

PocketTrainer

**All-in-one training and  
communication app  
for restaurants and hotels.**

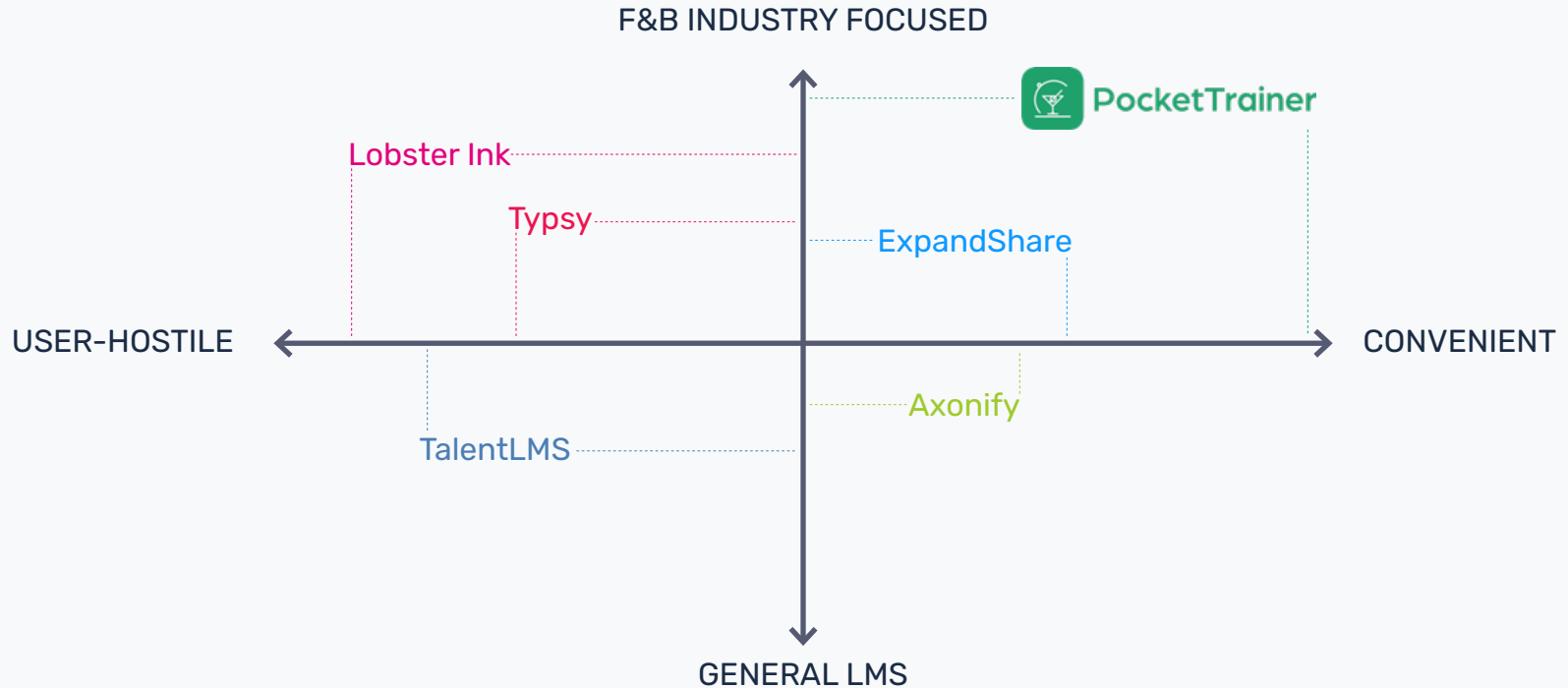
**Restaurants are losing staff and customers due to poor training and archaic methods of sharing information.**

