



WECHEER.**IO**

We cherish every drink moment

KARIM CHOUEIRI
CEO/CO-FOUNDER

1BILLION bottle

OPENED
EVERY DAY

Equivalent to 1 billion
USD transacted





IMAGINE IF YOU COULD...

CAPTURE EVERY BOTTLE

Know: Who, Where, When, and What bottle was opened

DIRECTLY INFLUENCE WHAT THEY OPEN NEXT





THE WORLD'S **ONLY** SMART BOTTLE OPENER

Our **PATENTED** technology can instantly identify the:

BRAND **LOCATION** **TIME** **USER**

Of any crown capped bottle as it's being opened.



BEACON



BLUETOOTH



IMAGE-RECOG



SECURE



WIFI



RECHARGABLE





WE SERVE BRANDS WITH:



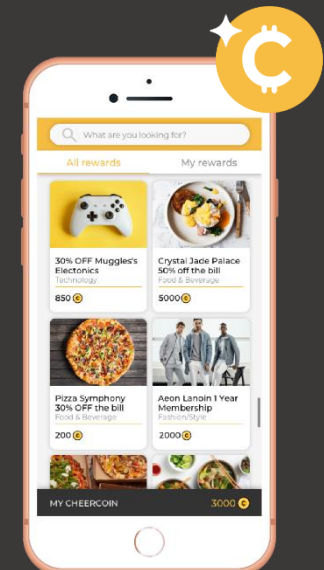
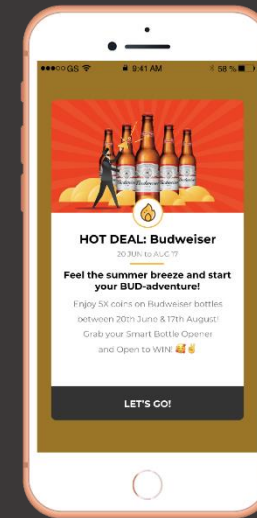
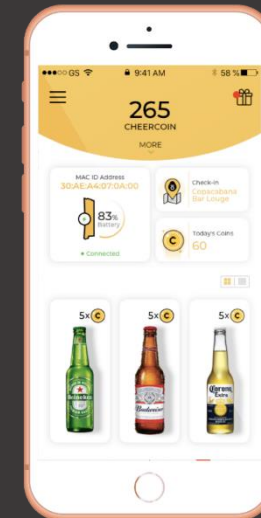
WECHEER INSIGHTS

