

ühheedie™

wheedle™

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Verb

employ endearments to persuade someone to do something

connects

competing
establishments

+

consumers
looking to go out

Live in Cleveland with Over 60 Establishments

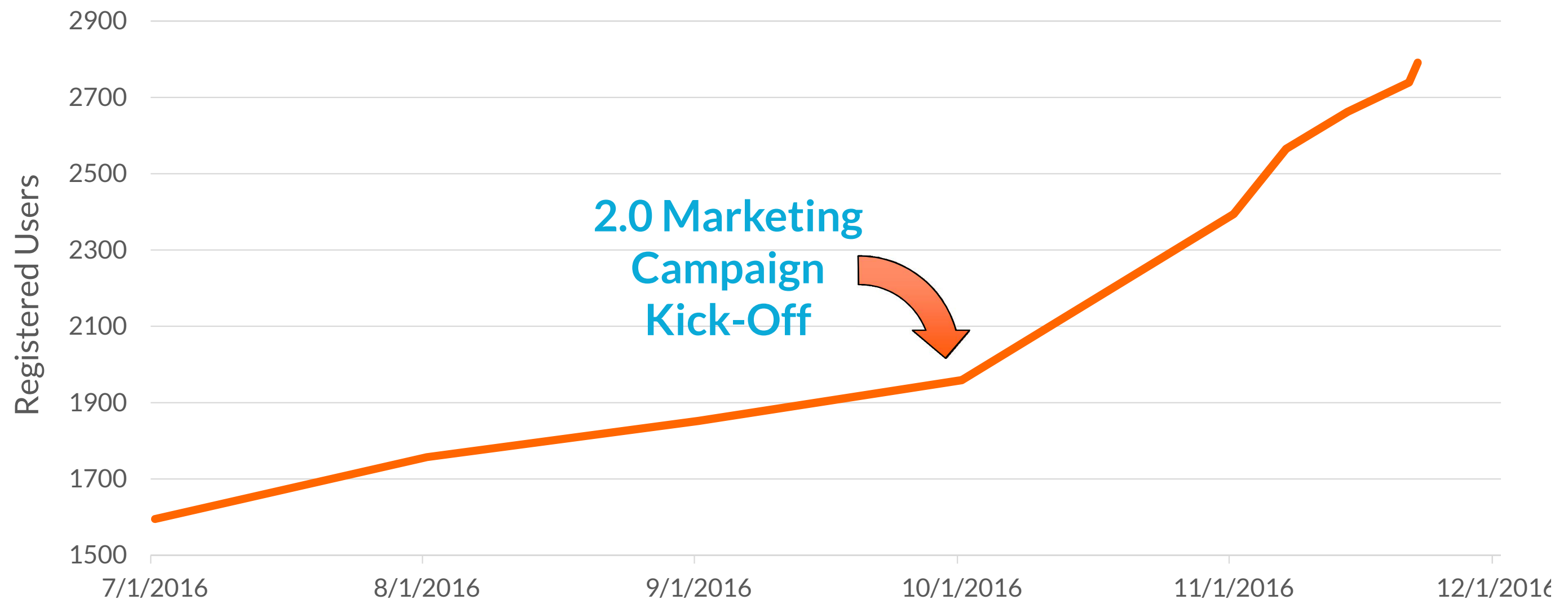


and many more...

Over 3,000 consumers have
used Wheedle to receive
over 17,000 offers
from our establishments



30% Growth in Users Over Last Two Months



Additional Company Highlights

- \$750k raised; with \$150k raised from the founders
- Experienced team in both hospitality and mobile space
- Patent pending process
- Over \$11,000 in tickets sold through Wheedle since June
- Platform has been validated and is ready to scale



