

ORDERBIRD

// Founding history of orderbird

AGENDA



// Founding stories

- Personal Introduction
- Company Introduction (Early Birds)
- orderbird Strategy
- Team
- Highlights, Lowlights & Learnings
- Q&A

CURRICULUM VITAE



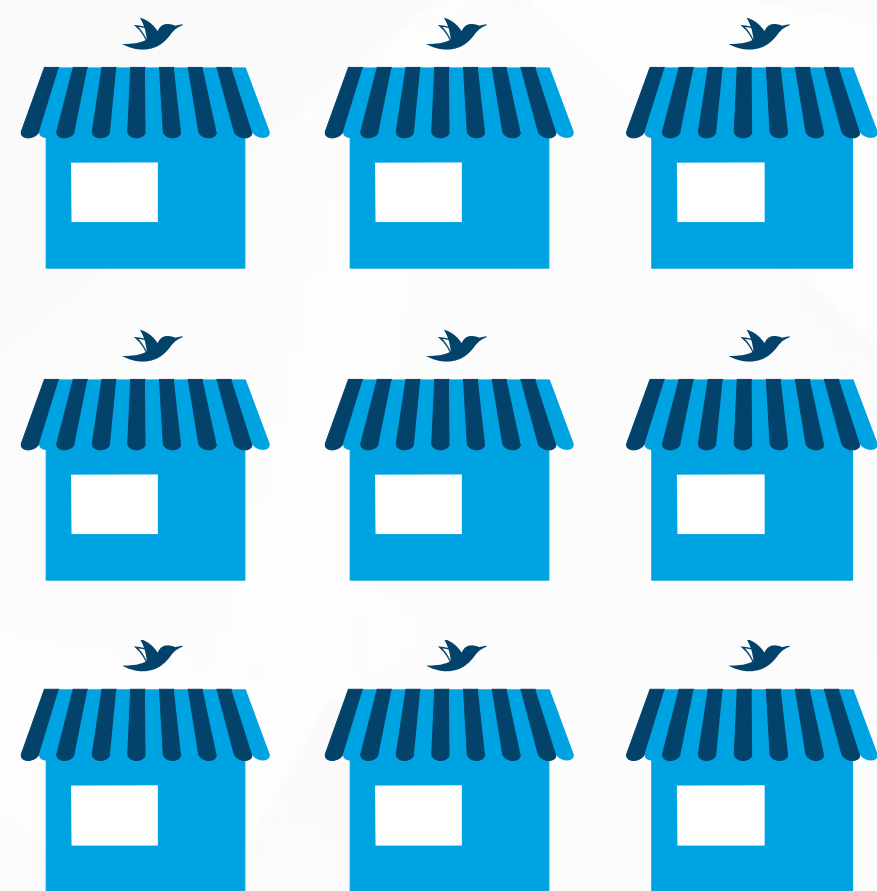
// Jakob Schreyer



- 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... \(LINK\)](#)



VS



- 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

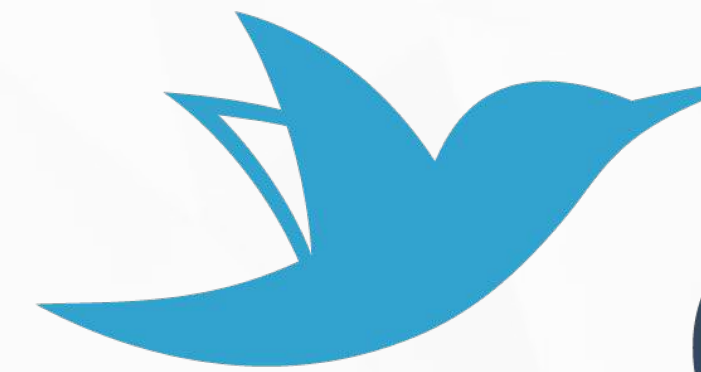
// First founding stories



PREPARING OUR STRATEGY



// Who are we?



orderbird[®]



orderbird 

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.

