

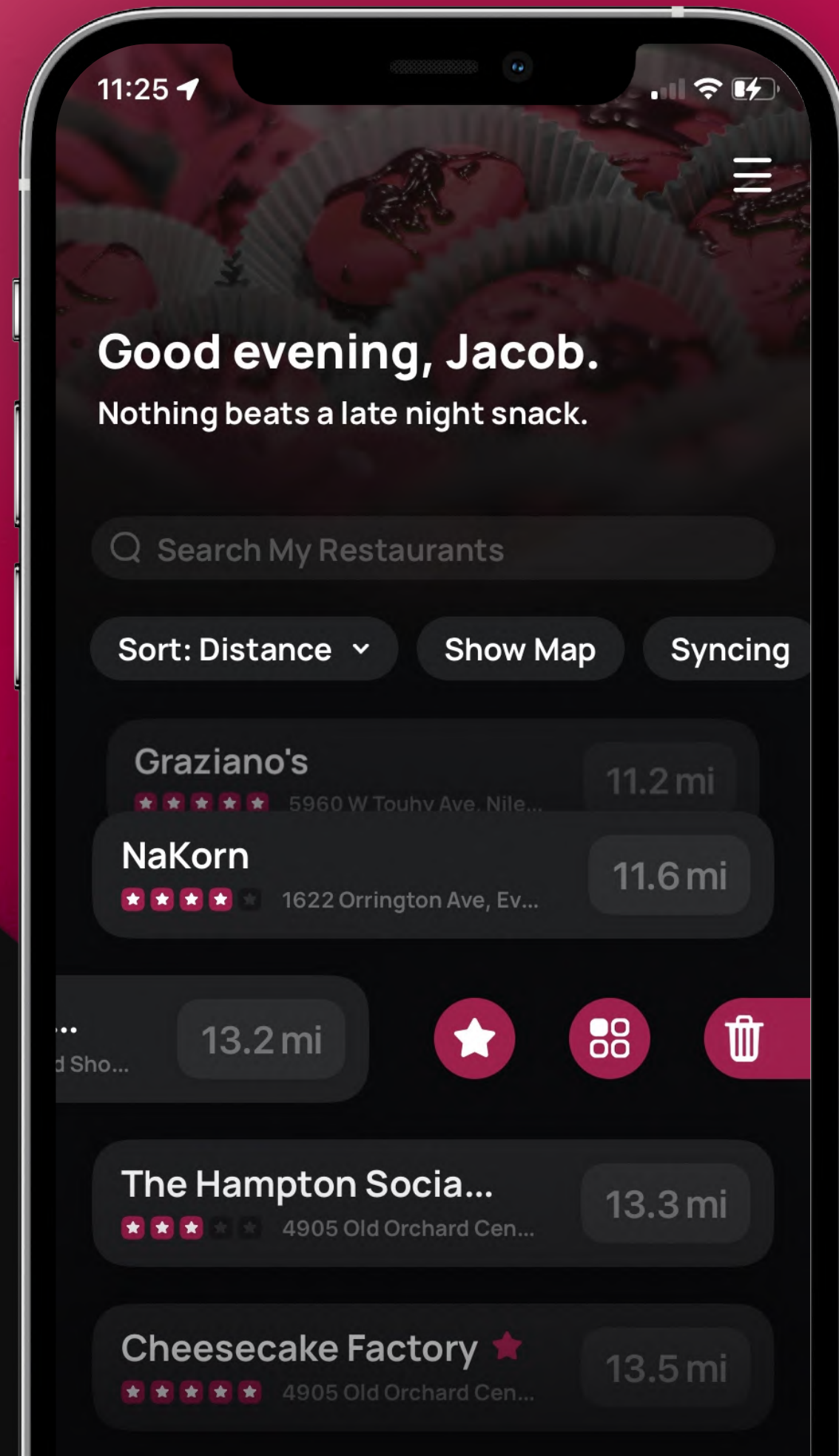
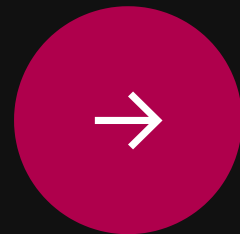
Reg.
Phissy Inc.

Contact
jacob@phissy.com

Date
06.2023

MEET

Phissy





It started with Grandma—

Grandma Phyllis “Phissy” Shaw would ask to taste every sauce before ordering, and she wouldn't hesitate to send a dish back as many times as necessary until either it finally met her unattainable standards or everyone else was already on dessert. At the core of Grandma Phissy's long-held love-hate relationship with restaurants was not merely that she was what we might call a picky eater, which is to say a **limitation of palate**, but rather a **limitation in memory**, and not one entirely unique to her.

Maybe she had the boldness to vocalize her displeasure without concern for pleasantries or compromise (and was not raised, as I was, with the mantra “you get what you get, and you don't get upset”), but the fact remained **nobody can reliably recall what they've ordered and liked at every restaurant.**

Who among us have not asked,

"**What** did I get here last time?"

?

"What was the **name of that place** with that burrata rigatoni?"

?

"Do we know **Dad's favorite pad thai spot?**"

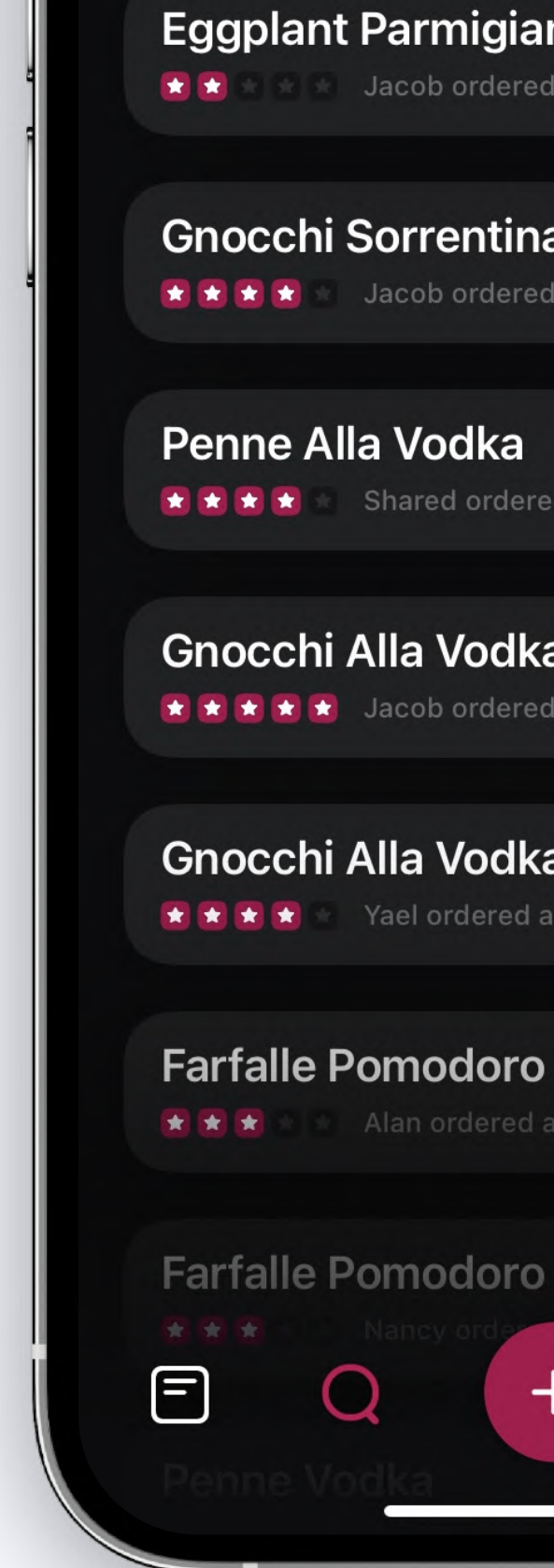
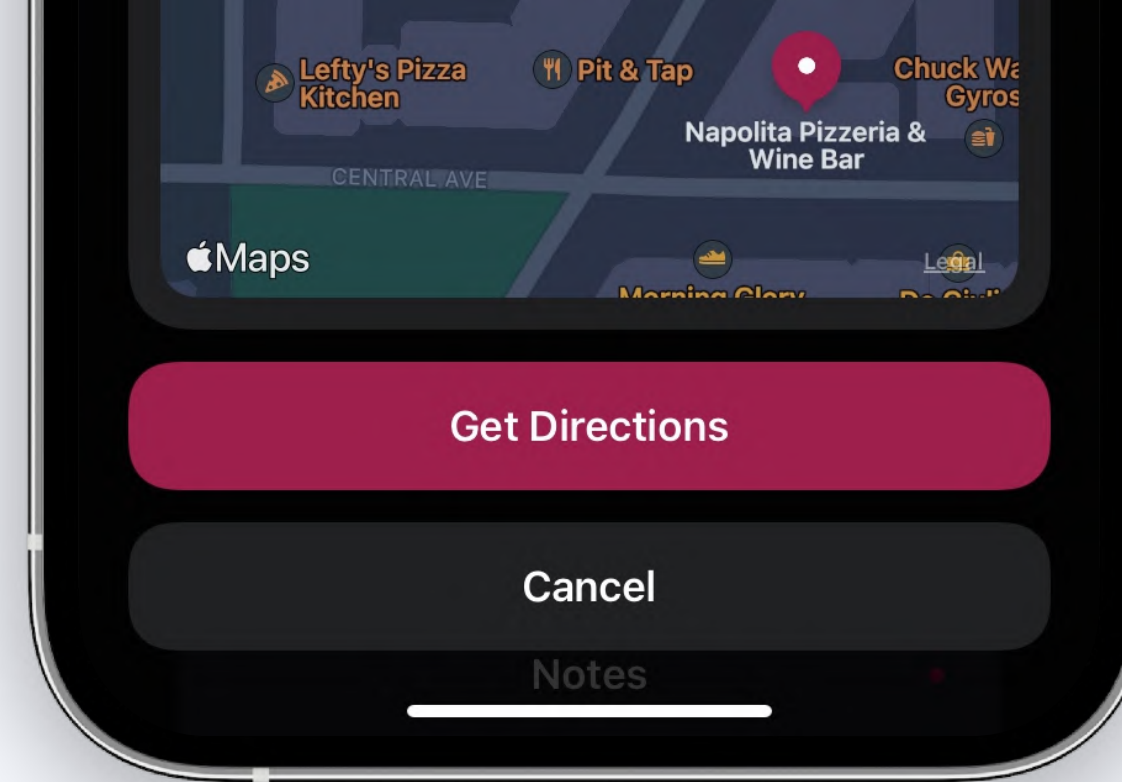
?

"I know I got the salmon teriyaki, but I don't know **if I liked it or not...?**"

?

"Pretty sure I was allergic to **what I ordered last time**; what was it?!"

?



The bottom line —

We spend too much time ordering, eating, and judging restaurant food not to keep better and more efficient personal records of our experiences.

Pre-Phissy Consumer Personae

Once upon a time, consumers navigated self-informed dining in one of four ways.



The Stenographer:

Keep shamelessly disorganized lists of what you ordered in the Notes app or equivalent, then struggle to make any sense of it every time.



The Hoarder:

Scrawl your notes on restaurant receipts and hold onto all of them in a junk drawer to reference... probably never?



The Influencer:

Post photos and detailed, public reviews of your meal. Great if "food eats first" is your jam, but still exceptionally difficult to index for later reference.



