



PaperShop

Welcome: XYZ

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February 2021



PaperShop

The all-in-one menu management system

**Traditional restaurant menus
are stuck in the past**

Solution...

A **digital platform** allowing restaurants to offer customers paperless menus:

**Contactless
Cards**

tap or scan to open menu

**Digital
Menu**

user-friendly experience


**PaperShop
Dashboard**

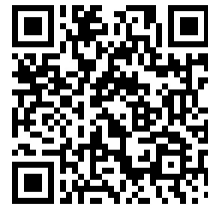
make instant menu changes

Scan This Card...

Tap Your Phone Here To View Menu



 Powered by PaperShop.io



Restaurant Experience...

Restaurant Experience...



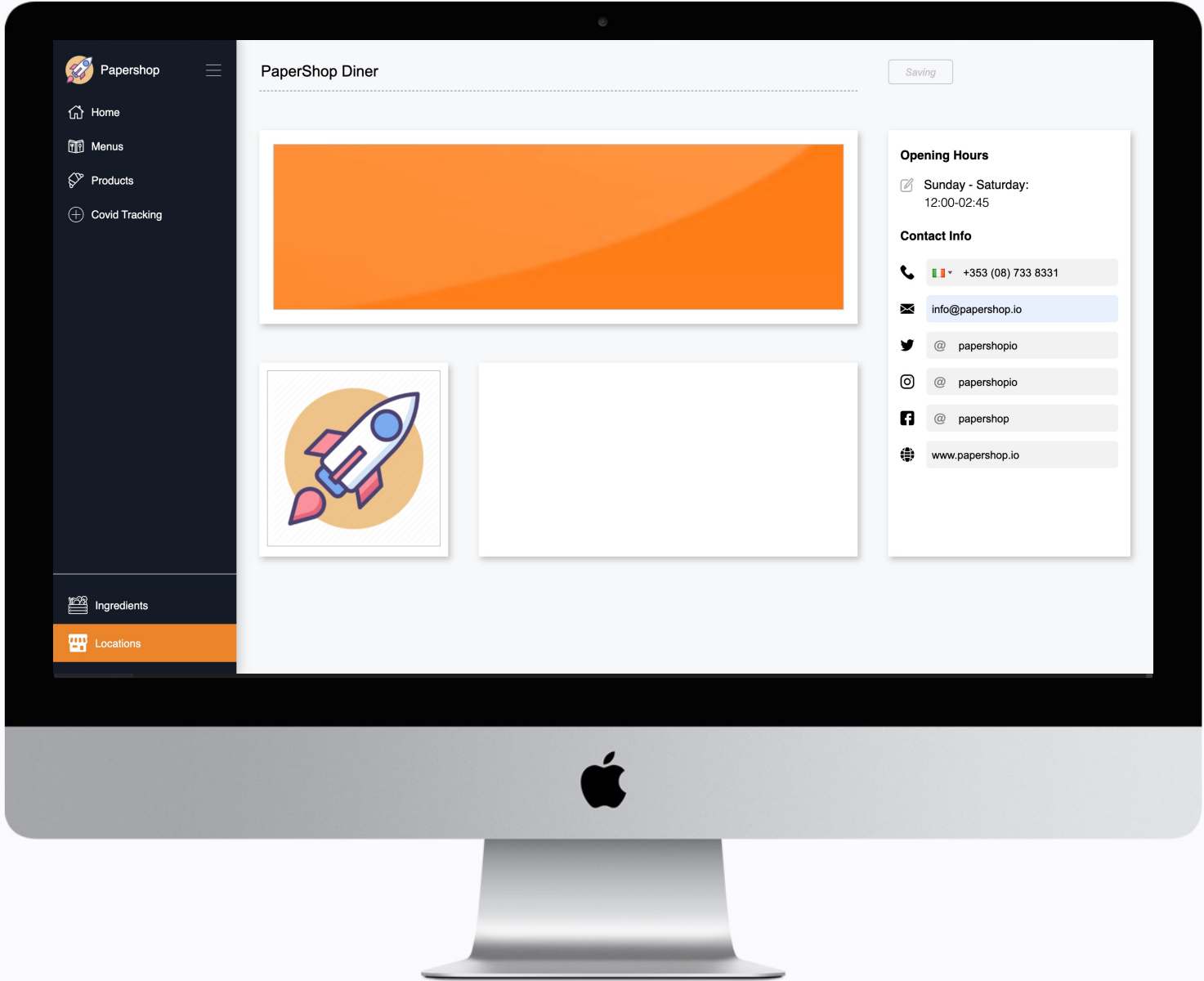
We'll build your online menu



Contactless Cards will be shipped to their location



Updating menu made simple via PaperShop dashboard



 Papershop



 Home

 Menus

 Products

 Covid Tracking

 Ingredients


 Locations

PaperShop Diner



Saving



Opening Hours

 Sunday - Saturday:
12:00-02:45


Contact Info

  +353 (08) 733 8331

 info@papershop.io



 @ papershopio


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 www.papershop.io


Product Dashboard...


