



# **BINI**

Investment Opportunity

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# Problem & Opportunity

Guests are often neglected by hospitality services. In the same time, hotels and “AirBnB” hosts face growing competition.

## GUESTS

### In hotels:

- For communications, forced to use stationary phone + directory book
- Bad customer service (CS)

### In “AirBnB”:

- Long response time from host (if any) after reservation
- Bad CS after arrival

## VENDORS (HOTELS, “AIRBNB”)

### For hotels:

- Growing competition on the market
- Dropping revenues
- Underutilized hotel services
- Hard to hire good staff

### For “AirBnB” hosts:

- Growing competition
- Lack of communication tools and resources



- Increased travelling related spending
  - Countries invest in tourism
- Increasing digitalization of consumer behaviour



I'm Bini, a  
Messenger  
Chatbot.



# Messenger Chatbot?

Chatbots are predicted to be mobile apps' successors.

# 33,3%

of US smartphone users  
downloads  
any apps per month

With bots, contrary to apps, you don't have to:

- ✓ **Download anything**
- ✓ **Set up any accounts**
- ✓ **Learn new UI**

# 51%

of US smartphone users  
use Facebook Messenger  
everyday

**“Talking to a bot is going to be just like having a native app, and definitely better than mobile web.”**

David Marcus

Facebook Messaging Products VP



# Meet Bini, a Messenger Chatbot

Your guests' personal concierge. In their pockets.

## At guests' convenience, Bini can:

- Tell them the weather
- Give them information about your hotel services
- Order food for them!
- Connect them to outside services like laundry, dry cleaning or flower delivery!
- Find them best restaurants, clubs and other amenities in their vicinity
- Get them coupons to use in best shops around
- Allow them to play fun games
- ...and more!



# Bini's Value to Vendors and Guests

GUESTS	VENDORS
<ul style="list-style-type: none"><li>✓ More convenient communication with vendor</li><li>✓ Access to previously limited services</li><li>✓ Coupons &amp; deals</li><li>✓ Smooth experience</li><li>✓ “Personal concierge” in their pockets</li></ul>	<ul style="list-style-type: none"><li>✓ Increased services utilization</li><li>✓ Enhanced guest satisfaction</li><li>✓ Supersized marketing footprint</li><li>✓ Unrivaled guest insight</li><li>✓ Increased revenue</li><li>✓ Market differentiator</li></ul>



# How Do You Talk to Bini?

1

You find Bini's figure in your room, with usual instructions on how to connect to WiFi. **In the instructions you also find a Messenger code.**



2

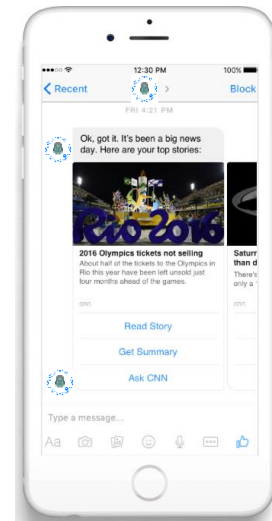
**Each code is unique for a location.** You scan the code using FB Messenger to start conversation with Bini. After scanning, you can chat with Bini for 48h. After that, you need to scan the code again.



3

**You can talk to Bini using:**

- Text
- Pictures
- GIFs, videos
- Rich-content bubbles (with CTAs)
- Built-in payments



# Platform for Vendors

Bini offers a platform for vendors to customize their Bini bots and analyze their guests interactions.

In order to bring guests highest value, vendors are able and encouraged to customize their Bini bots.

To do that, we offer them a CMS system, allowing them to easily customize their Binis, with accordance to their Plan.\*

Vendors are also equipped with analytics, tracking their guests' interaction using Bini.

\*More on Plans: see slide 9





# Revenue Streams (1): Overview

With 4 revenue sources and 3 revenue streams, Bini is provided with differentiated monetary inflows.

