

Company Overview

Bluwave is a revolutionary mess aggregator platform designed to address the everyday dining needs of students, professionals, and urban dwellers. Founded with a mission to bridge the gap between consumers and mess owners, Bluwave offers a diverse range of mess options through its tech-enabled web and app platforms. With an emphasis on hygiene, convenience, and affordability, Bluwave is only mess aggregator platform in India. Bluwave aims to redefine the dining experience by providing users with access to multiple messes, varied menu options, and seamless booking processes.

Problem

Students, professionals, and urban dwellers struggle to find affordable, hygienic, and convenient dining options on a daily basis. Traditional messes often lack transparency, variety, and reliability, leaving consumers frustrated and dissatisfied with their dining experiences.

Solution

Bluwave offers a user-friendly platform that connects users with a wide range of mess options, each adhering to high standards of hygiene and quality. Through its app and website, Bluwave enables users to browse menus, book meals, and track orders with ease, ensuring a seamless dining experience. Additionally, Bluwave empowers mess owners by providing them with access to a larger customer base, advanced management tools, and training programs to enhance their operations and maximize revenue. By bridging the gap between consumers and mess owners, Bluwave revolutionizes the dining industry, offering a win-win solution for all stakeholders involved.

Business Model

For each order that is placed, there is a **commission of 12-18% that Bluwave charges** as service and platform fees which are defined in the service agreement between the mess and Bluwave.



01 \$ 8,00 is LTV for single customer



02 Target size of the food service Mess sector is estimated to be worth around **\$48 billion** in 2022 **12-15%** sector is expected to grow annually



03 Pre-Revenue \$ 5000



04 The ask is 1 Cr. For the 10 % Equity

POST MONEY VALUATION

INR 10 Cr

Fund Utilization



CURRENT ROUND

INR 1 Cr

Committed	Conversation
SFO New York	Nidhi Grant
Angel Investor: 10L	Ah! Venture

TEAM

Founder & CEO
Crisis Management- Babson College USA, B.tech- GNDEC Ldh, IIM Udaipur



Manish Sharma

Director
M.tech- SVNIT Surat, B.tech- NIT M



Mangesh Sharma

Director
IIT K, GNDEC Ldh, Volvo Eicher Commercial Vehicles Indore



Suraj Kumar

PARTNERSHIPS



Order Process by Customer



Customer will log on Bluwave App/website



Customer will Join and Choose up to 7 Mess



Mess receives and get information about the order



Customer reach to any Bluwave any Mess



Customer receives his order and take Healthy Meal



4. VALUE PROPOSITION

CONSUMER COMES FIRST

STRIVE for EXCELLENCE

EXHIBIT BIAS FOR ACTION

ALWAYS BE CURIOUS, ALWAYS BE LEARNING

Bluwage

STANDUP DISAGREE and COMMIT

BE HONEST DISPLAY HIGH LEVELS of INTEGRITY

BE HUMBLE

ACT LIKE an OWNER

ABOUT Bluwage

Bluwage Passionating startups that's connects students professionals to a branded mess

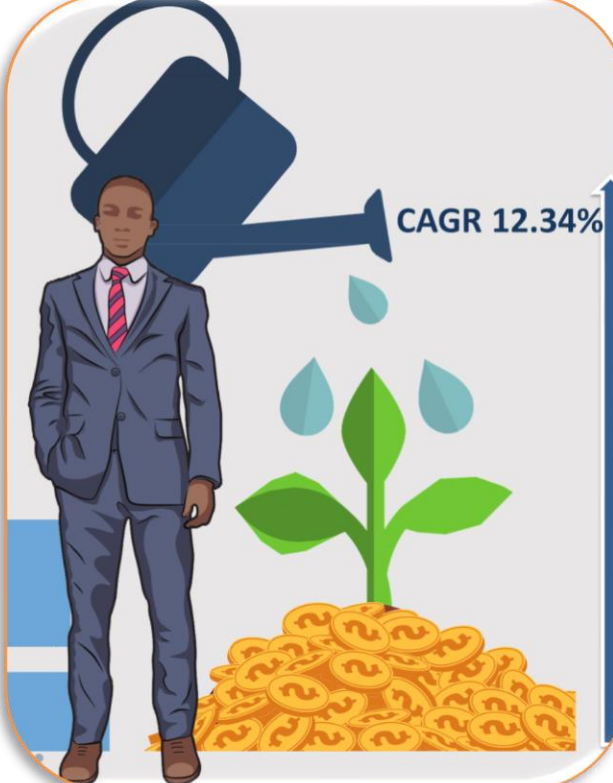
5 mins
Industry-best average mess search time of around 30 minutes