**75%** avg staff turnover - highest across all industries

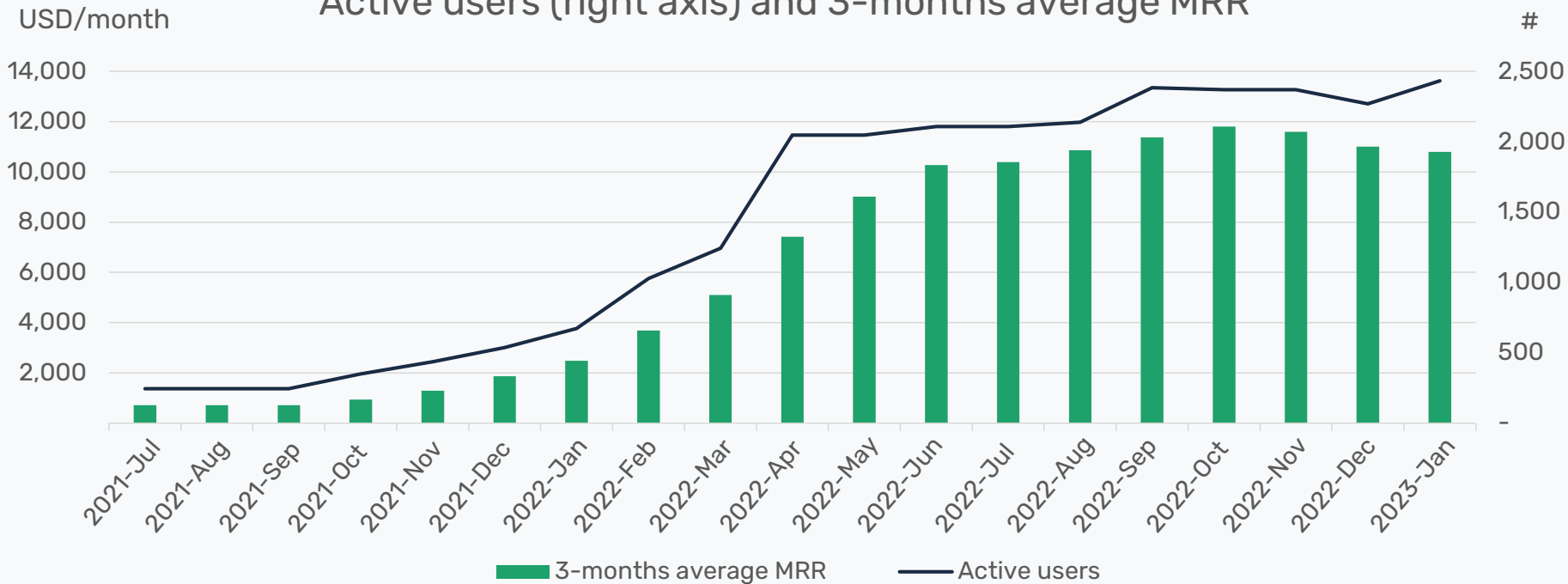


**PocketTrainer enables restaurants to recover lost revenue opportunities by keeping staff well-trained and up to date.**

# Restaurants prefer PocketTrainer



## Active users (right axis) and 3-months average MRR



**MRR has been growing by 22% / month since Sept 2021**

● **\$11,000 MRR in Dec 2022**

● **2,300+ active users**

● **1% avg monthly churn**

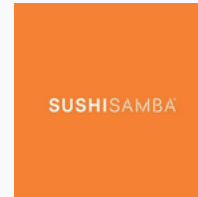
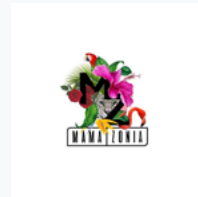
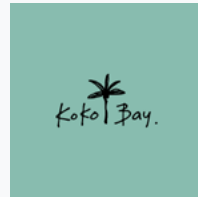
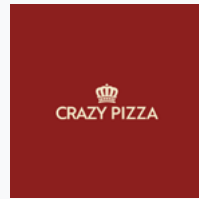
**73%**

**of users with 12 months lock-in**

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**USD 5.4 / employee, avg. 56 employees / restaurant**

# 47+ restaurants, 2,300+ staff use PocketTrainer



# \$2.4B SAM

(Europe, Middle-East, UK, AU, USA)

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**\$120 / user / year X 20,000,000 employee in developed markets**

(With current services in developed markets only)



