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AI powered catering
allicater.com



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Problem

Market Fragmentation

- Difficult to choose between 3,000 caterers in Estonia and over 40,000 in the region (Baltics & Finland)
- 500,000 potential B2C customers with unique needs in Estonia only + B2B

Time

- Customers wait too long for offers
- Rejected offers are a waste of time for caterers

Market Accessibility

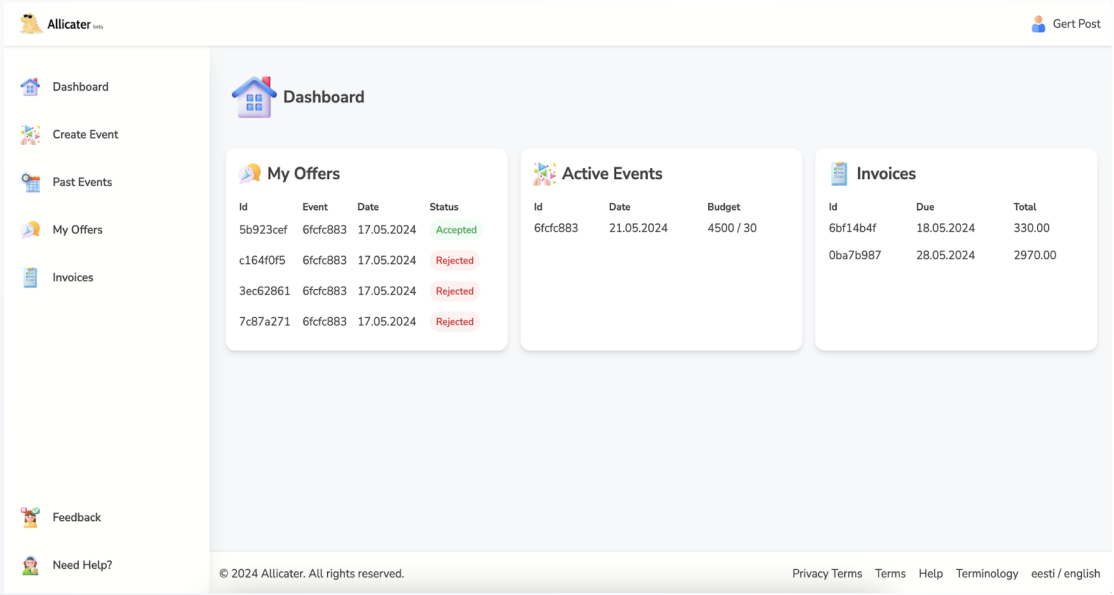
- Both B2C and B2B clients struggle to find suitable catering services, as they must browse multiple sources
- Caterers need to spend time and resources on marketing and sales

Trust & Communication

- Offers made to customers are in different formats & difficult to compare
- Communication with several parties can create inefficiency

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Solution



Introducing a web and mobile app that sends catering requests only to best matching caterers aligned with customers' needs.

