



**IN COLOMBIA WE DON'T
SAY "I AM HUNGRY"
WE SAY "TENGO FILO "
AND I THINK THAT IS
BEAUTIFUL**





TENEMOS

FILLO

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**



MARKET



GLOBAL CULINARY TOURISM MARKET IN 2027



LATAM CULINARY TOURISM MARKET IN 2027



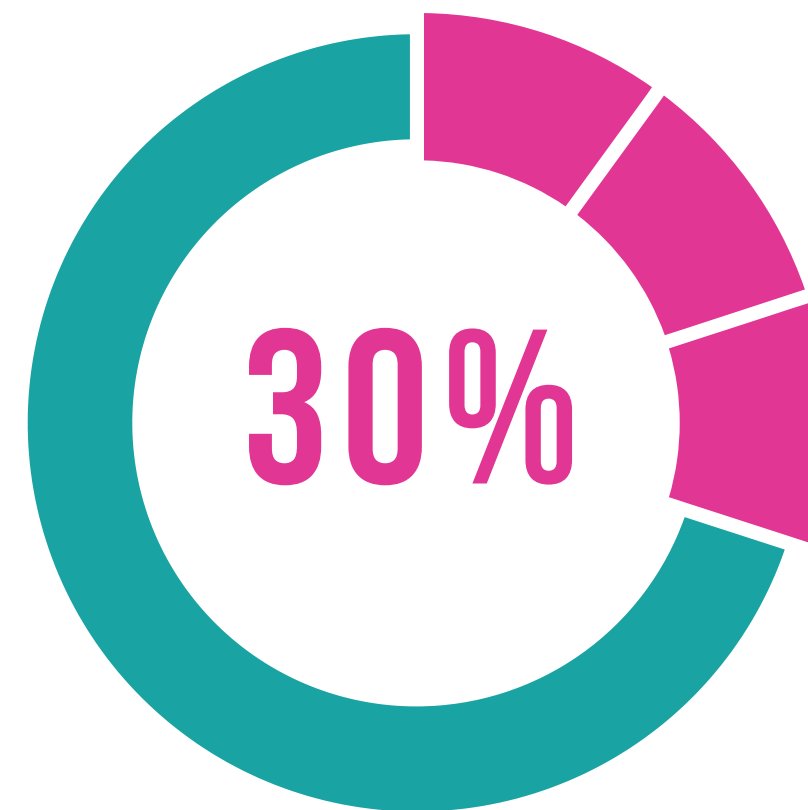
**WITH A HUGE
DIVERSITY OF
FOODS AND RICH
CULINARY CULTURE
WHY ISN'T LATAM ON
THE TOP OF THE MIND
FOR CULINARY
ADVENTURES?**