 Papershop 


 Home

 Menus

 **Products**

 Covid Tracking

 Ingredients

 Locations

FRENCH TOAST Saved


Description (optional)

Cooked using a brioche bun coated in cinnamon egg mix and served with maple syrup and berry compote (add bacon + €2)

Price: 7.95

Allergens:

Tags



Quantity to Prep	Name	Prepped Quantity
		<input type="text" value="0"/>

PaperShop Menu Editor...

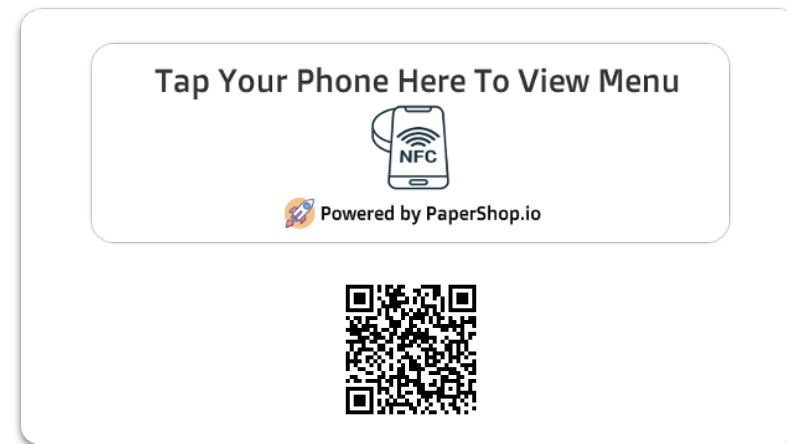
Papershop Home Menus Products Covid Tracking Ingredients Locations

Dinner Menu

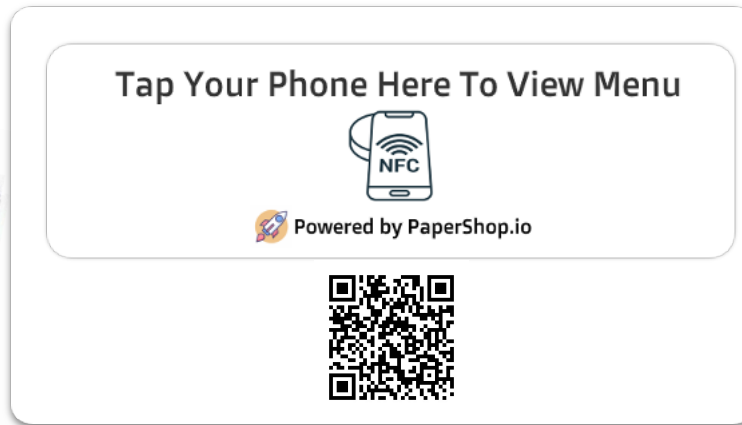
Menu Categories	Craft your menu	
Sides/Starters	CHARRED CORN ON THE COB Oaxaca style with garlic & herb butter, lemon juice, cheese €4.00	MAC N CHEESE BACON BALLS Breaded with Poor Man's Parmesan and coated with spicy cheese sauce €6.00
Burgers	CHICKEN WINGS Served with HOT SAUCE or STICKY BBQ and your choice of dip €8.00	ONION RINGS Battered with Galway Bay Brewery Full Sail IPA €3.00
Brunch	<div style="text-align: center;">+</div>	
Desserts		
Shakes		
ADD CATEGORY		

