

YAHYNTM

DISCOVER THE PERFECT WINE FOR **YOU.**

MATCH.BUY.DRINK.

YAHYN IS A B2C MARKETPLACE LEAVING AI

SHOPPING FOR WINE HAS NEVER BEEN EASY

Meet Sarah, she loves wine, but struggles to find the perfect wine for her.

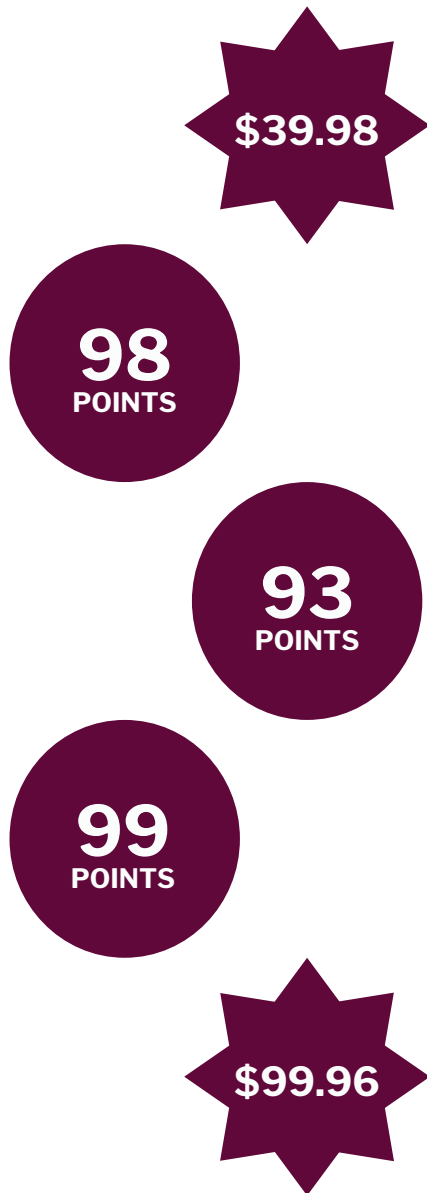
Vintage, varietal, region, and other factors create the paradox of choice.

Sarah is unlikely to choose an unknown wine.

She has the same problem most of us do...

DECIDEOPHOBIA





WINE IS BROKEN.

Marketed to consumers by just two numbers.
Price and Rating.

Consumers are buried with endless choices, prices, jargon and highly subjective ratings.

As a result **78% of consumers** purchase wine based on brand awareness or aesthetic of bottle, **not taste!**

SOLUTION.

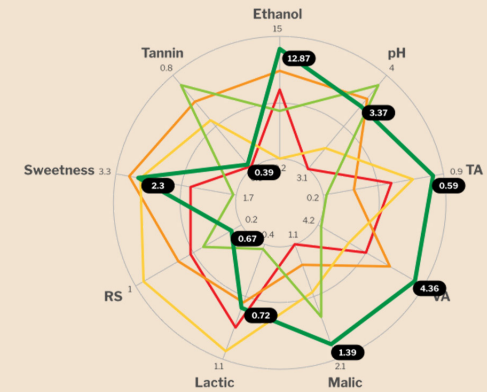
Yahyn turns subjectivity to objectivity.

Yahyn chemically identifies what a wine tastes like and then with a high degree of accuracy, **pairs you with the perfect bottle.**

Users no longer will need to “take a chance” on unknow bottles or vintages.

Yahyn is a two-sided platform that positively disrupts the “**three tier system**” of wine distribution by integrating with vineyards in real time though custom APIs, driving DTC success.

