

BUSINESS PLAN

JOOPIUM.COM

EARN MONEY FROM LOCAL
RESTAURANTS

PREPARED BY:
Amal Vijay
CEO



®

JOOPIUM

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Executive Summary

Problems and Solution

Card machine providers, Web designers, App developers, Social Media experts, Takeaway Companies, Epos providers- How many service providers do a restaurant need? – Just **ONE**, JOOPIUM, Unified Restaurant Tech.

JOOPIUM is a Reseller platform where resellers can create a virtual restaurant and manage Dine in, Takeaway, Booking, Voucher and Card Processing operations of the restaurant, in the Cloud. It is a proven system with millions of pounds worth of sales and solid earnings.

We look after digital sales, digital marketing, social media profiles and customer support of the restaurant and make the lives of the restaurant owners hassle free. Resellers of JOOPIUM act as local representatives of the company providing on site support and advertising. This is a new kind of ecosystem that we have developed following the Blue Ocean Strategy. This way we are Scalable and Light weight. From a Reseller's point of view, earnings from our platform have helped them improve their standard of living tremendously, thus keeping them very loyal to the company. From a Restaurant Owners point of view, their sales and savings have increased significantly.

JOOPIUM®

'Build Cloud Restaurants and earn money'

Anyone can sign up local restaurants and earn £1000s a month.

10 Resellers-> 150 Restaurants->Millions in Sales-> £165K Earnings In the last 12 Months

With the capital, we will grow to 5000 restaurants with our PROVEN Reseller business model

Why Invest?

- Globally Scalable - Worldwide demand and Scalable platform
- Proven system, Millions in sales and £200K Combined Earnings in the last 12 months
- Any high street business with Short Turnaround time can use our system. Currently we work with restaurants and takeaways where rapid changes happen and onsite support and consulting is required.

Financial Information

Total Transaction worth £5 Million/last 12 months
Company Earnings: £200K/Last 12 Months
Company product: JOO Reseller platform
Capital Seeking: £2 million

Revenue Model

Initial set up fee= £0
Any Transaction =15%+Vat Commission
Any Bookings = Upto £2 Per head
Reseller Earnings=33.33% of the Commission

Competitors and Competitive Advantages

Even though we are establishing a new market space, a local ecosystem with local resellers and local restaurants, our products and services compete with three major types of competitors.

1.Directory type such as Just Eat and Ubereats, Opentable

Our Platform generates Takeaway order systems and Booking systems where customers will place orders and bookings directly on a restaurant website. We have data to show that we offer the best prices for takeaways and outperform leading platforms such as Just Eat and Ubereats, when a particular restaurant is concerned.

2. Menu - Do it Yourself

Services such as Open Dining and Gloriafood help Restaurant owners create 'Menu carts'. Creating an Ecommerce module is not the actual problem. The problem is actually, looking after the digital transformation of the business and its daily operation. We solve this..

3. We Build the Online Order system for YOU

Independent developers and web design agencies offer Restaurant Ecommerce sites and booking systems. This is a Non-scalable business model and an extremely slow process .

Management Team

CEO & Founder: Amal Vijay
CTO: Abhilash Raj
CFO: Wassim Paracha

Executive Summary

Projected Income

Year	Sites/year	Sales Volume	Earnings	Profit
2021*	200	£5M	£200K	£50K
2023	2500	£35M	£6M	£3M
2024	5000	£100M	£13M	£6M
2025	20000	£350M	£54M	£10M



About

Established in 2009, Just Order Online started off providing IT consulting and Web development service. By 2012, with the advent of Restaurant Industry applications, it has evolved into a product development company. Since then, the company has specialized in restaurant order systems, bookings systems and voucher management systems. The company has managed to onboard hundreds of restaurants as its clients and has processed millions of pounds worth of orders. After years of research and development, the company has managed to spin off a start up; JOOPIUM, which is based on a SaaS restaurant technology system and a reseller platform. JOOPIUM revolutionizes the way restaurants and takeaways operate and brand their business.