\$1000
Received total funding from friends and family

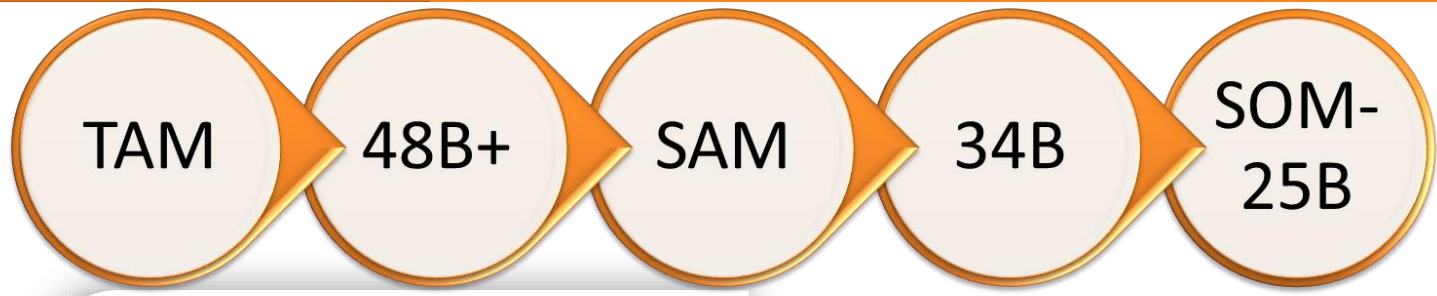
2+
Mess partners

Thousands of Users

Additional text from image: Ease of Mess Search, Easy Check-IN/OUT, World class service, Ease of Food Quality, Up to 7 Mess service, Pay Digital, End to End Responsibility, DE and Mess Partner.

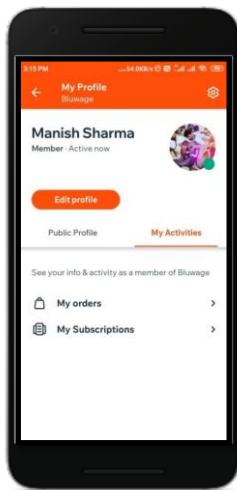


CAGR 12.34%



CONSUMER APP

How customers place an order on Bluwage App.



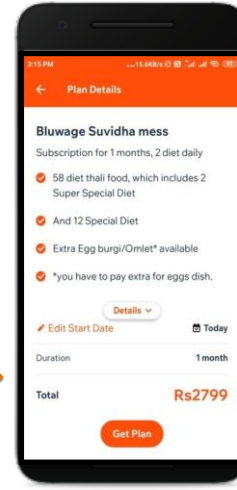
Profile Listing



Menu



Cart



Payment

ORDER PROCESS FOR MESS

Customer Places the order on the App/Web

The order is relayed to the respective mess by the partner app

Accepts the order

Customer can choose upto 7 mess and enjoy food according to his choice

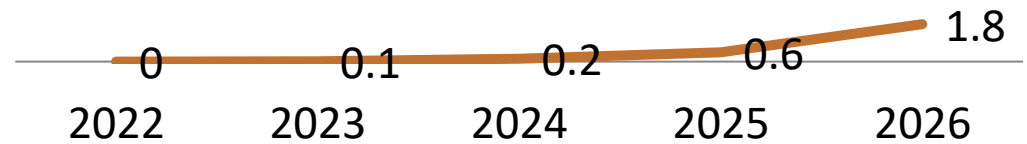
Call Back (mess can't cancel)

