



Enhance drinking
experiences with data



Lorenzo Pisoni
CEO and Founder

We target live events and bars

#1 problem | **LINES**

42% of people give up

#2 problem | **TRASH**

10K single use per second



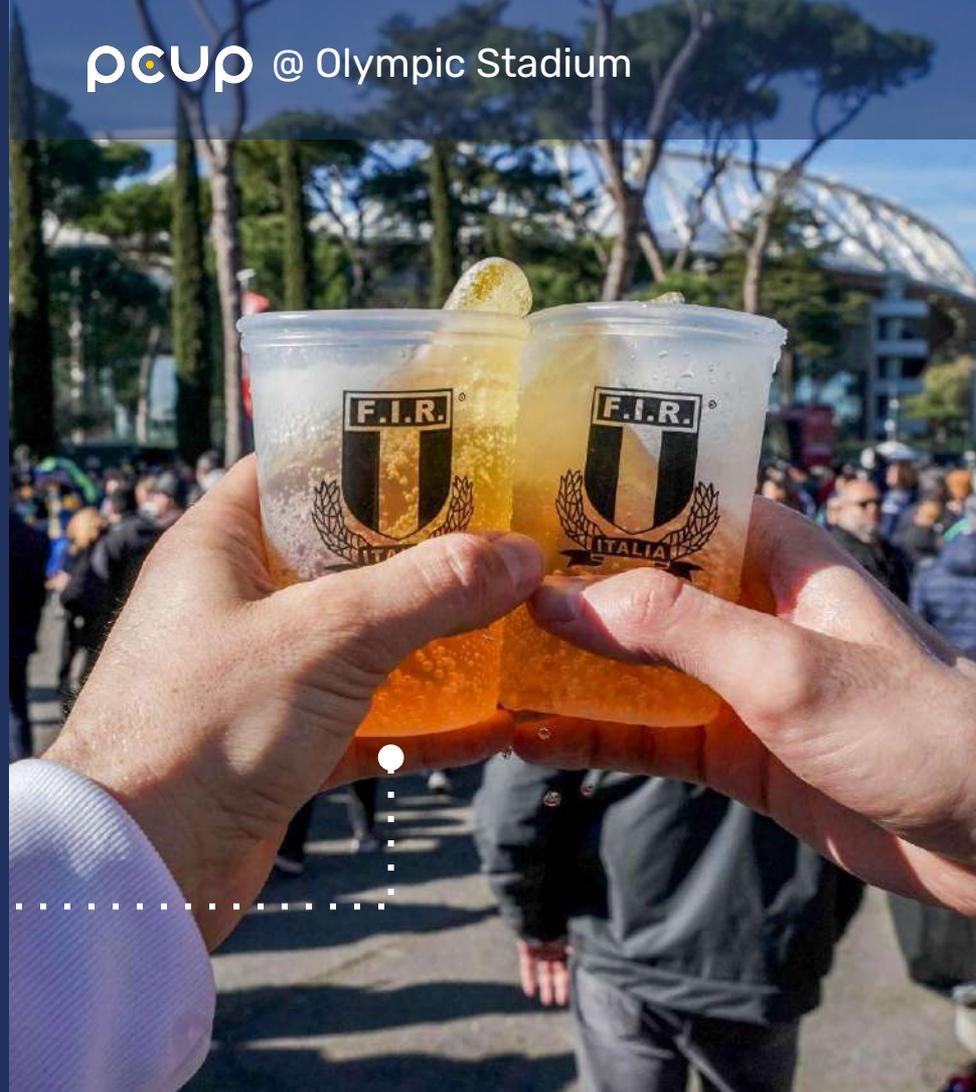
pcup

IoT technology turning
any reusable cup
into an e-wallet.



