



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 realizes the potential as a B2B data collection tool and joins the company.
- 6 months of market research informed new product platform
- Today, we have a team build around delivering the SaaS product the market wants with soaring interest on LinkedIn

THE PROBLEM

800 MILLION SPENT ON DATA FOR 4% MARKET VISIBILITY.

- ▶ Beverage producers, marketers and wholesalers waste millions of dollars and thousands of man hours verifying products reached the shelves once they are sold
- ▶ Because there is no efficient feedback loop, big national releases can take up to 5 months to roll out new products
- ▶ Wholesalers spend 400MM only see **their** points of distribution
 - \$200MM worth of time wasted gathering data by salespeople that should go to their customers
 - \$160MM spent on third party Surveys
 - \$40MM burned on ineffective survey platforms
 - \$400MM spend on Nielsen and IRI
 - This all adds up to only 4% visibility

A high-speed photograph of a wine glass with a bullet hole through its center. The glass is partially filled with liquid, and numerous sharp fragments of glass are flying outwards from the impact point. The background is a plain, light-colored surface.

SILVER BULLET:

 **POURED Inc**
INTRODUCING DISTRIBUTION'S

A first-of-its-kind SaaS platform for collecting beverage data in the field, and aggregating in a matter of seconds. We own the beginning and end of the sales cycle by informing decisions and reporting results.

THE SOLUTION



POURED Inc

- ▶ The POURED SaaS platform automatically converts pictures taken of beverage in stores and restaurants into searchable data and within seconds analysis tables and KPI dashboards are updated
- ▶ Eliminates costly and potentially libelous 3rd party survey companies
- ▶ Retains Institutional Knowledge
- ▶ Records sales teams' movements within the market
- ▶ Provides 360-degree visibility into the entire market

THE PRODUCED



POURED Inc

- ▶ POURED can be used on phones or tablets with our React Browser
- ▶ Our AI ingestion engine transforms the photos into data with zero labor
- ▶ Saves 200+ man hours per salesperson, per year, while collecting 5,000% more data
- ▶ Stored institutional knowledge shortens learning curve of new sales reps
- ▶ Every level of the organization is empowered with their own insights portal

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BEVERAGE SURVEY TOOLS BUSINESS

