



 **Poured**

KEEP YOUR GLASS FULL

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

- W. Edwards Deming



PouredInc.com

OUR STORY

P POURED Inc

- Founder Edgar de Gracia envisioned a B2C app that allowed consumers to find their favorite wines at bars and restaurants.
- John Paddon realized the potential as a B2B data collection tool and joins the company.
- Completed 6 months of market research to inform & fine-tune current product platform
- We've built an expert team around delivering a SaaS product that the market needs
- Organic growth on LinkedIn increased by 78% avg MOM since June 2020 (251% organic growth in last 30 days)

THE PROBLEM

800 MILLION SPENT ON DATA FOR 4% MARKET VISIBILITY.

- ▶ Beverage producers, marketers and wholesalers know a lot about chain retail by spending ~400MM on scanner data, but little about independent retail or F&B
- ▶ Wholesalers have anemic visibility into category trends and pricing compared to other CPG
- ▶ Wholesalers spend \$400MM to see only their own points of distribution
 - \$200MM worth of time wasted gathering data by salespeople who should be customer-facing instead
 - \$160MM spent on third-party Surveys
 - \$40MM burned on ineffective survey platforms

No visibility. No value.



 **POURED Inc**
INTRODUCING DISTRIBUTION'S

SILVER BULLET:

A first-of-its-kind SaaS platform for
collecting beverage data in the field,
and aggregating in real time

THE SOLUTION



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- ▶ The POURED SaaS platform automatically converts pictures taken of beverage products in stores and restaurants into categorized, searchable data sets
- ▶ Analysis tables and KPI dashboards for collected data are automatically updated within seconds
- ▶ Eliminates costly and potentially liable 3rd party survey companies
- ▶ Easily access, retain and share institutional knowledge across all levels of the sales chain
- ▶ Record sales teams' movements within the market for maximum efficiency
- ▶ Provides 360-degree visibility into the entire market, including competitor product placements

THE PRODUCT



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- ▶ **POURED can be used on phones (iOS & Android) or tablets with our React Browser**
- ▶ **Our AI ingestion engine transforms photos into data with zero labor**
- ▶ **Saves 200+ man hours per salesperson, per year, while collecting 5,000% more data vs. manual surveys**
- ▶ **Stored institutional knowledge shortens learning curve for new sales reps**
- ▶ **Every level of the organization has access their own insights portal, empowering them to drive business success**

- Estimated Addressable Market
Over \$1 Billion

- Estimated Obtainable Market
\$150 Million

MARKET

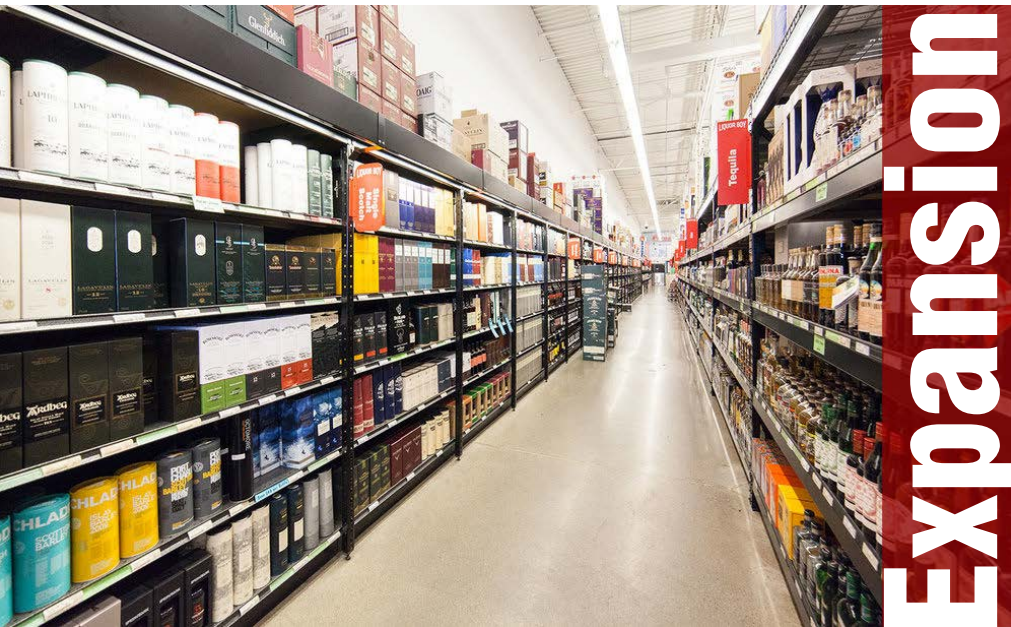
- ▶ Contemporary surveys cost alcohol companies \$400 million per year via direct and indirect costs
- ▶ A tool for comprehensive data collection has never existed before, thus the total market is hard to judge, but POURED has an opportunity similar to UBER to growing the overall market by 117%
- ▶ Now, 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*

