



Restworld, the HRTech startup aimed at revolutionizing job search in the European restaurant industry.

September 2024



Current challenges in the sector



Over 75% of businesses struggle to find staff.

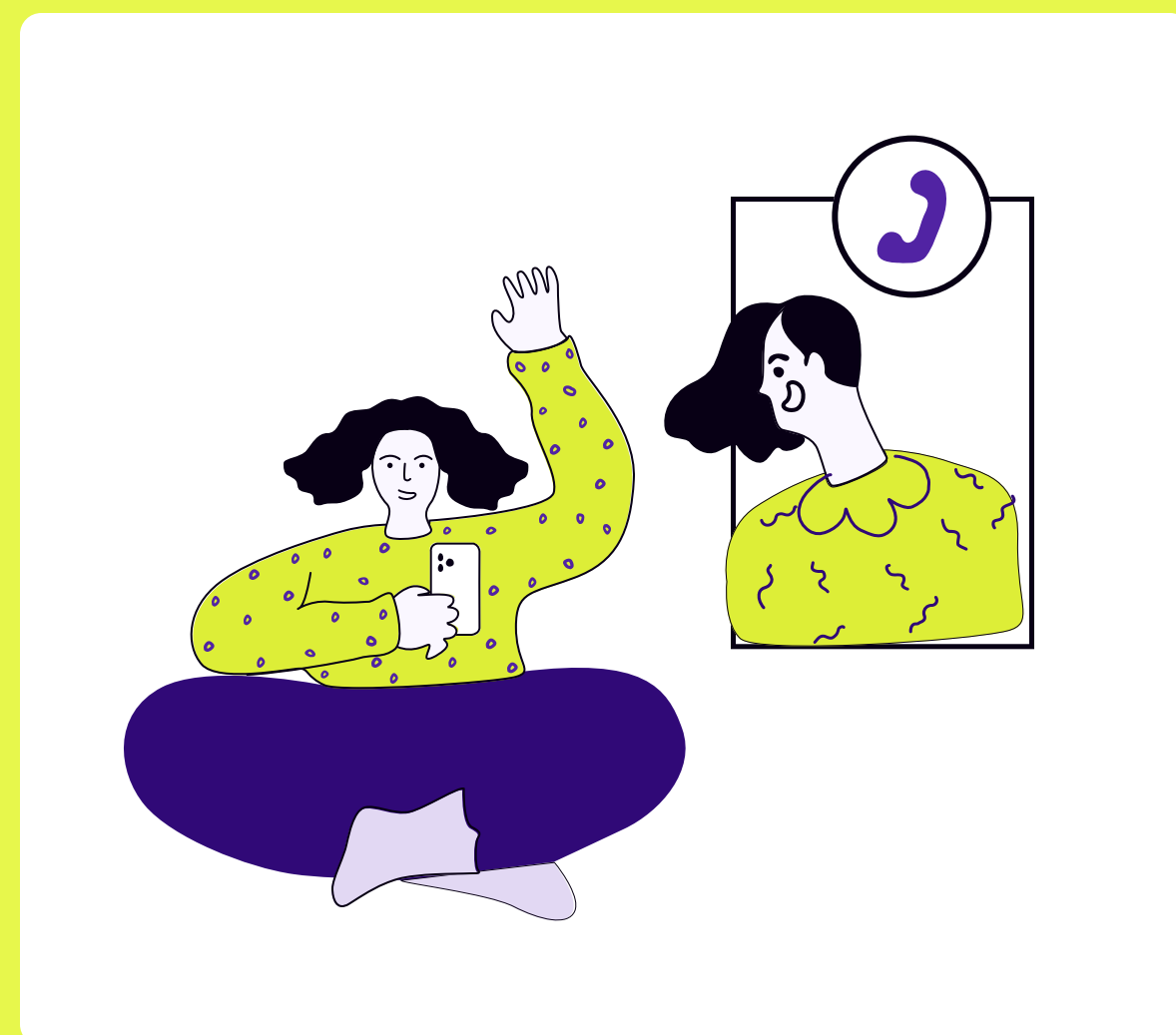
Source: Excelsior Unioncamere

On average, staff turnover costs a company €30,000 per year.



Individuals are seeking a better balance between personal life and work.

