TIMEALY

Simply click-and-collect fresh meals... in a Timealy fashion!

The only real-time, fully flexible food click-and-collect marketplace.

The only platform actually solving the problems local food businesses have.

Immediate. Hyperlocal. Better Value.

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Only **22%** of UK users say that all their favourite local restaurants are covered.

98% of delivery app users would like to see a wider variety on a collection app, mainly being local independent restaurants, cafés & delis and bakeries.

Timealy is the food order marketplace for high-end local restaurants, butchers, delis, bakeries and all those that you can't find on existing apps.

Combined with unrivalled financial and environmental sustainability!

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THE PROBLEMS TIMEALY SOLVES

Food delivery apps are great for ordering or supplying the standard menu items from chain restaurants or the local takeaway. For everything else there's Timealy...

Poor value for food providers and consumers
i. 30-50% commission and delivery fees on every order
ii. high minimum order quantities
iii. slow or cold food deliveries

Consumers lack of access to favourite local restaurants and other food providers e.g. delis, butchers, bakeries etc.

Food providers face a brand risk as delivery apps are associated with cheap takeaways & fast food chains

Food providers have no flexibility to change offerings or adapt prices/ dishes in real time

to order

timealy

24

3

THE SOLUTION THAT TIMEALY PROVIDES

Timealy is a marketplace that provides a solution for both local food providers and consumers who want more than just the standard take-away options or left-over food...

Better value for providers and consumers (12% vs 30-50% commission, no delivery fee)

Reduces **negative brand association** for local, independent providers

Order for immediate collection = fresh, hot food exactly as you ordered

No minimum order quantities and all food-related shops on one platform

Real Time updates = Unmatched yield management tool for food providers

Creates a sustainable relationship matching demand with stock and capacity

THE MARKET

87bn+ GBP
global takeaway food market size

11.2bn GBP
UK household takeaway food market size

57mio GBP
Nottingham household takeaway food market size

Increasing restaurant and consumer demand for click & collect:
- **22%** of consumers currently prefer to click & collect and **79%** would prefer to collect for a **15%** saving and 0 delivery charge.
- Restaurants recognise off-premise as the best way to boost sales (Big Table Group target 4x increase in off premise revenue in 3 years).

Huge opportunity in unserved restaurants and other food providers:
- Only **22%** of UK users say that all their favourite local restaurants are covered.
- **98%** of delivery app users would like to see a wider variety of providers on a collection app, mainly being local independent restaurants, cafés & delis and bakeries.

Competitor apps make it slow and complicated to update the menu. This means no variety for the consumer and the provider can only use hard discounting to drive demand.

Current delivery cost model caps demand with inflated prices:
- **69%** of delivery app users would order more frequently if the apps were **20%** cheaper to use.

Data Source: Vypr consumer testing Summer 2021

A TASTE FOR A CHANGE...

Timealy is different and better than its competitors in three main ways.

Better Quality and Value

No delivery network to support means better value and better quality for providers and consumers.

No negative brand association with being listed next to a lower quality fast food restaurant, but instead being part of a local food provider marketplace on a digital platform.

"It is difficult to rely on the quality of the delivery guy ... bad reviews because of delivery can lead to bad reviews for the restaurant itself." (84% of consumers have had a delivery problem)

Real Time Click-and-Collect

Total flexibility in real-time allows the provider to showcase current menus or items, specials and deals and hence match demand to supply. It also means consumers get a much wider variety of foods and prices than can be delivered via any existing platform.

"I would like to check the specials menu of my favorite restaurant, check deals at the local deli or baker before I walk there"
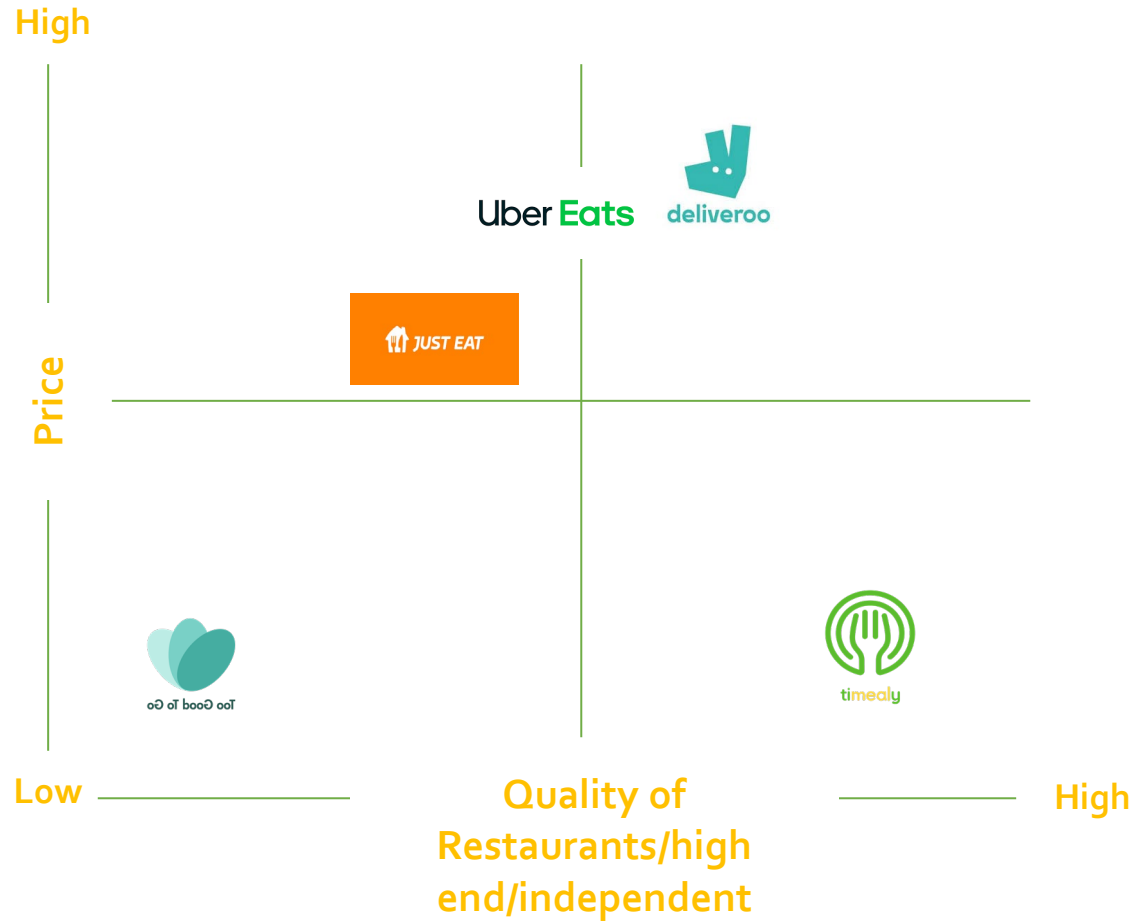
Eliminating Food Waste

