



Breakfast Point presentation



BREAKFAST POINT

by DV Communication S.r.l.

Company



Breakfast Point is a smartphone app created by **DV Communication S.r.l.** located in Montecorvino Rovella

DV Communication S.r.l. has been subscribed to Salerno CCIAA since 17/04/2018.



When it first started its activities, **DV Communication S.r.l.** has a ATECO code 73.11.02

Vision



Breakfast Point was designed for **Bars, Bakeries** and **Cafés** who, thanks to an online display of the shop, will optimize their advertising and will be able to offer a variety of choices to their clients.

Mission

This app is an innovative **opportunity** of digitalization for breakfast business, in order to reply to an ever-growing request for a customized meal.



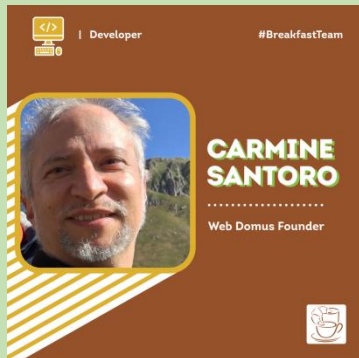
The team



Vittorio Di Cunzolo: CEO and co-founder of Breakfast Point.



Daniele Foglia: co-founder of Breakfast Point



Carmine Santoro: Web Domus Italia founder, Breakfast Point project manager



According to FIFE, the breakfast market is a wealthy field, with a 18 billion euros profit (2017), but the number of closed enterprises has gone further than the new ones.

Shops aren't digitalized enough

8 shops out of 10 do not have a website.
5 out of 10 do not use social networks

The offer is getting focused on food-service

In Italy **many apps** are dedicated to **restaurants**, especially to lunch and dinner, but none of them is focused on breakfast and happy hour time.



Breakfast is a <<holy meal>> to Italians, in fact almost **4 million people** spend about 2.50€ at the bar, while only 1.3 million people go out for lunch.

Consumer is getting more demanding

There is an ever-growing request for a customized meal by customers, and the attention is drawn to customers' intolerances and their diet choices, such as vegan, lactose and gluten free, etc...

The Solution

BREAKFAST POINT For owners

An intuitive digital instrument to:

Reach new customers

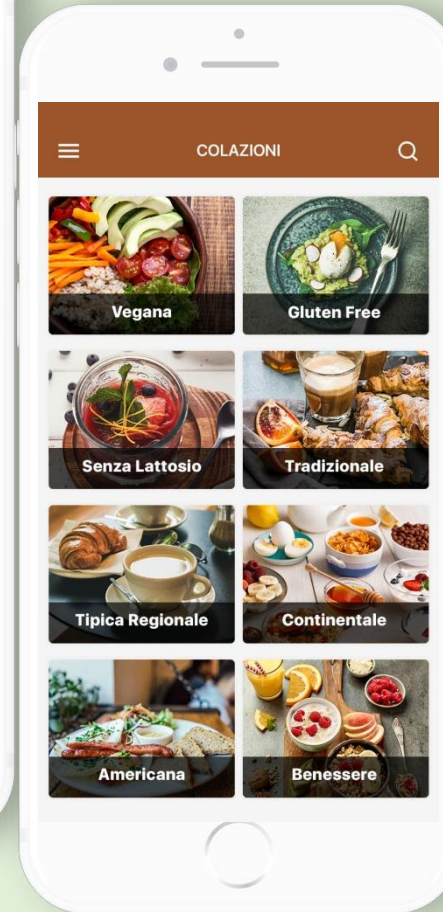
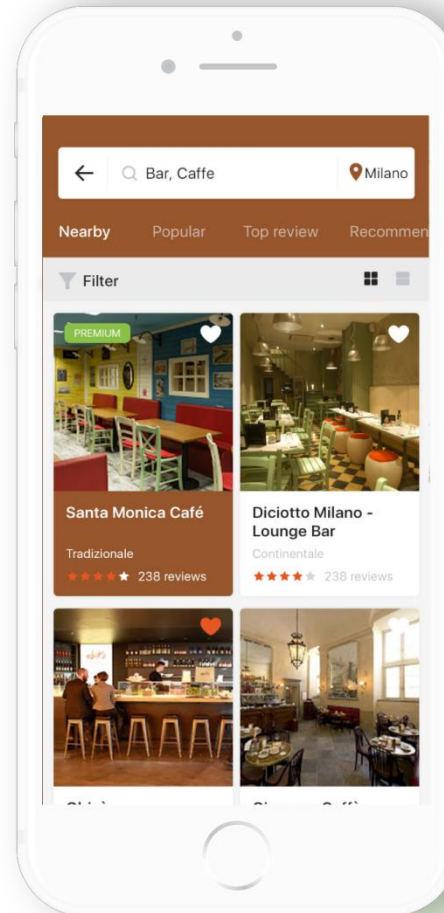
Promote discounts and deals

