

★ Seed Round • 2026

CLIQR

Guest Content & Intelligence Platform

Turn every guest visit into authentic content,
first-party data, and measurable revenue.

GUESTFLOW →

UGC-X →

CLIQR ✓



QR Scan
Instant access



Guest Data
First-party CRM



Revenue
Measurable ROI



AI-Guided
Content Capture

THE PROBLEM

⚠️ Two Critical Gaps

Two gaps killing hospitality growth and preventing venues from reaching their full potential



01

The Content Gap

Venues need **20-30 Reels/month** to stay discoverable. Most produce only **6-10**.

- Agencies cost ₹75k–2L/month and deliver static, inauthentic content
- Guests are already filming — that footage disappears into their camera rolls

6-10 Reels/month
Actual production

20-30
Required



02

The Guest Data Gap

Restaurants own **0% of their guest data** when they rely on Zomato and Swiggy.

- No direct channel. No repeat marketing. No behavior intelligence.
- The aggregator becomes the relationship — and charges commission for every cover

0% Guest data ownership
via aggregators

100%
Potential with Cliqr

ⓘ These gaps represent the core opportunity for Cliqr's solution

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THE SOLUTION

✔ One Platform



Revenue Engine
3 streams

One platform. Three revenue engines. Turn every guest visit into measurable revenue.



01

UGC Content Engine

AI-Guided Guest Content

Browser-based camera from QR or WhatsApp.
Real-time AI framing, lighting & brand fit.

⚡ Real-time AI

⏴ Hospitality filter

🕒 <60s to social



02

First-Party Guest CRM

Own Your Guest Relationships

Every upload captures a **DPDP-compliant guest profile** — visit frequency, behavior, preferences.

🛡️ DPDP compliant

📊 Behavior intel

👤 Opt-in only



03

WhatsApp Marketing

95% Open Rate Direct Channel

Message verified guests segmented by **recency: 1D, 7D, 30D, 90D.**

📈 95% open rate

🎫 Redemption codes

🔄 Return visits



THE OFFER LOOP

Turn every guest interaction into a revenue opportunity



Scan QR
any
touch-
point



Take
Photo
AI-
guided



Offer 1
instant
reward



Post to
Handle
social
amplification



Offer 2
return
voucher

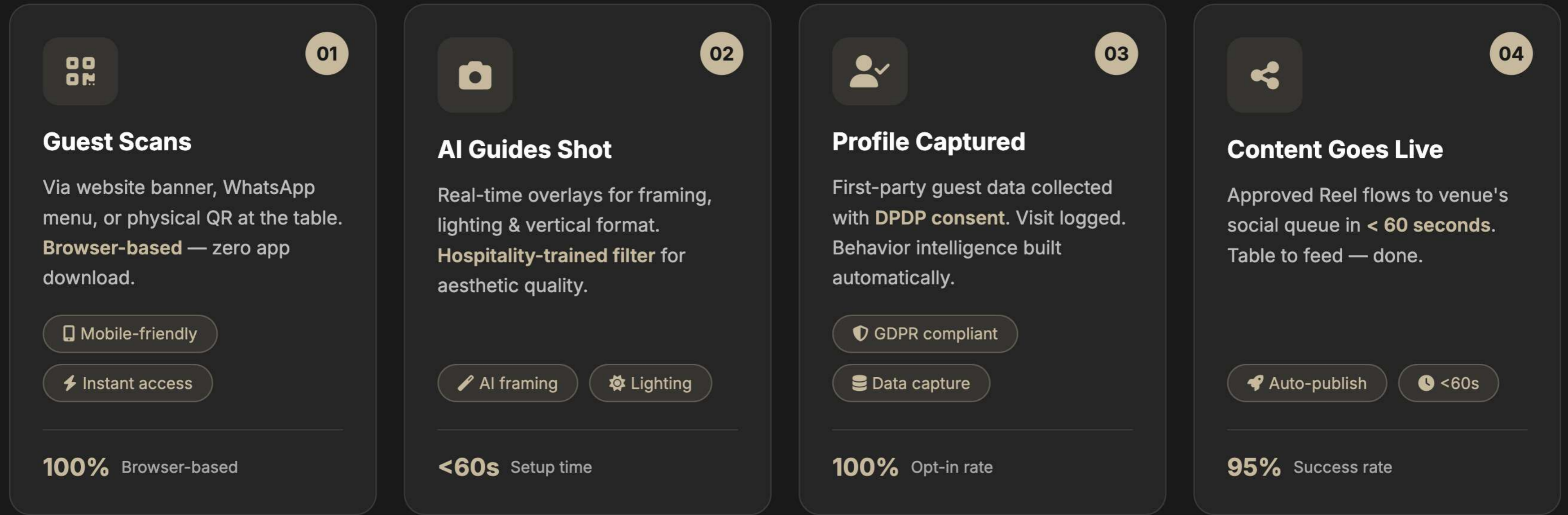
60%
Return rate

₹2.1L
Monthly ROI

HOW IT WORKS

4-Step Process

No app download. No friction. Works with the venue's existing QR code or WhatsApp menu.