Y-SCORE

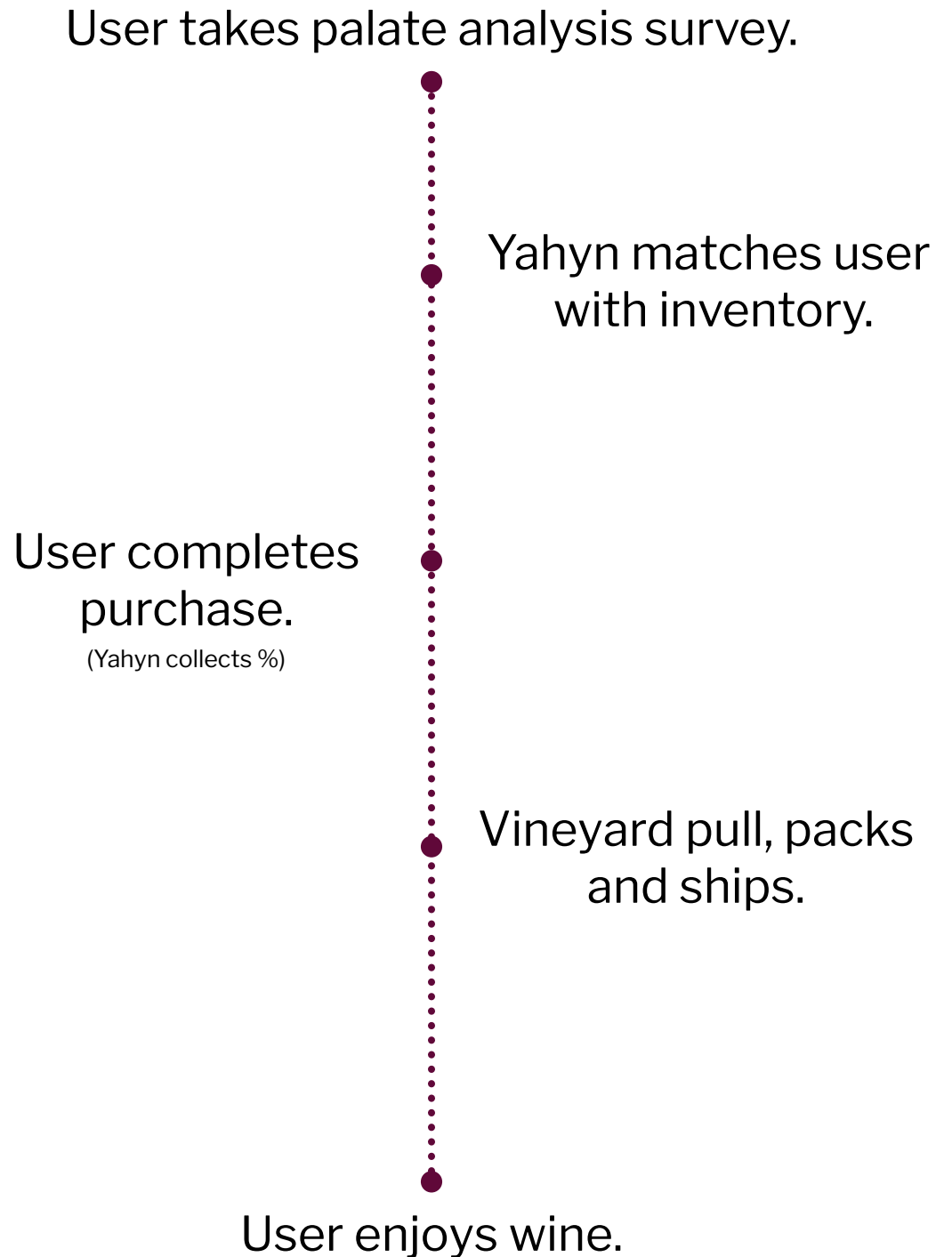


Y

98%

MATCH. BUY. DRINK.

A seamless experience



USER COHORT

The Funnel

1. Prospect lands on homepage
2. Completes Palate Survey
3. User gets their “Y-score”
4. Customer completes purchase

Growth

- User base has grown 42% Month over month
- From first purchase, 51% convert to loyal customers
- Loyal customer email engagement avg 41.5% OR
- Traffic is mainly driven from our palate survey

Average User

45
years old

\$140,000
estimated annual income

53 %
male

45 %
female

2 %
other

User Occupation

lawyers, doctors, nurses, and other healthcare professionals, hospitality and food services, arts and entertainment, athletes, real estate, finance, educational services, journalists, fashion designers, entrepreneurs, engineers, developers, interior designers, architects.

