DELIZIA

Innovative restaurant business system

CONTENT

# Introduction
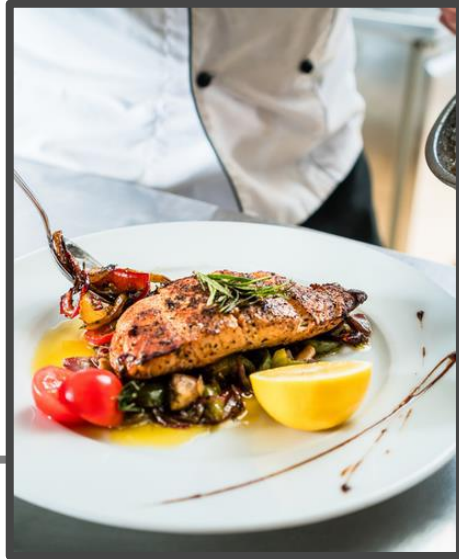
Information technologies

With every passing year information technologies deeper penetrate into our life. Online banking, calling of a taxi, paying for mobile communications, food delivery—all this routine actions are transferred to smartphones, and now people do not remember that there was the time when these actions were performed in another way.
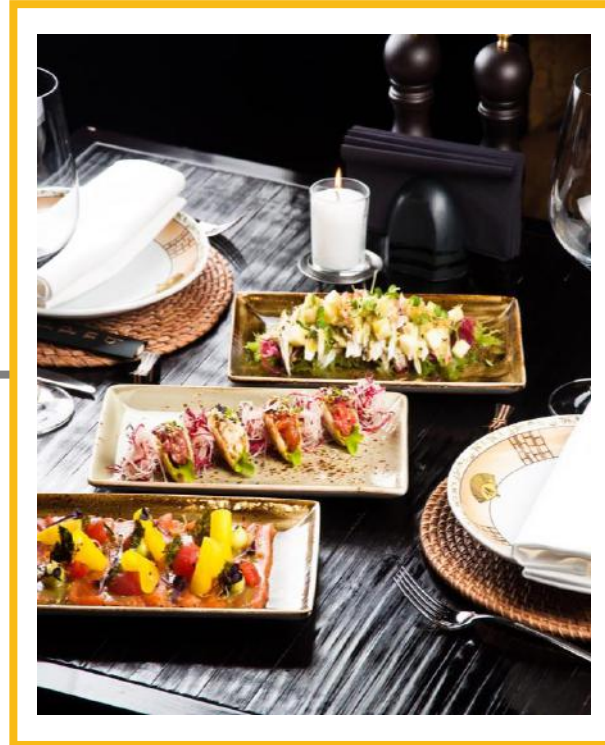
Fast developing field of economics

As a result, HoReCa (Hotels, Restaurants, Catering), or the hospitality industry, is the most profitable and fast developing field of modern economics.

Problem of the HoReCa global market

But the HoReCa global market is highly intensive with regard to the key market parameters: capital, management, marketing and personnel, which greatly increases the level of competition and impedes appearing of new market players.

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Global Needs

Needs and Trends of the Market

Today, automation of interaction with the customer is the most popular and preferred solution towards which the whole market is moving. However, purchasing of expensive terminals and spending millions of rubles on software development is just about copying of the functionality of competitors.

The market feels the need of a shared cloud platform which could provide an access to orders without involving a waiter or a cashier and would not require installation of expensive terminals and development of software but use smartphones of guests of catering facilities instead.

User Needs

Today's users have already used to make their choice via a uniform platform: it is very handy when you can find all facilities matching the required criteria at once, read reviews and see ratings.

Instead of many applications for different restaurants each of us would prefer to have one application with a uniform interface that would not require from us to sort it out over again.

Customers became more well-minded, more often they are interested in discounts and special offers. Their expectations have also changed: requirements to dishes, quality and speed of service grew up.
Various bank cash backs, loyalty savings cards and group buying are very popular now.

What if … ?

And what if users paying by card were getting remuneration in a form of points for visiting a restaurant in addition to a common cash back? And these points could be spent in any catering facility instead of a certain one. What if it were possible to learn about promotions in restaurants within a uniform ecosystem? What if users were getting push notifications on promotions in their favorite restaurants without downloading an application for each of them?
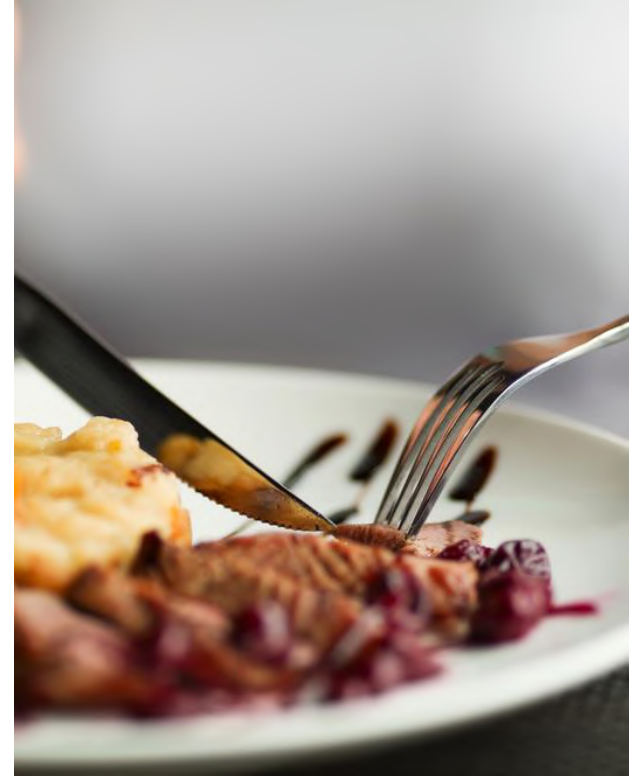
Delizia Application