The ability to offer everything that would otherwise go to waste in real-time eliminates food waste without forcing the consumer to buy "mystery boxes", while enhancing consumer value.

"Timealy would help us shift extra food that would spoil otherwise"

"I want to help eliminate food waste, but I also want to know what I am buying."

Data Source: Vypr consumer testing Summer 2021

COMPETITOR POSITIONING

Timealy is better value with more high-end, high-quality food providers like a food marketplace

High

Price

Uber Eats   deliveroo

JUST EAT

Too Good To Go   timealy

Low

Quality of Restaurants/high end/independent   High

Criteria	Timealy (2021)	Too Good To Go (2015)	Uber Eats (2014)	Just Eat (2000)	Deliveroo (2013)
Real-Time updates	Yes	No	No	No	No
Customer Satisfaction and Live Interaction ratings	Priority	Low	Low	Low	Low
Discounts and Offers	Yes	Yes	No	No	No
Environment Friendly and Food Waste Management	Yes	Yes	No	No	No
Commission free	No but only 12%	High commission	High commission	High commission	High commission
Take-away or delivery	Take-away	Take-away	Delivery	Delivery	Delivery

OUR TEAM

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Jordana Chin

Founder - in charge of launch in Nottingham

Restaurant owner and local to the ecosystem in Nottingham with 6+ years of business experience.

Mona Tiesler

Founder - in charge of financials and investor relations

Experienced startup country manager, strategy consultant and Chief of Staff with 7+ years of strategy experience.

Paolo De Vito

Founder - in charge of technology and product building

Business Manager with 15+ years' experience as lead consultant in financial services & technology.

Mark Fielding

Founder - in charge of commercial strategy and execution

Experienced Chief Commercial Officer with 15+ years of experience in the food & beverage industry.

Karim Somani

Advisor - supporting with fundraising

2-time founder with COO/CTO roles held and two personal exists, having raised $4.5mio+ to date. Experienced hard- and software engineer.

An **experienced** and adaptable team with **diverse** and valuable set of **skills** and **strong local network** in Nottingham.

OUR PARTNERS, AWARDS AND PROGRAMS

European Union European Regional Development Fund

UnLtd

UKRI Innovate UK EDGE

THE FOODTECH 500 powered by FORWARD FOODING

KICKSTART SCHEME

Nottingham University Business School
UNITED KINGDOM · CHINA · MALAYSIA

INVEST IN NOTTINGHAM

LONDON & PARTNERS
BUSINESS GROWTH PROGRAMME

Intellectual Property Office

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TIMEALY'S ACHIEVEMENTS SO FAR

Major Milestones Achieved

Landing Page been launched – 2019

Project shortlisted for UK Food Tech Awards - Q4 2019

Start-up accelerated by London & Partners - Q4 2019

Native Apps been released in Apple Store & Google Play – Q1 2020

Platform Provider Dashboard been integrated– Q1 2020

Proof of Concept completed with Restaurants in SW London - Q1 2020

Company Registered in Nottingham – Q2 2021

Company endorsed by Nottingham Council – Q2 2021

Partnership with Nottingham University Incubation Centre - Q2 2021

Technology Behind the Product: Third-Party Software

Android: AndroidStudio – IDE; Genymotion+VirtualBox – Emulators; Firebase / Fabric - Bugreports and analytics; JSONViewer- JSON visualization

iOS: TestFlight – Builds; Crashlytics / Fabric - Bugreports and analytics; xCode 10 – IDE; Swift 4.2 Language with VIPER Architecture

DevOps: GitLab, CI/CD; DigitalOcean; Cloudflare

Web and General: PHP 7, MySQL; Vue.js; PhpStorm; Swagger ; Sketch / Invision / Zeplin - UI/UX Tools ; Postman - API requests checker tool

QA

Web: Google Chrome dev tools; Cypress; Nightwatch.js; PhantomJS; Bash/shell scripts; JMeter

iOS: Netfox pod, Appium

Android: Appium

THANK YOU

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TIMEALY.UK

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