Amal Vijay
Chief Executive Officer

Amal Vijay has completed his MSc. Degree in Telecommunications and Computer Networks from South Bank University, London. He is an accomplished Executive with 14 years of experience in operation, product design and marketing. Amal is passionate about building a sustainable business where resellers and restaurants work together and mutually benefit from each other. It is his personal mission to grow the Gross Transaction Volume of Just Order Online from **£5m** (last 12 months) to **£100m** in the shortest possible time.

Abhilash Raj
Chief Technology Officer

Mathew Stephen CA
Chief Financial Officer

Mission and Vision



To become the No.1 cloud based Operating System for restaurants and to build a mutually beneficial ecosystem for resellers and restaurant owners.



Problem-Solution



Problem

The UK Hospitality industry is worth almost £100 Billion. Yet, it is one of the most unorganized industries in the country. Latest technological advancements and Covid 19 have brought tremendous changes in the ways customers interact with a restaurant. From a restaurant's point of view, they are in a position where they have to use the services of at least 6 different Service providers such as Web developers, App developers, Self checkout providers, Tablet POS providers, Card payment processors and Social media managers. Most restaurant owners do not have the time and skills to manage their Social profiles and Digital marketing.

Solution

JOOPIMUM is a SaaS start-up where anyone can sign up local restaurants, build their online version of restaurants and earn money while branding and marketing online. Restaurant technology and Branding combined, is an untapped market. Our GTV of more than £5m in the past 12 months, tens of thousands of orders delivered, thousands of bookings completed successfully are evidence supporting our claim.

Anyone can join as our reseller and start signing up local restaurants. Resellers and us, as a team onboard dine-in and takeaway operations of the restaurant onto the cloud and follow it up with branding and Digital Marketing. We charge up to **15% commission for Online purchases and up to £2 per head for bookings.**



How it Works



SIGN UP

Resellers visit local restaurants and takeaways to sign them up. It costs restaurants nothing to try our System. As a team, we charge them a Commission per order

Build 'Cloud Restaurants' online using our Online Tools. Resellers fill up essential details such as restaurant name, commission rate etc. Our system can autogenerate required modules

BUILD



ADVERTISE

Resellers manage social media profiles such as Google My Business and Facebook pages of their portfolio Restaurants and Market them locally with both paid and free ads

Resellers earn whenever a booking, takeaway order or voucher sale happens

EARN



FREEDOM



Success Story



Surendra

- Surendra, previously a Uber driver joined us as our Reseller
- Today he manages about 25 restaurants in and around Blackpool
- Earns an average of £2000 monthly from our Cloud restaurants
- He Found it easy to sign-up restaurants
- As a Reseller, Surendra spends hardly few hours a week helping restaurants with Branding, Marketing and Technical Support

JOOPIUM democratises Restaurant Technology and Branding Industry

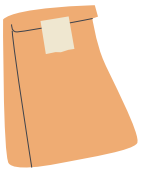
Product

JOOPIUM is a SaaS Reseller platform where resellers build online versions of restaurants, called Cloud Restaurants and earn money.



JOO Dine-In

Dine in Customers order from their smartphones and pay using finger print! Solve Staff Shortage Crisis with ease! Easy to implement and maintain. Can be used alongside traditional service! PCI compliant!



JOO Takeaway

Customers order their takeaway from JOOSite or JOOapp.

Benefits : Customer convenience, Accurate operation and reduced errors. Free up counter staff from taking Orders over the Phone.



JOO Pay (In Store Payments)

Both Email and Text message confirmations. Error free and Accurate operation. Let your customers book tables and get notified when its confirmed!



JOO Table Booking

Easy to accept and reject. Both Email and Text message confirmations. Error free and Accurate operation. Let your customers book tables and get notified when its confirmed!



JOO Dine In Vouchers

Customers purchase Dine in Vouchers and get notified via Email and Text message. Simplest way to boost your Dine in sales!