flashstarts
accelerator

1st Place **FUND**
conference



Planning a Night Out or Event is Difficult

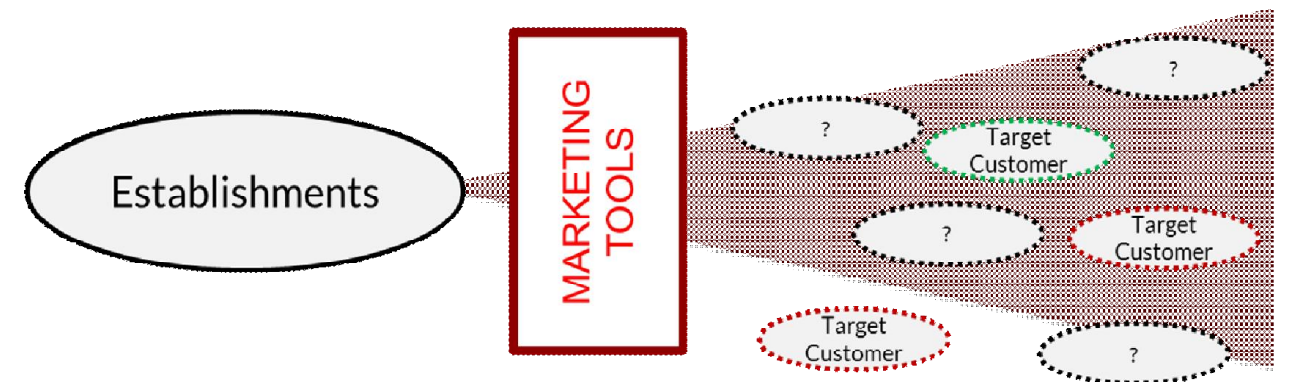
Consumers

- Where should we go?
- Is there anything special going on?
- Can they accommodate us?



Establishments

- Reaching consumers at the point of decision making
- Personalize message based on individual consumer preferences



The Marketplace for Hospitality Discovery



Discover the City

Find out about the best of what's going on around town.



Plan an Event

Broadcast details of the desired event directly to area establishments, receive competing offers, and book the desired experience



