YAHYN™

DISCOVER THE PERFECT WINE FOR **YOU.**

MATCH.BUY.DRINK.

YAHYN IS A B2C MARKETPLACE LEAVERING AI

SHOPPING FOR WINE HAS NEVER BEEN EASY

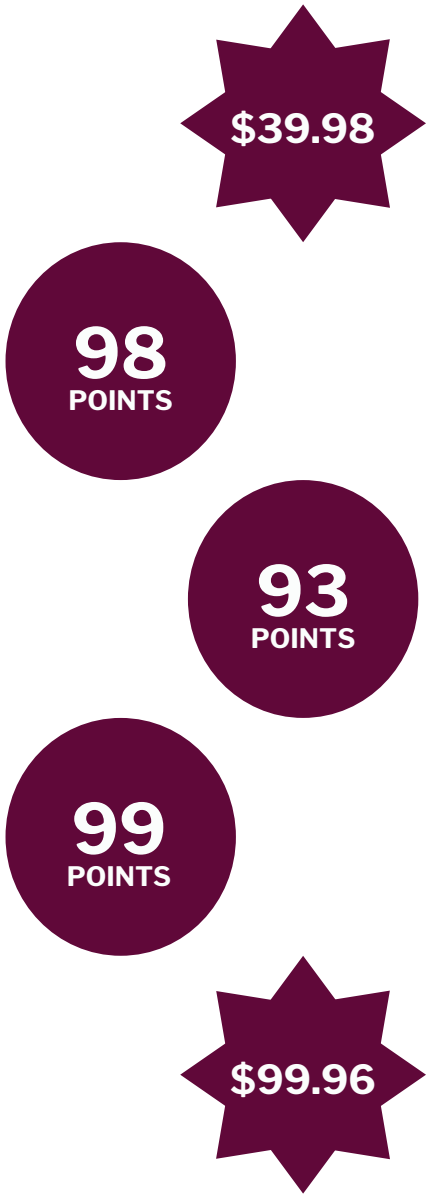
Meet Sarah, she loves wine, but struggles to find the perfect wine for her.

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!

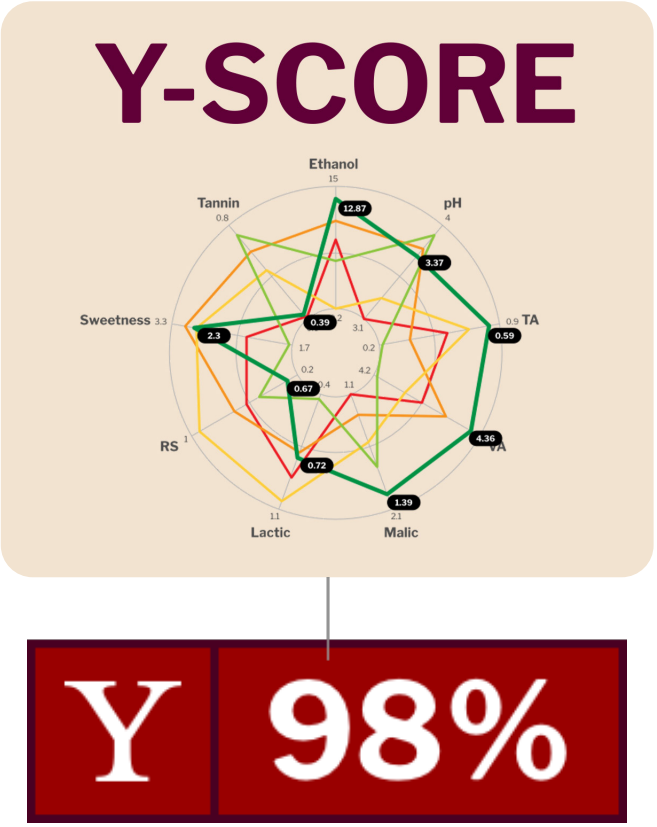
SOLUTION.

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.