JOO Marketing

Google, Facebook, and Instagram Marketing for partner restaurants. Regular posting and Paid advertisements included.

Technology



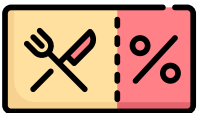
Cloud Restaurant

Cloud Restaurants generate Data related to Takeaway, Dine in and Booking



Enhanced User Experience

Our JOOPER AI Program (under construction) control and enhance User experience for both Dine in and Takeaway customers using the Data we saved



Vouchers

Customers purchase Vouchers online and visit restaurants. Great method to promote Dine in business



QR Code based Dine in

Allows Dine in customers to place orders directly without the help of a waiter



Delivery

Delivery service through Resellers is coming soon!

Value Proposition



For restaurants struggling to manage their technology and digital branding, JOOPIUM onboards all their technology and branding needs into a single platform without having to manage multiple unreliable service providers.

Business Model

- Resellers build Cloud Restaurants on our SaaS platform and earn a portion of the commission we collect from Restaurants
- Anyone can sign up as our resellers on the JOOPIUM platform with ease. The company has many successful resellers registered on the platform who earn **£1000s** every month. With this reseller approach, the SaaS platform can achieve viral engine of growth.
- We charge up to **15%+VAT** on all Transactions and **£2** per head on all Bookings from restaurants. In future, with delivery service via resellers, we will charge up to **25%**.
- We pay Commission to our Resellers that is visible on their Dashboard.
- JOOPIUM SaaS platform has a reseller dashboard system where activities on cloud restaurants are recorded. This dashboard system lets resellers know their restaurant performance and updates their earnings in real time.



Market Research & Competition

As earlier reiterated there are no competitors operating at the Company's operating model as the food delivery companies are mainly focused on takeaways with no major interest in building restaurant's marketing platforms. However, JOO aims to set up all Restaurant operations on the Cloud, including Dine in operation and Takeaway operations as well including Customer data solutions platforms to boost Restaurant's sales and Company's commission. Considering the Company's positioning in the market, online food ordering and delivery companies have been considered for Peer Group Selections.

Market Research & Competition

Following are descriptions of the companies identified:

Online Food Ordering and Delivery Companies

Deliveroo: A British online food delivery company founded in 2013 in London, England. It operates in over two hundred locations across the United Kingdom, the Netherlands, France, Belgium, Ireland, Italy, Australia, Singapore, Hong Kong, the United Arab Emirates and Kuwait. Its subsidiary operation, Deliveroo Editions, focuses on growing a network of ghost kitchens—kitchens located off-site from restaurants for the preparation of delivery-only meals. Deliveroo has not yet made a profit. The company was first listed on the London Stock Exchange on 31 March 2021 as Deliveroo Holdings plc.

Just Eat Limited: A British online food order and delivery service founded in 2001 in Kolding, Denmark. It acts as an intermediary between independent takeaway food outlets and customers. According to their website, it is headquartered in London, England and operates in 13 countries throughout Europe, Asia, Oceania and the Americas. The platform enables customers to search for local takeaway restaurants, place orders and pay online, and to choose from pick-up or delivery options. It was listed on the London Stock Exchange until it was acquired by Takeaway.com in February 2020, the two companies were merged into Just Eat's parent company, Just Eat Takeaway.com, which replaced Just Eat's listing on the London Stock Exchange

Gousto: A trading name of SCA Investments Limited founded in 2013, is a British meal kit retailer, headquartered in Shepherd's Bush, London. Gousto supplies subscribers with recipe kit boxes which include ready-measured, fresh ingredients and easily followed recipes.

DoorDash, Inc. : An American company that operates an online food ordering and food delivery platform. It is based in San Francisco, California, United States. With a 56% market share, it is the largest food delivery company in the United States. It also has a 60% market share in the convenience delivery category. As of December 31, 2020, the platform was used by 450,000 merchants, 20,000,000 consumers, and 1 million deliverers. The Company went public in December 2020 on NYSE.