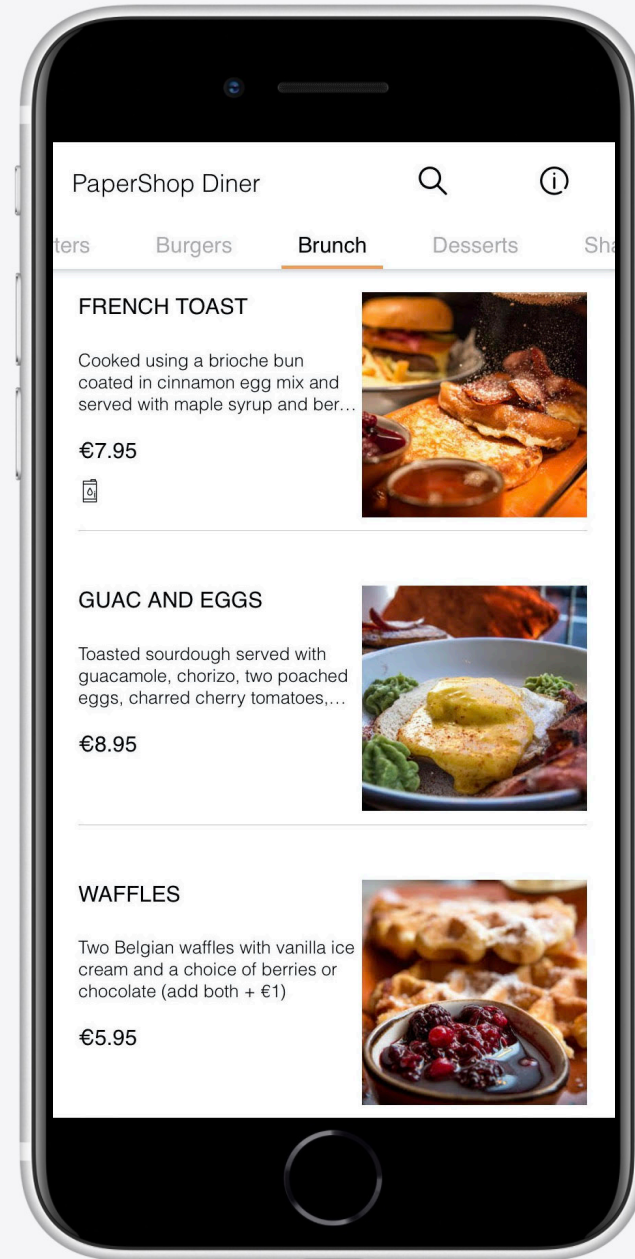
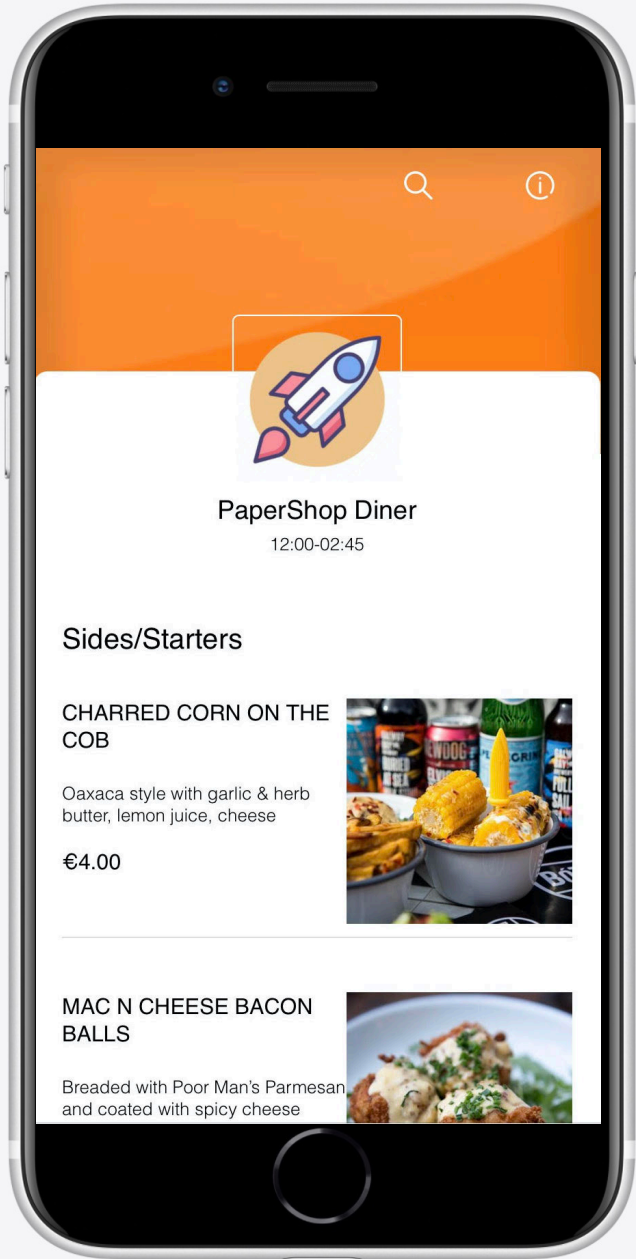
Customer Experience...

