



'(h)wēdl Verb

employ endearments to persuade someone to do something

connects

+

competing establishments

consumers looking to go out



wheedl wheedle

Live in Cleveland with Over 60 Establishments



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wheedle

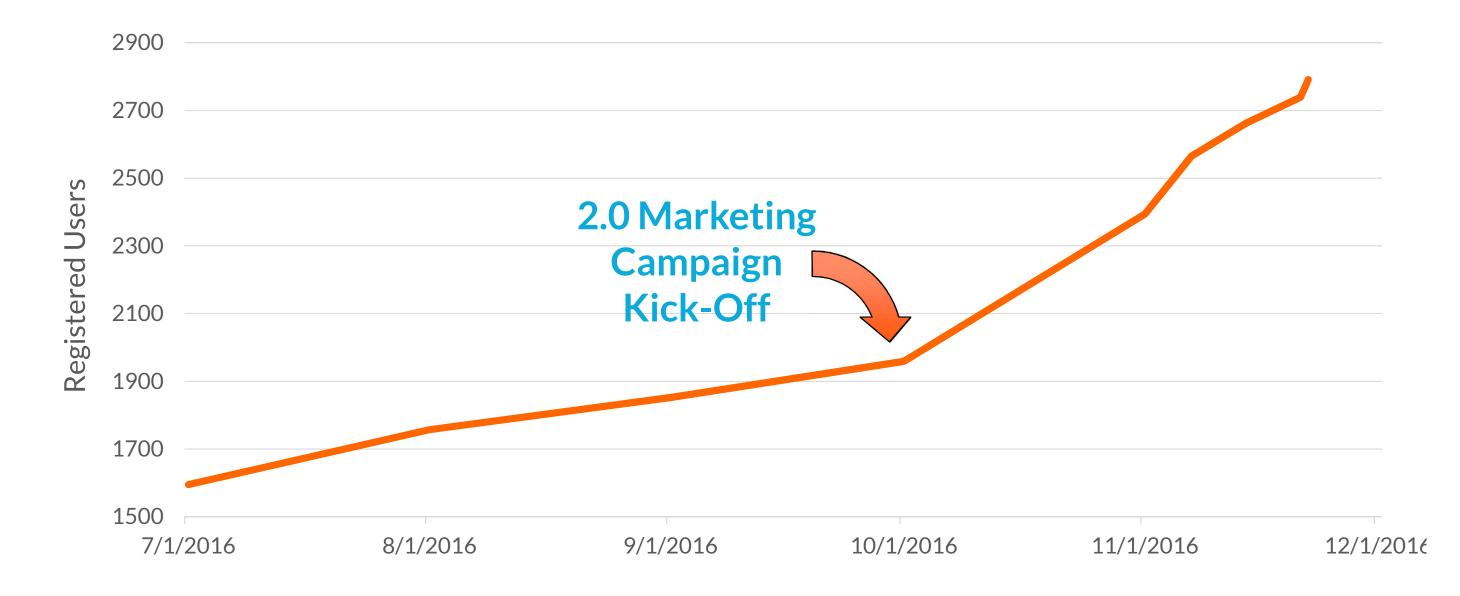
Over 3,000 consumers have used Wheedle to receive over 17,000 offers

from our establishments

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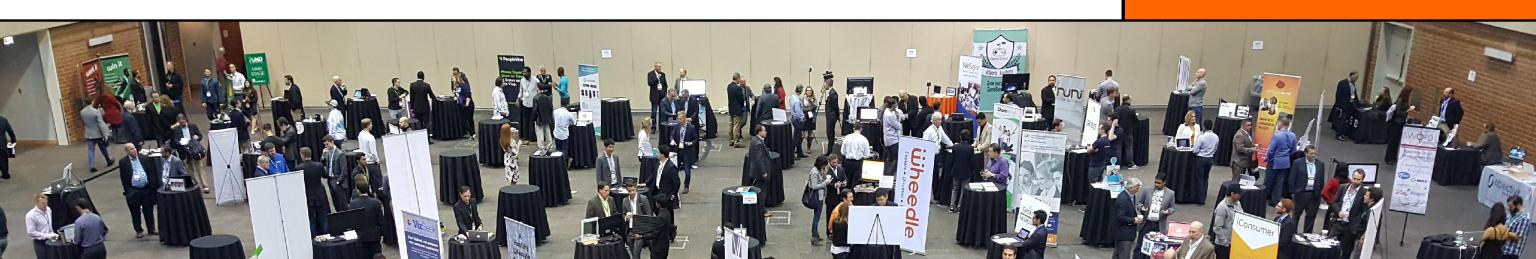