**TRADITIONAL  
LODGING  
(HOTELS, MOTELS)**

**LODGING  
MARKETPLACES  
(„AirBnB”)**

**ADVERTISERS  
(1 on 1 experience with  
customer)**

**PARTNERSHIPS /  
ADVERTISERS**

**SUBSCRIPTION \$**

**ADVERTISING \$**

**REVENUE SHARE \$**



# Revenue Streams (2): Subscription

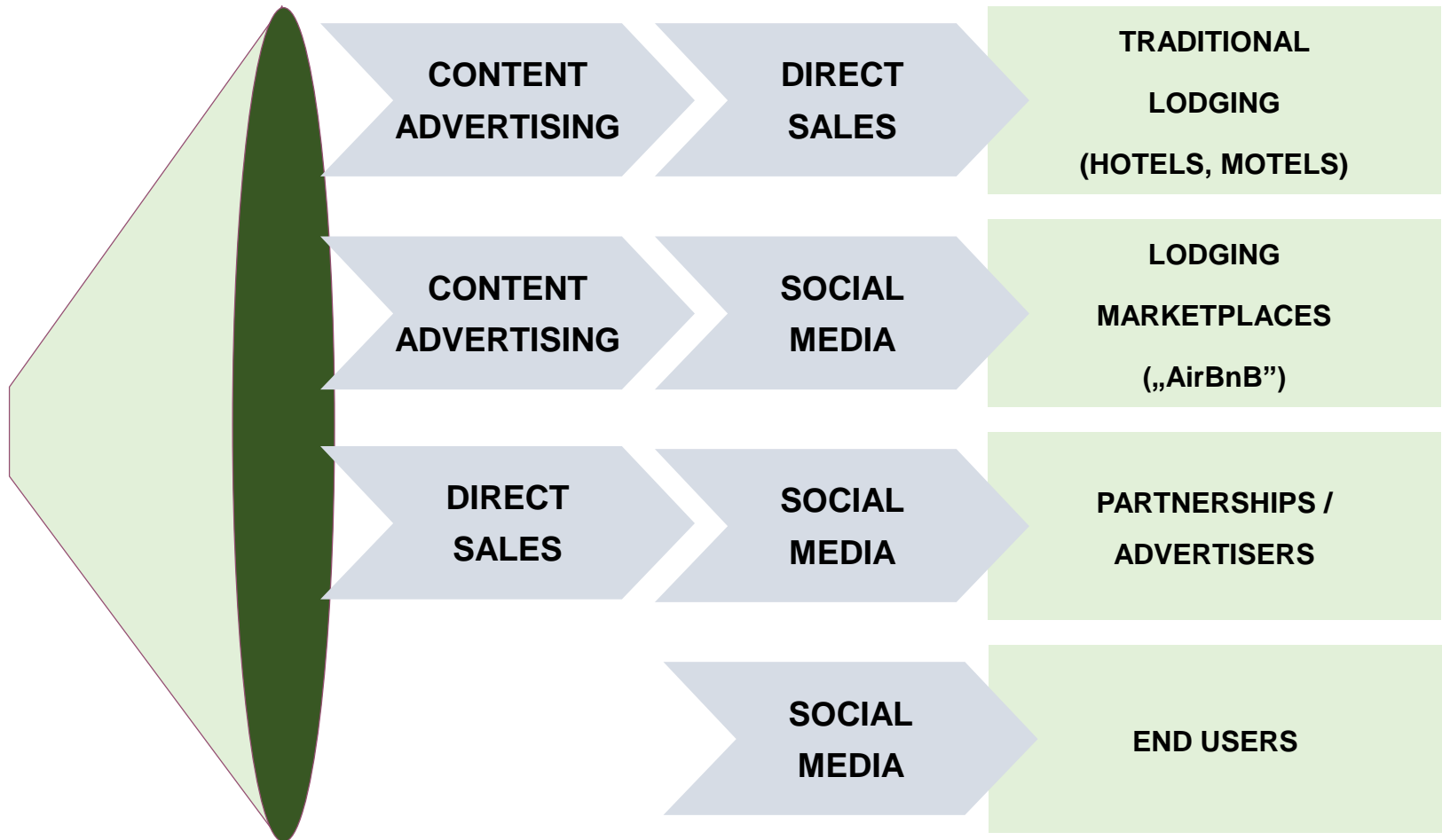
3 subscription plans will be offered to vendors, differing in level of customization.

<b>Basic</b>	<b>Advanced</b>	<b>Custom</b>
<b>\$20.00</b> / month / location	<b>\$200.00</b> / month / location	<b>\$4,000.00</b> / month / location
<ul style="list-style-type: none"><li>✓ Default Bini (all features)</li><li>✓ Personalized welcome message</li><li>✓ Contact information to the host</li></ul>	<ul style="list-style-type: none"><li>✓ Default Bini (all features)</li><li>✓ Personalized welcome message</li><li>✓ Contact information to the host</li><li>✓ Personalized venue information</li><li>✓ Personalized menu and ordering ability</li></ul>	<ul style="list-style-type: none"><li>✓ Default Bini (all features)</li><li>✓ Personalized welcome message</li><li>✓ Contact information to the host</li><li>✓ Personalized venue information</li><li>✓ Personalized menu and ordering ability</li><li>✓ Complete customization: own name, brand, functionalities</li></ul>
<b>Target:</b> “AirBnB” hosts	<b>Target:</b> small chain hotels	<b>Target:</b> big chain hotels





# Client Acquisition & Marketing

Clients will be acquired using content advertising, direct sales and SoMe, used also to raise awareness amongst end users.