Request Reservations

Book directly with establishments



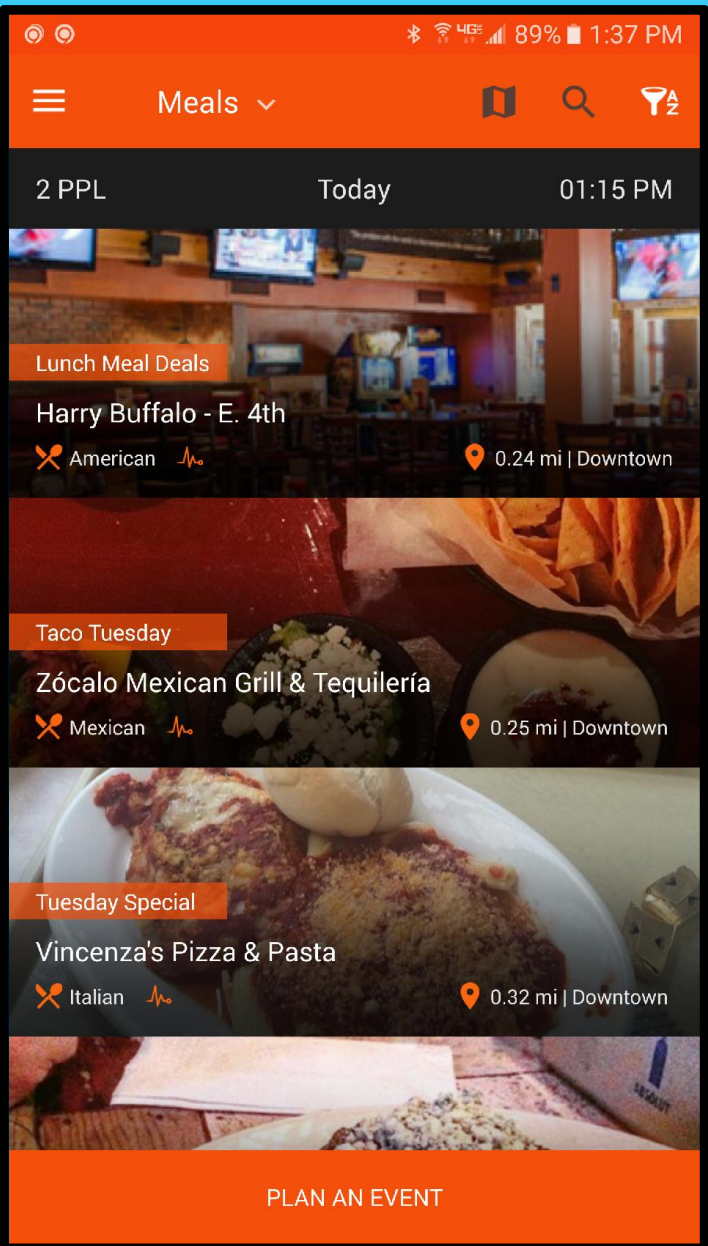
Buy and Sell Tickets

Discover and purchase

Discover the City

Consumers

Find out about the best of what's going on around town



Establishments

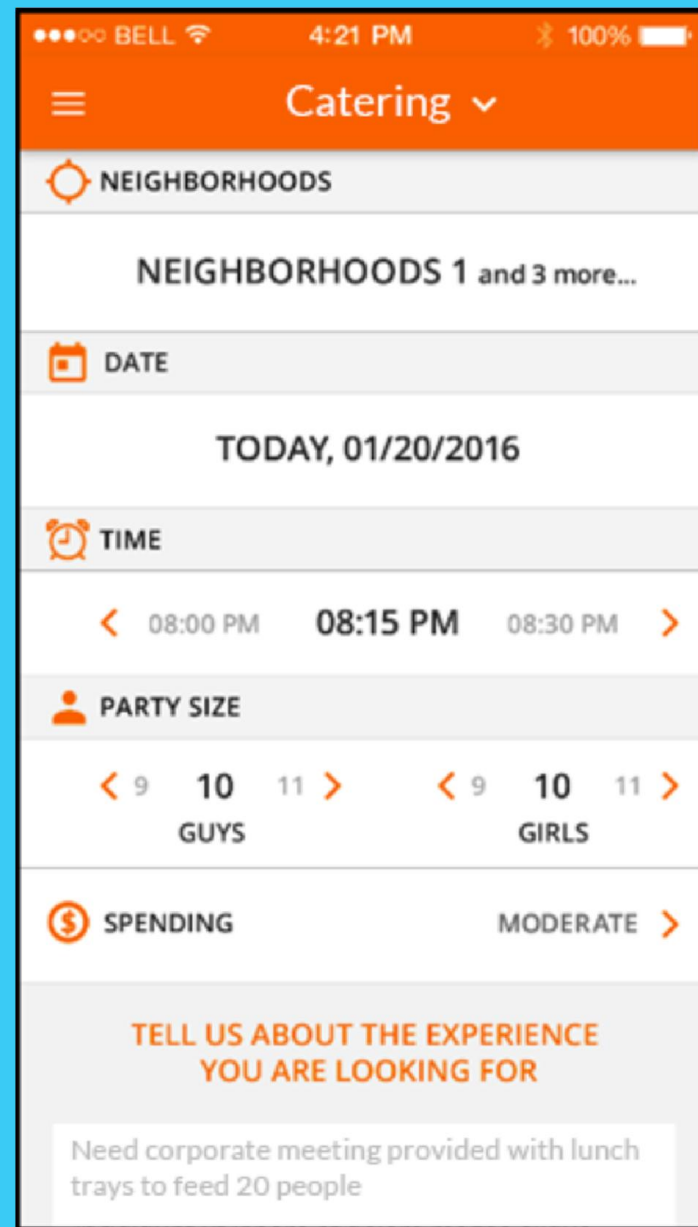
Target Consumers based on time of day & party size



Plan an Event

Consumers

Submit the details of what they are looking for to places in their desired area and select from competing offers



