

We help beverage brands sell more in cafés, bars and restaurants.

Early tests increased drink sales by up to 30%.

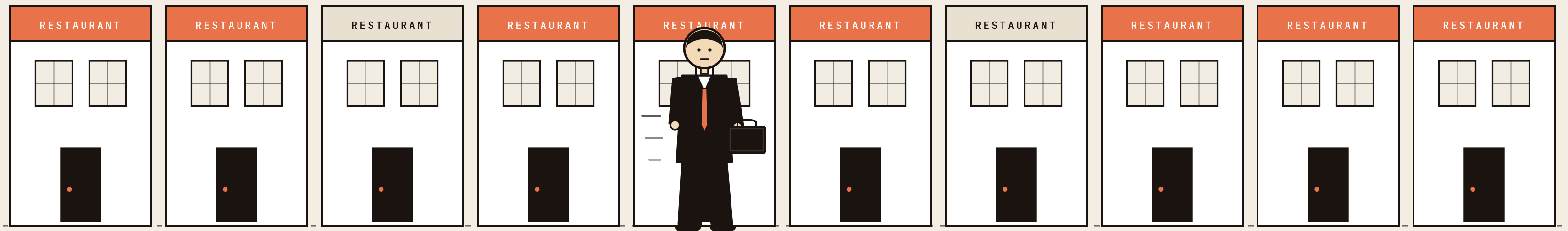
DISRUPTING \$60B+ OF EXISTING BEVERAGE MARKETING SPEND

Beverage brands rely on sales reps.

Slow. Manual. Doesn't scale.

6 weeks

AVERAGE TIME FROM BRIEF TO FIRST VENUE.



Now they reach hundreds of venues within 24 hours

One platform. Four steps. Fully managed.



BRAND

**Defines
the offer.**



HEROCONTENT

**Creates content
per venue.**



RESTAURANT

**Approves in
WhatsApp.**

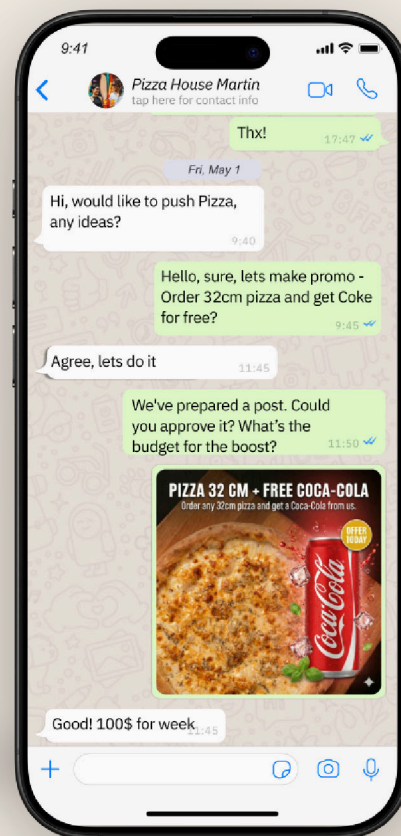


NETWORK

**Campaign
goes live.**

It's not just content. It's a real offer in a real restaurant.