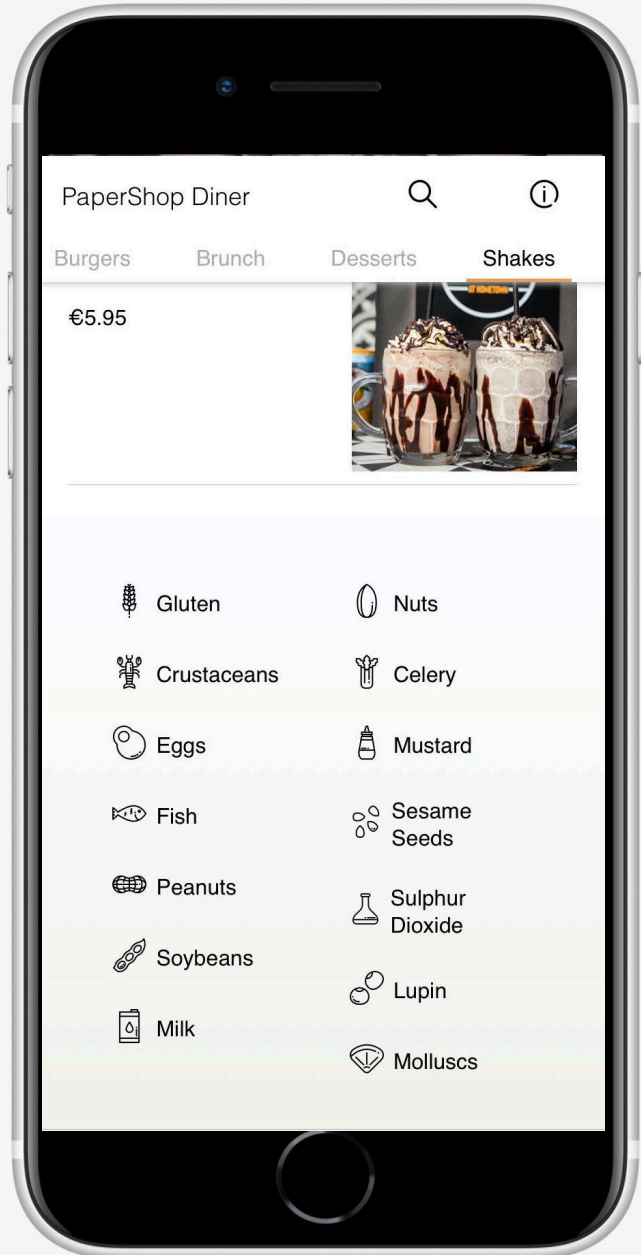
Contactless NFC...



Scannable QR Codes...







