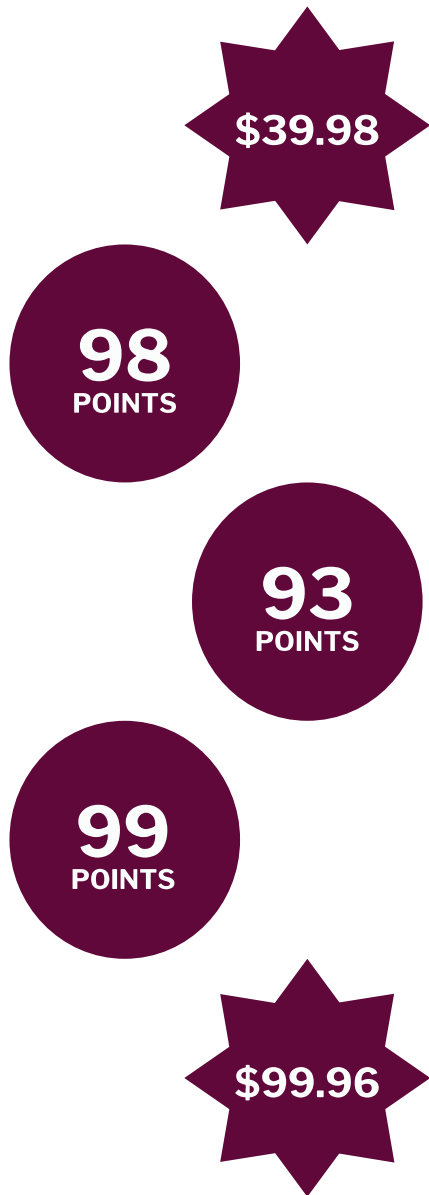


YAHYN™

DISCOVER THE PERFECT WINE FOR **YOU.**

MATCH.BUY.DRINK.

YAHYN IS A B2C MARKETPLACE LEVERAGING AI



WINE IS BROKEN.

Marketed to consumers by just two numbers.
Price and Rating.