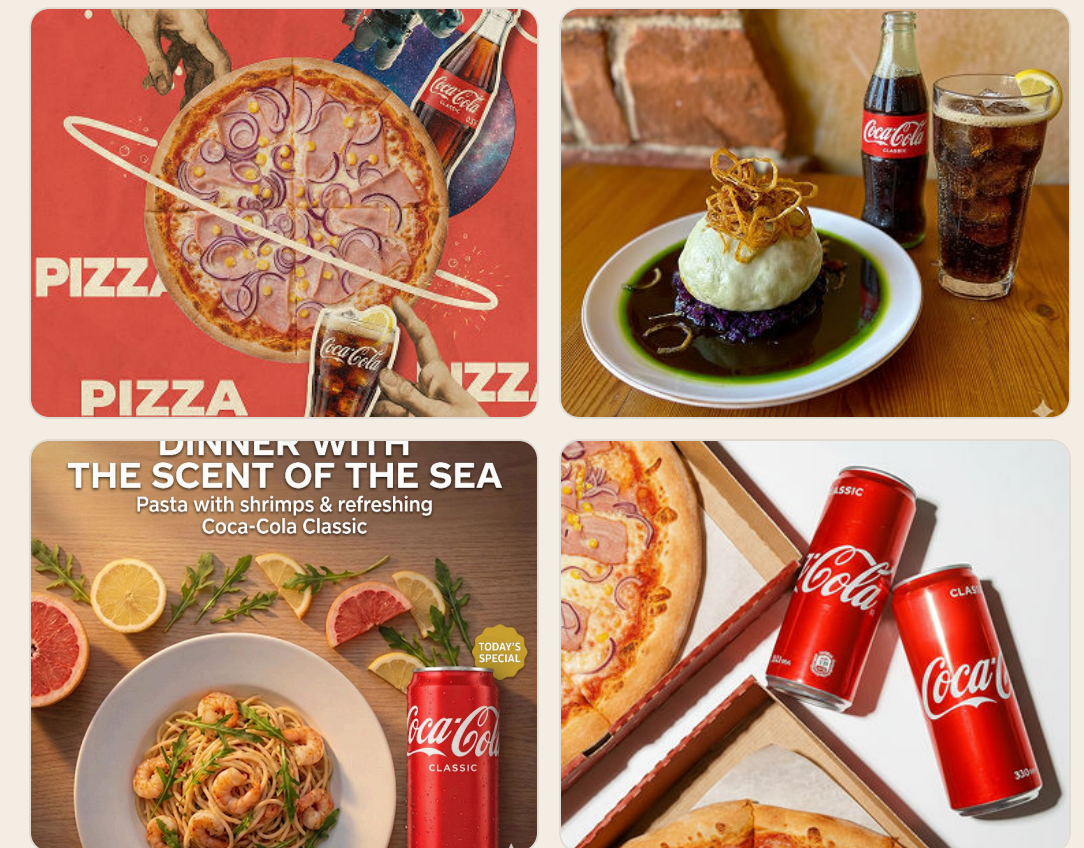
We get brands into promo offers



Offer appears in daily life



+30% Brand sales in 14 days



Real offers. Real restaurants. Real sales lift.

Why now? This channel just became possible

Three shifts created the opportunity.

01

AUDIENCE

1.3M+

RESTAURANT INSTAGRAM ACCOUNTS · US + EU-5

Restaurants now have digital audiences.

02

BUDGET SHIFT

2x+

COCA-COLA DIGITAL SPEND

Brand budgets are moving online.

03

AI

AI makes it scalable

PERSONALIZED WORK WITH VENUES

AI can now do the work.

SOURCES Toast 2024 Diner Trends Report; Coca-Cola Investor Relations "Growth Strategy" (2025) – investors.coca-colacompany.com/about/growth-strategy.

\$60B of brand spend. Still offline.

1500+ brands competing for consumer attention

TAM · GLOBAL BEVERAGE TRADE SPEND

\$60B

Annual brand spend on HoReCa marketing & activation.

17% of \$325B global HoReCa beverage market (Knowledge Sourcing 2025)

SAM · OUR TARGET MARKETS

\$20B

Brand spend in US, EU-5, UK, Canada, Australia.

Target markets = ~34% of global foodservice (Euromonitor 2026)

SOM · 3-YEAR PATH

\$150M

3-year revenue opportunity.

30,000 venues × \$5,400 ARPU · ~3% of ~1M relevant venues
Single brand campaign.
Multi-brand fill rate = upside.

One channel: Reels that pay for themselves.

