IN COLOMBIA WE DON'T SAY "I AM HUNGRY" WE SAY "TENGO FILO" AND I THINK THAT IS BEAUTIFUL
PITCH DECK 2022
DIGITAL PLATFORM FOR CULINARY BOOKINGS IN LATIN AMERICA
AROUND 30% OF A TOURIST’S EXPENDITURE IS DONE IN CULINARY PRODUCTS AND SERVICES.

- LOOKING FOR AUTHENTICITY
- IMMERSIVE EXPERIENCES
- INFORMATION
- TRAVEL MORE

www.tenemosFILO.com - karola@tenemosfilo.com
GLOBAL CULINARY TOURISM MARKET IN 2027

- USD $1.800 billions
- *Food Festivals $560 billions

LATAM CULINARY TOURISM MARKET IN 2027

- USD $126 billions
WITH A HUGE DIVERSITY OF FOODS AND RICH CULINARY CULTURE WHY ISN'T LATAM ON THE TOP OF THE MIND FOR CULINARY ADVENTURES?
PROBLEM

- LACK OF REPRESENTATION IN THE ONLINE TRAVEL INDUSTRY
- LACK OF ACCURATE INFORMATION
- DIFFICULTY OF REACHING THE RIGHT HOSTS

LATAM CULINARY OFFER ONLINE TODAY

- 30%

LATAM OFFER IN ONLINE EXPERIENCES BOOKING PLATFORMS

- 7%

2% OF THE OFFER SERVES

80% OF THE DEMAND

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DINERS ARE LOSING THE CHANCE TO TASTE AND IMMERSE THEMSELVES IN OUR CULTURE AND FEW HOSTS ARE ENJOYING A PIECE OF THE PIE. THE RESULT: AN UNTAPPED OPPORTUNITY FOR ECONOMIC GROWTH.
SOLUTION

CENTRALIZED OFFER
CULINARY EXPERIENCES
AND EVENTS

INCREASE THEIR REACH
GET ACCURATE INFORMATION

CONNECT LATAM

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DIGITAL PLATFORM

COMMUNITY

DISCOVER

BOOK

MANAGE

SHARE

INCREASE VISIBILITY

PROMOTE LATAM

COOKING LESSONS - MARKET TOURS - POP UP DINNERS - FOOD FAIRS - RESTAURANT BOOKINGS - EVENTS - EXPERIENCES

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HOW IT WORKS

1. DISCOVER
   - EXPERIENCES
   - RESTAURANTS
   - EVENTS

2. BOOK
   - CHOOSE
   - PAY IN ADVANCE
   - CONTACT

3. ENJOY
   - SHARE
   - RATE
   - BE PART OF THE COMMUNITY

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BUSINESS MODEL

USD $1.2 billions

FILO ADRESSABLE MARKET

11% COMISSION PER EXPERIENCE SOLD

FILO INCOME 2027

USD $140 MILLIONS

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GO TO MARKET

USD $500K PRE-SEED ROUND

2023
App tool
New Subscription Model
100 Subscriptions/Month

2024
4 countries in LATAM
350 Subscriptions/Month
8k Experiences sold

2025

2026

2027
9 countries in LATAM
40k Experiences sold
1.5k Subscriptions

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MARKET ADOPTION

COLOMBIA

COST OF ACQUISITION < $1 USD

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IMPACT

A COMMITMENT

BY

THE GLOBAL GOALS

8 DECENT WORK AND ECONOMIC GROWTH

JOB CREATION THROUGHOUT THE CHAIN

5 GENDER EQUALITY

EQUAL ACCESS TO JOBS AND INCOME GENERATION

10 REDUCED INEQUALITIES

DIVERSIFYING ACCESS TO DEMAND

A COMMITMENT

BY

THE GLOBAL GOALS
COME AND TASTE THE JOURNEY WITH FILO