

tyme 

The Next Evolution of Point-of-Sale



# The Evolution Of “POS”

## Mid 1970's:

IBM introduces the first electronic cash register (ECR), the first computer based system used by the restaurant industry.



## 2000:

The first tablet is created by Microsoft and produced by Lenovo.

## 2010:

The first iPad based Point-of-Sale products came to market.



## The Future:



Consumer-Centric,  
Customized, AI-Driven  
Self-Service POS



# The Evolution Of “Payments”

**1784:**

The Bank of New York begins issuing checks.

**1913:**

The current United States Bank Notes (federal reserve notes) are authorized.

**1967:**

The worlds first cash machine arrives.



**1958:**

Bank of America issues first modern-day credit card. The card became Visa in 1977.

**1978:**

First National Bank of Seattle issue the first debit card to business executives.



**1998:**

PayPal is founded.

**2011:**

Google Wallet is released.

**2014:**

Apple Pay is launched.

**2014 - 2018:**

Cloud-based POS displaces legacy POS in both SMBs and Enterprise



**The Future:**



Consumer-Centric,  
Customized, AI-Driven  
Self-Service POS



## So, What's The Problem?



### Time wasted in-store/online

Generation Z's are 50% more likely to choose a merchant with self-service ordering options due to the lack of patience and need for speed.



### No memorable experiences

61% of adults say they would rather spend money with a merchant that provides an experience.



### Disparate Systems

"I've been to one restaurant where they were juggling seven different iPads [for the various delivery apps] behind the counter, and the poor manager was about to have a complete meltdown."



### Consumers expect customization

- 79% of millennial shoppers assert that customized offers can up their willingness to make a purchase.
- 70% of consumers want restaurant apps to engage with them on a personal level.



### Adoption of mobile wallets, no loyalty aggregation

- Only 12% of restaurants offer mobile pay.
- 57% of people who enjoy loyalty programs often abandon them because it takes too long to earn points or a reward.

No entity has been able to use a brand-centric approach to drive universal acceptance of any particular payment/commerce solution





“ While Millennials came of age in the world of restaurant technology, there was a time when they can remember being without it. Not so with Gen Z—they grew up in a world where you can pay for practically everything from your phone or on an iPad and they expect the coffee shops they frequent to accommodate.”

“ Gen Z’ers don’t just see tech as a way to share a picture of their burger or sushi. It’s an avenue toward customization and convenience... they’d rather pay with debit cards, Venmo, or Apple Pay than cash.” If you only take cash, expect some Gen Z’ers to turn right back around and leave because so much of their life hasn’t required it.



## How Will You Solve These Problems?



Save time/improve accuracy

Consumers can order on their own terms, whenever and wherever they are, all on one platform.



Focus on the experience

Merchants can re-allocate their resources to providing a better customer experience and optimize their bottom line.



One system for all

Aggregate in-store, pickup and delivery into one system improving order processes and kitchen efficiency.



Your world, customized

Your virtual cashier (powered by Bruno (behaviorial + AI engine) will present you with an interactive, customizable menu.



Loyalty, all-in-one

Loyalty and rewards aggregated across all brands you love.

A single mobile app that serves as a universal commerce portal for all merchants and all consumers

- Customized for each merchant dynamically to preserve the merchant's brand and identity
- Customized for each consumer to optimize the experience and deliver ongoing customization

## Is The Market Ready?

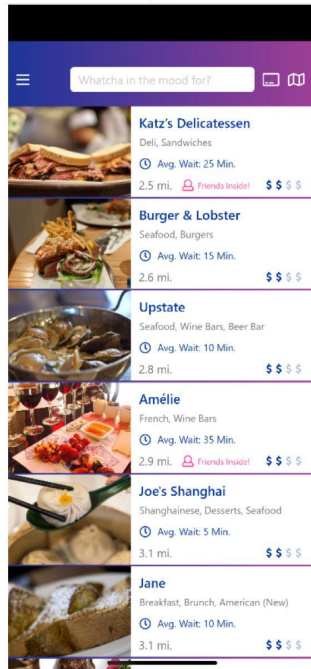
“ Consumers, in varying stages, are exploring digital wallets. Moving all consumers to active use of digital wallets will be an evolutionary process of satisfying the demand for features and experiences in addition to transacting safe, flawless payments. Some consumers (Power Users) are further ahead than others; the key will be to help Light Users and Non-Users find their way. ”

“ Merchants are busy getting ready for digital wallets. They are making technology and infrastructure investments in preparation for emerging digital payments opportunities and exploring features to improve the customer experience. ”

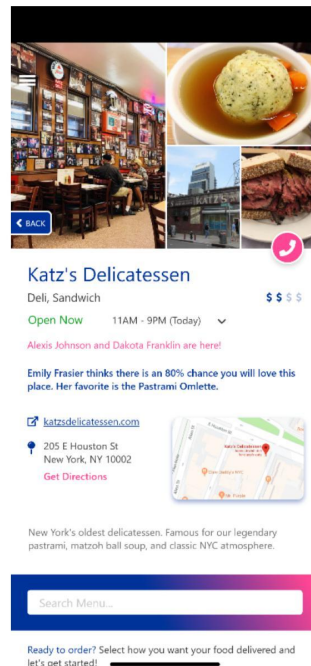


# The Future of Point-Of-Sale

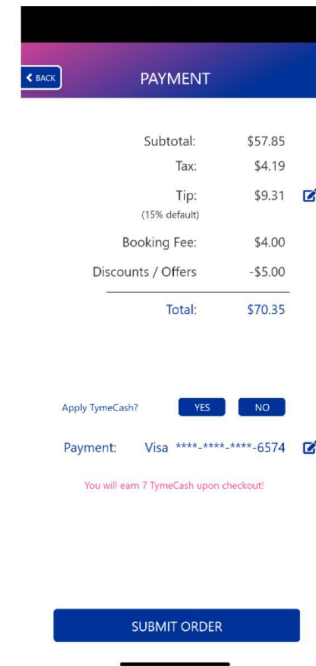
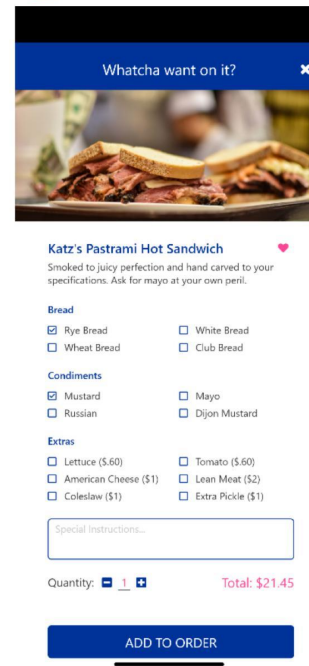
Consumer-Driven