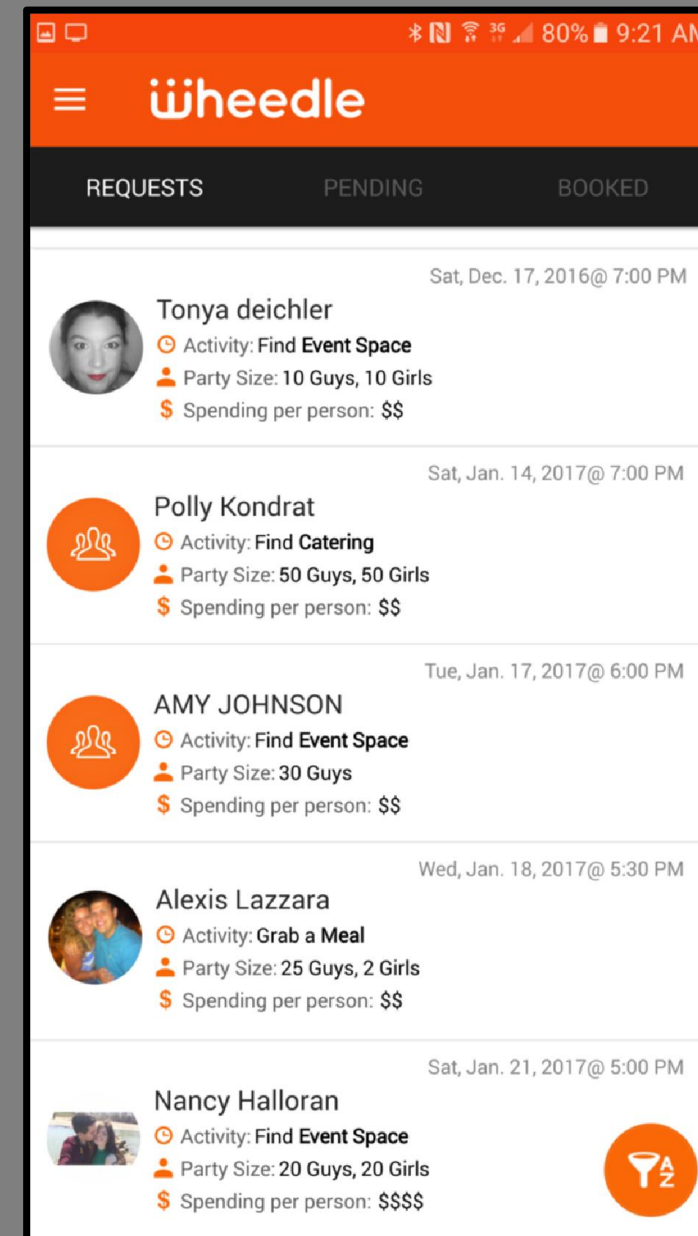
Establishments

Tailor responses to meet the consumer's specific request

Sell out their private rooms or idle space

Show off their catering ability

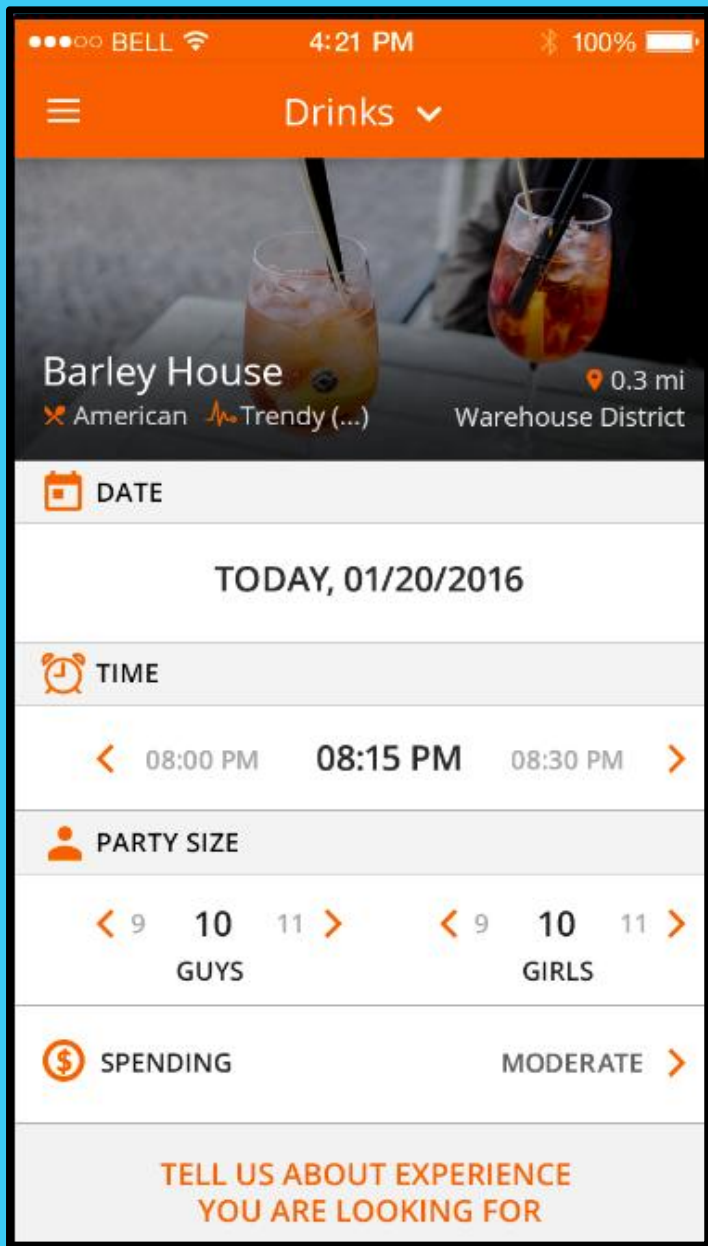
Book VIP Tables



Reservations