User Base

67 %
under 45

United States
based

CA

NY

NJ

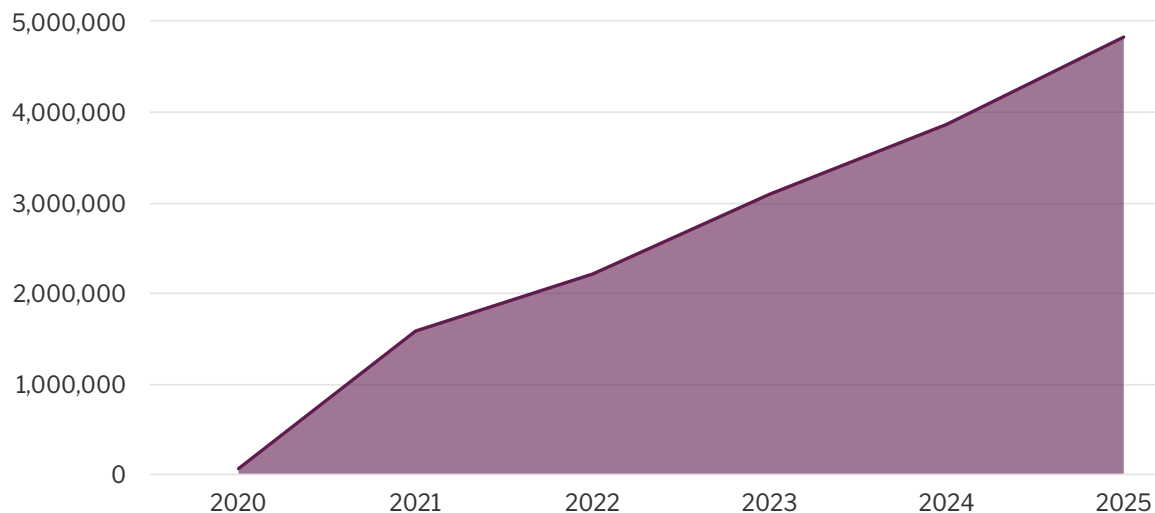
TX

FL

largest user base

YAHYN'S NETWORK EFFECT.

Wine is a social beverage that is usually shared between 2 people or more. We leverage this by using our AI to pair you AND your friends with the perfect wine to share despite potentially having varying flavor preferences. We are creating further incentives for our user base to “clink” with others to earn credits towards future wine purchases.



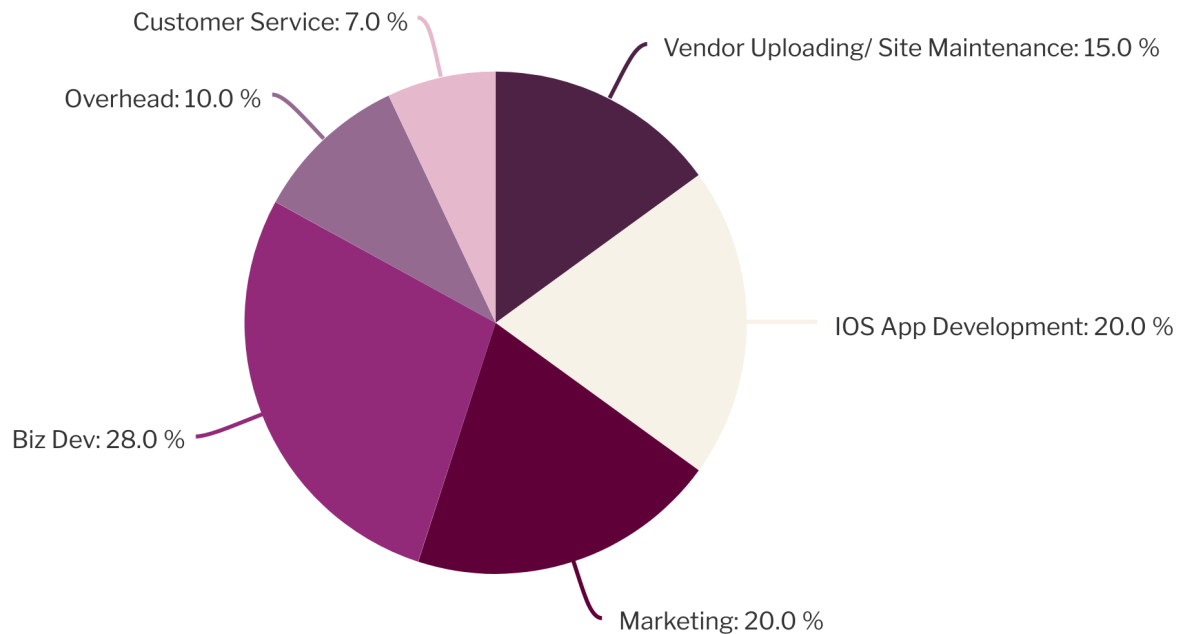
Power comes from the gamified sharibility

IT'S A MATCH!