Customized

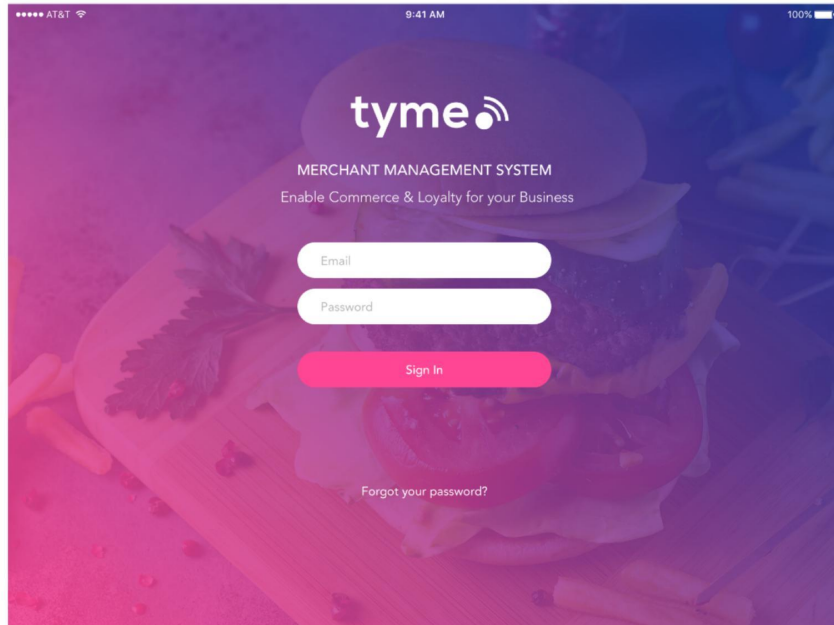


Self-Service

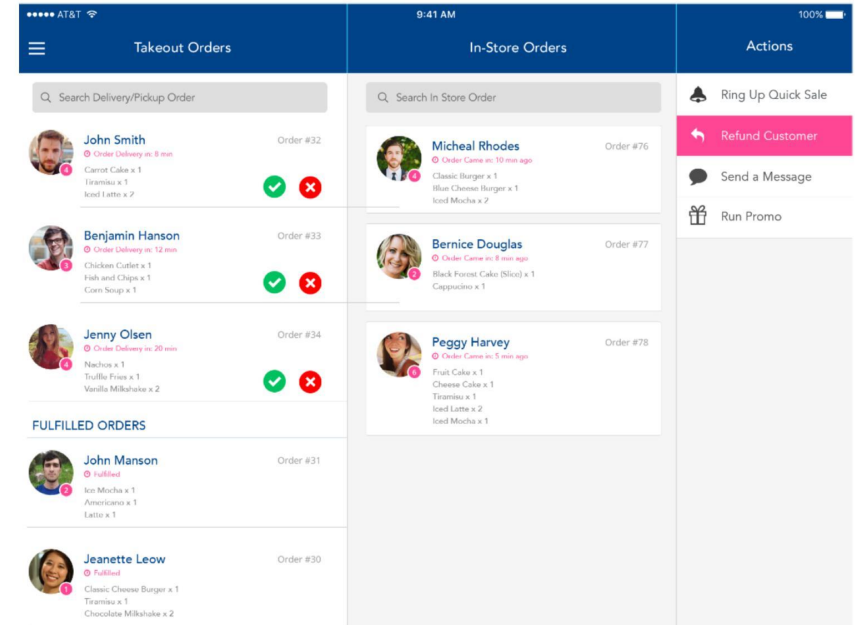




# Merchants Can Focus On Providing An Experience



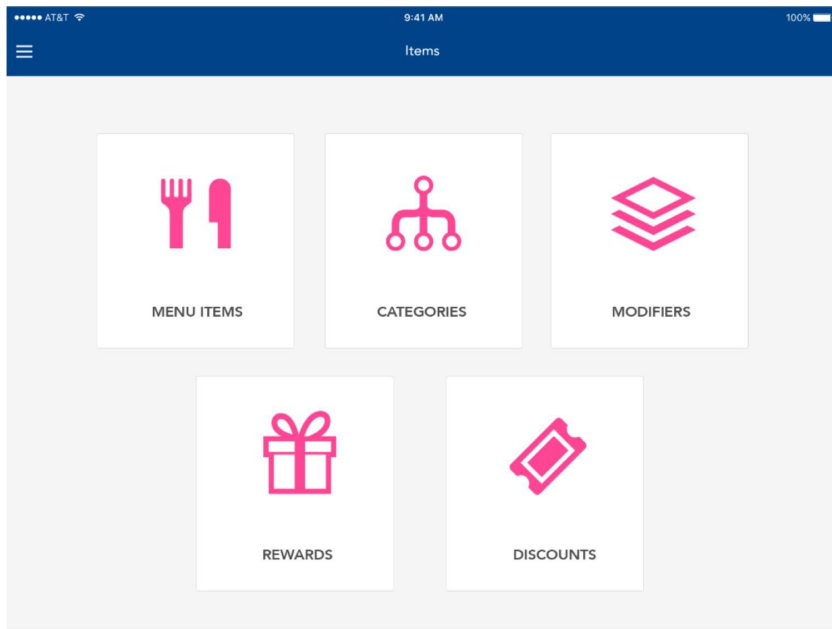
- Increasing speed of service
- Building better and more loyal relationships with customers