PaperShop Diner



Burgers

Brunch

Desserts

Shakes

€5.95




 Gluten

 Nuts

 Crustaceans


 Celery


 Eggs


 Mustard


 Fish

 Sesame Seeds


 Peanuts

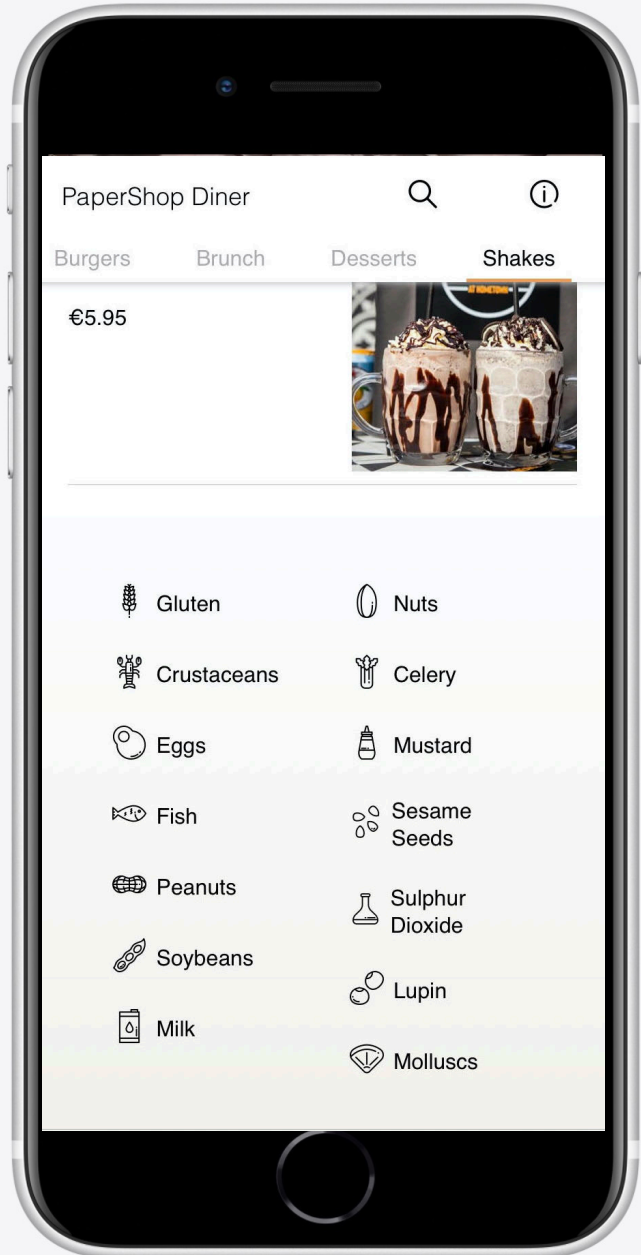
 Sulphur Dioxide

 Soybeans

 Lupin

 Milk

 Molluscs



PaperShop Diner



Burgers

Brunch

Desserts

Shakes

€5.95




 Gluten

 Nuts

 Crustaceans


 Celery


 Eggs

 Mustard


 Fish

 Sesame Seeds


 Peanuts

 Sulphur Dioxide

 Soybeans

 Lupin

 Milk

 Molluscs

Product Q&A...

Commercial Positioning...

Market Size...

Potential Clients – Restaurants, Cafes, Bars



Beta Release...

Ireland & The United Kingdom
are market expansion Phase 1.

Republic of Ireland

Planned Launch 1/1/2021

- There are approximately 7,570 potential target clients in the Republic of Ireland.
- Launching natively allows us to remain in close approximation to our clients during development
- Understanding metrics such as Cost Per Acquisition and Return on Ad Spent
- Streamlining our on-boarding and distribution system flows



United Kingdom

Planned Launch 1/1/2022

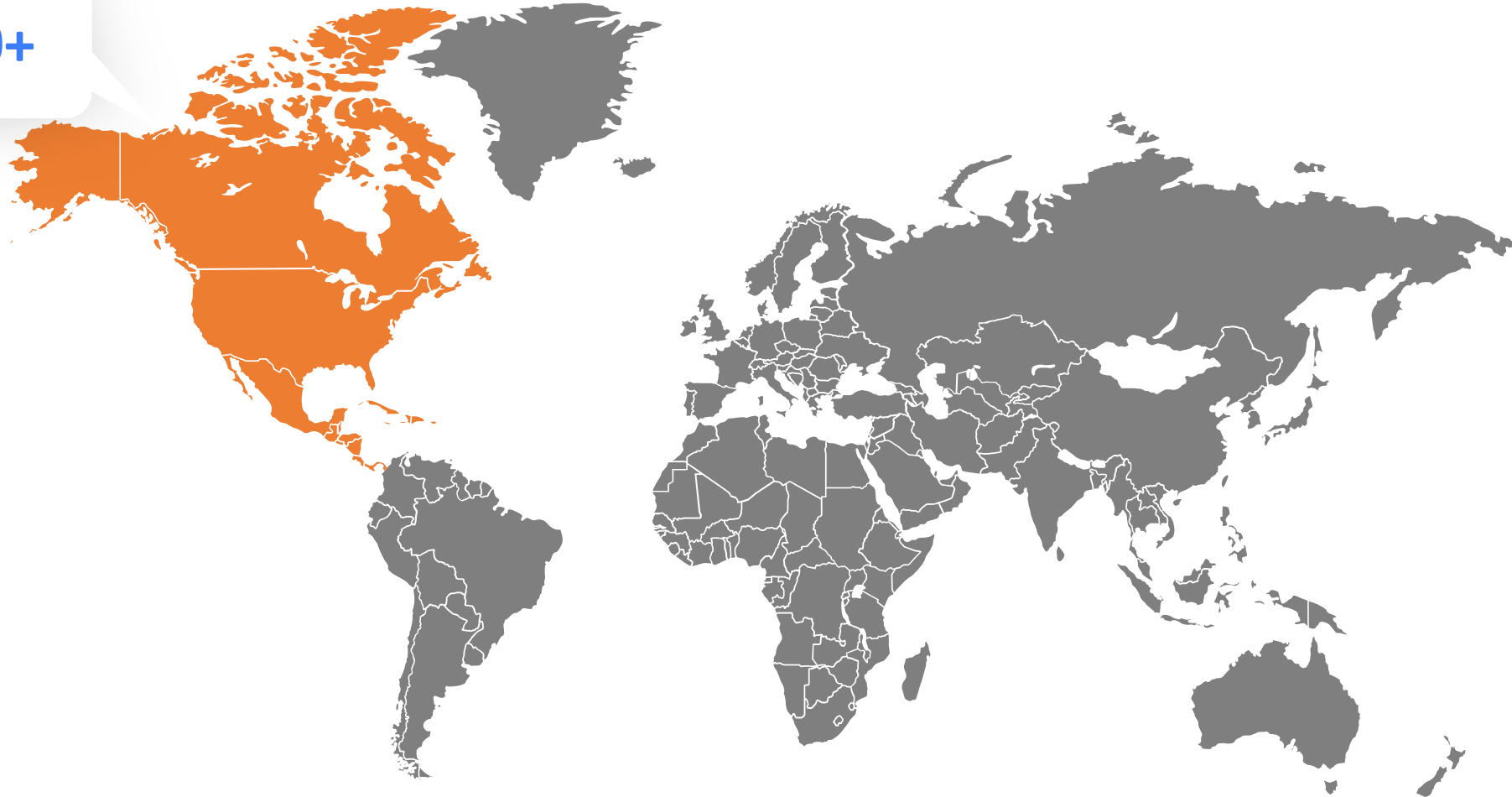
- Provides a market of 83,622 potential clients
- A testing ground to validate metrics and data collected during Irish launch, on a large scale (approx. 11x).
- An opportunity to ensure our distribution systems will manage increased capacity
- Begin hiring additional staff. Customer service team/ sales team in preparation for Phase 2