STAGE 01 · SOURCE

AI agent selects venues & produces Reels



CANDIDATE POOL



STAGE 02 · DISTRIBUTION

Posted via our local IG accounts, venue tagged in collab

100%

REACH THE VENUE



STAGE 03 · PULL-THROUGH

Venue reposts the Reel to their own feed

60%

REPOST RATE



STAGE 04 · ENGAGEMENT

Venue starts a conversation with us

30%

REPLY RATE



STAGE 05 · CONVERSION

Becomes a paying customer

10%

CLOSE RATE

500 / day

SCALE

Venues tagged in collabs every day

\$5 CPM, paid

MONETIZATION

Reels go out pre-branded — monetized from day one

Brands pay per 1,000 views.

● COCA-COLA PILOT · LIVE

\$12.5K / mo recurring

100 venues × ~25K views × \$5 CPM

Coca-Cola, paying since 2025

US MARKET ECONOMICS

\$5,400 ARPU target in US

30K views × \$15 CPM × 12 months*

per venue, single brand campaign

GROSS MARGIN

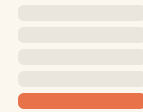
90%+

PILOT MRR

\$12.5K

* \$15 CPM at industry benchmark – Meta Reach \$10-15, Google food/bev \$28+.

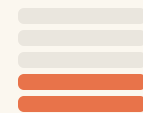
Five revenue lines from the same network.



LAYER 01 · DISTRIBUTION NETWORK

Branded Reels from our network of local IG accounts, venues tagged in collab

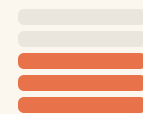
Brand CPM



LAYER 02 · ORGANIC PLACEMENT

We manage the venue's IG — brand baked organically into their feed

Brand CPM



LAYER 03 · PAID ADS

Brand embedded into the venue's paid ads, in venue context

Ad multiplier



LAYER 04 · IN-VENUE ACTIVATION

Brand pushed into combos, set-menus & promotions inside the venue

Promo lift



LAYER 05 · DISTRIBUTION DEALS

New SKUs placed onto venue menus in exchange for cash

Listing fee

Coca-Cola live. 100+ venues paying.
+30% sales lift in early tests.

\$19K MRR

REVENUE IN MAY

BRAND REVENUE

\$8K/mo

Coca-Cola CPM contract

1,6M views / month at \$5 CPM

SAAS REVENUE

\$11K/mo

80+ venues paying subscription

SALES LIFT

+30%

Measured in 5-venue Coca-Cola pilot

Scaling to 120 venues now

Serial founders + Coca-Cola insider.



Elisey Sviridov
CEO & CO-FOUNDER

- Built FRES, acquired by Grovy in 2022
- Co-founded NutritionPro with €5M+ funding
- Former restaurant owner in Prague



Anton Hartell
CTO & CO-FOUNDER

- Ex-CTO at WhoAPI (500 Startups)
- Ex-CTO FRES, successful exit
- 20+ years engineering, AI/ML



David Janicek
CCO

- Ex-Commercial Director at NutritionPro
- COO at WeBetter Social Media agency
- Scaled €0 → €7M ARR across 3 countries

ADVISORS



Jakub Loos
Ex-CMO, Coca-Cola Czechia, Slovakia, Hungary
ANGEL INVESTOR · PILOT PARTNER · STRATEGIC ADVISOR



Oksana Lukyanenko
Ex-GM Germany at Wolt/DoorDash · Ex-VP Intl. at Delivery Hero
RESTAURANT PLATFORMS SCALING · MULTI-COUNTRY EXPANSION



Tomislav Kostanjevac
Ex-Dish Network sales leadership (300K+ restaurants)
US MARKET EXPANSION · ENTERPRISE SALES

Raising \$1M to reach \$3M ARR in 12 months.

Scaling early traction into a repeatable growth network.

3,000

ACTIVE VENUES IN US

4+

BRAND ADVERTISERS
beyond Coca-Cola

- USE OF FUNDS -

50%

US RESTAURANT GROWTH

Free-tier rollout. Onboarding ops.

25%

BRAND SALES

Campaign automation. Scale infra

15%

PRODUCT & AI

US brands acquisition

10%

OPERATIONS

Runway flexibility.