"Changing the way restaurants sell while managing company meal expenses"
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1. PROBLEMS

RESTAURANTS

Only fill 40% of their tables on weekdays
Which means a loss of 68 million meals per year only in Spain

COMPANIES

There is not a single supplier of restaurants
To centralize the entire operative, so it makes it complicated because of:

<table>
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<tr>
<th>TIME</th>
<th>BEST PRICE</th>
<th>QUALITY</th>
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2. PRESENT TIMES

RESTAURANTS

Acquire the final client through their different tools

They don't know how to reach B2B clients

COMPANIES

Manual process to look & book

Spend 200 days of their working life looking for restaurants and booking them: there is no control of meal expenses

Many contacts to call  
No compliance  
Separated bills, no reports  
Quality of service is not guaranteed
3. What is UpperEat?

UpperEat is a digital platform that provides an online marketplace connecting expense account diners with restaurants through our B2B tool.
4. Product for Restaurants

Sales team  First executive restaurants marketplace  First B2B reservations book

*Bringing the hospitality industry closer to the tourism industry value chain
5. Product for Companies

Unique supplier of restaurants: filters, search by map, negotiated rates...

Centralizing all operations

40% COST SAVINGS

Controlling all meal expenses

Time and money
6.1. Market size in Spain

Companies spend a total of €+1B on meal expenses.

+ 5,000 high-quality restaurants
6.2. Market of meal expenses and direct/indirect competition

- **Restaurants** (5k)
- **Agencies (Travel & events)** (50)
- **Online platforms** (2)

![Diagram showing restaurants, agencies, and online platforms]
7. Business model

**Companies**
% of their annual meal expenses

**Restaurants**
Monthly fee + 10% of generated production
8.1. Milestones reached - 2019

- +15,000 reservations
- 50€ per person
- +250 companies: Repsol, PwC, Indra
- +400,000€ produced in restaurants

![Bar chart showing milestone reach](chart.png)

Nº Reservations
(year)

(thousands)
8.2. Milestones: Continuing in 2020

- Seed, seed & seed
- Expansion to new cities
- Connected companies: Accenture, Repsol and more
- Being accelerated by Lanzadera since September
- Finalists representing Spain at the Second Gastronomy Tourism Startup Competition
- Improving platform and technology
9. Team

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+ 2 empleados
+equipo tecnología
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