Bridging local flavors with foodie travelers

Serkan Toso - serkan@byfood.com | byfood.com
My own experience in Japan

Me in 2016

Rice fields, Niigata

International University of Japan
of the restaurants in Japan don’t have any online reservation system
70% of travelers come to Japan to eat Japanese food.
byFood.com

Japan's One-Stop Food Platform
A Bite of Japan, A World of Smiles
BEFORE THE TRIP
Get inspiration & learn

- Youtube videos
- Social Media
- Blog posts

DURING THE TRIP
Experience

- Food experiences
- Custom-made tours
- Restaurant reservations

AFTER THE TRIP
Stay connected

- E-commerce
- Online experiences
BYFOOD CREATES AUTHENTIC FOOD EXPERIENCES & SECRET MENUS THAT ARE ONLY AVAILABLE ON BYFOOD.

Price: $100 (10x more expensive than the usual ramen price)
Reach: 10M Youtube Views
Results: Ramen shop’s sales doubled after the experience
Accessible dining

- Removing language barriers that prevent foreigners from dining out
- Making 850K restaurants reservable to foreigners
- Giving free exposure to local restaurants

01 Reservation request sent
02 Restaurant receives reservation request
03 Reservation is confirmed
04 QR Menu is accessible in other languages
05 Guest dines at restaurant
Create hype for Japanese food

> 100K subscribers on our Youtube channel

> 150M total views from collaborations

Company presentation
Business model

15% COMMISION

- 1 booking for $200
  - Revenue: $30
- 1 ecommerce order for $100
  - Revenue: $15

OTHER REVENUE SOURCES

- Media partnerships and ads
- Local government collaborations
- Restaurant consulting
Consulting for restaurants

$1M
SALES IN THE LAST YEAR

• Video production
• Content creation
• Marketing promotion
• Technology support
### TRACTIONS
- 200 experience host and e-commerce companies registered
- 50 affiliate partner companies
- 10K restaurant network in Japan
- 6M monthly social media reach
- Featured on Forbes, Japan Times, Nikkei Asia, TimeOut Tokyo

### AWARDS
- 2022 World Luxury Travel Awards Best OTA in Japan
- Cool Japan Matching Award 2022
- Cool Japan Video Award

### ACCELERATOR PROGRAMS
- Nippon Foundation Social Change Makers Program
- JETRO Startup City Acceleration Program
- Future X (mirai cross) 2022
- Tohoku Growth Accelerator
Our team

Kaoru Joho
(Japan)
CEO

Serkan Toso
(Turkey)
COO

Mehdi Fliss
(Tunisia)
MARKETING MANAGER

Esteban Haga
(Peru)
CREATIVE DIRECTOR

Eliska Sikulova
(Slovakia)
SOCIAL MEDIA MANAGER

Katherine Thompson
(USA)
CONTENT MANAGER

Tomomi Ueno
(Japan)
BUSINESS DEVELOPMENT MANAGER

Shizuka Anderson
(Canada)
YOUTUBE CHANNEL HOST

Théo Guiriec
(France)
CREATIVE DESIGNER

> B. S. in Finance and Accounting
> Started her company when she was 21 years old
> Forbes 30 Under 30 Asia 2021

> Master of e-Business Management (valedictorian)
> B. S. in Management Information Systems (high honors)
> Forbes 30 Under 30 Asia 2021
Food for Happiness

Social contribution

1 BOOKING = 10 MEAL DONATIONS

380k meals donated so far

Happy Children
Roadmap

- **2023**: Launch e-Commerce business in Japan
- **2024**: Expand into Korea and Taiwan
- **2025**: Expand into other Asian countries
- **2026**: Expand into other countries

**Become the world’s largest food travel platform**
Fundraising

Now

**Round:** SERIES A
**March 2023**

**Amount to raise:** 4M USD

**Pre valuation:** 22M USD
Thank You.

Contact: serkan@byfood.com