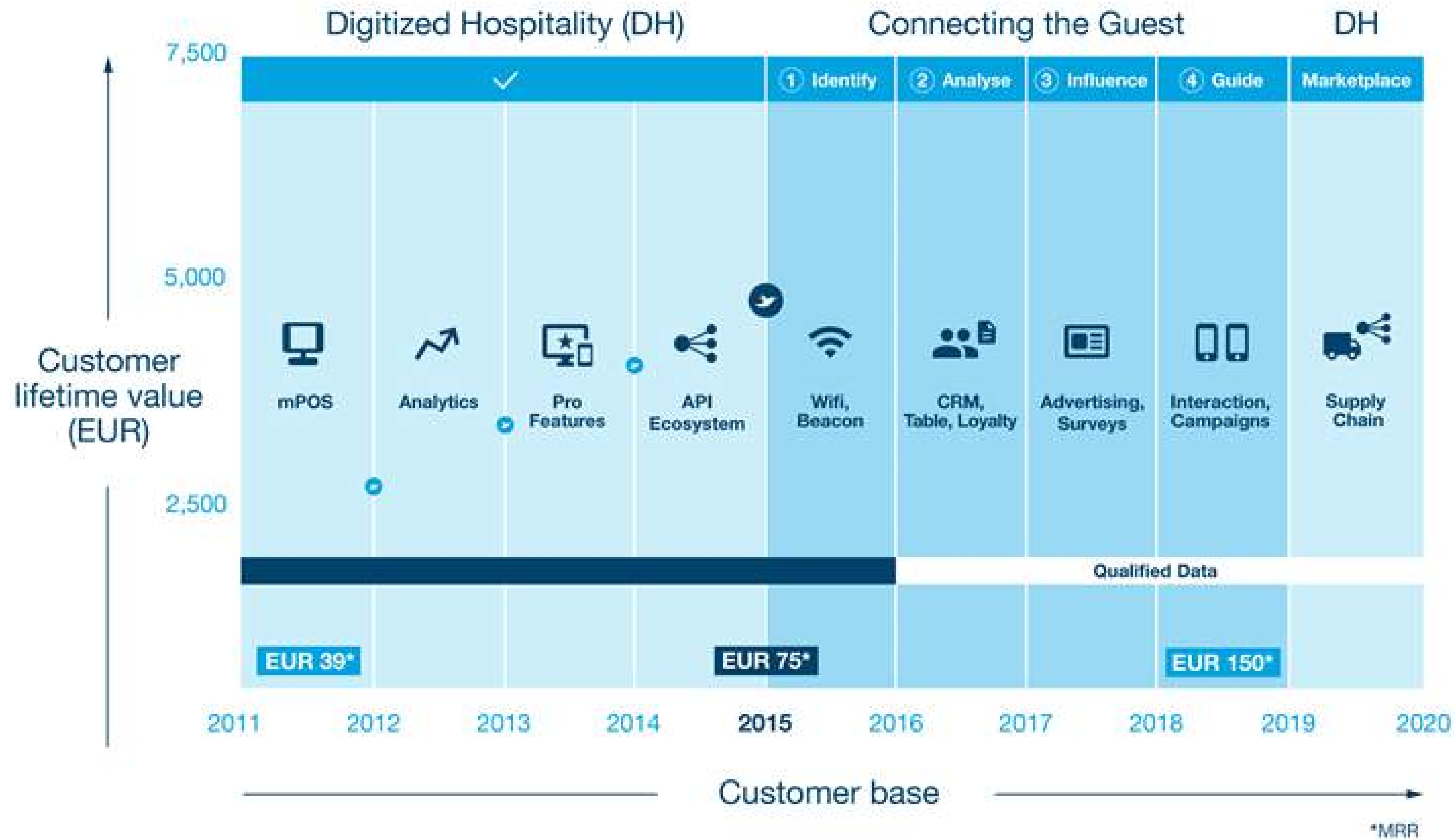
orderbird POS - the ecosystem for best service

- Plug and play installation
- Affordable, fast and easy to use
- Cloud backup
- Integrated payment
- 25% efficiency increase thanks to leaner processes