Solutions exist, but they're too often inefficient



Word of mouth

Yields inconsistent results

Job boards

Generally provide poor candidate quality

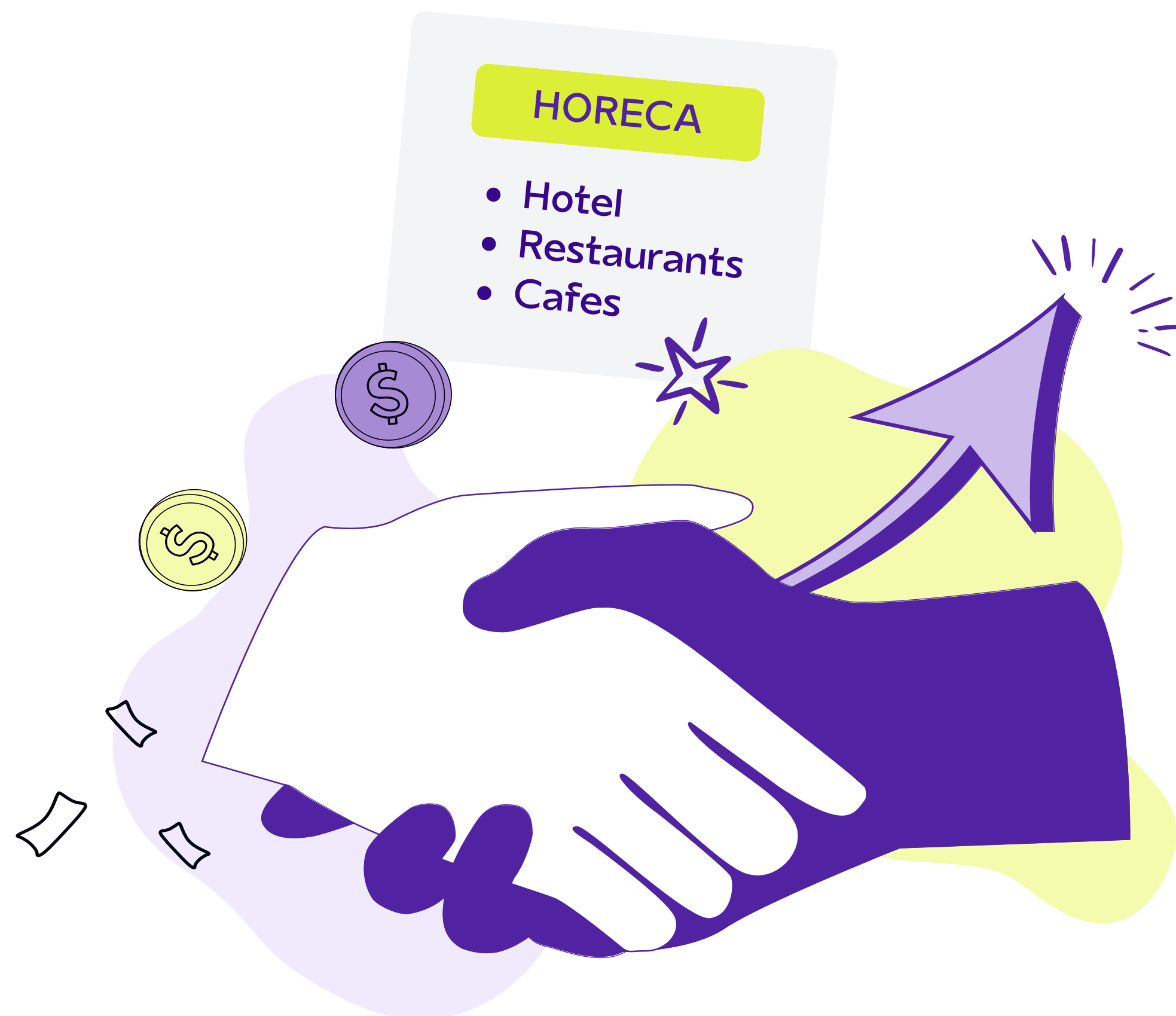


