

Q20

BUSINESS Q20

2022 - 2030



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BUSINESS OVERVIEW

Q2O: INDIA'S SMARTEST RESTAURANT & HOTEL OPERATING SYSTEM

Q2O is a next-gen restaurant & hotel automation platform built for the modern Indian F&B industry.

We provide a complete digital ecosystem – from QR ordering to billing, room management, and more.



- QR Code Ordering
- Free Restaurant Billing Software
- Digital Menu Management
- Hotel Room + Service Integration
- Real-time Analytics Dashboard
- BroCore Agent Network (Sales/Support)



- **Slow Service:** Manual order-taking = delayed experience
- **Billing Errors:** Paper bills = calculation mistakes
- **No Analytics:** Owners fly blind, no performance data
- **Low Staff Efficiency:** Repetitive work, zero tech support
- **Lack of Integration:** Hotel services & restaurant not synced



- **QR Code Ordering** = Instant, contactless experience
- **Free Billing Software** = Auto-calculations, GST-ready
- **Live Analytics Dashboards** = Real-time sales, trends
- **All-in-One Platform** = Hotel + Restaurant + Room sync
- **BroCore Network** = Local support & sales scale-up

PROBLEM & SOLUTION



We built Q2O because Indian F&B deserves better tech, not more jugaad

INDIA'S HOSPITALITY INDUSTRY IS BROKEN – WE'RE FIXING IT

MARKET OPPORTUNITY

01

Total Addressable Market (TAM):

- **2.5M+** Restaurants & Hotels in India
- **₹15,000 Cr+** market growing at 18% YoY
- **80%** still operate manually — massive digitization gap

02

Trends That Prove It's Time:

- Digital India push + UPI boom = Tech adoption up
- Post-COVID shift = Demand for contactless ordering
- Tier 2–3 cities catching up in tech use
- F&B owners actively searching for low-cost digital tools

03

Q20's Strategic Fit:

- Built for India – local languages, affordable, GST-ready
- SaaS model – scalable, multi-city-ready
- Covers both Restaurant + Hotel segment
- Localized sales force via BroCore agents

We're not fighting for the market. We're digitizing what never had tech in the first place

VISION & MISSION

We aim to become the world's most trusted and widely-used smart restaurant/hotel tech solution — Eco System businesses to save time, reduce waste, and increase profits.

