



 **bitemojo**<sup>®</sup>  
TASTE THE UNIVERSE



# TARGET MARKET

**2 BILLION**

**Young travellers  
(GEN Z & Millennials)**

## Pain

**X** Affordability

**X** Flexibility

**X** Personalization





# OUR SOLUTION

we have done all the way from aggregating  
recommendations to providing state of the art solution  
with the potential to change the way people travel

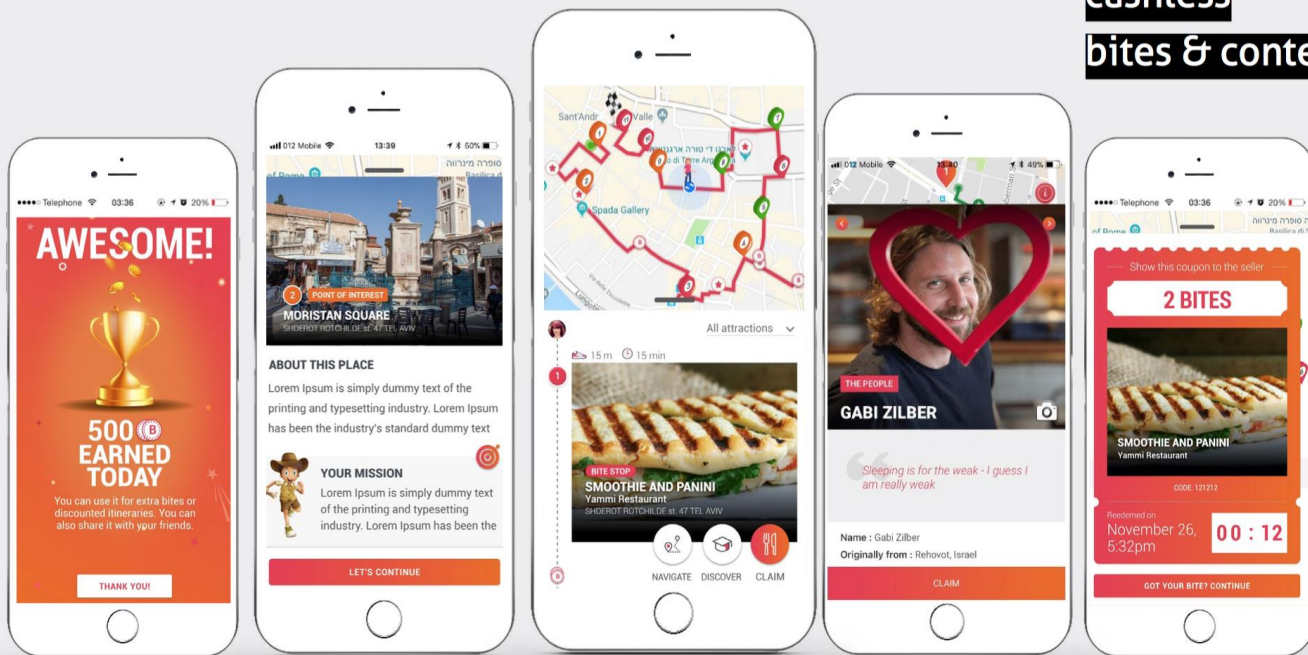
affordable

self-guided

sharable

cashless

bites & content included

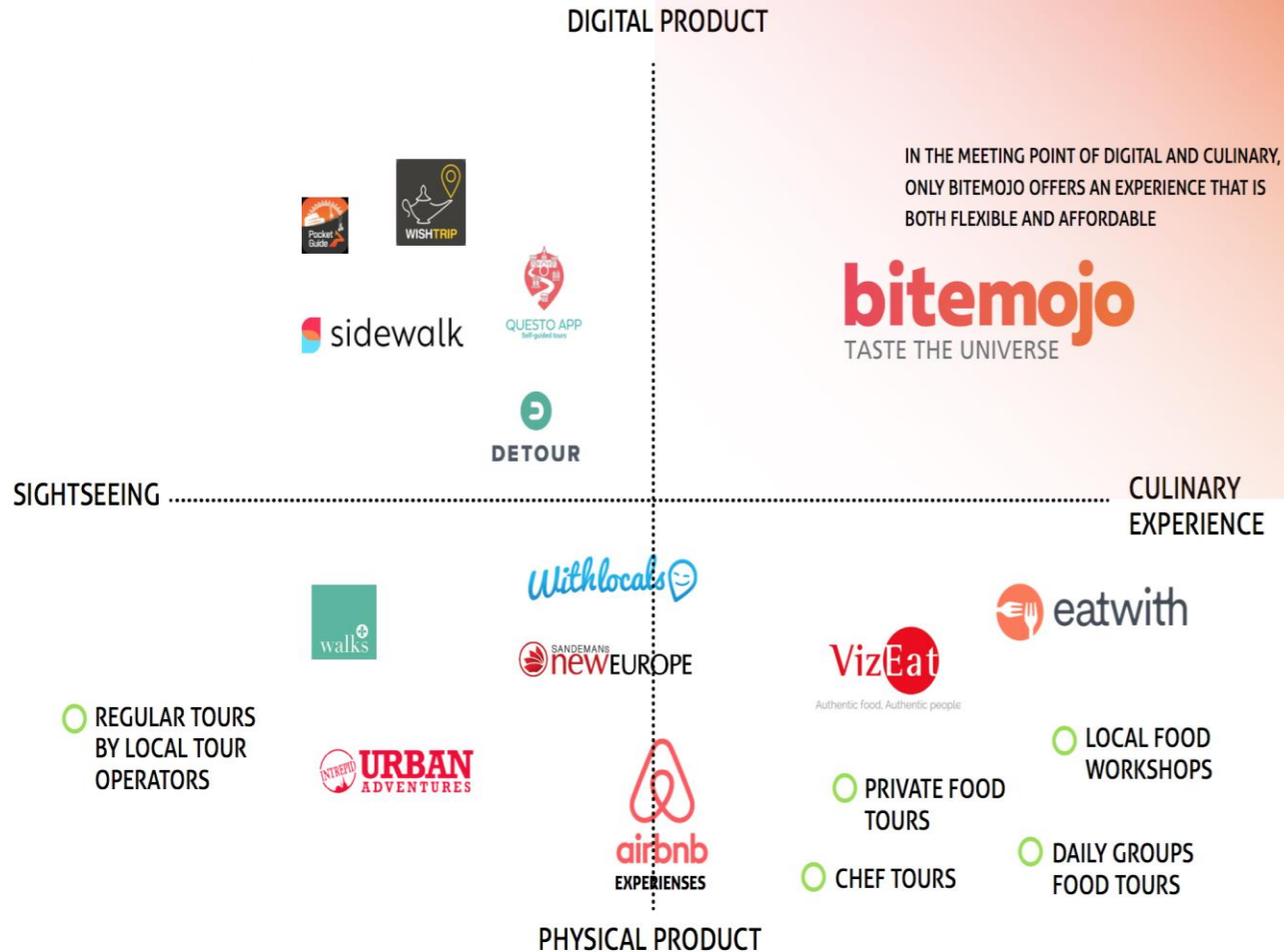


# BUSINESS MODEL



# 40% GROSS MARGIN




















**Additional revenue  
streams from "in-store  
transactions"**



# GO TO MARKET

## B2B2C FIRST

### REVENUE

CONSUMER MARKETING	ongoing growth through social awareness, community building, etc. paid media ab testing			full implementation of strategy of user acquisition through paid media			
SIGNED TOUR OPERATORS	      						
ONBOARD ONLINE AGENCIES	           						
NO. OF DESTINATIONS	18	23	32	45	60	bitemojo coins economy convert b2b2c users to b2c consumers growth of destinations increase return users grow brand and social awareness grow community of mojo'ers	
FINANCING EVENTS	\$3M			\$10M			
	2019	2020	2021	2022	2023	2024	2025
B2B2C	95%	93%	85%	75%	60%	40%	20%
B2C	5%	7%	15%	25%	40%	60%	80%

# 2017 2018<sup>+60%</sup>

## winners



TRAVEL  
LAUNCH BY



**4.8** stars rating experience



**480**

signed contracts  
with local sellers



**50,000+**

  downloads



**14**  
destinations



**80,000**  
sold bites



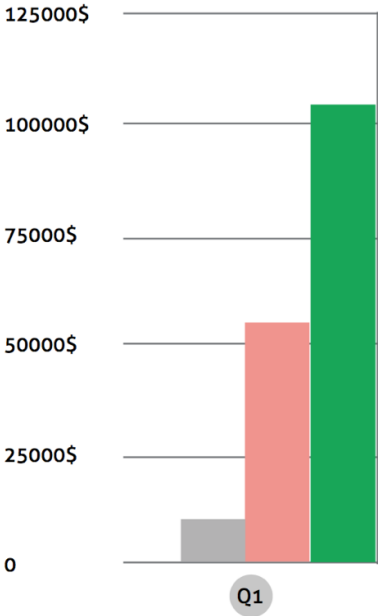
**1000+**  
pax a day

# FINANCE

## PNL

	2019	2020	2021	2022	2023
Experiences sold	64,000	210,000	593,333	1,500,000	4,358,667
Revenue	\$960,000	\$3,150,000	\$8,900,000	\$22,500,000	\$65,380,000
