



★ **BARISTAR**

Redefine Hiring with Baristar
Beyond Ordinary

Problem

Expanding the gig economy beyond deliveries.

Problem 1

There is currently more than **200,000 vacancies** in the hospitality industry and inability to fill the roles

Problem 2

Businesses currently use **standard approaches** to hiring including:

- Window signs
- Agencies
- Online job boards

Problem 3

The process to hire is **long** and at times there's **reliance on others** to vet candidates leading to increased **costs** with attrition

Tap Apply Earn Simple!

Opening a gateway to
the gig economy for
hospitality businesses



Solution 1

Providing a tool for **businesses to post jobs** required to be done and for contractors to apply without barriers in real time.



Solution 2

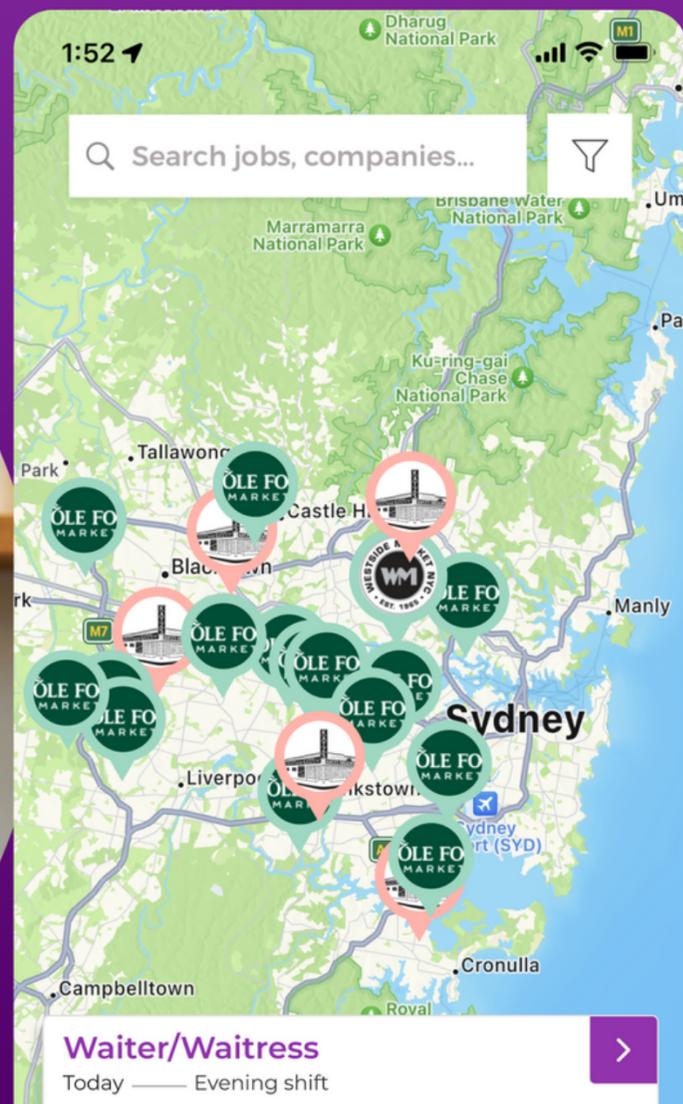
All in one **solution for payments** where businesses pay for the job to be done and the worker receives instant payment on completion



Solution 3

Allowing the **community to review** businesses and workers as a means of vetting and confirming performance

Tap, Apply, Earn.
It's simple!



Baristar app for iOS and Android

Brewing an alternate way to working
in hospitality

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BARISTAR

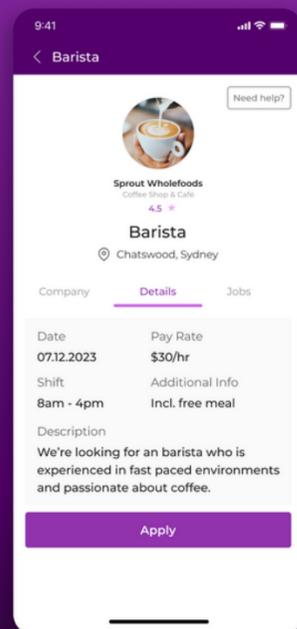
Find flexible
hospitality job
opportunities
near you