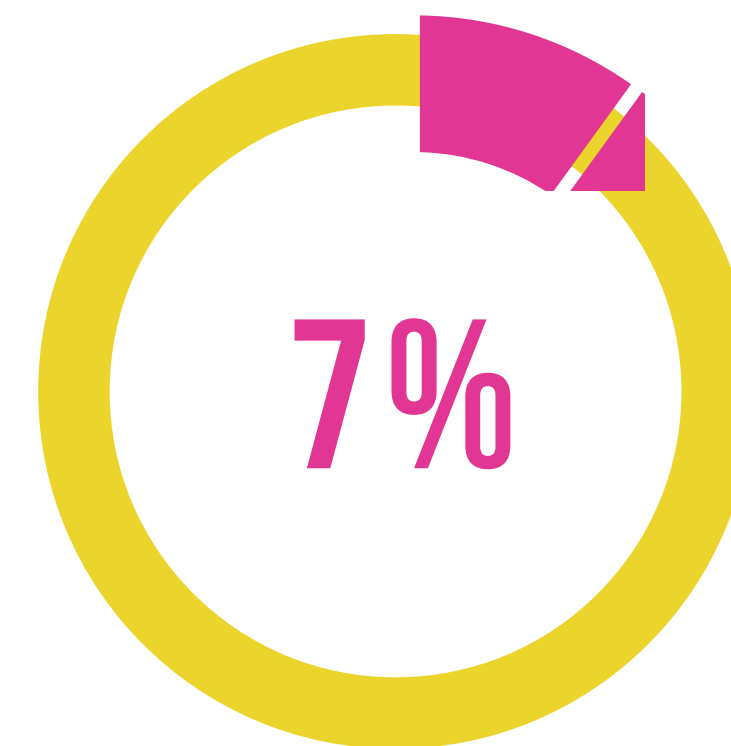
PROBLEM

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

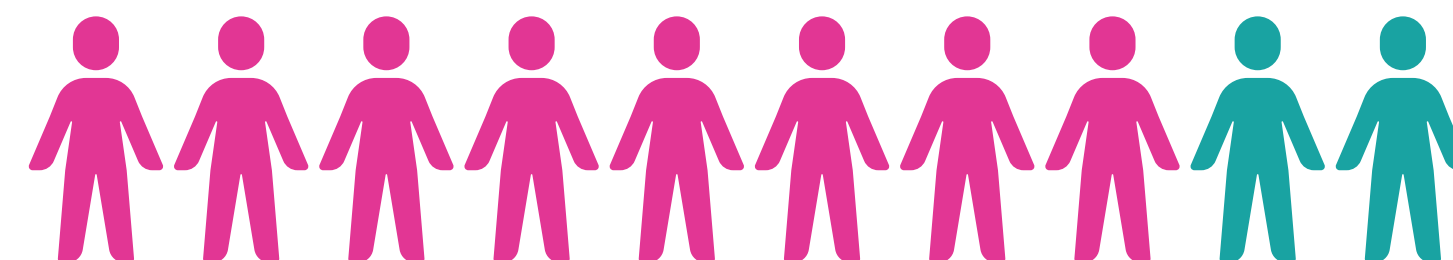
LATAM CULINARY OFFER ONLINE TODAY



LATAM OFFER IN ONLINE EXPERIENCES BOOKING PLATFORMS



2% OF THE OFFER SERVES



80% OF THE DEMAND



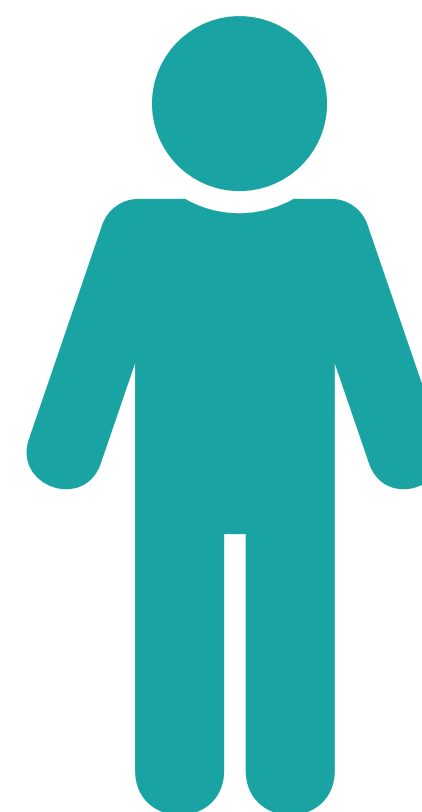
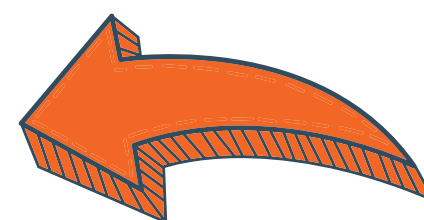
**DINERS ARE LOSING THE
CHANCE TO TASTE AND
IMMERSE THEMSELVES IN
OUR CULTURE AND FEW
HOSTS ARE ENJOYING A
PIECE OF THE PIE.
THE RESULT: AN UNTAPPED
OPORTUNITY FOR
ECONOMIC GROWTH.**

