

A man in a dark suit and tie stands in a modern kitchen, addressing a group of people seated at a dining table. The table is set with plates, glasses, and bottles. The background features white cabinetry and a wall with the text "EAT with you".

**A TAVOLA CON NOI**  
It's different



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# The sharing economy is exploding worldwide

and peer-to-peer marketplaces have been popping up  
for the past few years: people want to share  
save money and/or make money doing things they enjoy

- \*airbnb
- \*couchsurfing
- \*getaround
- \*blablacar

discover more: <http://mashable.com/2012/02/07/sharing-economy/>



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# The rise of the sharing economy



The emergence of social networks and real identity online brought a shift in consumer behavior:  
"The social web results in trust, access to what you need quickly, and in the long run, a more authentic and interesting experience,"

(Will Dennis, founder of peer-to-peer bike rental marketplace Spinlister)

The  
Economist



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**424 billion €  
spent in Europe  
for outdoor eating**

every year



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**In Italy outdoor eating estimated value is more than 30 billions euros of which**

**\*more than 23 billions spent by families  
\*about 3 billions spent by tourists**



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**Our answer?**

**social network+sharing economy+food<sup>3</sup>=**

**GNAMMO.COM**



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PUBBLICA EVENTO



HOWTO



CUOCHI



GNAMMERS



EVENTI



BLOG

 marzo 1  
 Milano


0/14


**Macarons: belli e possibili**

Seconda lezione di TRIS di laboratori su CAKE DESIGN e MACARONS, accessibili a tutti, sia dal punto di vista economico che da quello

Explore!

35,00 €

 marzo 2  
 Vigevano


0/10


**Cibo e Nature Morte II**

La definizione di natura morta è della seconda metà del settecento ed è il termine con il quale si definisce quel tipo di pittura

Explore!

20,00 €

 marzo 2  
 Roma


0/60


**GNAMM e SPLASH in SPA!**

Benessere e buon cibo a tutta movida! Nel fascino contesto di un Centro Benessere Luxury gusteremo un ApeCena a buffet.

Explore!

25,00 €

 marzo 8  
 Milano


0/14

 marzo 8  
 Bari


0/15

 marzo 10  
 Torino


4/40



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# How does it work?

**The COOK creates an event and shares it!  
The GNAMMERS ask to join in, eat and meet new friends**

- \*Cooks can be professional chefs or just passionate for cooking and can organize events wherever: home, atelier, ...
- \*Events are private: a cook can choose if accept or not a Gnammer



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# Product

**Gnammo is a community of Foodies,  
and also a platform to create,  
communicate and manage food events**



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# **CUSTOMERS can be many**

**\*Cooks, food lovers, ....., tourists and travellers  
Consumer / Pro-sumer Customers**

**\*Food brands or producers, interested in exploiting Gnammo  
as communication channel  
Business Customers**



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# Value proposition

Create, manage and communicate food events... why?

