

★ 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 ✓



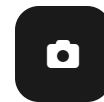
QR Scan
Instant access



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

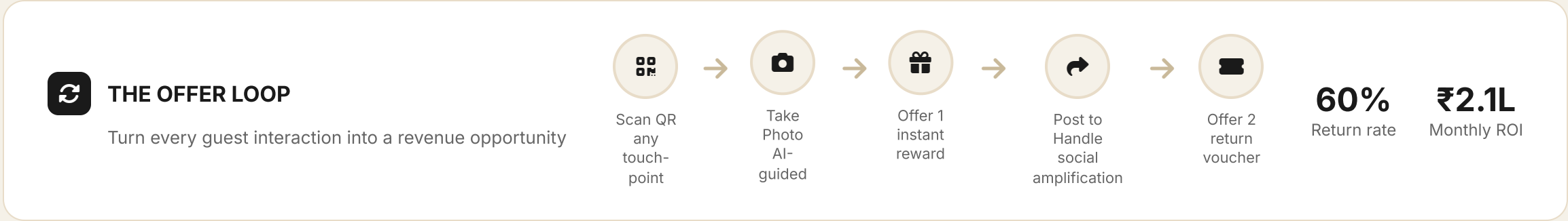
WhatsApp Marketing

95% Open Rate Direct Channel
Message verified guests segmented by **recency: 1D, 7D, 30D, 90D.**

🎯 95% open rate

🎫 Redemption codes

🔄 Return visits



HOW IT WORKS

4-Step Process

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

01

Guest Scans

Via website banner, WhatsApp menu, or physical QR at the table.

Browser-based — zero app download.

Mobile-friendly

Instant access

100% Browser-based

02

AI Guides Shot

Real-time overlays for framing, lighting & vertical format.

Hospitality-trained filter for aesthetic quality.

AI framing

Lighting

<60s Setup time

03

Profile Captured

First-party guest data collected with **DPDP consent**. Visit logged. Behavior intelligence built automatically.

GDPR compliant

Data capture

100% Opt-in rate

04

Content Goes Live

Approved Reel flows to venue's social queue in **< 60 seconds**. Table to feed — done.

Auto-publish

<60s

95% Success rate



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

₹9.84Cr ARR Target

₹ Annual Revenue
₹9.84Cr+

Base Case: 200 Venues. Two Streams. Measurable revenue growth.

🌱

Starter

80 venues

✓ Basic AI

✓ QR Access

✓ Social Publishing

Monthly: ₹16.0L

₹20,000/month

₹8.0L/mo

📈

Growth

80 venues

✓ Advanced AI

✓ CRM Access

✓ Analytics

Monthly: ₹28.0L

₹35,000/month

₹14.0L/mo

👑

Premium

40 venues

✓ Full Suite

✓ WhatsApp

✓ Dedicated Support

Monthly: ₹20.0L

₹50,000/month

₹10.0L/mo

Stream 1 — Content SaaS

₹64L/mo

Starter (80 venues)

₹16.0L/mo

Growth (80 venues)

₹28.0L/mo

Premium (40 venues)

₹20.0L/mo

SaaS Total

₹64L/mo = ₹7.68Cr ARR

Stream 2 — WhatsApp

₹18L/mo

200 active venues × 2 campaigns/month

₹5,000/campaign

WhatsApp Total

₹18L/mo = ₹2.16Cr ARR

₹9.84Cr+

200

₹38k

Year 1 ARR Target

Target Venues

Blended ARPU

Revenue model based on 200 venues with 70% conversion rate

EXECUTION

🚀 5-Step Engine



Target
200 venues

The engine that gets us to 200 venues in 12 months



01

Founder Visit

Abhinav + Vishnu walk into the venue. Demo Cliqr on the owner's phone — **no deck, no slides.**

👤 Personal demo

📱 Live demo

100%
Conversion

2
Founders



02

30-Day Free Pilot

Zero risk for the venue. We set up QR, onboard staff, capture first 20 posts. **Show ROI before charging.**

📄 QR setup

👥 Onboarding

20
First posts

30
Days



03

Paid Conversion

Target **70% pilot-to-paid conversion.** Venue sees guest data, engagement lift, and first WhatsApp campaign.