Seamless workflow from scan to social — no app download required

Secure & Private

MARKET

₹4,800Cr+ Market

Every hospitality venue that wants guests back

₹4,800Cr+

India hospitality digital marketing spend (2025)



Premium Dining

300+

₹35-50k

Current ICP · Reels culture · high ticket

Hotels (F&B)

60-80

₹75k-1.5L

Multi-outlet · Vishnu's direct network

Bars & Lounges

100+

₹30-50k

High FOMO content · cocktail photography

Cafes

400+

₹10-20k

Daily frequency · strong return-visit ROI

15,000+

Addressable venues

860+

Hyderabad alone



Venue Segments

Phase 1 addressable market



Premium Dining

300+ venues

₹35-50k



Hotels (F&B)

60-80 venues

₹75k-1.5L



Bars & Lounges

100+ venues

₹30-50k



Cafes

400+ venues

₹10-20k

Market analysis based on 2025 hospitality industry data

Hyderabad Phase 1

REVENUE MODEL

₹4.5Cr ARR Target

Annual Revenue
₹4.5Cr+

Base Case: 100 Venues. Two Streams. Measurable revenue growth.



Starter

40 venues

✓ Basic AI

✓ QR Access

✓ Social Publishing

Monthly: ₹8.0L

₹20,000
/month

₹8.0L/mo

Stream 1 — Content SaaS

₹32L/mo

Starter (40 venues)

₹8.0L/mo

Growth (40 venues)

₹14.0L/mo

Premium (20 venues)

₹10.0L/mo

SaaS Total

₹32L/mo = ₹3.48Cr ARR



Growth

40 venues

✓ Advanced AI

✓ CRM Access

✓ Analytics

Monthly: ₹14.0L

₹35,000
/month

₹14.0L/mo

Stream 2 — WhatsApp

₹9L/mo

100 active venues × 2
campaigns/month

₹5,000/campaign

WhatsApp Total

₹9L/mo = ₹1.08Cr ARR



Premium

20 venues

✓ Full Suite

✓ WhatsApp

✓ Dedicated Support

Monthly: ₹10.0L

₹50,000
/month

₹10.0L/mo

₹4.5Cr+

Year 1 ARR Target

100

Target Venues

₹38k

Blended ARPU

Revenue model based on 100 venues with 70% conversion rate

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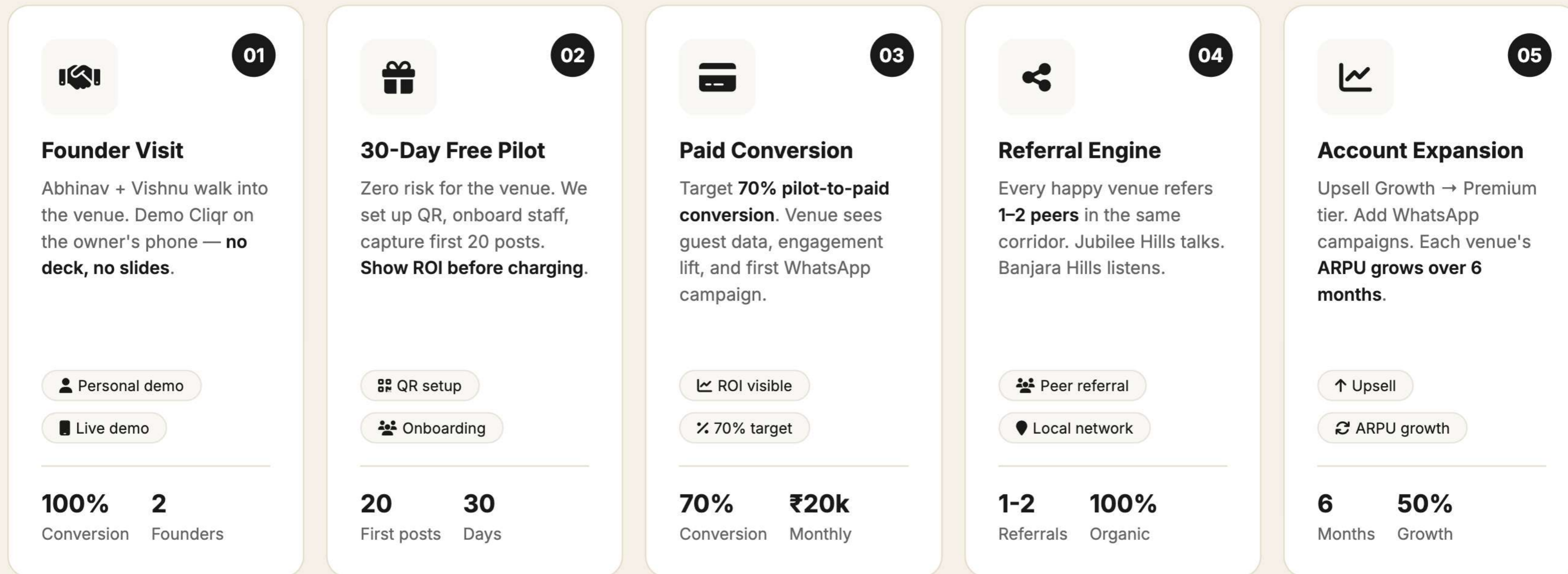
EXECUTION