The Defeatist:

Risk time and money reordering what you didn't love the first time because it's easier than trying to keep track of all you eat using the other options.

(The most popular—by far.)



"Good" restaurant = all good food?

Solution

The food app sphere is dominated by having to rate restaurants by overall experience. This structure works for social media platforms like Yelp or delivery services like DoorDash, which rely on aggregate ratings to recommend new restaurants to potential diners. It doesn't work for food diaries and trackers.

Because it's not how we think.

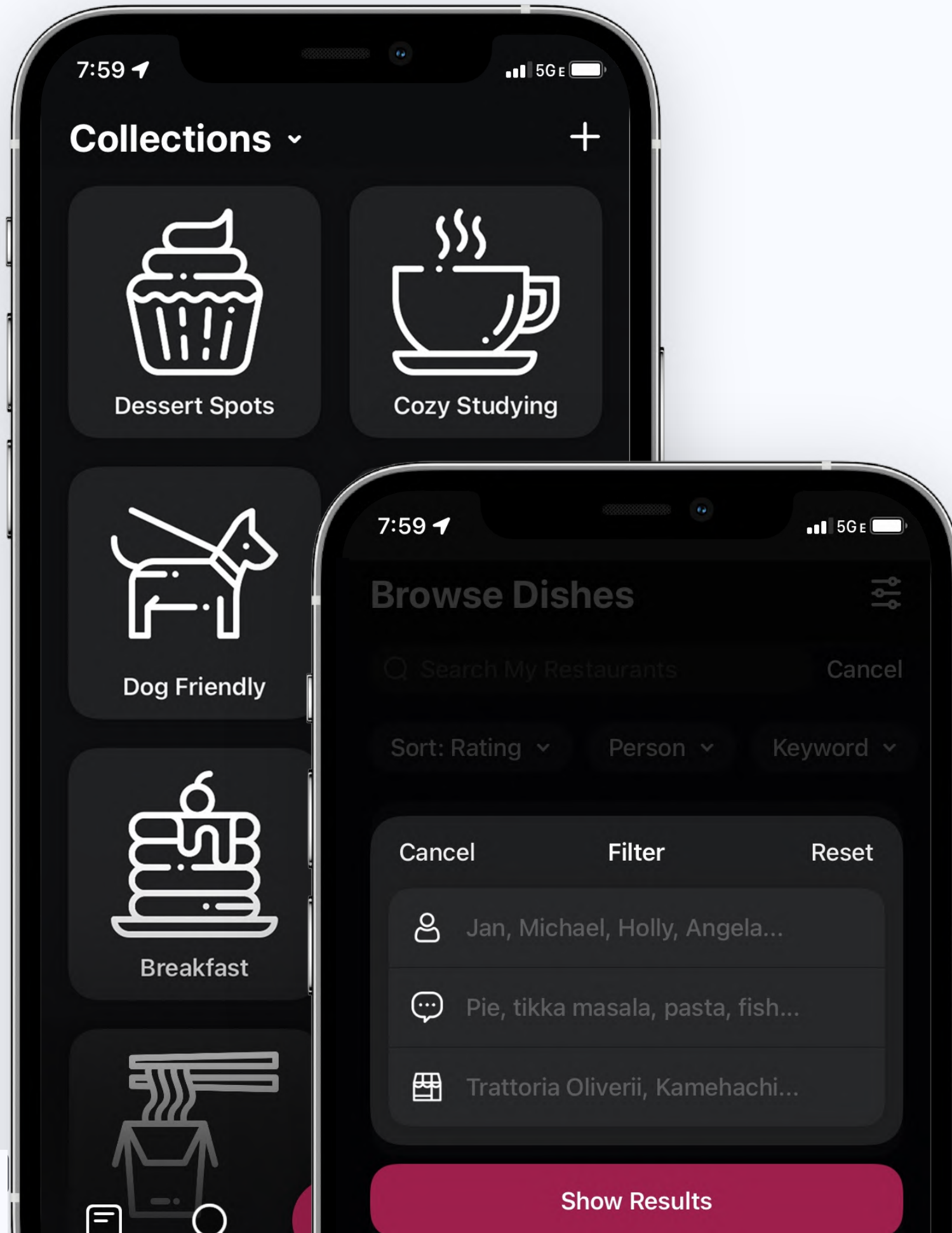
Users are tired. They want easy, smart, full access to their own dining history to inform their dining futures. Sharing it should be a prerogative, not a prerequisite.