# Multiple revenue sources



**Subscription**

Avg **\$6** / user / month



**Training Content**

**2023 Q3**

Avg **2\$** / user / month



**Advertisement**

**2023 Q3**

Avg **2\$** / user / month

# Founder with domain expertise

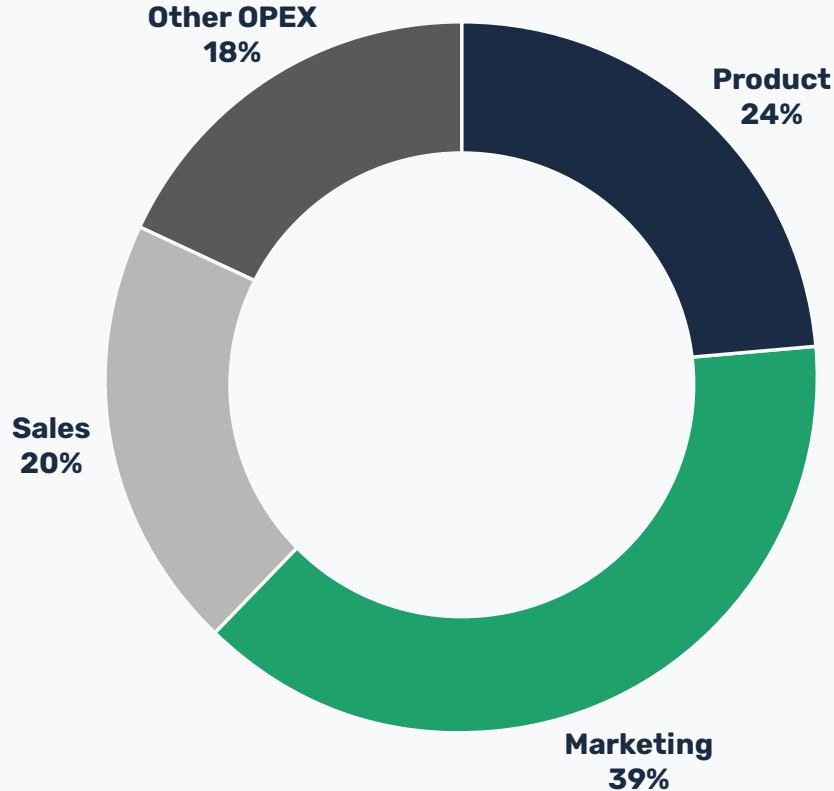


**Janos Laszlo**

Founder

- **16+** years industry experience
- Led teams of **900+** at global brands like COYA and LPM
- **29** restaurant and bar awards

# Use of funds - USD 1m



## Marketing

- CMO
- Marketing Manager
- Graphic Designer
- SEO & SEM
- Ad buys, SM marketing
- Events

## Product Innovation

- CTO
- MAPP Developer
- Cloud developer
- Q&A
- Customer support
- Training content creator

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## Sales growth

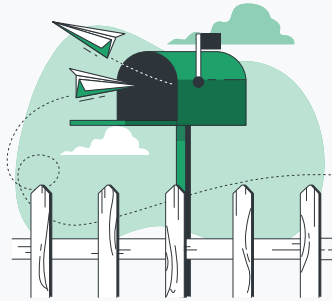
- Sales director
- Sales reps
- Advertisement manager

## Other

- Server Management
- Expenses
- Legal
- Other

# Forecasts

KPI forecast, 2023-28		2021	2022	2023	2024	2025	2026	2027	2028
		<i>Actual</i>	<i>Actual</i>	<i>Forecast</i>	<i>Forecast</i>	<i>Forecast</i>	<i>Forecast</i>	<i>Forecast</i>	<i>Forecast</i>
<b>Active users (EoP)</b>	<b>#</b>	<b>413</b>	<b>2,143</b>	<b>7,000</b>	<b>30,000</b>	<b>70,000</b>	<b>120,000</b>	<b>210,000</b>	<b>320,000</b>
<b>Net Sales</b>	<b>thUSD</b>	<b>21</b>	<b>154</b>	<b>401</b>	<b>2,309</b>	<b>7,837</b>	<b>17,181</b>	<b>31,331</b>	<b>49,755</b>
EBITDA	thUSD	(36)	40	(243)	333	4,114	8,119	16,636	28,712
<i>EBITDA-margin</i>	<b>%</b>	<i>(175.0%)</i>	<i>26.0%</i>	<i>(60.7%)</i>	<i>14.4%</i>	<i>52.5%</i>	<i>47.3%</i>	<i>53.1%</i>	<i>57.7%</i>
<b>Profit after tax</b>	<b>thUSD</b>	<b>(39)</b>	<b>35</b>	<b>(240)</b>	<b>329</b>	<b>4,124</b>	<b>8,150</b>	<b>16,704</b>	<b>28,837</b>



**Thank you!**

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