TAM 800MM

SAM 200MM

Market in US



Service Addressable
Market



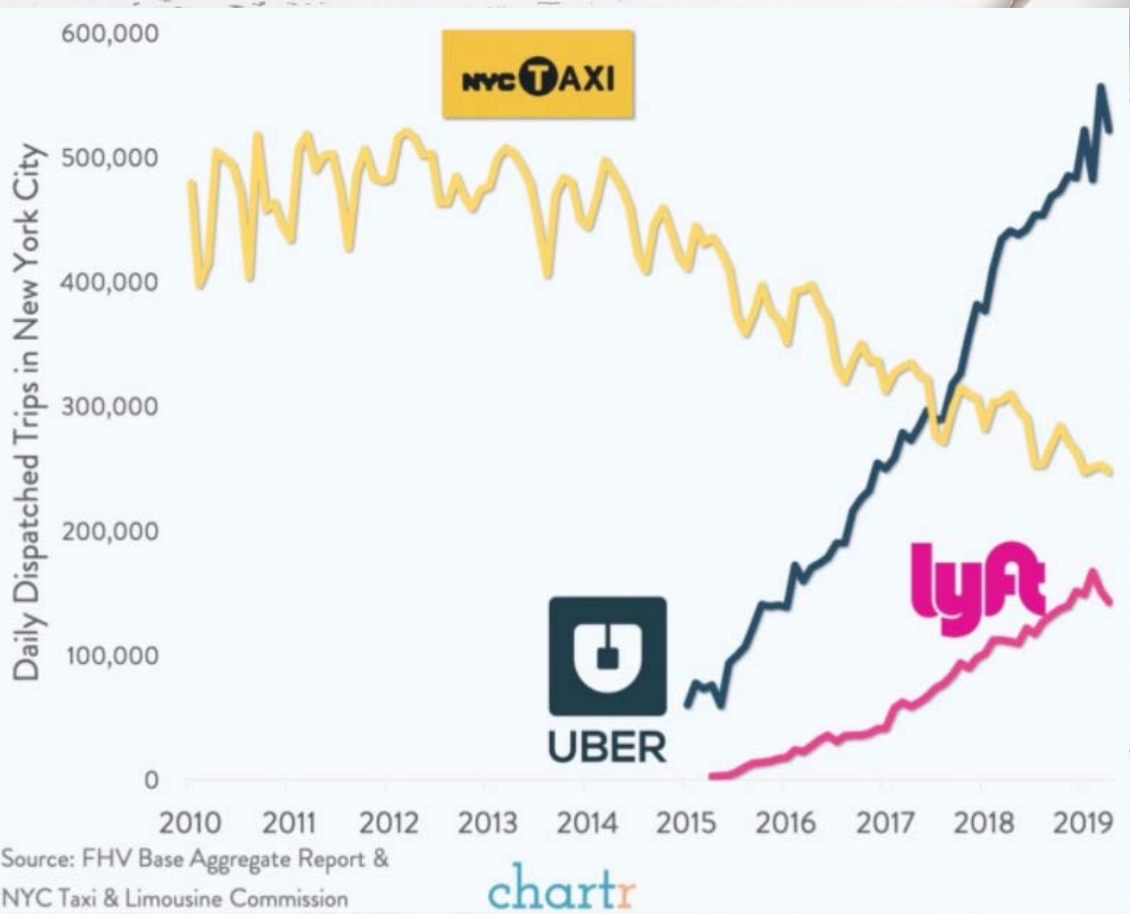
Total Available Market



P Poured

BEVERAGE SURVEY TOOLS BUSINESS

We feel that we have an opportunity for expanding the existing market like Uber did for hiring cars.



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BEVERAGE SURVEY TOOLS BUSINESS

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Daily average of people hailing a ride in NYC in thousands

Before Uber, 450k daily average rides



After Uber, 977k daily average rides growing total market 117%



Uber grew to 550k daily or 122% of original market

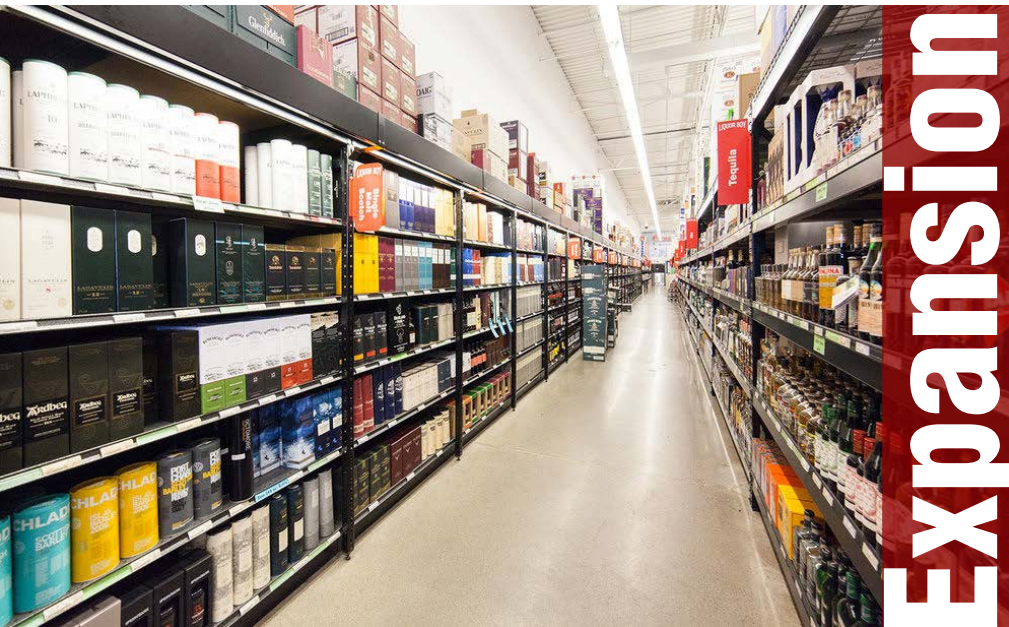
0 100 200 300 400 500 600 700 800 900 1000



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 in 2 years
- ▶ International expansion

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



 **POURED Inc.**
Traction


- ▶ First 2 Customers for data collection tools TX & AZ
- ▶ First Data Customer
- ▶ Email open rates doubled
- ▶ LinkedIn Spiking





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





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