

ADD VALUE S.R.L

Gruppo AVM

**Developers of Smart Robotic Bar System, creators of a new tech market branch of the F&B, specialized in design and assembly of automated bartending systems to boost efficiency. Focused on (creating/build up) a global network and get scalable revenues on the volume of its users.**

**Short project description:** 1° Step: €1M investment in Q1 2021 to improve a multi channels sales network, software and product development. 2° Step: successive €1M for USA Headquarter in Q3 2021, additional sales network reinforcement and eventual synergies with spirits companies and bar furniture suppliers.

**Some Financial Details:** CAGR 2014-2019 of 30.4%. Revenue 2018 €2.98M, 2019 €3.38M. Revenue Forecast 2020 €1.8M, 2021 €7.3M. EBITDA>0 in 2019 and 2020.

**Financial Structure:** €1M by Add Value Club Deal through Add Value SPV by February 28<sup>th</sup>, 2021 and successive additional investment of €1M through 2021.

**Sector:** Characterized by a high technological coefficient which generates high barriers of entry, requires important efforts in R&D and a solid know-how hardly imitable. Few slow competitors, still without a working and marketable product, only prototypes or projects despite considerable investments. Different customers from high-end bar to multinationals companies (corporations) (ex: Tourist Companies, Airports, Shopping Malls, Hotel and Resort etc..). Concrete possibilities for a drastic growth, establishing synergies with important players of the F&B and acquiring big customers from tourism industry.

Example Ideal Customers



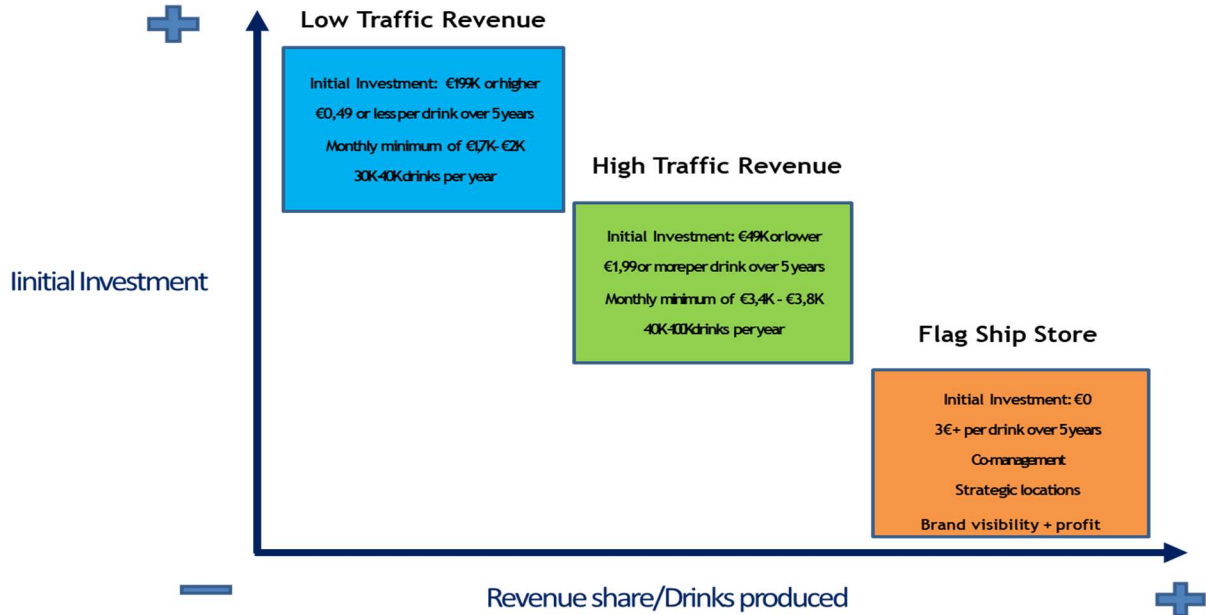
Example Ideal Partners



**Target exit:** 3x in 3 years.

**Business Model e Strategy:**

A Robotic Bartender which merges high-tech components with the luxury of Italian design, effectively impact on efficiency in terms of cost and time. Profit formula based on bar system unit sale, installation and maintenance; revenue shares each drink produced. The standard solution includes a €99,000 initial investment and shared revenue of €0.99/drink. The business model is completely adaptable to clients and market needs. Excepts particular dealing with specific customers, they offer three adaptable solutions:



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