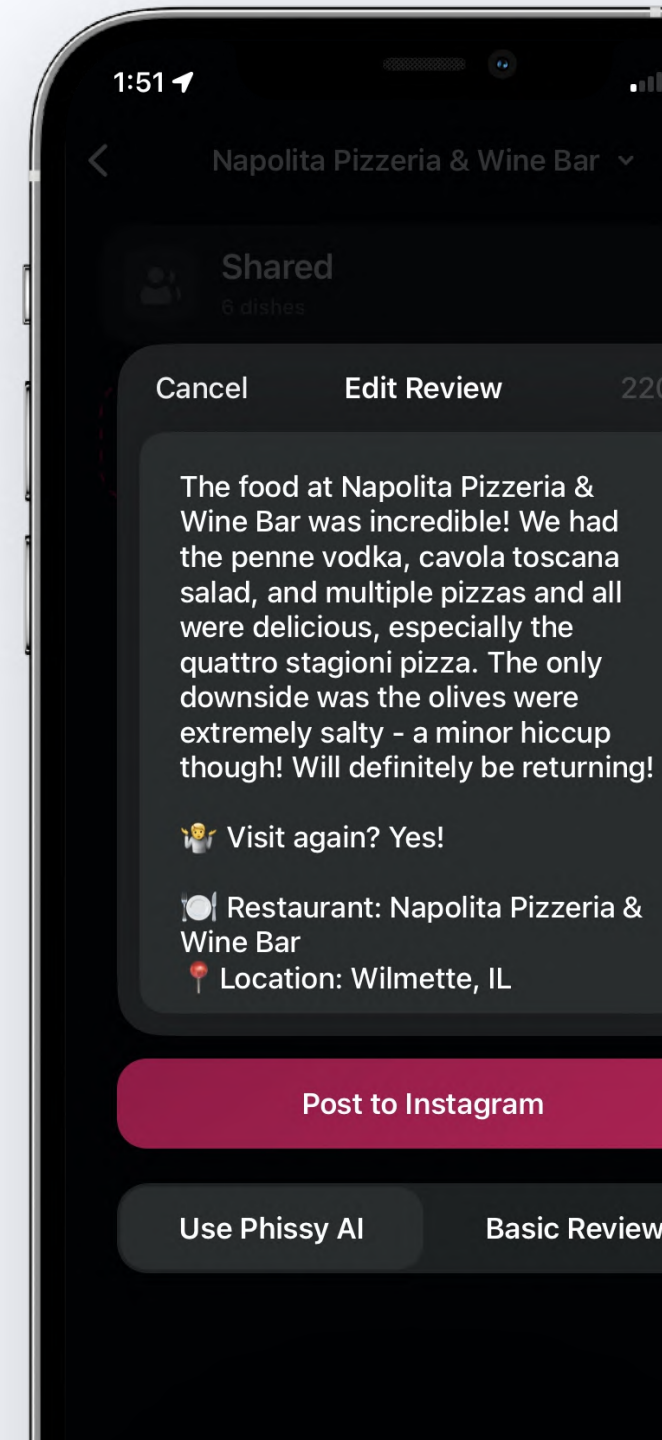
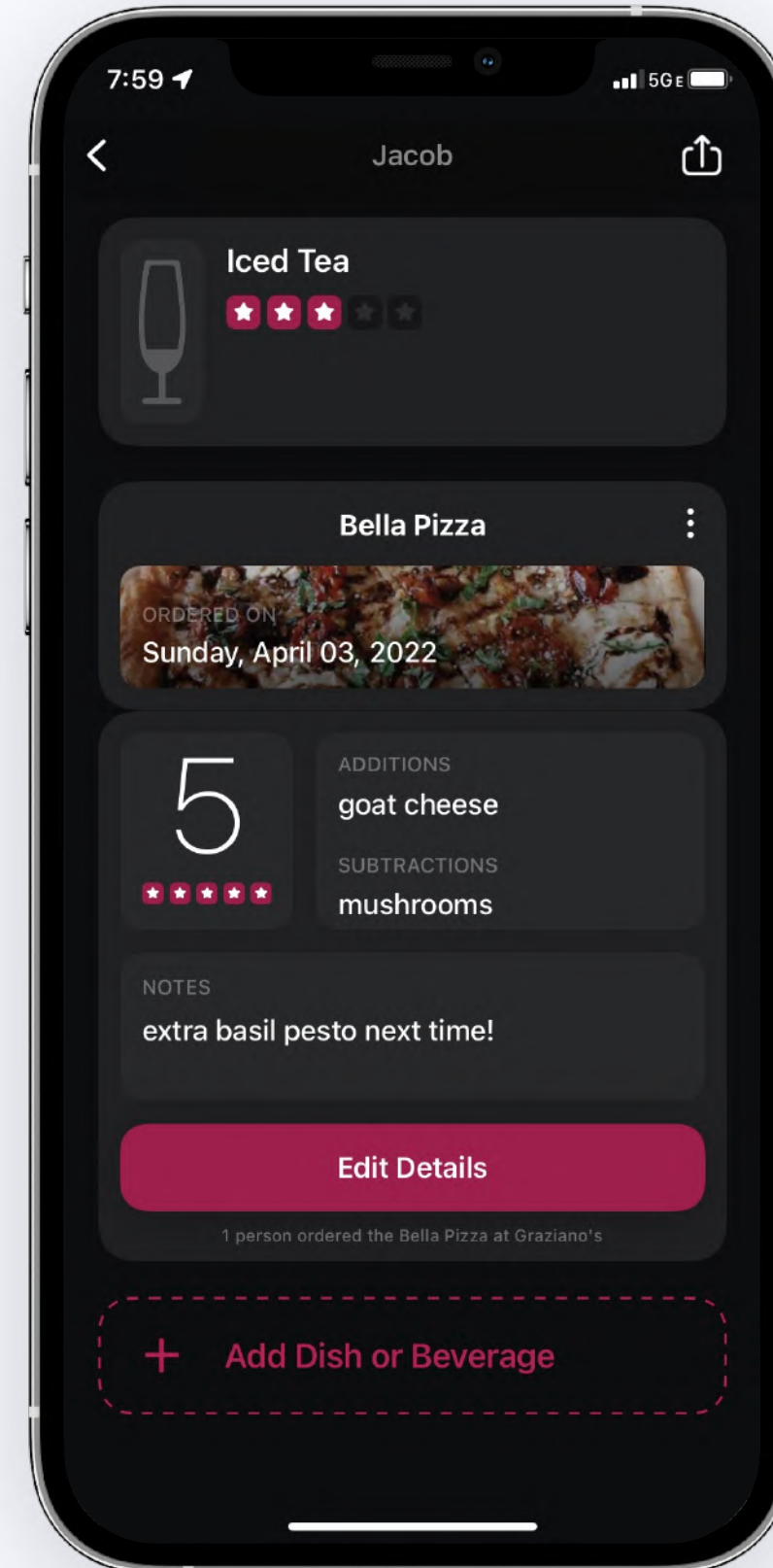
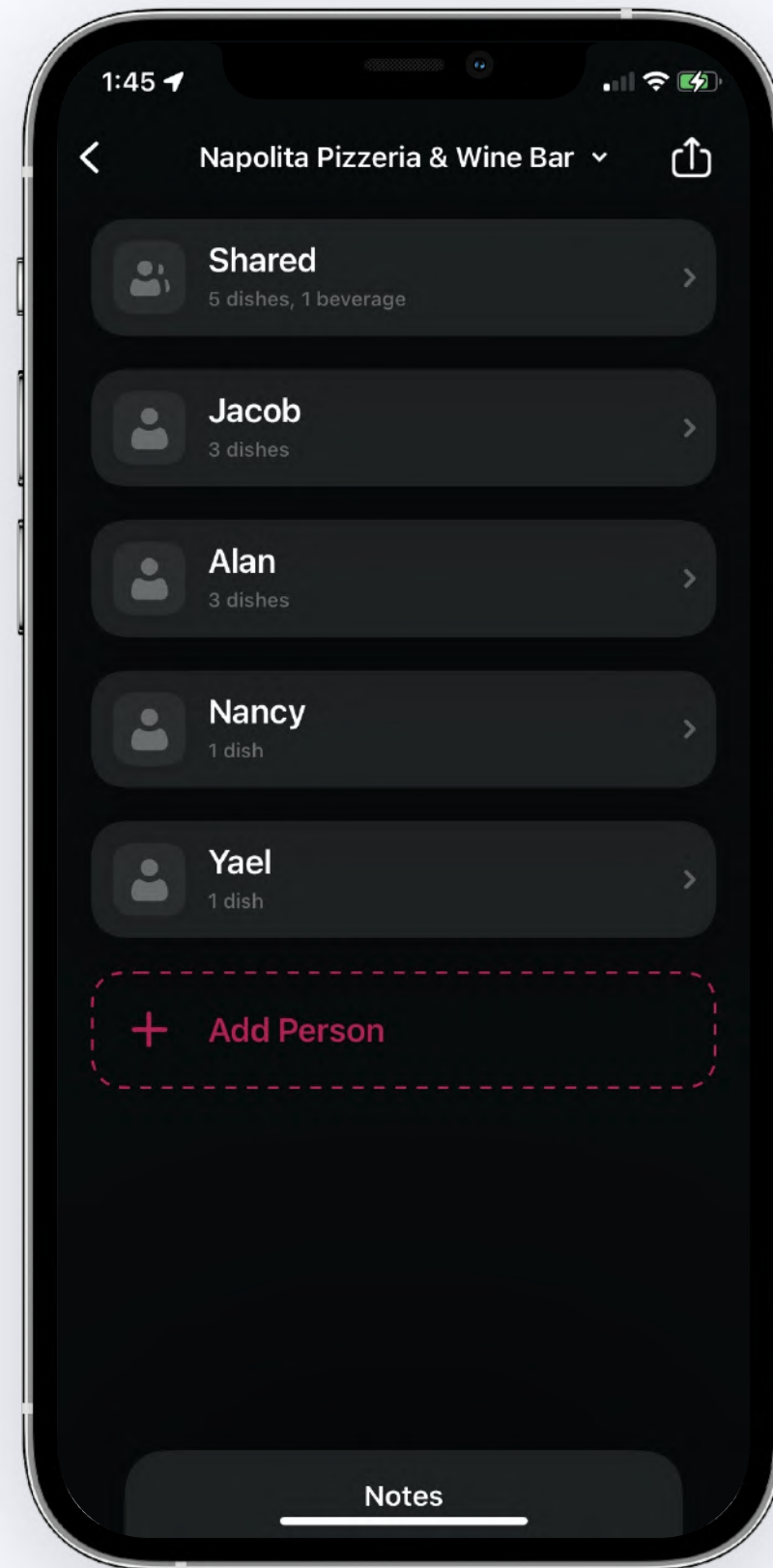
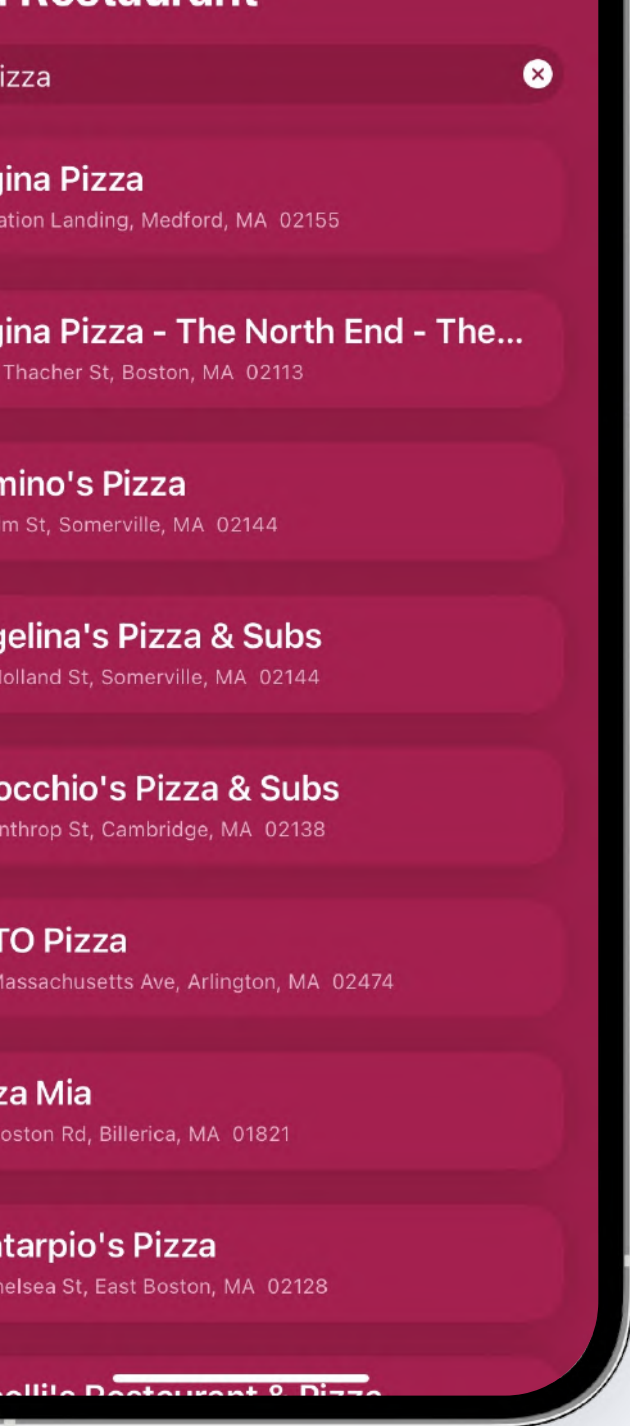
Phissy changes the game by making **the dish** the focus, enabling personal notekeeping with the optional flexibility to share with real people in real time —**Phissy is the Google Docs of dining out.**

Solution

Phissy disrupts the market by enabling you to:

- **Log and rate** what you (and friends) ordered out
- Flexibly **customize** orders (additions, subtractions, reviews) as independent variables that can be parsed and indexed, not just a block of "notes"
- **Filter** orders next time by rating, date, distance, cuisine, and more—or compound (e.g., "Alan" + "pizza" + 5 stars = Alan's all-time favorite pizza)
- Organize with custom **collections and wishlists**
- **Share** orders with friends and **sync in real time** without requiring you to post anything to the world
- ...and if you do want to post, use **AI** to turn your notes into an exportable review in your voice



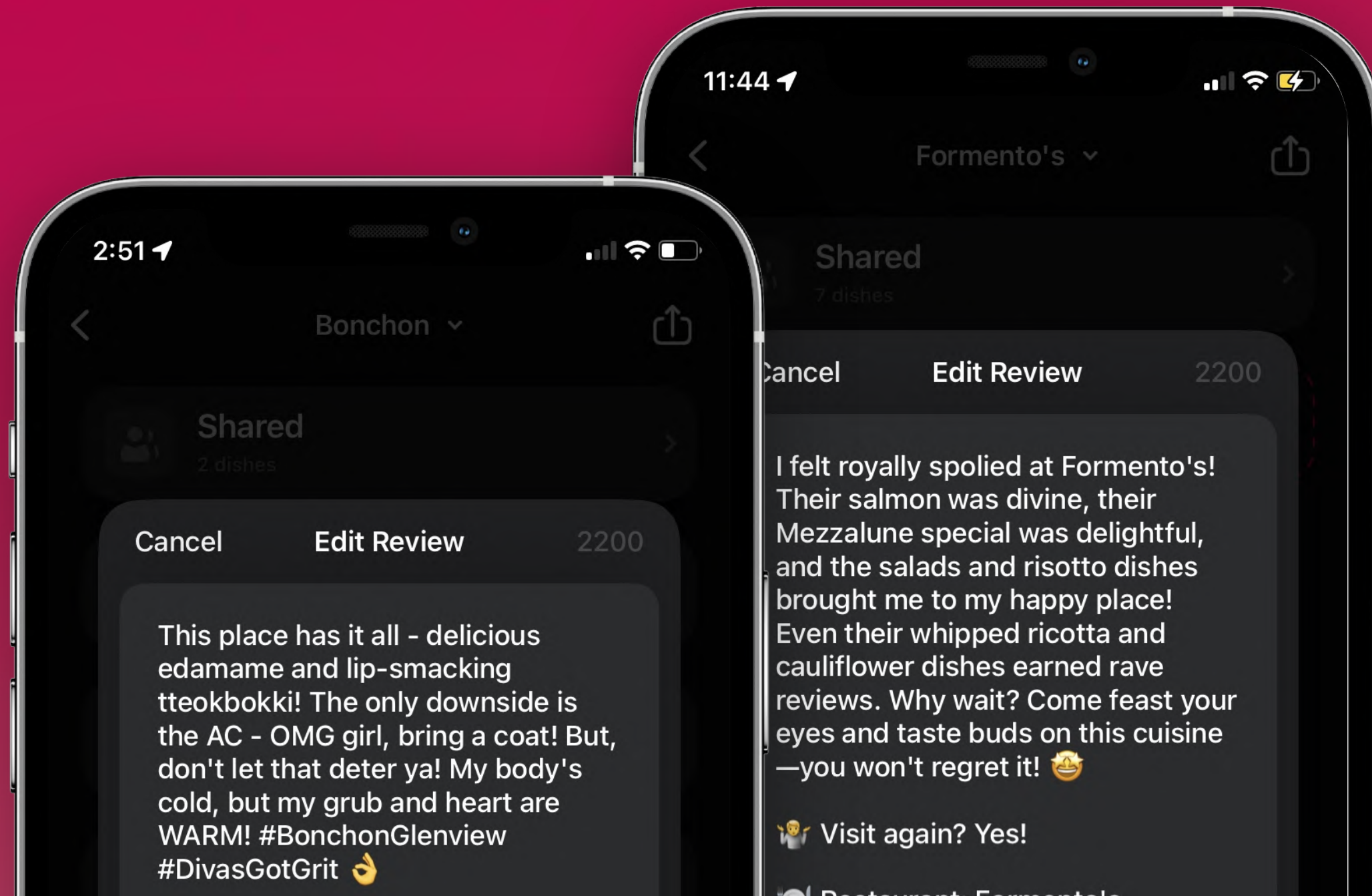


Restaurant → People → Dishes

Tell me more about that AI part?

