



MAXIMIZING THE GUEST EXPERIENCE

TASOS MOUTZOÛRIS

INTERSECTING NEEDS

Hotel guests: Want to **maximize quality of (local) time & experience** . Need an efficient, attractive, and direct means to access local & in-house goods & services

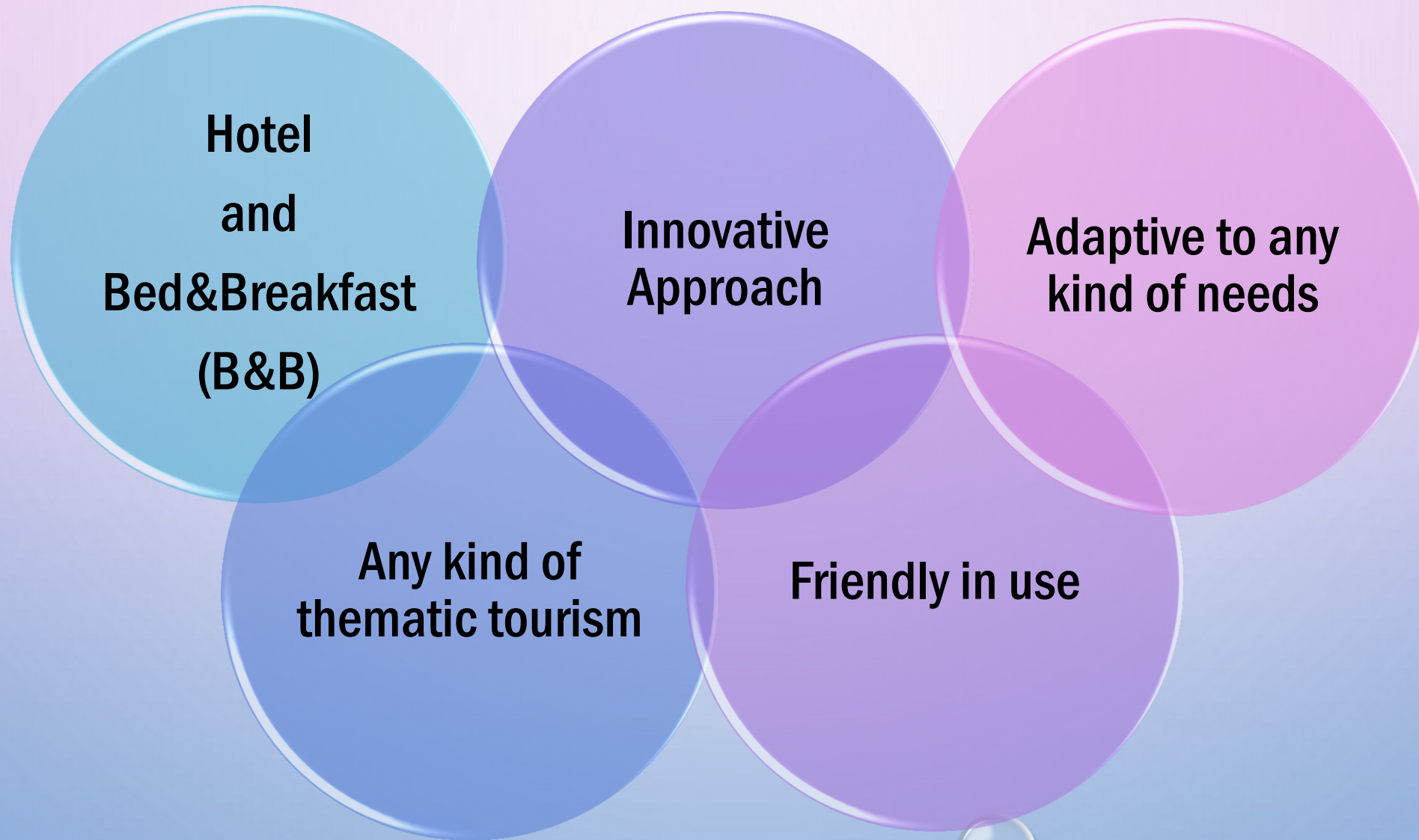
Hoteliers: Need appropriate Means/Method to **maximize potential of existing resources and relationships**