## **\*Gnammers**

eat out of the ordinary and meet new people

## **\*Home cooks**

share the passion for cooking,

meet new people and earn some money

## **\*Professional cooks and Cooking schools**

start or boost your business, get known and make money

## **\*Tourists**

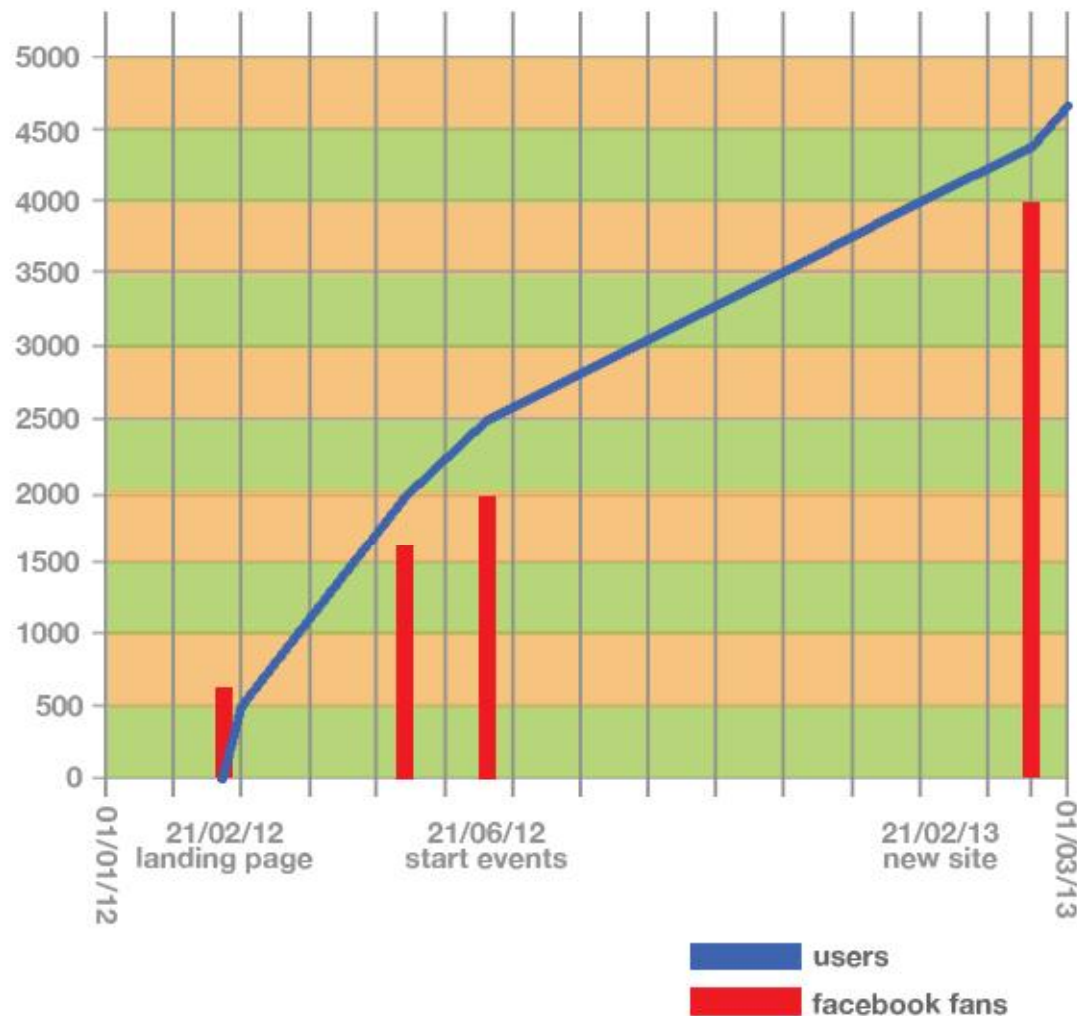
live an immersive experience in the country you're visiting



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# Growth



21 feb. 012 - landing page  
21 jun. 012 - start the test phase\*  
21 feb. 013 - new site

\*8 months  
13 regions of Italy  
+175 events created  
+1000 people have tried  
the Gnammo experience

+4900 users  
+4400 fans on facebook  
+600 followers on twitter  
+300 followers on pinterest



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# Competitors



## EatWith

\*Grubwithus > from USA, social eating in restaurant - Fanpage 5.056 - Raise \$6 billions

\*Ploonge > from ITA, social eating in restaurant/home - Fanpage 2.984 - Raise €300k

\*NewGusto > from ITA, social eating at home - Fanpage 1.553 - Raise 0

\*EatWith > from IL, social eating at home - Fanpage 14.376 - Raise \$1.2 billions