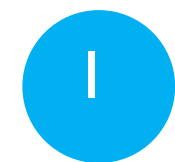
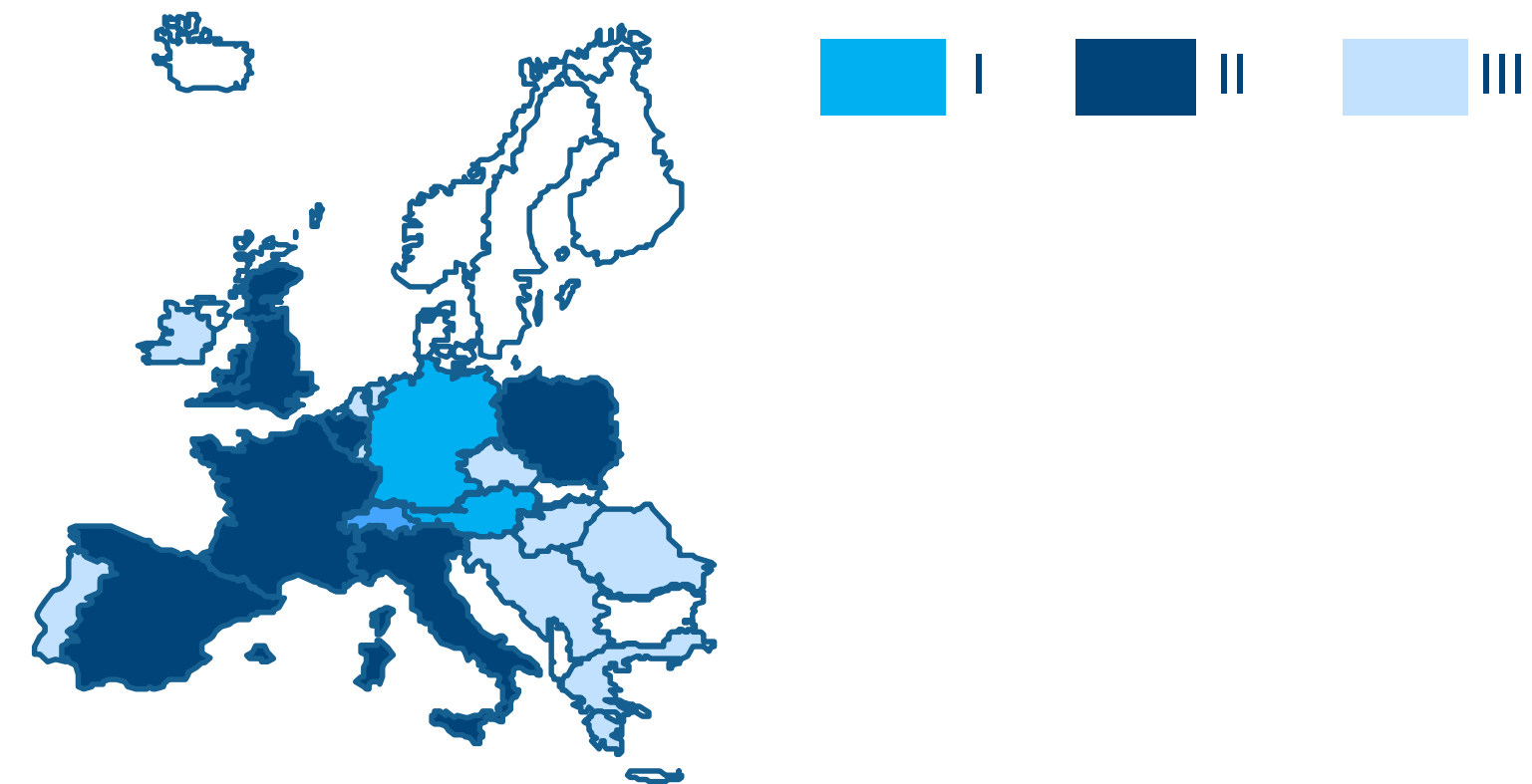
B2C APIs

- Payment
- Loyalty and couponing
- Social media
- Online ordering / booking
- Check-in





EU roll-out phases



#1 position (DACH)

- Germany
- Austria
- Switzerland



Maintain position

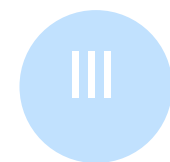


#1 position (high volume)