30% Growth in Users Over Last Two Months



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



Planning a Night Out or Event is Difficult

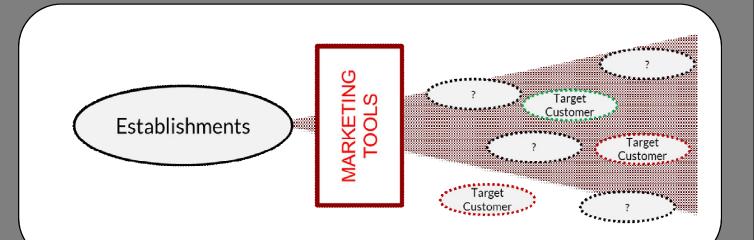
Consumers

- 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

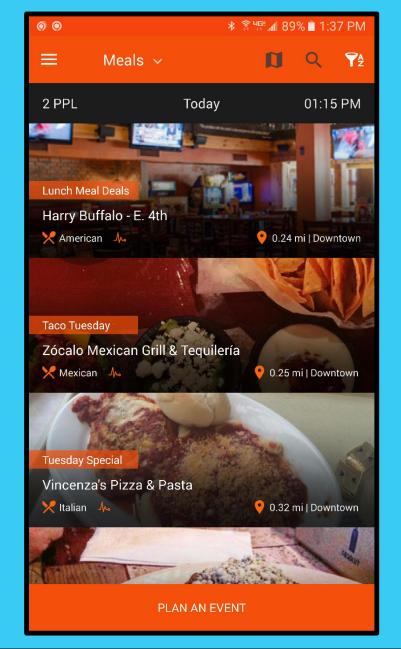
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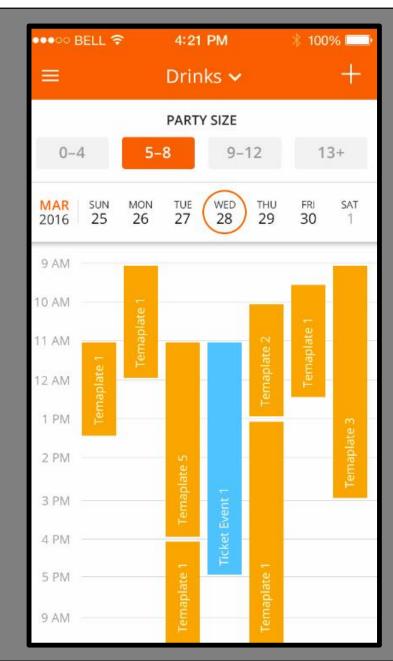


Discover the City

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

••••• BELL 穼	4:21 PM	× 100% 💶				
≡	Catering					
NEIGHBORHOODS 1 and 3 more						
📩 DATE						
TODAY, 01/20/2016						
🔁 TIME						
< 08:00 PM	08:15 PM	08:30 PM 📏				
L PARTY SIZE						
	11 🔪 < 9	10 11 > GIRLS				
(S) SPENDING		MODERATE >				
TELL US ABOUT THE EXPERIENCE YOU ARE LOOKING FOR						
Need corporate meeting provided with lunch trays to feed 20 people						