Real-time market intelligence



WECHEER BARTENDER APP

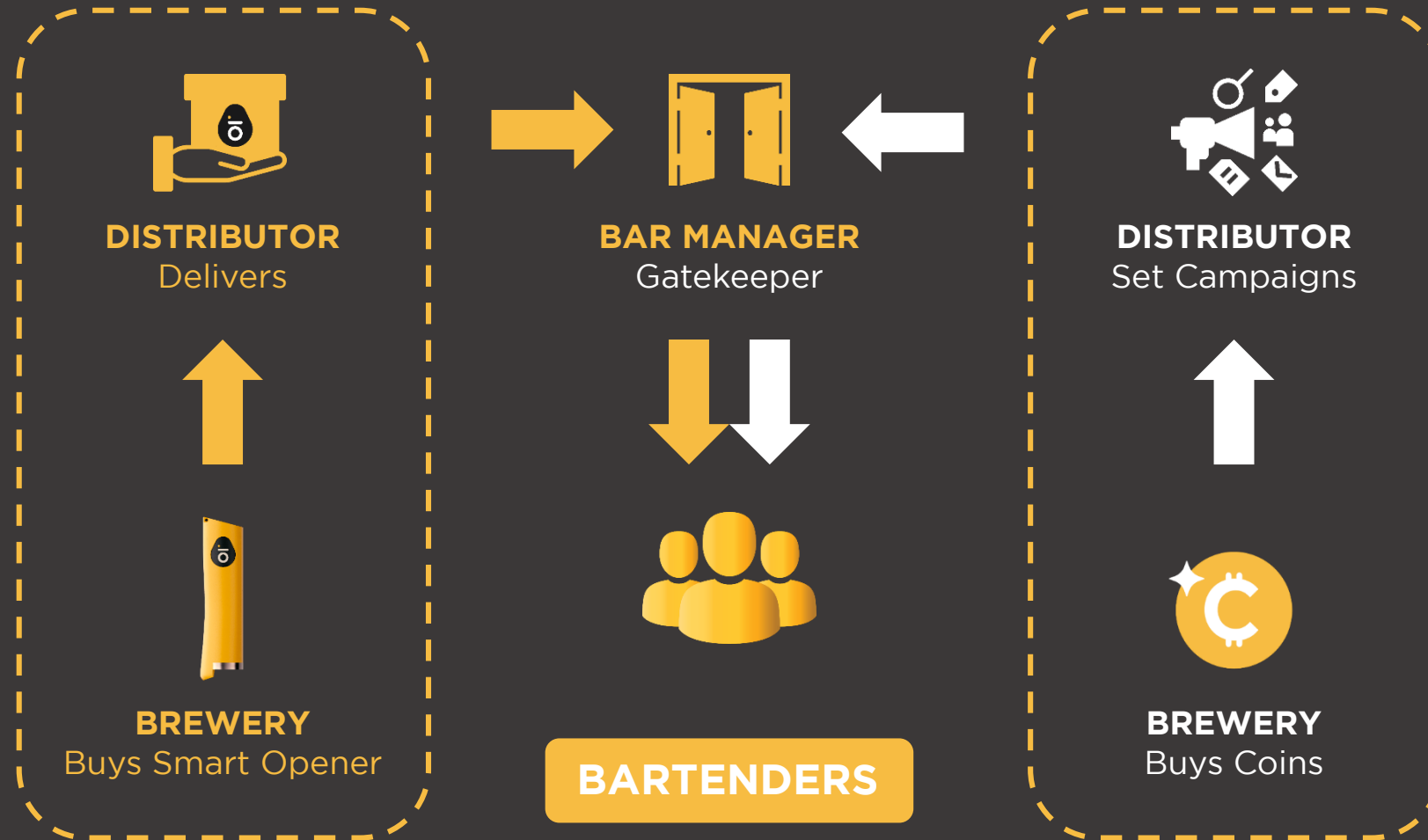
Turn bartenders into salesmen using WECHEER coins