Activate loyalty cards for habitual customers

Attract tourists

Send push notifications

Have an online display for products and offers



BREAKFAST POINT

For customers

An intuitive digital instrument to:

Choose your favorite breakfast

Compare deals

Find the nearest shop

Gift your friends and colleagues a breakfast

Collect fidelity points

Consult an online list of products

How does it work (1 out of 2)



Subscribe to Breakfast Point

Choosing the option that fulfills your demands



Update the data

Of your commercial activity (address, opening times, etc.)



Post photos

of your bar and your products



Use features

such as

QR code generator
Promotional campaigns
Push notifications
Reviews
Suppliers' section
Online display



BREAKFAST POINT

for the owners



Geo-location



Customer engagement



Loyalty



Feedback



Proximity marketing



Promotions



BREAKFAST POINT



BREAKFAST POINT

for the consumers



**Find the
nearest bar**



**Choose
your breakfast**



**Gain
points**



Review



**Ask for
information**



Win gifts



Download Breakfast Point!
Free download on



Find the right place!
based on your location



Check out every deal
of bars, bakeries and Cafés

Use features
such as



*QR code generator
Programmi promozionali
Receive push notifications
Lascia la tua recensione
Gift a breakfast!
Consult the online display*



BREAKFAST POINT



168.925
shops
(cafés and bakeries)


























74.378
shops
cafés and bakeries, part of the Business plan
(Campania, Lazio, Piedmont, Lombardy e
Sicily)



Competitors

Breakfast Point was designed for bars, bakeries and cafés who, thanks to an online display of the shop and geo-location, will optimize their advertising and will be able to offer a variety of choices to their clients. The most well-known competitors base their business on restaurant services (where, what to eat etc...), with services like Fourthsquare and Yelp, both actual social networks where users recommend each other bars and other places to go.

	 BREAKFAST POINT	 thefork <small>a TripAdvisor company</small>	 FOURSQUARE	GROUPON [®]	
Breakfast					
Customized services to owner's demands					
Booking and review					
Proximity marketing (push)					
Online/Offline loyalty plans (Fidelity card)					
Customer advantages (discounts, gifts, online window etc.)					

Placement



Product

BASIC subscription	Shop description logo or 1 photo
PREMIUM subscription	up to 4 photos Fidelity card system and QR codes Push Notifications Online window
ADV	CPM



Cities

Salerno
Rome
Palermo
Milan
Turin



Price

BASIC subscription	€ 180,00 2019 FOR FREE !
PREMIUM subscription	€ 365,00
ADV	CPM € 0,80



Promotion

Social Media Marketing (FB and IG)
Local representatives
Press & Media

* Estimated on average costs x Food&Beverage on FB (CTR=0,217%; CPC=0,21€ and CPM=0,65€)

www.breakfastpoint.eu



Invest on the first **breakfast** dedicated **app**
Customized proximity marketing for bar owners, pastry shops and cafeterias.



Breakfast Point

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