SOLUTION

**CENTRALIZED OFFER
CULINARY EXPERIENCES
AND EVENTS**



INCREASE THEIR REACH



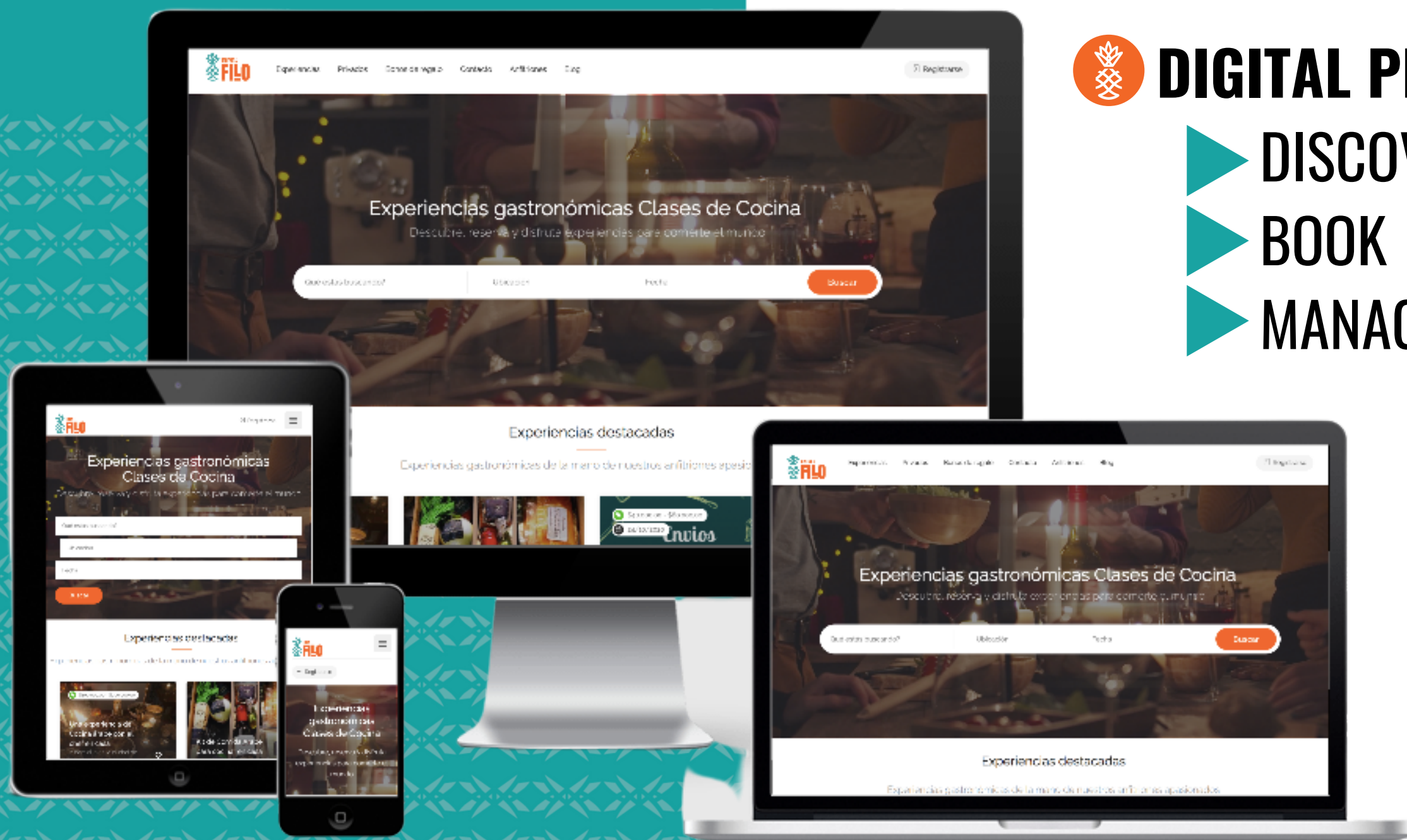
GET ACCURATE INFORMATION

CONNECT LATAM



SOLUTION

www.tenemosFILO.com



DIGITAL PLATFORM

- ▶ DISCOVER
- ▶ BOOK
- ▶ MANAGE



COMMUNITY

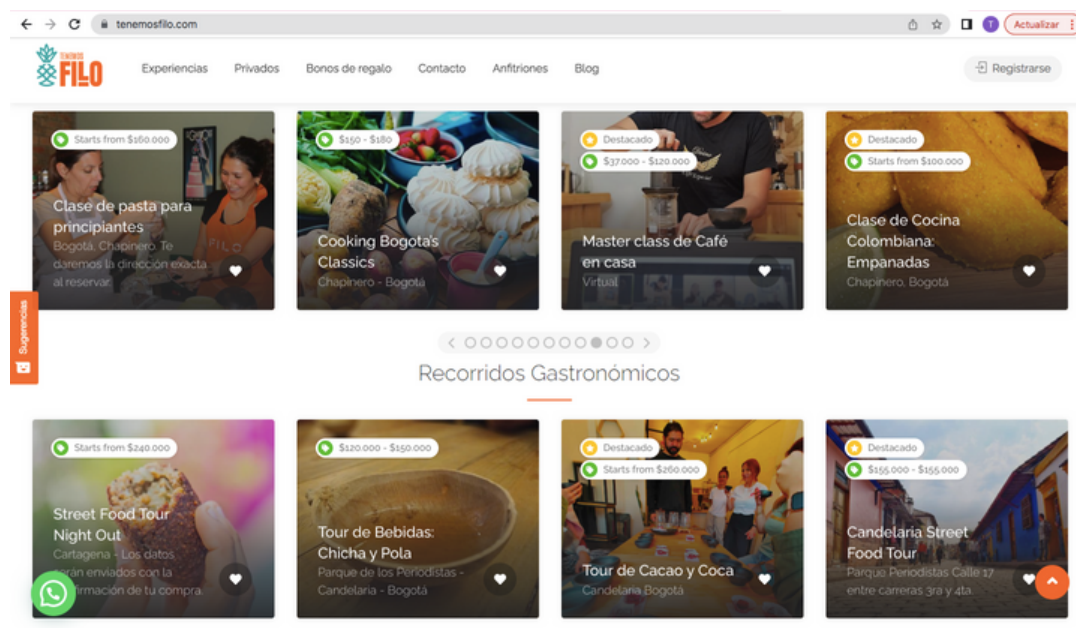
- ▶ SHARE
- ▶ INCREASE VISIBILITY
- ▶ PROMOTE LATAM

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



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HOW IT WORKS



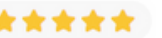
2

BOOK

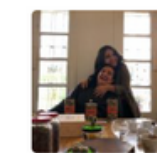
- ▶ CHOOSE
- ▶ PAY IN ADVANCE
- ▶ CONTACT



Raquel Arias
17 junio 2021 at 17:23



iFabulosa experiencia e impecable atención! Se presentaron algunos inconvenientes con la reserva pero Borja fue supremamnte diligente y se solucionaron sin inconveniente. La cata fue entretenida e informativa. Todo el personal es supremamente amable.