# Competitors

Bini outperforms competition, offering better experience for guests and favorable economics for vendors.

			Concierge Services	Traditional Hotel Staff
1 on 1 contact with guest	✓	✓	✓	✗
Deals & coupons for guest	✓	✓	✗	✗
Instant reaction time to requests	✓	✓	✗	✗
Guest experience analytics	✓	✓	✗	✗
Already familiar UI	✓	✗	✗	✗
Customization for vendors	✓	✗	✗	✗
Price for vendor	\$ (low)	\$\$\$ (high)	\$\$\$ (high)	\$\$ (mid)



# Client Acquisition Estimate

Bini plans to reach the milestone of almost 150k users by the end of 2021.

		2017	2018	2019	2020	2021
Current subscribers	Basic Plan (churn: 30%)	35	147	5,654	15,059	43,409
	Advanced (churn: 20%)	2	5	76	169	398
	Custom Plan (churn: 10%)	0	1	9	16	30
	<b>TOTAL</b>	<b>37</b>	<b>153</b>	<b>5,739</b>	<b>15,244</b>	<b>43,836</b>
New subscribers	Basic Plan	175	7,930	15,859	46,953	104,473
	Advanced Plan	5	90	135	329	803
	Custom Plan	1	12	13	27	53
	<b>TOTAL</b>	<b>181</b>	<b>8,032</b>	<b>16,008</b>	<b>47,308</b>	<b>105,329</b>
Total subscribers	<b>Basic Plan</b>	<b>210</b>	<b>8,077</b>	<b>21,513</b>	<b>62,012</b>	<b>147,881</b>
	<b>Advanced Plan</b>	<b>7</b>	<b>95</b>	<b>211</b>	<b>497</b>	<b>1,201</b>
	<b>Custom Plan</b>	<b>1</b>	<b>13</b>	<b>22</b>	<b>42</b>	<b>83</b>
	<b>ALL SUBSCRIBERS</b>	<b>218</b>	<b>8,185</b>	<b>21,747</b>	<b>62,552</b>	<b>149,165</b>

- Basic Plan subscriptions are expected to grow the fastest (easier, cheaper acquisition)
- Advanced and Premium Plans, provided for bigger clients, are expected to grow slower (more expensive acquisition)



# Pro Forma Income Statement

After breaking even the first year, Bini will reach a net income of over \$7,7 mln in 2021.

	2017	2018	2019	2020	2021
<b>REVENUE</b>					
Sales	28,560	696,419	1,686,648	4,525,652	10,586,293
Advertising	2,000	330,000	495,000	1,225,500	3,021,750
COGS (customer service, hosting)	8,240	148,366	96,047	283,849	631,975
<b>Gross Profit</b>	<b>22,320</b>	<b>878,053</b>	<b>2,085,601</b>	<b>5,467,303</b>	<b>12,976,069</b>
<b>EXPENSES</b>					
Salaries & Wages	0	408,000	540,000	1,032,000	1,680,000
Rent	0	60,000	90,000	135,000	202,500
Tel & Internet	900	2,000	2,400	2,880	3,456
Computer Expenses	6,000	16,000	30,375	60,750	121,500
Marketing	8,568	208,926	505,994	1,357,696	3,175,888
Legal	2,000	0	0	0	0
Taxes					
<b>Operating Expenses</b>	<b>17,468</b>	<b>694,926</b>	<b>1,168,769</b>	<b>2,588,326</b>	<b>5,183,344</b>
<b>NET INCOME</b>	<b>4,852</b>	<b>183,127</b>	<b>916,832</b>	<b>2,878,978</b>	<b>7,792,725</b>

- Sales, coupled with advertising revenue will provide for revenue of Bini
- Salaries (mainly salesforce and programmers' pay) are majority of expenses operating the company
- Every year, Bini will provide 30% of sales revenues for marketing



# Balance Sheet

Given the \$400k investment in 2017, Bini does not predict any loans and plans to pay out dividends twice, in 2020 and 2021.