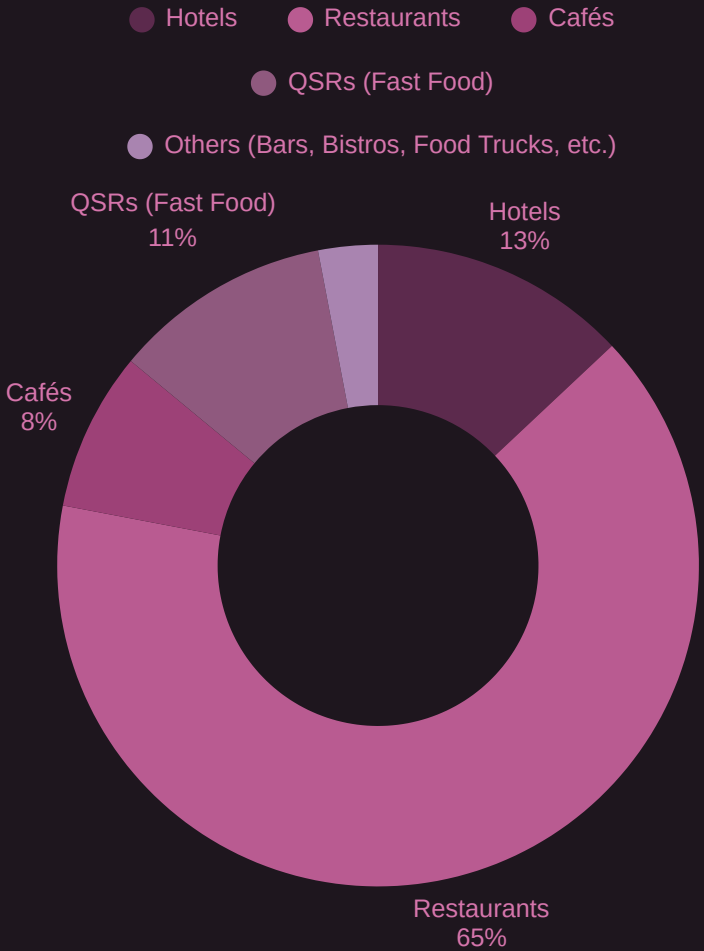
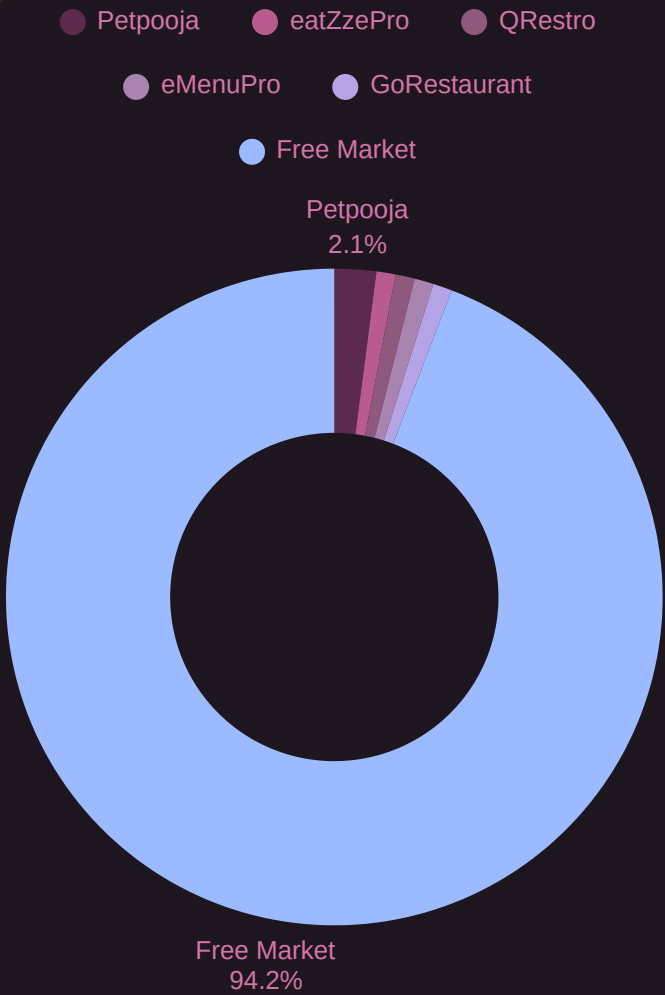
Empower 1 lakh+ restaurants, cafés, and hotels by 2027

Save ₹10,000 crore+ in annual waste for Indian hospitality businesses

Make contactless, paperless, staff-less service the new normal

To simplify dining and hospitality operations through innovative digital solutions that are affordable, and powerful.

MARKET ANALYSIS



Company	Users	Plans (₹)	Revenue (₹/yr)	EBITDA Margin	Gross Margin
QRestro	2500+	199–999	₹3–4 crore	22%	65%
FineDine	5000+	500–2500	₹5+ crore	28%	70%
eatZzePro	1500+	150–1200	₹2 crore	18%	60%
GoRestaurant	1000+	199–1499	₹1.5 crore	20%	63%
eMenuPro	1800+	299–999	₹2.8 crore	25%	67%

Plan	Monthly Price	Estimated Users	Monthly Revenue	Annual Revenue
Basic	₹299	10,000	₹29,90,000	₹3.58 crore
Pro	₹490	8,000	₹39,20,000	₹4.70 crore
Unlimited	₹1990	4,000	₹79,60,000	₹9.55 crore
Total	—	22,000	₹1.49 crore	₹17.83 crore

Waste Type	Daily Loss (₹)	Monthly (₹)	Annual (₹)
Wrong Order Food Waste	₹82 lakh	₹25 crore	₹996 crore
Menu Printing Waste	₹10.4–₹20.5 crore	₹312–₹625 crore	₹3,750–₹7,500 crore
Billing Paper Waste	₹1.25–₹3.75 crore	₹38–₹114 crore	₹456–₹1,368 crore
Total			

BUSINESS MODEL

Projected Monthly Revenue (Target)

If we onboard:

- 1,000 clients on ₹490 plan → ₹4.9 lakh/month
- 500 clients on ₹1,990 plan → ₹9.95 lakh/month
- → Total: ₹14.85 lakh/month = ₹1.78 crore/year