FUNDRAISING HISTORY/ CURRENT OFFERING

\$2 MILLION TO BE USED FOR



2017

\$225K RAISED
FRIENDS & FAMILY
ROUND

2019

\$575K RAISED
PRE-SEED ROUND

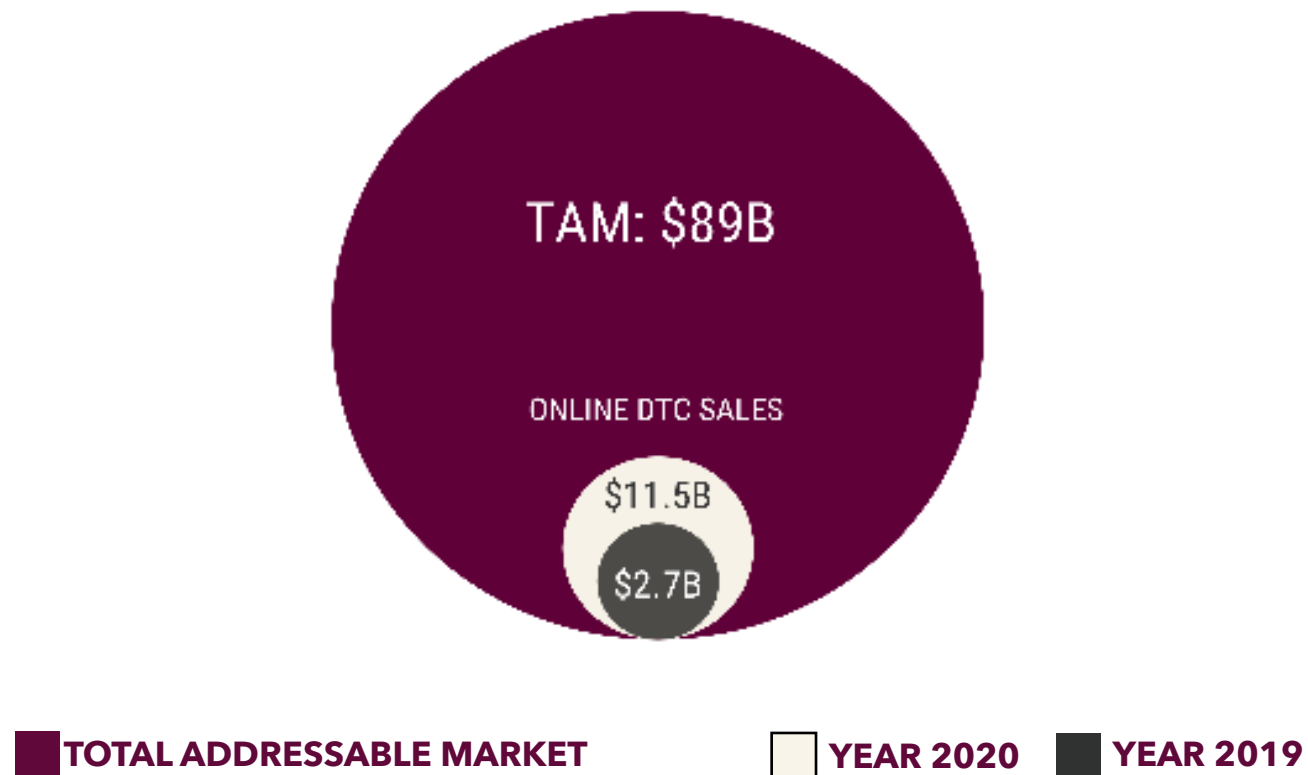
2020

\$840K RAISED
PRE-SEED EXT ROUND

2021

\$2M – SEED EXT
(CURRENT OFFERING)

