



KEEP YOUR GLASS FULL

"You can't manage what you can't measure."

- W. Edwards Deming



PouredInc.com

P POURED Inc.

The inspiration for POURED Inc. began like all revolutionary ideas do: on the back of a napkin. But really, it took root over 30 years ago in the city of Modesto, CA.

POURED Inc's founder, Edgar de Gracia, grew up spending his weekends and summers picking grapes with his immigrant father. It was in those vineyards, performing backbreaking work beneath the unforgiving Central Valley sun, where Edgar's profound love of wine first emerged.

What began as a timeless father-son bonding experience has now grown into a business poised to disrupt a multibillion-dollar industry. We exist to solve a problem that has pervaded an entire industry for far too long: access to accurate product data delivered fast, with full visibility.

Each year, over \$400 million is spent by wine & spirits distributors across the U.S. on data collection – the majority of which is still done manually on-premise – with nothing but a barren wasteland of product data to show for it.

Once a product is sold to a 3rd party, there exists no way to track where it's being sold, for how much, and in what quantity...until now.

POURED Inc. has created the world's first enterprise data analytics platform for wine & spirits distributors to track all things related to their products, markets and competition.

Leveraging a unique and unprecedented technology, POURED Inc. automatically translates photographic images of wine lists into aggregated, searchable data in real time.

Our goal is to provide the type of inherent value tied to data collection that our customers have desperately needed but never had. We deliver simple and seamless data solutions by fearlessly attacking complex problems that no one else has even dared to solve.

An ardent love for family and wine is what brought us here. A duty to the hardworking suppliers and distributors is what keeps us forging ahead with innovation for the future.

A black and white photograph of a wine glass with a bullet hole through its center. Shards of glass are flying out from the impact point, creating a dynamic, high-speed action shot. The glass is partially filled with liquid.

SILVER BULLET:

 **POURED Inc.**
INTRODUCING DISTRIBUTION'S

A first-of-its-kind technology resource
for wine & spirits data collection,
aggregation and on-premise insights

THE PROBLEM

HUNDREDS OF MILLIONS SPENT ON DATA COLLECTION FOR ZERO MARKET VALUE.

- ▶ Alcohol makers, marketers and wholesalers know a lot about retail, but nothing about bars and restaurants
- ▶ Wholesalers only see their sales to restaurants
- ▶ Wholesalers do not see category trends or pricing, and they don't even know the size of the market

Real World Example: Wholesaler has a new Chardonnay targeted at the \$12-14 by-the-glass market. Distributors have no clue how many restaurants in their area offer Chardonnay in that price range.

No visibility. No value.

THE SOLUTION



- ▶ The POURED app converts pictures taken of beverage menus into searchable data automatically and in real-time
- ▶ Eliminates costly and potentially liable 3rd party survey companies
- ▶ Saves 200+ man hours per salesperson, per year
- ▶ Records sales teams' movements within the market
- ▶ Provides 360-degree visibility into the entire market

Poured **THE MENU SURVEY BUSINESS**

IS A \$400 MILLION GOLIATH

- ▶ \$160MM spent on third party Surveys
- ▶ \$200MM worth of wasted time by salespeople
- ▶ \$40MM burned on ineffective survey platforms

***Goliath Is About To
Get Godzilla'd***



THE PRODUCT



POURED Inc.

- ▶ POURED integrates with wholesaler, products, sales and employees
- ▶ Wholesaler's sales staff installs app on phone
- ▶ Sales staff photographs beverage menus using the app
- ▶ Cloud technology converts menu image into searchable data

BUSINESS MODEL: B2B SaaS

- ▶ Initial primary target: wholesalers
- ▶ Value: Exclusive rights per market will be offered during our initial rollout
- ▶ Cost: \$25k setup fee plus \$20k per market/month
- ▶ Secondary Target: Wine, beer & spirits producers. Equal up to 4x revenue.



KPI KEY PERFORMANCE INDICATORS

On average, the current and widely used method of manual paper surveys collect 210 data points per day.*

POURED field tests collected 14,000 data points per day, a 6567% increase in data collected per day.

**Avg. salesperson collects 3 points of data on 7 different products per location x 10 locations per day = 210 data points/day*

- Estimated Addressable Market
Over \$1 Billion

- Estimated Obtainable Market
\$150 Million

MARKET

- ▶ Contemporary surveys cost alcohol companies \$400 million per year via direct and indirect costs
- ▶ A tool for comprehensive data collection has never existed before, thus the total market is hard to judge
- ▶ Now, even smaller companies that never had the means to collect their own data can now buy POURED
- ▶ *Sales to National Companies like Diageo expected to total \$110 million as a segment

**As evidenced by Nielsen and IRI alcohol data products for retail*

COMPETITION

SIDE BAR:

There exists no current solution that is a direct competitor of POURED. The F&B space as a whole is badly behind the times with regards to technological innovation.

- ▶ Go Spot Check
- ▶ Zendesk/Zenput
- ▶ Salesforce



POURED Inc. **GROWTH**

Direct sales into C-suites

- ▶ New Markets every 90 days
- ▶ Labor exponentially decreases as market growth increases
- ▶ 100% coverage of US in 2 years
- ▶ International expansion





FINANCIALS

- ▶ Year 1: \$590k gross, -\$190k Net
- ▶ Year 2: \$3.7MM gross, \$1.3MM Net
- ▶ Year 3: \$15.8MM gross, \$6.1 MM Net
- ▶ Year 4: \$35.6MM gross, \$16 MM Net
- ▶ Year 5: \$63.8MM gross, \$38 MM Net

*The above financials represent forecasts, not actual sales

TEAM



Todd Sanders, President
Developer with 4 successful exits



Edgar de Gracia, CEO/Founder
Entrepreneur with deep legal expertise



Ryan Reeves, CMO/Co-Founder
360° experience with dozens of Fortune 500 brands



John Paddon, COO
F&B veteran with contacts at all levels





POURED Inc. **SUMMARY**

- ▶ \$400MM market that is a complete white space for SaaS
- ▶ Industry only answer for wine list surveys
- ▶ Led by team with proven track record
- ▶ A solution that all stake holders in the industry want
- ▶ Multiple line extensions for additional revenue streams



Contact Us!



POURED Inc.

www.pouredinc.com

(702) 858-3805