North America...

Planned Launch 1/1/2023

700,000+

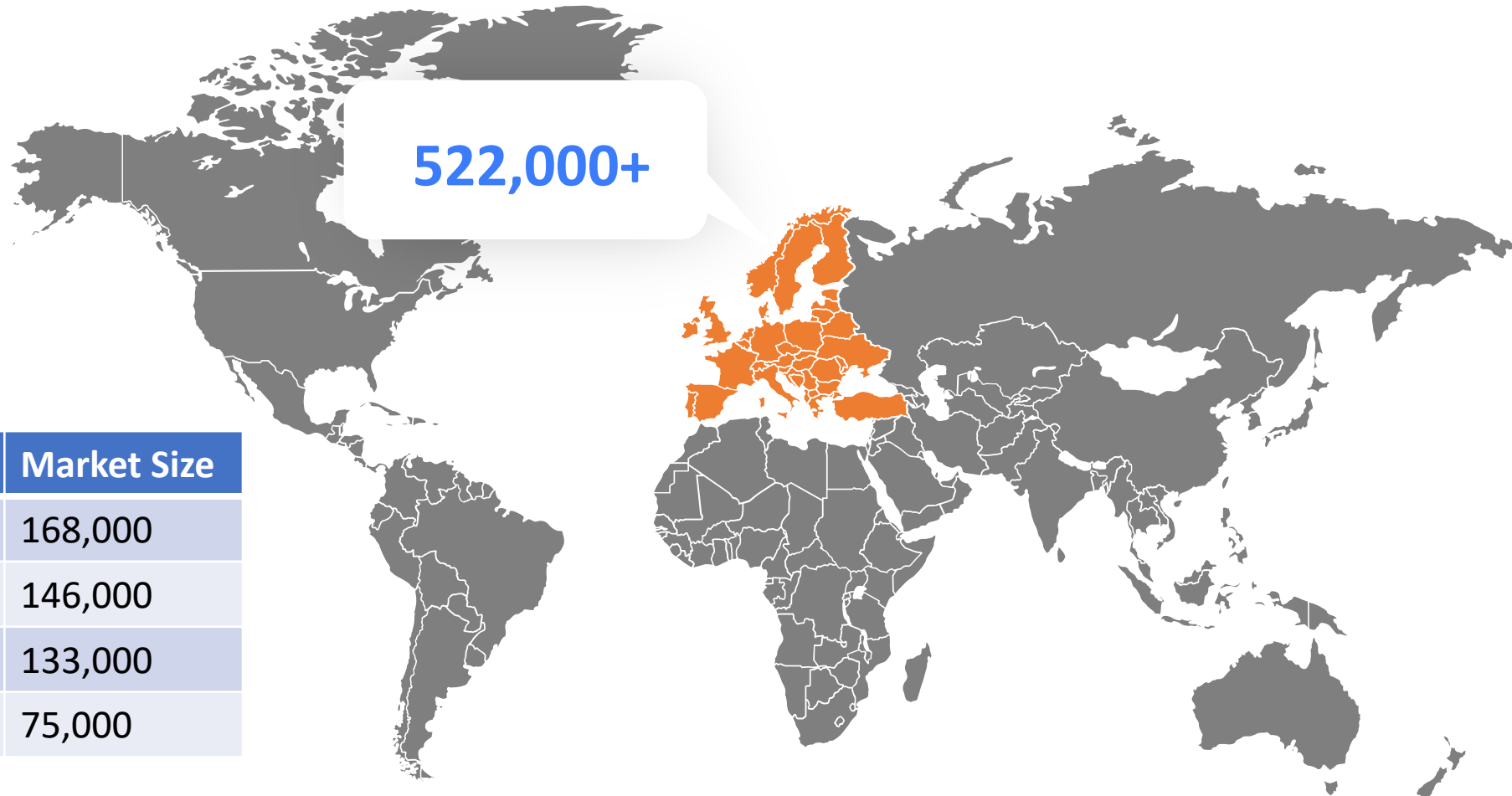


The **United States & Canada** are market expansion Phase 2.