Go To Market

- ▶ Initial primary target: wholesalers between 15 - 50 MM in annual revenue
- ▶ Value: Exclusive rights per market will be offered during our initial roll out
- ▶ Cost: \$5-25k setup fee plus \$2-20k per market/month
- ▶ Secondary Target: Wine, beer & spirits producers. Equal up to 4x revenue.

B2B Saas



- ▶ Direct sales into C-suites
- ▶ New Markets every 90 days
- ▶ Labor exponentially decreases as market growth increases
- ▶ 100% coverage of US market expected in 2 years
- ▶ International expansion capabilities

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.

- ▶ Bevanalytics
- ▶ Traxx
- ▶ Go Spot Check
- ▶ iSellbeer
- ▶ Salesforce





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Traction



- ▶ First 2 Customers for data collection tools (TX & AZ-based)
- ▶ First Data Customer
- ▶ Email open rates doubled in 12 mo
- ▶ Soaring LinkedIn audience





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
Executive 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



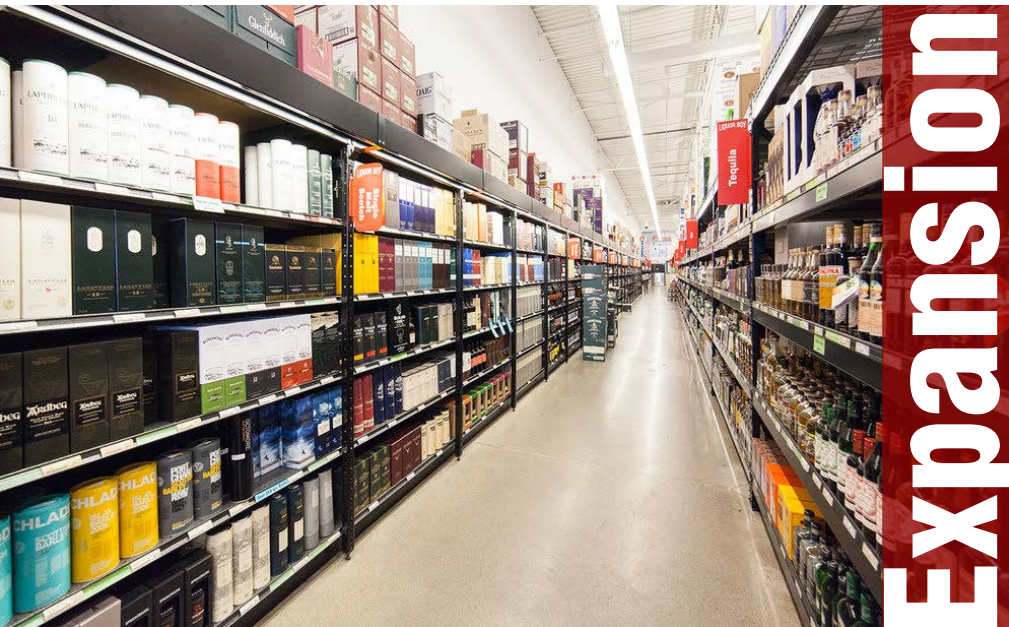
John Paddon, COO
F&B veteran with contacts at all levels



Use of Funds

- ▶ First Full Stack Developer
- ▶ Funds for additional third party tech services like ML & UI/UX
- ▶ Third party data cleaner

B2B Saas



- ▶ First Customer Success hire
- ▶ Bring sales team up to full time
- ▶ Sales & marketing administrator



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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

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