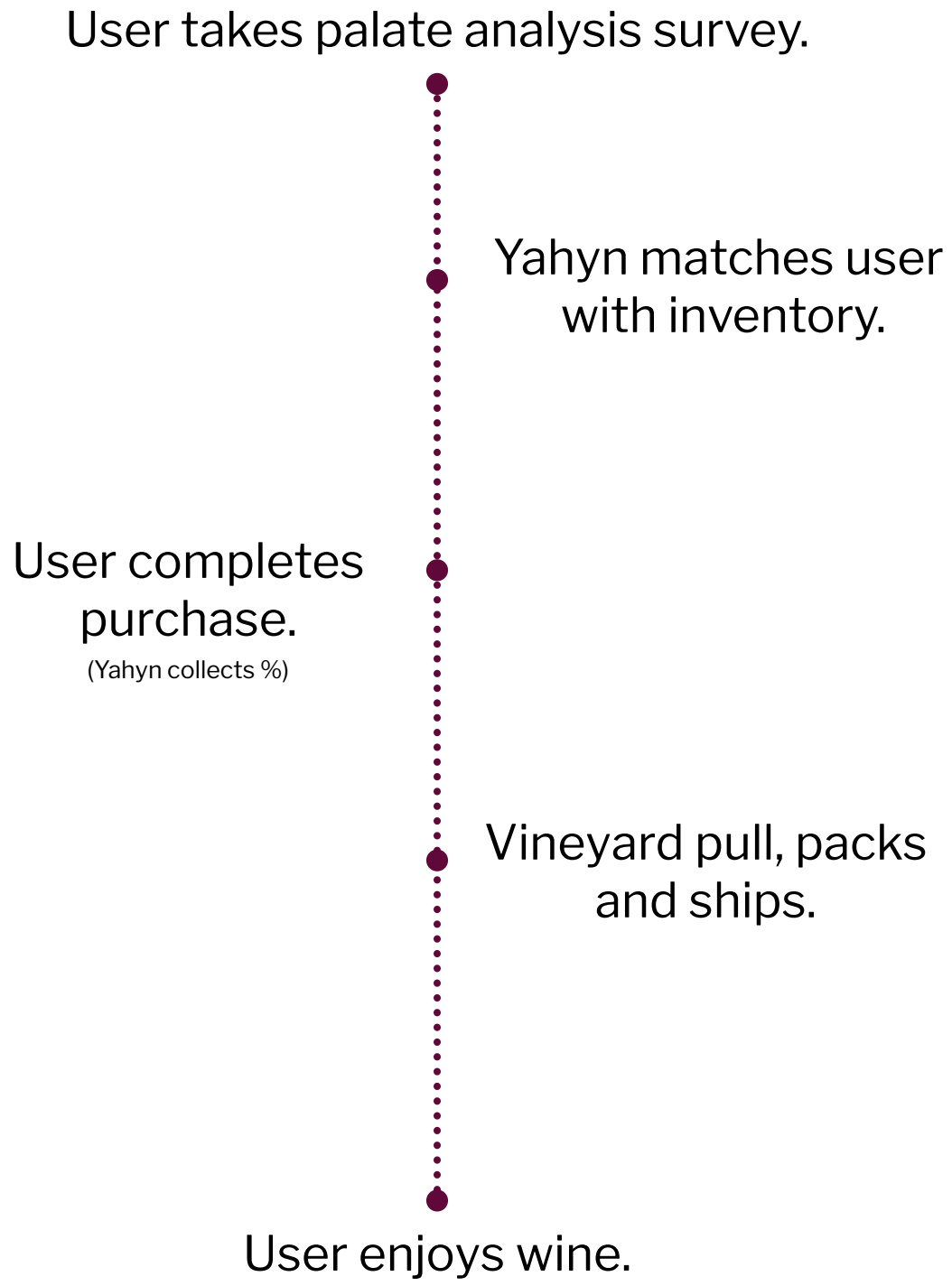
Users no longer will need to “take a chance” on unknow bottles or vintages.