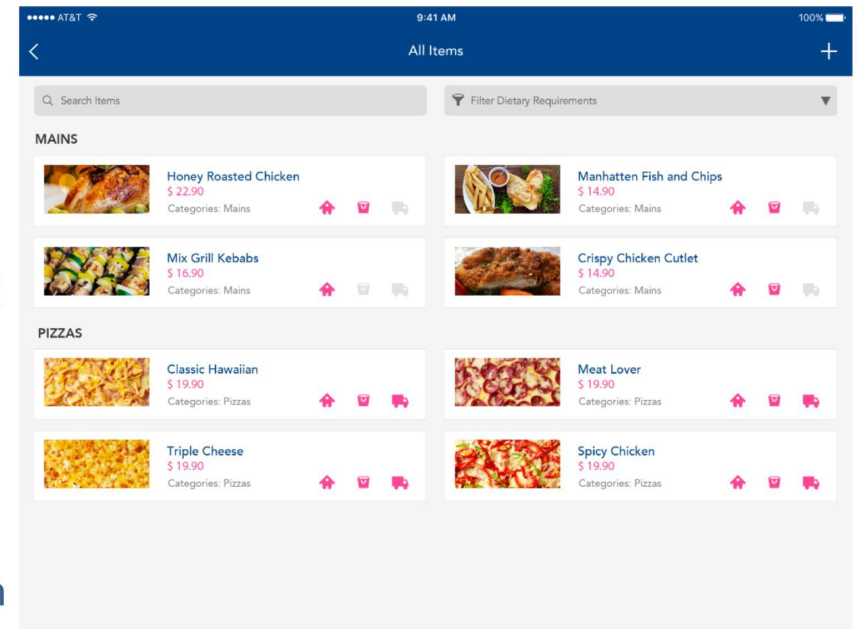




# Simple to Setup, Customized Menus Built Dynamically



- Simple, intuitive setup for menus
- Aggregated loyalty platform
- Creating custom menus with AI





# Meet Bruno, Your Dynamic Order Engine

AT&T 9:41 AM 100%

Bruno: The Order Engine

Search Orders Filter Order Type

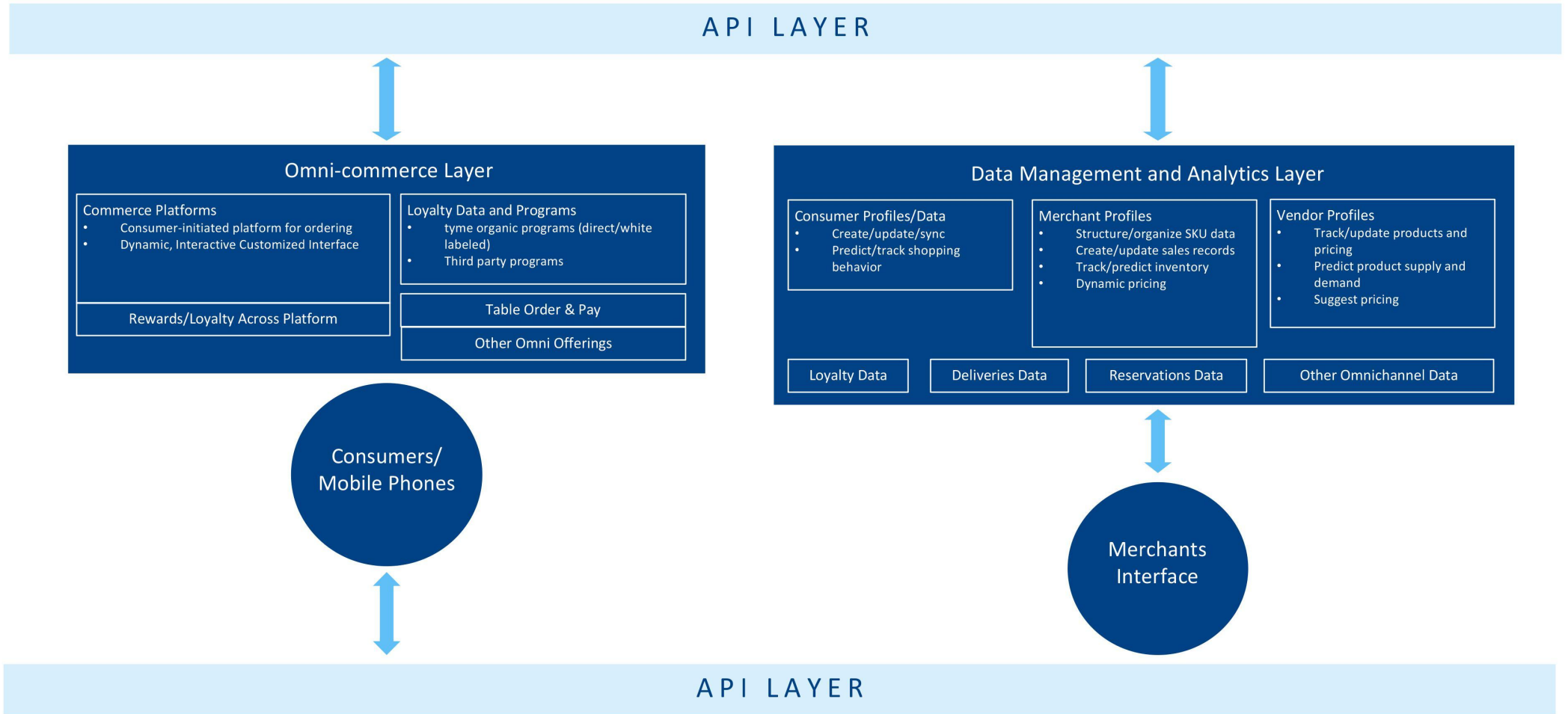
- Order #137** Order in: 12:37  
DoorDash Delivery  
Carrot Cake x 1  
Tiramisu x 1  
Iced Latte x 2  
John Smith  
Contact : 415 555 2671
- Order #139** Order in: 12:50  
Store Pickup  
Chicken Cutlet x 1  
- ADD Cheddar Cheese  
Fish & Chips x 1  
Corn Soup x 2  
Benjamin Hanson  
Contact : 415 543 2982
- Order #141** Order in: 12:55  
Dine In-Store  
Fruit Cake x 1  
Cheese Cake x 1  
Tiramisu x 1  
Iced Latte x 1  
Iced Latte x 1  
- ADD Cream  
Iced Mocha x 1  
Penny Harvey  
Table: 12
- Order #138** Order in: 12:41  
Seamless Delivery  
Nachos x 1  
Truffle Fries x 1  
Vanilla Milkshake x 2  
Jenny Olson  
Contact : 415 531 5624
- Order #140** Order in: 12:52  
EAT24 Delivery  
Black Forest Cake x 1  
Cappucino x 1  
Jeanette Leow  
Contact : 415 432 5732

