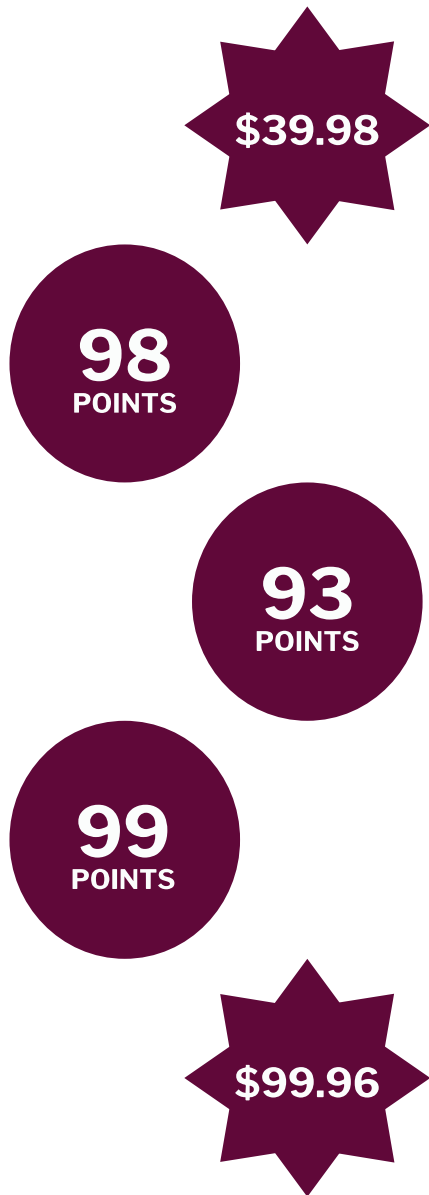


YAHYN<sup>TM</sup>

DISCOVER THE PERFECT WINE FOR **YOU.**

# **MATCH.BUY.DRINK.**

**YAHYN IS A B2C MARKETPLACE LEVERAGING AI**



## WINE IS BROKEN.

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

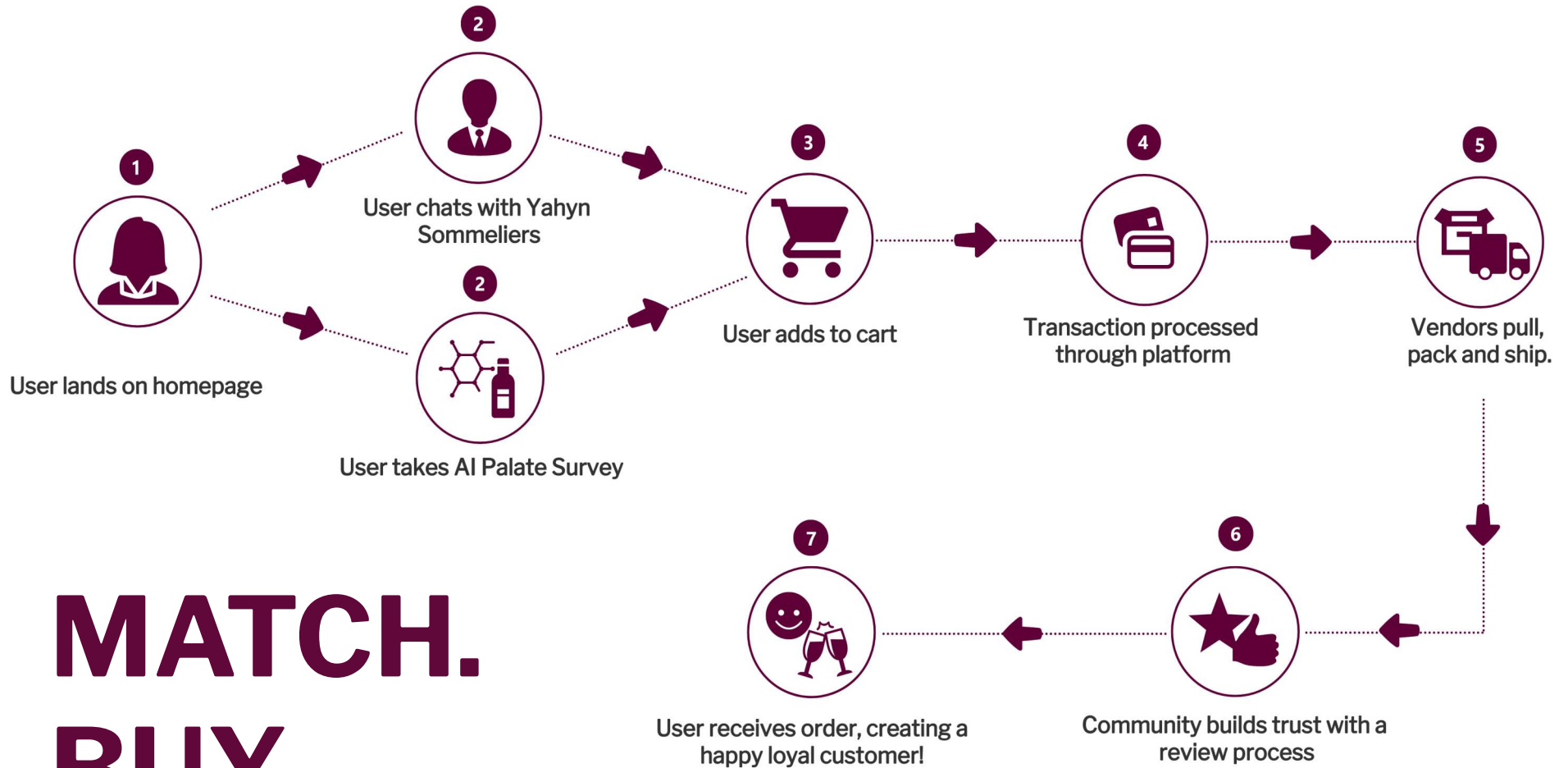
Consumers are buried with endless choices, prices, jargon and highly subjective ratings.

