

The background image shows a modern restaurant interior. On the left, a large, leafy tree stands near a wall of floor-to-ceiling windows. The room is filled with rectangular tables, each set with white tablecloths, glassware, and plates. Several people are seated at the tables, and a few staff members are visible in the background. The overall atmosphere is bright and airy due to the natural light from the windows.

# ★ 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

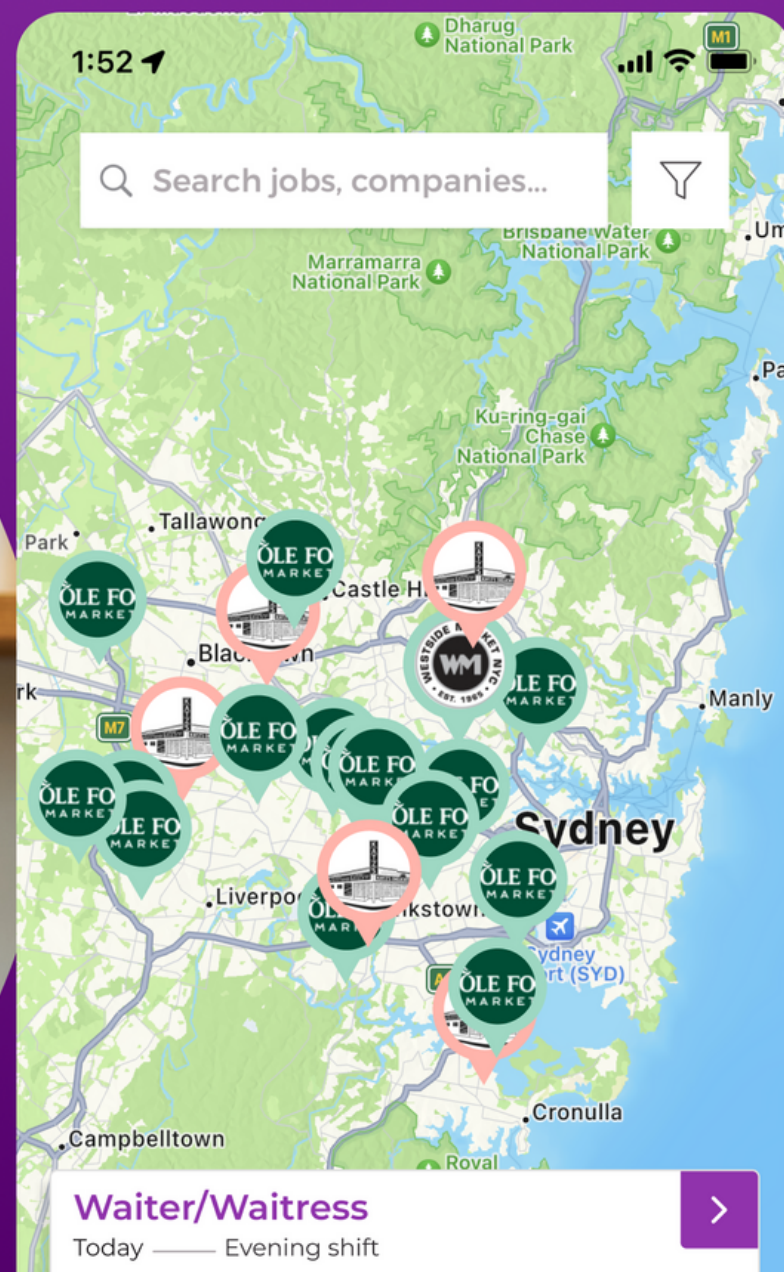
All in one **solution for payments** where businesses pay for the job to be done and the worker receives instant payment on completion



