look and feel of the device aesthetics.

Financing
While advertising revenue is projected to offset the initial investment of HW, lease options are available under HW partner conditions.

Service and maintenance
3-year warranty. HW experts install onsite and provide service and maintenance under White Glove 2 party contract, under HW partner conditions.

2b. Digital menu app

Enlighton's mission is to make hospitality more efficient.

Our ordering tablets complement digital tables to ensure that the traditional tables achieve the same level of effectiveness, sans the entertainment modules (advertising, games, internet browser, news....)
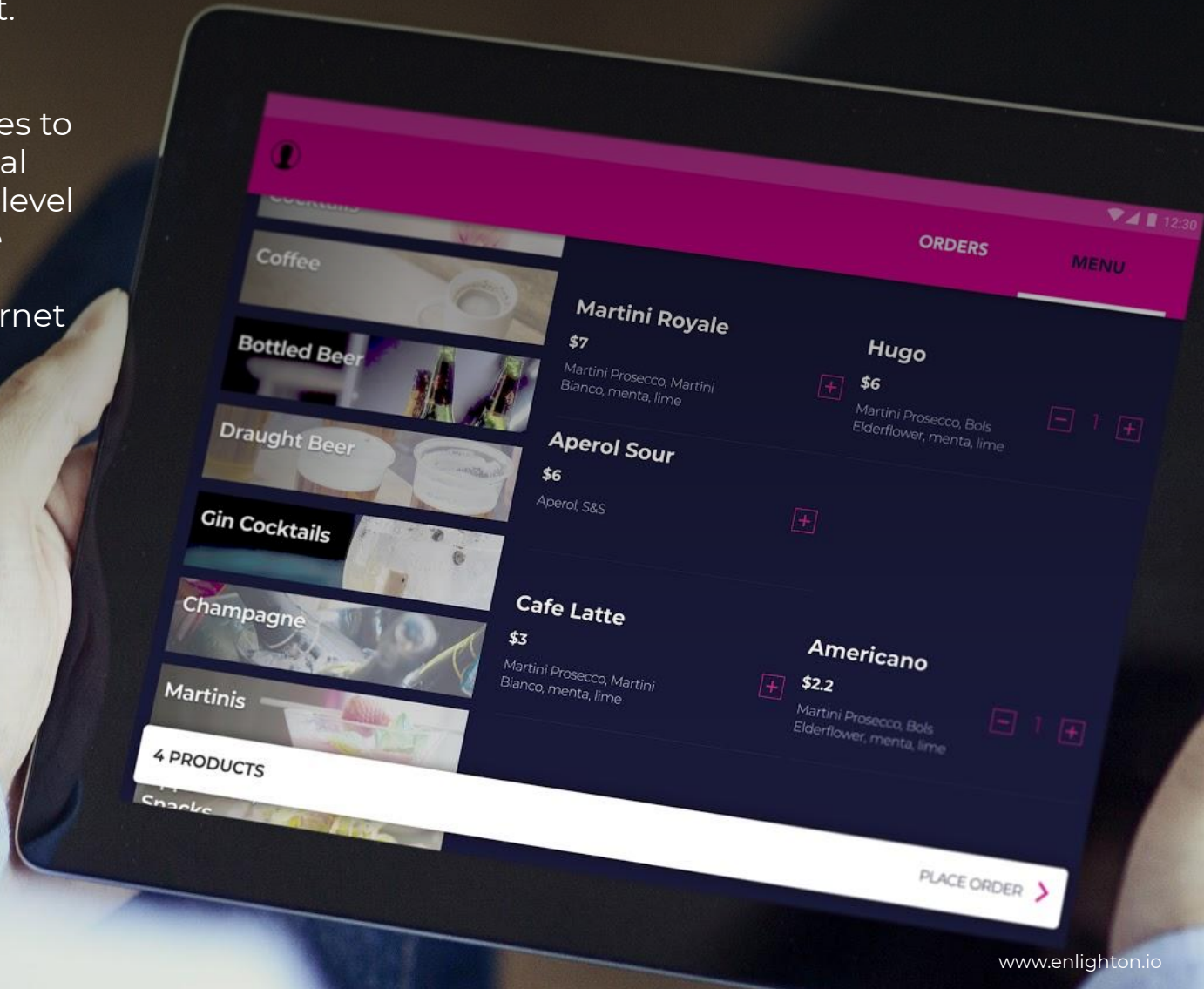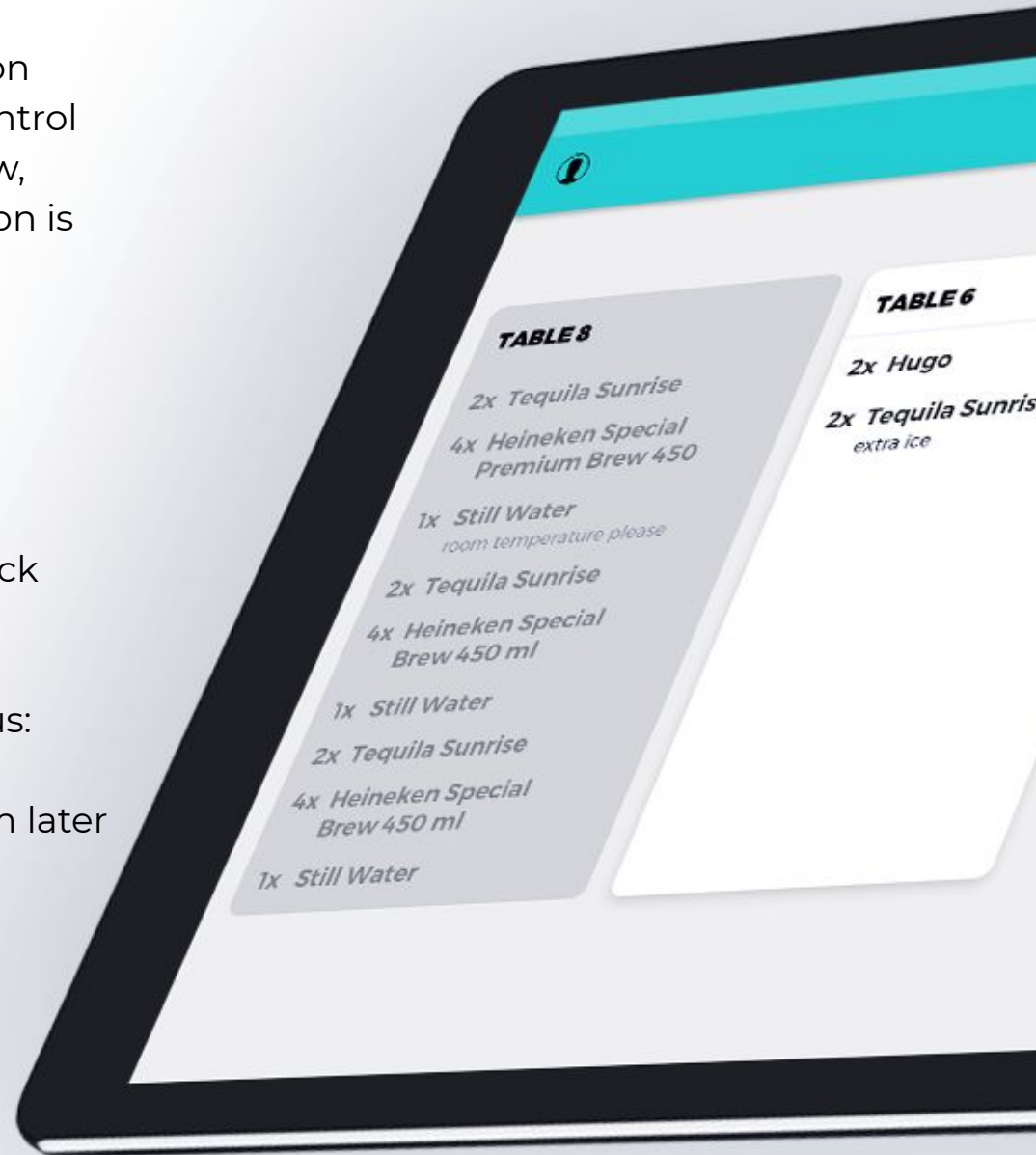

