

# PITCH DECK

Tasttlig Corporation is on a mission to showcase the world in the best light.

PASSPORT



# PROBLEMS



## PROBLEM 1

It's expensive for most people to travel around to experience different cultures from around the world.

## PROBLEM 2

Most people find it awkward to assimilate into a new culture when they haven't been properly introduced to it.

## PROBLEM 3

There is no easy way for people to be rewarded for supporting businesses they care about and are culturally aligned





## SOLUTION 1

We provide an affordable way for people to travel to businesses to experience culture, events and deals from around the world



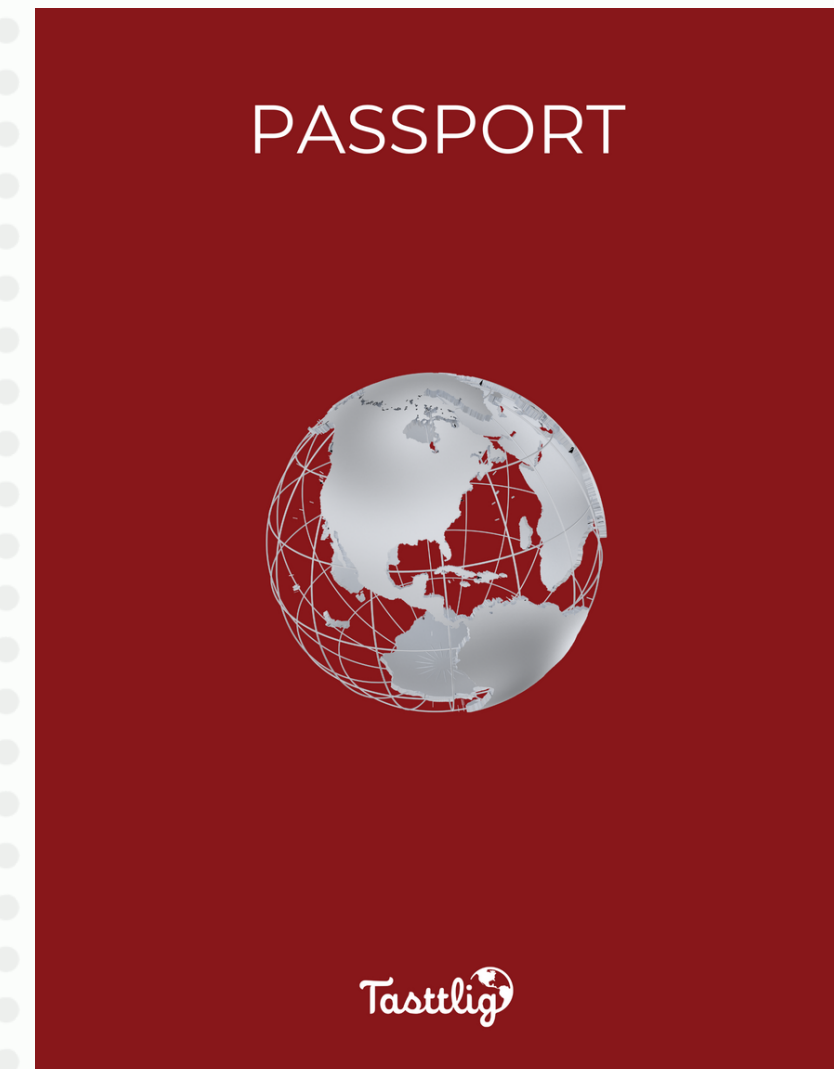
## SOLUTION 2

We provide an introduction to culture through our free food samples festivals hosted by our business members to attract people to them



## SOLUTION 3

We provide a fun stamp based reward program for businesses to attract more people to visit their businesses.



# TASTTLIG PASSPORT

Tasttlig



# TASTTLIG APP

The Tasttlig App gamifies the ability to travel to businesses to support them in a fun and convenient way.





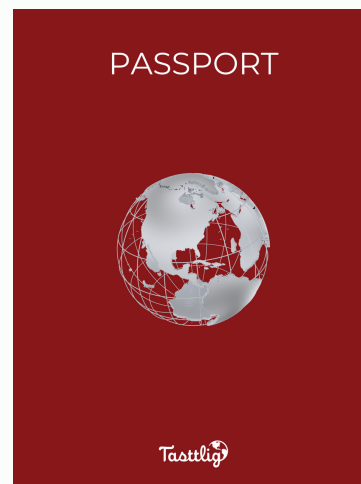
**Tasttlig**



2018  
COMPANY  
LAUNCH  
EVENTS

2019  
WEBSITE  
BUILD  
FESTIVALS

2023  
APP IS  
BETA MODE  
FESTIVALS



2020  
WEB APP  
LAUNCH  
FESTIVALS

2022  
MARKET  
RESEARCH  
FESTIVALS

2021  
MOBILE  
APP  
LAUNCH  
FESTIVALS



# BIRTH OF PRODUCT

Tasttlig product started as a website in 2018. The app was developed in house and launched in the app stores in 2021. In 2022 it was in Beta testing phase. It is currently in re-development mode for feature updates on Apple and Google Play stores

Since launch, we have tested over 12 festivals in 2 countries, US and Canada and imported data from over 5,000 businesses in North America and the African continent into the app for beta testing.