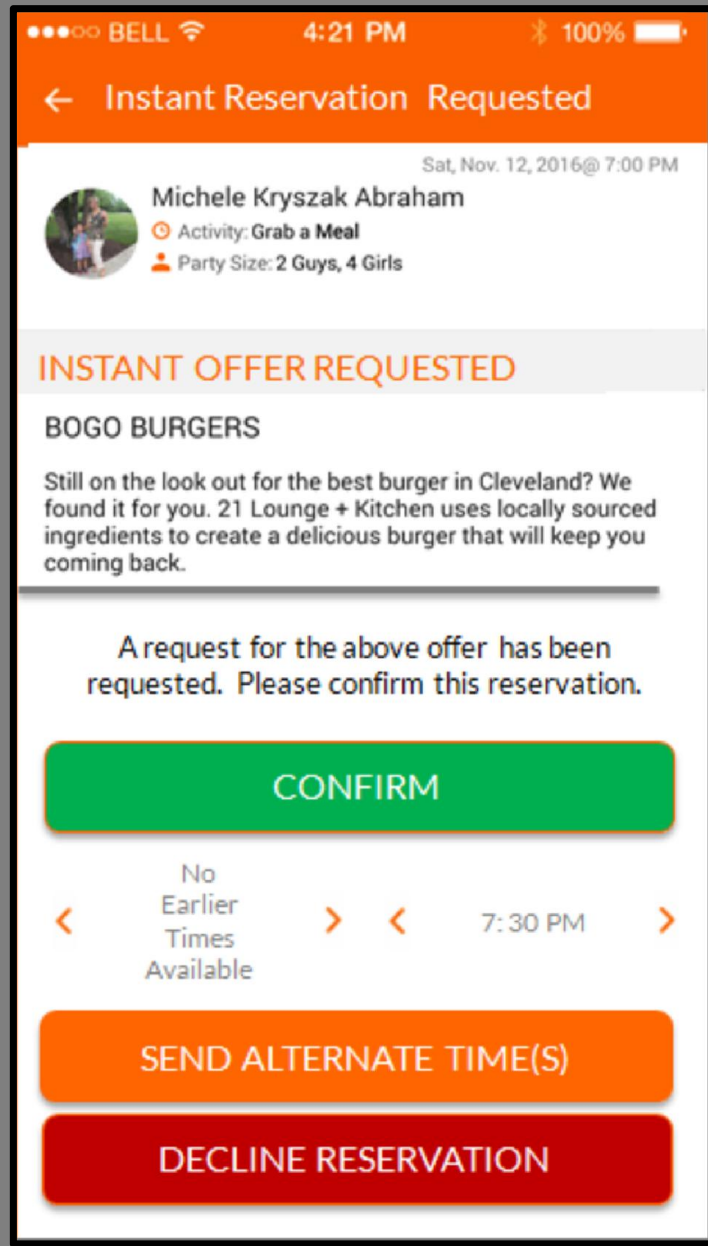
Consumers

Easily browse establishments and request reservations



Establishments

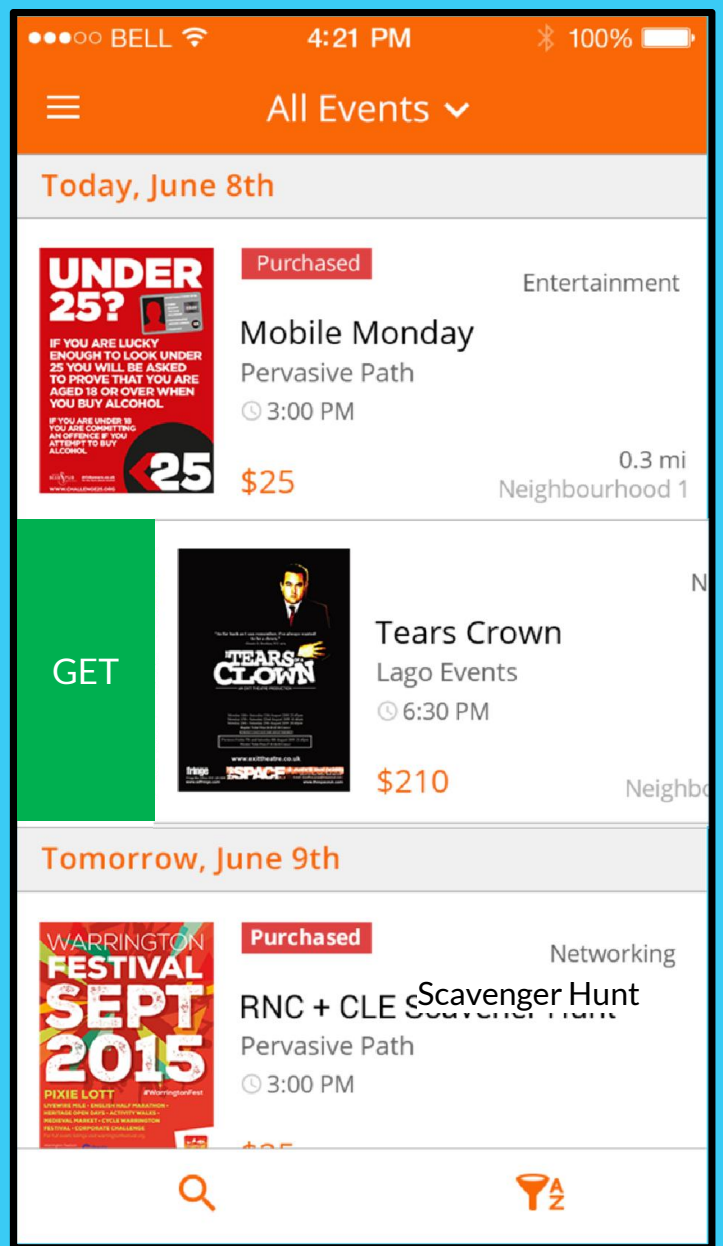
Respond to consumer's request based on availability and collect deposits if necessary