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3. Staff Applications

Our staff apps are included in the Enlighton license. They bring greater visibility and control to every order – back of the house staff view, bump and complete orders and every action is synced to optimise order fulfilment.

The kitchen display allows:
- To receive orders in queue and notify waiters when an order is done
- Removal of items from an order and marking of ingredients as a loss or back into the inventory

The Bar Display allows all of the above, plus:
- Take orders
- Assign them tables (for merging them later with other items)
- Open tabs

TABLE 8

2x Tequila Sunrise

4x Heineken Special Premium Brew 450

1x Still Water
room temperature please

2x Tequila Sunrise

4x Heineken Special Brew 450 ml

1x Still Water

2x Tequila Sunrise

4x Heineken Special Brew 450 ml

1x Still Water

TABLE 6

2x Hugo

2x Tequila Sunris
extra ice

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Increasing direct revenue for venues:
Advertising and games

Hello advertisers!

Our advertising engine works with "if this, then that" recipes. Actions like *browsing a menu, ordering a specific item, playing games and reading an article* trigger actions like *videos, scratch coupons, games, background takeovers and more.*

Digital Ordering Tables draw in audiences in any environment and present advertisers a new way to stand out in the crowd through product sampling, branded games and trivia. Immersive interactivity creates the most engaging advertising medium in hospitality.
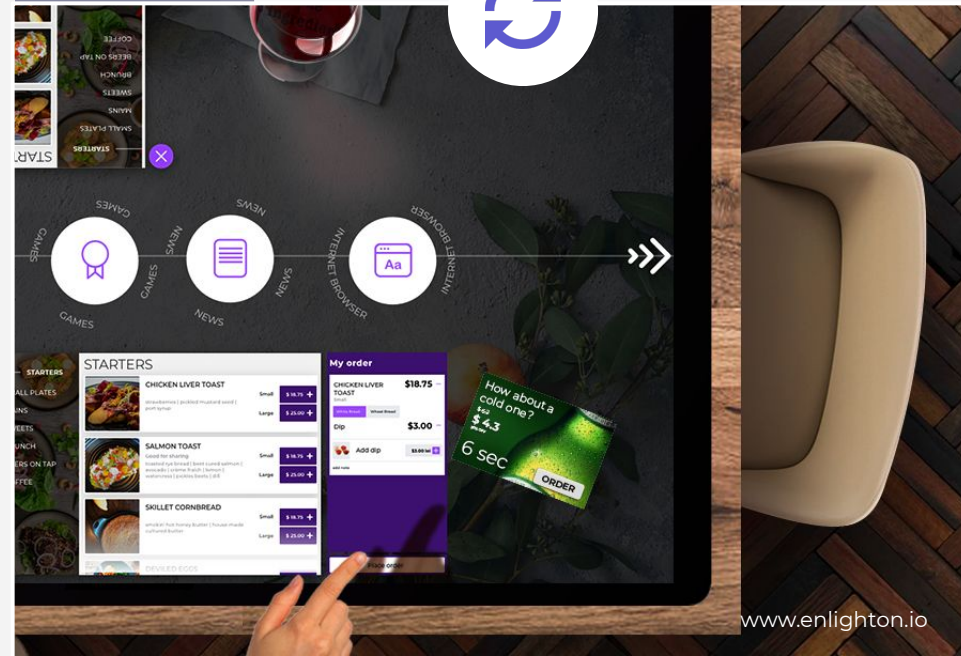
Highly targeted advertising

Helping brands reach their audience at every step of the consumer journey

Welcome to the table
Personalized recommendations, brand activations & discounts based on past purchases.

Drinks
If browsing beer menu, then showcase relevant brands/products

Main course
Suggested refills

Appetizers
Trigger branded activations (games) with discounts as prizes

Dessert
Upsell and promotions opportunities

Payment
Loyalty club enrollment

Tipping
Surveys & customers feedback

Most venues don't take advantage of all the downtime in the dining experience. Our solution helps brands capitalize on downtime and transforms downtime into fun experiences for adults, kids and families at the table - also creating a new revenue stream.

Enlighton is built to embrace custom modules.
Custom experiences can be easily added within the flow.

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The possibilities are endless

ADVERTISING TYPE	EXPERIENCE	EVENT
Triggered, based on menu and interface interactions	Prioritizes placement of media at defined times in guest journey. Includes surveys, sweepstakes, data capture, scratch off coupons	Pre-order, after-order, prepayment, post dining Try our new _____. Browsing beer menu? → showcase relevant brands/products
Coupons and offers	Products & prices to reflect real-time basket data to increase brand awareness & increase product sales	Pasta added to order? → display relevant wines
Upsell	Upsell products through add-on items, automatic opt-ins (choose to remove this item from your order), & product recommendations	Showcase relevant sauces Desserts auto-added to order. Requires customer to opt-out
Branding of games and trivia	Custom design integration of theme, game elements, etc...	Dependent on game play

Games & entertainment: immersive and communal play!

