



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



90%

of the restaurants in Japan don't
have any online reservation system



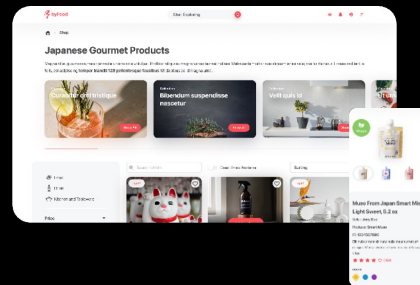
70%

of travelers come to Japan
to eat Japanese food

byFood.com







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

Original food experiences

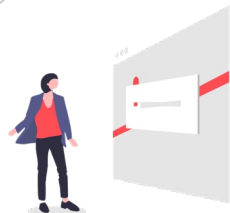
BYFOOD CREATES AUTHENTIC FOOD EXPERIENCES & SECRET MENUS THAT ARE ONLY AVAILABLE ON BYFOOD.



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



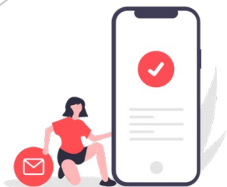
01

Reservation request sent



02

Restaurant receives reservation request



03

Reservation is confirmed



04

QR Menu is accessible in other languages



05

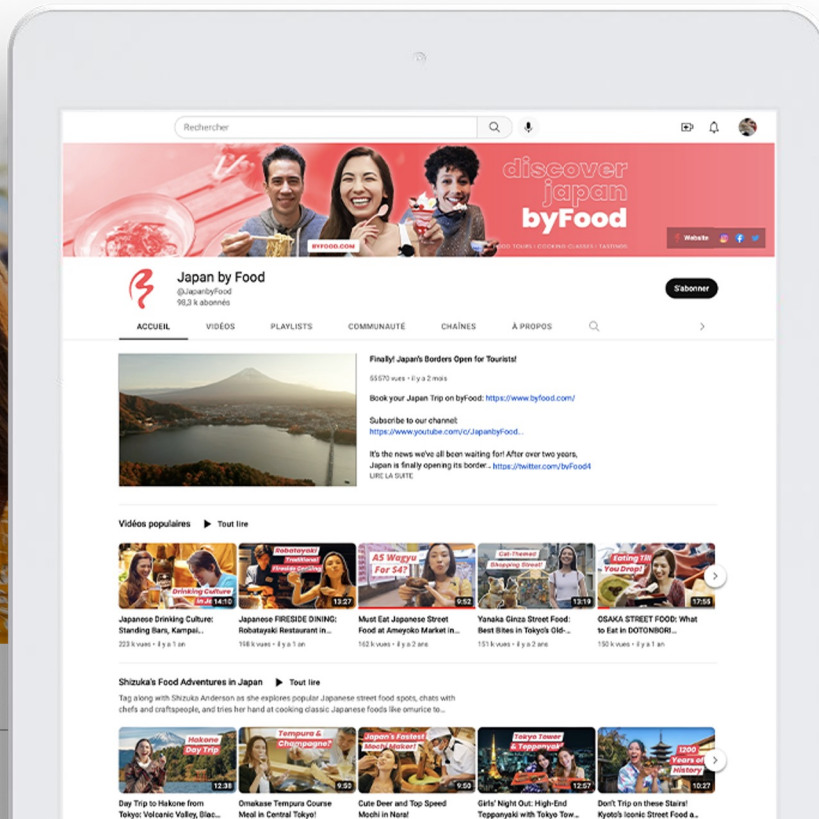
Guest dines at restaurant

Create hype for Japanese food

> **150M** total views from collaborations



> **100K** subscribers on our Youtube channel



Business model

15%

COMMISSION



1 booking
\$200 for 2 people

\$30 revenue



1 ecommerce order
\$100

\$15 revenue

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

MAFF

Ministry of Agriculture,
Forestry and Fisheries



byFood people

Our team

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



Kaoru Joho
(Japan)
CEO



Serkan Toso
(Turkey)
COO

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



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

Food for Happiness

Social
contribution

1 BOOKING = 10 MEAL DONATIONS

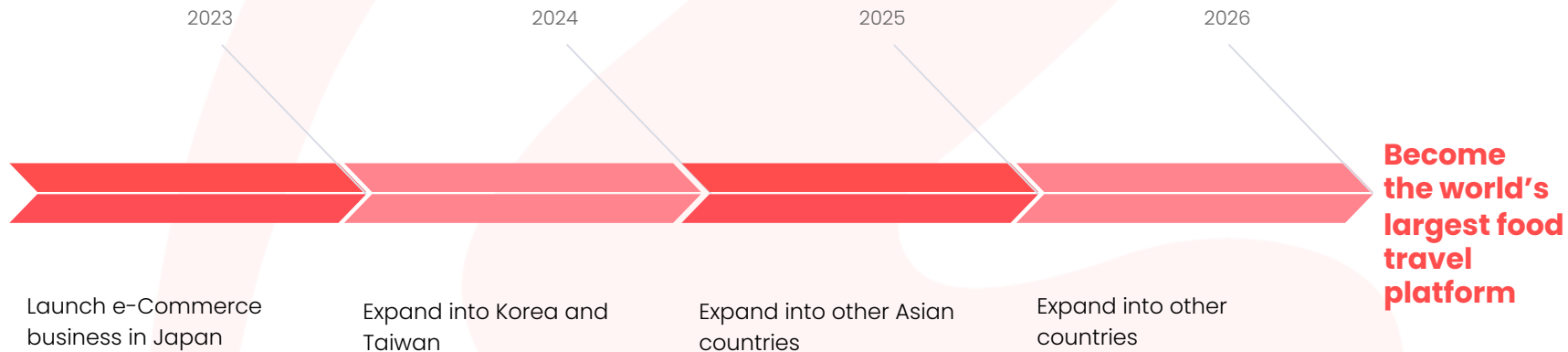
380k

meals donated so far



Happy Children

Roadmap



Now Fundraising

Round : **SERIES A**
March 2023

Amount
to raise : **4M USD**

Pre
valuation: **22M USD**

**Thank
You.**



Contact : serkan@byfood.com