Sure thing.

Meet Phissy AI.



Developed
October 2022

Launched
February 2023

Phissy AI in Action

Log.

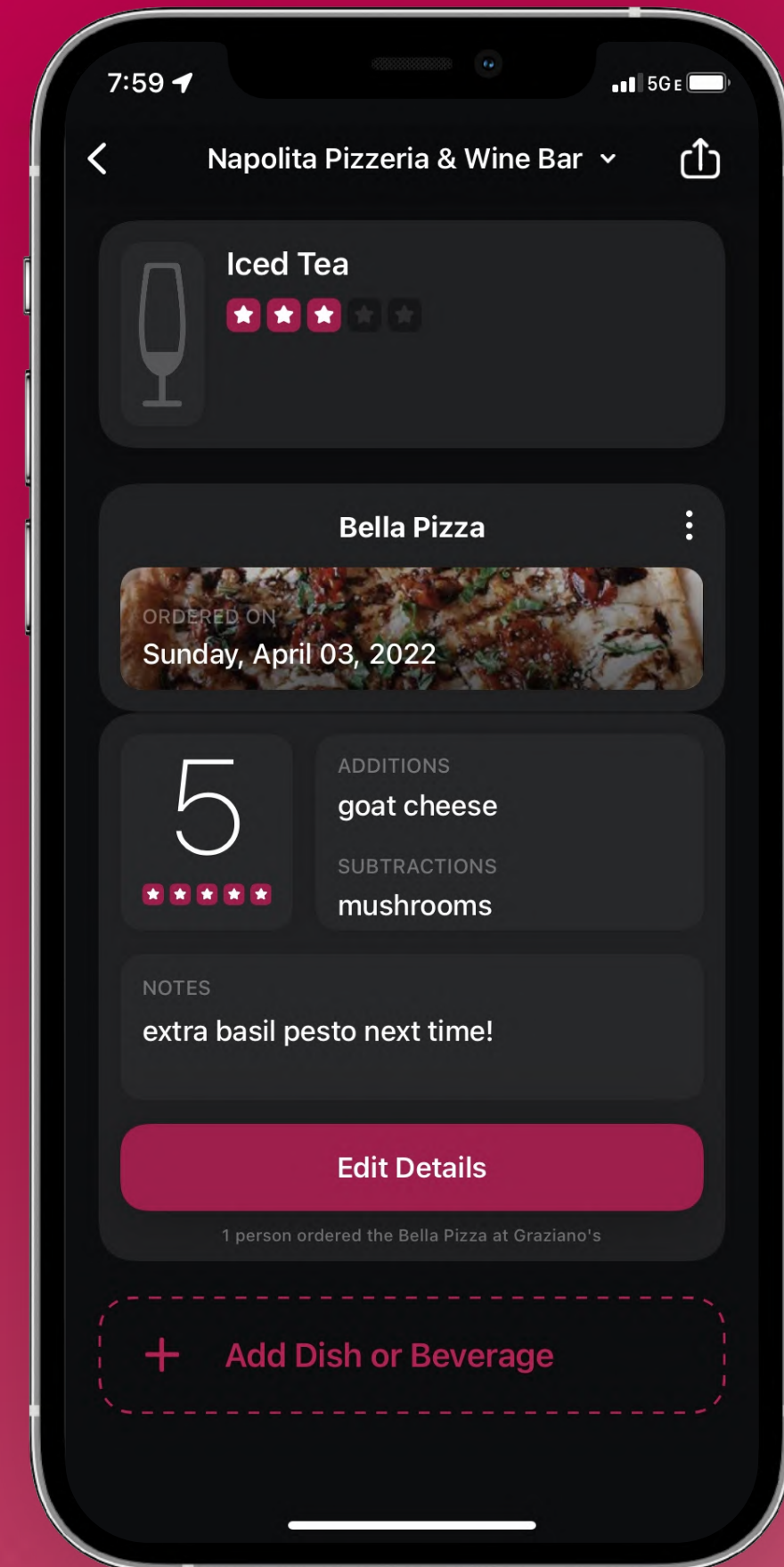
Keeping notes in Phissy takes seconds—just add what you ordered and what you thought.

Export.

The easy-access menu that lets you to sync with friends now lets you post to your favorite channels.

Generate

Choose basic (reformat your notes) or AI (custom-generated paragraph), then watch the magic happen!