Employment agencies

Have a success rate of less than 40%

B2B side

We help companies
to find staff



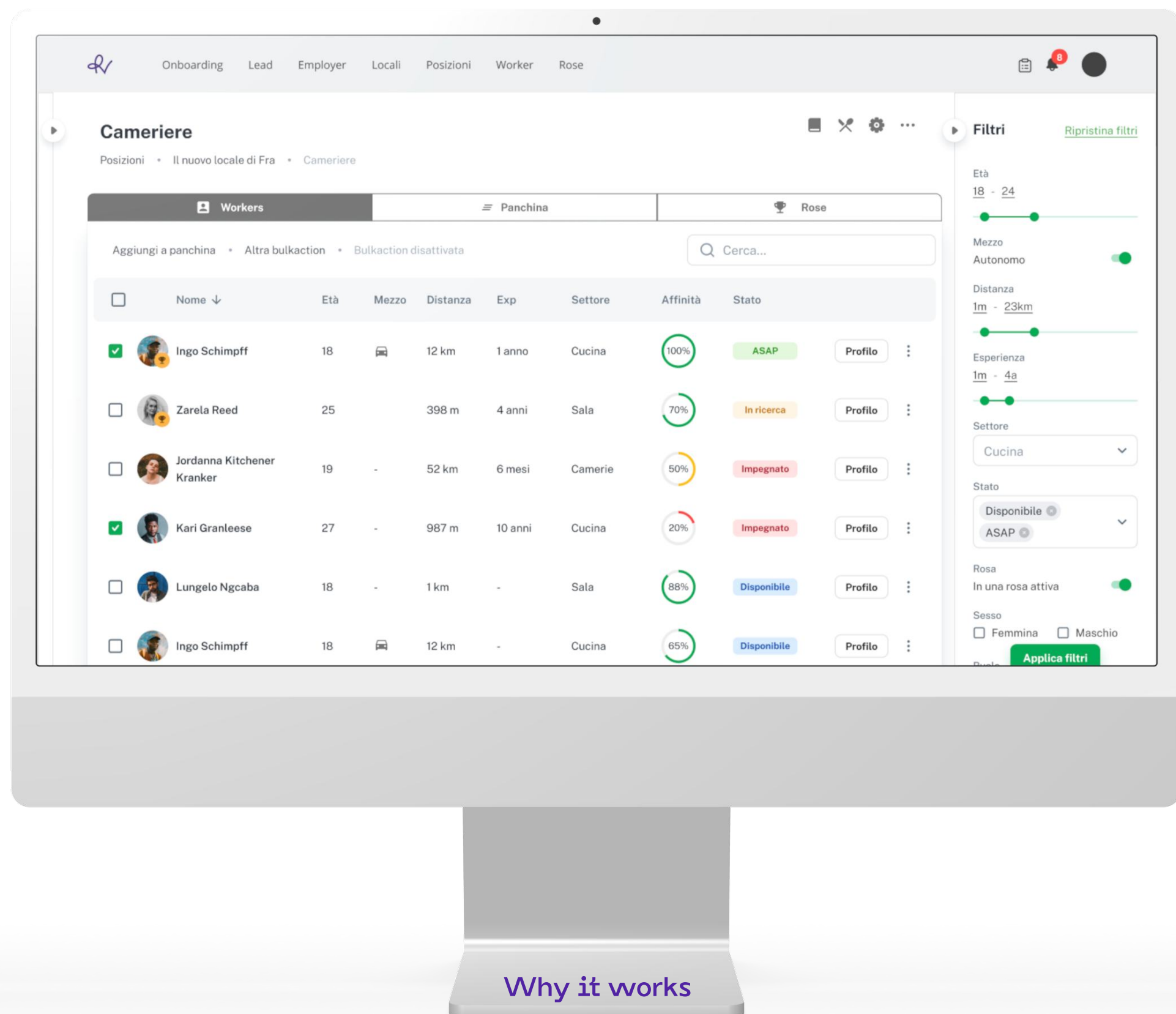
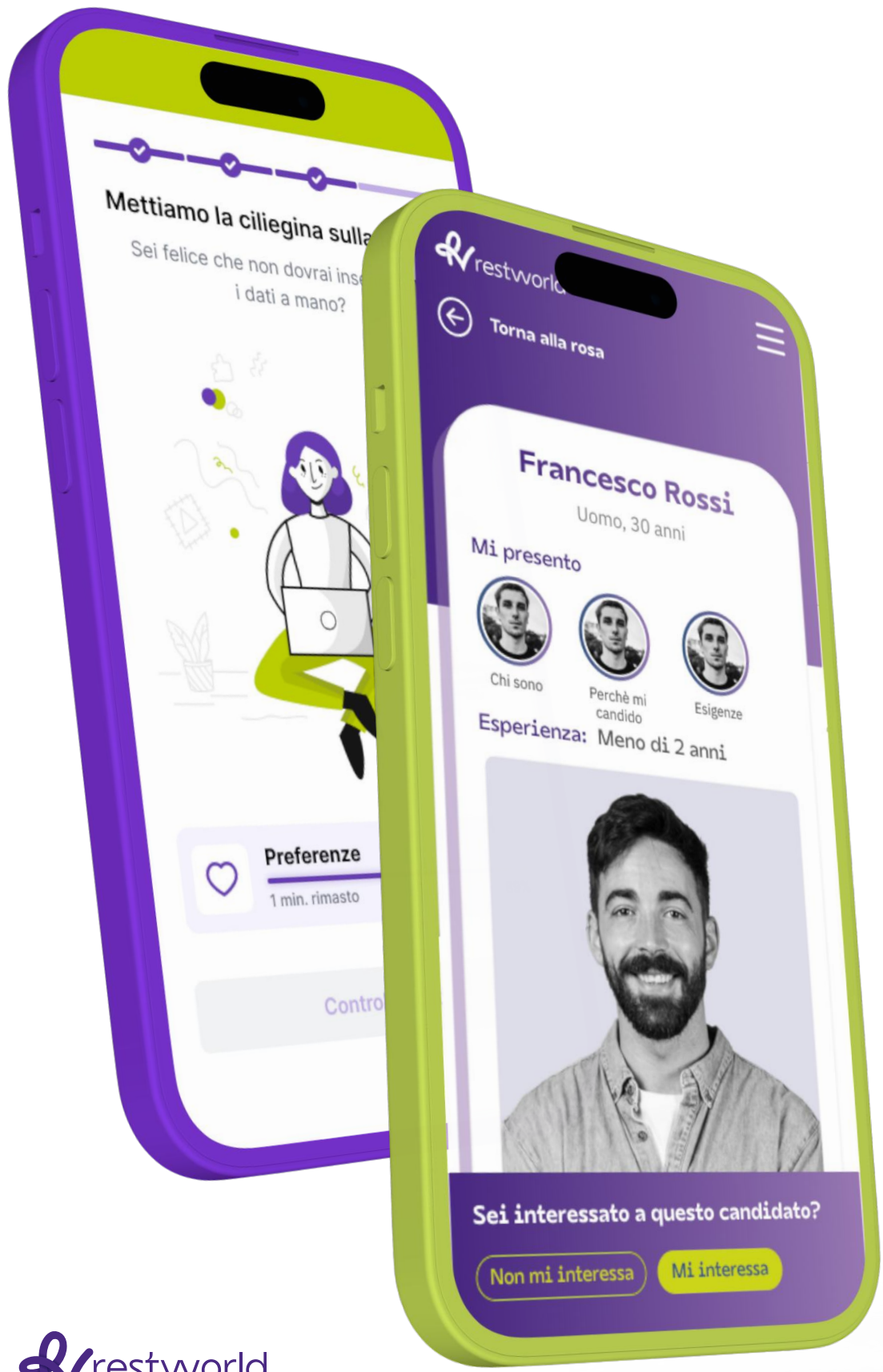
B2C side