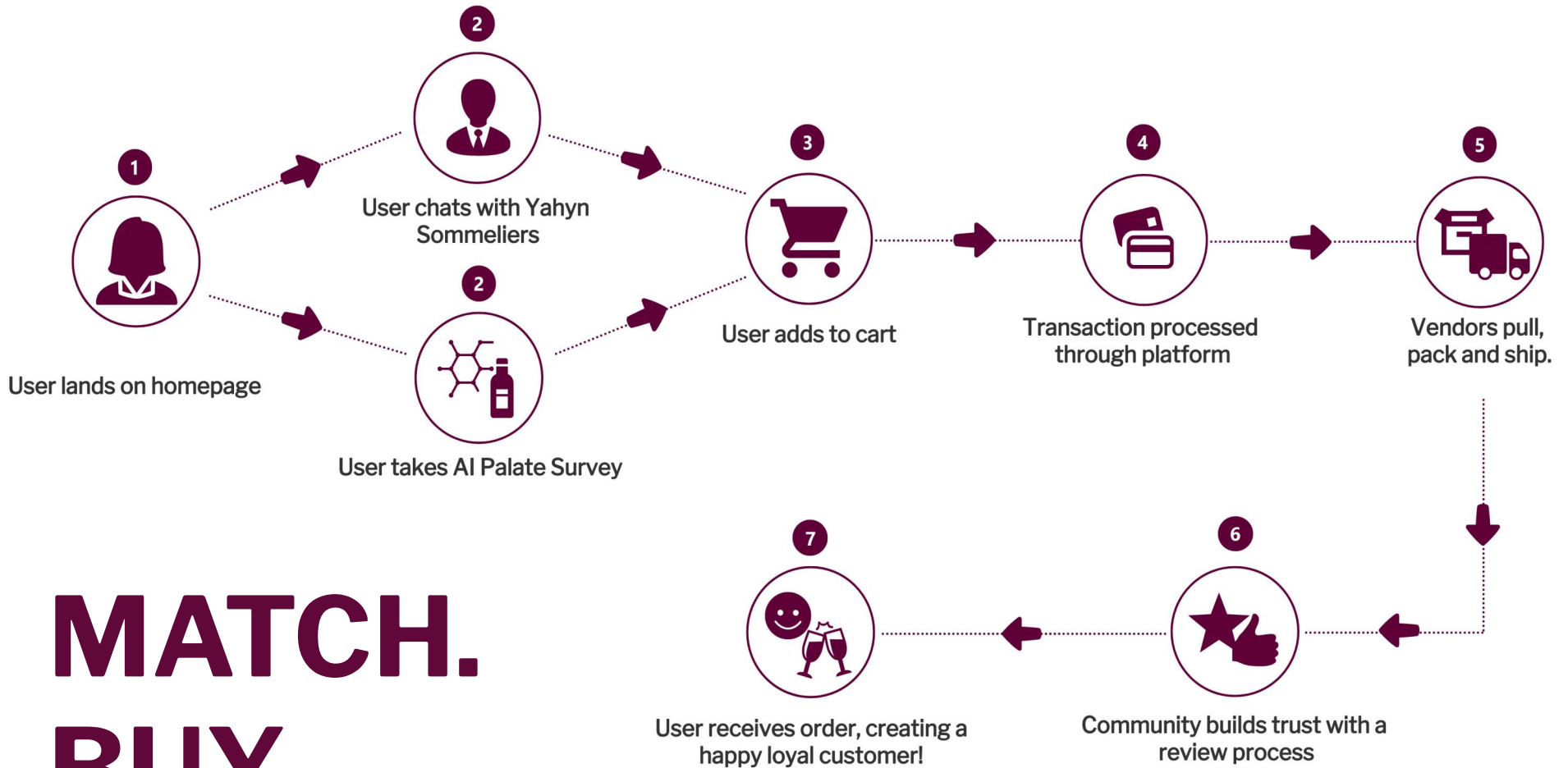
Consumers are buried with endless choices, prices, jargon and highly subjective ratings.

As a result **78% of consumers** purchase wine based on brand awareness or aesthetic of bottle, **not taste!**

SOLUTION.

Yahyn is a two-sided platform that positively disrupts the “three tier system” of wine distribution by integrating with vineyards in real time through custom APIs, driving DTC success.

Post 1933 prohibition, distribution of alcohol shifted and became infinitely more complex with a heavy regulatory burden. The unintended consequence is that now only 4 companies control 90% of distribution..



MATCH. BUY. DRINK.

A seamless experience

USER COHORT

The Funnel

1. Prospect lands on homepage
2. Completes Palate Survey
3. User gets their “Y-score”
4. Customer completes purchase

Growth

- User base has grown 42% Month over month
- From first purchase, 51% convert to loyal customers
- Loyal customer email engagement avg 41.5% OR
- Traffic is mainly driven from our palate survey

Average User

45
years old

\$140,000
estimated annual income

53 %
male

45 %
female

2 %
other

User Occupation

lawyers, doctors, nurses, and other healthcare professionals, hospitality and food services, arts and entertainment, athletes, real estate, finance, educational services, journalists, fashion designers, entrepreneurs, engineers, developers, interior designers, architects.

