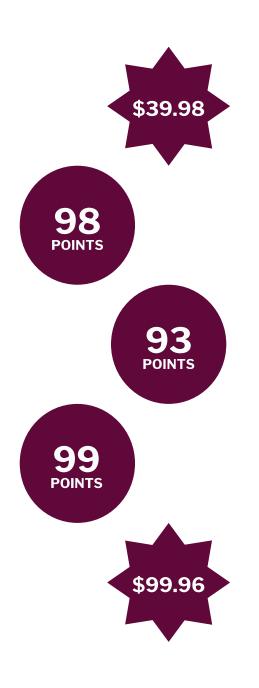
# YAHYN

DISCOVER THE PERFECT WINE FOR YOU.

# MATCH.BUY.DRINK.

YAHYN IS A B2C MARKETPLACE LEVERAGING AI



# WINE IS BROKEN.

Marketed to consumers by just two numbers. **Price and Rating**.

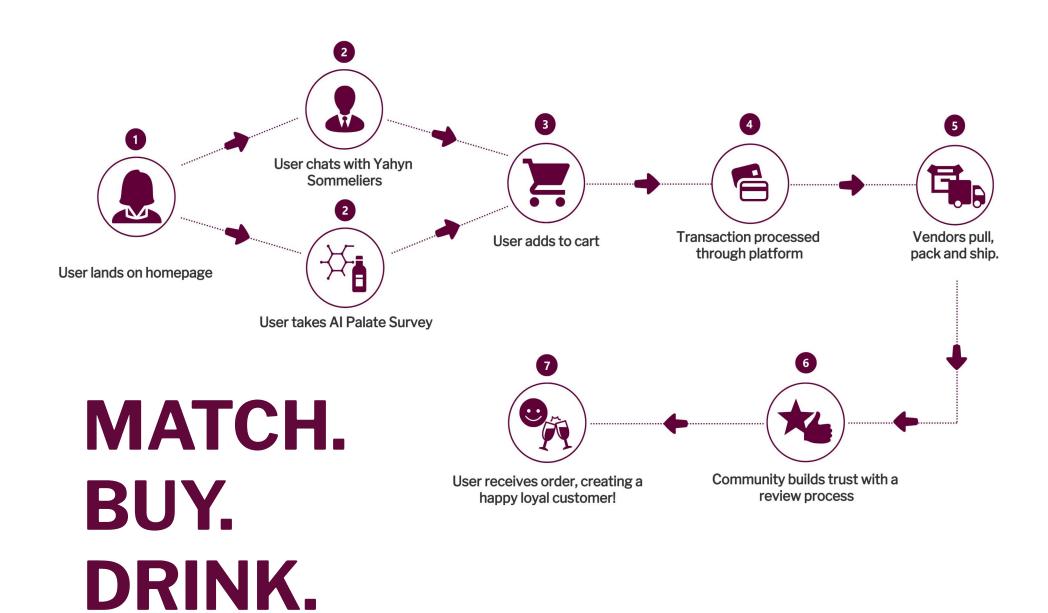
Consumers are buried with endless choices, prices, jargon and highly subjective ratings.

As a result **78**% of consumers purchase wine based on brand awareness or aesthetic of bottle, **not taste!** 

# **SOLUTION.**

Yahyn is a two-sided platform that postively disrupts the "three tier system" of wine distribution by integrating with vineyards in real time though custom APIs, driving DTC success.

Post 1933 prohibiton, distribution of alcohol shifted and became infinitely more complex with a heavy regulatory burden. The unintended consequence is that now only 4 companies control 90% of distribution...



A seamless experience

# **USER COHORT**

### **The Funnel**

- 1. Prospect lands on homepage
- 2. Completes Palate Survey
- 3. User gets their "Y-score"
- 4. Customer completes purchase

## **Growth**

- User base has grown 42% Month over month
- From first purchase, 51% convert to loyal customers
- Loyal customer email engagement avg 41.5% OR
- · Traffic is mainly driven from our palate survey

## **Average User**

**45 \$140,000** years old estimated annual income

**53** % **45** % **2** % other

## **User Occupation**

lawyers, doctors, nurses, and other healthcare professionals, hospitality and food services, arts and entertainment, athletes, real estate, finance, educational services, journalists, fashion designers, entrepreneurs, engineers, developers, interior designers, architects.

### **User Base**

67 % United States
under 45 based

CA NY NJ TX FL largest user base



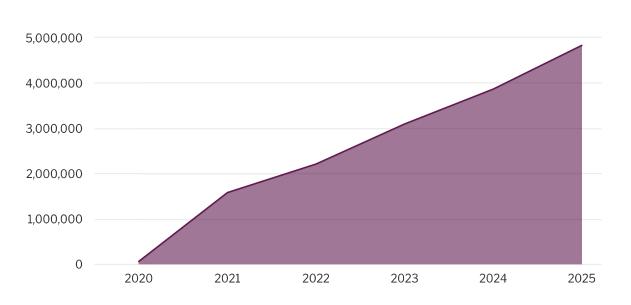


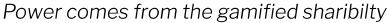




# YAHYN'S NETWORK EFFECT.

Wine is a social beverage that is usually shared between 2 people or more. We leverage this by using our AI to pair you AND your friends with the perfect wine to share despite potentially having varying flavor preferences. We are creating further incentives for our user base to "clink" with others to earn credits towards future wine purchases.