We help workers to
find their right job

Our first advantage? Our own platforms!



Platform for internal use (a CRM and ATS, together)



How's AI included?

Active

Users profiling and "worker data mining"

- ✔ Collaborative filtering algorithm
- ✔ Worker semantic search
- ✔ Worker similarity search
- 🔥 Direct semantic matching algorithm
- 🔥🔥🔥 Worker AI assistant
- 🔥🔥 Direct SQL matching algorithm

💎 Job positions suggested by AI



By the end of 2024

Data governance & Interview automation

- 🔥 Data governance and analysis
- 🔥🔥🔥 AI for interview automations
- 🔥🔥 Summarization of applications
- 🔥 Worker presentation to employers
- 🔥🔥🔥 Competences assessments



From 2025

Recruiter Intelligent Agent

The final step of Restworld AI strategy consists in creating an intelligent agent to fully support CSM operations.

- For example, the intelligent agent will be able to:
- Tune and coordinate the different matching algorithms to navigate the workers in the database
 - Prepare the interview questions for the CSM review to provide it to the workers. Automatically send the proposal to selected candidates and present a report to the CSM with the reasons on why each candidate may be fit for the job.
 - Automatically support workers during their application flow, modifying their application status and sending the corresponding notifications.

The CSM will be able to communicate with the agent in natural language, making it extremely easy and engaging to find answers and execute actions.



Our focus:

Quality assurance

Ethical considerations

Data privacy and security



More questions?

Get in touch with our CTO Edoardo Conte



Our second advantage? Building a B2C community!

Discovery

With already +150k people

Job boards

+ 20 integrations

Blog & SEO

Instagram +4k MoM

Engineered word-of-mouth +20 ambassadors (earning €200-600 per month)



Engagement

Perks for the community

Revolut

Housing Anywhere

CONVIVIER

An app to:

- Create CV
- Look for a job
- Improve

Referral program

Users can earn rewards for sharing Restworld job openings with friends and colleagues.



Relationship*

Recruiting Day

Restworld will organize traveling culinary events in various cities to connect job seekers and employers.

Restaurant Tomorrow Festival

Starting in 2025, Restworld will host an exclusive festival featuring concerts, workshops, and F&B experiences, tailored for those in the industry.

*Coming soon!

Who are our customers B2B?

Number of employees across sector	0-9	10-49	50-249	250+	Totale
Total active companies in Italy	303.861	21.562	767	125	326.315
Number of employees per company size	876.301	328.597	72.607	137.657	1.415.162

An underrated market!

"Blue Ocean"
+90% of the
market

A market consisting of over 100k micro-enterprises not effectively served by today solutions.

"Red Ocean"
-10% of the
market

A competitive market focusing on companies with more than 50 employees.

Our focus today



Our ideal client (ICP):

- Typically hires at least 3 people annually.
- Our Go-to-Market strategy is tailored to reach many small customers.

GTM Evolution

- **Today:** Our ideal customer is a restaurant format beginning to expand operations (2-3 outlets, with plans to grow to 10-20 stores in the next 3-5 years).
- **Future:** By developing a SaaS alternative, we will also position ourselves in the "Red Ocean."