= room svc, babysitting, tours, etc;

Locals: Need a channel for **dependable, increased business relationship** (non-competitive) with hotel & guests = leverage their “authenticity” and proximity

THE PRODUCT

The Solution

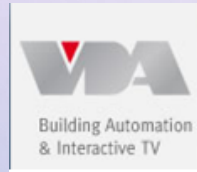


THE COMPETITION I

- MAIN DIRECT COMPETITORS :



The company is based in UK and has a world wide coverage, strong enough but mostly video oriented



The company is based in Italy and is mostly oriented to hotel automations, Hotel TV is a small part of the services, also mostly Video oriented



The company is based in Paris, France small but innovative, mostly TV and video oriented



The company is based in UK but has branches in US and In Greece. The company is specialized on streaming platforms, video oriented

INDIRECT COMPETITORS:

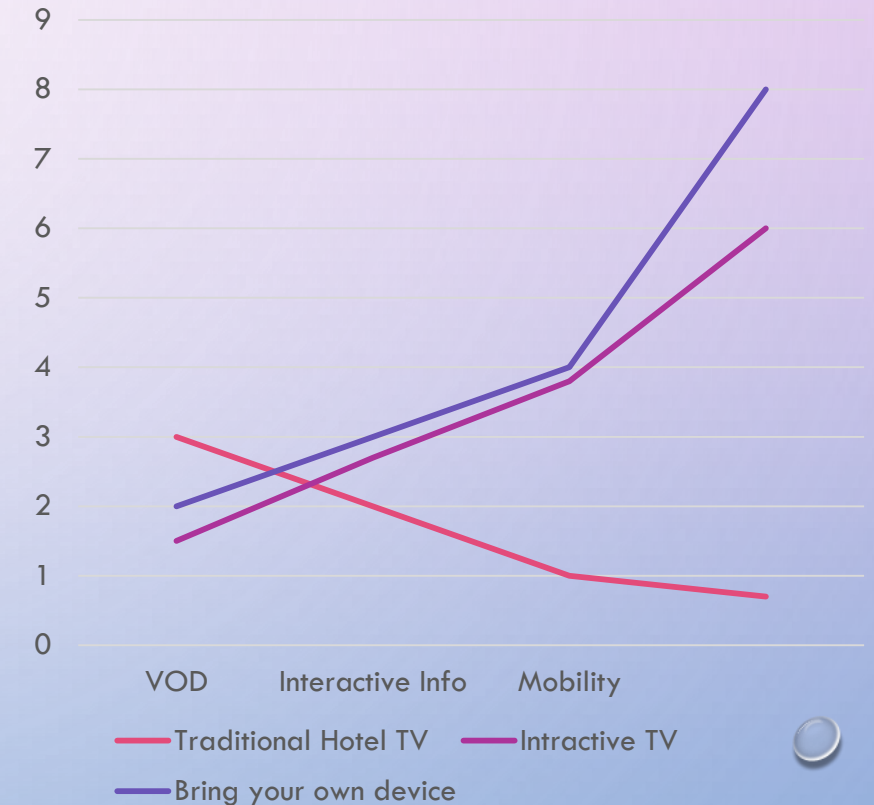


very strong but Hardware-dependent, the biggest probability is to be our technological partner