OUR OPERATION MODEL

Today: *Single brewery model*





WE ARE ACTIVE
IN 4 MARKETS



ACQUIRING
10'000
BARTENDERS

+30% BAR
PRODUCTIVITY



OPENING
5'000'000

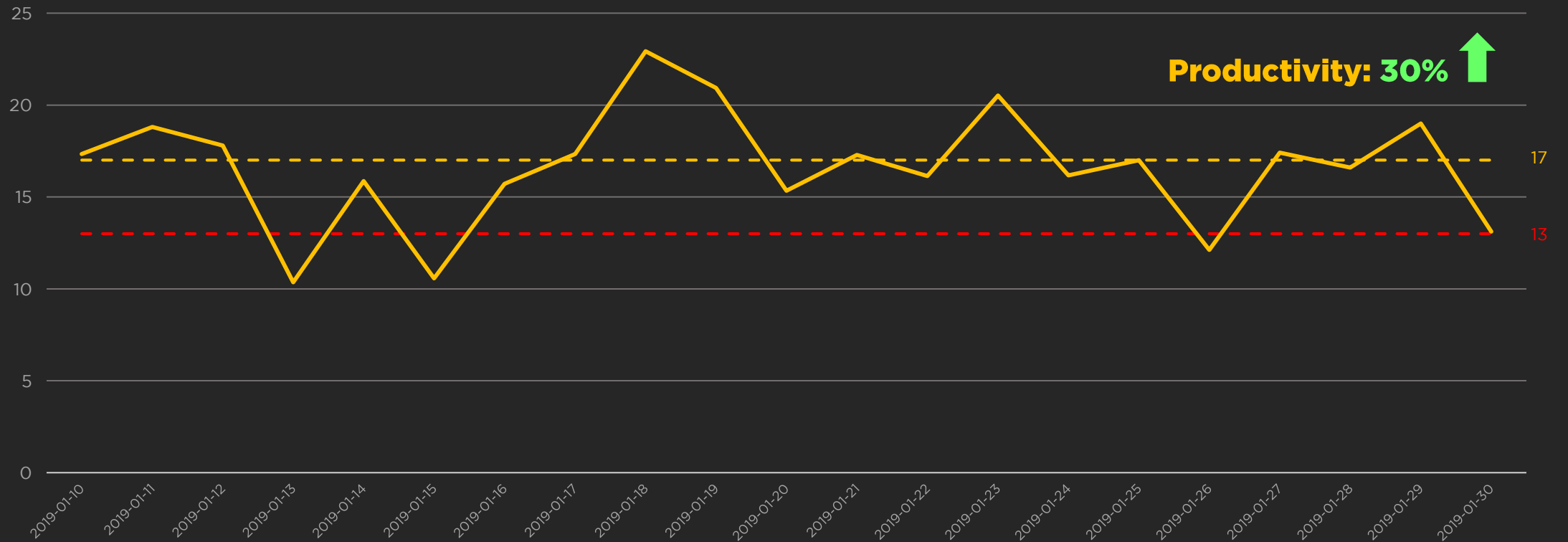


THE WEICHEER BARTENDERS

The **WEICHEER** platform improves bartender productivity by **+30%** helping bar owners to increase total sales & performance of their locations

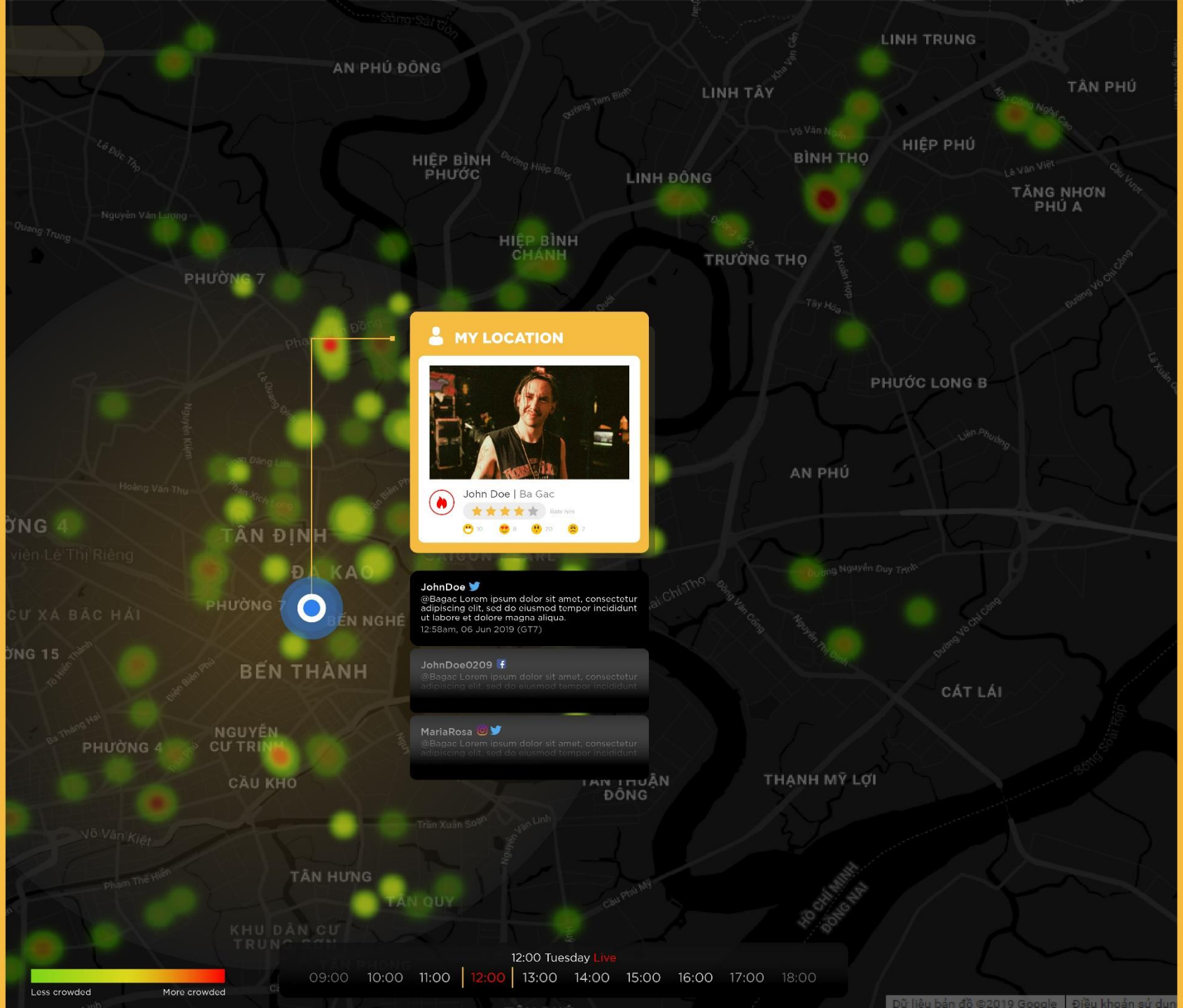
<p>Without WEICHEER</p> <div style="border: 2px dashed orange; padding: 10px; display: inline-block;"><div style="background-color: red; color: white; padding: 10px; font-size: 2em; font-weight: bold; display: inline-block;">13</div><div style="display: inline-block; vertical-align: middle; margin-left: 10px;"><p>Bottles / Bartender / Day</p></div></div>	<p>With CHEERCOIN Incentive</p> <div style="border: 2px dashed orange; padding: 10px; display: inline-block;"><div style="background-color: yellow; color: black; padding: 10px; font-size: 2em; font-weight: bold; display: inline-block;">17</div><div style="display: inline-block; vertical-align: middle; margin-left: 10px;"><p>Bottles / Bartender / Day</p></div></div>
--	---