Agency or platform? How do we position ourselves?

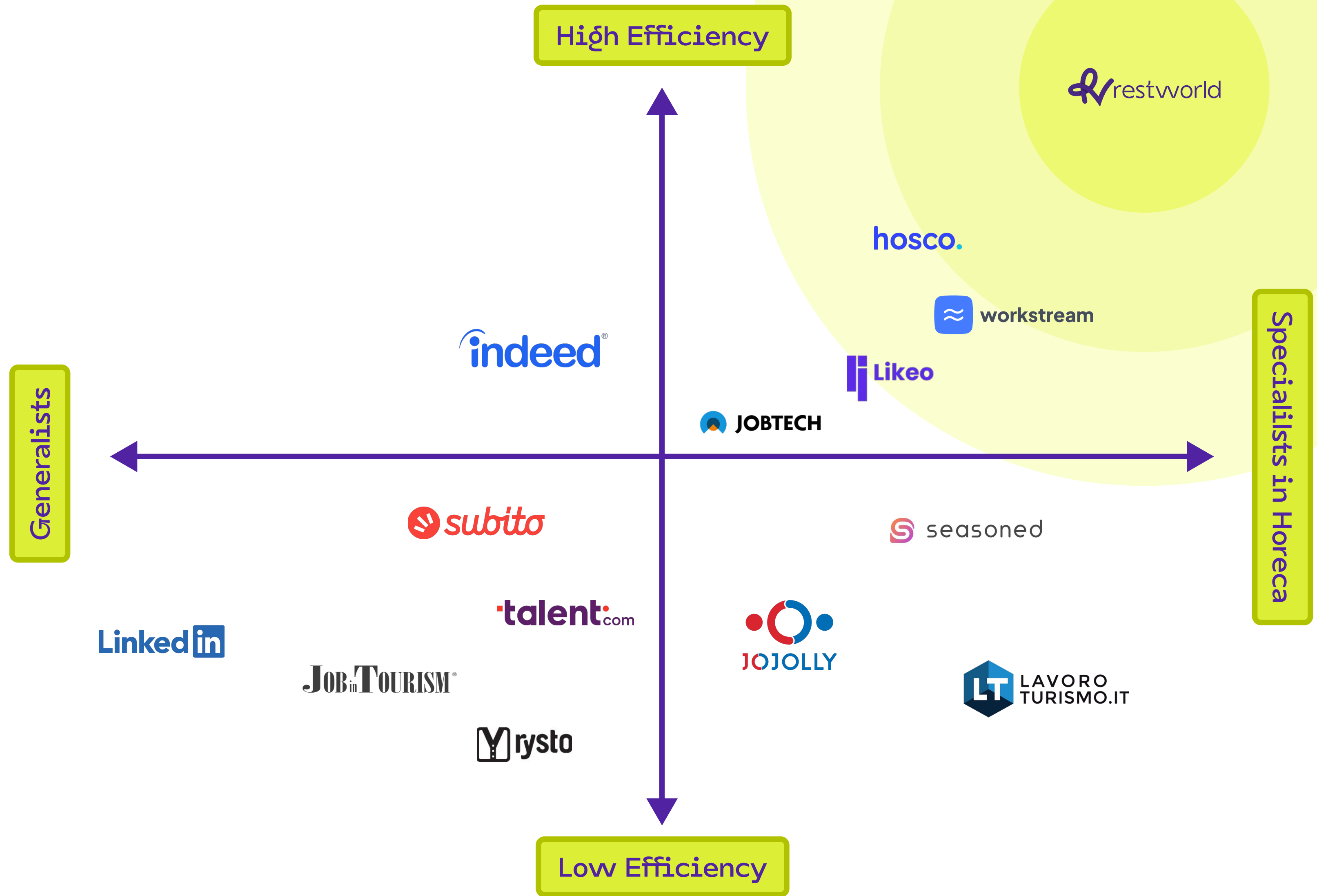
Specialization

Offering solutions with dedicated tools, recruiters trained specifically for the Horeca sector, and a vertical community. This tailored approach allows for greater specificity in the services provided.

