

# Belvadeer

Inventory and lifestyle software for collectors and connoisseurs of expensive wine and cigars (Canada).

**BELVADEER**

Advisors:

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TRL Stage: 2

<https://belvadeer.com>

## Executive Summary

### Company Summary

A play on “belvedere” (“a place offering a fine or scenic view”) Belvadeer is an application that is designed for use by patrons of the world’s most exclusive clubs, bars, restaurants and casinos as well as individual wine and cigar connoisseurs to “oversee” their private stocks of expensive wines and cigars.

## Management

- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive, former President of the Manitoba Club and Chair of the Manitoba Club’s Cigar Room Committee. Manitoba Club is western Canada’s oldest private club and a Platinum Club of the World "Five Star Club of Excellence" Top 100 City Club.
- CIO – Heather Surzyshyn BA, Dipl. IST Senior IT professional.
- Other - TBD

## Customer Problem

- Private clubs, casinos, bars, retailers and high-end restaurants are looking for new ways to increase revenues and brand loyalty and additional services such as private wine lockers and cigar humidors are increasingly popular solutions.
- With the lockers “out of sight” they can also become “out of mind” so a unique and appropriate solution to keep private wine and cigar stocks “front of mind” is desirable.

## Product/Services

- Cloud software, including web application and ultimately an app for end users

## Target Market

- Wine and cigar connoisseurs in Canada and the US
- Private clubs in Canada and the US
- High-end bars and restaurants in Canada and the US
- Casinos in Canada and the US
- Wine and cigar retailers

## Business Model

- Issuers (bars/restaurants/casinos/clubs/wine & cigar retailers) pay a one-time customization fee.
- End users are charged a monthly fee via the issuers.

- Issuers can offer this as a marketing and cost-recovery program or also as a profit centre.
- Third-party ads will be integrated to offer an additional revenue stream.

## Customers/Users

- Users are high-net worth individuals who are likely to be members of private clubs, or frequenters of casinos and exclusive bars and restaurants and may have their own wine cellars, humidors, and/or cigar rooms.
- Vendors will be bars/restaurants, casinos, private clubs and/or exclusive wine and cigar retailers catering to a high net-worth clientele.

## Sales and Marketing Strategy

- Direct personal selling to issuers.
- Online and social media to high net-worth individuals/wine & cigar connoisseurs/end users.

## Competitors

- Wine cellar management apps such as Pixyapps, VinoCellar and CellaTracker.
- Humidor management apps such as Cigar Scanner, Cigar Boss, etc.

## Competitive Advantage

- Our innovative algorithm will identify personalized sales opportunities based on inventory, usage patterns, and variables such as holidays, and prompt members with new offerings and exclusive events.
- These will create a stronger connection to the issuer brand, extend that brand experience into the private homes of club members and connoisseurs, and increase sales.
- Exclusive wine and cigar retailers will have a direct online connection to a group of repeat customers.

## Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
<b>Total Revenue</b>	\$ -	\$ -	\$ 80,000	\$ 630,000	\$ 1,630,000
Tech Dev	\$ 72,500	\$ 92,500	\$ 92,500	\$ 92,500	\$ 92,500
Bus Dev	\$ 45,000	\$ 25,000	\$ 198,347	\$ 198,347	\$ 198,347
OpX	\$ 6,500	\$ 6,500	\$ 63,000	\$ 73,000	\$ 73,000
<b>Total Expenses</b>	\$ 124,000	\$ 124,000	\$ 353,847	\$ 363,847	\$ 363,847
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
<b>Net Cash Flow</b>	\$ 126,000	\$ 2,000	-\$ 271,847	-\$ 5,694	\$ 1,260,459

Based on 230 total vendors and \$250k annual ad revenue by Year 5.

## Licensed Technology/Product

- Cloud software/web solution extended to a phone app post-MVP-launch

## Technology/Product – Current Status

- Technology Evaluation Stage (TRL2)