Europe...

Planned Launch 1/1/2024

Mainland Europe is market expansion Phase 3.



Country	Market Size
France	168,000
Italy	146,000
Germany	133,000
Spain	75,000

Product Development...



- The Primary development required for a beta launch

- **Included:** Menu editor, Contactless Menu Cards, Covid-19 Contact Tracing, Product Dashboard



- Valuable information for the business

- **Included:** Free Tables, Wait Times, Table Usage, Menu Optimization, Customer Reviews



- Ordering will sustain our value post-Covid

- **Included:** Order Dashboard for Restaurant, User Interface for Ordering, Online Ordering



- Payments allowing for click-and-collect

- **Included:** Integration with Point of Sales Systems, Order Placement User Interface, Payments Dashboard



Competition...

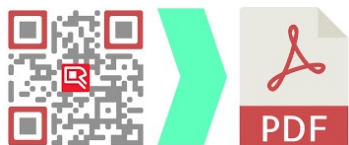
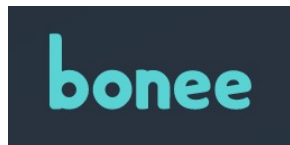
Great User Interface



Time Intensive



Automation



Bad User Interface

Business Model...

Revenue Model...



Papershop Business Model

Pricing Model

Customer Size : upto tables /serving stations					Estimated Mix
<=30	€10	Per Month	€120	Annualized	74%
30-100	€20	Per Month	€240	Annualized	25%
100+	€30	Per Month	€360	Annualized	1%
					100%
Average Revenue per Client Subscribed					€152
Average service area per Client subscribed					19

Average Revenue is exclusive of V.A.T (The customer will be chargd +V.A.T)

Market Capture Year 1 & 2...

Clients

	<i>Year 1</i>				
	Restaurants	Cafes	Bars	Hotels	Total
Ireland	31	13	38	12	94
United Kingdom	-	-	-	-	-
Germany	-	-	-	-	-
France	-	-	-	-	-
Spain	-	-	-	-	-
Italy	-	-	-	-	-
United States & Canada	-	-	-	-	-
	31	13	38	12	94
	31	13	38	12	94

Clients

	<i>Year 2</i>				
	Restaurants	Cafes	Bars	Hotels	Total
Ireland	50	20	60	20	150
United Kingdom	130	60	100	175	465
Germany	-	-	-	-	-
France	-	-	-	-	-
Spain	-	-	-	-	-
Italy	-	-	-	-	-
United States & Canada	-	-	-	-	-
	180	80	160	195	615
	149	68	123	182	521

Market Capture Year 3 & 4...

Clients

Year 3

	Restaurants	Cafes	Bars	Hotels	Total
Ireland	63	25	76	24	188
United Kingdom	260	120	200	350	930
Germany	-	-	-	-	-
France	-	-	-	-	-
Spain	-	-	-	-	-
Italy	-	-	-	-	-
United States & Canada	1,500	150	150	135	1,935
	-	-	-	-	-
	1,823	295	426	509	3,053
	1,643	215	265	315	2,438

Clients

Year 4

	Restaurants	Cafes	Bars	Hotels	Total
Ireland	75	30	91	29	225
United Kingdom	390	180	300	525	1,395
Germany	360	75	150	64	649
France	425	75	200	90	790
Spain	125	20	125	100	370
Italy	400	100	100	165	765
	-	-	-	-	-
United States & Canada	4,500	450	450	405	5,805
	-	-	-	-	-
	6,275	930	1,416	1,378	9,999
	4,453	635	990	869	6,947

Market Capture Year 5+...

Clients

	<i>Year 5</i>				
	Restaurants	Cafes	Bars	Hotels	Total
Ireland	75	30	91	29	225
United Kingdom	650	300	500	875	2,325
Germany	720	150	300	128	1,298
France	850	150	400	180	1,580
Spain	250	40	250	200	740
Italy	800	200	200	330	1,530
	-	-	-	-	-
United States & Canada	6,000	600	600	540	7,740
	-	-	-	-	-
	9,345	1,470	2,341	2,282	15,438
	3,070	540	925	904	5,439