PRODUCTIVITY RATE



TOP 10 BARS IN THIS AREA TRENDING BEERS

- #1 Bo To Nam Sanh 482 No Trang Long, Phuong 13, Binh Thanh, Ho Chi Minh, Vietnam -4.07 km
- #2 Ca Nuong 539 PVD 541 Pham Van Dong, Phuong 13, Binh Thanh, Ho Chi Minh, Vietnam -4.42 km
- #3 Quan 85 85 Lo Duc Tho, Phuong 7, Go Vap, Ho Chi Minh, Vietnam -5.52 km
- #4 Beer Zone 26 Le Duc Tho, Phuong 5, Go Vap, Ho Chi Minh, Vietnam -5.57 km
- #5 Oc Nho Sai Gon 02 Duong So 20, Hiep Binh Chanh Thu Duc, Ho Chi Minh, Vietnam -5.68 km
- #6 Vong Xoay 1 Quan 95/3 Kha Van Can, Hiep Binh Chanh Thu Duc, Ho Chi Minh, Vietnam -6.22 km
- #7 202 To Hieu 202 To Hieu, Phu Thanh Tan Phu, Ho Chi Minh, Vietnam -7.16 km
- #8 210 Nguyen Duy Trinh Q2 210 Nguyen Duy Trinh, Binh Trung Tay, Quan 2, Ho Chi Minh, Vietnam -7.75 km
- #9 Tron Vo 18 Duong 270, KCD Nam Hoa, Quan 9, Ho Chi Minh, Vietnam -9.31 km
- #10 1007 1005 Nguyen Trai, Phuong 14, Quan 5, Ho Chi Minh, Vietnam -5.69 km



MY LOCATION

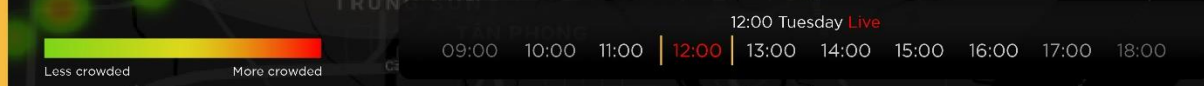
John Doe | Ba Giac

4.5 stars (10 reviews)

[JohnDoe](#) @Bagac Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. 12:58am, 06 Jun 2019 (GT7)

[JohnDoe0209](#) @Bagac Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

[MariaRosa](#) @Bagac Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt





DELIVERING REAL ROI

SCOPE

Mexico City 80 Bartenders / 30 Bars 5 days

SCHEME

Win 2 **CHEERCOINS** with **BRAND X**

RESULT

The campaign was able to significantly grow the brand & resulted with a halo effect on the total performance of the brand X portfolio

1,200 **INCREMENTAL VALUE (USD)**

795 **INCREMENTAL VOLUME (bottles)**

70% **BARTENDER ENGAGEMENT**

12.76 **CAMPAIGN ROI***

94 **CAMPAIGN SPENDING (USD)**

+31%

21 **BARTENDER PRODUCTIVITY**
(Total Bottles / Bartender)