In discussion with game studios to integrate games into our platform.

Games will be unlocked for $1.99 / dining session, and revenue will be split 3 ways (Game developer, Venue, Enlighton)

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Enlighton's unique benefits

Considering a restaurant with 15 tables

Labor optimization: By reducing the ordering experience from an 18 to a 5 step process and payment experience from 14 to 3 steps, servers manage 50% more tables. Considering the reduction of two staff members, paid $10/hour, who work 5, 6-hour shifts each week, *a restaurant can reduce labor costs by $2,400/month*

Maximize throughput: Guest facing technology is proven to save up to 9 minutes / table during peak hours. Considering a period of 19 peak hours/week, Enlighton can save 684 minutes / month, which means 15 more orders during peak hours, per table/month. With average check sizes of $45/table this represents ***$10,125/month that a restaurant can make by optimizing throughput***.

Additional revenue from games: Considering a revenue of $0.8 for each time a customer unlocks games on a table with 150 dining sessions/device/month **a venue can make $120/device/month**

Increased order size: Venues that integrate self-ordering solutions see an average 20-25% increase in average order size.

Revenue from advertising: Media opportunities include ad placement at any step in the customer journey. Venues receive a % of advertising revenue generated.

Reduce staff training costs: Clients will benefit from a cost reduction of staff training, as a result of drastically reducing server and waiter responsibilities.

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Operational Benefits

Powerful analytics: Employee and customer behavior and product performance to give you data previously unattainable:

- How guests interact with the menu. Detailed reports on total number of customers, duration of dining sessions and which products are purchased over any time period.
- How staff perform and duration to prepare orders at certain periods of the day and where to make adjustments to gain more control over labour costs.

Improved order accuracy: Serve guests what they order, every time.

Surveys & customer feedback: obtain the truest representation of venue performance.

Menu engineering: Schedule menu items on conditions.

Loyalty enrollment: Frictionless and fast enrollment process.

Proven and tested modules: No matter how clients customize their apps they will receive the advantage of the best UX practices.

Holistic approach: Integrated into the POS, the technology keeps every key player in sync (guest, server, kitchen/bar

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Customer Experience Benefits
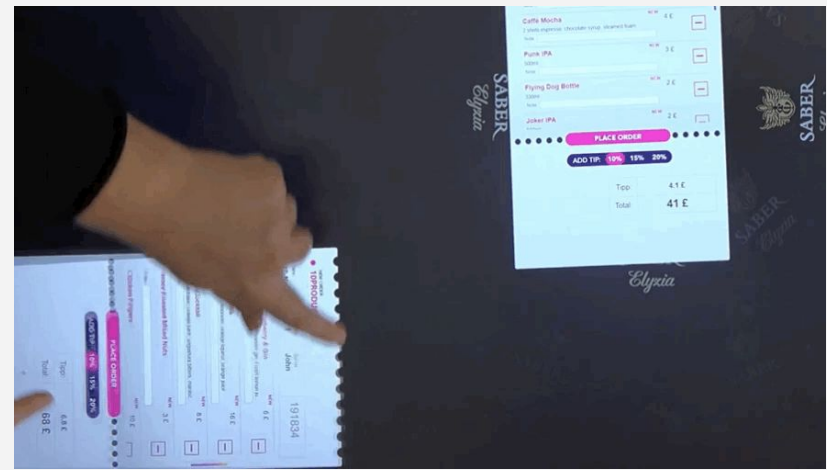
Pay the check with ease: Customers quickly organize the bill to split or combine checks and leave a tip with a built-in tipping interface.

A personalized experience: Guests enjoy the simplicity and convenience of creating their own entrees and adding and removing products from their cart on the interactive menu. While guests browse the menu, products are auto-suggested according to their food pairing compatibility to drive upsells. This yields informed decision making, higher guest satisfaction and higher sales.

Games/Entertainment: Traditional mobile device games are not communal, and using phones can keep people heads-down, disengaged from the table and the dining experience. The average dining experience is 40-50 minutes and guests spend almost half this time waiting on food or for their server to return to the table. Enlighton provides an entertainment suite that engages the entire table in communal and immersive play, providing entertainment for both children and adults. Premium entertainment can be made available for a one time charge that creates a new revenue channel for the venue.

