



# Baralytics

Pour Soul Systems

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# ABOUT THE PRODUCT



Electronic beer taps with customizable screens and accelerometers to collect data on when and how long beer is poured from the taps.

# PROJECT IDEA

- Analytics for bars
- A mobile application which helps bartenders manage the taps
- A mobile application for managers and bar owners to get insights about how their bar is performing, what products they are (and aren't) selling, and how much of their product is wasted.
- Data drives value creation

# WHAT PROBLEMS CAN BE SOLVED

- Bar owners and managers have very little insight into how their bar runs, what their costs are, and whether they're wasting product
- Bars have very high shrink, data provides actionable insights to reduce this
- This method of visualizing tap handle data may open up solutions for other aspects of bar management as well

# HOW THE PROBLEMS CAN BE SOLVED

- Electronic taps collect data
- Data is made accessible via an easy-to-use mobile app
- To support advanced use cases, the data can be exported to a CSV for business-specific processing

# TARGET MARKET

- Bar owners and managers - Insight and management of their establishments
- Breweries and Distributors - Control over their brand

# VALUE PROPOSITION

- Unique data provides owners and managers with actionable insights that drive value creation for their business
- Non technical users can access the information via an easy to use mobile app
- Technical users can export data to CSV for use in business processes
- A unique and better way to understand and manage their business



# MARKET SIZE

- ~60,000 bars and nightclubs in the USA alone
  - ~10-15 taps/bar average
  - \$10 per tap/month = \$7,500,000 MRR in initial market
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- Multiple opportunities to drive additional revenue growth:
  - Data processing
  - Brand control for breweries
  - Self serve taps & other use cases for the electronic taps