Cup ID: 39798009
User ID: 36871867
Loyalty: 73%
€21.4

pcup @ Olympic Stadium



1

Increase
drink *sales*

6 seconds
less per drink purchase

30%
increase in drink sales



Receive a cup with
prepaid credit



Skip the line
at the cashier



Go straight to
the barman



1 Increase
drink sales

2 Measure
positive *impact*

Each **pcup** = 8 single use cups



Our animation displays single use cups savings in real time



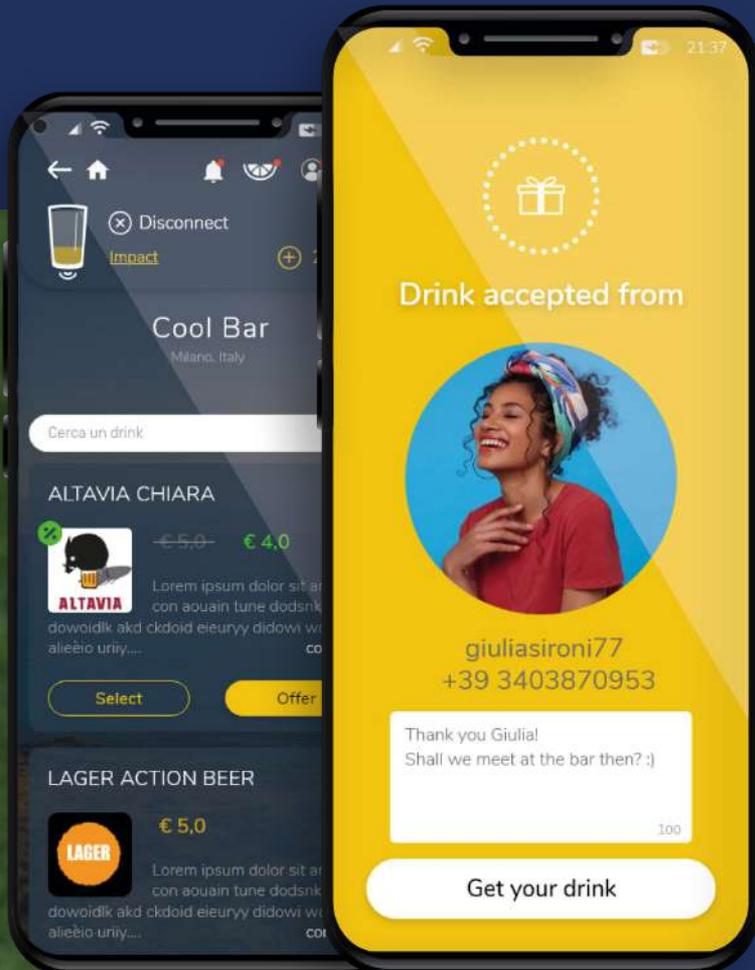
We provide actionable data to reach UN ESG goals



1 Increase
drink sales

2 Build
communities

Offer a drink to anyone in the community of cup holders, in any of the affiliated venues



1 Increase
drink sales

2 Build
communities

3 Measure
positive **impact**

Each **pcup**

=

8 single use cups

Our animation displays single
use cups savings in real time

We provide actionable data
to reach UN ESG goals



Competition

Driving
consumer sales

nexi

pcup

Not a data
platform

Data
platform

ORACLE

Smartg

Not driving
consumer sales



pcup dataflow



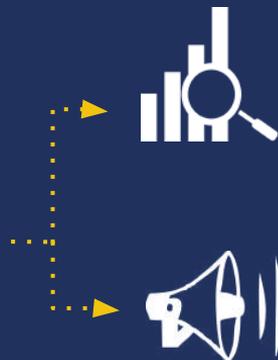
Payment



User profile



Database



Offline analyses

To drive decisions

Media platform

To boost sales

Seleziona le date

09/04/2021 19/06/2022

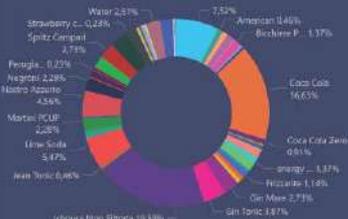
Total sales

€ 2.81K

Avg price

€ 6,39

Market share



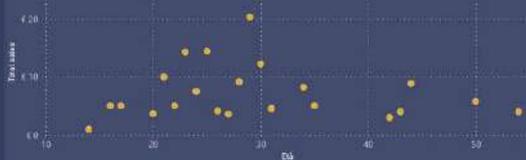
Seleziona il drink

Tutte

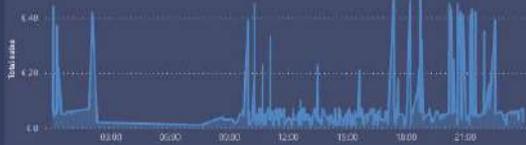
pcup

Enriches drinking experience with data.