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Enlighton's Evolution

Product Validation

Validating our technology with one of the largest payment companies in the world at The BRIT Awards 2018 was a true product market fit determinant for our end-to-end approach. But the most valuable insight and feedback were observed upon continued RFPs from MasterCard for implementation:

- BRIT Awards 2018 & 2019 in London - in the VIP Lounge
- UEFA Champions League 2018 in Kiev - in the VIP Tent
- Roland Garros 2018 Final in Paris - in the VIP Room
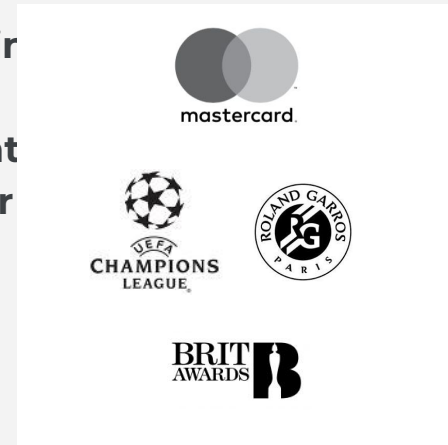
100% Uptime

100% Order Accuracy

Enhanced Guest Experience

Versatile payment options for every hospitality use case

As part of our self-ordering offering, our solution will integrate payments in the form of contactless, Chip & PIN and mobile wallets to overcome the barriers of time consuming and insecure traditional payment friction in hospitality. Enlighton self-service bill-payment solutions improve the restaurant experience for customers by allowing users to pay instantly, while freeing up employees to assist customers with more complicated service requests.
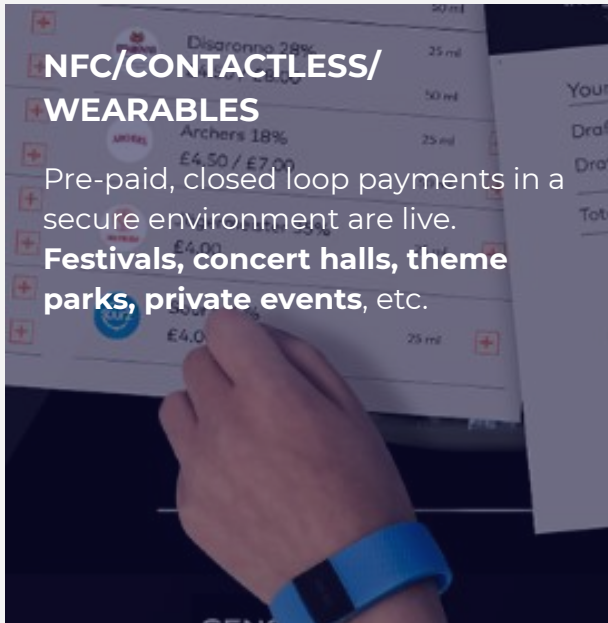
NFC/CONTACTLESS/ WEARABLES

Pre-paid, closed loop payments in a secure environment are live.
Festivals, concert halls, theme parks, private events, etc.

TABLE MOUNT

Unattended, all-in-one mounted terminal to accept NFC/Contactless, MSR, and EMV. Has shortest time to market.
Food courts, restaurants, etc.