# TIMING

The product started in 2018. It was forged in the Covid 19 pandemic. The need is even more pressing as people are looking for affordable travel options and unique cultural experiences.

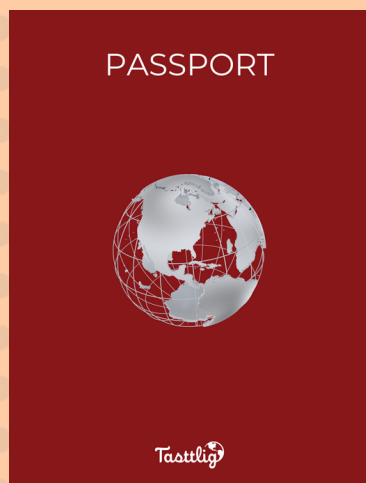


## REASON 1

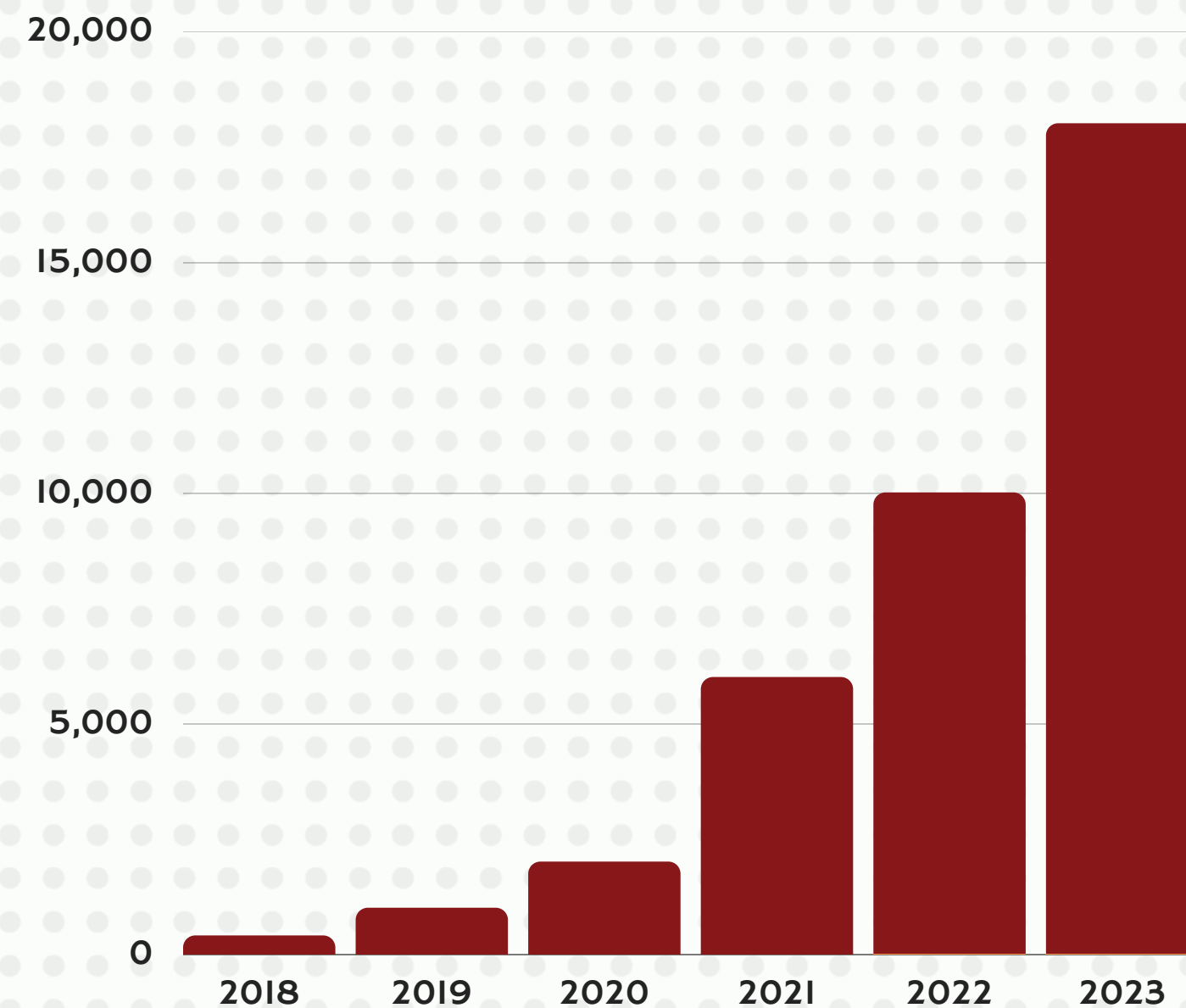
People are looking to connect to their communities again in a safe, fun and less intrusive ways. Travel is back and people want to travel short, mid and long ranges. Tasttlig passport provides these options through our experiences

