

FIND MY HAPPY HOUR – FMHH.com

Business Case and Concept Memo

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*With the multitude of systems and applications available for restaurants and bars, it's hard to imagine there is an opportunity to provide new service. **FMHH**, however has indeed found an opportunity in the valuable and vibrant happy hour market segment.*

FMHH has developed a new and more effective method for delivering key info to users seeking that perfect happy hour, for themselves, their team, or their clients. In one step FMHH instantly delivers customized happy hour offers to an active audience when and where they want them.

OPEN GLOBAL OPPORTUNITY

Restaurants, bars, event spaces and all other F&B venues need to get their messages out. This is especially important when they are running a time-based offers such as happy hours or other specials. Currently there are a multitude of online apps and services that provide guides and lists of offers. Most, if not all happy hour systems are just directories and listings requiring users to step through each and scroll and review and identify potential offers. Many are very local to a few cities and do not offer any broad value. **FMHH** breaks thru this patch work with an instant single-button method to find happy hour deals.

THE PRODUCT

Happy hour users tend to start with the question: "where should we go?". **FMHH** responds to that question with an simple and elegant solution. By just pushing a button users can quickly find an offer that matches their needs. **FMHH** breaks through the existing complex patchwork and based on its more than 20 years of providing online and offline services to restaurants, provides an optimized restaurants-only system dedicated to promotions, specials, last-minute offers and other announcements.



Just push the WINE button and get a list of active offers that include “wine” in any form. That’s it. Nothing more. No clutter. If results are insufficient, the user can increase the distance and view more offers. **NOTE screens are draft prototypes - graphics team developing final designs**

AVAILABLE MARKET

All restaurants and bars are candidates for the **FMHH** service. In the US, the Restaurant Association reports that there are about one million restaurants with about 40% non-chain. And IBIS reported about 72,000 bars and lounges. Reports show bars with happy hours had 33% more transactions and made 26% more in revenue.

FMHH is launching in North America and once stable will expand around the world. “Happy Hour” is a global term and a search in Paris, Dubai, Singapore or any other city will provide examples.

FMHH plans to be operational in all markets. Since the app Geo-Locates it will work anywhere in the world; just push the button.

In France, happy hours are longer, often 3 -4 hours. Most happy hours start around 5pm or 6pm and last until 8pm or 9pm. This is reflective of France’s typical dinner time – closer to 8pm.



SOURCES OF REVENUE

In the initial version of **FMHH** there will be just two sources of revenue:

- Venue-Featured with detailed listings for monthly charge.
- Brands will be able to advertise on the apps short-cut button.

Product	Service	Price	Photo	Lines
BASIC LISTING	<ul style="list-style-type: none">▪ Name & Address, Phone▪ 1 line with offer type or tag line▪ No display of offer details	FREE	NO	2
FEATURED POSTING	<ul style="list-style-type: none">▪ Post multiple offers▪ FULL display of offer details▪ Venue slogan▪ Links to web site and social media▪ ZYP URL for active offer▪ QR code for ZYP URL	TBD \$20-100 / mo.	Up to 10	6
BRAND ADVERTISING	<ul style="list-style-type: none">▪ Brands can place logo on a short-cut Button – which can return all offers that have that brand on HH menu	Monthly Fee \$5,000 Plus Charge / button click		

FMHH will send monthly analytics reports to every venue on the system.

GO TO MARKET PLAN

There are two key audiences that need to be attracted to the **FMHH** services:

Individuals that search for offers – i.e. download and use the app

- Social media reach out and advertising
- PR and blogs
- Post cards with announcements in venues
- QR codes in venues

Venues that subscribe and post offers

- Email and postal
- PR and blogs
- Preload (scrape) venues with free basic 2-line offer
 - After activation upsell a segment to a full subscription.
 - This will be done for top 20 cities (by population) at 1 city/week.
 - Expectations are preload 120 venues/city and then upsell 10-15%,

Value Propositions

User Experience – Day in the Life

- Let me see what's available that matches my profile – push Happy Hour
- Celebrating a deal – push champagne (or Moët) button
- Guys want to try some craft beers - push beer button
- Any HH offering Loire Valley Rosé – enter in general search



“Hey – I think I found the perfect place”

Competition

There is no direct competition for **FMHH** ; that is no app curates specific happy hour offers and allows users to set filters and only display offer types of user interest. Currently all competition either from major search platforms or apps is very general and just renders lists that require scrolling and curation by users. There are hundreds of specific apps but most die after 1-2 years because they were limited to a few cities, the offer not up-to-date, or venue closed.

Here are some links to typical happy hour searches:

<https://www.sftourismtips.com/san-francisco-happy-hour.html>

<https://nola.eater.com/maps/best-happy-hour-new-orleans-nola>

<https://www.timeoutdubai.com/food-drink/features/dubai-happy-hours-2021-best-bar-deals-offers-and-discounts>

Lots of good information by not very helpful to support making a choice quickly.

OUTLINE OF CORPORATE STRATEGY

- Phase-I: launch in selected cities in US. Release product, activate marketing, start sales & revenue. 6 months; \$250,000.
- Phase-II: Market breakout and expansion across US & Canada. Establish stable operations, expand staff, activate a business development team for brand and market partners, and reach profitable state. 18 months: \$2,500,000.
- Phase-III Year 3 & ongoing global market expansion. Expansion & growth funding or trade sale of company. \$20 million+. Currently the “restaurant technology” sector is very active with many and seeking exapnd

BUDGETS & FINANCIAL TARGETS

The following is the proforma monthly sales & expenses projected for the launch period. It will be adjusted as needed based on market activity and available resources.

		1	2	3	4	5	6	TOTAL
Month		Sep	Oct	Nov	Dec	Jan	Feb	LAUNCH
<u>SOURCES</u>								
New Investment		\$50,000	\$50,000	\$50,000	\$50,000	\$50,000		\$250,000
Venue Subscribe	\$25.00			\$5,172	\$10,172	\$20,172	\$40,172	\$75,688
Brand Sales			\$0	\$0	\$0	\$0	\$4,315	\$4,315
TOTAL		\$50,000	\$50,000	\$55,172	\$60,172	\$70,172	\$44,487	\$330,003
<u>EXPENSES</u>								
Management		\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$90,000
Operations		10000	10400	10400	10400	10400	10400	62000
Development		6770	5500	5500	5500	5500	5500	34270
Marketing-BizDev		5000	5000	15000	16500	16500	16500	74500
G&A / Legal /Rent		318	6836	7891	10818	10818	10818	47498
TOTAL		\$37,088	\$42,736	\$53,791	\$58,218	\$58,218	\$58,218	\$308,268
Balance		12,912	7,265	1,381	1,954	11,954	-13,731	21,735
Accumulated		12,912	20,177	21,558	23,512	35,466	21,735	

CURRENT INVESTMENT PLAN

FMHH has products ready for market and is seeking financial & market partners for its initial launch funding of \$250 000. Plan is to provide convertible notes in \$50,000 units. A full business plan is available which provides details on each section.

For further information please contact:

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