Zomato: An Indian multinational restaurant aggregator and food delivery company founded in the year 2008. Zomato currently captures 40% market share of the Indian market. Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities. As of 2019, the service is available in 24 countries and in more than 10,000 cities

Market Research & Competition

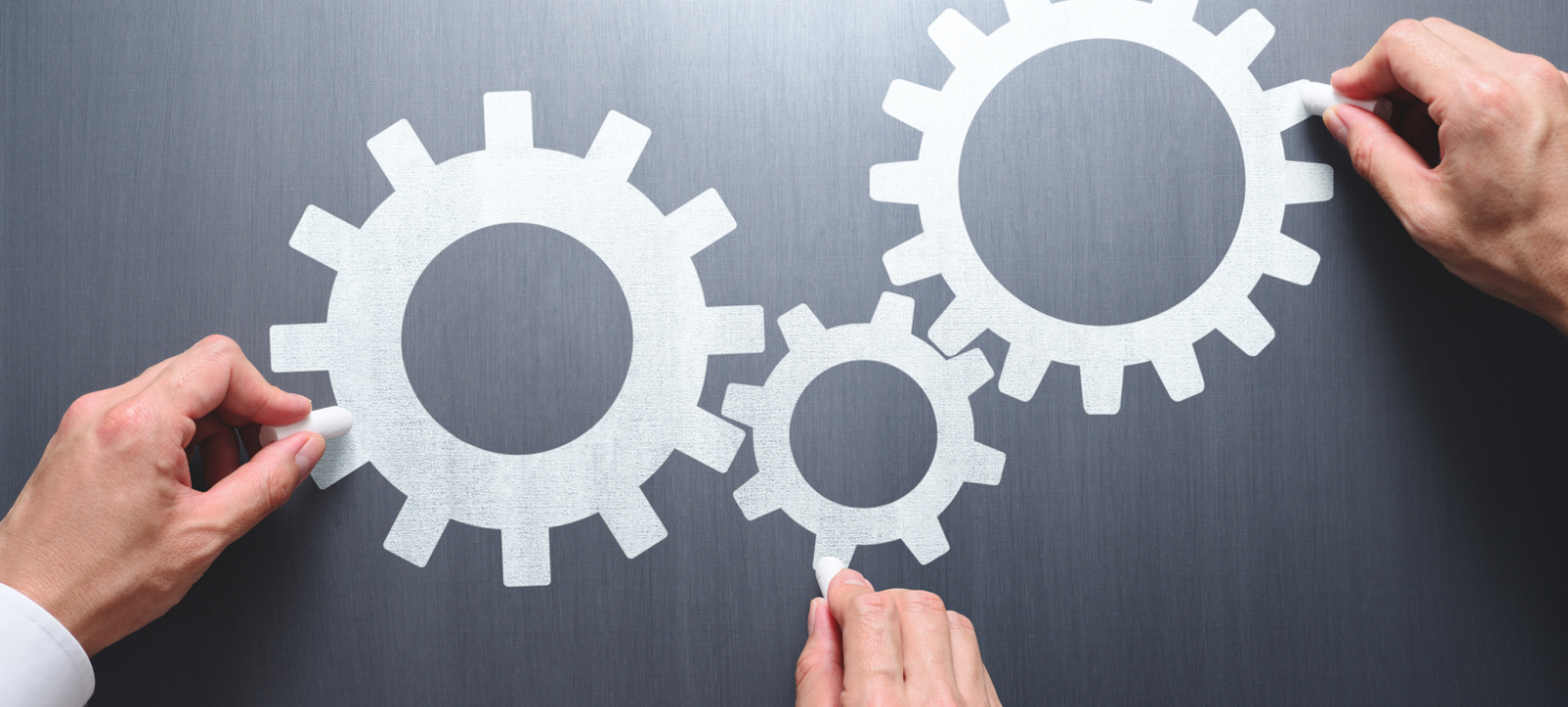
Multiples Selected

In order to estimate the Fair Value of Just Order Online Limited, we calculated multiples of enterprise value to both trailing twelve month ("TTM") and next twelve-month ("NTM") revenues where possible. Since Just Order Online Limited is yet to explore its potential of exponential growth in revenue through its newer platform, we were unable to employ multiples of operating income in our analysis. Enterprise value is defined as total market capitalization plus interest bearing debt plus minority interest less cash.