## REASON 2

Most businesses are looking for new customers. Some businesses are also under financial constraints from loans taken out in the pandemic. Tasttlig provides an affordable way to attract more people to their stores when they become destinations on the app







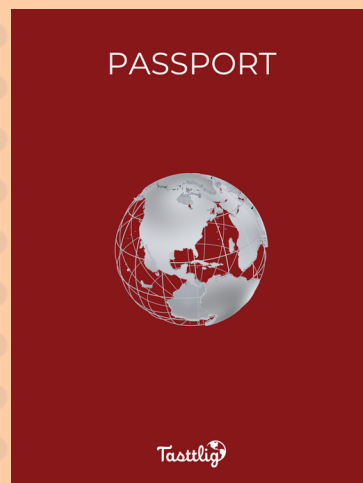
# TRACTION

We have tested over 12 festivals in the Canadian and United States markets. As festivals grew in popularity, our visitors increased to 2000 site visits per month as of September 29, 2023



# TARGET MARKET

## Our Target Customers



## PEOPLE LOOKING FOR LOCAL CULTURAL EXPERIENCES

People are looking to expand their knowledge of the world's diverse culture in a fun way. They can do this by subscribing to the Tasttlig passport.

## RETAIL BUSINESSES LOOKING TO INCREASE REVENUE

Businesses, in particular, restaurants are looking to increase revenue. They achieve this by becoming destinations on Tasttlig at an affordable price for Tasttlig passport holder to find them.



400B  
US & CANADA

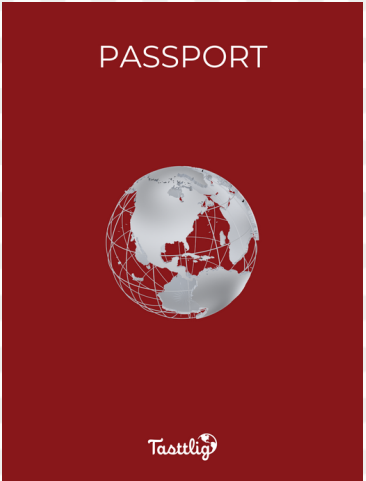
Total Available  
Market (TAM)

40 B  
Serviceable  
Available  
Market (SAM)

1 B  
Serviceable  
Obtainable  
Market (SOM)

# SIZE THE MARKET

WE ARE LEVERAGING THE RESTAURANT INDUSTRY TO GROW  
THE APPETITE FOR PEOPLE LOOKING TO EXPLORE NEW  
CULTURE AROUND THE WORLD



# ASKING

RAISING  
18M

OFFERING  
18% Of  
Tasttlig





**Tasttlig**



2025

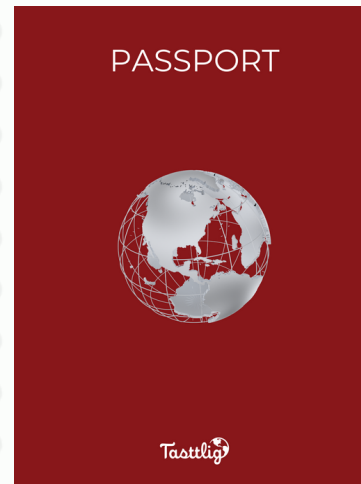
**LAUNCH 25  
GLOBAL  
FESTIVALS**

2024

**LAUNCH 16  
US + 5 CDN  
FESTIVALS**

2023

**FIX APP,  
LAUNCH 5  
CANADIAN  
FESTIVALS**



# PRODUCT

## MILESTONES

- 2023 - FIX APP, 1000 TRAVELLERS, 100 DESTINATIONS,
- 2024 - 10,000 TRAVELLERS, 800 DESTINATIONS
- 2025 - 25,000 TRAVELLERS, 1,875 DESTINATIONS

# REVENUE

## MONTHLY REVENUE

- 2023 - \$2000 TRAVELLERS + \$5,000 DESTINATIONS,
- 2024 - \$20,000 TRAVELLERS + \$40,000 DESTINATIONS
- 2025 - \$50,000 TRAVELLERS + \$93,750 DESTINATIONS

Tasttlig



# CONTACT US



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PASSPORT



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