Phissy AI in Action

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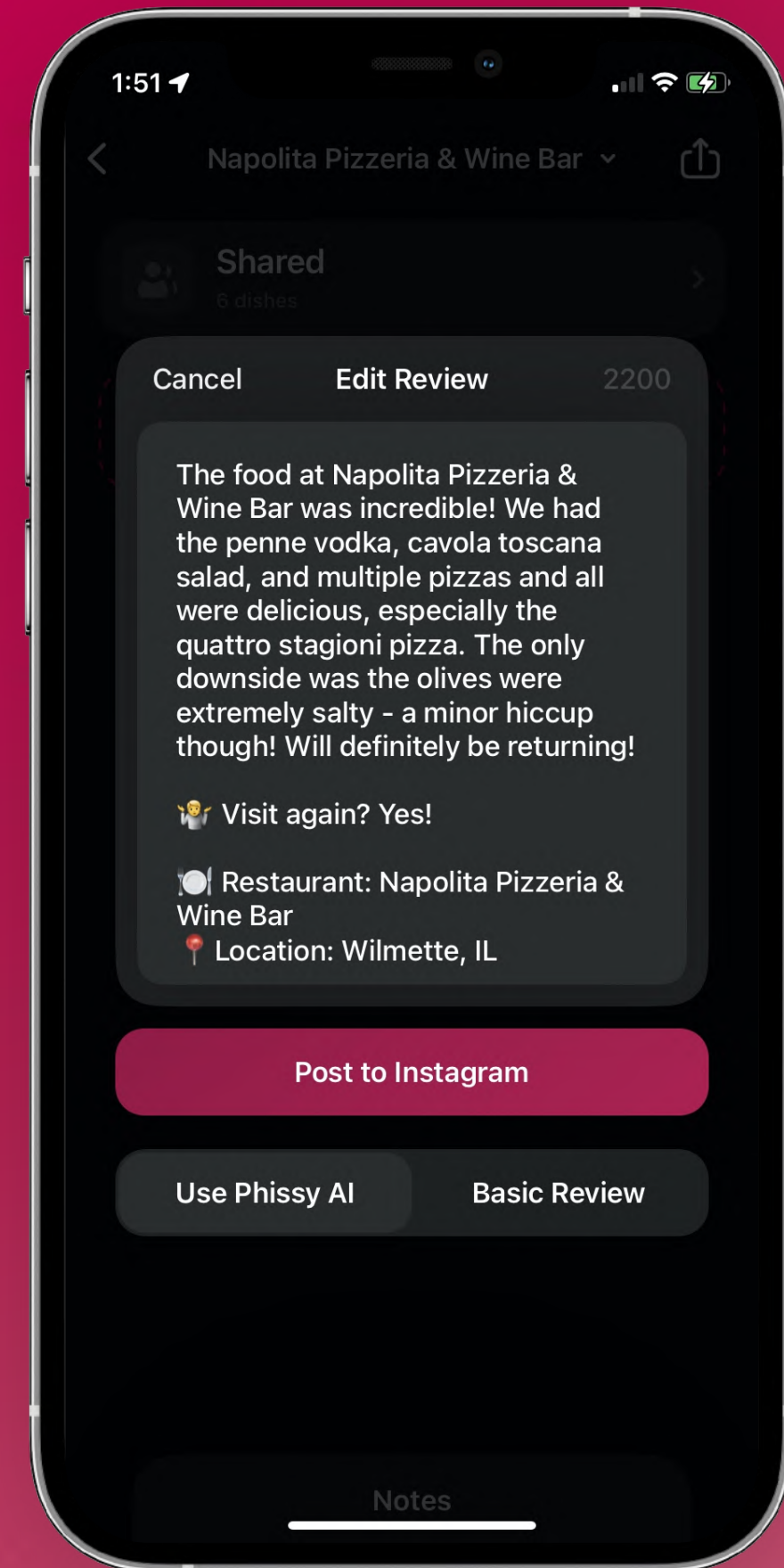
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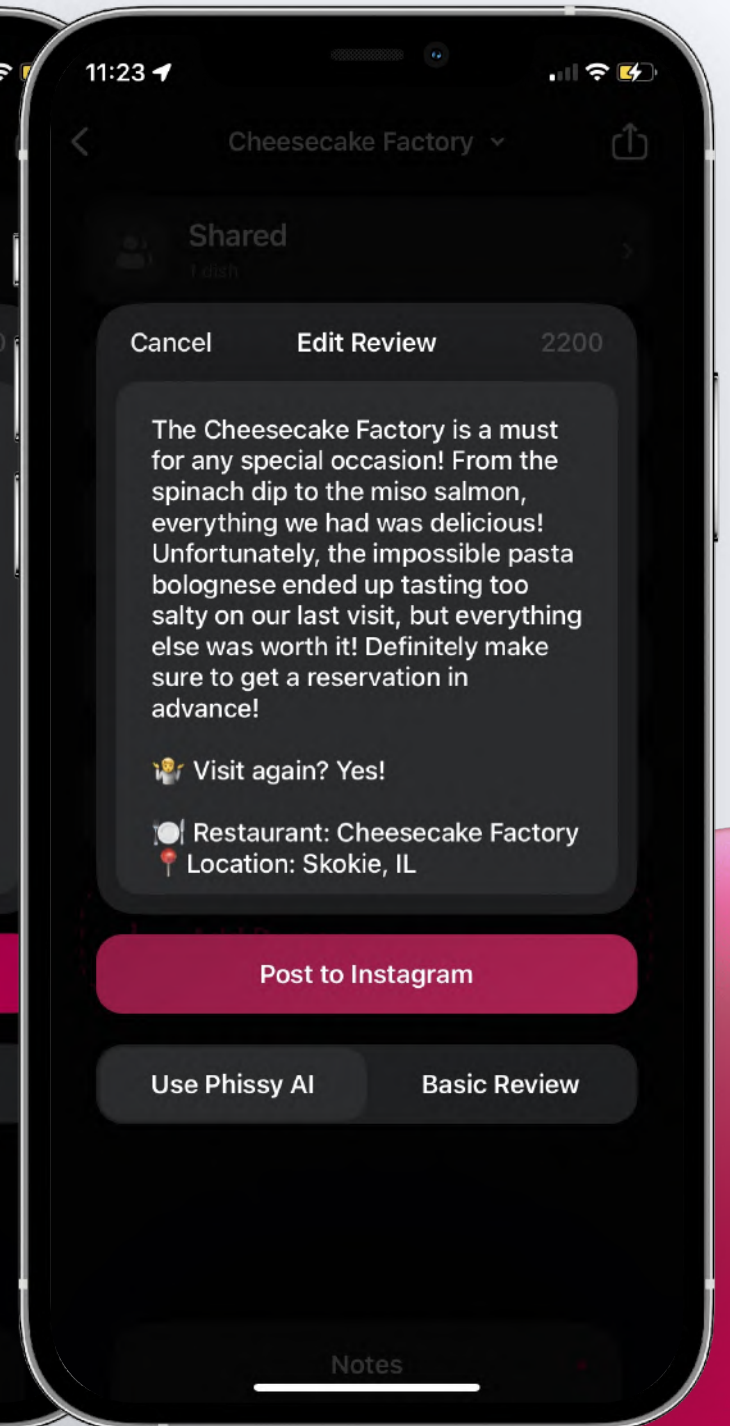
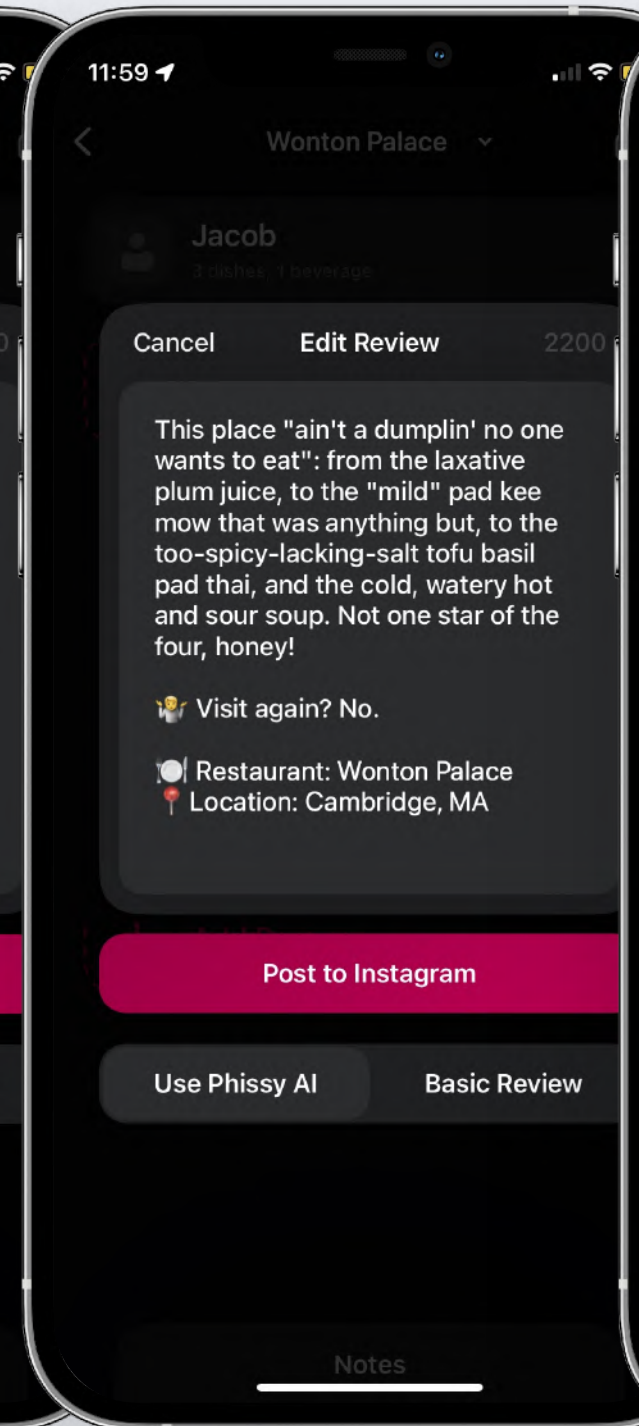
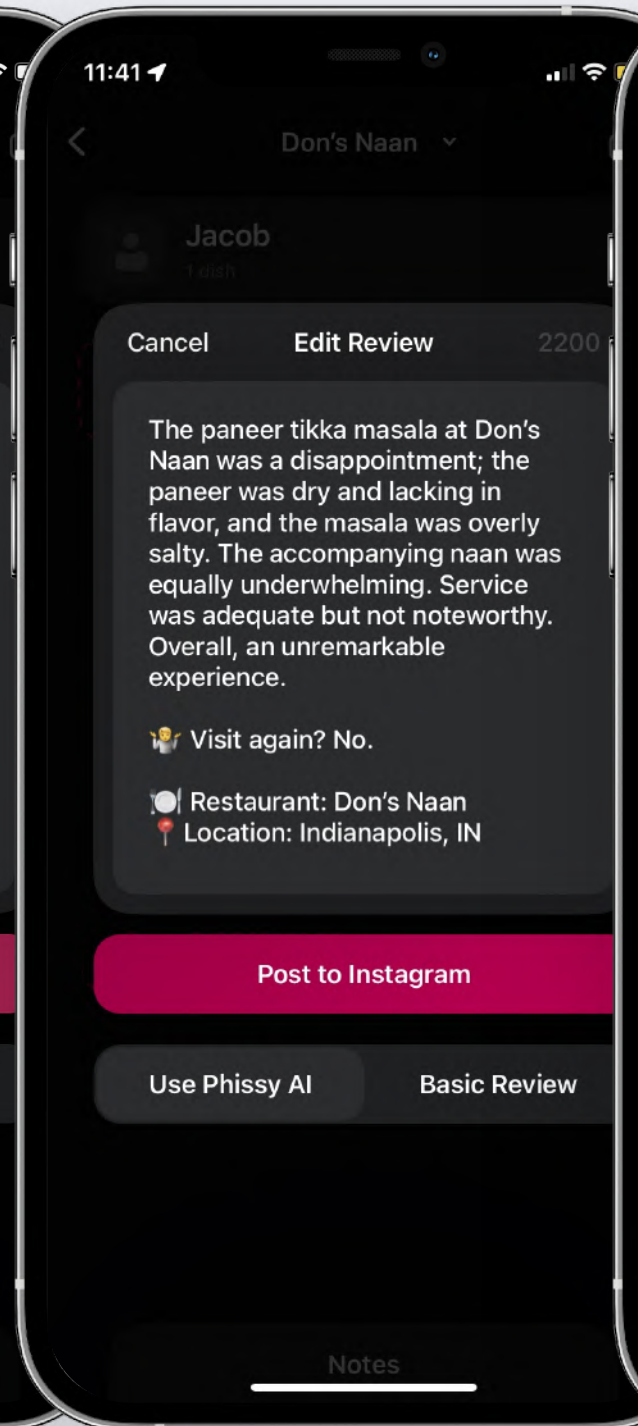
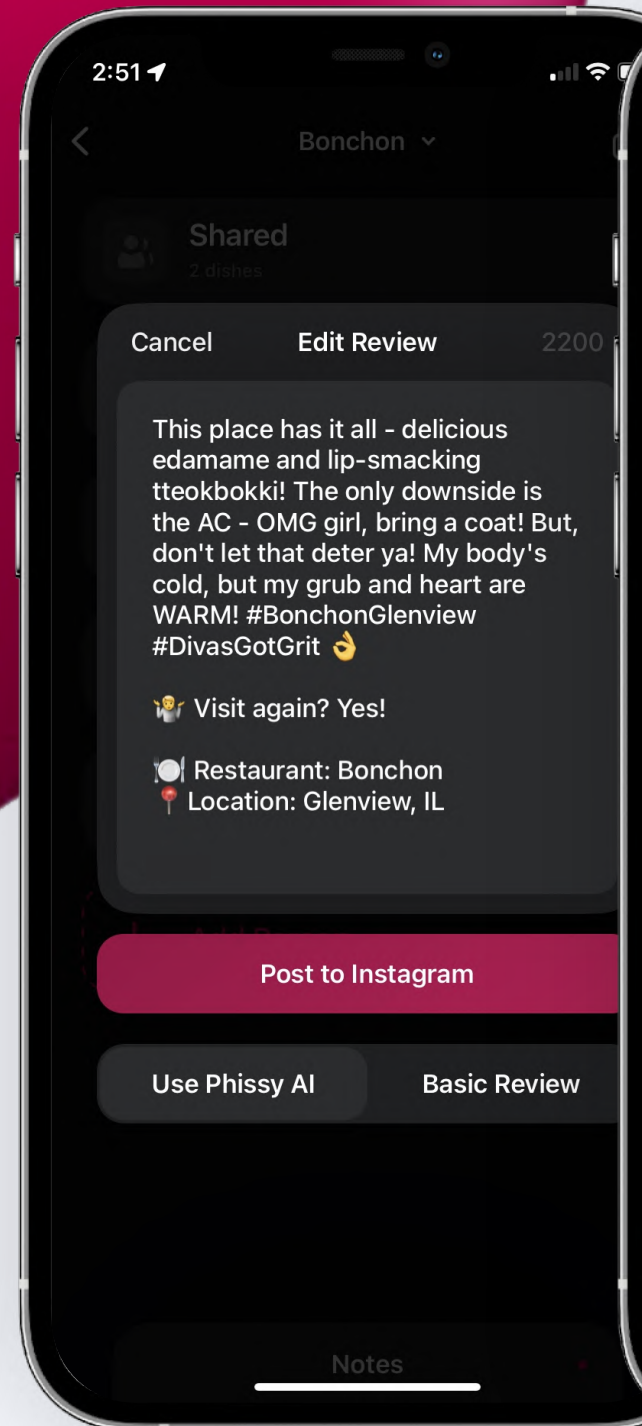
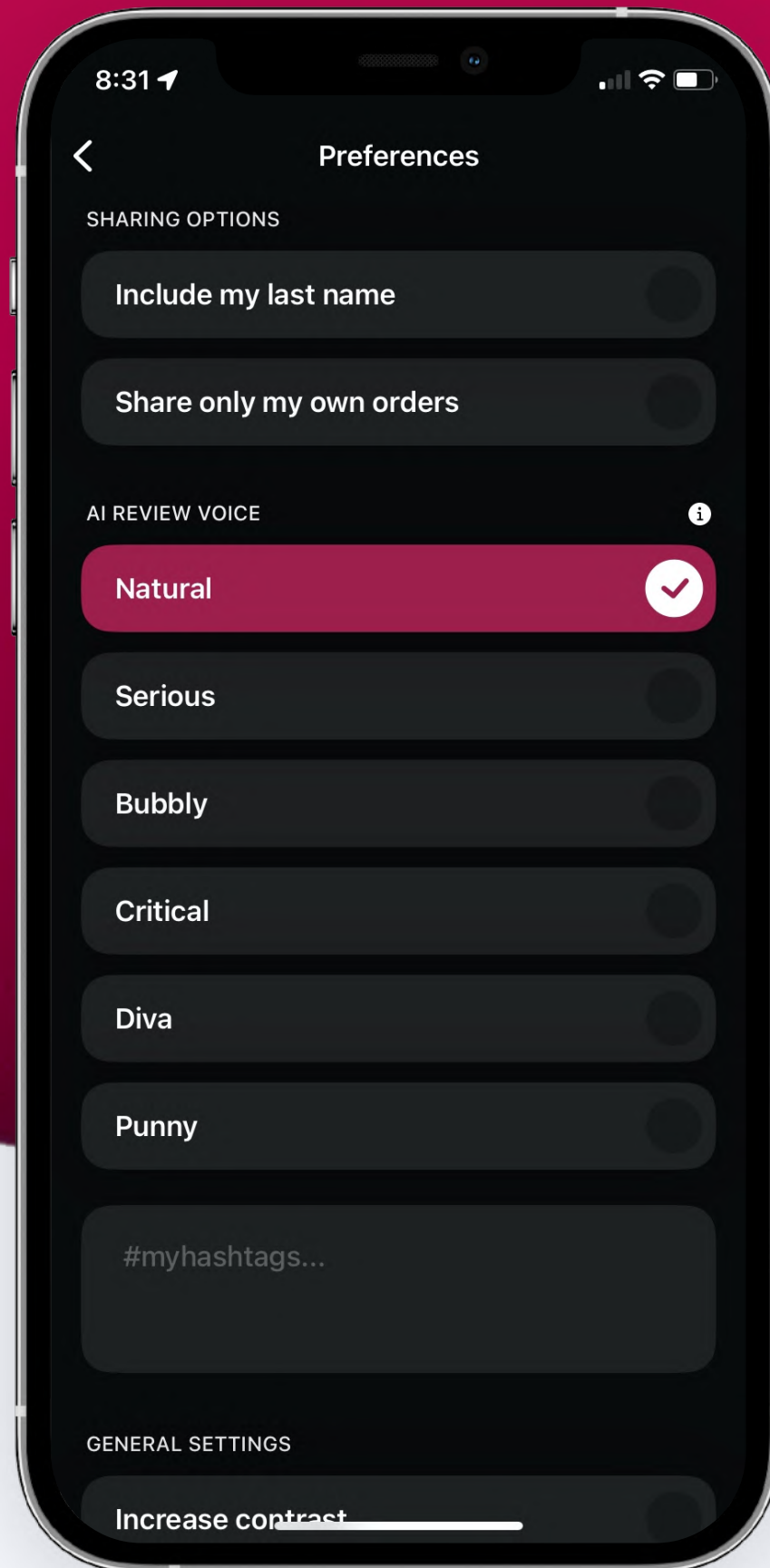
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AI Voice Customization