User Base

67 %
under 45

United States
based

CA

NY

NJ

TX

FL

largest user base



1st time Customer



\$18 CAC



\$250 AVG Cart Size



Yahyn's 20% Fee



\$32 ROAS



27% Repeat Customers



\$82 ROAS



8% Loyal Customers



\$132 ROAS

**100 customers = \$1800
\$3,200 ROAS**

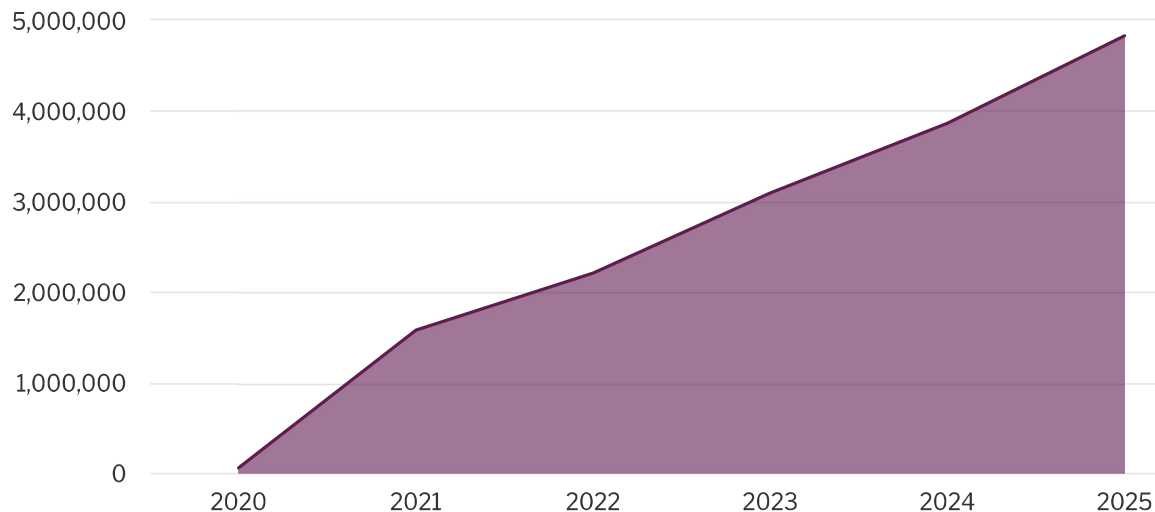
**27% Repeat Buyers =
\$2,414 ROAS**

**8% Loyal Buyers =
\$1,056 ROAS**

Total ROAS = \$6,470

YAHYN'S NETWORK EFFECT.

Wine is a social beverage that is usually shared between 2 people or more. We leverage this by using our AI to pair you AND your friends with the perfect wine to share despite potentially having varying flavor preferences. We are creating further incentives for our user base to “clink” with others to earn credits towards future wine purchases.



Power comes from the gamified sharibility

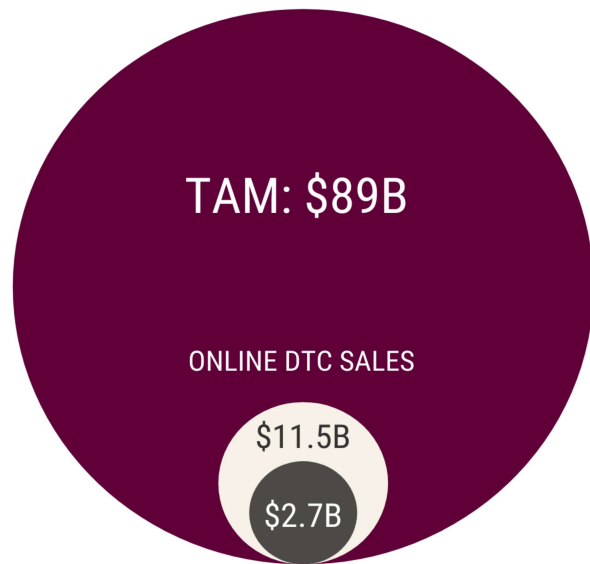
IT'S A MATCH!