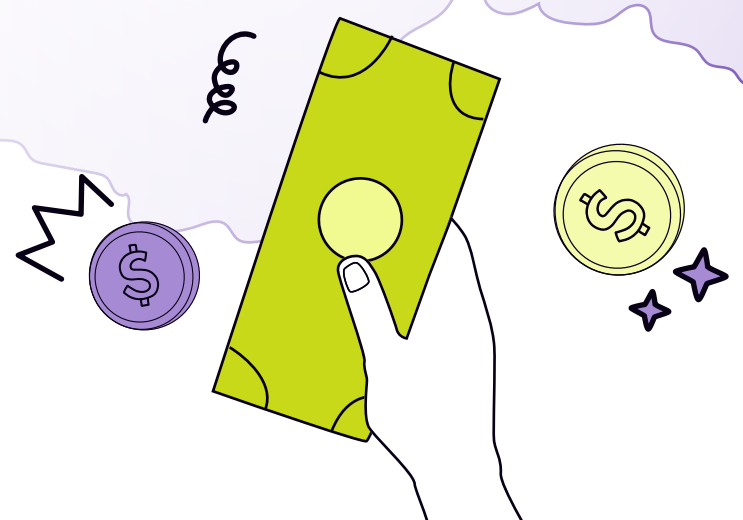
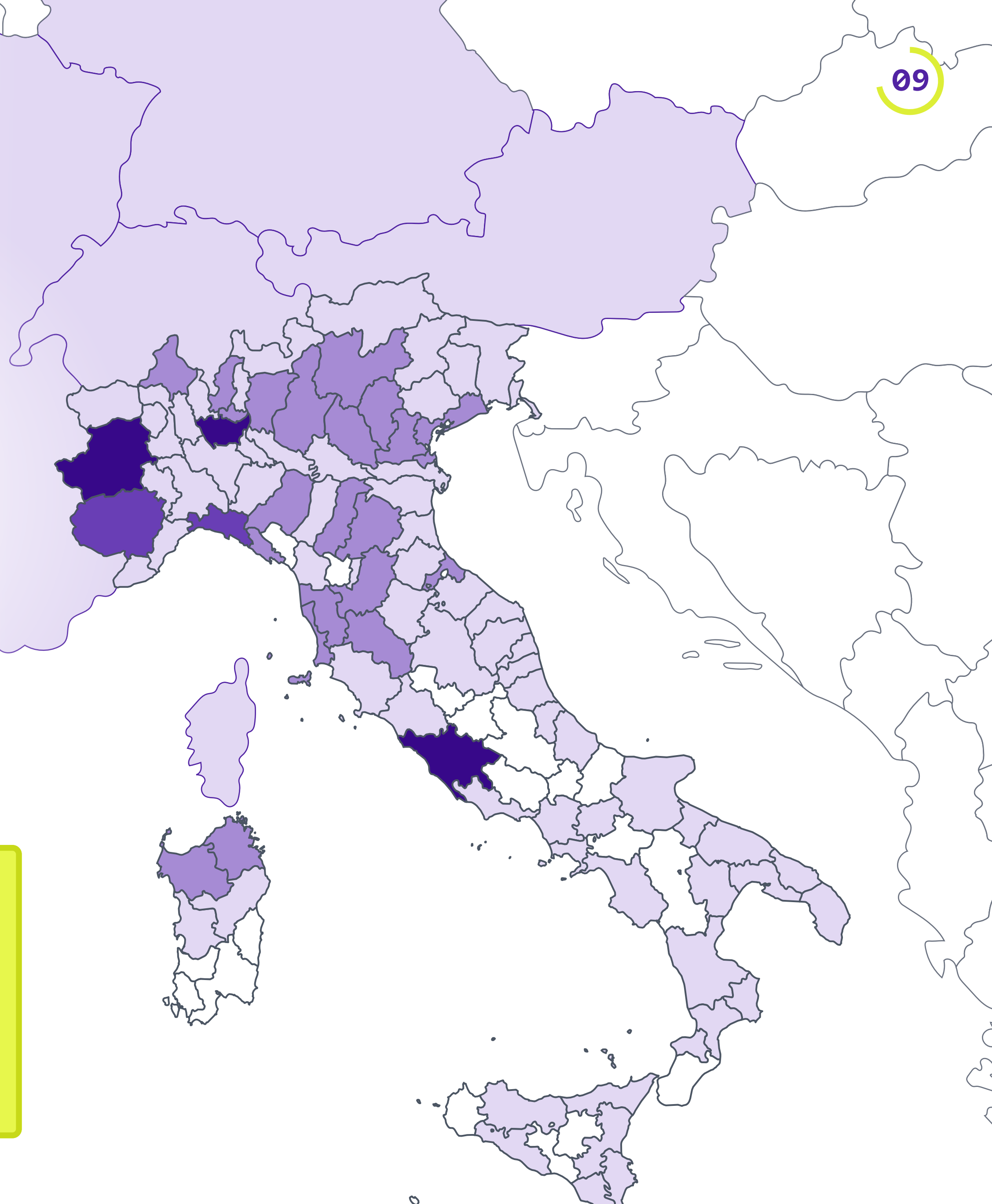
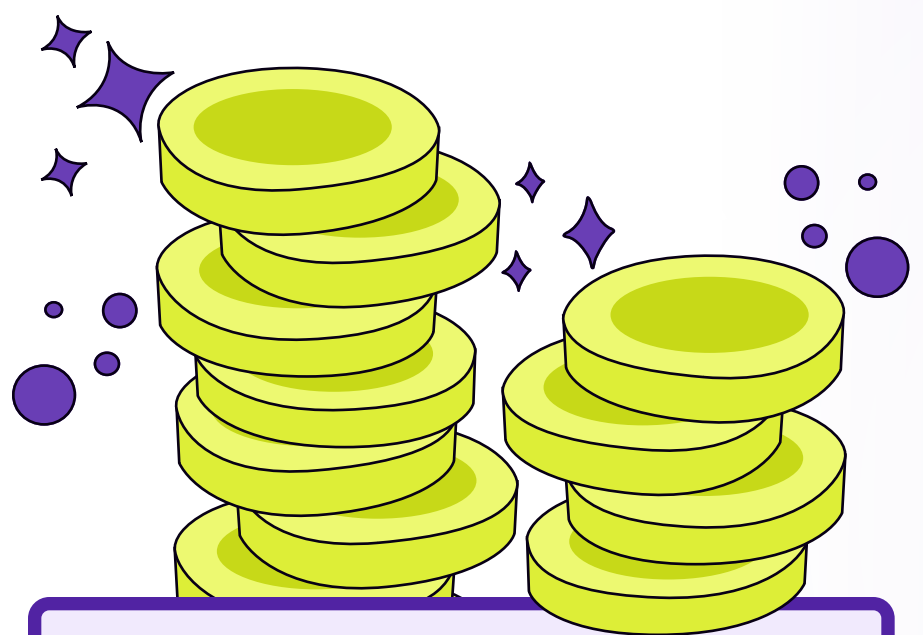
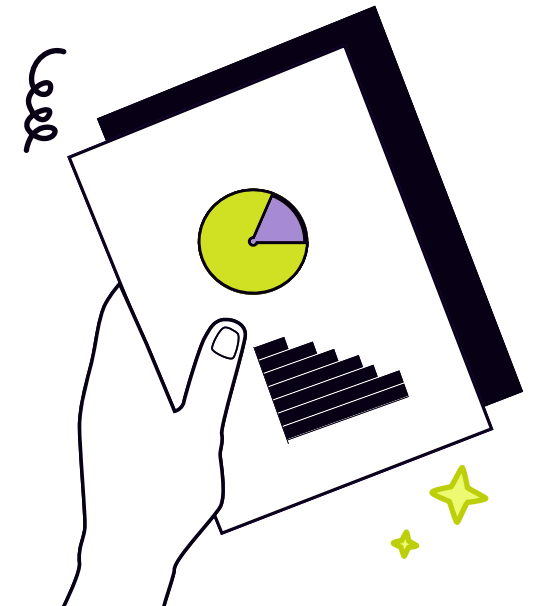
Efficiency

