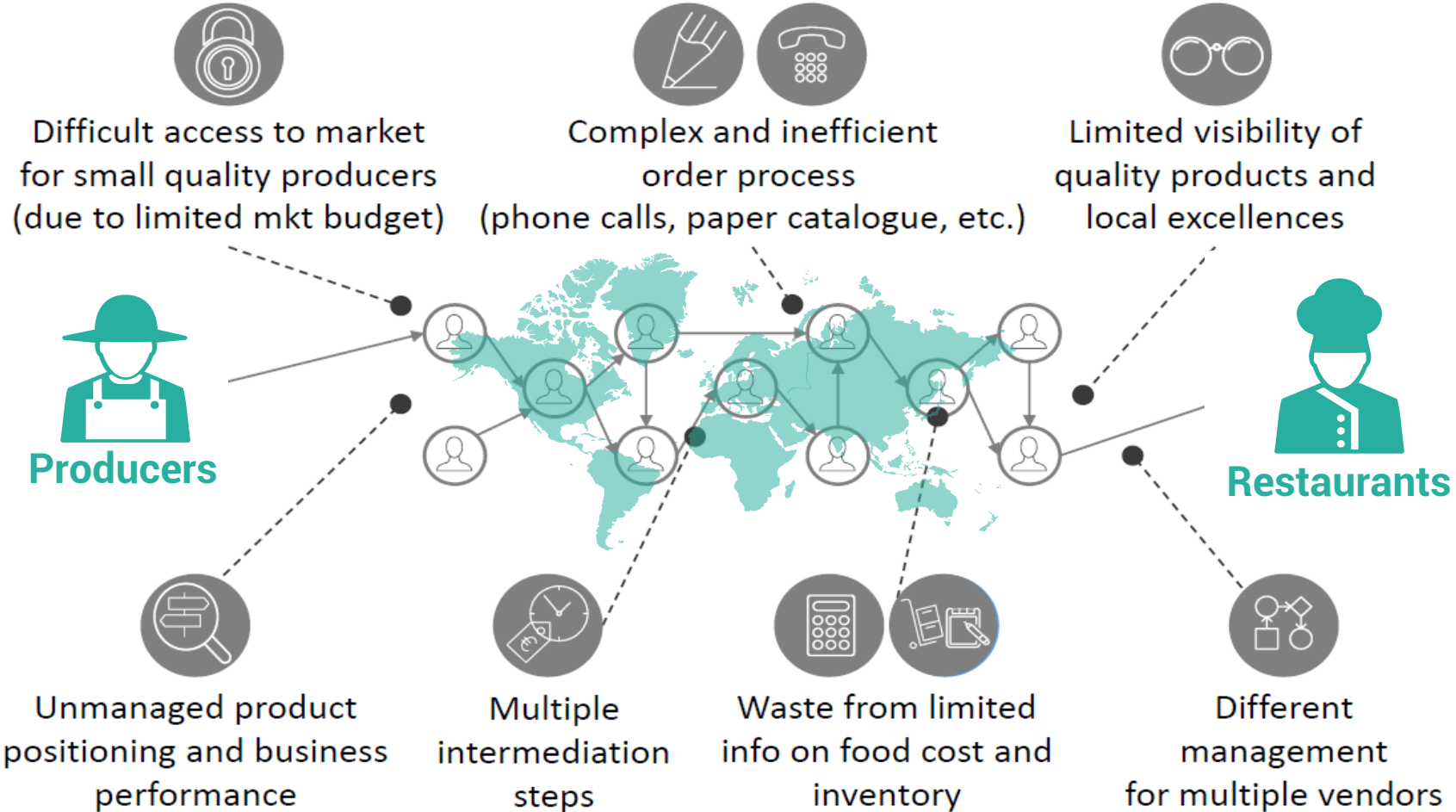




The **Smart Marketplace** that connects **Producers** of high-quality, Regional products with **Restaurants**, throughout the world

Problem

The Restaurant procurement world is like it was 30 years ago...a mess



Solution

Reduce complexity through digital transformation.

Connecting **Producers** of high-quality, Regional products with **Restaurants**, worldwide



Direct connection,
Middle-men reduction

Money-Time
saving and increase

Automation, sales/purchase
and shipment

Decision making support,
Data, benchmarks and insights

Smart Platform

Marketplace

Cerca nel Mercato di TypicalOf...