🔑 5-Step Engine



Target
100 venues

The engine that gets us to 100 venues in 12 months



Execution Progress

70% Complete

i 5-step execution engine to reach 100 venues in 12 months

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TRACTION

📈 Early Signals



Live From
June 2026

Early signals are strong — validated by premium venues

Key Performance Indicators

₹4.5Cr+

20

Premium venues confirmed
pre-launch

~100

Year 1 venue target
(Hyderabad)

~₹4.5Cr+

Projected ARR Year 1



Early Traction

● Live — May 2026

We are at the beginning of **category creation** in India hospitality tech. The platform is live and gaining traction with premium venues.

Year 1 Targets

100

Venues

₹4.5Cr+

ARR

80%+

Retention



20

Premium venues

↑ +40%



~100

Target venues

↑ +25%



What's Resonating

● Individual-level behavioral intelligence is the hook

Individual-level behavioral intelligence is the hook; content is the habit that keeps them subscribed. Venues will see **60% return visit rates** and **₹2.1L+ monthly ROI**.



60%

Return rate

↑ +15%

📍 Early traction signals from 20 premium venues in Hyderabad

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ROI PROOF

Measured ROI



Net ROI
₹2.1L+/month

Two offers. Measured ROI from day one.

The Offer Loop — Per Venue, Per Month

₹2.1L+

Assumptions: 100 covers/day · 20% QR engagement

Offer 1 — Capture

20

Guests/day

20

Redemptions

₹1,200

Avg value

Take photo/video → Get instant reward on bill

Offer 2 — Return

15

Posts/day

9

Return visits

60%

Redemption

Post to social handle → Get return visit voucher (5-day expiry)

Daily Tracked Revenue

₹10,800

Return visits/day

9

× ₹1,200 = ₹10,800

Monthly gross

₹3.24L

30 days

Less: offer costs

-₹1.1L / month

NET tracked ROI / month

₹2.1L+

The Reach Effect

450

Posts/month

450

Avg reach/post

500-2,000

New covers

50-200/mo

Revenue

₹60k-2.4L

Cliqr subscription: ₹20k-50k/month — pays for itself from return visits alone

ROI calculation based on 100 covers/day with 20% QR engagement

THE MOAT

Competitive Advantage



Defensibility
3-year strategy

Retention is the moat. Data is the engine.

01 Local Relationships Year 1



First-mover in **Hyderabad's premium dining corridor**. Founder-led sales, white-glove onboarding. 30-day pilots that convert at 70%.

Local network

70% conversion

70% **100**
Conversion Venues

02 Guest CRM as IP Year 2



Cancelling Cliqr means losing access to your own **opt-in guest audience**. The CRM becomes existential.

Data ownership

Retention

80%+ **500K+**
Retention Profiles

03 Network Effects Year 3



Cross-venue loyalty wallet. Ad platform powered by first-party dining behavior data.

Network

Growth

600+ **₹30Cr**
Venues ARR

The Flywheel Effect

The flywheel only spins with retention — **depth in Hyderabad** is the proof point that unlocks the Series A. Each stage builds on the previous, creating a defensible moat.