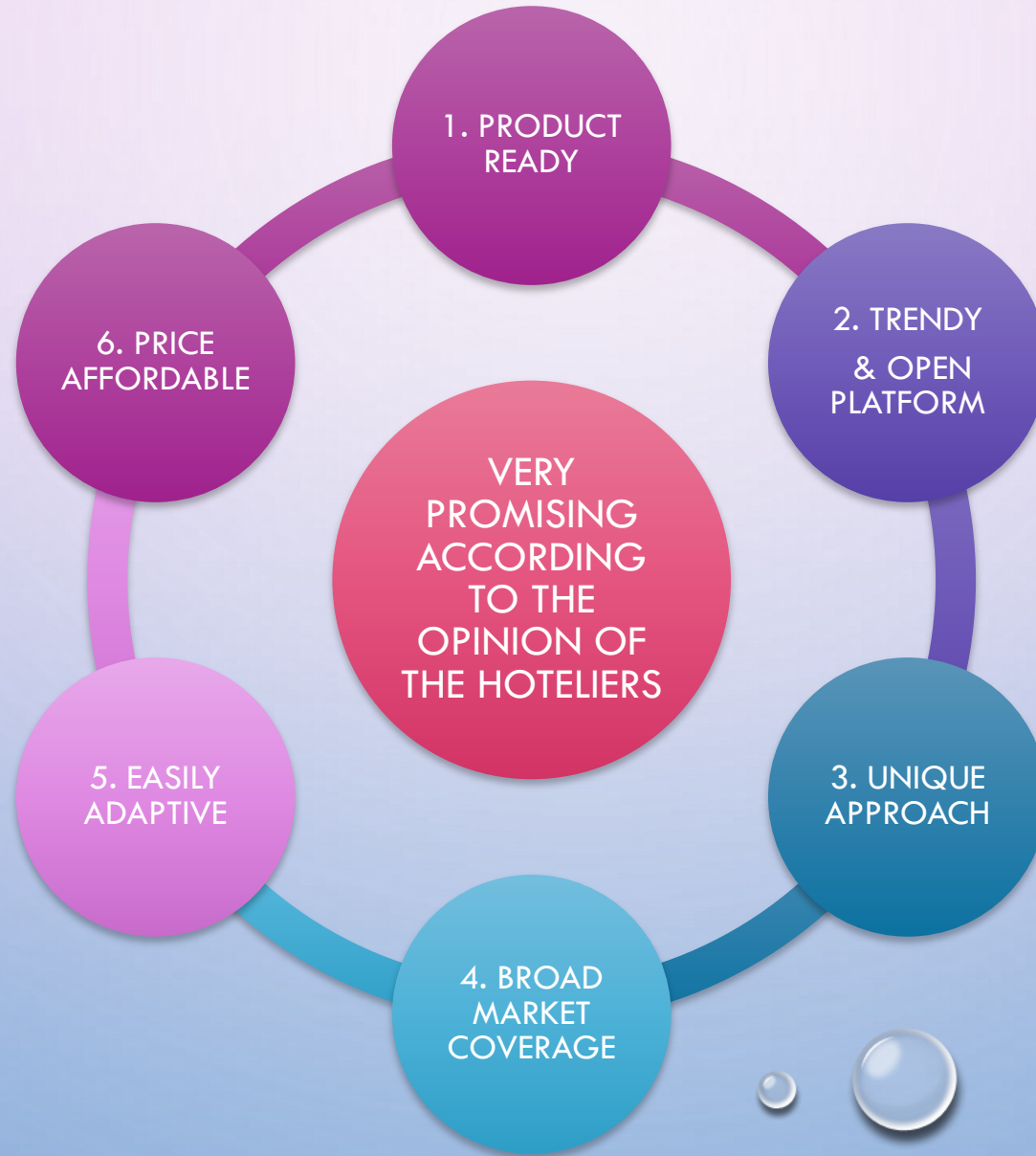
THE COMPETITION II

SERVICES	IRYS	QUADRIGA	VDA	STREAMVISION	MCOMS	SAMSUNG	LG
TV	x*	v	v	v	v	v	v
VOD	v	v	v	v	v	v	v
HOTEL facilities(NON INTERACTIVE)	v	v	v	v	v	v	v
HOTEL facilities(INTERACTIVE)	v	--	--	--	--	--	--
PUSH INFO	v	v	v	v	v	v	v
Internet On TV	v	--	--	--	--	--	--
Gaming	v	--	--	--	--	--	--
smart Advertisement	v	--	--	--	--	--	--
room service on line	v	--	--	--	--	--	--
Kitchen Monitor	v	--	--	--	--	--	--
Back Office	v	--	--	--	--	--	--
Easy Adaptiveness	v	--	--	--	--	--	--
Affordable Price	v	--	--	--	--	--	--
Easy Installation	v	--	--	--	--	--	--
* future development							

