

Flowtab®

¹ flow \ 'flō \ noun

A mental state of operation in which a person is fully immersed in a feeling of energized focus, full involvement and enjoyment while in the process of an activity.

Flowtab is a mobile ordering,
payments and loyalty platform
for bars and nightclubs.

Team



Kyle Hill

Founder, CEO

- Web and graphic designer
- Founded design firm Kaleazy Creative



Mike Townsend

Founder, COO

- B.S. Engineering
- Founded POS company Zing Checkout



Brandon Zacharie

Software Engineer

- User Interface Engineer at Originate
- Engineering lead at Movieclips.com and Trails.com

ORIGINATE



Trevor Bisset

Sales Manager

- Corporate software sales and marketing
- SF nightclub promoter

Laserfiche



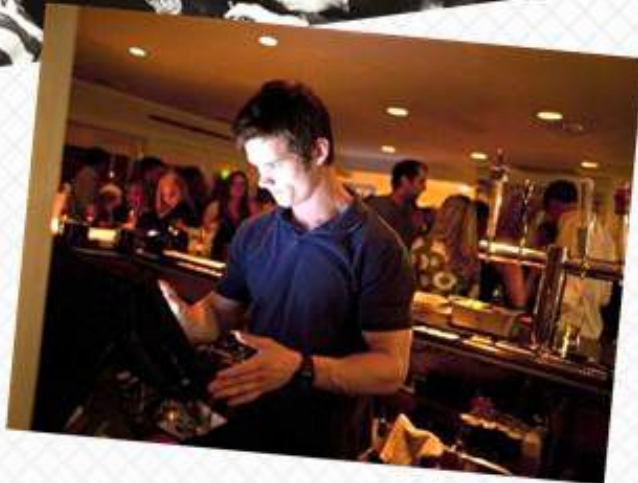
Alex Kouznetsov

Technical Advisor

- Ph.D. in Computer Science
- Engineer at Intel Corp.



Problem



Customers

- Waiting for service
- Forgotten bar tabs

Bartenders

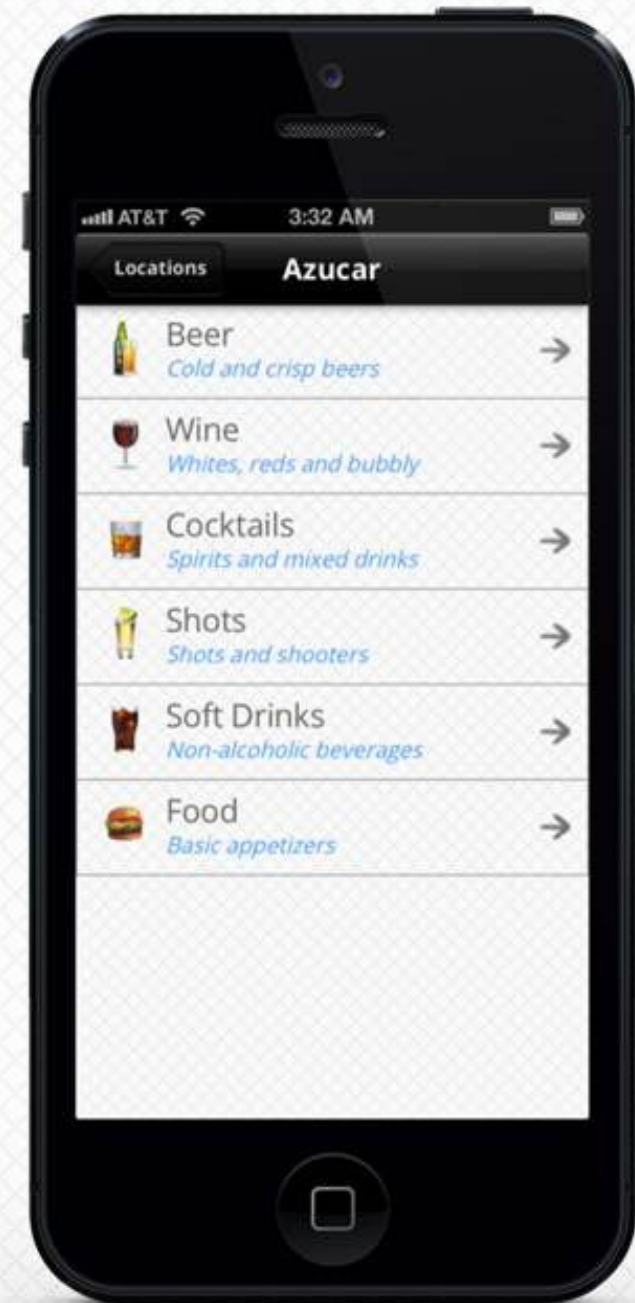
- Point-of-sale headaches
- Cash, cards, and receipts

Owners

- Credit card processing fees
- Lack control to drive business

Order Pay Pickup

- Order from anywhere
- No cash, cards or open tabs
- Targeted drink deals and upselling



Business Model



User Revenue

- Merchant and service fees
- Premium subscription fees



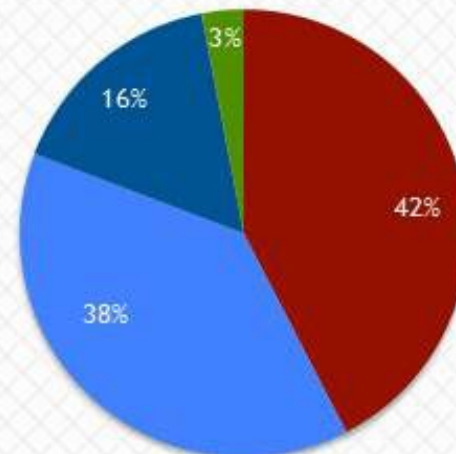
Bar Revenue

- Upfront installation fees
- Monthly recurring fees



Advertising Revenue

- \$3 billion annually on liquor advertising
- Mobile market share will quadruple by 2016



- TV, radio, print & billboard
- Wholesellers & retailers
- Sponsorships
- Online & mobile

Traction

Venues*	Users**	Orders / Week	Total Sales***
7	2,200	120	\$12,450

* Cost to acquire a bar is \$1500 - \$2500

** Cost to acquire a user is \$4 - \$19

*** Launched 11/1/12, sales as of 2/1/13



- Pilot distribution deal
- 2,000 national sales force
- Targeted affiliate program
- Signed 10% of Lyft drivers
- Sponsorship partner
- Proved ad revenue model

Competition

\$90M raised on concept of SMB loyalty in 2011 and 2012...

LevelUp, FiveStars, BellyCard, Mogl, Shopkick, etc.

Loyalty in nightlife is wide open!

					
Bars & Nightclubs	✓		✓	✓	✓
Multiple Cities	✓	✓		✓	✓
0% CC Processing	✓				
Distribution Partner	✓	✓			
Table Ordering	✓				
POS Integration				✓	

Financials

Stage	Time	Amount
Initial Seed	August 2012	\$50,000
Angel Round	February 2012	\$500,000
Series A	Q4 2013	\$3M

Exit Strategy

Google Wallet

Increase Wallet user base.
Integrated payments solution.



Expand mobile payments
to nightlife industry.

intuit.

Increased market share for
merchant services.

micros®

Complete offering
with integrated POS.