The results of our peer group multiple calculations were as follows:

Comparable Company	Revenue in GBP (billions)	EV in GBP (billions)	Year	EV/Revenue	Year Founded
Just Eat	3.14	11.15	FY 2021	3.56	2001
Deliveroo	1.5	7	FY 2021/2020	4.67	2012
Gousto	0.3	1.6	FY 2021	5.33	2012
Zomato	0.28	5.4	FY 2021	19.29	2008
Comparable Company	Revenue in USD	EV in USD	Year Founded	EV/Revenue	Year Founded
Doordash	4.5	33	FY 2021	7.33	2013
Zomato	0.4	10	FY 2022	25.00	2008

Mean	10.86
Bottom Quartile	4.83
Second Quartile (Median)	6.33
Third Quartile	16.30
Top Quartile	25



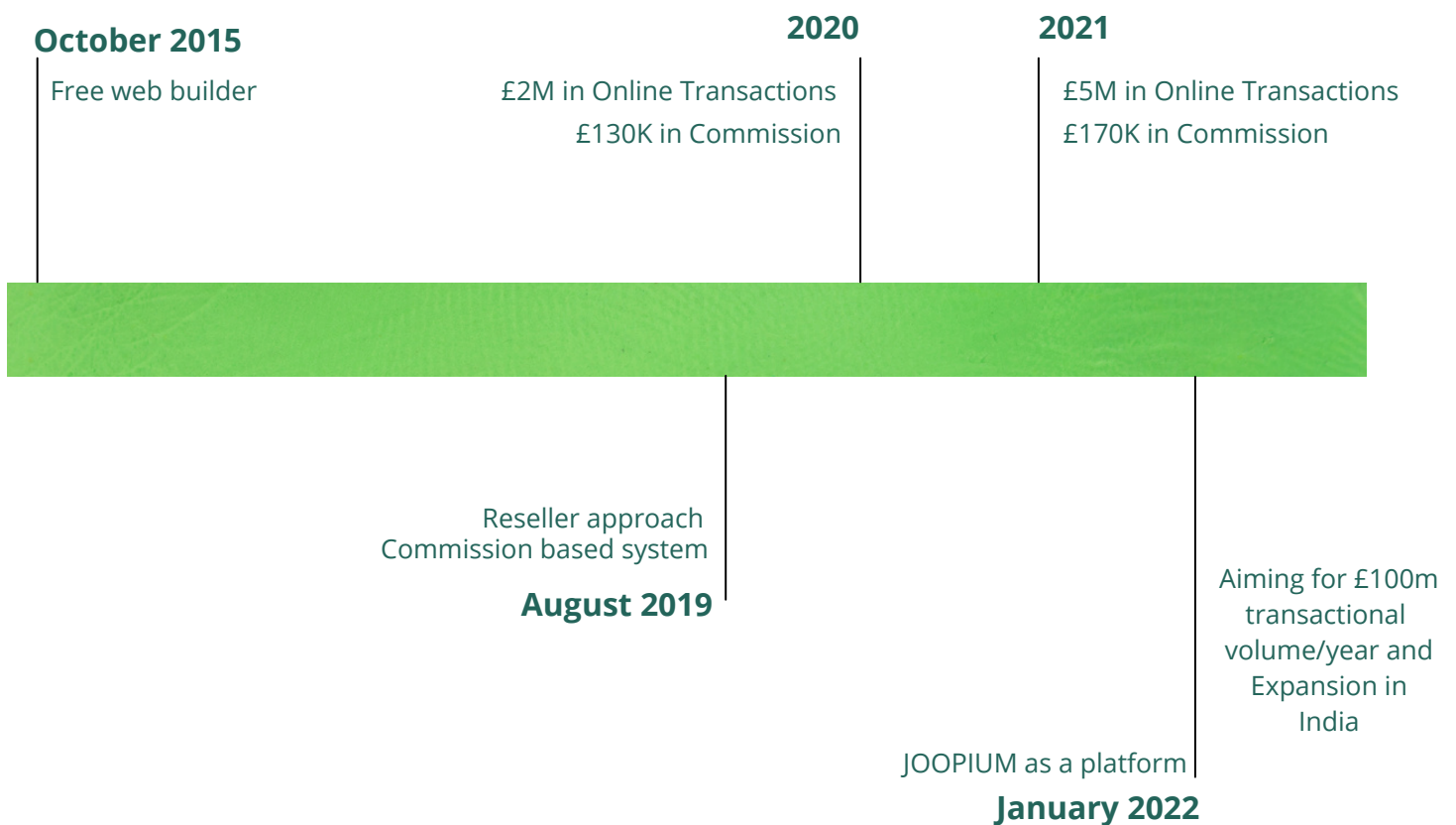
Operations Plan

The company has its service office in India where it manages the majority of its operations such as development, monitoring, reseller marketing, restaurant management and accounting. It is very cost effective and efficient. We have an office that currently employs 20 and has the capacity to manage more than 150.

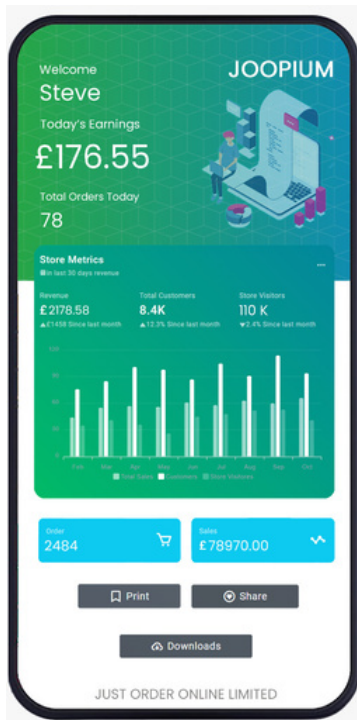
- **Strategic objective:** To grow the company into onboarding 5000 restaurants and process £350m gross transaction volume.
- **Technology department operational objective:** To maintain and strengthen the platform to manage 100s of resellers and 5000 restaurants.
- **Marketing department operational objective:** To market JOOPIUM in social media and online communities to achieve the Strategic objective. Consider forming strategic partnerships with restaurant menu printing companies and networking companies to onboard a large number of restaurants with ease.
- **Restaurants Maintenance department:** To market the restaurants online to generate maximum number of orders and bookings thereby generating more earnings for resellers and the company. This department keeps the restaurant owners happy by sharing marketing updates and sales metrics.
- **UK communication department:** This is basically a call centre setup within the office in India. This department handles order monitoring, restaurant communication, and reseller communications effectively.
- **Accounting department:** Since we process and accept all payments on behalf of the restaurants, we are bound to settle payments weekly with the restaurants and resellers. The payments from Friday-Thursday are collected into the company's bank account and payout every Friday. Restaurant owners get an invoice with details such as orders, bookings and our fees.



Milestones



Financial Plan



JOOPIUM is a highly scalable SaaS startup evolved from a refined business model. Reseller oriented business model fuels viral expansion and the data proves its scalability. It currently manages more than 200 restaurants in the UK and a couple of other restaurants in Ireland.