80%+
12-month retention

₹4.5Cr
ARR Year 1

100K+
Guest profiles

Three-year flywheel strategy for sustainable competitive advantage

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ROADMAP

📅 24-month journey



Category Leader

Three Phase Growth Plan

● Phase 1: 0-12 months

● Phase 2: 12-18 months

● Phase 3: 18-24 months

Phase 1

\$3-4M Val

0-12 months · \$500K Seed

100

Venues

₹4.5Cr

ARR

80%+

Retention

100K+

Profiles

- ✓ 100 venues · Hyderabad
- ✓ ₹4.5Cr ARR (SaaS + WhatsApp)
- ✓ 80%+ 12-month retention
- ✓ 100K+ verified guest profiles

Phase 2

\$12-18M Val

12-18 months · Series A

300

Venues

₹12Cr

ARR

500K+

Profiles

2

Cities

- ✓ 300 venues · Hyd + City 2
- ✓ ₹12-15Cr ARR
- ✓ WhatsApp platform traction
- ✓ 500K+ guest profiles

Phase 3

\$30-50M Val

18-24 months · Growth

600

Venues

₹30Cr

ARR

3

Cities

#1

Leader

- ✓ 600 venues · 2-3 cities
- ✓ ₹24-30Cr ARR
- ✓ Ad platform early data
- ✓ Cross-venue loyalty network



\$500K

Seed funds Phase 1 entirely

\$50M

24-month target valuation

📌 Roadmap based on 100 venues in Year 1, expanding to 600 by Year 3

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THE ASK

\$500K Seed



Target
\$500K

Seed Round · Convertible Note · \$2.5M Valuation Cap · 20% discount to Series A

Seed Round Details

\$500,000

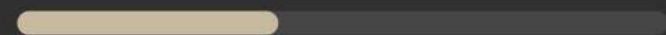
Convertible Note \$2.5M Valuation Cap 20% discount to Series A



Sales & Onboarding

\$200K

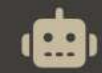
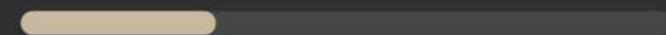
40%



Product & Engineering

\$150K

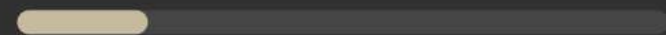
30%



Content Ops & AI

\$100K

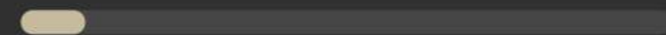
20%



Ops & Legal

\$50K

10%



Use of Funds

\$500K



Sales & Onboarding
40% · \$200K



Product & Engineering
30% · \$150K



Content Ops & AI
20% · \$100K



Ops & Legal
10% · \$50K

Fund Allocation




- Sales & Onboarding 40%
- Product & Engineering 30%
- Content Ops & AI 20%
- Ops & Legal 10%

\$500K seed funds Phase 1 entirely. The data and retention proof from Phase 1 is what prices a Series A at \$6M+.

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THE TEAM

 Built for this market

 **3 Co-Founders**
35+ years combined experience

Three co-founders with deep expertise in hospitality, technology, and private markets




Abhinav

CEO & Co-Founder

 Repeat Founder

Repeat founder with **15+ years in private investment markets** and angel investing. Brings founder-operator discipline, investor network, and the hustle to personally close the first 100 Hyderabad venues.

 Repeat Founder

 Angel Investor

 15+ yrs Private Markets

Experience

15+ years in private markets



15+ **100**
Years Venues




Varun

CTO & Co-Founder

 Technical Lead

Built complex, scalable systems including **AngelLinx** and **Scheduloid**. Deep engineering capability to ship product fast and architect infrastructure that scales from 50 venues to 5,000 without rebuilding.

 AngelLinx

 Scheduloid

 Scalable Systems

Technical Expertise

Full-stack development



5+ **50+**
Years Projects




Vishnu

CMO & Co-Founder

 Hospitality Expert

20+ years as GM and Sales & Marketing leader across marquee hotel brands in India. Understands the hospitality operator's mindset from the inside — built for enterprise venue relationships at scale.

 20+ yrs Hospitality

 GM & S&M Roles

 Marquee Hotels


Hospitality Experience

20+ years in hospitality



20+ **50+**
Years Hotels

 Three co-founders with complementary expertise in hospitality, technology, and private markets

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CLIQR

Guest Content & Intelligence Platform



Seed Round

Let's Turn Every Guest Visit into Revenue

Your guests are already telling your story. We give that story a home — and turn it into **authentic content, first-party data, and measurable revenue.**

"Turn every guest visit into authentic content, first-party data, and measurable revenue."

₹4.5Cr

Year 1 ARR Target

\$500K

Seed Convertible

\$50M

24-month Valuation

100+

Target Venues



Email
admin@cliqr.shop



Website
cliqr.shop



Contact
Abhinav