		≭ 🔃 🛱 📲 80% 🛢 9:21 AM
≡	üheedle	
REQU	JESTS PENDIN	G BOOKED
	Tonya deichler O Activity: Find Event Space Party Size: 10 Guys, 10 G S pending per person: \$\$	irls
× L	Polly Kondrat O Activity: Find Catering Party Size: 50 Guys, 50 Gi Spending per person: \$\$	Sat, Jan. 14, 2017@ 7:00 PM rls
×	AMY JOHNSON C Activity: Find Event Space Party Size: 30 Guys Spending per person: \$\$	Tue, Jan. 17, 2017@ 6:00 PM
	Alexis Lazzara O Activity: Grab a Meal Party Size: 25 Guys, 2 Girl S Spending per person: \$\$	Wed, Jan. 18, 2017@ 5:30 PM
	Nancy Halloran O Activity: Find Event Space Party Size: 20 Guys, 20 Gi Spending per person: \$\$\$	rls 🏾 🌪

Establishments

Tailor responses to meet the consumer's specific request

Sell out their private rooms or idle space

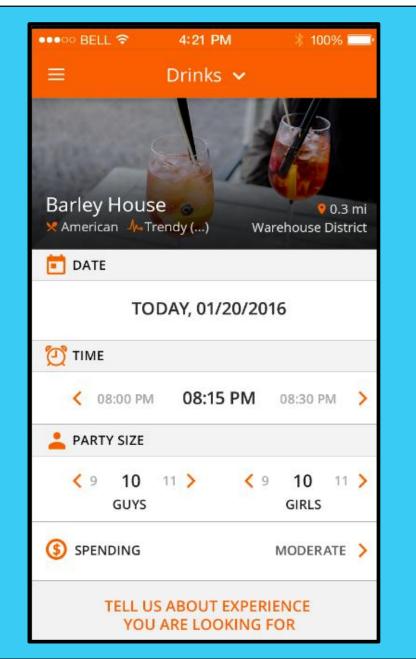
Show off their catering ability

Book VIP Tables

Reservations

Consumers

Easily browse establishments and request reservations



•••• BELL 🗢 4:21 PM 🖇 100% 💳 •							
← Instant Reservation Requested							
Sat, Nov. 12, 2016@ 7:00 PM Michele Kryszak Abraham O Activity: Grab a Meal Party Size: 2 Guys, 4 Girls							
INSTANT OFFER REQUESTED							
BOGO BURGERS							
Still on the look out for the best burger in Cleveland? We found it for you. 21 Lounge + Kitchen uses locally sourced ingredients to create a delicious burger that will keep you coming back.							
A request for the above offer has been requested. Please confirm this reservation.							
CONFIRM							
No Earlier > < 7:30 PM > Times Available							
SEND ALTERNATE TIME(S)							
DECLINE RESERVATION							

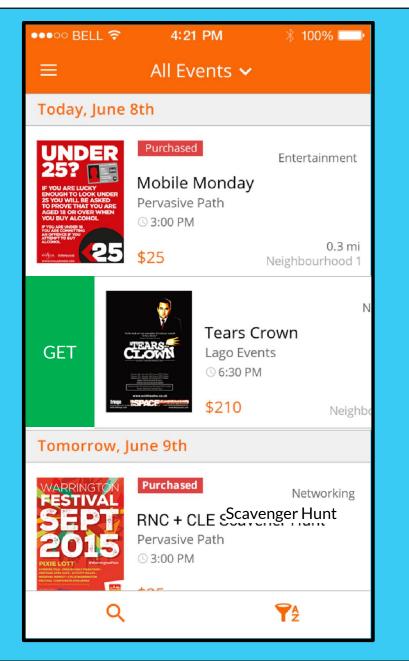
Establishments

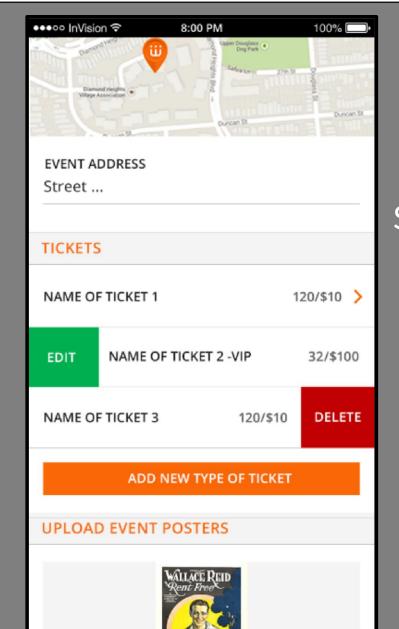
Respond to consumer's request based on availability and collect deposits if necessary

