ORDERBIRD

// Founding history of orderbird
AGENDA

// Founding stories

• Personal Introduction

• Company Introduction (Early Birds)

• orderbird Strategy

• Team

• Highlights, Lowlights & Learnings

• Q&A
Jakob Schreyer

- Born 1984 in Nuremberg and grown up in Bamberg
- Sports marketing studies at the ispo in Munich
- Head of Volvo SportsDesign Forum
- Internship at RedBull in NYC
- Business Development Manager at Kastner&Partners in NYC
- Business Development Manager at match2blue (NYC & SF)
- Foundation of orderbird in 2011
WHAT WE DO

// Introduction Video... (LINK)

- orderbird enables successful hospitality with passion and purpose. Individual bars, cafés and restaurants are empowered with a connected ecosystem for smart and digital hospitality solutions to compete with the big chains.
EARLY BIRDS

// ... once upon a time before orderbird

- First idea by Bastian Schmidtke (know-how in POS business)
- Early stage: first customer was the Munich club P1 (without having a company!)
- “founder vacation”: 1 week team building & than foundation of the app.aratschik UG
- Remote development: Bamberg → Berlin → New York (other projects & HPI award)
- Proof of concept: reopening of the P1 in September 2010 with orderbird POS
EARLY BIRDS

// ... starting a company is not sexy
EARLY BIRDS

// First founding stories
PREPARING OUR STRATEGY

// Who are we?
Transferring the Point of Sale to the Point of Service

my.orderbird back-office
- Legal & tax exports
- Real time controlling
- Optimizing analytics

Back-office APIs
- Supply chain mgmt.
- Inventory mgmt.
- Hotel mgmt.
- Workforce mgmt.

orderbird POS - the ecosystem for best service
- Plug and play installation
- Affordable, fast and easy to use
- Cloud backup
- Integrated payment
- 25% efficiency increase thanks to leaner processes

B2C APIs
- Payment
- Loyalty and couponing
- Social media
- Online ordering / booking
- Check-in
**EU roll-out phases**

- **I**
  - #1 position (DACH)
  - Germany
  - Austria
  - Switzerland
  - Maintain position

- **II**
  - #1 position (high volume)
  - France
  - Spain
  - Italy
  - Russia
  - Poland
  - Become #1

- **III**
  - Exploit (spot markets)
  - R.o. Eastern Europe
  - Benelux
  - R.o. Southern Europe
  - Select opportunity

**IOS/Android (platform) strategy**

- IOS
- Dedicated Android

- India (RIL partnership)
- China
- Japan

**White label strategy (optional)**

- White label
- RIL (existing)

- India (RIL partnership)
- China
- Japan
TEAM

// Our Team / Restaurants Experts
TEAM

// Team Impressions
TEAM

// Our management
BOARD & ADVISOR

// High five!

CARLO KÖLZER
CEO & Founder of 360T (sold to Deutsche Börse in 2015)

CARSTEN MASCHMAYER
ALSTIN

HOLGER LUEDORF
Vice President of Business Development at foursquare & Postmates
SEED INVESTORS

// Three times more experience

**SERIES A**  
ALSTIN (as part of the Maschmeyer Group)

**SERIES B**  
Concardis

**SERIES C**  
Metro Group & Digital+ Partners
INVESTORS

// History

VALUATION?

HOW TO FIND SEED INVESTORS?

What kind of Investors?

When is the right time?

<table>
<thead>
<tr>
<th>Year</th>
<th>Seed</th>
<th>A Round</th>
<th>B Round</th>
<th>C Round</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>450T EUR</td>
<td>2.7M EUR</td>
<td>6 M EUR</td>
<td>20M EUR</td>
</tr>
<tr>
<td>2016</td>
<td></td>
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</table>
HIGHLIGHTS

// That’s important to us.

- Never money issues

- Marketing driven: brand awareness (trade shows, website, video, awards, PR, ads etc.)

- Focus on flagship projects like P1, Trust, Theresa, Michelberger etc.

- High transparency: OKRs; regular company events / week company breakfast

- Regular retrospectives with the whole company
LOWLIGHTS

// That handicapped us.

- Marketing driven: to fast promises for the go-live of new features to our customers and prospects
- Missing expertise in leadership concerning the development of the technology
- DDoS Attacks and Partner lawsuit
LEARNINGS

// That’s important to us.

- Don’t over promise
- First-time founders / find great mentors
- First-mover (lack of trust in the new technology)
- Team is King (and don’t run out of money)
<table>
<thead>
<tr>
<th></th>
<th>Today: 5.000 HoReCa¹ accounts</th>
<th>EU case: 50.000 HoReCa¹ accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terminals in Store</td>
<td>7.500</td>
<td>88.000</td>
</tr>
<tr>
<td>Turnover through</td>
<td>2.000.000.000 EUR</td>
<td>25.000.000.000 EUR</td>
</tr>
<tr>
<td>orderbird system p.a.</td>
<td></td>
<td>540.000.000</td>
</tr>
<tr>
<td>Receipts issued</td>
<td>54.000.000</td>
<td>1.200.000.000</td>
</tr>
<tr>
<td>(transactions) p.a.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>End customers served</td>
<td>104.000.000</td>
<td>500.000</td>
</tr>
<tr>
<td>served p.a.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HoReCa¹ employees</td>
<td>50.000</td>
<td></td>
</tr>
<tr>
<td>with orderbird interface</td>
<td></td>
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</tbody>
</table>

¹ Hotels, Restaurants, Cafés SMEs
MARKET ENTRY FRANCE

// Vive la France!
THANK YOU!

// We are orderbird.