My Account 0,00€

Regions | Typical | Restaurants | Producers | Shop

HOW TYPICALOF WORKS

Home > Shop

Showing all 10 results

Search Products Location Select a category

Radius 200km

- alcohol-free drinks
- Beers
- Bread and baked goods
- Cheeses
- Chocolate
- Coffee and tea
- Cured meats and sausages
- Fish
- Flour
- Honey and derivatives
- Jams and marmalades
- Liqueurs and spirits
- Meat
- Oil
- Pasta and rice
- Pastry products
- Preserved
- Seasonings and spices
- Vegetables, legumes and cereals
- Wines

Business Intelligence

Business Intelligence

Cerca nel Mercato di TypicalOf...

Home > DSS

Senza categoria	Selezione	Reimposta				
Categoria	Sottocategoria	Prezzo Medio	Prezzo Minimo	Prezzo Massimo	Origine	Certificazione
Bevande analcoliche	Latte	1.26 €	1.03 €	1.61 €	Sardegna	
Condimenti e spezie	Aceto balsamico	57.38 €	46.50 €	80.00 €	Toscana	IGP
Conservas	Conservas di pomodoro	1.77 €	1.09 €	3.20 €	Sardegna	
Conservas	Olive	5.10 €	4.35 €	5.95 €	Sardegna	
Conservas	Patè	15.42 €	15.42 €	15.42 €	Sardegna	
Conservas	Patè	15.42 €	15.42 €	15.42 €	Sardegna	DOP
Conservas	Sottoli e sottaceti	11.29 €	7.98 €	15.67 €	Sardegna	
Formaggi	Crema di formaggio	15.14 €	15.14 €	15.14 €	Sardegna	
Formaggi	Formaggio da latte di capra	16.67 €	16.67 €	16.67 €	Sardegna	

Data & Analytics

Data & Analytics

Cerca nel Mercato di TypicalOf...

Home > Control Panel

100% Profile complete

Congratulation, your profile is fully completed

Sales 504,13€

Earning 504,13€

Pageview 168

Order 2

Sales this Month

Orders

- Total 3
- Completed 1
- Pending 0
- Processing 1
- Cancelled 1

Our platform is made by a **B2B Marketplace** integrated with a proprietary **Business Intelligence** software, made through a **Decision Support System** and a **Sentiment Analysis System**

Revenue Model

Free
For both Restaurants and Producers, free registration and access to basic features

Premium
Variable prices for custom services

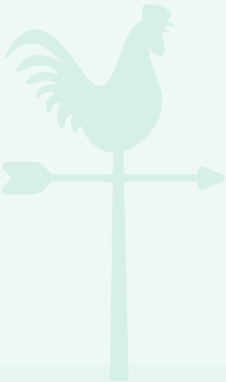


Restaurants worldwide

20% transaction fee on the orders



Regional Producers



Why we are different

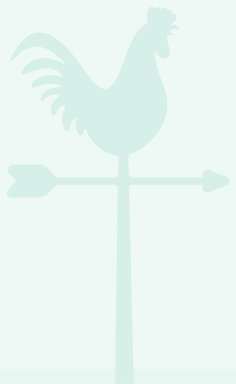
SaaS-enabled Marketplaces

Local

Regional to
worldwide



Simple E-commerces



Why we are different



Regional Ecommerces



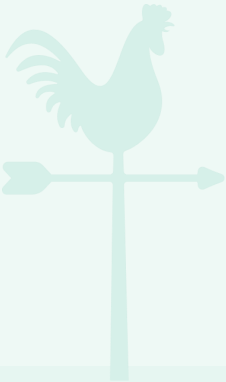
National focus marketplaces



Communication services



	TYPICALOF	Regional Ecommerces	National focus marketplaces	Communication services
B2B Marketplaces				
Focus on High-quality Regional Products				
Orders Automation				
International Shipment Management				
Business Intelligence				
Third parties services integration				
Intermediation services				
Real-time Pricing				
Buyer-Seller Instant Messaging				



Why we are different



Complementary solution to



REKKI

For Restaurants that want:

- High-quality Regional products
- Producers and Products discovery
- Payment and delivery management
- Manage grouped orders from multiple suppliers
- Insights and benchmarks on real-time market prices

Alternative solution to



For Restaurants that want:

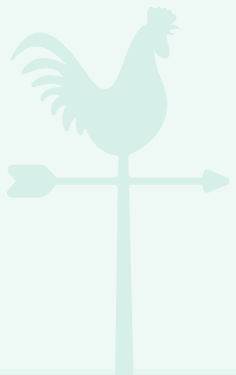
- High-quality Regional products
- International shipping from multiple suppliers
- Data and support on decisions
- Third parties service integration

Target Market

In **Europe** only, restaurants provisioning is worth **€200B** (30% of restaurants' turnover)

10% of provisioning is focused on high-quality, Regional food and beverage products

€20 Billion



40% of Restaurants in the **US** buy online at least once per month

Source: Technomic 2019, Chicago

Pilot: Italian Traditional Restaurants



90k

Italian Restaurants worldwide

Certifications



mipaaf



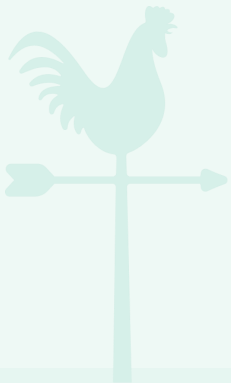
ASACERT
ASSESSMENT &
CERTIFICATION

Ita0039 Project

▶ 7,000 certifications per year

Authentification for italian restaurants is made especially through
Produces origin deep analysis

Source: 2019 [Qualivita Ismea](#); [Mipaaf – Asaceert](#) 2019, "Mappatura certificazioni ristoranti italiani" Report



Why starting from this niche: Italian products online presence and sales



62%

DOP IGP have an official website



88%

Consortia have a **Social Media** presence



6.5K

Daily content created

Source: 2019 **Qualivita Web Dop** Report



824

Italian certified produces
DO IGP STG

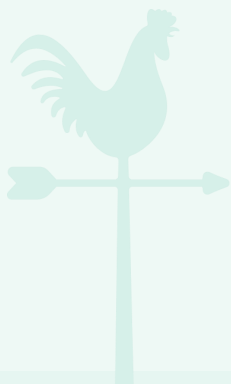
16B Sales value

+6%

9B Export value

+2.6%

Source: 2019 **Qualivita Ismea** Report



Team

A combined 100+ years of experience in entrepreneurship, food service industry and innovation management



Valter Melis
CEO

30+ years entrepreneurial and managerial experience in the restaurant and tourism sector



Riccardo Contu
COO

Ex Project Manager of TNV & StartX (\$20B portfolio combined valuation)



Giancarlo Dessì
Biz Dev (ITA)

30+ years entrepreneurial experience in the restaurant sector



Mario Rosso
Inv Rel. (EU – USA)

Ex CEO Tiscali Spa & Ansa, Ex VP HR Telecom Italia & Rinascente



Jon Brownstein
Biz Dev (EU – USA)

Ex VP Sales & Distribution Tiscali, Founder of Trigu Italia LLC



The Net Value
Incubator

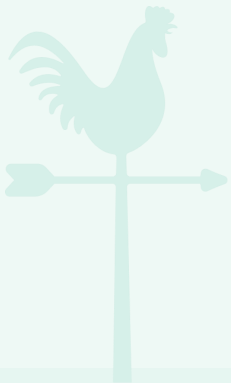
The list of incubated end/or hosted startups include Moneyfarm, Paperlit, BuzzMyVideos, Marinanow, IntendiMe, Vivocha

Funding need

- Platform completed, tested and online
- Database with over 14k Italian Restaurants worldwide
- Database with over 5k Italian Producers
- Testing phase with several acquisition channels and starting go-to-market on June 2020

NEXT 18 MONTHS OBJECTIVES

- Go-to-market (national producers, international restaurants)
- Continue tests to optimize acquisition channels for both Producers and Restaurants
- Optimizing CACs for both Producers and Restaurants
- Logistics framework validation
- Import/Export legal framework validation





TYPICALOF

Regional Producers & Restaurants Worldwide

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UNIONE EUROPEA
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