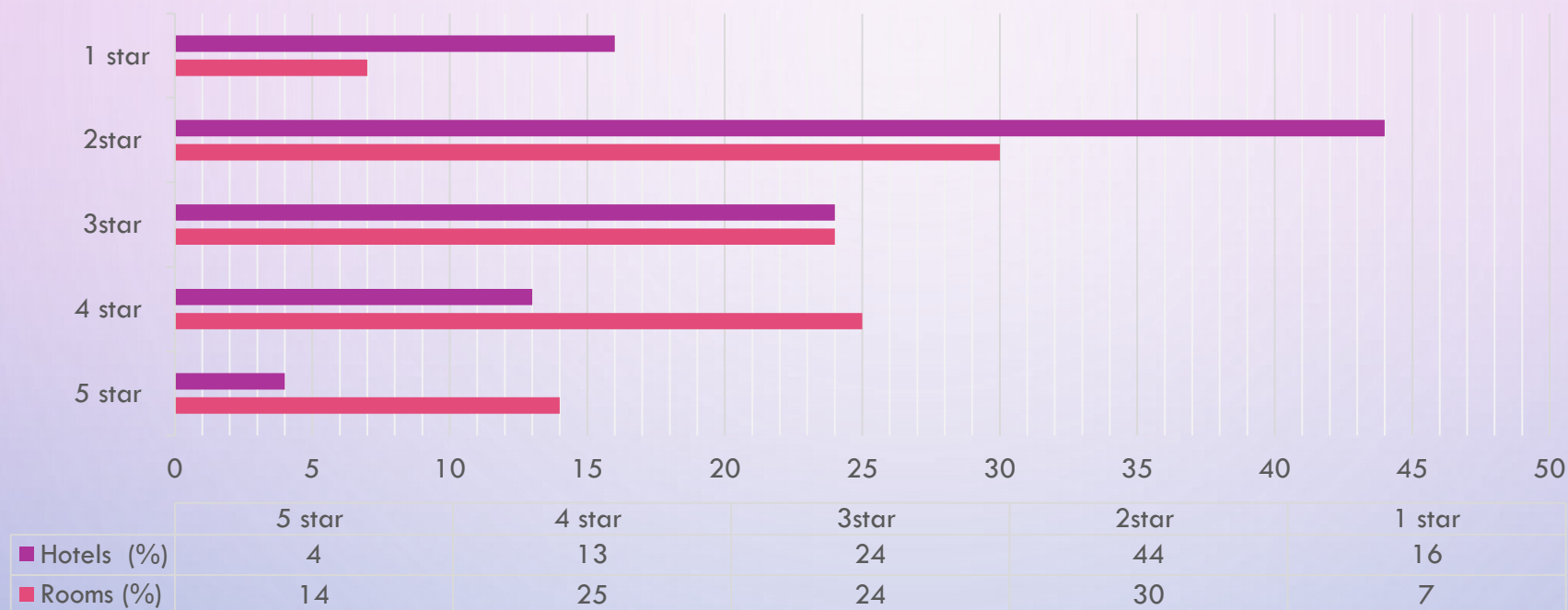
Today trends



COMPETITIVE ADVANTAGE



MVP /THE MARKET POTENTIAL IN GREECE *



	5 Star	4 Star	3 Star	2 Star	1 Star
Rooms	55985	100159	95451	119985	28854
Hotels	352	1252	2328	4234	1504

Independent Boutique establishments and B&B's are NOT included

* The source is the national(Greek) statistical service

MVP/MARKET OPPORTUNITY

Serving the market of mid-size & boutique establishments with an initial set of services

Case Study: Greece








Tourism revenue:

46% = allocated to rooms

54% = food, transportation, entertainment and misc. bookings



MVP/ INTERNATIONAL MARKET

Country	International tourist Arrivals in m	International tourist Arrivals in m	Change (2013to2014)	Change (2012 to2013)	International tourism receipts Billions \$
	2014	2013	(%)	(%)	2014
 France	84,7	83	▲ 2,0	▲ 1,8	56,1
 Spain	60,7	57,5	▲ 4,7	▲ 6,3	60,4
 Italy	47,7	46,3	▲ 2,9	▲ 0,5	43,9
 Turkey	37,8	35,7	▲ 5,9	▲ 3,0	27,9
 Greece	17,9	15,5	▲ 15,5	▲ 5,5	13,3
 United Arab Emirates	9,9	8,9	▲ 11,3	▲ 10,4	10,4
 Qatar	2,4	2,6	▼ 7,7	▲ 53,7	4,4



THE PLAN/BUSINESS MODEL

Four Years modest Estimation

Target Hotels rating	AVG rooms	AVG revenue per room	Hotels	Market Share	Market Share Hotels	Total Revenue
5 ☆	160	250,00 €	352	1%	4	140.800,00 €
4 ☆	80	250,00 €	1252	8%	100	2.003.200,00 €
3 ☆	40	210,00 €	2328	8%	186	1.564.416,00 €
2 ☆	30	190,00 €	4234	10%	423	2.413.380,00 €
1 ☆	20	185,00 €	1504	15%	226	834.720,00 €
9670				939		6.956.516 €
				10%		

Independent Boutique establishments and B&B's are NOT included
Examining of charging as service only for City Hotels with no seasonality



THE PLAN/BUSINESS MODEL



THE TEAM



Anastasios Moutzouris (54 years old)

Eng. In Electronics

28 Years in ICT market and Hospitality

CEO and co-founder

Sales Management



Manos Fragkakis (30 Years old)

Msc Eng. In Software

Chief Programmer

Has delivered a lot of successful software projects and has more than 6 years programming experience



Antonios Petmezas (27 Years old)

Web Developer

Sales support & Marketing

More than 5 years experience



Athanasios Koukas (26 Years Old)

Bsc Eng. In Electronics

Has very good knowledge in his field and open-minded

KEY COMPANY FACTS

1. EPI SYSTEMS SA Founded 2014, with the scope of the creation of two different business units. Project development and Hotel business solutions

2. Has delivered many successful ICT projects to very well known organizations in private and public sector, even abroad. Customers like Athens International Airport, SANI RESORT, Costa Navarino

3. EPI SYSTEMS SA, carries a 15 years experience of EPIKINONIA Ltd

4. EPI SYSTEMS SA as mentioned carries the knowledge and continues the development of IRYS, of the already invested 2 years previous development.

FINANCIAL OVERVIEW OF EPIKINONIA LTD*

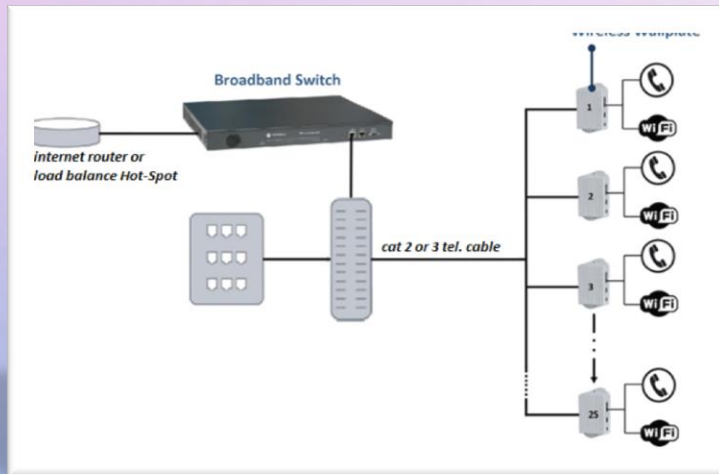
	2012	2013	2014
Revenue	370.267,55 €	631.717,64 €	756.949,62€
COGS (Cost of Goods Sold)	265.565,08 €	527.284,30 €	764.629,62€
R&D (Research & Development) Expenses	12.000,00 €	35.000,00 €	6.000,00€
S&M (Sales & Marketing) Expenses	9.000,00 €	13.000,00 €	4.500,00€
G&A (General And Administrative) Expenses	69.574,99 €	61.011,46 €	186.535,83€
EBITDA	48.979,71 €	48.459,21 €	209.519,20€
Net Profit	17.116,95 €	30.122,09 €	183.848,34€
Cash balance	7.892,69 €	47.654,42 €	47.353,56€