\*Gnammo > social eating/brand pages/food events - Fanpage 4627 - Raise 0



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# Business model

**\*HOME FOOD: 10% fee on transactions**

**\*FOOD BRANDS AND SMALL BUSINESSES: premium fee to be on our website + ad hoc marketing projects for big brands**



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# Goals 2013/14

	TODAY		+ 12 months		+ 24 months	
B2C			Italy	Other Countries (x 2)	Italy	Other Countries (x 5)
Subscribers		4,630	80,000	25,000	250,000	300,000
Cooks		90	1,500		6,000	
Published Seats		1,500	35,000		155,000	
Sold Seats (= proxy of Active Gnammers)		700	24,000	10,000	125,000	150,000
Number of Events		175	2,300		10,500	
Average Price of Seat	€	20	€ 30	€ 30	€ 30	€ 30
Events/Cook		2	1.5		1.8	
Seats/Event		9	15		15	
Redemption		47%	69%		81%	
Active Gnammers/Subscribers (proxy)		15%	30%		50%	
B2C Revenues (Gnammo's fee = 10%)	€	1,400	€ 72,000	€ 30,000	€ 375,000	€ 450,000
	€	1,400	€ 102,000		€ 825,000	
<b>B2B</b>						
Farmers & Makers (# of subscriptions)			250		500	
Farmers & Makers subscription fee	€		1,000		2,000	
Food Brands (# of projects)			3		10	
Food Brands average value	€		50,000		60,000	
B2B Revenues			€ 400,000		€ 1,600,000	
<b>TOTAL REVENUES</b>			<b>€ 502,000</b>		<b>€ 2,425,000</b>	



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# Costs

+ 12 months

+ 24 months

## COST of HUMAN RESOURCES

		FTE	RAL (target)	RAL real)	COST (x 1.35)	FTE	RAL (target)	RAL real)	COST (x 1.35)
CEO/CCO	G. Ranno	1	€75,000	€40,000	€54,000	1	€75,000	€60,000	€81,000
CTO	C. Rigon	1	€40,000	€30,000	€40,500	1	€40,000	€35,000	€47,250
Developer Senior	R. Salmaso	1	€40,000	€40,000	€54,000	1	€40,000	€40,000	€54,000
Developer Junior	da assumere	1	€20,000	€20,000	€27,000	1	€25,000	€25,000	€33,750
Marketing Manager	W. Dabbicco	1	€40,000	€20,000	€27,000	1	€40,000	€30,000	€40,500
Marketing Junior	da assumere	1	€20,000	€20,000	€27,000	1	€25,000	€25,000	€33,750
PR & Marketing Abroad	da assumere	2	€40,000	€20,000	€54,000	5	€35,000	€35,000	€236,250
B2B Sales	da assumere	1	€40,000	€40,000	€54,000	2	€40,000	€40,000	€108,000

### HR Cost

€337,500

Media: 2 full + 3 part time

€634,500

### Other Costs

#### Outsourced Development

- website frontend and graphics
- mobile apps

€10,000  
€15,000

€10,000  
€10,000

#### IT Costs (servers and domanis)

€5,000

€6,000

#### Marketing

- offline
- online

€50,000  
€70,000

€50,000  
€90,000

#### Legal & Administration

€35,000

€15,000

#### Other Costs (travels, services, contingency)

€20,000

€20,000

### TOTAL COSTS

€542,500

€835,500



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# Who speak about us



la Repubblica

LA STAMPA

CORRIERE DELLA SERA

ZERO

myself

millionaire  
idea per lavorare e vivere meglio

VANITY FAIR

WIRED IT



GLAMOUR

leweb



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# Team



**CMO**  
**Walter Dabbicco**  
degree in tourism marketing  
passionate of social media,  
glutton and a lover of his country, Puglia.

**Senior developer**  
**Raffaele Salmaso**  
+10 years of experience  
like developer,  
beer and Simpson lovers



**CEO**  
**Gian Luca Ranno**  
+10 years of experience  
in design, marketing and  
communications,  
travellers and food lovers



**UX Designer**  
**Alberto Bonetti**  
+10 years of experience  
like UX designer,  
passionate of art, design and wine



**CTO**  
**Cristiano Rigon**  
+10 years of experience like team  
manager in Sistemi SPA,  
mountain and sports lovers



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Are you ready,  
for start with us,  
the Social Eating  
revolution!



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