- Simplified kitchen view
- Aggregating all delivery services into the kitchen view
- Making kitchen operations more efficient and delivering a better customer experience





# The Technology Ecosystem





# What's Next at tyme?



**SKU-Level Data  
and Analytics Across the  
Platform**

**Behavioral information  
aggregates**  
and builds customization benefiting  
consumers and merchants

(Behaviors + AI = delivering a customized  
experience)

**Building a non-intrusive  
marketing platform**  
to create "sponsored" ad framework



# What Is The Market Size?

The following are estimates of the TAM for revenue for omnichannel transactions driven.

|                | TAM Metrics   | Estimated tyme Commission per Transaction | Total tyme TAM per Market Segment (Segment TAM) |
|----------------|---|---|---|
| Mobile Wallets | <ul style="list-style-type: none"><li>• 250M+ number transactions/year</li><li>• \$9.4B+ volume processed/year (N1)</li></ul> | 1.25% - 3% of transaction \$ value        | \$117.5M - \$282M / year                        |
| Debit Cards    | <ul style="list-style-type: none"><li>• 47B+ number transactions/year</li><li>• \$1.8T+ volume processed/year (N2)</li></ul>  | 1.25% - 3% of transaction \$ value        | \$22.5B - \$54B / year                          |
| Credit Cards   | <ul style="list-style-type: none"><li>• 23B+ number transactions/year</li><li>• \$2.2T+ volume processed/year (N3)</li></ul>  | 1.25% - 3% of transaction \$ value        | \$27.5B – \$66B / year                          |

**Total Sales Commissions TAM: \$50B+ / year**

N1, N2 and N3: Estimates for 2012 from Federal Reserve Payments Study released July 2014; current and future figures likely higher



# Business Model

## INITIAL

### Transaction Based, Location

|                    |       |
|--------------------|-------|
| <u>SMB:</u>        |       |
| Until Q1 2019      | 3.75% |
| Q2 2019+           | 3.75% |
| <u>Enterprise:</u> |       |
| Until Q1 2019      | 4.25% |
| Q2 2019+           | 5.75% |
| <u>Loyalty:</u>    | 1.50% |

## FUTURE ADD (1)

### Data Licensing, Analytics

|                                    |  |
|------------------------------------|--|
| <u>SMB:</u>                        |  |
| Included                           |  |
| <u>Enterprise:</u>                 |  |
| \$10/month/location (Q2 2019+)     |  |
| <u>Payment Processors/Vendors:</u> |  |
| \$1-5/consumer profile (Q2 2019+)  |  |

## FUTURE ADD (2)

### Logical Bolt-Ons

|                                     |  |
|-------------------------------------|--|
| <u>Non-Intrusive marketing:</u>     |  |
| For Brands, Products, Experiences   |  |
| <u>time cash loyalty bidding:</u>   |  |
| Sets locations apart from others    |  |
| <u>Pay-at-table offerings:</u>      |  |
| Order, split payments, and checkout |  |



## Building Traction



Partnering with delivery services for order aggregation and elimination of 'tablet farms' at restaurants



Partnering with mobile wallet platforms and establish strategic relationships with payment processors to our technology to displace outdated technology



# Business and Product Roadmap

## AUGUST - SEPTEMBER

- Launch commerce beta product
- Sign up first 40 SMB merchants in the Bay Area
- Work on scalable processes for ingesting SKU-level data from merchants
- Negotiate first deals for larger batches of merchants and data with ecosystem partners

## OCTOBER - DECEMBER

- Launch mobile app for consumers, work with merchants to drive consumer adoption
- Acquire next 125 merchants in the Bay Area
- Enter New York, acquire first 40 SMB merchants in NY

