EATOUR – UNWTO Pitch
Climate Change

Perceived as the first risk

<table>
<thead>
<tr>
<th>Problem</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate Change</td>
<td>63.4%</td>
</tr>
<tr>
<td>Financial issue</td>
<td>38.9%</td>
</tr>
<tr>
<td>Management of natural resources</td>
<td>36.1%</td>
</tr>
<tr>
<td>Chronic diseases</td>
<td>33.5%</td>
</tr>
<tr>
<td>Geopolitical tensions</td>
<td>25.8%</td>
</tr>
<tr>
<td>Demographic Change</td>
<td>20.0%</td>
</tr>
<tr>
<td>New Economic crises</td>
<td>19.8%</td>
</tr>
<tr>
<td>Robot, Artificial Intelligence, Internet of Things</td>
<td>15.3%</td>
</tr>
<tr>
<td>Privacy</td>
<td>12.9%</td>
</tr>
<tr>
<td>Cyber risk</td>
<td>9.9%</td>
</tr>
<tr>
<td>Cryptocurrency (bitcoin)</td>
<td>5.1%</td>
</tr>
<tr>
<td>I don't know</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

Source: Episteme for #AXAForum October 2019
TOURISM INDUSTRY DATA

2018
1,4 BN tourists

1/5 mankind

2045 expectation
9,5 BN

From 3 BN travels to
16 BN by 2045

Tourism trend
+5/8%

Every tourist releases:
36 KG CO2/ GHG

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LAST 30 YEARS TOURISM «POINT OF NON RETURN»

BUT... IT’S A NO STOP PERFORMING INDUSTRY

Smart Land Research Center
DO YOU KNOW WHAT HAPPEN?

TOURISM 14% GLOBAL EMISSION
+ FOOD CHAIN 24% EMISSION
+ DEMOGRAPHY TREND 9.5 BLN

= UNSUSTAINABLE TOURISM
We produce 6 thousand billion tons of food by year. But 2 thousand billion become waste.
EATOUR APP

Involve people in
CLIMATE CHANGE
world challenge

COUNT CO2/GHG FROM
Food TOURISM CHAIN

CONNECT HOTEL and RESTAURANT
with clients
INSPIRE RESPONSIBLE ACTION

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HOW DOES IT WORKS

EATOUR is for B2C e B2B

Calculate CALORIES AND EMISSION of food eating

SUGGESTS ENVIRONMENTAL DIET To SAVE CO2/GHG

Certify BLOCKCHAIN CO2/GHG saved and give «CREDITS AND EATCOIN®»
<table>
<thead>
<tr>
<th>PROBLEM SOLVING</th>
<th>GOALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUGGEST ENVIRONMENTAL DIET</strong></td>
<td><strong>3 GOOD HEALTH</strong></td>
</tr>
<tr>
<td><strong>CERTIFY EMISSION AND PRODUCT</strong></td>
<td><strong>8 GOOD JOBS AND ECONOMIC GROWTH</strong></td>
</tr>
<tr>
<td><strong>MEASURE PERSONAL EMISSION</strong></td>
<td><strong>13 CLIMATE ACTION</strong></td>
</tr>
<tr>
<td><strong>EDUCATIONAL ON SUSTAINABLE FOOD</strong></td>
<td><strong>4 QUALITY EDUCATION</strong></td>
</tr>
<tr>
<td><strong>INVOLVE PEOPLE ON RESPONSIBLE CONSUMPTION</strong></td>
<td><strong>12 RESPONSIBLE CONSUMPTION</strong></td>
</tr>
</tbody>
</table>
**BUSINESS MODEL**

**ENVIRONMENTAL DIET**
- Subscription FEE

**B2C**

**MEASURE AND ASSESSMENT**
- Food chain EPD consulting

**B2B**

**ADV ON MARKETPLACE**
- supply chain PRODUCT

**KNOWLEDGE AND DISCLOSURE**
- Sponsorship roadshow and magazine
EATOUR B2C

«LIFESTYLE, DIET, ENVIRONMENT»

ENVIRONMENTAL DIET
SAVE CARBON DIOXIDE

FITNESS
SOCIAL APPROVAL
DISFUNCTION
HEALTH

ENVIRONMENTAL DIET
SAVE CARBON DIOXIDE

BLOCKCHAIN
EATCOIN

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THE APP

APP DEVELOPING PROGRESS

CHANGE DIET, CHANGE WORLD
EATOUR B2B

«FROM FARM, TO FORK, TO WASTE»

MEASURE CARBON FOOTPRINT AND ASSESSMENT
SUSTAINABLE SOLUTION CONSULTING

PRODUCTION

TRANSFORMATION

TRANSPORT

STORAGE

COOKING

CONSUMPTION

WASTE

EATOUR – UNWTO Pitch – eatour.it
Italian Hotels & Restaurants: 450,000
Sustainable Companies: 20%
Europe Hotels & Restaurant: 1,500,000

TARGET B2B
- Hotels & Restaurants: 360,000
- Engagement company: 90,000

TARGET B2C
- 2018 incoming: 96 mln
- Sustainable tourists: 32 mln

Tourist income 128,000,000
Sustainable tourists: 32,000,000
**Forecast**

**B2C Forecast**

- **Followers**: 100,000 in 2021, increasing to 625,000 in 2024.
- **Subscription**: 10,000 in 2021, increasing to 100,000 in 2024.
- **Revenue**: 12,500 Euro in 2021, increasing to 825,000 Euro in 2024.
- **Adv**: 25,000 Euro in 2021, increasing to 100,000 Euro in 2024.
- **Shop on app fee**: 25,000 Euro in 2021, increasing to 100,000 Euro in 2024.

**Purchase drivers:**
- Increased public climate change challenge.
- Increased Eatour service and brand position.
- Improved digital tools.
- Better personal profiling and data base.
- Improved environmental diet solution.
- 2° and 3° app release (2022).
- Introduction of chefs challenges and sustainable cooking on 3° release.
- Sustainable consumption natural increase.
- Internationalization (Germany 2022).
**FORECAST**

**B2B FORECAST**

**Purchase drivers:** increased European green law, increased Eatour service and brand position, increased sustainable consumer request, better company performance in sustainable transition, increased companies green transition involved, green financial, increased sales activities.

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TOURISM & FOOD EVERYWHERE

- Change language,
- Food DB integration

SAME BUSINESS MODEL
TEAM

VINCENT SPACAPELI
CEO - Founder
Sustainable manager
Philosopher, journalist, entrepreneur, consulting, ESG and green economy transition

MATTIA BELLi
Marketing Manager
Innovation and Marketing specialist
Entrepreneur, startupper, 3D printing expert and manufacture 4.0

SCIENCE COMMITTEE

GIUSEPPE COLLa
Professor at Università della Tuscia

ENGENEERING TEAM

CLAUDIO SORBi
Project Manager and UX Expert

ELENA GRANCHi
Web Designer And UI Expert

MARCO CASTELLANI
Software Architect and Scrum Master

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«CHANGE DIET, CHANGE WORLD»

Thank you