

BUSINESS MODEL



Different revenue streams.

The franchise model is one of the most suitable for a rapid development.



ECHOSYSTEM OVERVIEW



FRANCHISE

MASTER FRANCHISOR(S)

BURN
slices
URBAN GOURMET SLICES

MASTER FRANCHISOR

MASTER FRANCHISOR

MASTER FRANCHISOR



USA

TERRITORY



EU

TERRITORY



ASIA

TERRITORY



SINGLE UNIT



SINGLE UNIT

OWNED UNITS

CHAIN

OWNED
STORES

DIRECTLY
OWNED



REVENUE STREAM

WE HAVE ANALYSED
DIFFERENT REVENUE
STREAMS

RELEVANCE

FRANCHISE



FRANCHISE
OUR PREFERRED
BUSINESS MODEL

OWNED CHAIN STORES



CONCESSION STORES



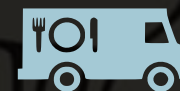
GHOST KITCHENS



DELIVERY



MOBILITY



EVENTS



THE TECH-COMPANY APPROACH



TECHNOLOGY

Technology will shape the future of food. It has now a leading role in Fast casual. App, mobile integration become now mandatory.

TECHNOLOGY

 LOCATE

 ORDER

 PAY

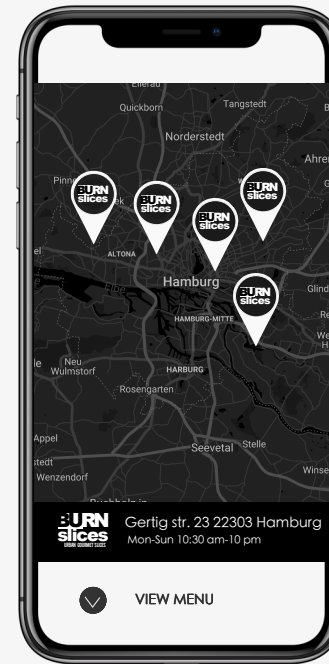
 CUSTOMIZE
MENU

ORDER



- gain credits,
- store your favorites
- pay via mobile
- check available menus

PICK



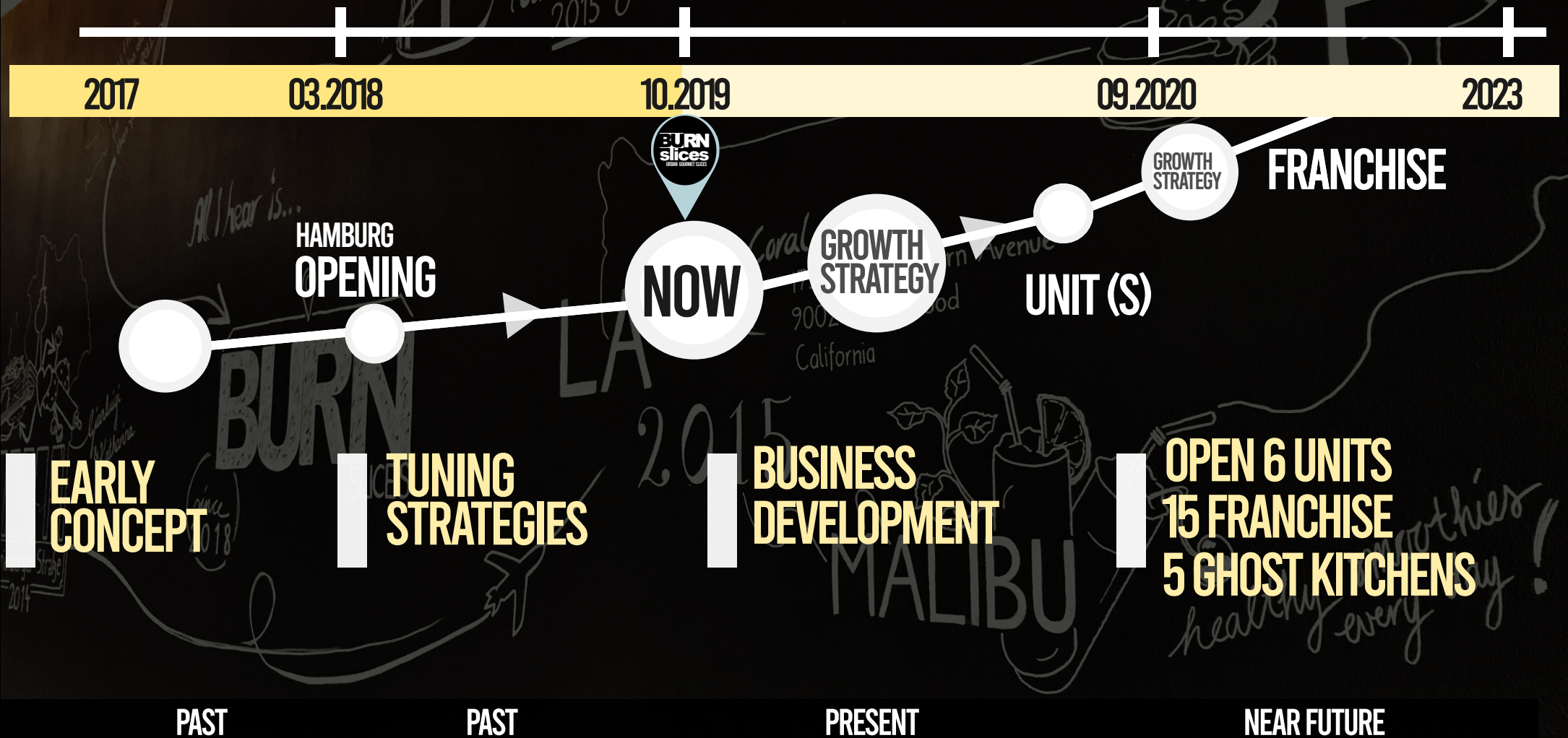
- geolocalize
- place your order
- pick slices at your time

BUILD



- build your slice
- in-app payment

MILESTONES



COMPETITORS

- In the USA we have more direct competitors but the market is bigger.
- European fast casual market is less crowded with less direct competitors.