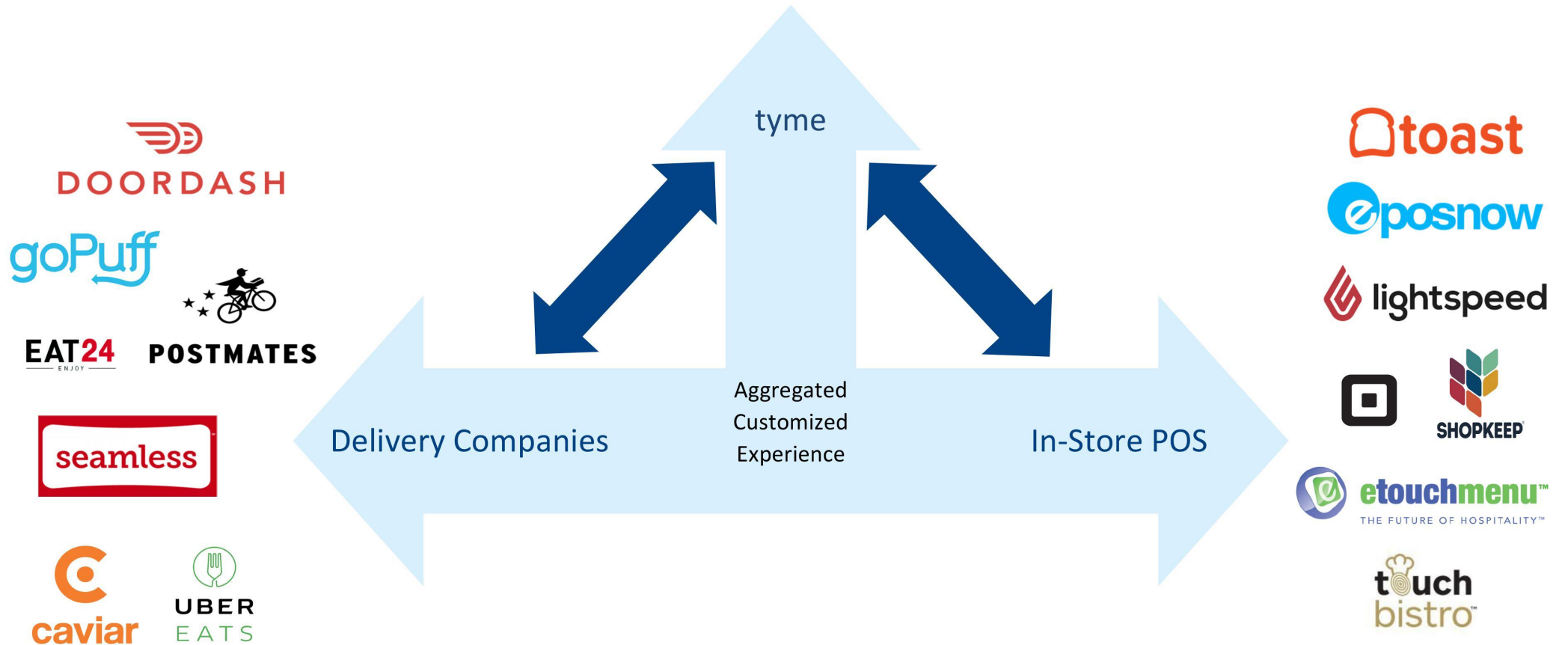
## JANUARY - APRIL

- Add 200+ SMB merchants / month
- Add 30+ Enterprise locations / month
- Enter Los Angeles, Houston, Chicago, Boston, Dallas, Las Vegas, Philadelphia, San Antonio, and other US metropolitan and rural areas
- Negotiate next set of deals with ecosystem partners for larger batches of merchants/data
- Deploy Data as a Service (DAAS) platform

2018 / 2019



# Unify Fragmented Commerce Ecosystem







# Competitive Advantages

1

## First mover

Revolutionizing the old POS experience

Patents Pending

2

## Low investment

Light Tech Infrastructure

Reduction in Labor Costs

3

## Frictionless

Creating a better experience and eliminating disparate systems

4

## Wallet free

Your phone becomes your transaction vehicle

41% of consumers are likely to try digital wallets in the next year

5

## All-in-one loyalty

Earn points for all your purchases, creating your own custom digital punch card



# The Team



**BOBBY  
MARHAMAT**  
CEO



**MARIUS  
DOMOKOS**  
CLO

## Joint accomplishments at Revel Systems (2014 – 2017) for Bobby and Marius:

- Worked with founders to scale Revel from ~50 people to 700+ people while growing gross revenue by 5X+ and recurring revenue by 10X+
- Jointly drove and closed complex deals with companies like Shell and IBM, drove mobile POS technology and omnichannel products into both SMBs and enterprises, and managed Revel's entry into data monetization
- Jointly managed and expanded strategic business relationships with Google, Apple, Intuit, payment processors, loyalty companies, business Intelligence companies, ERP companies, CPGs, and with other entities in payments, commerce and data

## Key People Have Been Identified as a Part of the Core Team:

- Product Director
- Sales Leader
- Customer Growth / Success Leader
- Chief of Staff
- Sales Operations / Systems Leader
- 10+ Salespeople, Sales Managers
- Engineers / QA Engineers



## So, Why Now?



**“37% of restaurant operators**  
consider the customer ordering process to be  
the most important area of development in  
the next 5 years.”



**Disparate systems**  
**slowing down**  
the consumer and merchant  
order delivery



**Over 30+ years of**  
**industry knowledge**  
ready to disrupt and improve  
commerce and the customer  
experience



## Summary

### The Right Team

- 30+ years combined experience creating and scaling hyper-growth businesses
- Complementary skills cover Sales, BD and Strategic Relationships, Operations, Customer Success, Supply Chain Management, Legal Affairs and Corporate Development

### The Right Experience

- Proven ability to drive omnichannel technology across multiple verticals (QSR, Retail, Gasoline) for both SMBs and Enterprise (Shell, Cinnabon, IBM, Apple)
- Relationships with 300+ Enterprises, most payment processors, and leading ecosystem players



### The Right Solution

- A disruptive technology that will transform how people transact
  - Consolidate SKU-level data across all Commerce segments and verticals
- Become the pre-eminent data player in Commerce

### The Right Results

- High growth business model with low COGS and OPEX burden
- Business model ultimately focused on SKU-level data analytics across all Commerce verticals and merchant segments, with high operating margins
- Company turns profitable by the End of 2019

The Tyme  
is Now!