No Response

- An IVRS call goes to the partner at the 2nd,4th and 6th min.(Reminder call)
- If there is no acceptance till the 7th minute then a placer will be assigned and the order will be placed manually to the Mess
- the same will be visible in the Mess owners's app.
- Acceptance will be counted within 3 mins

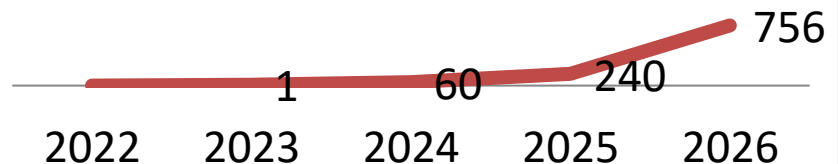
User Growth

— User Growth



Revenue Growth (Rs Lakhs)

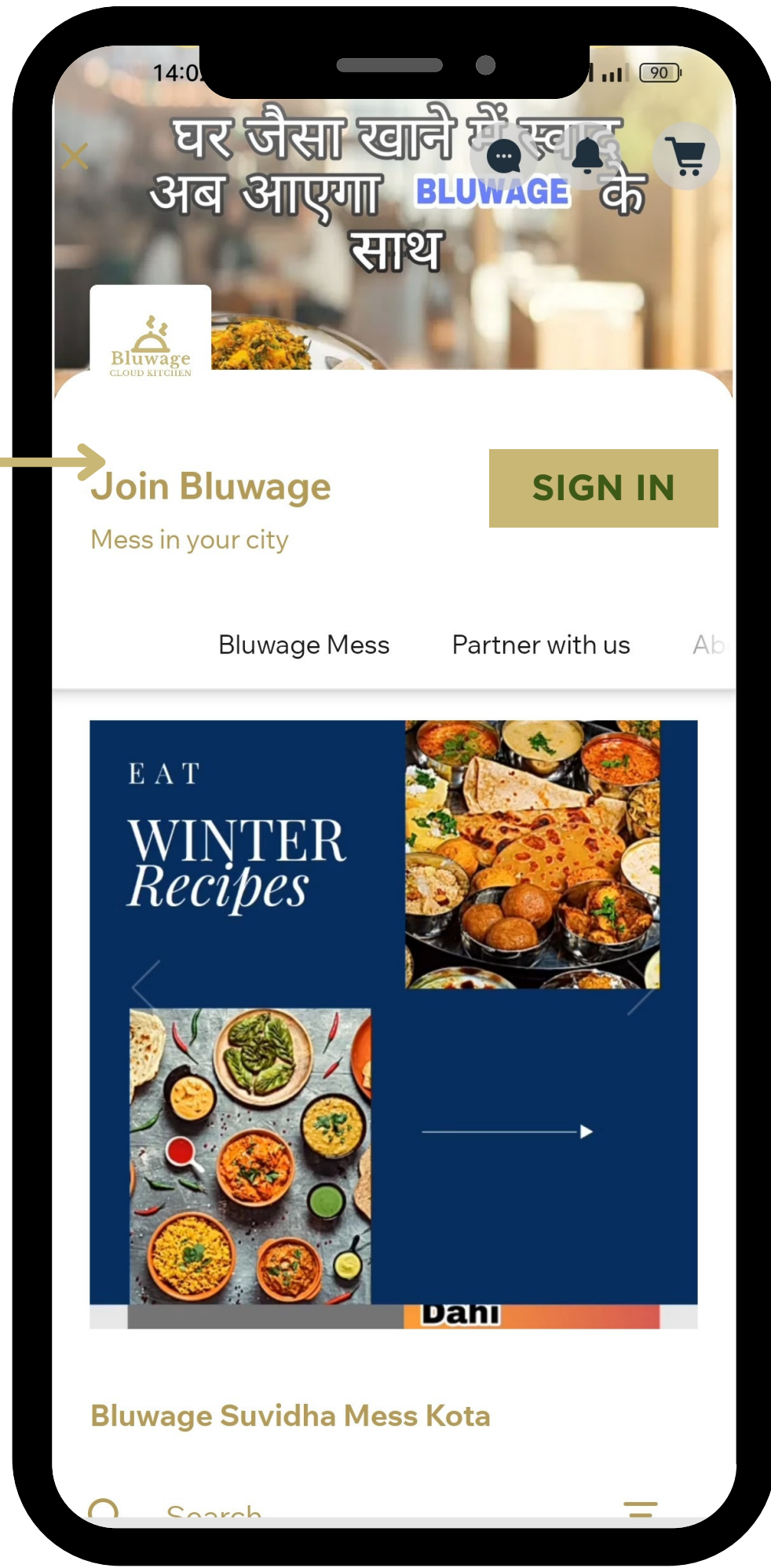
— Revenue Growth (Rs Lakhs)