+900bps

28% **BRAND X MARKET SHARE**

+2,300bps

82% **TOTAL BREWERY MARKET SHARE**

*Based on a 75% Marginal Contribution estimation

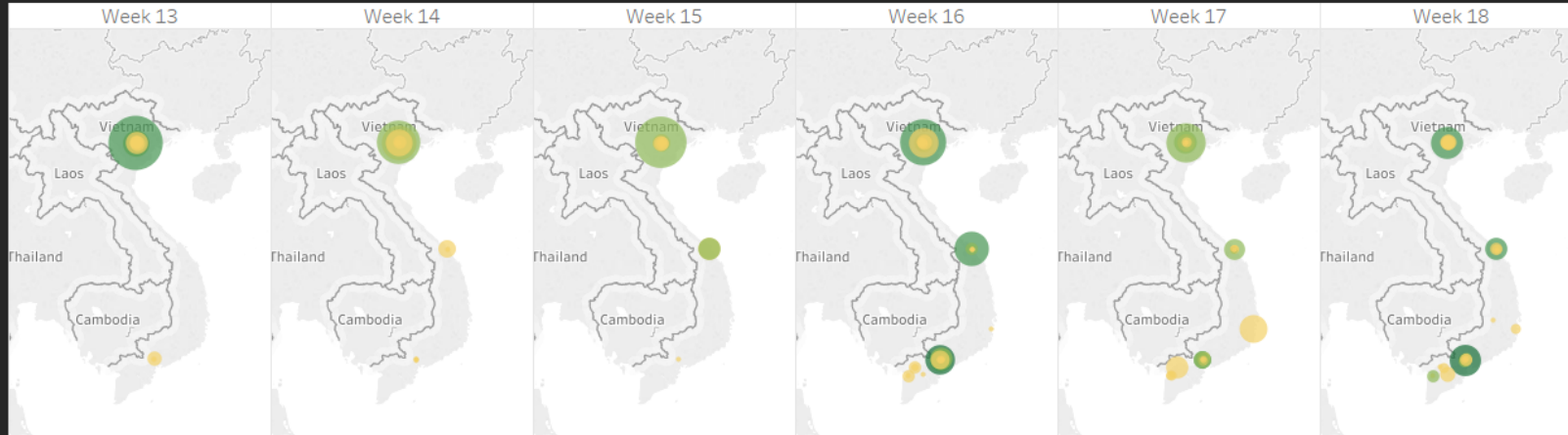


INSTANT MARKET INTELLIGENCE

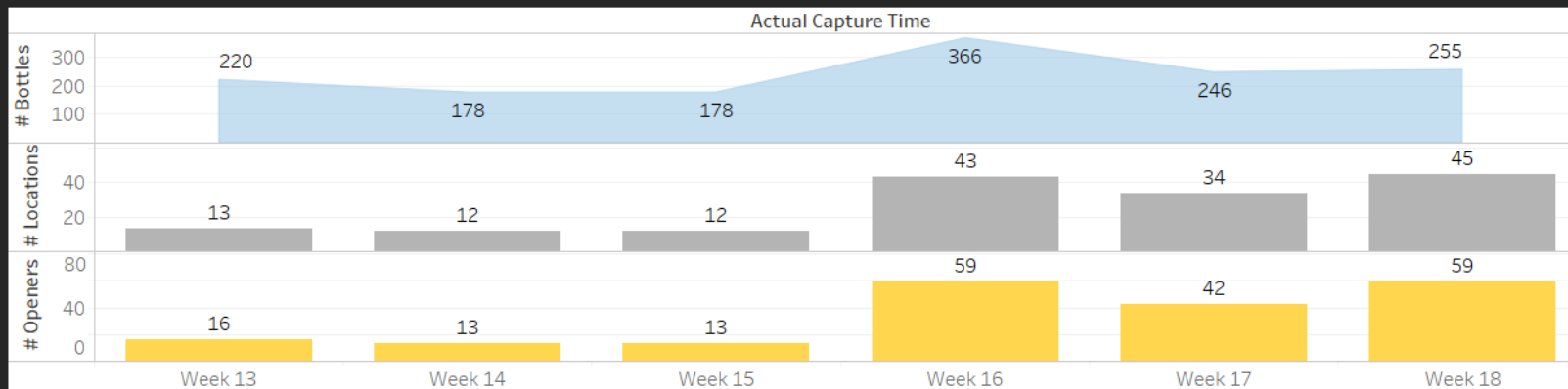
DETECT NEW BRANDS BEFORE LAUNCH



BRAND Y LAUNCH EVOLUTION



BRAND Y CONSUMPTION AND DISTRIBUTION



SCOPE



Vietnam



Since 27th
of March

WECHHEER
BREWING DATA
ONE BOTTLE
AT A TIME