- France
- Spain
- Italy
- Russia
- Poland



Become #1



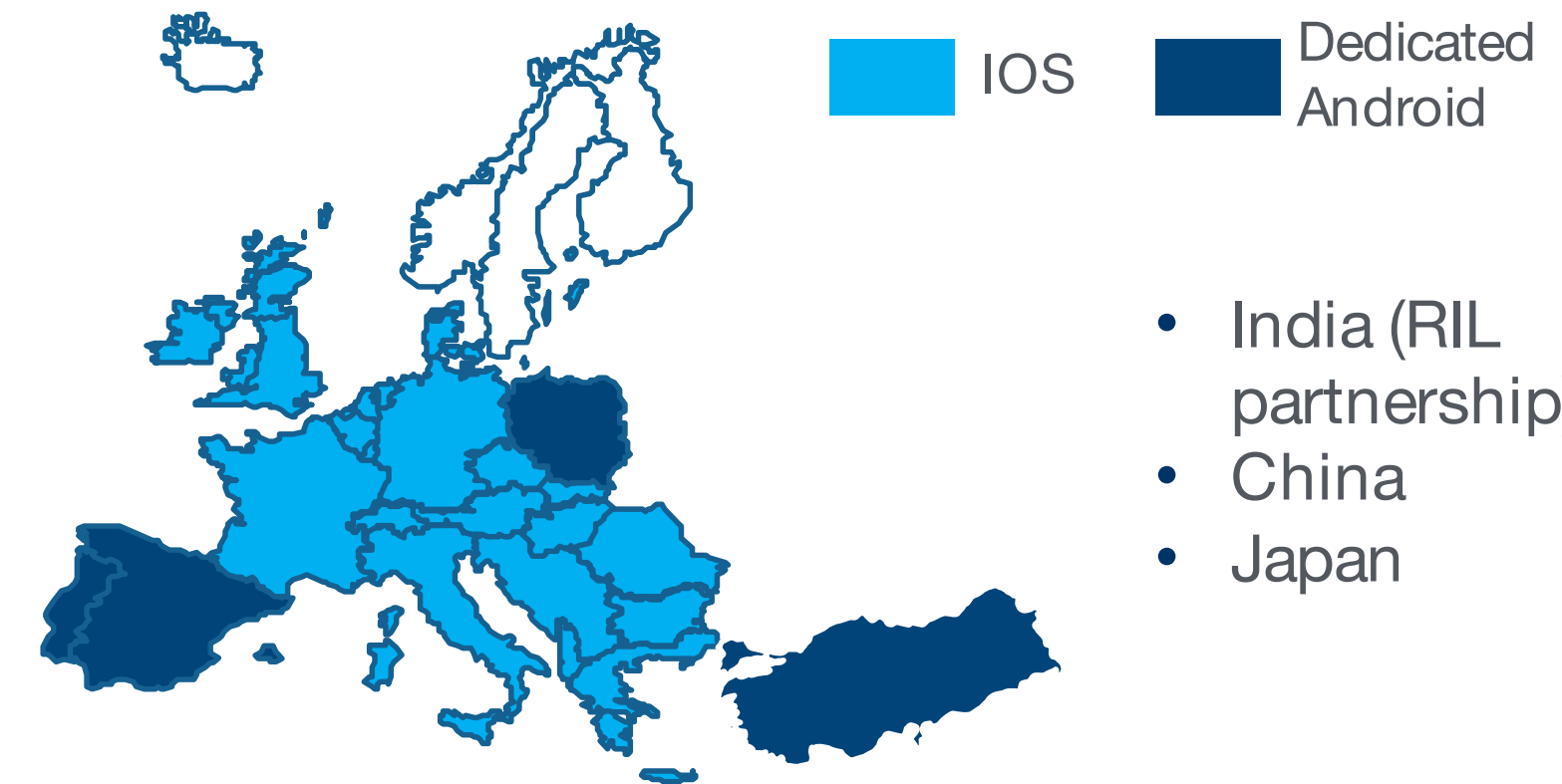
Exploit (spot markets)

- R.o. Eastern Europe
- Benelux
- R.o. Southern Europe



Select opportunity

IOS/Android (platform) strategy



- India (RIL partnership)
- China
- Japan

White label strategy (optional)



- 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



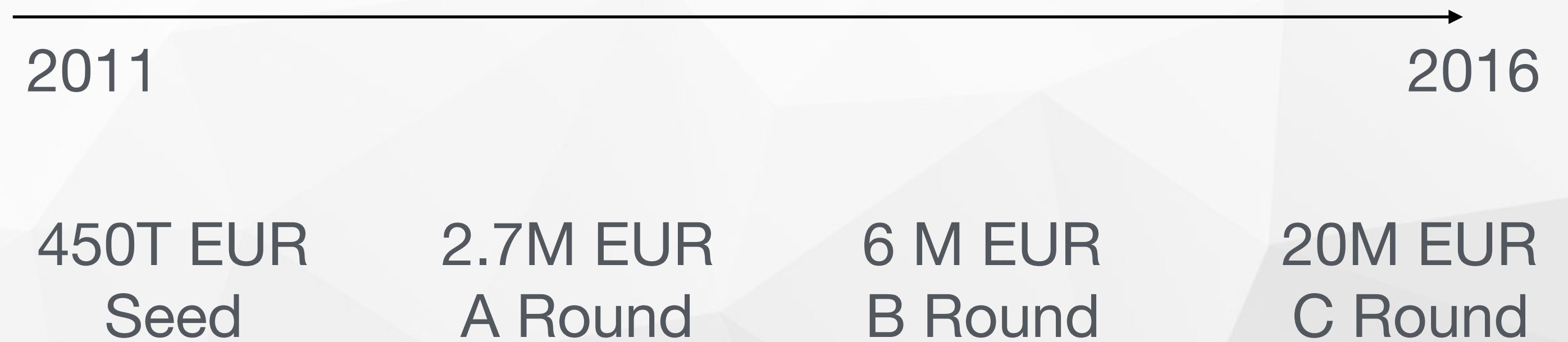
// History

VALUATION?

