Poured

4321 Laurel Canyon Blvd
Studio City, CA 91604
www.pouredinc.com
@pouredapp

Allows its customers to spend less time surveying accounts and more time:
Increasing their market share and growing better customer relationships through targeted, accurate beverage data, delivered in real time.

Your Chardonnay

Total Market Penetration.......	17%
Average price.....................	$62.50
BTG Penetration......................	7%
Average price.....................	$14.32

COMPANY PROFILE

Industry
Food & Beverage: Big Data

Year Founded
2019

Management
Edgar de Gracia, CEO/Co-Founder
Ryan Reeves, CMO/Co-Founder
Todd Sanders, President
John Paddon, COO
Cliff Schupbach, VP Sales
Christian Gourdin MBA, Sales Advisor

Development Stage
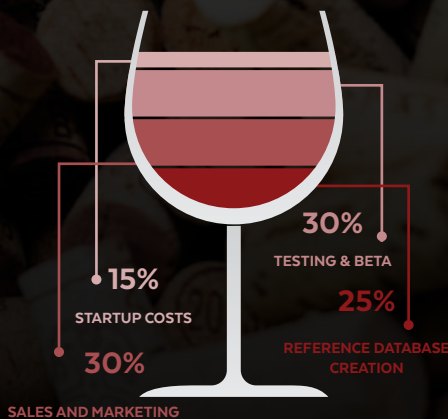MVP, deploying with first two customers now

Number of Employees
7

Funding Opportunity
Seed Round: $1MM

Allocation of Funds

- 15% STARTUP COSTS
- 30% TESTING & BETA
- 25% REFERENCE DATABASE CREATION
- 30% SALES AND MARKETING

Summary
POURED Inc leverages proprietary, first-of-its-kind AI technology which allow employees of alcohol companies and distributors to quickly and easily collect, organize and track point of distribution data in real-time via the POURED mobile SaaS. Users in the field take photos of beverage lists or retail shelves. The platform will then use the collected data from those images to generate instant insights into a 360 view of the beverage marketplace.

Problem
Beverage distributors in the U.S. spend $400MM annually on data collection, yet they only get to see about 4% of overall retail scanner data . The biggest names like Total Wine & More share no information. In bars and restaurants, only the biggest brands have any visibility into how their spirits and wines are being used in the market, or even how big the number of opportunities are for their products. That's a hefty price for just a small fraction of product and market information.

Solution
POURED Inc's proprietary technology will change the way beverage producers, distributors, retailers and restaurants do business for the better by offering complete visibility and transparency into placements. Via the POURED platform, salespeople have the ability snap photos of beverage menus and retail shelves that our machine learning converts into a search-able database within seconds. To ensure clean data, within 48 hours, our data cleaners validate the data, categorize with a success matrix, and update to reflect real-time market conditions and generate new sales targets. POURED will be the first ever self-updating and self-aggregating database of points of distribution in the F&B industry across on and off premise.

Market Opportunity
An estimated $160MM is spent annually on third party surveys by alcohol companies and distributors and hundreds of millions more in countless man hours and resources sending salespeople into the field to conduct their own surveys. The POURED SaaS platform takes aim directly at this market and smaller distributors that surveying has always been too labor intensive to execute. The data collected can then be repackaged to sell over and over to hundreds of alcohol producers. Additionally, the data will be sold and used to power dozens of existing and future B2C F&B apps.

Competition
Go Spot Check, Traxx Retail, BevAnalytics, iSellBeer, SalesForce, Nielsen, IRI

Platform
Browser based, React Native for low maintenance costs, data capture on any mobile device, ingestion engine employs cost effective deep machine learning, platform provides value for all stakeholders

Route to Market
- Rely on our B2B product sales with direct sales, LinkedIn and email marketing
- Build a strong network of 3rd and 4th place distributors within their local markets
- Sell exclusive rights for first 24 months at the distribution level to speed expansion
- Use Suppliers and producers to leverage into distributors at scale

Value Adds Investors
- Proven Team in the F&B Space
- First to Market
- Defensible Market Position
- Data can be used to power more apps

Value Adds Customers
- Retains Institutional knowledge
- Eliminates costly third party survey companies
- Superior customer profiles
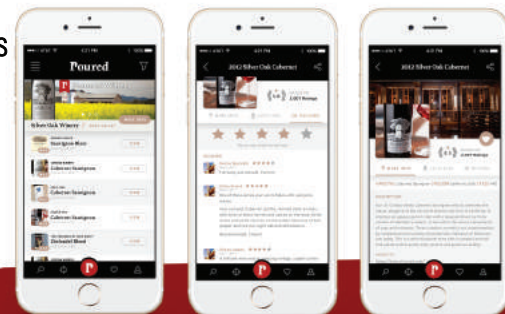
Images pulled from beta testing – product is going live in Q1.