📈 ROI visible

🎯 70% target

70%
Conversion

₹20k
Monthly



04

Referral Engine

Every happy venue refers **1-2 peers** in the same corridor. Jubilee Hills talks. Banjara Hills listens.

👥 Peer referral

📍 Local network

1-2
Referrals

100%
Organic



05

Account Expansion

Upsell Growth → Premium tier. Add WhatsApp campaigns. Each venue's **ARPU grows over 6 months.**

⬆️ Upsell

🔄 ARPU growth

6
Months

50%
Growth

Execution Progress

70% Complete

📌 5-step execution engine to reach 200 venues in 12 months

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Early signals are strong — validated by premium venues

Key Performance Indicators

₹9.84Cr+

20

Premium venues confirmed
pre-launch

~200

Year 1 venue target
(Hyderabad)

~₹9.84Cr+

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

200

Venues

₹9.84Cr+

ARR

80%+

Retention



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%

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%

200

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

1,000+

₹50Cr

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%+

₹9.84Cr

100K+

12-month retention

ARR Year 1

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

200

Venues

₹9.84Cr

ARR

80%+

Retention

100K+

Profiles

- ✓ 200 venues · Hyderabad
- ✓ ₹9.84Cr ARR (SaaS + WhatsApp)
- ✓ 80%+ 12-month retention
- ✓ 100K+ verified guest profiles

Phase 2

\$20-30M Val

12-18 months · Series A

400

Venues

₹12Cr

ARR

500K+

Profiles

2

Cities

- ✓ 400 venues · Hyd + City 2
- ✓ ₹20-30Cr ARR
- ✓ WhatsApp platform traction
- ✓ 500K+ guest profiles

Phase 3

\$50-70M Val

18-24 months · Growth

1,000+

Venues

₹50Cr

ARR

3

Cities

#1

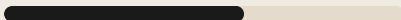
Leader

- ✓ 1000+ venues · 2-3 cities
- ✓ ₹50-70Cr ARR
- ✓ Ad platform early data
- ✓ Cross-venue loyalty network



\$500K

Seed funds Phase 1 entirely



\$50M

24-month target valuation



Roadmap based on 200 venues in Year 1, expanding to 1000+ 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

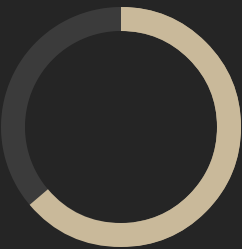


Content Ops & AI
20% · \$100K



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 \$20M+.

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THE TEAM

 Built for this market



3 Co-Founders
35+ years combined experience

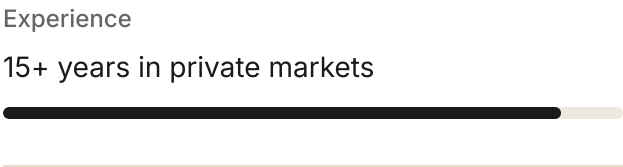
Three co-founders with deep expertise in hospitality, technology, and private markets



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



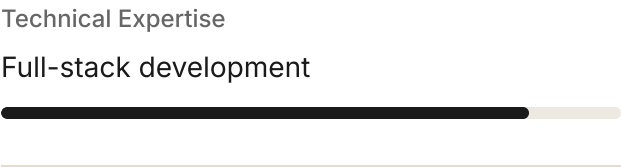
15+ **100**
Years Venues



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



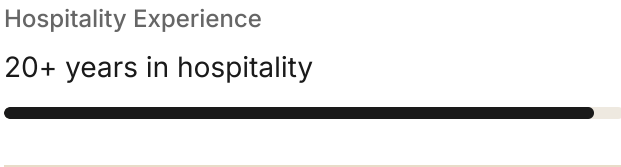
5+ **50+**
Years Projects



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



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."

₹9.84Cr

Year 1 ARR Target

\$500K

Seed Convertible

\$50M

24-month Valuation

1,000+

Target Venues



Email

support@cliqr.shop



Website

cliqr.shop



Contact

Abhinav