# KEMANJI, WHO WE ARE

**WE ARE WHAT WE EAT**

# KEMANJI

Kemanji is a dynamic Italian start-up company founded in 2019 by by Roberta Tardugno, Ph.D in Science and Technologies for Health Products and by Ernesto De Marchi, MD in Economics and Business Administration. We combine artificial intelligence and professional assistance to offer ho.re.ca managers and customers an innovative service, simplifying their daily duties and improving their digital experience. Philosopher Feuerbach used to say that we are what we eat, and we think this, too. Tables are the places where people meet and talk and Appeaty aims to help and connect people through food. "kɛ mɑndʒɪ" in Italian spoken language means: "what are you eating?" and to answer to this question we developed Appeaty: a food based social network smartphone application that integrates tradition and innovation, artificial intelligence and professional services as food and nutritional data analysis, social media marketing, cash management and invoicing activities. We believe that digital transformation shouldn't make us less human but must lead users to an experience innovation in everyday life, beeing green, saving time and allowing an aware choice based not only on prices and discounts. Nowadays customers pay a lot of attention to nutritional facts, prices, Covid-19 safety regulation and GDPR privacy settings. All ho.re.ca services are going digital and Appeaty is a unique all-in-one smartphone application that gives support for users' everyday choices and payments.

When we founded Kemanji ho.re.ca. market players were focused on food delivery. With delivery and pick up food was going out of the restaurant and final consumers had the meal in their office or at home, alone, in front of a computer or watching tv. Our idea was to make efficient the meal consumed inside the restaurant, we wanted people to pre-order their meal before arriving into the restaurant and consume it inside, on restaurant's table, in order to meet and talk with other people instead of watching a screen. Then Covid-19 arrived, Italy was locked down and on site meals were not allowed inside the restaurants: Appeaty was designed only to manage onsite meals. Our business model is without any fixed monthly cost to be paid by restaurants therefore zero meals served with Appeaty means zero revenues for us and huge costs for AI development and server maintenance all the same. We added pick up and food delivery options, we developed and added many special features that now help users to face Covid-19 diffusion risk. We gave a quick and effective answer to the market, adapting Appeaty to virus emergency and to users' necessities. Dragon changes all in one day but it must be faced, we are a scalable small and flexible company: we can adapt day by day to the market requests.

ENJOY YOUR MEAL WITH APPEATY

APPEATY

NO MORE WAITING TO ORDER AND PAY AT THE RESTAURANT

# A P P E A T Y

Appeaty is an innovative unique multi-restaurants aggregator SAAS and smartphone application that simplifies the managing and accounting requirements both of restaurant managers and customers.

Final users save money and time, restaurant managers can focus only on cooking and service activities because Appeaty does all the other ones.

Appeaty gives an effective support to restaurant managers because it:
- integrates table, room, beach, spa service, take away and food delivery;
- allows single restaurants to manage the food delivery with their collaborators;
- automatically translates ingredients and matches allergens;
- considers users' health and food preferences (halal, kosher, vegan);
- gives effective reviews on single products and locations, after purchase, with real profiles;
- uses Bites, the Appeaty "cross-currency restaurant price benchmark";
- manages money-less payments and automatic invoices.
- provides corporate welfare and discount agreements, with a fast and unified management of tables reservation, orders collection, payments and tax receipts;
- store users' contacts by General Data Protection Regulation (Gdpr) rules to inform them in case of others' Covid-19 infection;
- sets the number of seats available per timeslot;
- avoids queue at hotel breakfast buffet and improves room service;
- avoids paper menu, banknotes or Pos pinpad to be hand touched

Appeaty final users have all in their hands, with only their smartphones they can:
- select city, day, time, number of people;
- type what they would like to eat;
- filter restaurants according to their food preferences;
- see only the available matches;
- choose one of the suggested restaurants;
- invite friends to join their table and decide who is paying;
- select products and variations;
- pay by credit card, prepaid Bites or debiting the bank account.