Helpful Review

3

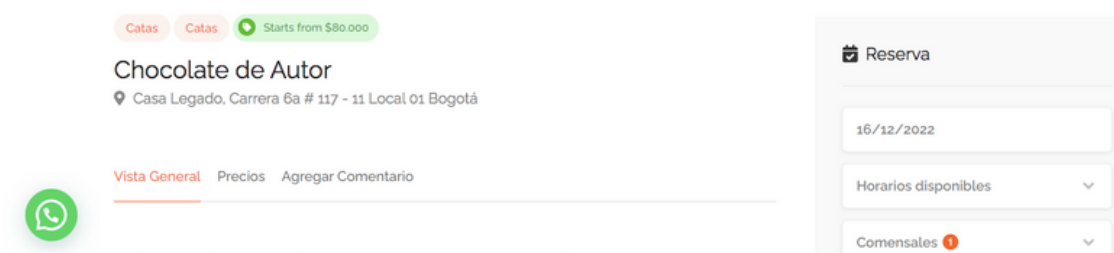
ENJOY

- ▶ SHARE
- ▶ RATE
- ▶ BE PART OF THE COMMUNITY

1

DISCOVER

- ▶ EXPERIENCES
- ▶ RESTAURANTS
- ▶ EVENTS

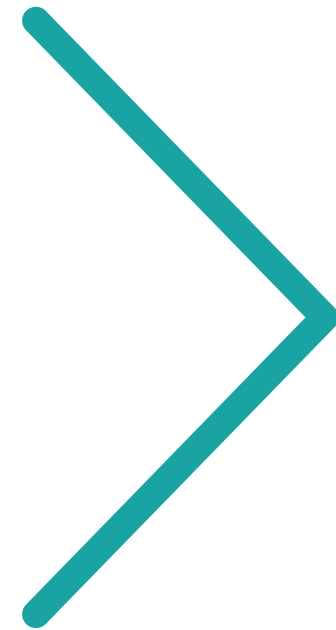


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BUSINESS MODEL

**FILO
ADRESSABLE
MARKET**

**USD
\$1.2
billions**



11%



**COMISSION
PER
EXPERIENCE
SOLD**