Efficiency is determined by:

- Time to hire
- Company engagement time
- Quality of match
- Operation cost
- Success rate



Traction until today



Revenue 2024
>1M€
x3 vs. 2023

ARPU
490€
Average revenue per customer per month

LTV
3.2k€
Life time value is still growing!

CAC
280€
Fixed + variable cost

LTV/CAC
x 11
😎😎😎

From startup to scaleup! Our growth plan in a nutshell

Briefly	2022	2023	2024	2025	2026	2027
Revenue	€ 148k	€ 455k	€1.1M	€ 3.4M	€ 9M	€ 20M
COGS	-€ 82k	-€ 205k	-€ 0.5M	-€ 1.2M	-€ 2M	-€ 4M
Gross Profit	€ 66k	€ 250k	€ 0.7M	€ 2.2M	€ 7M	€ 16M
Gross Margin	45%	55%	61%	65%	76%	80%
OPEX	-€ 130k	-€ 210k	-€ 0.4M	-€ 0.6M	-€ 2M	-€ 3M
HR	-€ 179k	-€ 253k	-€ 0.8M	-€ 1.3M	-€ 3M	-€ 6M
EBITDA/Revenue	-164%	-47%	-36%	9%	22%	35%
EBITDA	-€ 243k	-€ 214k	-€ 0.4M	€ 0.3M	€ 2M	€ 7M

Last month to invest in a 1M€ seed (pre-money valuation is 4M€)