Bluwage

App & Web for Mess food consumer

- Healthy Food
- Ease of Mess Search
- Ease of Experience
- Ease of Food Quality
- Access to seven Mess
- World Class Service



Best Industry delivery time

We have our own Mess DE



Increase 3-6X Mess Revenue



Connecting Mess with Cloud Kitchen

Training for Mess Employees for better experience

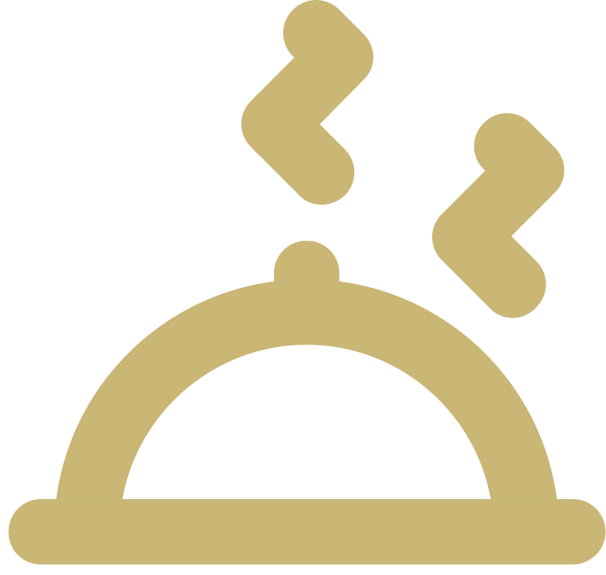


Supported By-



**WRITE YOUR IDEA TO ACHIEVE
NUTRITION SECURITY IN THE
WORLD**





Bluwage

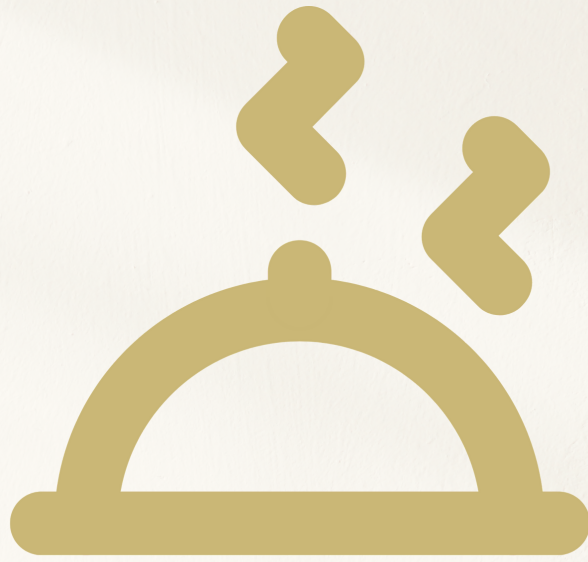
BLUWAGE IS A MESS
AGGREGRATOR PLATFORM



SCAN AND DOWNLOAD
The PITCH Deck and Know
more About Us

**WRITE YOUR IDEA TO ACHIEVE
NUTRITION SECURITY IN THE
WORLD**





Bluwage

CLOUD KITCHEN





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