MODULAR SOLUTION INTEGRATED ON BEZEL

Preliminary engineering and architecture approvals in discussion for unique design.
Restaurants, nightlife venues, sporting stadiums, etc.
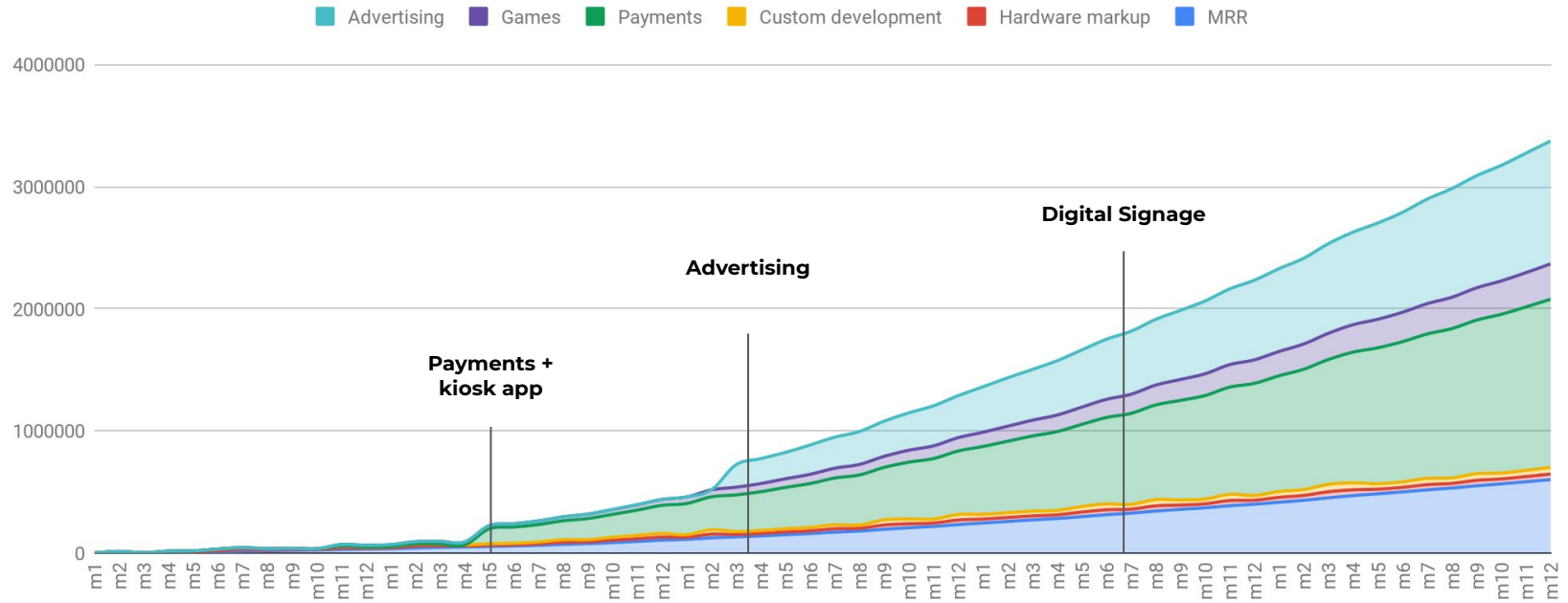
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Monetization Strategy

We operate under a SaaS business model. On top of our monthly license we have additional revenue channels that vary across the full spectrum of customer needs:

	SaaS subscriptions $150/table/month	Allows the creation and customization of the following: Self-ordering, Promotion Builder, Employee Tools, Advertising, Guest Surveys + Insights
	Custom development $75/hour	Custom modules can be developed. Prices are being calculated based on project
	Hardware markup $500/unt	We have hardware manufacturers on speed dial that provide hardware ready to be deployed with our software; there is a $500/unit markup on the hardware we sell
	Games $1.99/dining session	A 3 way revenue share between clients, games developer and Enlighton.
	Loyalty Enrollment	Small fee charged/credentials captured (First name, last, email address)
	Advertising, % of revenue, shared between us and client	Advertising will become a major revenue stream featured on the ordering tables and managed through our back office, with revenues being shared with our customers.
	Payment integration 1.5% of sales	Process payments in exchange for the standard industry commission (coming in Q3 2020)

Product Road map and revenue forecast

Revenue ($)

Legend: Advertising · Games · Payments · Custom development · Hardware markup · MRR