Avg sales by age



Avg sales by hour



Drinks

Pending orders	49	390,5 €
Pre-orders	36	118,0 €

Barman

Select all Remove barman

Lore Plso

520

total drinks

User selection

Barman selection

480

40

Ste Fraio

245

total drinks

User selection

Barman selection

230

15

Ariela Swed

337

total drinks

User selection

Barman selection

300

30

Community

Close X

Select all Offer drink Unpair user Search by ID

Currently connected



Once connected



At least one purchase



Sex

M F Any

Status

Single Busy Any

Age

22 to 28 year's old

Fidelity

more than 3 drinks

Balance

21 to 37 Euro

27 people matching

CANCEL

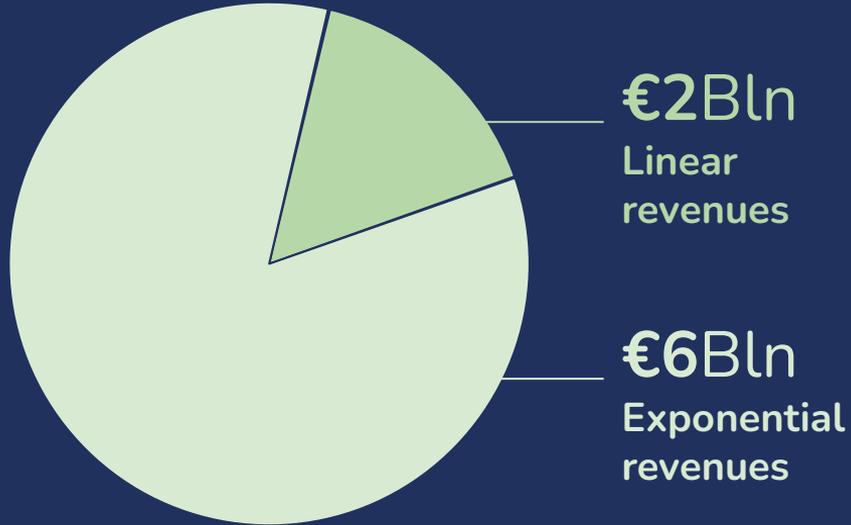
SELECT

SOM

2.6% market share
120Bln+ TAM | 15% CAGR

Market drivers:

Single use ban
Online dating



Cup PaaS



Sustainable project



Sales fee



Profiled lead



Ads



1M raised

angels
crowdfunding
bank loans

€400k

lifetime rev

Summer 2022:

100+ days of activity

15K profiled consumers

Stabilizing cashflow

- Event revenues
- Recurring revenues



Key customers 2022

Mengo Fest

July+ Sept, 3.000 cups, 5 days



Isola Tiberina

July-Sept, 8.000, 75 days

Dominate The Water

July-Sept, 12.000 cups, 9 days



Misano Adriatico beaches

From June, 2.000 cups first stock

Example of a summer deal:



16-24 July 2022

9 days on the beach

85K people

Visitors will have the option to buy our cup and top up credit in it.

€18.5K linear revenues

€3K exponential revenues

Free drinks by:



Red Bull

Core team

+4 fulltime developers



Lorenzo Pisoni
CEO and Founder



Stefano Fraioli
COO and Founder



Eli Swed
CTO



Davide Nugnes
CSO



Manolo Abrignani
External Relations

Expanded team

Business advisors

Giovanni Melotti



Paolo Porcelli



Enrico Muston



120+ years
of aggregated
experience

We need €500K **now**

Go-to-market:

Networking / direct sale

Commercial partners:

- 1 Payment solutions
- 2 Event organizers
- 3 Beverage companies

To reach:

€1M *revenues*

5 venues using us *daily*

and have a 8x VC round in 12 months

We need €500K **now**



Lorenzo Pisoni
CEO and Founder

Join **peup!**

- perfect **timing**
- ready-to-market **tech**
- scalable **brand**