With sufficient funds to grow the business, 100s of resellers can be recruited and 1000s of restaurants can be added onto the SaaS platform



Financial Plan

Average Takeaway commission/restaurant/week	£40.00
Average Booking fees/restaurant/week	£10.00
Average Earnings/restaurant/year	$\text{£}2172.5 + \text{£}434.5(\text{VAT@}20\%) =$ £2607.00
Reseller Earnings @33.33% of the Earnings before VAT	$\text{£}2172.5 \times 0.3333 =$ £723.44
Average Restaurant Acquisition cost	£0.00
Average Initial Setup Cost/year, including Machines cost and Ad campaigns	£200.00
Restaurant Retention Cost/Year = Cost to run social media ads	£360.00
Profit/Restaurant/ 1st Year = Average Earnings/year- Initial Setup Cost-Reseller Earnings-Restaurant Retention cost	$\text{£}2607.00 - \text{£}200 - \text{£}723.44 - \text{£}360.00 =$ £1323.56

Accounts-2021

Just Order Online Limited, Company number 06914664

JUST ORDER ONLINE LIMITED DETAILED INCOME STATEMENT FOR THE YEAR ENDED 31 MAY 2021

This schedule does not form part of the statutory accounts.

	2021 £	2020 £
Turnover		
Sales	150,454	62,816
Other income		
Other operating income	-	3
Government grants	5,591	1,952
Interest receivable	555	-
	6,146	1,955
Cost of raw materials and consumables		
Purchases	23,419	244
Staff costs		
Directors' salaries	8,647	8,628
Staff training and welfare	192	-
Travel and subsistence	1,522	3,304
Motor expenses	2,023	3,113
	12,384	15,045
Depreciation and other amounts written off assets		
Depreciation	933	-
Other		
Use of home	1,040	1,040
Telephone and fax	778	1,822
Postage	1,040	104
Subscriptions	2,746	-
Bank charges	108	101
Insurance	747	938
Equipment expensed	137	-
Loss/(profit) on foreign exchange transactions	1,129	-
Sundry expenses	49	-
Accountancy fees	1,625	850
Advertising and PR	27,767	5,796
Other legal and professional	40	-
Subcontractor costs	37,155	29,565
Commissions payable	10,864	-
	85,225	40,216
Profit on ordinary activities before taxation	34,639	9,266

Funding Round

With £2M investment, the company is confident that it will grow the number of restaurant partners to 5000 restaurants and can generate annual profit of more than £6m.

£1,000,000

MACHINE COST
5000*£200

£200,000

SOCIAL MEDIA
ADVERTISING FOR
RESELLER RECRUITMENT

£200,000

OFFICE EXPANSION
AND RECRUITMENT

£200,000

SECURITY AND IT
INFRASTRUCTURE

£200,000

GLOBAL EXPANSION BY
RECRUITING OVERSEAS
RESELLERS

£200,000

PROFESSIONALS,
LEGALS

Current Valuation

Total Shareholders' Equity Value Conclusion

'In order to arrive at our conclusion of Fair Value for the total stockholder's equity of Just Order Online Limited, we considered the value indications provided by the discounted cash flow analysis. Based on the analyses performed, it is our opinion that the Fair Value of the total stockholders' equity of Just Order Online Limited on a minority, marketable basis (Pre-Money Valuation) is reasonably estimated as of the Valuation Date (December 31, 2021) as follows is £ 5.87 million. Please refer to Exhibit A in the appendix attached to this Report for a presentation of our final calculations and conclusions of Fair Value for the total shareholders' equity of Just Order Online Limited.'



APPENDIX C: QUALIFICATIONS OF APPRAISERS

Hayat Paracha

Director, Digit Accountants Limited

Professional Experience

Hayat Paracha is a Director in the Digit Accountants Limited. He possesses over 11 years of diverse valuation experience providing a wide range of assurance and financial valuation services to leading technology companies around the world. Hayat specialises in the valuation of equities in the context of Startup and mid-sized companies, financing transactions and tax planning activities.

Previous Experience

Prior to joining Digit Accountants Limited, Hayat Paracha was a Manager in the Assurance Services practice of **PwC LLP (United States)**, particularly auditing the leading Venture Capital companies around the world like **Sequoia Capital, Kleiner Perkins and Redpoint Ventures**.

Education

CPA (California), The American Institute of Certified Public Accountants

CA (Pakistan), Institute of Chartered Accountants of Pakistan

Master in Economics, Karachi University

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