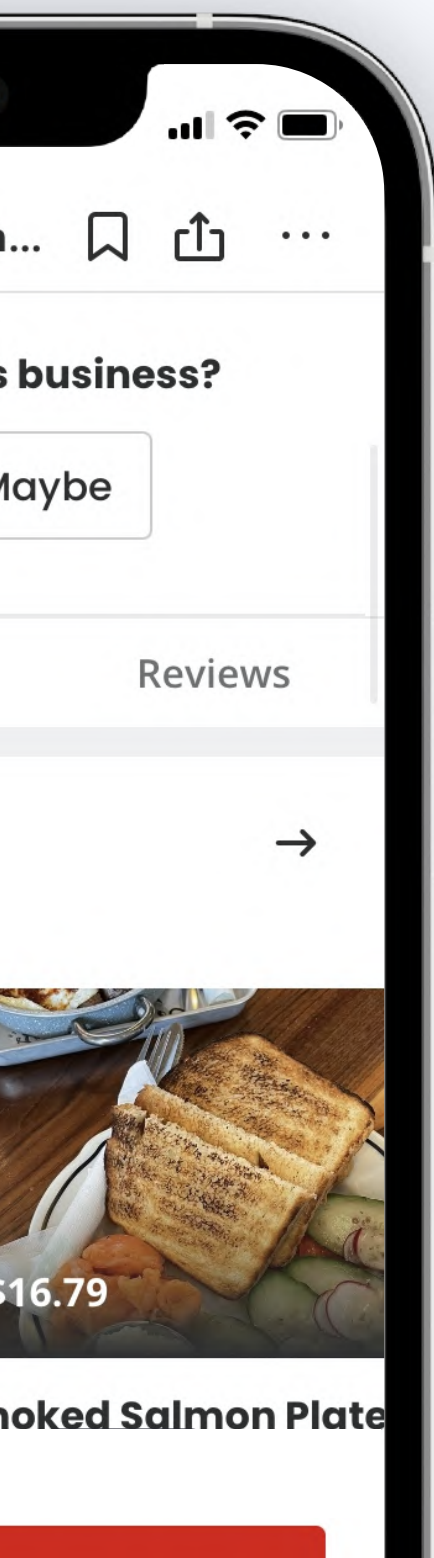
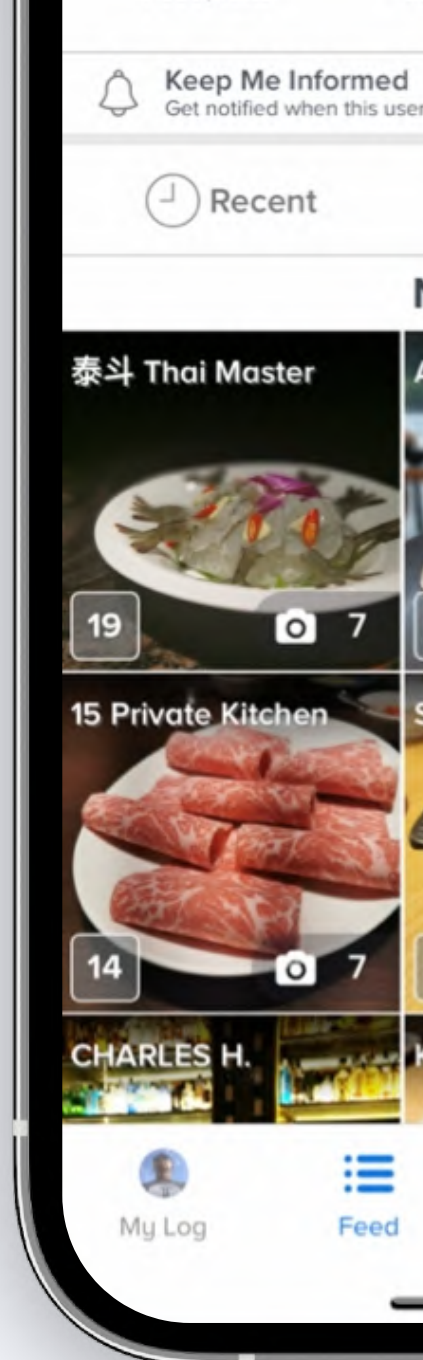
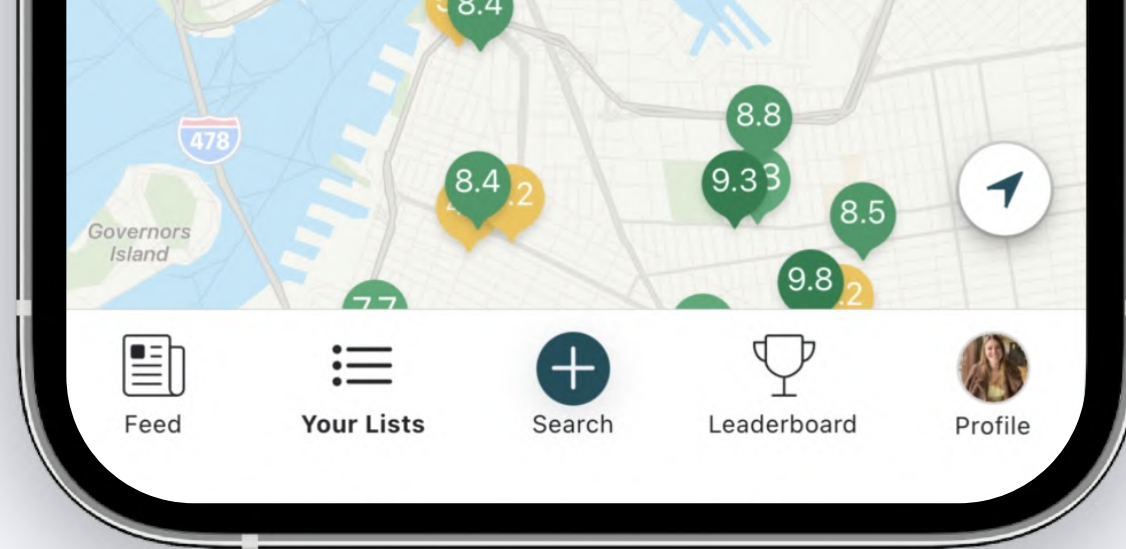


Because no other software indexes dishes and drinks so granularly, Phissy is the only app capable of this.

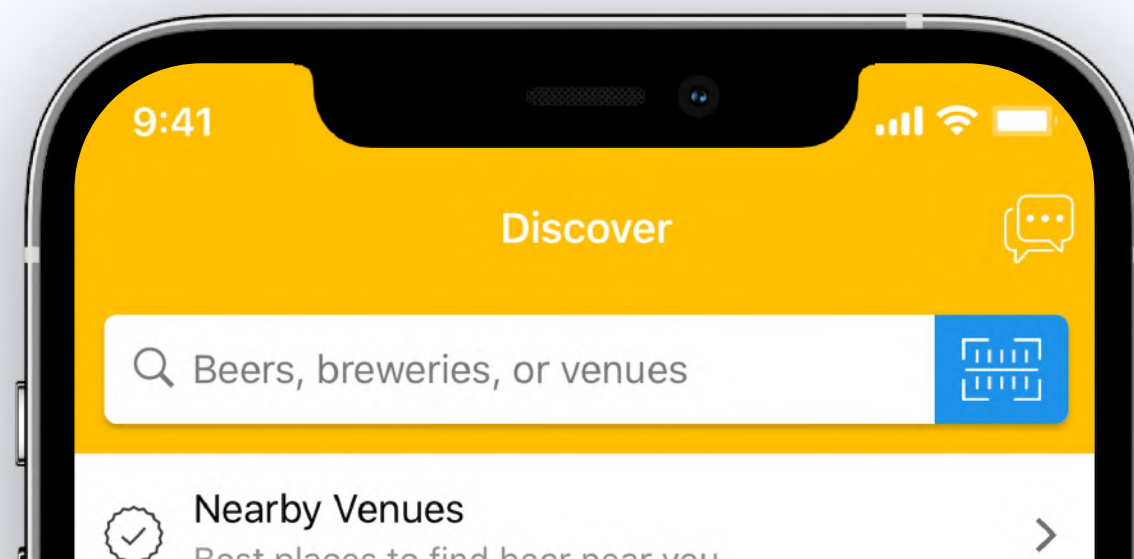
And because it can export to any platform, Phissy is not in direct social competition.

Foresight —

While generative AI becomes increasingly available, consumers are eager to pay for specialized services.



Competitive Landscape



Competitors that keep restaurant notes



Instagram

photo-focused
social network



Uber Eats / DoorDash / Grubhub

mobile ordering
service



Yelp

restaurant review
social network



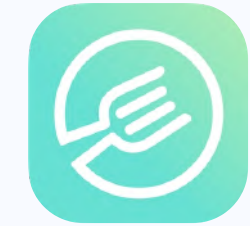
Beli

restaurant review
social network



Weekout

restaurant review
social network



Eaten

dish-focused
social network



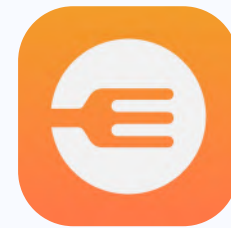
Untappd / Vivino

alcohol review
social network



Yummi

photo-focused
food social network



To Eat List

site-focused
restaurant organizer



Eatlist

visit-focused
restaurant organizer



Wine n Dine

dish-focused
social network



Phissy

dish-focused
restaurant organizer



Phissy isn't a destination—

We're not trying to Yelp better than Yelp.

Several apps have tried to be the next social media platform for food, a "show off what you're eating" Instagram-Yelp hybrid. On paper, that's compelling. The challenge with social is that when it doesn't boom, it flops—no one wastes time in a virtual ghost town, and niches on the more established pillars (Yelp Elite, Instagram hashtags, Facebook groups) steal market share from the less populous hybrids.