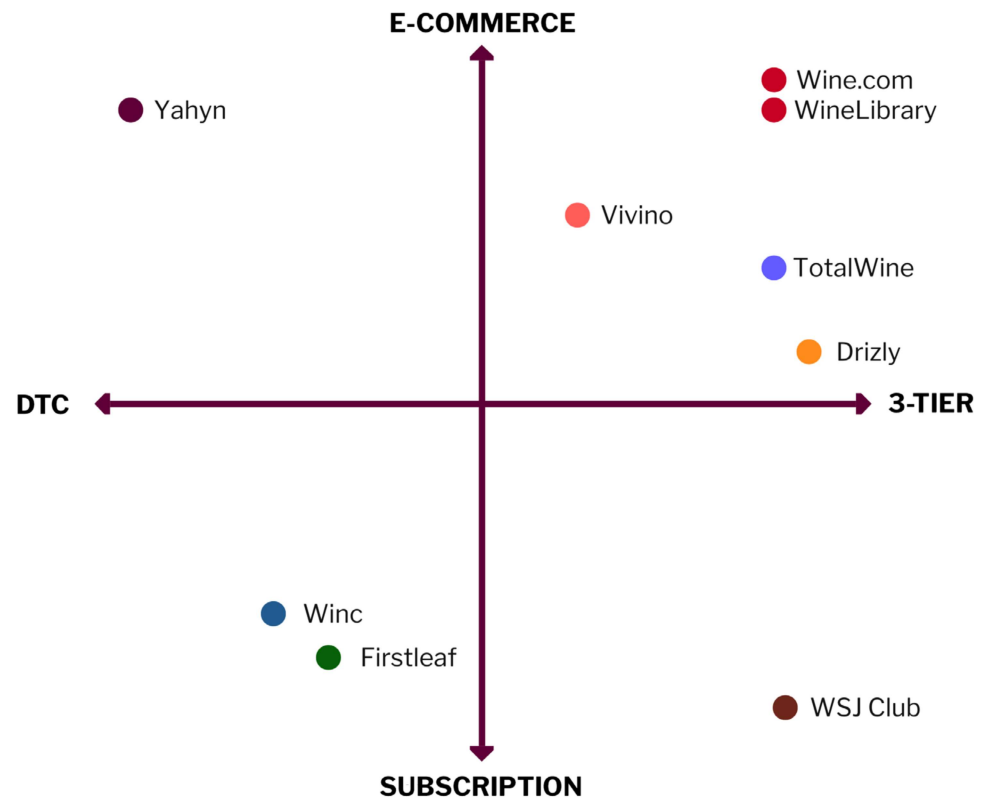
Y 98%



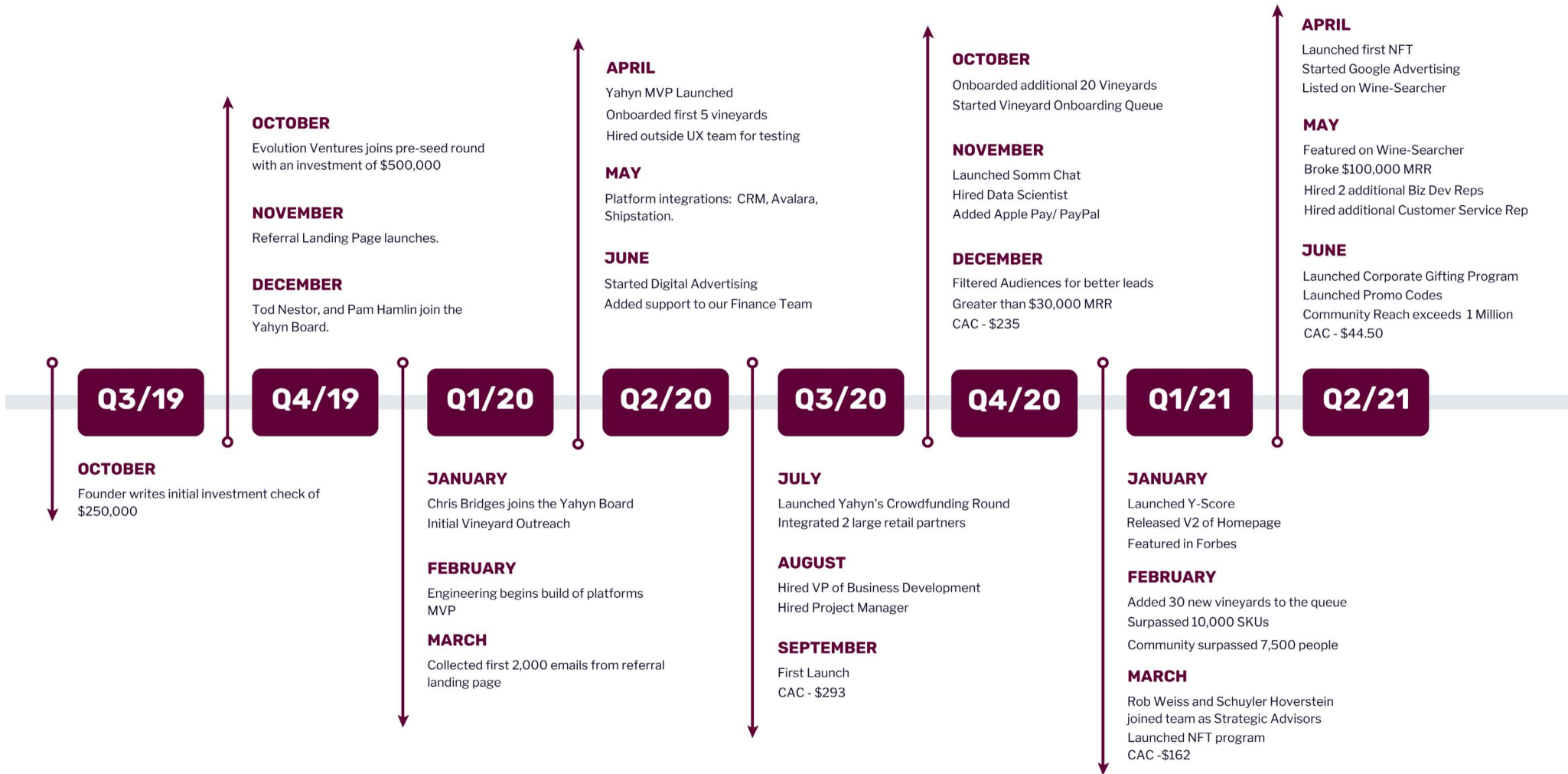
TOTAL ADDRESSABLE MARKET / COMPETITIVE LANDSCAPE



COMPETITIVE LANDSCAPE



YAHYN TIMELINE



LEADERSHIP TEAM



PIERRE ROGERS

FOUNDER & CEO
FORMER SENIOR DIRECTOR AT AVG



JOSHUA LEAVITT

CFO
FORMER COO AT AVG



ROBERT BOUSQUET

CTO
FORMER FIRST EMPLOYEE AT GROUPSITE



STU BOSSOM

HEAD OF BUSINESS DEVELOPMENT
FOUNDER OF DANGEROUS WINE IMPORTS

TEAM EXPERIENCE



ALUMNI
VENTURES
GROUP



ColumbiaManagement®

PURO TRADER



PERFORMANCE
SPORTS GROUP

PGIM INVESTMENTS

appfolio™

PROCORE®

Dangerous
IMPORT GROUP LLC

ADVISORY BOARD



JONATHAN COOPER

GENERAL PARTNER
EVOLUTION VENTURES



PAM HAMLIN

FORMER CEO
ARNOLD GLOBAL NETWORK



TOD NESTOR

VP STRATEGIC PLANNING
BACARDI LTD



CHRIS BRIDGES

FOUNDER
KARMAS WORLD, KID NATION



SCHUYLER HOVERSTEN

ADVISOR
SPIRITS NETWORK



ROB WEISS

TV SHOW/PRODUCER
ENTOURAGE, HBO BALLERS