Chart annotations: Payments + kiosk app · Advertising · Digital Signage

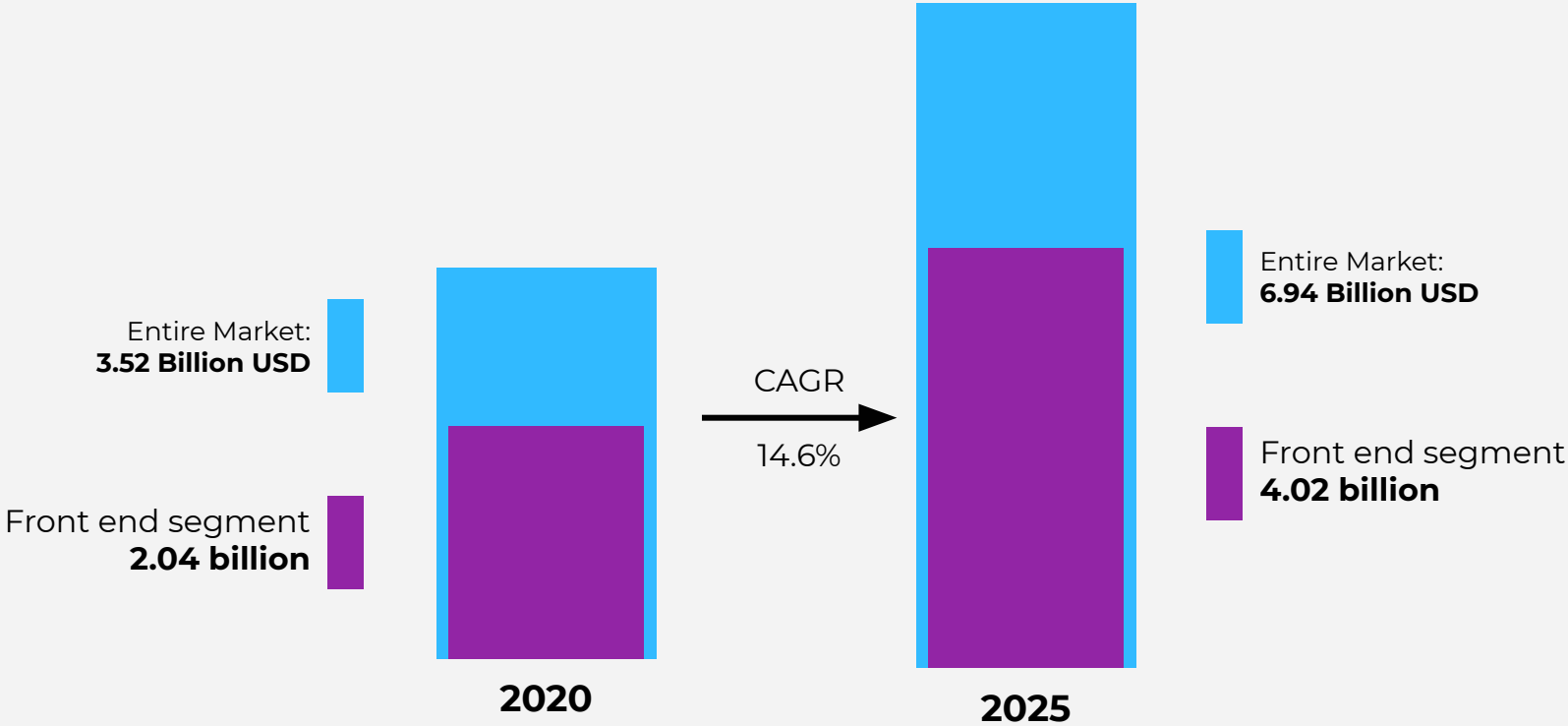|					
Clients (EOY)	32	102	234	367	551
Revenue (EOY)	$ 373,325	$ 2,885,850	$ 10,850,675	$ 21,463,075	$ 34,189,625

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The global restaurant management software market

The growing global restaurant management software market - projected to reach **3.52B USD** by 2020 - is a reflection of the great position Enlighton is in.
Our segment (the front end segmnet) is 58% of this, making our niche **2.04B in 2020.**
It's expecting to grow at a forecasted CAGR of 14.6% - to reach **4.02B USD by 2025**,

Entire Market:
3.52 Billion USD

Front end segment
2.04 billion

CAGR

14.6%

Entire Market:
6.94 Billion USD

Front end segment
4.02 billion

2020

2025

SOURCE: https://www.grandviewresearch.com/press-release/global-restaurant-management-software-market

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Our growth will be achieved through the following tactics:

	Direct B2B Sales	Build a sales team to generate steady growth month after month.
	Integrators	Our platform is highly customizable. By allowing 3rd party integrators to sell and build modules on top of our technology we're going to focus our efforts on further development.
	Software Partnerships	**a.** Partner with the 3 POS providers with largest market share to minimize our integration efforts into 80% of the market and generate leads simultaneously. **b.** Referral based lead generation partnerships with hardware suppliers: we position their hardware, and they position our software.
	Design Studios	Collaborate with interior design companies to position and propose our technology to the market as a new and unique way to outfit spaces. Currently in discussion with Epstein Global for joint proposal in New York.
	Events technology providers	We see immediate opportunity to work with companies such as Intellitix who deploy cashless payment and access control solutions for the world's largest events and festivals, especially since our solution has been tested in this environment with brand activation.