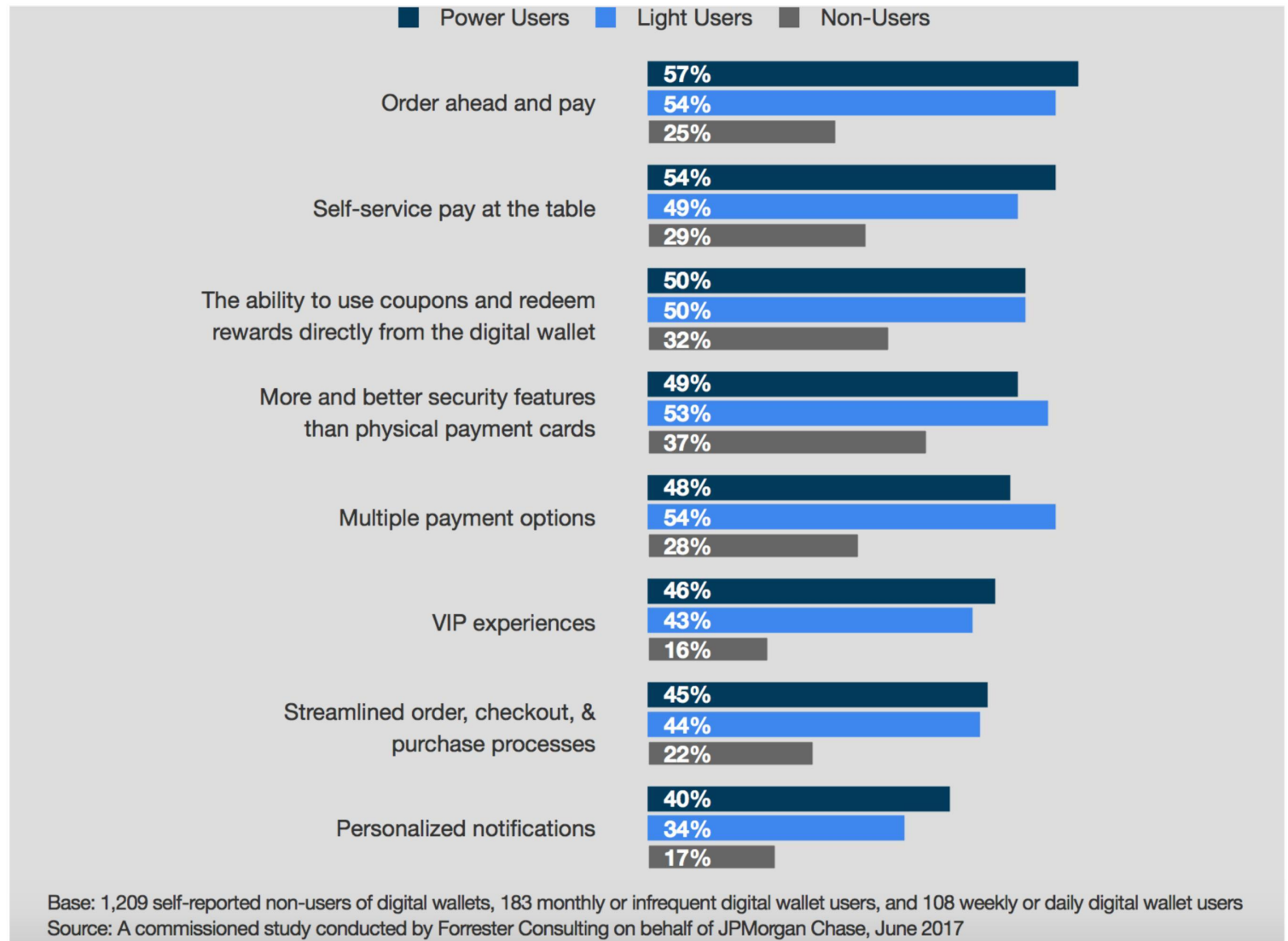


# Appendix



## The Consumer

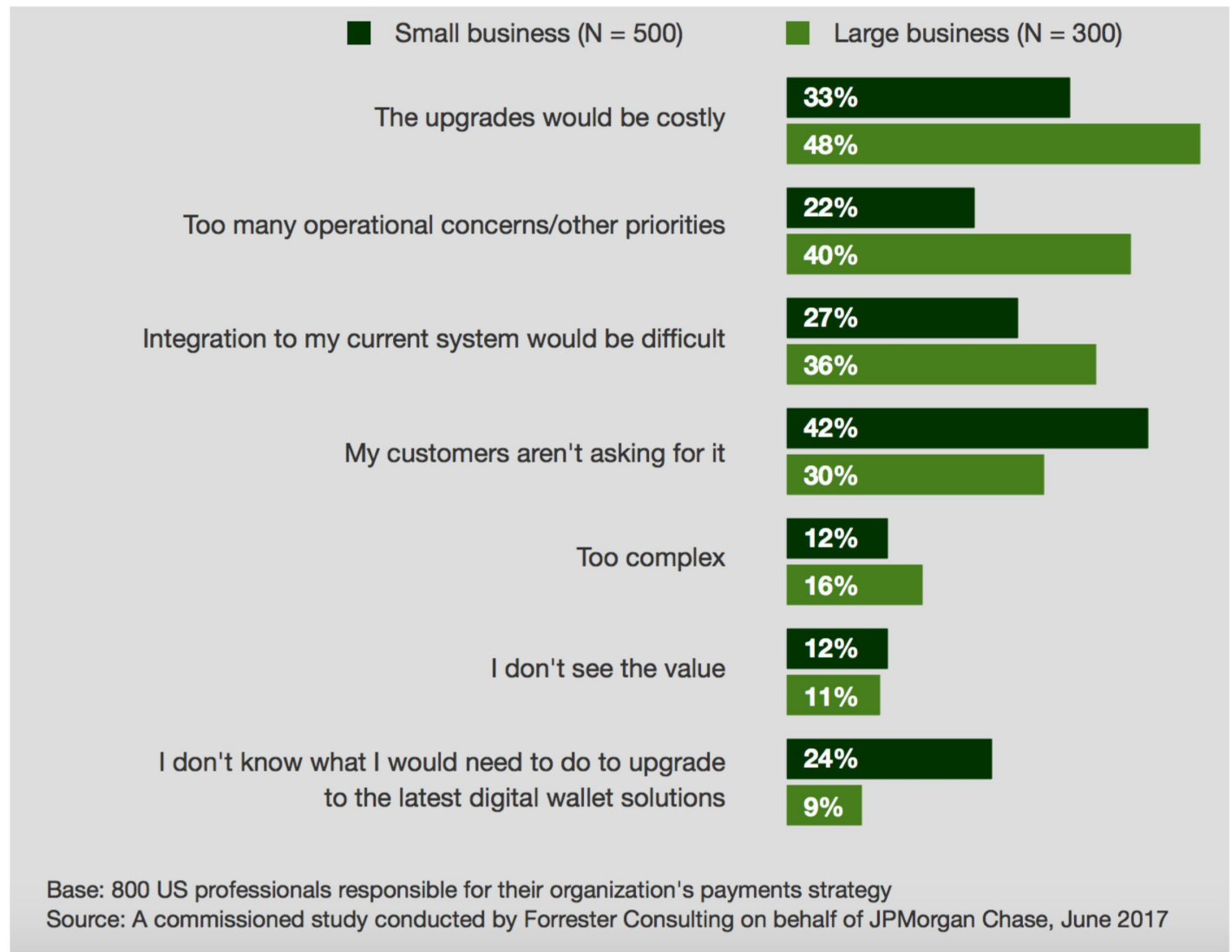
"What features would incentivize you to use digital wallets over other payment methods, if anything?"