01

Add-ons & Upsells

- White-labeled menu themes
- SMS/WhatsApp order notifications
- Integration with hotel POS, billing systems, & analytics

02

Partnerships (BroCore Agents)

- 50% revenue share to field agents
- Expansion through local promoters in Tier 2/3 cities
- Operational costs handled by Q2O

03

Digital-First Deployment

- Web + Android app interface for owners
- Easy onboarding, QR printing, menu uploads via dashboard
- Multi-language, staff-less & paperless service model

FINANCIAL PROJECTIONS

KEY ASSUMPTIONS

- Churn rate < 10% annually
- Upsell rate increases in Year 2–3 (₹1,990 plan adoption)
- Field force (BroCore) helps rapid growth in Tier 2/3 markets
- Q2O App + Dashboard = streamlined onboarding = low ops cost

Financial Projections Summary			
Metric	Year 1	Year 2	Year 3
Clients (Paid)	5,000	15,000	40,000
Avg. Monthly Revenue/User	₹490	₹620	₹750
Monthly Revenue	₹24.5 lakh	₹93 lakh	₹3 crore
Annual Revenue	₹2.94 crore	₹11.16 crore	₹36 crore
Gross Margin	68%	70%	72%
EBITDA	₹75 lakh (25%)	₹3.34 crore (30%)	₹13.32 crore (37%)
CAC (Customer Acquisition Cost)	₹800	₹650	₹500
LTV (Lifetime Value)	₹5,000+	₹6,500+	₹9,000+

GO-TO-MARKET STRATEGY

Freemium Entry Funnel

Target Audience

- Primary: Restaurants, Cafés, Hotels (Tier 1, 2, and 3 cities)
- Secondary: Cloud kitchens, bars, food courts
- Early adopters: Owners looking to digitize, save cost, reduce staff dependency

Digital Marketing

- Instagram + Meta Ads: Geo-targeted by city/type (e.g. “Delhi cafés”)
- Google Ads: High-intent keywords (“QR menu system”, “hotel billing app”)
- YouTube & Shorts: Demo videos, client success stories

BroCore Program (Agent Network)

- Local youth & freelancers onboarded as sales partners
- 50% revenue sharing model
- On-ground demo, onboarding, QR setup for clients

Strategic Outreach

- B2B cold calling to hotels/restaurants from public directories
- Bulk WhatsApp/email campaigns with brochure links
- Partner with hotel associations, food suppliers & billing software vendors

FUNDING

Use of Funds	Allocation
Product & App Refinement	₹4 lakh
Marketing (Instagram, Google Ads)	₹5 lakh
BroCore Agent Onboarding	₹3 lakh
Sales Collateral + CRM Tools	₹2 lakh
Branding & Design (UI/UX + Decks)	₹1.5 lakh
Emergency/Backup Buffer	₹2.5–4.5 lakh

Why It’s Worth It

- Revenue Potential: ₹3–4 crore/year in 24–36 months
- Lean Ops: Low burn, high automation
- Execution-Ready: App live, backend functional, team in place
- Growth Strategy: Scalable via BroCore + digital ads
- Exit Goal: 10x–15x ROI within 4–5 years

Raising: ₹10–20 Lakh (Pre-Seed Round)
In exchange for 5%–8% equity in Q20

SUMMARY

Q2O – Summary

- 🚀 What We Do: Q2O is a smart QR menu + billing system for hotels, restaurants & cafés, cutting costs, errors, and paper waste.
- 📊 Market Problem: India wastes ₹80,000+ crore yearly on outdated menu & billing methods.
- 💡 Solution: Digital QR ordering, smart billing, staffless ops — scalable & efficient.
- 💼 Business Model: SaaS Plans @ ₹299 / ₹490 / ₹1,990 monthly with freemium entry.
- 📈 3-Year Projections: ₹36+ crore revenue | ₹13+ crore EBITDA | 70%+ Gross Margin
- 💰 Funding Ask: ₹10–20 lakh for 5–8% equity to scale via BroCore & ads.
- 🎯 Vision: Become India's top contactless dining & billing platform.



THANK YOU



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Demo

Main Dashboard

Customer Dashboard

Shop Dashboard

BroCore Dashboard