**ENJOY YOUR MEAL WITH APPEATY**

NO MORE WAITING TO ORDER AND PAY AT THE RESTAURANT

# LET'S START-APP

Kemanji s.r.l. is an **innovative Italian start-up company** founded in 2019 by:
*Roberta Tardugno, Ph.D in Science and Technologies for Health Products;*
*Ernesto De Marchi, MD in Economics and Business Administration.*

"We are what we eat" philosopher Feuerbach used to say, and we think this, too.

The main focus of Kemanji is the analysis of food and nutritional data with the aim:
- to improve the quality of life;
- to reduce useless wastes.

In Italian spoken language "*kɛ mandʒɪ?*" means "what are you eating?"
**Appeaty is the concrete answer to this question.**

# HO.RE.CA. MARKET

Worldwide restaurants number on thewebminer.com: 15.000.000
Worldwide hotels and resorts number on str.com: 185.000

Global diner in 2018 expressed in US bln $ according to strategy& on tripadvisor.com:
222 in USA, 57 in Italy, 38 in France, 32 in UK, 13 in UAE.

Covid-19 lockdown deprived consumers of the onsite restaurant dining, in favour of take away and food delivery.

Online food delivery 2020 expectations on statista.com :
• Worldwide, 130 bln $ revenues, +27% yoy 1.213 mln users, +25% yoy;
• Europe,        20 bln $ revenues, +26% yoy    176 mln users, +23% yoy;
• Italy,            1 bln $ revenues, +27% yoy      11 mln users, +20% yoy.

What about postCovid-19? **More attention on quality and safety - revenge onsite spending.**

# MARKET PLAYERS

Table reservation and discounts:

Table reservation and reviews:

Pick up and food delivery with food riders:

Digital menu or single restaurant customized applications: hundreds

**???...we focused on everyday problems**

# EVERY DAY PROBLEMS

**APPEATY**

Time efficiency. How can I get my meal if I'm still on the train and soon I've a meeting!

Ingredients & Allergens. What is inside?

Translations. What is a "Sea bass"?

Prices & Currencies, how much does it cost? 1.000 yen? How is it in euro?

Cashless payments. I've no cash or credit-card with me, how can I pay?
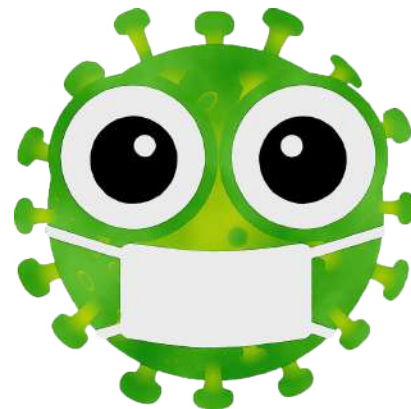
Invoices. 30 invoices/month…too much!

# COVID – 19 FOCUS

With **Appeaty** it's easy to:

- set the number of seats available per timeslot;

- avoid queue at hotel breakfast buffet;

- improve hotel room service;

- store users' contacts by G.d.p.r. rules to inform them in case of infection

- avoid paper menu, banknotes or Pos pinpad to be hand touched.

# THE SOLUTION

**Appeaty** is an innovative unique multi-restaurant aggregator SAAS and smartphone application that:
- integrates table, room, beach service, take away and food delivery;
- automatically translates ingredients and matches allergens;
- considers users' health and food preferences (halal, kosher, vegan);
- gives effective reviews on single products and locations, after purchase, with real profiles;
- uses Bites, the Appeaty "cross-currency restaurant price benchmark";
- manages money-less payments and automatic invoices.

**Appeaty** **simplifies the managing and accounting activities** both of the restaurant manager and of the customer, also for corporate welfare and discount agreements, with a fast and unified management of tables reservation, orders collection, payments and tax receipts.

**Restaurant manager can focus only on cooking and service activities, Appeaty does all the other ones.**

ITALIAN STARTUP

Ministry of Foreign Affairs and International Cooperation

ITA — ITALIAN TRADE AGENCY

# GOALS

With **Appeaty** all is in users' hand, only with a smartphone it's possible to:
• select city, day, time, number of people even before arriving to the restaurant;
• type on Appeaty what you would like to eat;
• filter restaurants according to your food preferences;
• see only the available matches;
• choose one of the suggested restaurants;
• invite friends to join your table and decide who is paying;
• select products and variations;
• pay by credit card, prepaid Bites or bank account.