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



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

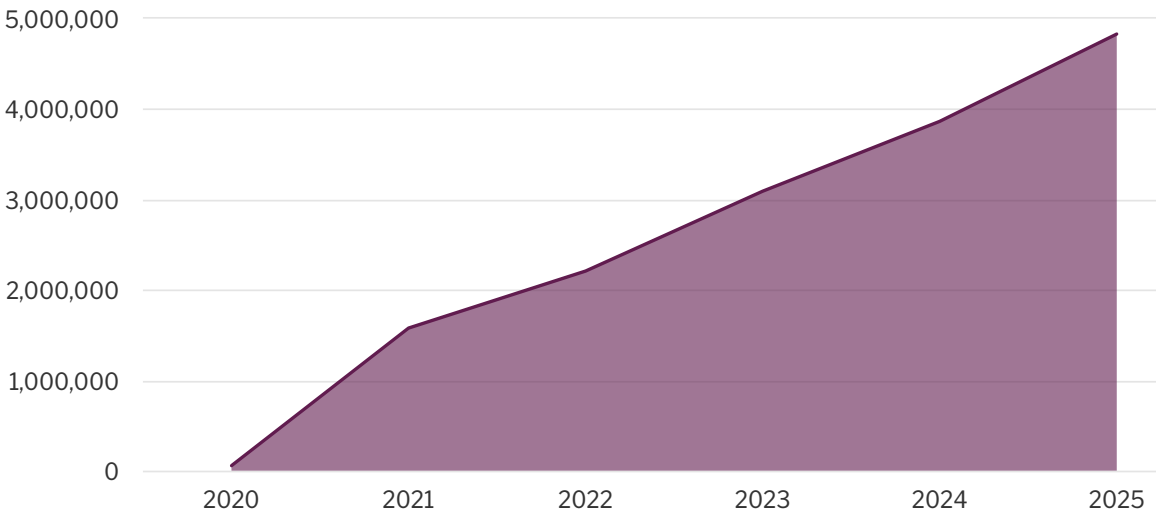
67 %
under 45

United States
based

CA **NY** **NJ** **TX** **FL**
largest user base

YAHYN'S NETWORK EFFECT.

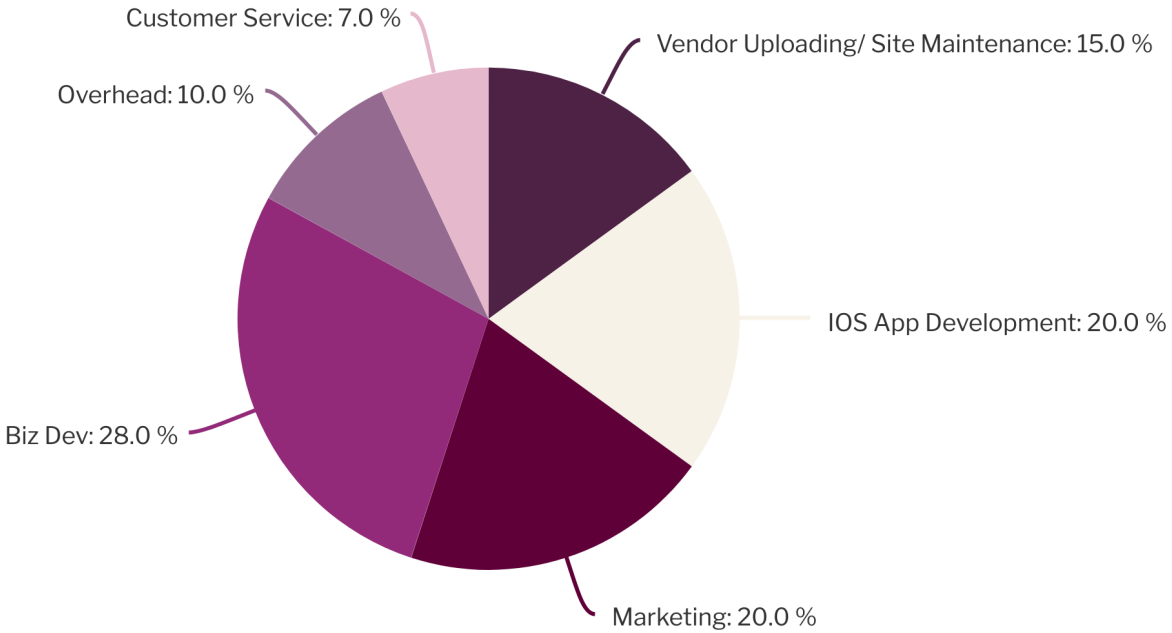
Wine is a social beverage that is usually shared between 2 people or more. We leverage this by using our AI to pair you AND your friends with the perfect wine to share despite potentially having varying flavor preferences. We are creating further incentives for our user base to "clink" with others to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