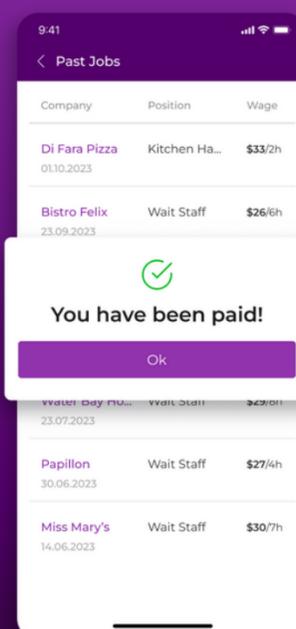
Tap, Apply, Earn.
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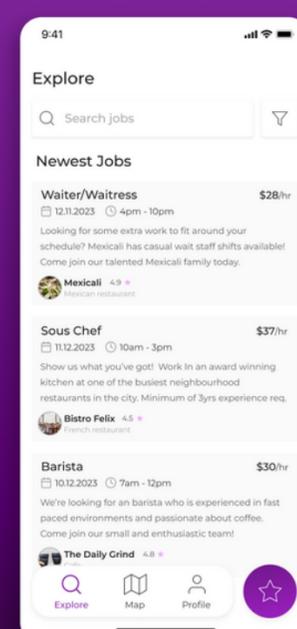
Unlock greater
earning potential



Get paid instantly.
Zero fees!



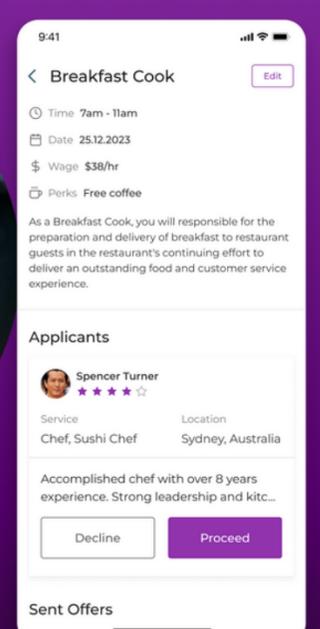
Discover new
jobs daily



Looking to hire?
Access Baristar's
on demand



Post your job
openings today



Birth of Baristar

The humble beginnings of an idea that **started with a stroll**



10/22

The **idea** was formed with a stroll to the local shops and noticing "Hiring" signs in windows



12/22

The beginning of the **app** development after and life of Baristar



05/23

Completion of the **MVP** and first iteration of the app to go public



Timing

The perfect cup of opportunity in hospitality and the labour market in Australia

Reason 1

There is approximately 200,000 vacancies within the hospitality sector as of October 2022.

Reason 2

With the downturn of the economy and the transition to flexible working due to covid, the workforce is demanding more work and flexibility

Reason 3

There is an influx of international students (~350,000) and skilled immigrants (~400,000) with borders reopening and a push by the government to get more through the gates



Target Market

We view businesses and contractors as our customers with differing needs.

Customers

Owners of small/medium hospitality businesses



Users

Students, skilled immigrants and those looking for flexible work



Size of the Hospitality Market

Jobs per day in small/medium Hospitality Businesses are our initial target market.

The Global Hospitality Market Outlook [2023-2030] –

- In 2022, the size of the worldwide Hospitality market achieved USD 4409780 Million.
- A projected Compound Annual Growth Rate (CAGR) of 10.43% anticipates its future expansion.
- During the forecast period, the global Hospitality market is poised to attain the value of USD 7997647.2 Million.
- The diverse spectrum of Hospitality types - Accommodation Services, Food & Beverages Services, Other - falls under the purview of the global Hospitality market.
- Encompassing a comprehensive scope, this report addresses key types within the global Hospitality market: Individual, Business.
- This report casts a wide net, covering prominent regions, including North America, Europe, Asia-Pacific, South America, Middle East and Africa, and the Rest of the World.

Direct Competitors

- ◆ No direct competitors in Australia

Indirect Competitors

- ◆ Uber
- ◆ Jitjatjo
- ◆ Seek
- ◆ Supp app
- ◆ Jora Jobs
- ◆ Tap4Work



Competitive Advantages

◆ **Advantage 1**

On demand availability of workers with no lag time to interview and search

◆ **Advantage 3**

Reviews of workers are performed by others in the hospitality network, removing need to vet candidates

◆ **Advantage 2**

Low cost as there is no commitment to keep staff on payroll / cost of hire

◆ **Advantage 4**

Incorporated **payment system**, allowing easy access to previous payments and instant payment of workers upon completion

Competitor Approach

◆ Approach 1

Solving a problem and focus on benefits of the app that other businesses don't have. Non agency model and payment in app.

◆ Approach 2

Showcasing benefits in B2B scenarios with support mentioned in Approach 3. Take them on a journey from awareness to consideration stage and finally decision stage by using Baristar app.

◆ Approach 3

Events, partnerships, ads online and offline, B2B sales/meetings.

Meet our Team



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Thank You

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