Be ready to love and enjoy your meal with **Appeaty**!
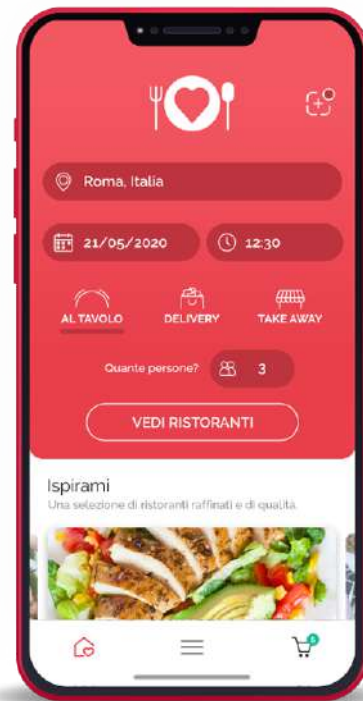
# THE BITES

Appeaty is a multiple currencies platform, it can be accessed by restaurants in every continent, we are able to manage payments in all the currencies, and in Appeaty BITES, too.

Appeaty BITES are a fixed multi currency parameter that gives users an idea about the price of the products they intend to order. What is US dollar exchange today? And what is the $/¥ exchange rate? Appeaty BITES allows users to compare prices before ordering.

A Pizza Margherita costs 10 € in Rome, 9 £ in London, 12 $ in Washington, 1.260 ¥ in Tokyo.
1.260 ¥, do I have to be a billionaire to eat a pizza in Tokyo? No: the value of your Pizza Margherita is always the same, all over the world: it's 10 Appeaty BITES. Is the price of your pizza 20 Bites? Ok, that is "expensive".

Appeaty BITES are the perfect solution for tourists and to provide corporate welfare.

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# RESULTS & NEXT STEPS

We focused on the product: Appeaty is on the market, Technology Readiness Level Scale is 9.

Appeaty is an API, it can be integrated to any clients' software, with local distributor's support.

We can provide magnificent Murano Glass and Venice Velvet hand made table Qr Code supports.

We have a 1.000+ ingredients list with allergens matching and translation in: Italian, English, German, Arabic

We have a cloud based system that proceeds the payments and that manages the invoices for every single meal.

We are a dynamic small company, we offer tailor made solutions and we are scalable. Appeaty needs users and restaurants, but users and restaurants need Appeaty, too: our next steps are marketing and promotion of Appeaty.

# VISION & OPPORTUNITIES

Our **vision**: Appeaty knows and predicts what users want, what they need and when they need it.
Training dataset: Appeaty knows what restaurants offer in the menu and knows what users like/don't like.
Machine learning: time, preferences, locations.
To share our vision with, we are looking for potential partners as investors, collaborators, distributors.

At the moment Appeaty is used only in Italy but our cloud based software can be accessed everywhere in the world.  It's an Api, therefore it can be integrated to any other managing software: it can be used as the only solution where the restaurant manager uses only paper and pens to collect the order, or it can be integrated to other software, with local distributor's support.

We are available to any kind of collaborations in the market where we are not present at the moment.

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# BUSINESS MODEL

It's a food dropshipping scheme:
- restaurants upload their menu on Appeaty;
- users place the order on their smartphone;
- Appeaty forwards immediately the order to the restaurant;
- the restaurant provides users the food they previously ordered.

Appeaty cashes in from users in advance and cashes out to restaurants, manages all the invoices.

Pay in euro in Las Vegas and get an Italian invoice? Let's talk about it!