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

# SOLUTION.

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

Post 1933 prohibition, distribution of alcohol shifted and became infinitely more complex with a heavy regulatory burden. The unintended consequence is that now only 4 companies control 90% of distribution..



**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



**\$18 CAC**



**\$250 AVG Cart Size**



**Yahyn's 20% Fee**



**\$32 ROAS**



**27% Repeat Customers**



**\$82 ROAS**



**8% Loyal Customers**



**\$132 ROAS**

**100 customers = \$1800  
\$3,200 ROAS**

**27% Repeat Buyers =  
\$2,414 ROAS**

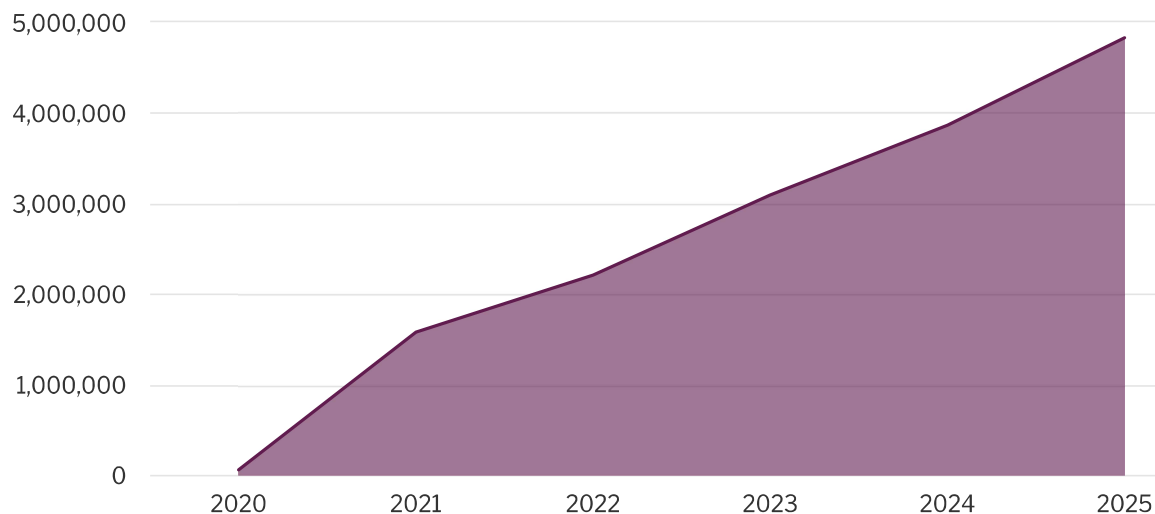
**8% Loyal Buyers =  
\$1,056 ROAS**

---