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

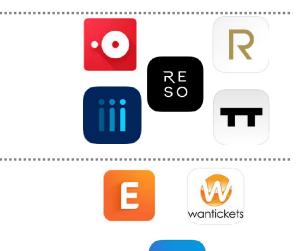
Best Discovery & Booking Tool Available

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 	ALL RIGHTS RESERVED PENDING ALL RIGHTS RESERVED
Reservations	 No ability for establishments to differentiate themselves with promotions; Static profiles Cost prohibitive for establishments & ineffective table management 	R R So R So R C R C R C R C R C R C R C R C R C R
Tickets	 Event discovery and cross promotions Dynamic pricing 	

Fits consumers discovery needs •







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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."

"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."



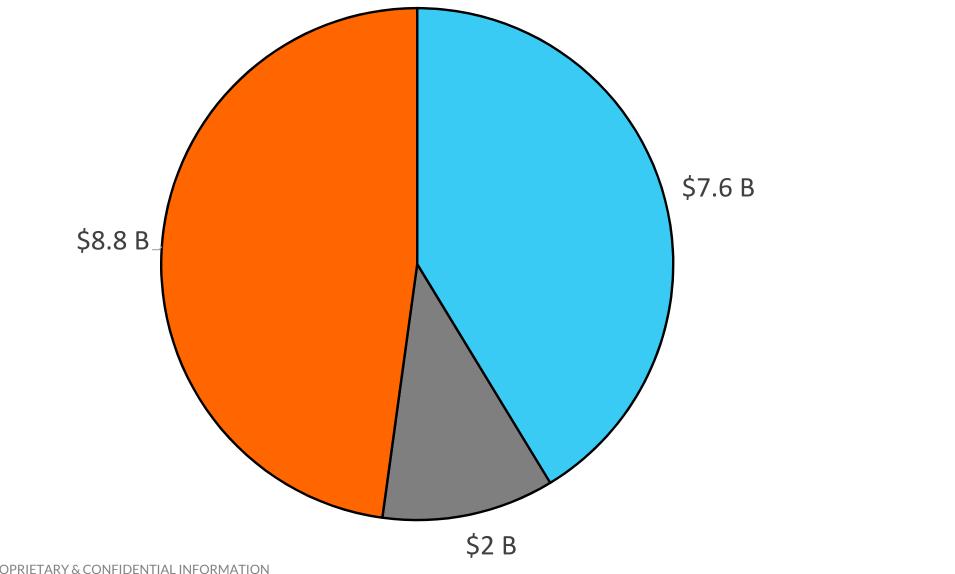
Andrew Czarzasty **Chief Operating Officer**



Katy Landers **Director of Marketing**

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



Discovery

Reservations

■ Ticketing

Revenue Model

Establishment **Discovery Fees**

Based on selected marketing activity types

\$150 average subscription per establishment

Consumer **Ticketing Fees**

5% service charge + transaction fee billed to consumer (No fee to the business)

\$1.50 average per ticket

Growth Metrics								
_	Q4 2014	Q4 2015 - Q3 2016	Q4 2016 - Q1 2017	Q2 2017 – Q3 2017	2018			
	Market Validation	Beta	Cleveland	Tier 1 City	5 Strategic Markets			
Cities	1	1	1	2	7			
Establishments	10	40	95	532	2,700			
Monthly Active Users	200	479	5,000	17,300	122,000			
Monthly Tickets Sold	0	0	2,400	46,000	220,000			
Monthly Recurring Revenue	\$0	\$0	\$18,000	\$150,000	\$735,00			

2019 - 2021



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, # *iiheedle* It



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For more Information, please visit our booth or contact:

wheedle

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