Appeaty

ORDERS
INVOICES
PAYMENTS

Users ⟷ Restaurants

FOOD
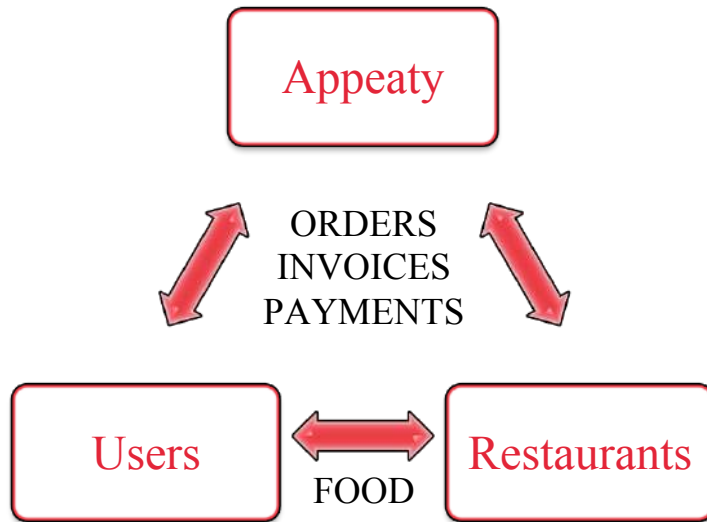
# PROFITS

Users can create an Appeaty account for free and they pay Appeaty the price set by the restaurants.

Digital marketing for new restaurants. Digital marketing and new restaurants for new users.

Profits for Appeaty:
- installation entrance fee;
- % fee / discounted price paid to restaurants;
- inspire me section;
- professional assistance to restaurants.

Profits for local distributors:
- installation entrance fee;
- api connection costs with single restaurants requirements;
- recurring % fee on every restaurant transaction processed;
- professional assistance to restaurants.

For more financials: email INFO@KEMANJI.COM

# *ACKNOWLEDGEMENTS*

We presented Appeaty during London Tech Week - Ai Summit, September 2020
We were awarded by AMAZON AWS and by RDS during Web Marketing Forum 2020, October 2020
We were shortlisted in Pitch Competition at Web Summit - Lisbon, November 2020
We challenged in Supernova Semifinal Gitex - Dubai, December 2020
We exhibited at CES – Las Vags, January 2021

Ernesto De Marchi, Founder Kemanji    -    Roberta Tardugno, CEO Kemanji

Follow us on:

Web: www.appeaty.it/en

Linkedin: Appeaty

Instagram: App.eaty

Facebook: Appeaty

Write to us:

info@appeaty.com

# WHEN TO USE APPEATY

TAKE A LOOK ON EVERYDAY SITUATIONS WHEN APPEATY MIGHT BE YOUR BEST FRIEND

APPEATY

APPEATY

DON'T LOOSE TIME TO ORDER AND PAY, USE APPEATY AND FOCUS ONLY ON BUSINESS

APPEATY

MY TRAIN ARRIVES AT 3.00 PM, MY MEETING IS AT 3.30 PM. APPEATY, WHERE CAN I HAVE MY MEAL SERVED AT 3.05 PM?

APPEATY

I'VE NO CASH, IT'D BE SO NICE TO RECEIVE HERE AN ICED COFFE

APPEATY

TO ORDER AND PAY, APPEATY IS THE ONLY APP YOU NEED

APPEATY

HEY SIRI/ GOOGLE, WHAT IS A SEA BASS? IS IT A FISH?HOW MUCH DOES IT COST?

APPEATY

IT'S SO COLD, WILL WE FIND A SEAT ONCE THERE? WILL WE LIKE THEIR MENU?

OH YES, THIS IS REALLY THE BREAKFAST I WAS DREAMING ON.

APPEATY

ONLY WITH APPEATY YOU CAN GET AND PAY YOUR TEA AT THE SPA WITH NO CASH

APPEATY

YOUR COCKTAIL LIST IS SO LONG. HOW IS IT MADE? I'D LIKE A BELLINI!

APPEATY

APPEATY

I TRAVELLED SO MUCH, 30 DIFFERENT RESTAURANTS INVOICES. IT WOULD BE SO NICE TO HAVE ONLY ONE!

APPEATY

ENJOY THE NIGHT, YOU ARRIVE AND YOUR DRINKS ARE ALREADY THERE FOR YOU