Ticketing

Consumers

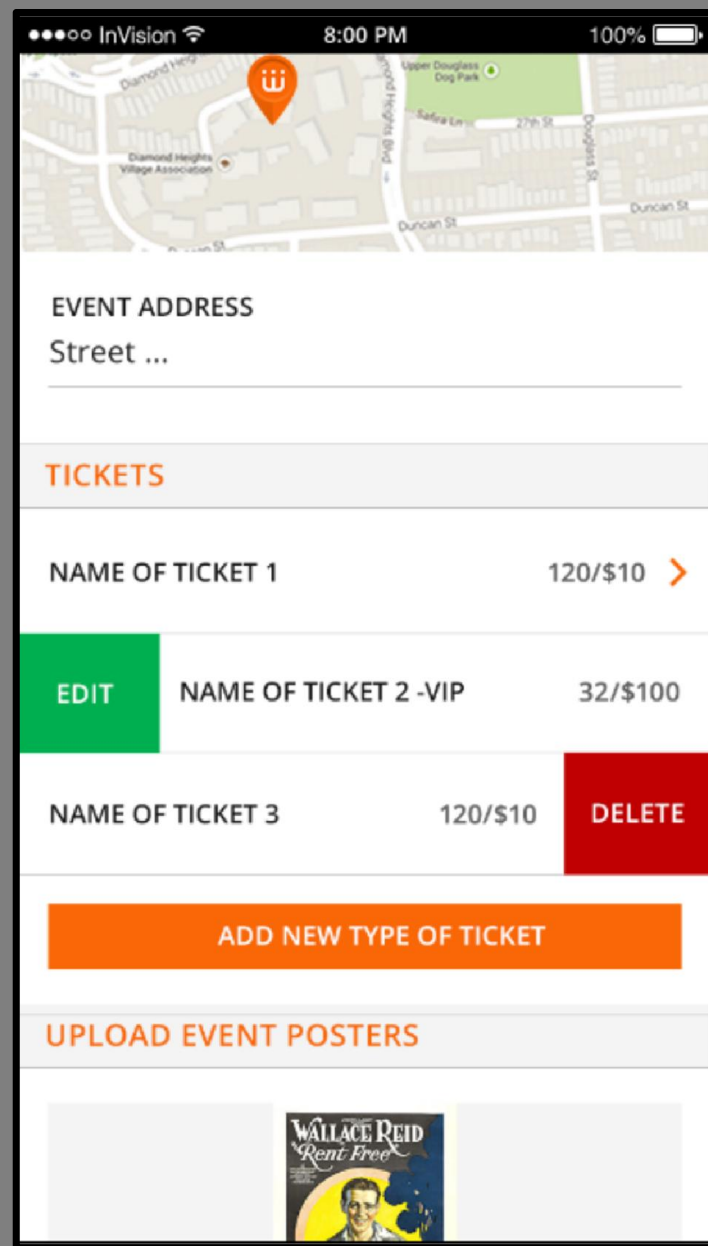
Browse upcoming events and receive promotions to discover events



Establishments

Sell tickets to events and dynamically price based on demand

Manage operations and redemption process



Best Discovery & Booking Tool Available

Discovery & Discounts

- Can't tell what is going on at a given time of the day
- Can't customize offers or control redemption time
- Peer reviews are not a good indicator of match



Event Planning

- No other app provides a direct connection between consumer and each establishment
- Patent pending approach to intention based marketplace



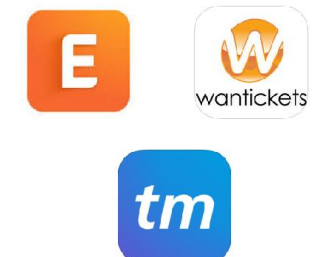
Reservations

- No ability for establishments to differentiate themselves with promotions; Static profiles
- Cost prohibitive for establishments & ineffective table management



Tickets

- Event discovery and cross promotions
- Dynamic pricing
- Fits consumers discovery needs



Establishment Testimonials

“A **powerful marketing tool**... Why wouldn't a restaurant like Lago want to make special offers to people who explicitly state that they're planning to spend more than \$30 per person on a random Tuesday night? You're going to say, ‘Yes, come eat here, please.’”