OTHER SERVICES AND PRODUCTS FOR HOSPITALITY PROVIDED BY EPI SYSTEMS S.A.



Bandwidth Load Balancing and Hotspot solutions for Hospitality



Using the existing telephone cable (1 twisted pair) we can have HSIA, IPTV, applications and many more to any room, without digging even 1 CM

TOTAL INVESTMENT AND USES OF THE FUNDS

product

- THE PRODUCT IS READY!

Phase 1

- WE NEED 400K € IN ORDER TO ORGANIZE THE BUSINESS UNIT FOR THE NEXT YEARS

Phase 2

- BEFORE THE END OF THE 2ND YEAR, WE WILL BE PREPARED TO “ATTACK” ABROAD, TO BE MORE AGGRESSIVE IN SALES AND EXTROVERSIVE

Company

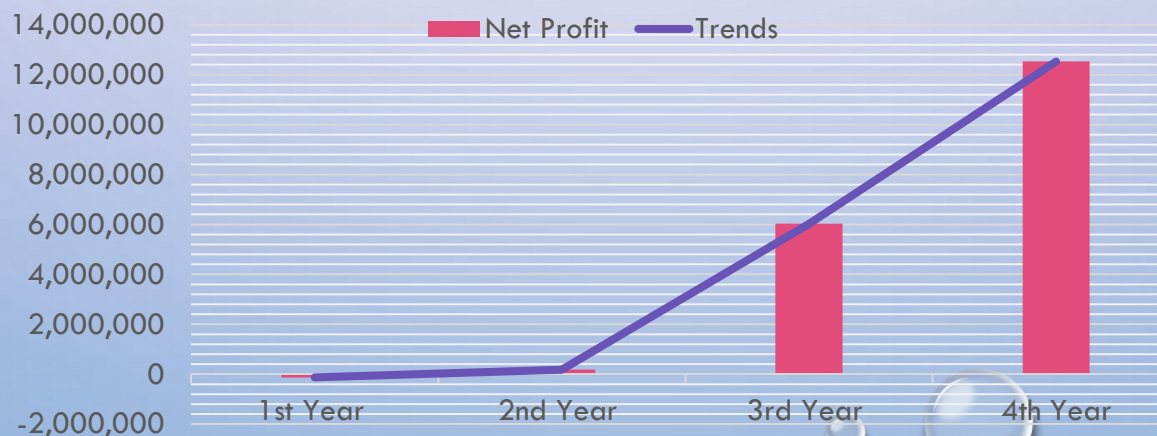
THE INVESTEMENT IS GOING TO TAKE PLACE in EPI SYSTEMS S.A.



FINANCIAL PROJECTION OF THE INVESTMENT

	YEAR 1	YEAR 2	YEAR 3	YEAR 4
Revenue	367,900 €	1,364,648 €	16,876,758 €	32,957,211 €
COGS (Cost of Goods Sold)	148,500 €	575,000 €	7,100,000 €	13,280,000 €
R&D (Research & Development)	60,000 €	60,000 €	120,000 €	180,000 €
S&M (Sales & Marketing)	81,000 €	125,000 €	640,000 €	1,230,000 €
G&A (General And Administrative Expens.)	213,680 €	292,260 €	474,940 €	678,960 €
EBITDA	- 135,280 €	312,388 €	8,541,818 €	17,588,251 €
Cash balance	131,720 €	220,593 €	8,279,720 €	16,717,100 €

4 Years projection



THANK YOU

TASOS MOUTZOURIS

+306944390401

email:tm@epi.com.gr