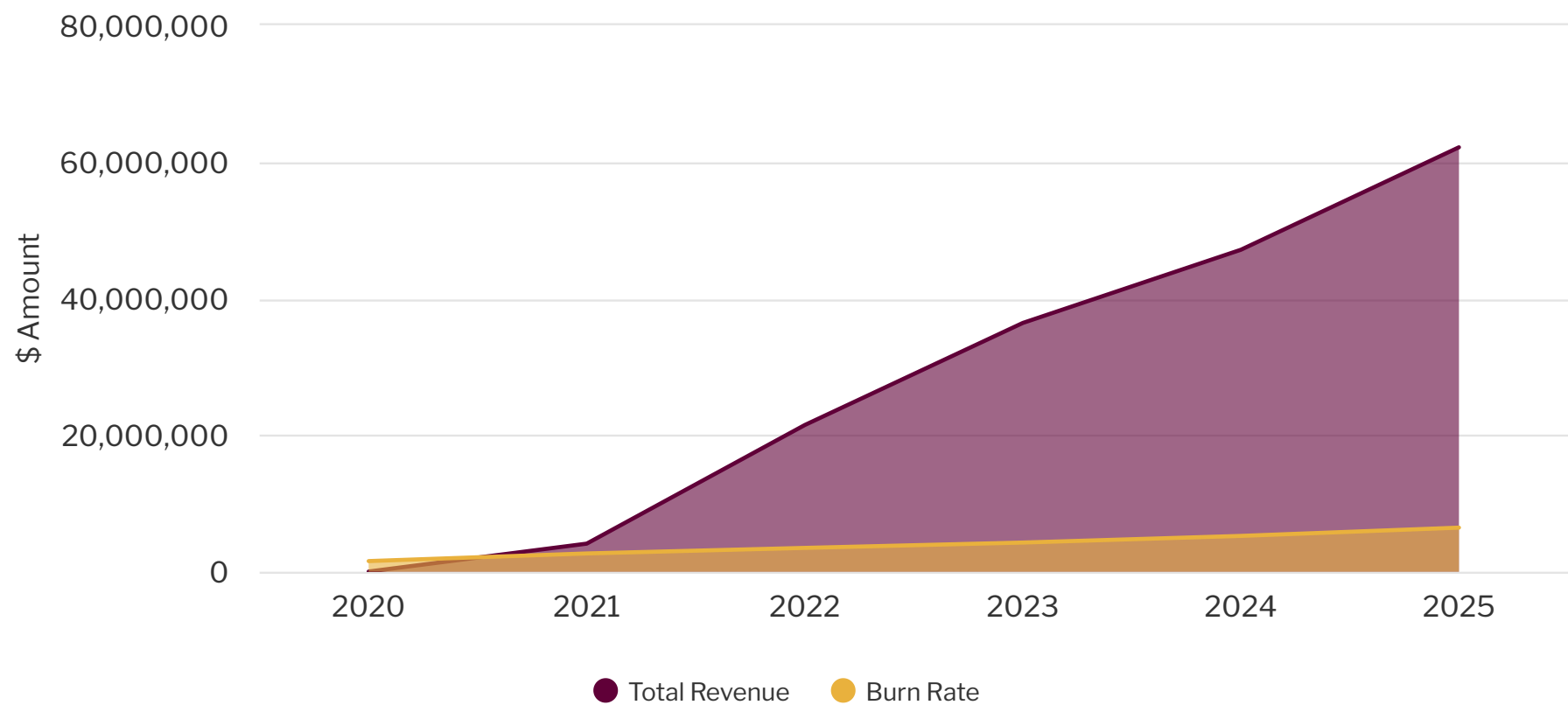
TOTAL ADDRESSABLE MARKET VS. DTC ONLINE SALES



YAHYN TIMELINE



5 YEAR FINANCIAL FORECAST



LEADERSHIP TEAM



PIERRE ROGERS

FOUNDER & CEO
FORMER SENIOR DIRECTOR AT AVG



JOSHUA LEAVITT

CFO
FORMER COO AT AVG



ROBERT BOUSQUET

CTO
FORMER FIRST EMPLOYEE AT GROUPSITE



STU BOSSOM

HEAD OF BUSINESS DEVELOPMENT
FOUNDER OF DANGEROUS WINE IMPORTS

TEAM EXPERIENCE



ALUMNI
VENTURES
GROUP



ColumbiaManagement[®]

PURO  TRADER



PERFORMANCE
SPORTS GROUP



PGIM INVESTMENTS

@ppfolio[™]

PROCORE[®]

 Dangerous
IMPORT GROUP LLC

ADVISORY BOARD



JONATHAN COOPER

GENERAL PARTNER
EVOLUTION VENTURES



PAM HAMLIN

FORMER CEO
ARNOLD GLOBAL NETWORK



TOD NESTOR

VP STRATEGIC PLANNING
BACARDI LTD



CHRIS BRIDGES

FOUNDER
KARMAS WORLD, KID NATION



SCHUYLER HOVERSTEN

ADVISOR
SPIRITS NETWORK



ROB WEISS

TV SHOW/PRODUCER
ENTOURAGE, HBO BALLERS

CONTACT INFORMATION:
PIERRE ROGERS | FOUNDER

P: (530) -368-1353

E: pierre@yahyn.com

www.yahyn.com