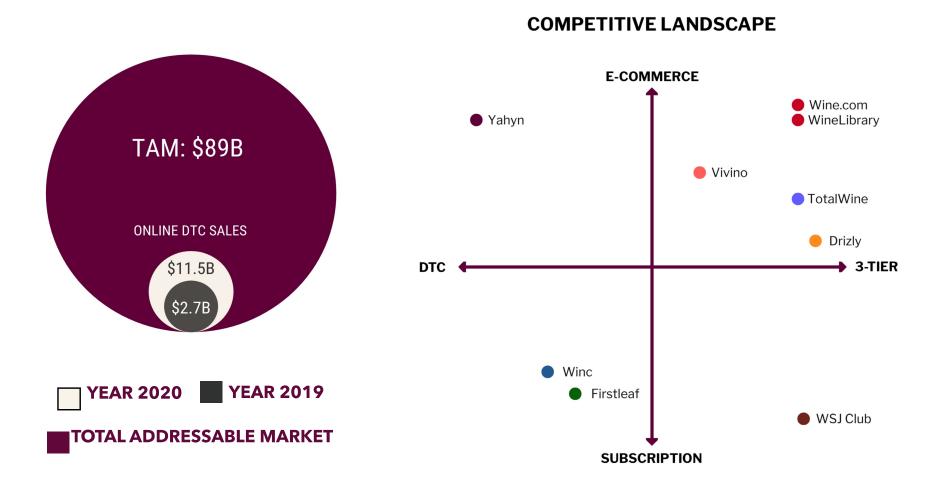




Y 98%



# TOTAL ADDRESSABLE MARKET / COMPETITIVE LANDSCAPE



# YAHYN TIMELINE

**OCTOBER** Evolution Ventures joins pre-seed round with an investment of \$500,000 **NOVEMBER** Referral Landing Page launches. **DECEMBER** Tod Nestor, and Pam Hamlin join the Yahyn Board. Q3/19 Q4/19 Q1/20 **OCTOBER** 

Onboarded first 5 vineyards Hired outside UX team for testing MAY Platform integrations: CRM, Avalara, Shipstation.

**APRIL** 

JUNE

Yahyn MVP Launched

Started Digital Advertising Added support to our Finance Team

Q2/20 Q3/20

JULY

Q4/20

Launched Yahyn's Crowdfunding Round Integrated 2 large retail partners

**AUGUST** Hired VP of Business Development Hired Project Manager

**SEPTEMBER** First Launch

CAC - \$293

**OCTOBER** 

Onboarded additional 20 Vineyards Started Vineyard Onboarding Queue

**NOVEMBER** 

Launched Somm Chat Hired Data Scientist Added Apple Pay/ PayPal

**DECEMBER** 

Filtered Audiences for better leads Greater than \$30,000 MRR CAC - \$235

Q1/21

APRIL

Launched first NFT Started Google Advertising Listed on Wine-Searcher

Featured on Wine-Searcher Broke \$100,000 MRR Hired 2 additional Biz Dev Reps Hired additional Customer Service Rep

JUNE

Launched Corporate Gifting Program Launched Promo Codes Community Reach exceeds 1 Million CAC - \$44.50

Q2/21

**JANUARY** 

Launched Y-Score Released V2 of Homepage Featured in Forbes

**FEBRUARY** 

Added 30 new vineyards to the queue Surpassed 10,000 SKUs

Community surpassed 7,500 people

**MARCH** 

Rob Weiss and Schuyler Hoverstein joined team as Strategic Advisors Launched NFT program CAC -\$162

Founder writes initial investment check of \$250,000

#### **JANUARY**

Chris Bridges joins the Yahyn Board Initial Vineyard Outreach

#### **FEBRUARY**

Engineering begins build of platforms

#### MARCH

Collected first 2,000 emails from referral landing page

# **LEADERSHIP TEAM**



#### **PIERRE ROGERS**

FOUNDER & CEO
FORMER SENIOR DIRECTOR AT AVG



#### **JOSHUA LEAVITT**

CFO FORMER COO AT AVG



#### **ROBERT BOUSQUET**

СТО

FORMER FIRST EMPLOYEE AT GROUPSITE



#### **STU BOSSOM**

HEAD OF BUSINESS DEVELOPMENT
FOUNDER OF DANGEROUS WINE IMPORTS

### **TEAM EXPERIENCE**



















# **ADVISORY BOARD**



**JONATHAN COOPER** 

GENERAL PARTNER EVOLUTION VENTURES



**PAM HAMLIN** 

FORMER CEO
ARNOLD GLOBAL NETWORK



**TOD NESTOR** 

VP STRATEGIC PLANNING BACARDILTD



**CHRIS BRIDGES** 

**FOUNDER** *KARMAS WORLD, KID NATION* 



**SCHUYLER HOVERSTEN** 

ADVISOR SPIRITS NETWORK



**ROB WEISS** 

TV SHOW/PRODUCER ENTOURAGE, HBO BALLERS