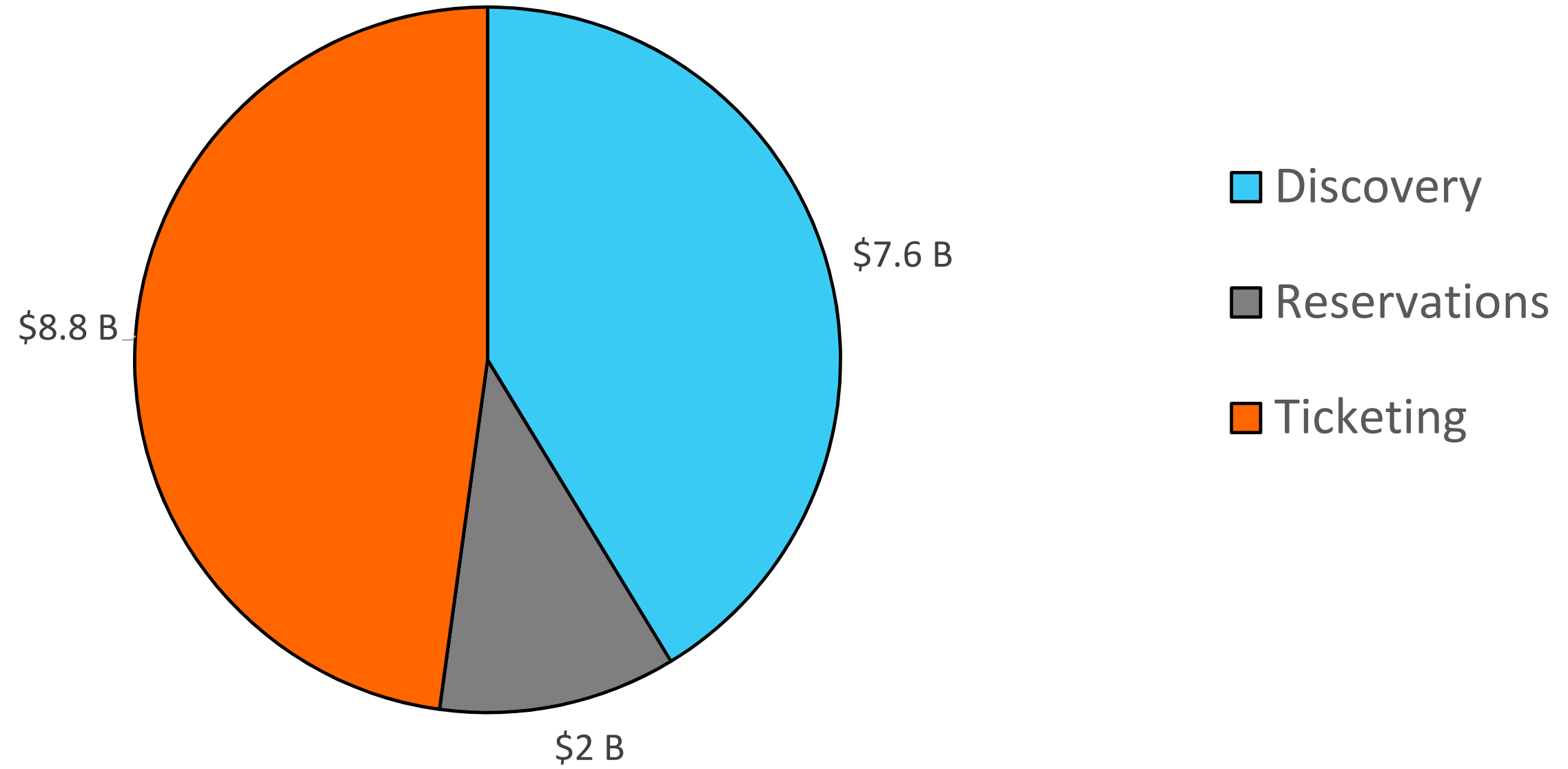
Andrew Czarzasty
Chief Operating Officer

“Until now, there wasn't a service that gives you a **direct connection** to guests that are already looking to go out. If you're having an unexpected slow night, you can send out a Wheedle to a few parties and **really turn the whole evening around.**”



Katy Landers
Director of Marketing

US Hospitality Marketing & Booking Represents a \$19 Billion Opportunity



Revenue Model

Consumer Ticketing Fees

5% service charge +
transaction fee billed to
consumer

(No fee to the business)