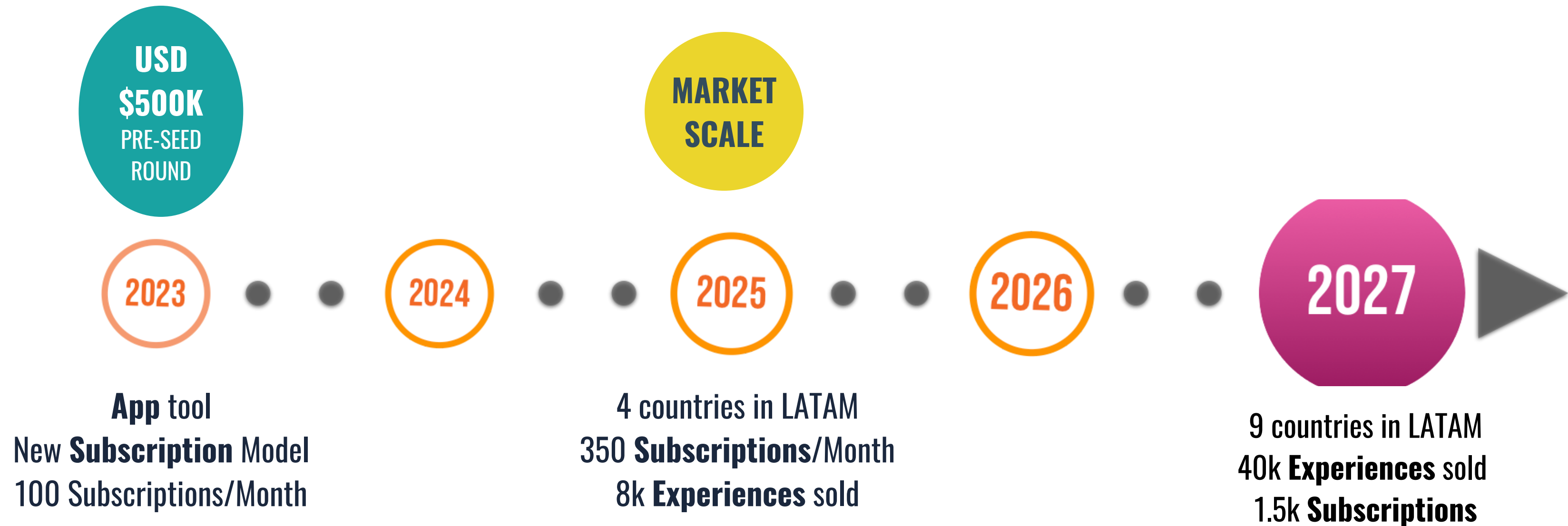
**FILO
INCOME
2027**

**USD
\$140
MILLIONS**

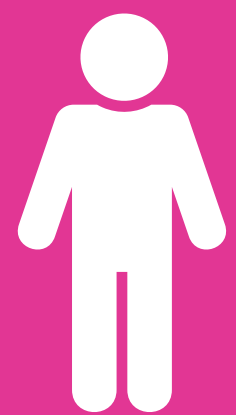


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GO TO MARKET



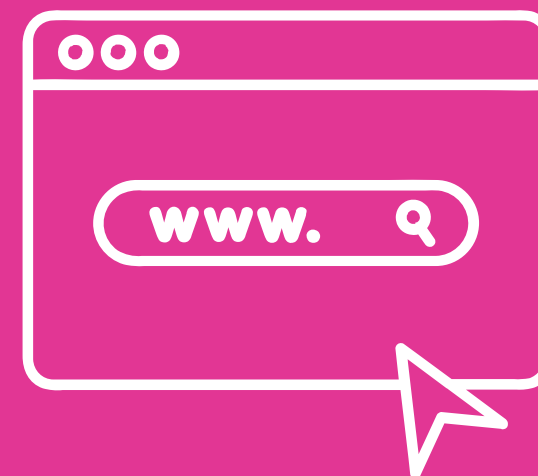
MARKET ADOPTION



+1000

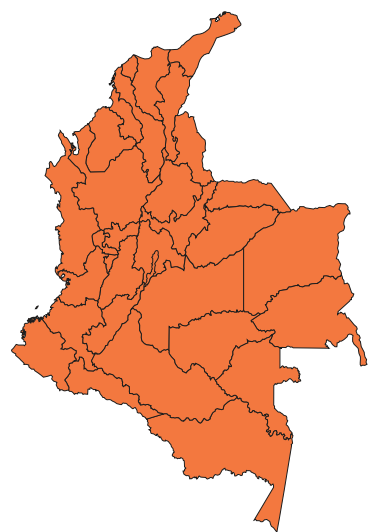


+30



+5000

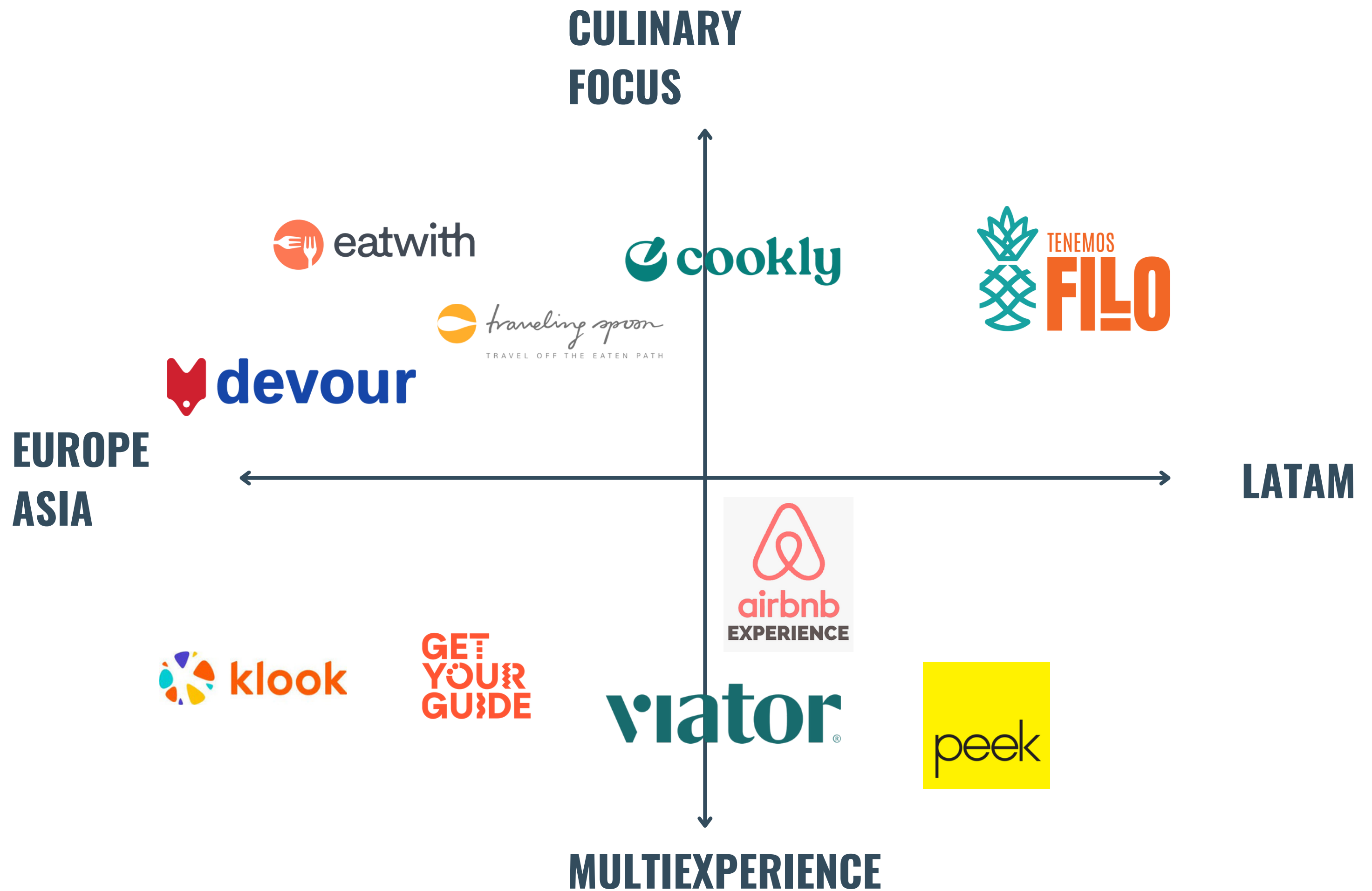
COLOMBIA



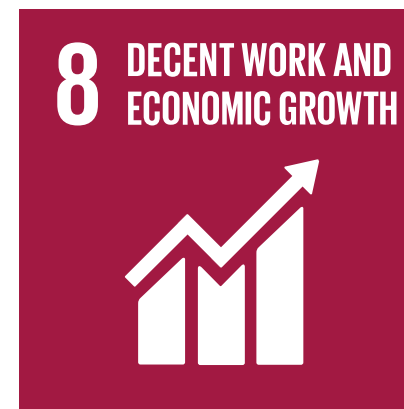
**COST OF
AQUISITION**

< \$1 USD

COMPETITION



IMPACT



JOB CREATION THROUGHOUT
THE CHAIN



EQUAL ACCESS TO JOBS AND
INCOME GENERATION



DIVERSIFYING ACCESS TO
DEMAND

THE GLOBAL GOALS

A
COMMITEMENT
BY



TEAM



KAROLA VITERI
CEO FOUNDER



ANGEL BURGOS
CTO PARTNER

ALLIES



MEMBERS





COME AND
TASTE THE
JOURNEY
WITH **FILO**