Use of funds

500k€ Tech development

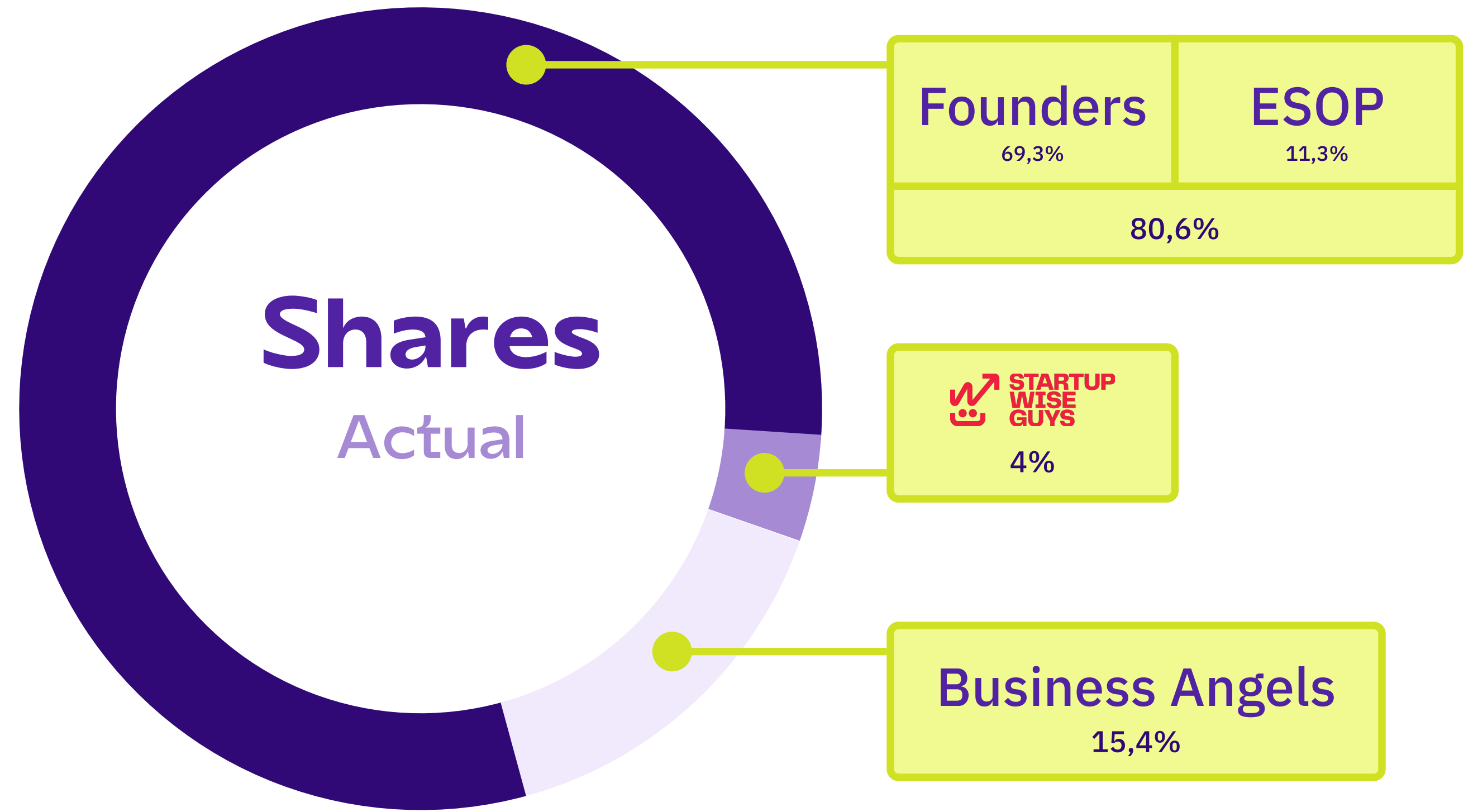
- Customers platform 2.0
- AI development and integration
- 100+ platform languages translation

300k€ Marketing & sales

- Growing the sales team
- New BDR integrations
- Develop the partner program from 12 to 50 partners

200k€ Worker acquisition

- Reach the 25% of the italian workforce in hospitality
- Invest in social media, advertising, influencer marketing, engineered word of mouth



Who are we? An ambitious, cross-competent and skilled team

Persone Chiave


Luca Lotterio
CEO
MBA, 10 years in hospitality



Davide Lombardi
CSO
Psychologist of work, Sales



Arianna Dani
COO
Economist and team leader



Lorenzo D'Angelo
CFO
Management engineer



Edoardo Conte
CTO
Data Scientist



Team

Tech - 4
Rizwan, Lawrence, Dibyan, Ayush, Andrea - Frontend, Backend, PM

Sales - 2
Emanuele, Enrico, Simone
Head of Sales, Inbound Sales


Marketing - 2
Gianmarco, Elisabetta
Head of Marketing, Community Manager


Our recruitment team is comprised of:
7 members today
different backgrounds in restaurants or staffing agencies

Senior Advisor

Bennet Sung

Fractional CMO at Restworld with over 15 years of experience in HR Technology startups and scaleups in America, managed budgets over 100 million euros.

Annamaria Castellano

Senior consultant with 30 years of experience in organizational psychology and HR processes at companies like Ferrero and Stellantis.

Matteo Telaro

Over 30 years of experience in opening and managing restaurants. Consultant in commercial networks and the beverage industry for Heineken.

Arrigo Bodda

Former HR director at companies with over 10,000 employees, now invests in startups and provides consulting for HR scaleups.

Bon appetit!



Contacts

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