COMPETITORS

FAST CASUAL EUROPE USA



OUR ADVANTAGES

1 CONCEPT



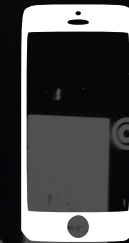
STRONG
IDENTITY

2 CUSTOMERS



BRAND
RELATION

3 TECH



PERSONALIZE
& ORDER

4 LIFESTYLE



URBAN
CONNECTED

5 EMPLOYEES



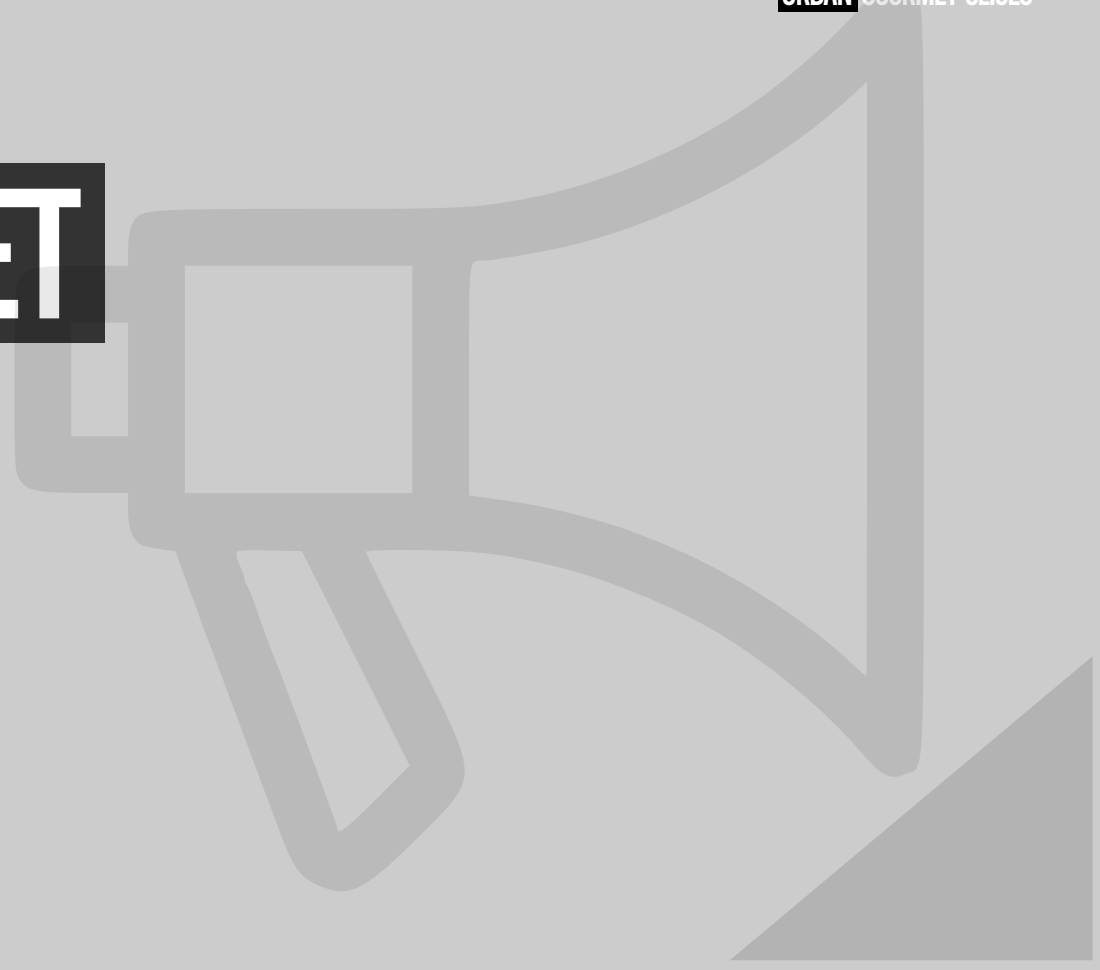
INTERNATIONAL
MULTILINGUAL
SMART

6 PRODUCTION



STANDARD
AUTHENTIC
supplying
stores

 **GO TO MARKET**



SLOGAN

URBAN
GOURMET
SLICES

your WAY
our SLICES

IMPLEMENTED MARKETING



SOCIAL
MEDIA

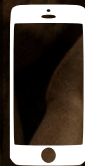


PLATFORMS

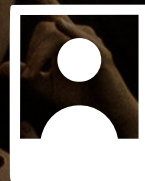


EVENTS

FUTURE MARKETING



MOBILE
APP



INFLUENCER
MARKETING



PRESS &
ADV



PARTNERSHIP
& CUSTOM DRINKS



FESTIVALS



PRESS/
BLOGS

FUTURE