Power comes from the gamified sharibilty

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

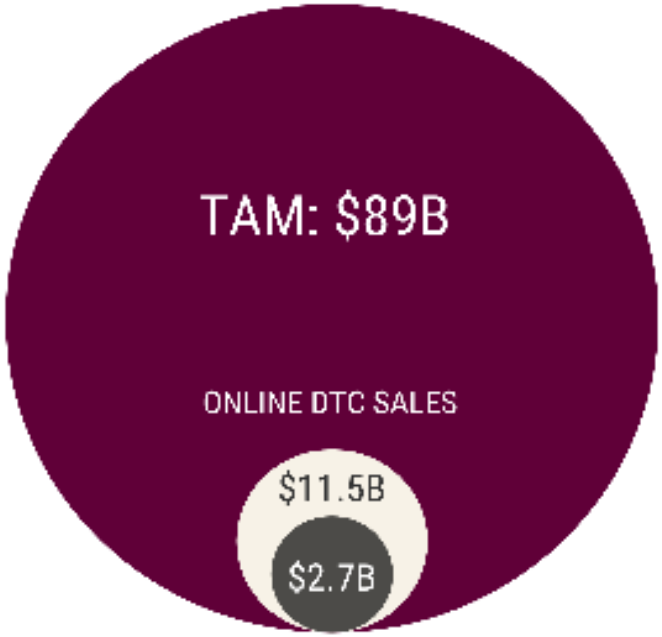
PRE-SEED EXT ROUND

2021

$2M – SEED EXT

(CURRENT OFFERING)

TOTAL ADDRESSABLE MARKET VS. DTC ONLINE SALES



TOTAL ADDRESSABLE MARKET YEAR 2020 YEAR 2019

YAHYN TIMELINE

Q3/19

OCTOBER

Founder writes initial investment check of $250,000

Q4/19

OCTOBER

Evolution Ventures joins pre-seed round with an investment of $500,000

NOVEMBER

Referral Landing Page launches.

DECEMBER

Tod Nestor, and Pam Hamlin join the Yahyn Board.

Q1/20

JANUARY

Chris Bridges joins the Yahyn Board
Initial Vineyard Outreach

FEBRUARY

Engineering begins build of platforms MVP

MARCH

Collected first 2,000 emails from referral landing page

Q2/20

APRIL

Yahyn MVP Launched
Onboarded first 5 vineyards
Hired outside UX team for testing

MAY

Platform integrations: CRM, Avalara, Shipstation.

JUNE

Started Digital Advertising
Added support to our Finance Team

Q3/20

JULY

Launched Yahyn's Crowdfunding Round
Integrated 2 large retail partners

AUGUST

Hired VP of Business Development
Hired Project Manager

SEPTEMBER

First Launch
CAC - $293

Q4/20

OCTOBER

Onboarded additional 20 Vineyards
Started Vineyard Onboarding Queue

NOVEMBER

Launched Somm Chat
Hired Data Scientist
Added Apple Pay/ PayPal

DECEMBER

Filtered Audiences for better leads
Greater than $30,000 MRR
CAC - $235

Q1/21

JANUARY

Launched Y-Score
Released V2 of Homepage
Featured in Forbes

FEBRUARY

Added 30 new vineyards to the queue
Surpassed 10,000 SKUs
Community surpassed 7,500 people

MARCH

Rob Weiss and Schuyler Hoverstein joined team as Strategic Advisors
Launched NFT program
CAC -$162