HOW TO FIND SEED INVESTORS?

What kind of Investors?

When is the right time?



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.

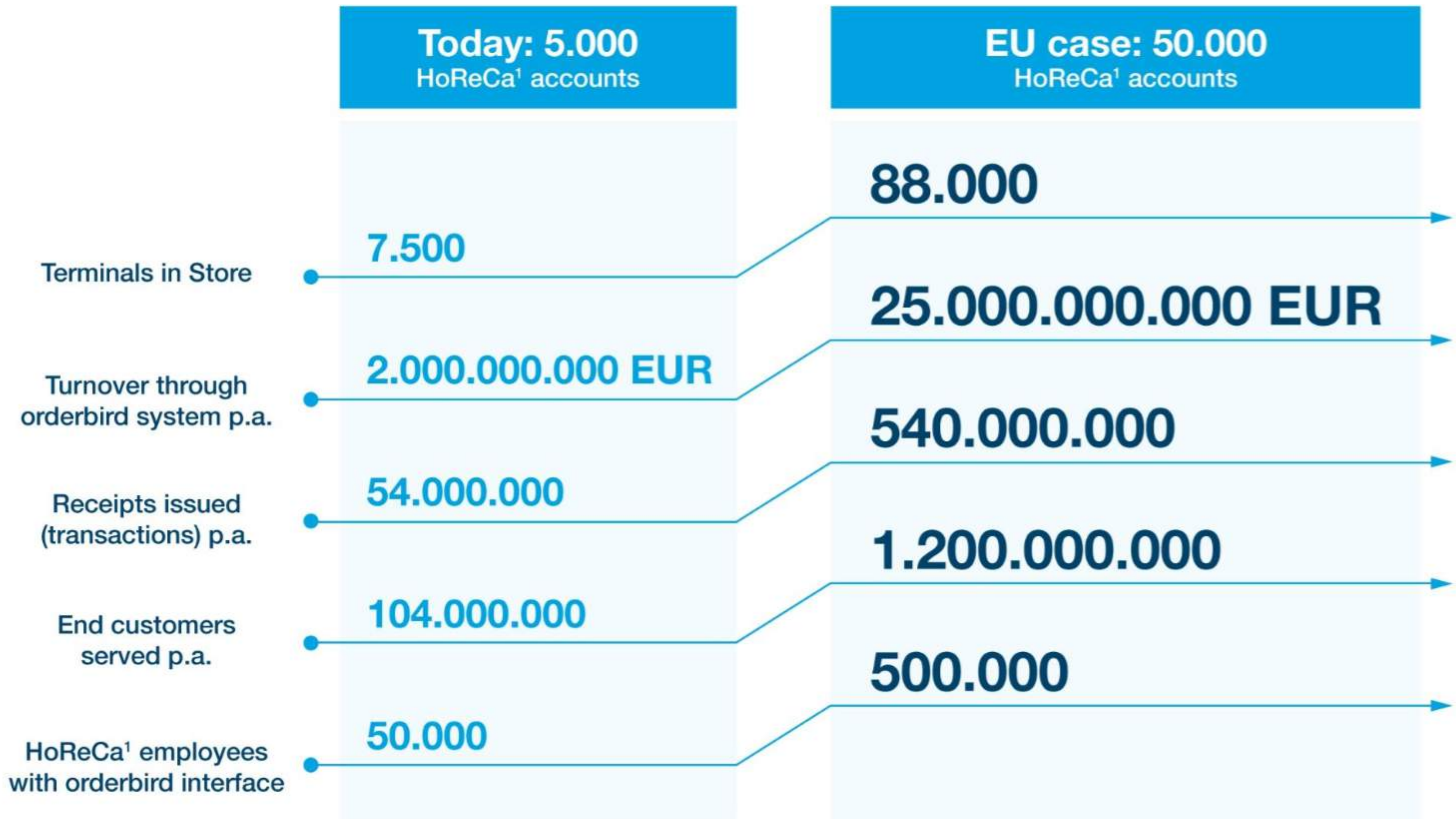
- Marketing driven: too fast promises for the go-live of new features to our customers and prospects
- Missing expertise in leadership concerning the development of the technology
- DDoS Attacks and Partner lawsuit

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)



MARKET ENTRY FRANCE



// Vive la France!



THANK YOU!

// We are orderbird.