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Competitive landscape

Interactive restaurant technology	• Russian based company, focused on the manufacturing of a bespoke glass surface • Has not entered the USA market - the core market of our go to marketing strategy • IRT ordering software is standardized across and doesn't allow customization.
After-mouse	• presence across various industries, • charge clients for entertainment and games, compared to how we offer them as ways for clients to generate more revenue shows their lack of understanding the market • The lack of an advertising strategy will keep them behind.
Ziosk	• Manufacturer and software provider of the The Ziosk Aurizon™ Tablet - an all-in-one device that offers ordering, payments and advertising. • Product is limited to only single use at a time. • Guests that sit at tables equipped with Ziosk tablets are not actually required to use it. • Powerful advertising network promoting content from major brands • Customizations are timely and expensive.
Enlighton	• A plug and play ordering solution that can be deployed overnight • Our 360 solution means that we're not adding layers and complications for our clients • By having a hardware agnostic approach, we can end up utilising out competitor's hardware • Knowing that this solution is on the expensive side, we are building advertising modules and games that allow venues to earn additional revenue from day 1.

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Partners

Although multi-touch hardware (HW) technology is the medium through which the masses engage with our software, and our core focus is software development. We do not build multi-touch hardware. We have partners who take care off all the HW related aspects.

In knowing this business contingency, we established 5 strategic pillars as the foundation for successful partnerships with 3M and Zytronic.

3M USA & EU | Will provide projected capacitive digital touch displays and materials needed along with White Glove maintenance and service.

ZYTRONIC | Will provide projected capacitive digital touch displays, touch sensors and help with the tooling and materials for integrating payment modules and other peripherals on table display or bezel.

MasterCard | Has direct interest in our technology. On one hand we are working with their marketing VP who pays for our technology. On the other we're working with their payments team to develop innovative payment systems through our platform. We see them evolving as a key distribution channel and payments partner which we aim to strengthen through their StartPath program.

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Founding team
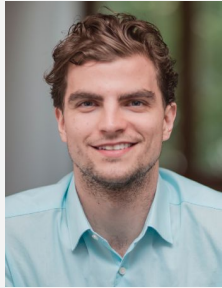
Jordan Youtz
President of Sales & Corporate Partnerships
10 years experience in hospitality and retail. Client relations, establishing partnerships and sales and marketing.

Cristian Hurhui
Chief Product Owner
Award winning product designer, SaaS and B2C
Past: product at RideScout, exit to moovel (a Daimler Company).

Vlad Nastasiu
Chief Technology Officer
Full stack developer with experience in platform development. He built the Enlighton software team and leads the development of our back-end, front-end and applications.

Advisors

Anca Burke
Business Strategy
Anca brings 15+ years of strategy consulting and business development experience with Fortune 100 companies, spanning multiple industries. An advisor to several technology startups, and a Chicago-based real estate entrepreneur.

Iain Case
Payments
With over 10 years experience in payments, Iain is a pioneer in contactless payments. He has spent his career shaping and delivering smart technology solutions for the entertainment, hospitality and events markets.

Jerry Dauteuil
Restaurant technology
Founder, and managing director of Romania's most successful Pizza Restaurant chain Jerry's Pizza.

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Fundraise details

Operations have been completely bootstrapped from day one, and now the timing is ideal for a seed round of capital.

GOAL

___

$500,000

Instrument:
Equity

Valuation:
$6,000,000

Technology Product Development: $250,000
- Create the visual backoffice to allow clients to customize the content displayed in our apps by themselves
- Increase the number of customizable components.
- Finalize the analytics dashboard, and launch the Pro Version
- Lay down the foundation for payments, to become a PCI Compliant payment facilitator
- Establish partnerships with entertainment and game providers

Sales & key hires: $150,000
- Create training materials for partners
- Establish distribution partnerships

Marketing: $75,000

Lawyer and accounting fees: $25,000

Why invest?

The proven success and domain expertise of our team.

We have tested and proven our solutions with one of the largest brands at some of the most famous events in the world.

Enlighton leap-frogs the status-quo of outdated table-top ordering technology. Customers want more.

The mass adoption of self-service kiosks in fast casual restaurants is crystal clear evidence that customers today are proficient and comfortable with touch screens and are demanding full autonomy over their ordering process.

We are prepared to add maximum value to our clients because we worked diligently to establish partnerships with the leading businesses in the multi-touch technology, payments and advertising verticals.

If you would like more information or have any questions, please get in touch:
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Enlight-off