Grandma Phissy wanted the sleekest, easiest, no-frills way to see in real time what dishes she and her loved ones liked where. No followers, just friends.



it's an instrument.

Engineered for collaborative organization, not likes.

Phissy circumvents the ghost town by taking the Google Docs approach—users can **stay private**, foster community by **syncing and sharing** orders with friends who have the app, and/or **export** restaurant reviews to all their favorite social channels right from inside Phissy. No more posting into a void.

So keep Yelp. And any other social media you love. They're great for discovering something new. When you want control over tracking, searching, and sharing your own dining history *to* those channels, Phissy is your behind-the-scenes one-stop shop.

Competitive Usability

Top priority is helping *you* through the user-friendliest interface around.





4.8 stars on Apple App Store

"Could be acquired by a Google, Yelp, OpenTable, Tock, to name a few."

-Michael Krasny
CEO, CDW

People love Phissy.

With need fulfillment at an all-time high and growing, the food diary search ends with Phissy. Using Phissy doesn't mean choosing sides—it works with all your favorite platforms and keeps you in the driver's seat.

92%

of trialists felt Phissy solved all their food diary needs.

63%

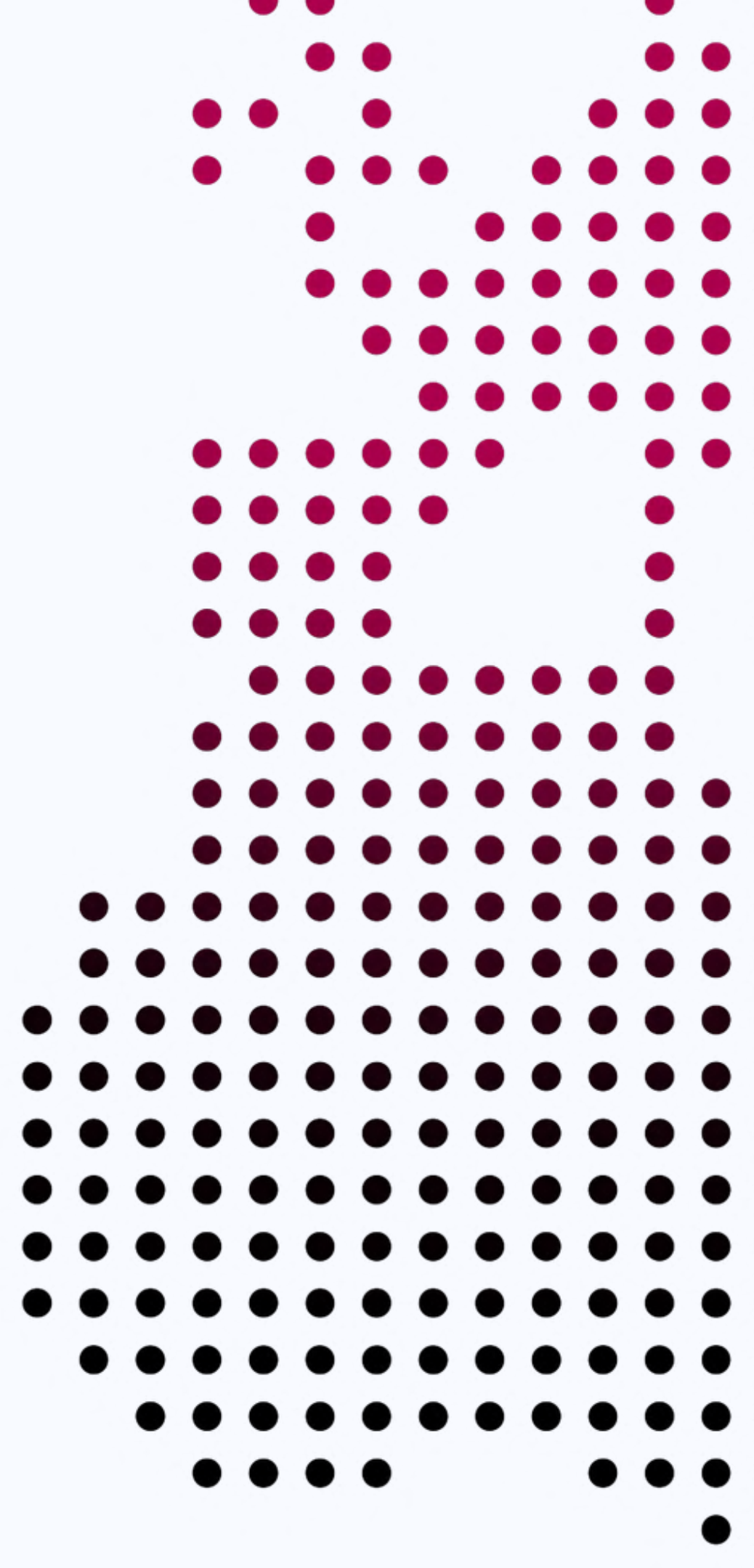
of trialists said keeping Phissy meant they could delete other apps.

91%

of users find Phissy's interface more aesthetically pleasing and navigable than competitors.

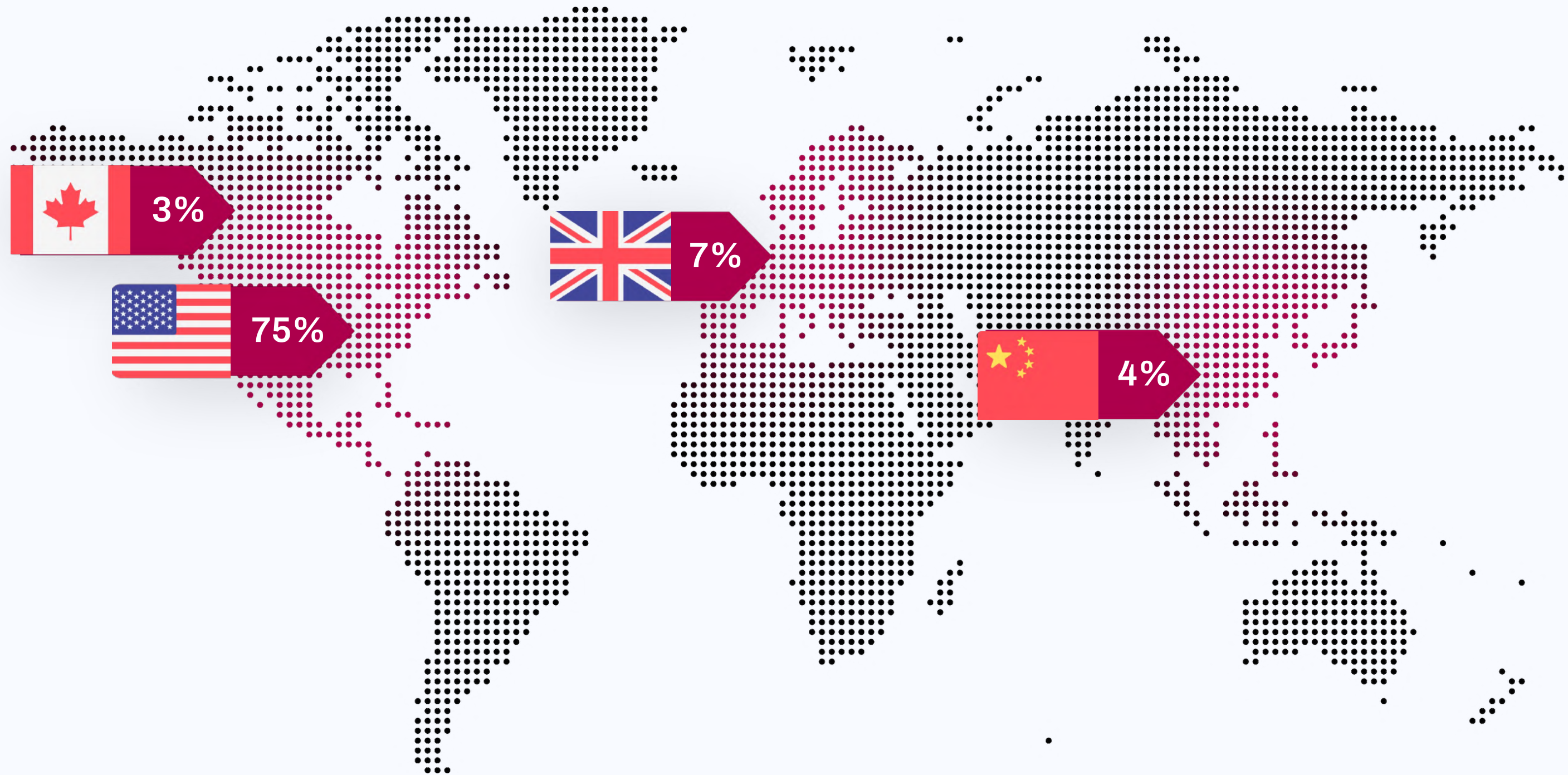


Market Potential



Global Reach

Phissy has become a global product in English-speaking territories;
the United States remains its key target.



Traction

High user satisfaction and growth data predict major market penetration for Phissy if given a targeted advertising boost.

Having consulted for leading tech, media, and travel brands, Phissy team members are prepared to oversee GTM strategy.