## 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

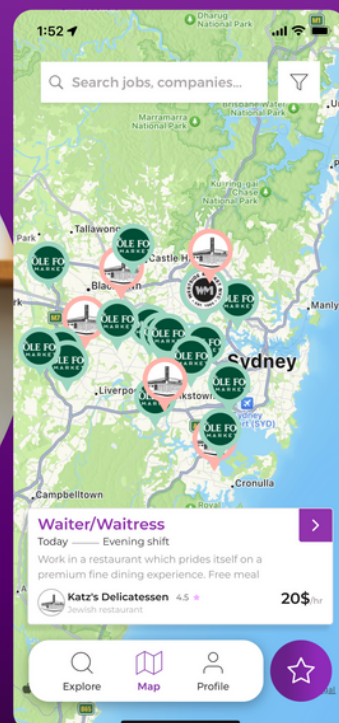




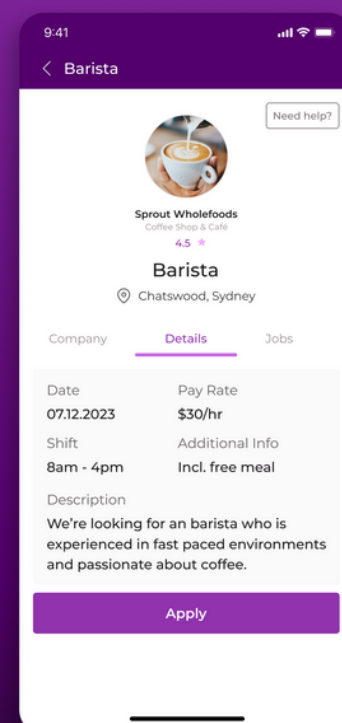
Find flexible  
hospitality job  
opportunities  
near you



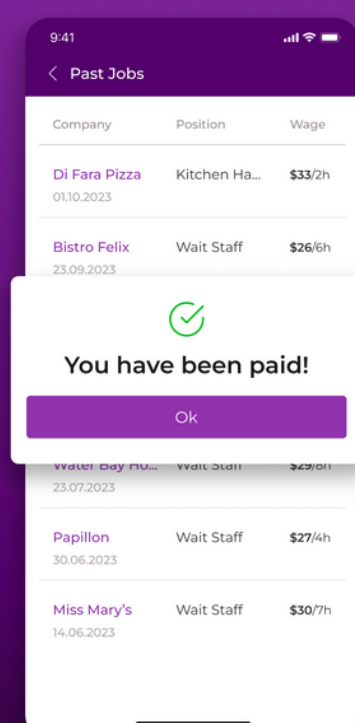
Tap, Apply, Earn.  
It's simple!



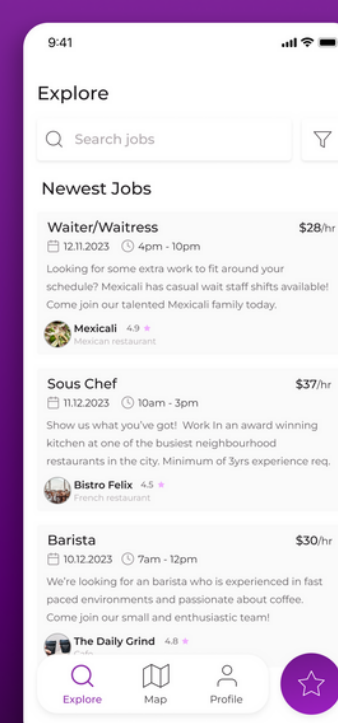
Unlock greater  
earning potential



Get paid instantly.  
Zero fees!



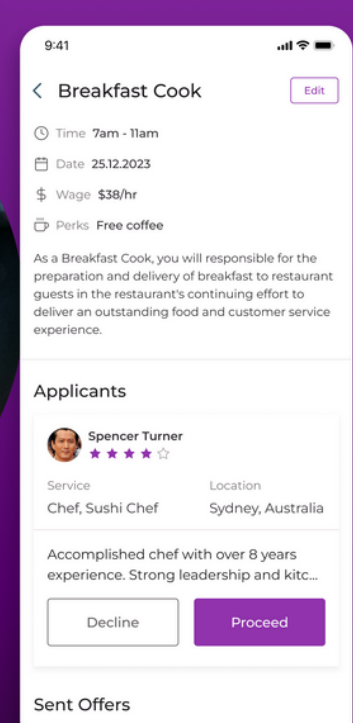
Discover new  
jobs daily



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



**Nesh Kandic**

CEO and co-founder



**Sanja Kandic**

CMO and co-founder

# Thank You

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