## The Merchant

"When thinking about updating your POS or eCommerce system to offer the latest digital wallet solutions, what are the biggest barriers to doing so?  
(select all that apply)"

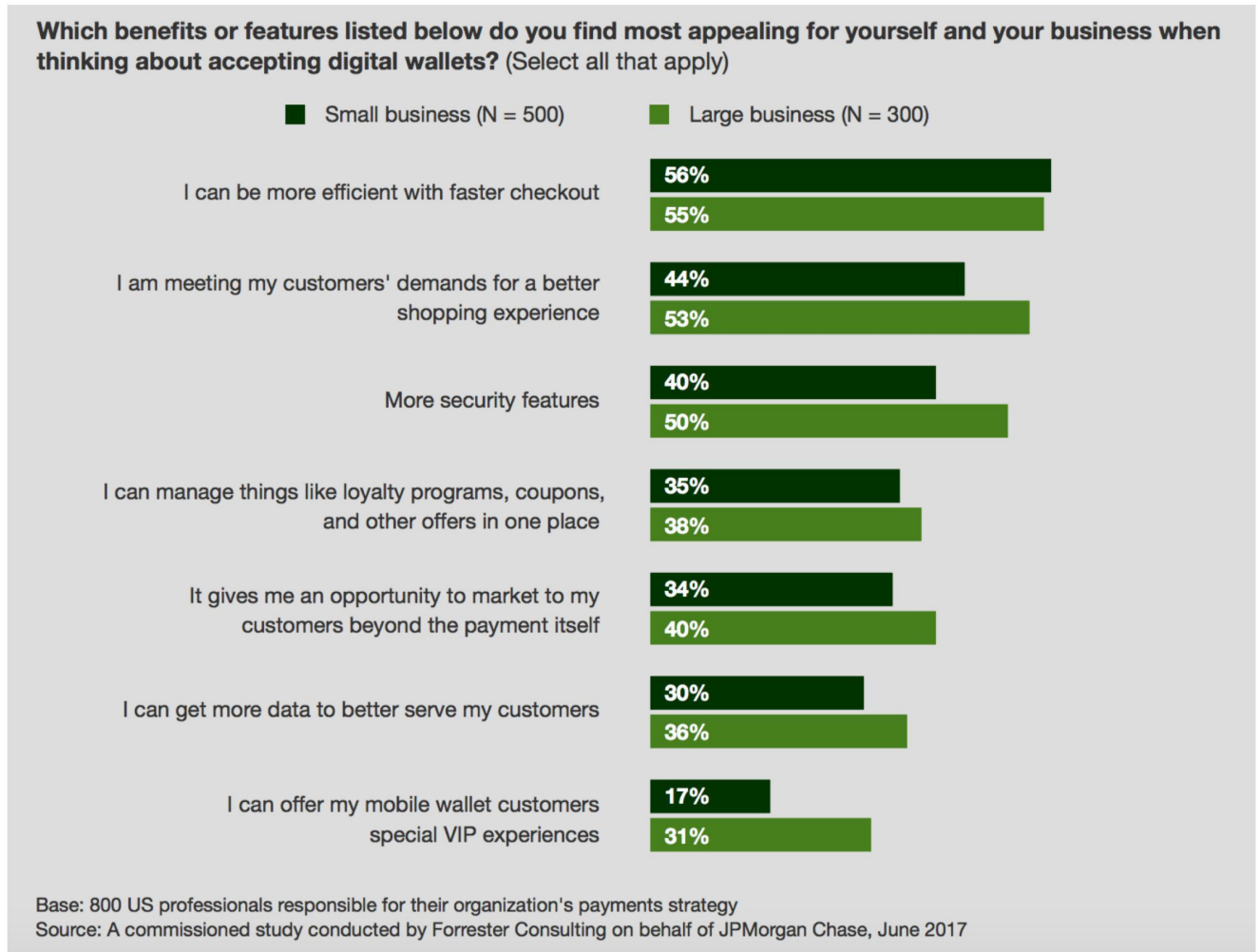






## Merchants Are Ready

- "Merchants are busy getting ready for digital wallets. They are making technology and infrastructure investments in preparation for emerging digital payments opportunities and exploring features to improve the customer experience."
- "More than half of merchants say they are likely to update their POS or eCommerce systems to offer the latest digital wallet solutions in the next 12 months."