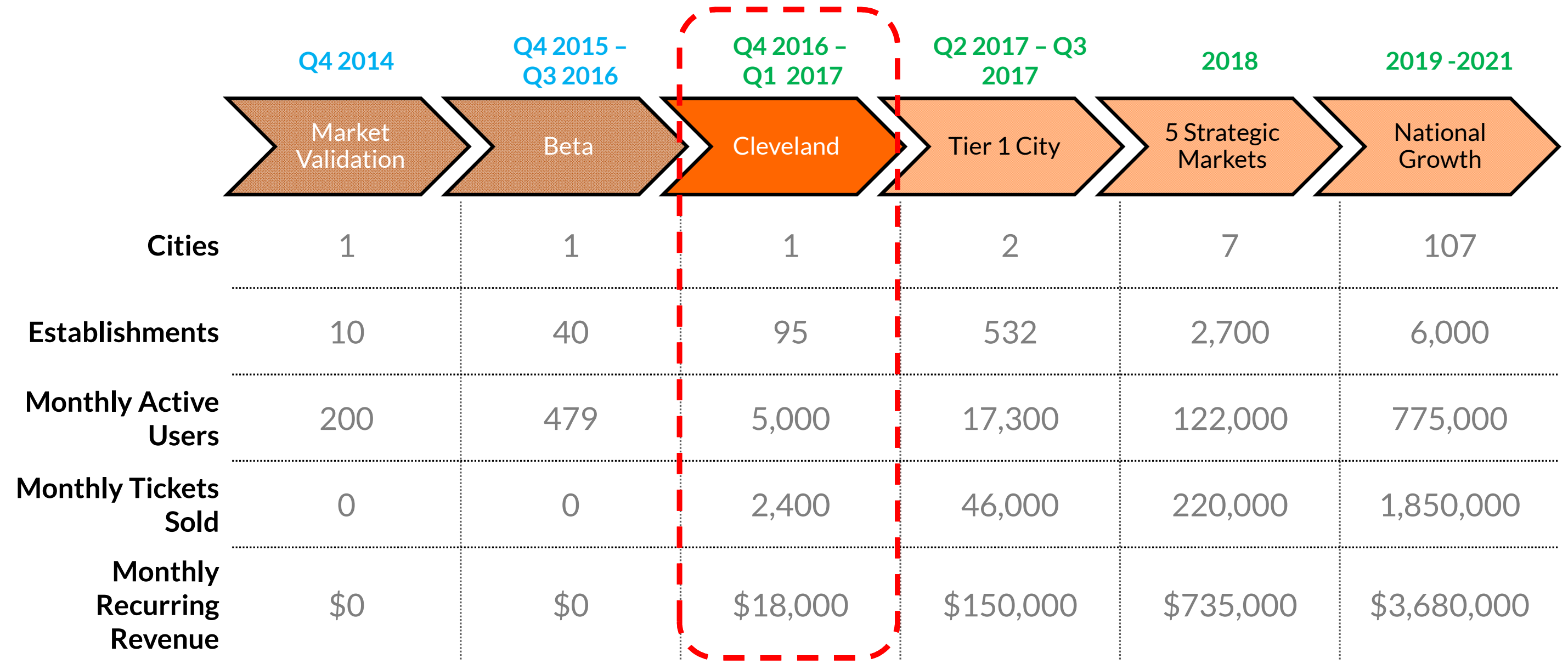
\$1.50 average per ticket

Establishment Discovery Fees

Based on selected
marketing activity types

\$150 average subscription
per establishment

Growth Metrics



Market Entry Approach

Consumers

- Ticket Sales
- Street teams and guerilla marketing
- Co-marketing with establishments
- Bar crawls and other events
- Social media campaigns
- Earned Media

Establishments

- Deploy launch team to each city for six months around launch date
- Contract sales model which engages local industry professionals with existing relationships
- Trade Shows
- Build partnership with influential establishments/brands in each market

Wheedle's Founders



John Weston

Chief Executive Officer

- 9 years of marketing and promotions experience (Corporate Management Group, Prime Marketing)
- Opened and managed marketing promotions for Barley House Cleveland, a top 100 Bar in US and #1 in Ohio
- Baldwin Wallace, Bachelors of Business Administration, Minor in Entrepreneurship



Brian Stein

President

- 20 years of mobile strategy and management consulting experience (E&Y, PwC, Pervasive Path)
- Successfully launched mass consumer mobile applications for Fortune 100 brands (Bank of America, TD Bank, American Greetings)
- MBA and an MS in Public Policy and Management from Carnegie Mellon and a BS in Computer Engineering from Case Western Reserve

Opportunity Summary

- Most comprehensive solution in the hospitality booking space
- Platform that is ready to demonstrate market potential in Cleveland and needs capital to fuel growth
- Currently raising an additional \$500k towards existing seed round
- Next time you are going out in Cleveland, # **wheedle** It

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