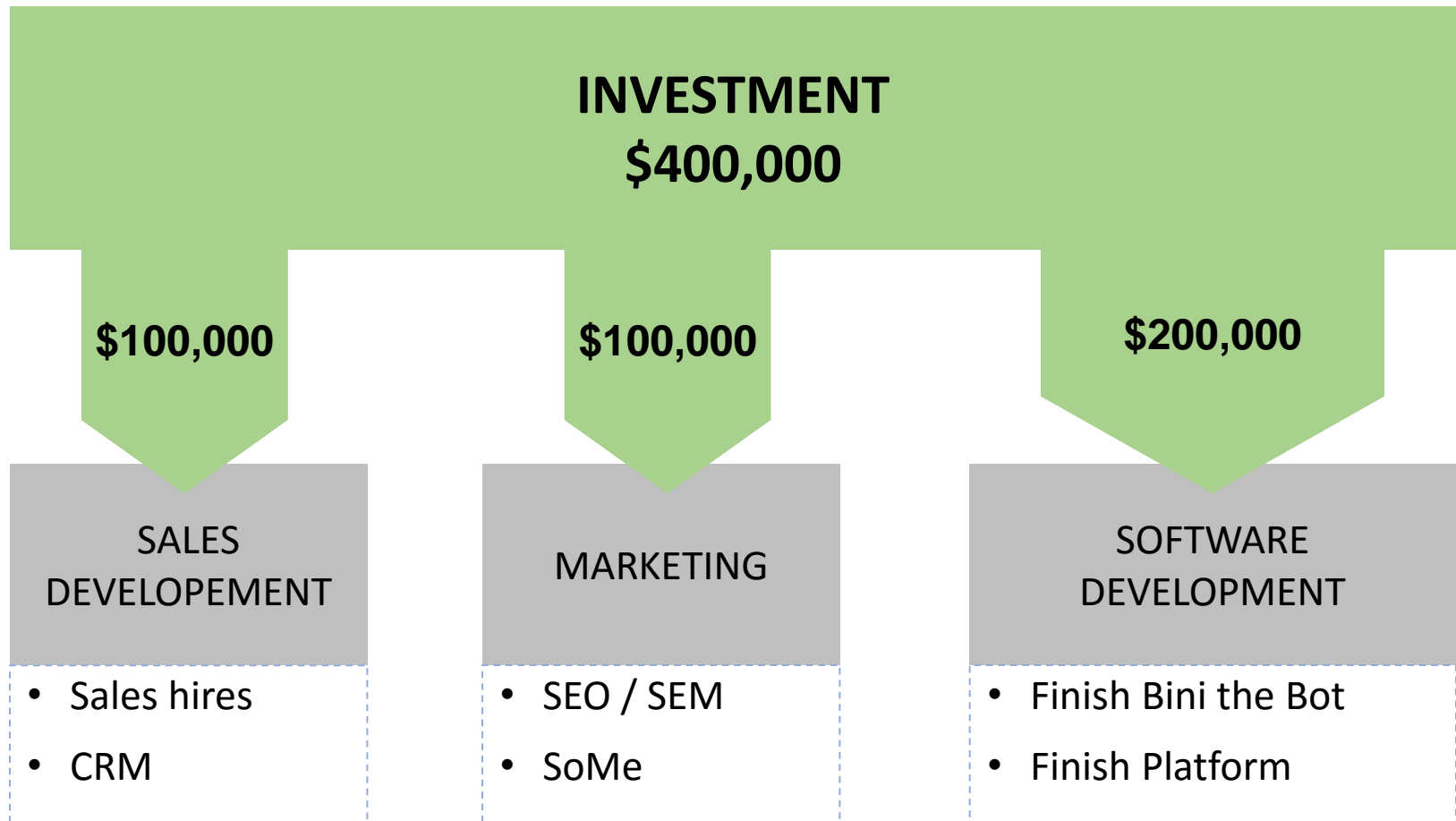
	2017	2018	2019	2020	2021
<b>Assets</b>					
Cash	\$20,000.00	\$354,430.00	\$337,195.38	\$872,067.39	\$2,378,506.50
Account receivable	\$0.00	\$0.00	\$130,000.00	\$240,000.00	\$450,000.00
Inventories	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Land	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Building	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Computer equipment	\$5,000.00	\$55,000.00	\$100,000.00	\$150,000.00	\$200,000.00
Other assets	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total assets</b>	<b>\$25,000.00</b>	<b>\$409,430.00</b>	<b>\$567,195.38</b>	<b>\$1,262,067.39</b>	<b>\$3,028,506.50</b>

<b>Liabilities</b>					
Accounts payable	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total liabilities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Stockholders' equity</b>					
Paid in capital	\$25,000.00	\$5,000.00	\$0.00	\$0.00	\$0.00
Retained earnings	\$0.00	\$4,430.00	\$167,195.38	\$837,067.39	\$2,328,506.50
Total stockholders' equity	\$0.00	\$400,000.00	\$400,000.00	\$400,000.00	\$400,000.00
Dividends	\$0.00	\$0.00	\$0.00	\$25,000.00	\$300,000.00
<b>Total liabilities and equity</b>	<b>\$25,000.00</b>	<b>\$409,430.00</b>	<b>\$567,195.38</b>	<b>\$1,262,067.39</b>	<b>\$3,028,506.50</b>



# Financing

We are asking for a \$400k investment for 15%, to finish software development and expand sales and marketing.





Thank you!

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**Co-founder**

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