Usage

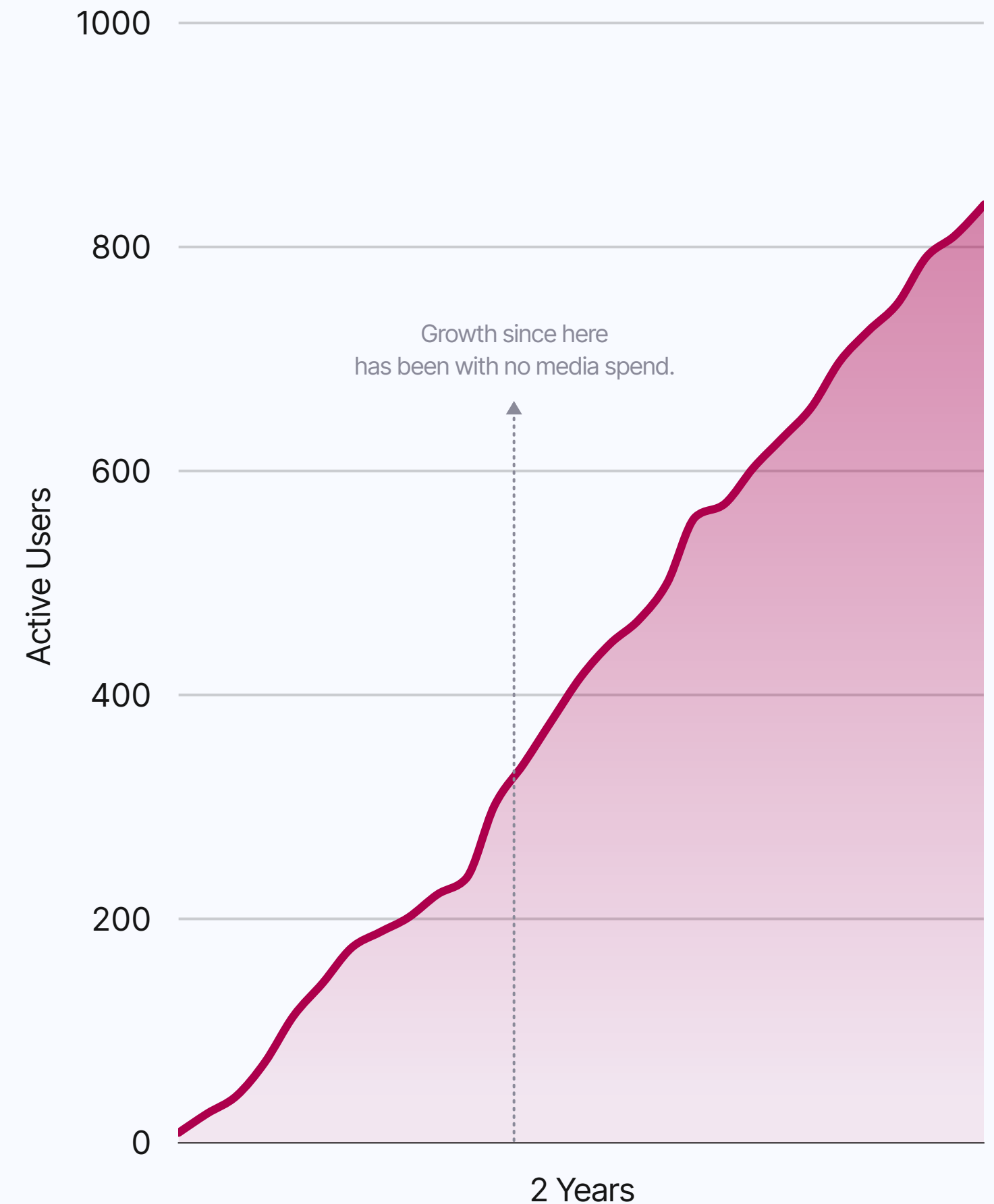
500+ MAU, ~1000 organic downloads

Acquisition

31.4% from App Store suggestions, no paid advertising

Growth

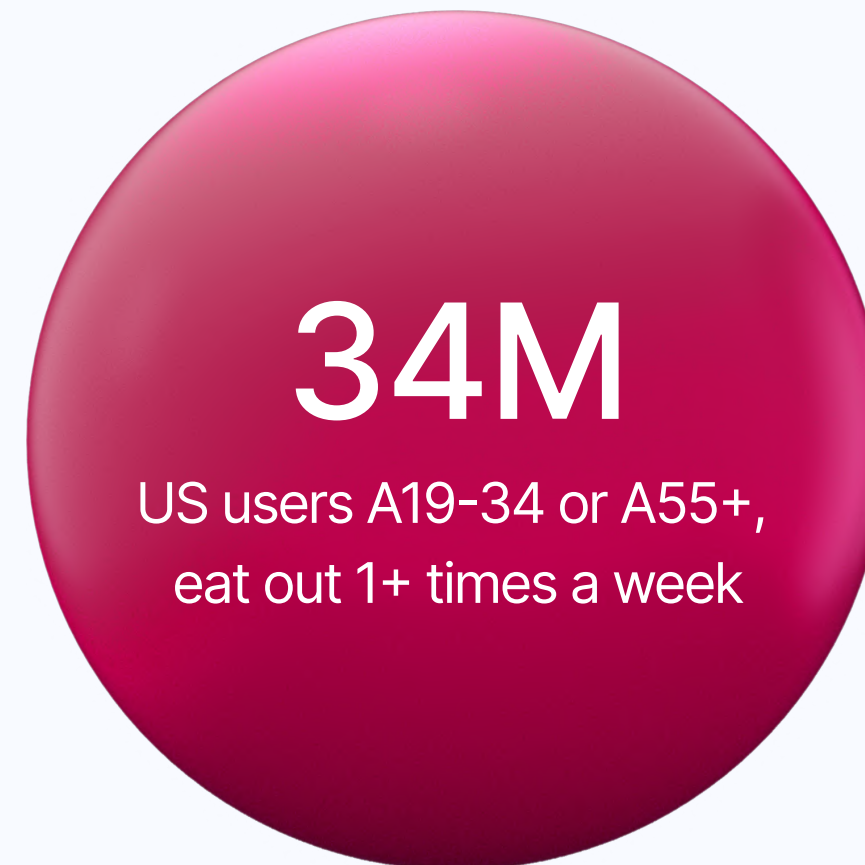
2% MoM growth, 60% user retention



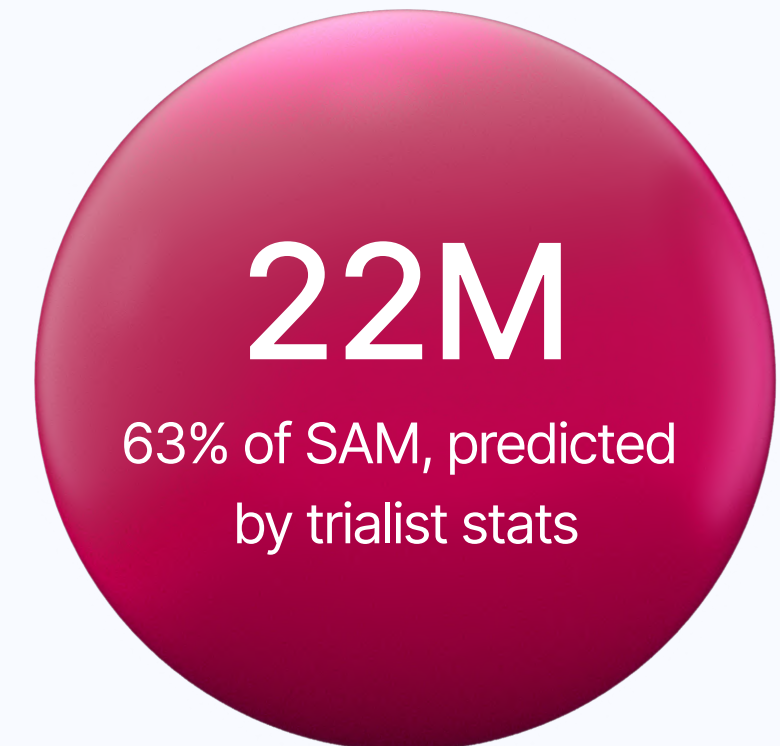
Market Sizing



Total
Addressable Market



Serviceable
Addressable Market



Serviceable
Obtainable Market

Freemium Strategy

Phissy
Unlimited restaurants and dishes
3 AI reviews
6 collections
33 collection icons

Phissy Pro
All functionalities of Phissy, plus:
Unlimited AI reviews
Unlimited collections
99+ collection icons
See friends' Wishlists

\$1.99/month
or \$14.99/year

Unlike competitors, Phissy **will not** interfere with UX by running in-app ads or promoting restaurants for a booster fee.

Instead, our main focus is driving organic growth by optimizing Phissy to be the front-running dining organizer app. Phissy Pro revenue (at minimal profit margin) covers the interim costs to do so.

Long-term (data) monetization strategy will roll out as our user base continues to grow.

Market Timeline

2021

Product-market fit

We launch the Phissy MVP as the world becomes safe to dine out again. Over the next two years, we refine Phissy through extensive beta testing and consumer journey mapping.

2023

User growth

The AI boom puts Phissy on the map, and we cover costs with a freemium model. Meanwhile, we build on observed momentum in our user base with larger-scale targeted media marketing.

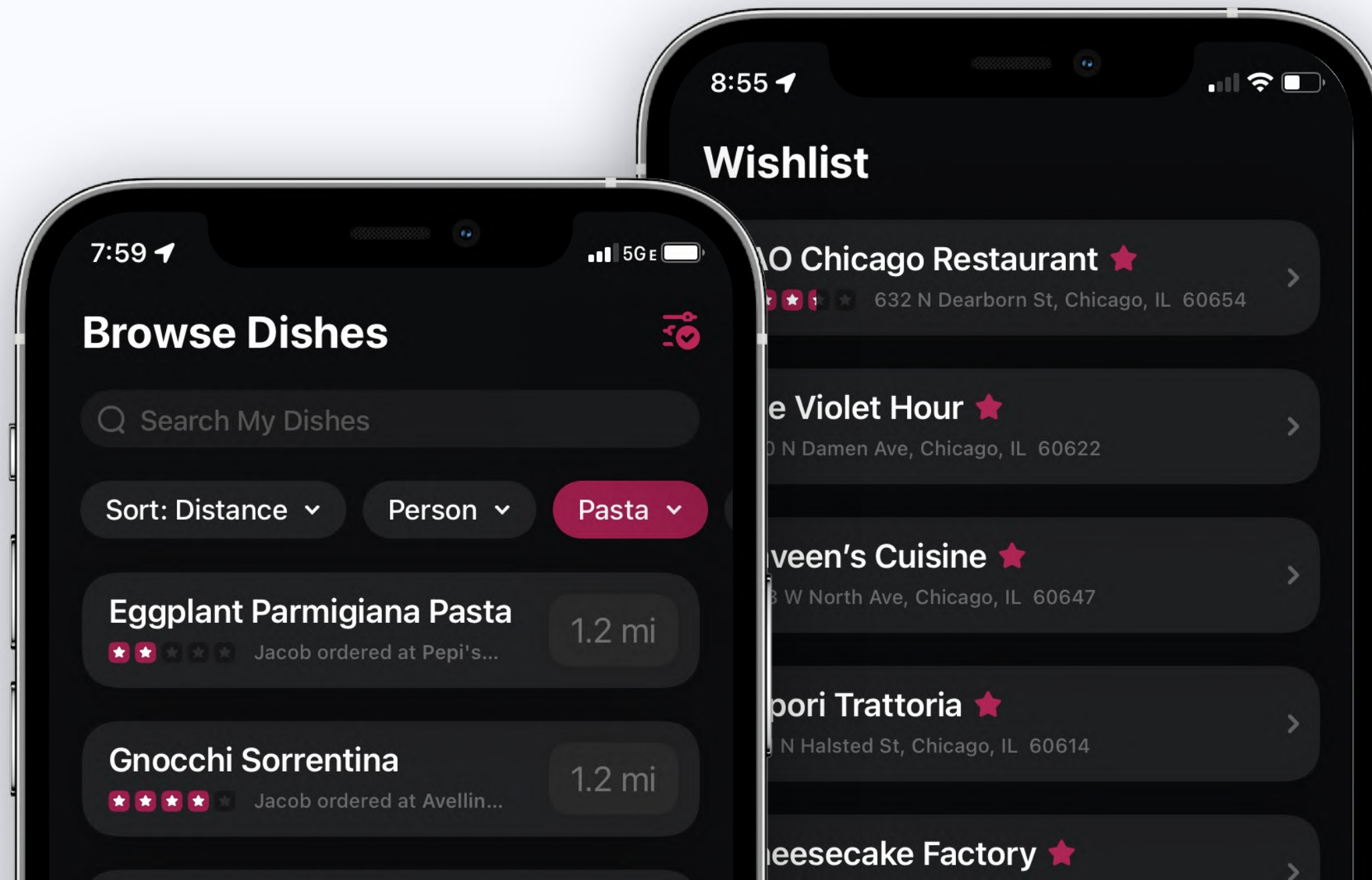
2030

Insights mining

Having accumulated the largest database of users' dining histories and taste profiles, we can partner with restaurants and food service firms to inform brand decisions and identify market trends.

THANK YOU!

from Phissy



Contact
jacob@phissy.com

Call
224.600.7015