Q2/21

APRIL

Launched first NFT
Started Google Advertising
Listed on Wine-Searcher

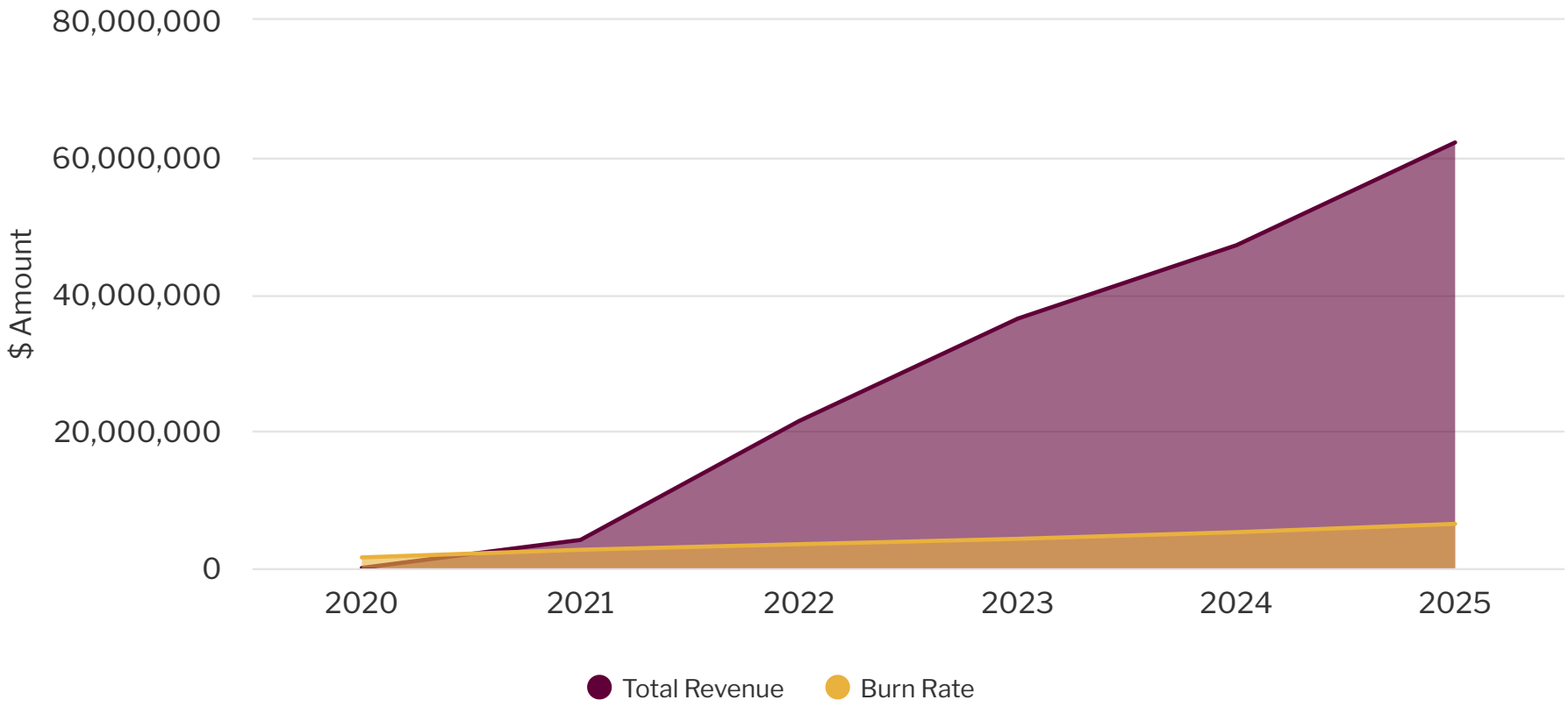
MAY

Featured on Wine-Searcher
Broke $100,000 MRR
Hired 2 additional Biz Dev Reps
Hired additional Customer Service Rep

JUNE

Launched Corporate Gifting Program
Launched Promo Codes
Community Reach exceeds 1 Million
CAC - $44.50

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

appfolio™

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

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