Source: A Forrester Consulting Thought Leadership Study Commissioned By JPMorgan Chase, "The Next Phase of Digital Wallet Adaption"



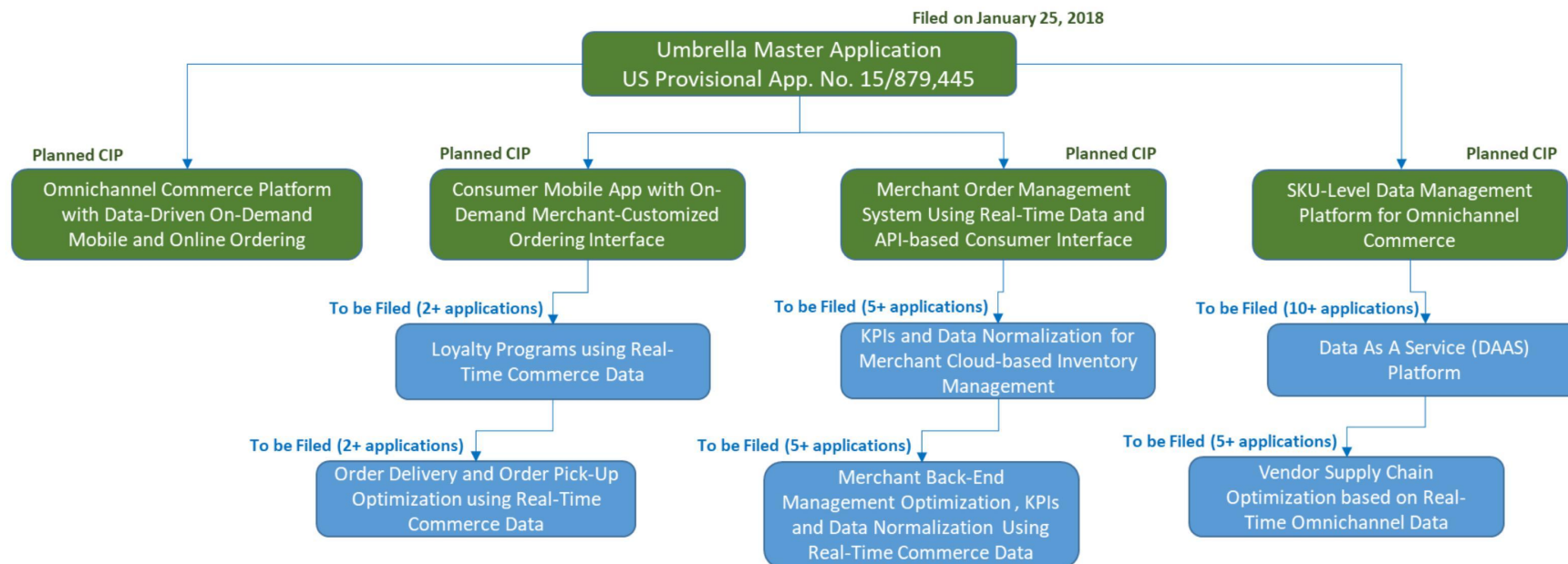
# IP & Patent Strategy

## Developing A Strong Patent Portfolio

- Organic filings covering merchant sales generation, consumer mobile and online ordering, merchant inventory management, vendor supply optimization and data monetization.
- Identify/acquire cheap patents/applications with early priority dates focused on SKU-level data collection, analytics and monetization

## Patent Portfolio Filing Plan

- US patent application (SN 15/879,445) titled “*Omnichannel Commerce Platform with Integrated Mobile Shopping Platform, Online Shopping Platform, Commerce Data and Blockchain Layer*” filed on January 25, 2018.
- Application includes 108 pages, 8 drawings and 20 claims.
- Optimized to be filed again multiple times with different sets of claims
- Modular approach to patenting, easy to add additional inventions and file again





# Well, Where is Your Backup?

- Cunningham, Ellen. "A Brief History of the Modern POS System [Infographic]."
- MacDonald, Jay, and Taylor Tompkins. "The history of credit cards." *Creditcards.com*, 11 July 2017, [www.creditcards.com/credit-card-news/history-of-credit-cards.php](http://www.creditcards.com/credit-card-news/history-of-credit-cards.php).
- Popomaronis, Tom. "Survival In Today's Retail Environment Means Merging Physical And Digital." *forbes.com*, 30 June 2017, [www.forbes.com/sites/tompopomaronis/2017/06/30/survival-in-todays-retail-environment-means-merging-physical-and-digital/#65cf339216e9](http://www.forbes.com/sites/tompopomaronis/2017/06/30/survival-in-todays-retail-environment-means-merging-physical-and-digital/#65cf339216e9).
- PYMNTS. "Customer Loyalty Programs Reach 3.8 Billion in U.S." *Pymnts.com*, 30 June 2017, [www.pymnts.com/news/retail/2017/customer-loyalty-programs-reach-3-8-billion-in-u-s/](http://www.pymnts.com/news/retail/2017/customer-loyalty-programs-reach-3-8-billion-in-u-s/).
- Deloitte. "Deloitte: 70% of Consumers Want Restaurant Apps to Engage with Them on a Personal Level." *Hospitalitytech.com*, 12 Oct. 2016, [hospitalitytech.com/deloitte-70-consumers-want-restaurant-apps-engage-them-personal-level](http://hospitalitytech.com/deloitte-70-consumers-want-restaurant-apps-engage-them-personal-level).
- Rogers, Charlotte. "Consumers will spend more on simple brand experiences." *Marketingweek.com*. February 3, 2017. <https://www.marketingweek.com/2017/02/03/consumers-spend-more-simple-brand-experiences/>.
- Hyken, Shep. "The Phone Is The New Millennial Wallet." *Forbes.com*, 5 Nov. 2017, [www.forbes.com/sites/shephyken/2017/11/05/the-phone-is-the-new-millennial-wallet/#1c45d7082530](http://www.forbes.com/sites/shephyken/2017/11/05/the-phone-is-the-new-millennial-wallet/#1c45d7082530).

Extended Source List Available Upon Request