**Total ROAS = \$6,470**

# 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.



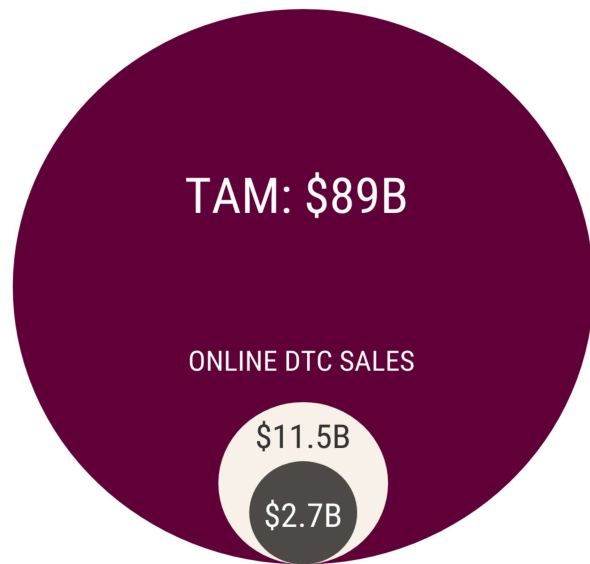
*Power comes from the gamified sharibility*

## IT'S A MATCH!





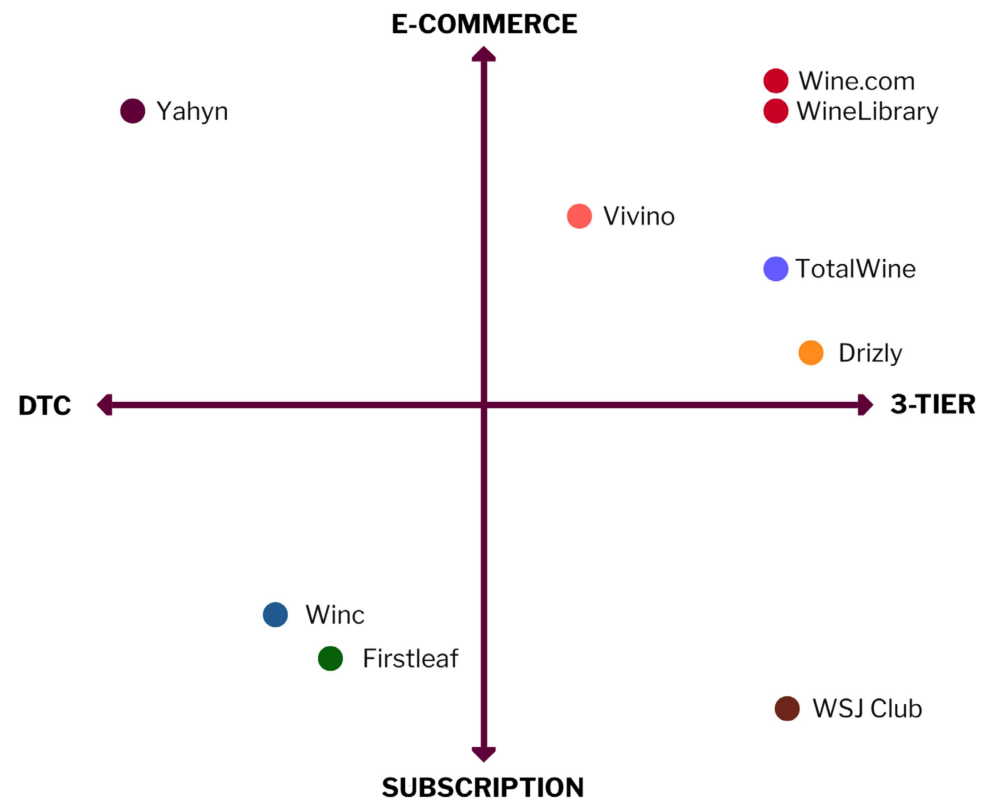
# TOTAL ADDRESSABLE MARKET / COMPETITIVE LANDSCAPE



■ YEAR 2020 ■ YEAR 2019

■ TOTAL ADDRESSABLE MARKET

## COMPETITIVE LANDSCAPE



# YAHYN TIMELINE



# 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



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VENTURES  
GROUP



ColumbiaManagement®

PURO TRADER



PERFORMANCE  
SPORTS GROUP



PGIM INVESTMENTS

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Dangerous  
IMPORT GROUP LLC

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