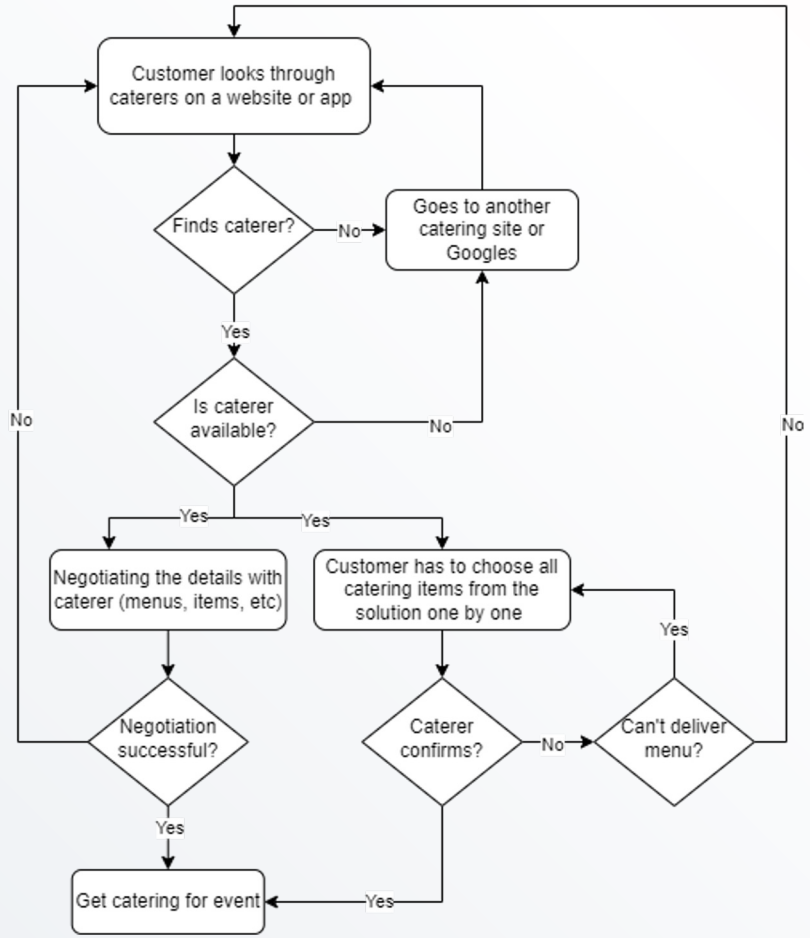
Allicater AI streamlines the process by promptly generating initial offerings on behalf of the caterers.

The platform also incorporates analytical tools for caterers, leveraging machine learning to enhance their capabilities.

dashboard.allicater.com

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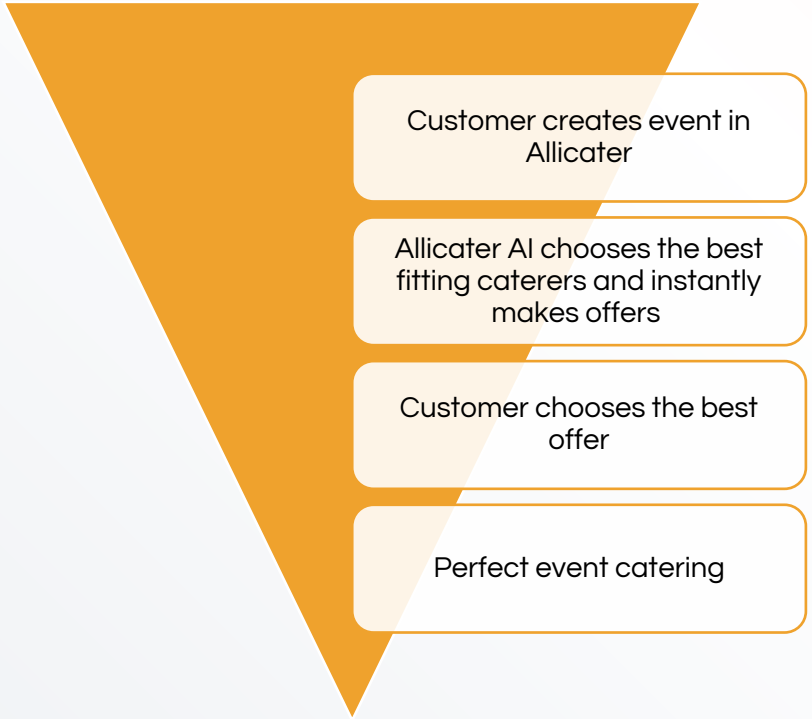
Current Catering Ordering Process



- Browsing through caterers can take hours, even days
- Hard to find a good match
- Caterers run their businesses in different ways

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Allicater Ordering Process



- Catering offers straight away after event creation & access to caterers' full menu
- Saves customers & caterer time over 90%
- Close to perfect match

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Market

Catering is growing 50 percent faster than the overall restaurant industry.

Demand for catering is coming from a wide range of industries and private customers'.

5–8% CAGR in the catering industry

3,000 caterers in Estonia, over 40,000 in the region (Baltics & Finland).

260 million € market Estonia
500 billion € market worldwide

AI-powered event planning solutions are predicted to increase efficiency by 20% in the next year

We have started with the Estonian market and scale up to neighbouring countries.