Papershop Business Model

	2021	2022	2023	2024	2025
	€	€	€	€	€
Sales	€14,289	€93,729	€465,205	€1,523,852	€2,352,756
Purchases/Direct Costs	€1,247	€6,933	€32,419	€92,389	€72,339
Gross Profit	€13,042	€86,796	€432,786	€1,431,464	€2,280,417
<i>Gross Profit %</i>	91%	93%	93%	94%	97%
Overheads					
Salaries	€0	€30,000	€230,000	€350,000	€350,000
Development Expenses	€5,160	€55,000	€110,000	€170,000	€230,000
Marketing & Promotion	€7,553	€30,564	€69,688	€129,733	€172,195
Intellectual Property	€0	€5,000	€0	€0	€0
Office Costs	€250	€7,000	€11,500	€20,000	€30,000
Travel & Subsistence	€1,950	€2,000	€5,000	€15,000	€25,000
Utilities	€200	€500	€1,000	€1,500	€2,000
Accounting & Finance	€500	€500	€1,000	€3,000	€10,000
Professional Fees	€2,200	€2,000	€7,500	€10,000	€20,000
Bank Charges	€360	€300	€400	€500	€600
Sundry	€1,000	€2,000	€4,000	€6,000	€8,000
Total Expenditure	€22,053	€137,888	€443,263	€709,066	€851,296
Operating Profit /(Loss)	(€9,010)	(€51,091)	(€10,477)	€722,397	€1,429,121
Depreciation	€180	€160	€400	€800	€1,600
Profit After Depreciation	(€9,190)	(€51,251)	(€10,877)	€721,597	€1,427,521
Amortisation of Grants	€0	€0	€0	€0	€0
Net Profit After Dep, Finance Costs & Grants	(€9,190)	(€51,251)	(€10,877)	€721,597	€1,427,521
Taxation	€0	(€18,133)	(€3,263)	€216,479	€428,256
Profit/(Loss) After Taxation	(€9,190)	(€33,119)	(€7,614)	€505,118	€999,265

Forecast Profit and Loss Statement 2021-2025



Papershop Business Model

Forecast Balance Sheet Statement 2021-2025

	2021	2022	2023	2024	2025
	€	€	€	€	€
Fixed Assets					
Hardware/Software	€1,800	€1,600	€4,000	€8,000	€16,000
	€1,800	€1,600	€4,000	€8,000	€16,000
Less Accumulated Depreciation	€180	€340	€740	€1,540	€3,140
	€1,620	€1,260	€3,260	€6,460	€12,860
Current Assets					
Bank	€7,171	€6,503	€85,686	€754,642	€1,904,840
Debtors & Prepayments	€1,429	€9,373	€46,520	€152,385	€235,276
Tax Assets		€18,133	€3,263		
	€8,600	€34,008	€135,470	€907,027	€2,140,116
Current Liabilities - Less than 1 Year					
Trade Creditors & Accruals	€4,411	€27,578	€88,653	€141,813	€170,259
Taxation Due				€216,479	€428,256
	€4,411	€27,578	€88,653	€358,292	€598,516
Net Current Liabilities	€4,190	€6,431	€46,817	€548,735	€1,541,600
Net Assets	€5,810	€7,691	€50,077	€555,195	€1,554,460
Financed By					
<i>Investment/Grant Received</i>	€15,000	€50,000	€100,000	€100,000	€100,000
Investment	€0	€0	€0	€0	€0
Retained Profits	(€9,190)	(€42,309)	(€49,923)	€455,195	€1,454,460
	€5,810	€7,691	€50,077	€555,195	€1,554,460



	2021	2022	2023	2024	2025
	€	€	€	€	€
Cashflow (Inwards)					
Sales Receipts	€ 12,860	€ 85,785	€ 428,057	€ 1,417,987	€ 2,269,865
Total Cash-in	€ 12,860	€ 85,785	€ 428,057	€ 1,417,987	€ 2,269,865
Cashflows (outwards)					
Purchases	€ 1,247	€ 6,933	€ 32,419	€ 92,389	€ 72,339
Taxation		-€	€ 18,133	-€ 3,263	€ 216,479
Overhead Expenditure	€ 17,642	€ 114,721	€ 382,188	€ 655,906	€ 822,850
Hardware/Software	€ 1,800	-€ 200	€ 2,400	€ 4,000	€ 8,000
Fixtures & Fittings					
Equipment					
Loan Repayments					
Total Cash-out	€ 20,689	€ 121,453	€ 398,874	€ 749,031	€ 1,119,668
Net Cashflow	-€ 7,829	-€ 35,668	€ 29,183	€ 668,956	€ 1,150,198
Funding Requirement	€ 15,000	€ 35,000	€ 50,000		
Opening Balance	€ -	€ 7,171	€ 6,503	€ 85,686	€ 754,642
Closing Balance	€ 7,171	€ 6,503	€ 85,686	€ 754,642	€ 1,904,840

Forecast Cash Flow Statement 2021-2025

Q&A...