COGS	\$528,000	\$1,732,500	\$4,895,000	\$12,375,000	\$35,959,000
Gross Margin	\$432,000	\$1,417,500	\$4,005,000	\$10,125,000	\$29,421,000
R&D	\$543,000	\$748,000	\$965,500	\$1,303,500	\$1,743,500
Marketing	\$573,832	\$747,481	\$2,038,562	\$4,759,724	\$15,518,620
Operation	\$227,467	\$435,462	\$1,086,123	\$1,943,354	\$4,362,646
Profit (Loss)	-\$912,299	-\$513,443	-\$85,185	\$2,118,422	\$7,796,234

Q1 2017-19



➔ Raising \$3M (2019)



# THE TEAM



**PINI LOZOWICK**  
**Chairman**

a serial entrepreneur and investor with over 30 years' experience in the high tech industry.



**Yael Weiss Gadish**  
**Co founder and CEO**

an accomplished leader in global large scale niche projects, with over 20 years' experience in strategy and management.



**MICHAEL WEISS**

**Co founder and VP Marketing**  
a serial entrepreneur focusing on online tourism. marketing and branding specialist. founder of award winning tourism concepts.



**GAL ZALAIT**  
**VP R&D**

an experienced CTO, specialists in consumer application and architecture design, management of a 25 developers team.



**LAUREN BEEBE**  
**Director of Biz Dev NA**

travel and tourism entrepreneur with 10 year of experience in marketing, finance, tourism and hospitality.



**DIRK MULLER DORNIEDEN**  
**Director of Biz Dev Europe**

business Development expert and architecture of growth.



**BEN PERES**  
**Country manager Israel**

an experienced entrepreneur and leader in the tourism sector in Israel.



**NATALIE SHNIEDER**  
**Digital Marketing Manager**

expert in digital marketing for travel platforms with focus on experiences.



**TRAVEL AND  
HOSPITALITY**  
*Awards*



**TRAVEL  
MASSIVE**





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