Sources: stat.ee, ariregister.rik.ee, ezcater.com, Fast Company

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Core Team

We have built an impressive core team of five professionals with previous experience at Nokia, Playtech, University of Tartu & Fractory



Gert Post
Founder & CEO

MSc IT, 20 years in software development & management. Nokia, Playtech, Quretec, University of Tartu.



Gromet Spaal
Co-founder & CTO

BSc CS, 8 years in software & hardware development. University of Tartu, SmartStuff.



Assar Jõgar
Industry Advisor

25+ years in restaurant business & entrepreneurship. Founder of Vein & Vine wine bar. Head organizer of Tartu Wine & Food Festival.



Villem Hion
Sales Advisor

BA, Goldsmiths College, U. of London. Head Of UK Sales & Operations at Fractory



Kristo Kaskpeit
Marketing

BSc, 20 years in marketing, creative & copywriting. Betsson, Cinema Sõprus, Vaas, Yggdrasil Gaming.

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Traction

- Beta version running from March 2024
- 40+ catering partners (Põhjala, Gustav Catering, Humal, Jahh Catering etc)
- 120+ registered customers including Nortal, A. LeCoq, LHV (current growth 3–4 new users per week, 1–2 new events)
- 65,000€ worth of catering requests (~2,500€ per event) from March 2024
- 10+ caterings delivered including for Nortal AS, Tartu 2024, Eesti Loodusfond, Eesti Arhitektuurikeskus, Kaitseliit & B2C clients

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Business Model

5–15% commission on every successful catering order placed by a customer

Year	Gross Revenue	Net Revenue	New Markets
2024	300,000 €	25,000 €	Estonia
2025	3,600,000 €	300,000 €	Finland
2026	10,800,000 €	1,000,000 €	Scandinavia
2027	60,000,000 €	5,000,000 €	

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Competitive Landscape

Most competitors offer listing-type catering databases where customers must search for caterers that fit their event. Based on our customer feedback, we believe this approach is wrong and should be reversed.

Company	Website	B2B	B2C	Pricing	Market	Speed
EZ Cater	ezcater.com	yes	no	15%	USA	Slow
Fooda	fooda.com	yes	no	>50$	USA	Slow
ZeroCaterer	zerocater.com	yes	no	7%	USA	Slow
CaterCow	catercow.com	yes	yes	11–16%	USA	Medium
Leiacatering	leiacatering.ee	yes	yes	10%	Estonia	Medium
Allicater	**allicater.com**	**yes**	**yes**	**5–15%**	**Estonia+**	**Fast, AI support**

Slow speed means that the customer needs to know the caterer beforehand or browse through hundreds to find the right one just to make a request.

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Go-to-Market Strategy

		Current		Estimated	
Item	Focus	Budget (month)	CAC	Budget (month)	CAC
Google Ads	B2C	100	40	300	40
Facebook Ads	B2C > B2B	100	5	400	5
Linkedin Ads	B2B	-	-	300	50

Word of mouth, partnerships with venues and visibility at events.

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Funding

Looking for pre-seed 50,000 – 150,000€

Item	Total cost 2024 (€)	Notes
Labor Costs	100,000	6 people end of 2024
IT	15,000	Computers, Licenses, Subscriptions
Marketing	5,000	
Office	5,000	Rent, Supplies
Services	10,000	Outsourced services (Accounting i.e)
TOTAL	**135,000**	Projected net revenue 40,000 – 60,000

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History & Goals 2024

Item	Q1	Q2	Q3	Q4	TOTAL
Event Requests	10,000 €	30,000 €	100,000 €	500,000 €	640,000 €
Gross Revenue	5,000 €	15,000 €	40,000 €	250,000 €	300,000 €
Net Revenue	0 €	300 €	3,500 €	20,000 €	25,000 €

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Milestones

2023 Q4 - Establishing the company, creation of prototype, finding partners (caterers).

2024 Q1 - Starting demo with real caterings.

Software development from MVP to actual product.

2024 Q2 - Backlog development. Marketing.

2024 Q3 - Funding. Recruitment. App development. Marketing.

2024 Q4 - 200 caterings made per month. Recruitment. Marketing

2025 - Expansion to other countries in the region.

2026 - Expansion & market growth.

2028 - Possible exit(s).



Get in Touch

Contact Information

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