

Bar App is an on demand delivery platform that brings your favorite beers, wine and spirits to your doorstep.

TEAM

Gisella Solis

co-founder - CEO

Industrial Engineer with 4 years experience in the financial industry.

Luis Carlos Aliaga

co-founder - CDO

Computer Engineer with 5 years of experience working as a data analyst.

Lucy Tobaru

co-founder - CCO

Graphic Designer with 5 years of experience working in advertising & branding

Giulio Mondonedo

co-founder - CTO

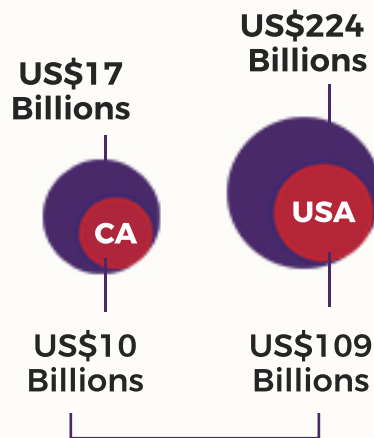
Computer Engineer with 6 years of experience working in Agile software projects.

PROBLEM

The process of buying alcohol has remained largely the same for decades, not keeping up with **changing consumer habits**. Millennials demand convenience in every aspects of their lives.

Brands and retailers **lack the technology to track detailed consumer behaviour** and alcohol consumption **in real time**. Mobile can change that.

OPPORTUNITY



65% of which is **consumed at home** or at someone else's home.

SOLUTION

Bar App is an **on-demand delivery platform** for beers, wine and spirits.

We connect legal age drinkers to local liquor stores across the city, showing their real time products & offers.

TARGET MARKET

- **Legal age millennials** who consume alcoholic beverages and are familiar with digital technologies.
- **Brands and retailers** looking to make better business decisions with the support of real time data & analytics.

BUSINESS MODEL

1. Fee on each sale realized through the app;
2. Brand advertisement;
3. Selling data & analytics to stakeholders in the industry.

WHY INVEST?

Timing: Internet access is increasing rapidly and this is changing the ways in which people live, work and shop. Alcohol industry is set to be entirely disrupted by digital.

Team: Multidisciplinary team with experience on software and industry operations.

Technology: We have developed an easily scalable business. One of the reasons behind our scalability is our ability to adapt to each city's alcohol regulations.

ACHIEVEMENTS

We **cover 50% of Lima's metropolitan area** (a city with over 8 million people).

+1,500 registered users

+2,500 orders delivered

US\$ 65,000 or S/220,000 in revenue



Winners of the last batch of **Startup Perú** (the biggest competition of Startups in Perú).



Accelerated by LATAM Startups.

CONTACT

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