Delizia is intended to address all these challenges. It is a mobile application based on geolocation, blockchain system, smart contract technology and use of QR codes. The Delizia mobile application for iOS and Android, and a web application accessible from any browser are developed. The service will allow to speed up and simplify the process of servicing in the HoReCa industry which will make life of guests, staff and restaurant keepers much easier. Now it will be possible to manage your order in a catering facility by your own using your mobile phone.

Using The Delizia Service

Installing the Delizia application any guest:

Pay the order
pay the order with either a bank card or a cryptocurrency without waiting for a waiter

Online
easily find a restaurant and book a table online

Any language
read a restaurant menu in any language

Best offers
learn about its best offers and promotions

Information
will immediately get all information about a restaurant

Any restaurant using the Delizia service will both optimize and automate business processes and increase an average bill value, and a customizable bonus and loyalty system will help it to attract new clients and retain existing ones.

The Benefits Of Our Project

Delizia Application

Our main benefits are listed below:

For Business

- Reduction of labour costs
- Faster customer service
- User-friendly menu editing tool
- Powerful marketing tool
- Ensure better average bill value

To Guests

- Time saving
- High quality service
- User-friendly interface
- Reliable opinions and ratings
- Detailed information on menu

To Investors

- Coin-option with high liquidity
- Resistance to speculations on the exchange
- Available and transparent investments
- Automation of fulfilment of obligations

Project Description

The proposed solution consists of the following functional units:

E-Menu

The menu includes images of dishes grouped by categories.

Loyalty System

A loyalty system is planned to be implemented within the application.

Comments and Reviews

In the Delizia application guests of a restaurant will be able to leave their feedback for the compensation.

Marketing and Analytics

Using Delizia a restaurant will be able to analyze its work easily.

Automation and Payment of Orders

A person paying via mobile application do not feel that the money is real.

E-Menu

The menu includes images of dishes grouped by categories.

There is a pass-through unit with recommendations that can be edited by an administrator and/or a manager

A restaurant keeper will be able to create a combination of dishes by recommendations: ordering one dish a guest will be offered to order an accompanying dish, for example, a tea or coffee for a dessert. This way the application extends a client's order, and so an average bill of the restaurant will be increased.

A restaurant keeper will be able to change contents of the menu, immediately put items on stop or add new dishes without wasting time or money on printing.

Comments and Reviews

In the Delizia application guests of a restaurant will be able to leave their feedback for the compensation in a form of Delizia coins (local currency of the application). Such reviews—either about a facility or a dish—made under no pressure will not be 'bad' or 'good' but as true as possible instead.

Loyalty System

A loyalty system is planned to be implemented within the application. Users will get local points for all purchases in the application as well as for any reviews they leave and grades they give.

Marketing and Analytics

Using Delizia a restaurant will be able to analyze its work easily.
Restaurant keepers will get an opportunity to know their clients in person and understand their tastes and preferences. Analytics of the Delizia system makes it possible to make a full portrait of a guest including a potential one. A guest's name, age, location, average bill in restaurants, grades given to dishes and facilities, specific preferences of dishes—with Delizia everything is possible. Thus, the restaurant gets a powerful marketing tool to set up a mailing list for the most interested audience and with a high conversion.

A restaurant will offer the dishes which a guest will order with the utmost probability. Having a detailed statistics and a full information about each guest, a restaurant keeper with the help of an artificial intelligence system with a computer- assisted instruction which analyses a huge body of data on user preferences can configure a list of recommended dishes so that any person would like to try them.

Automation and Payment of Orders

Thus, if a bill is paid via a restaurant application, an amount of an average bill increases by 10% to 15%. In case of non-cash payment people do not notice that they spend more money, their shopping capacity seems unlimited to them. And spending a bit more than usual, they won't be low in pocket.

A person paying via mobile application do not feel that the money is real. That's why many guests choose a higher percent of tips without a moment's hesitation.

Coin Model and Loyalty System

It is planned to implement our own cryptocurrency within the Delizia project.

Guests can use the Delizia coins to pay orders in the application. The Delizia coin is a primary tool to keep users inside the ecosystem and increase their loyalty. The Delizia coins can be exchanged for fiat money, i.e. turned to cashback paid to a user for performing of target actions within the application

Every user can pay the whole order or a part of it with the Delizia coins in a restaurant.

When a user tries to pay with the Delizia coins, an offer to sell the user's coins on the internal exchange of the application will be generated. After that, the Delizia coins will be converted to the fiat money which will be credited to the account of the restaurant keeper. Thus, the user will be able to pay the orders with the Delizia coins received within the system which inspires the user to make more orders in the system and to earn the Delizia coins by taking particular actions.

Technical Specifications and Reward System

Technical specifications

Technical specifications	
Coin name	Delizia
Symbol	Deliz
Type	PoS/MN
Algo	Quark
Block time	60 sec
Min Staking age	4 hours

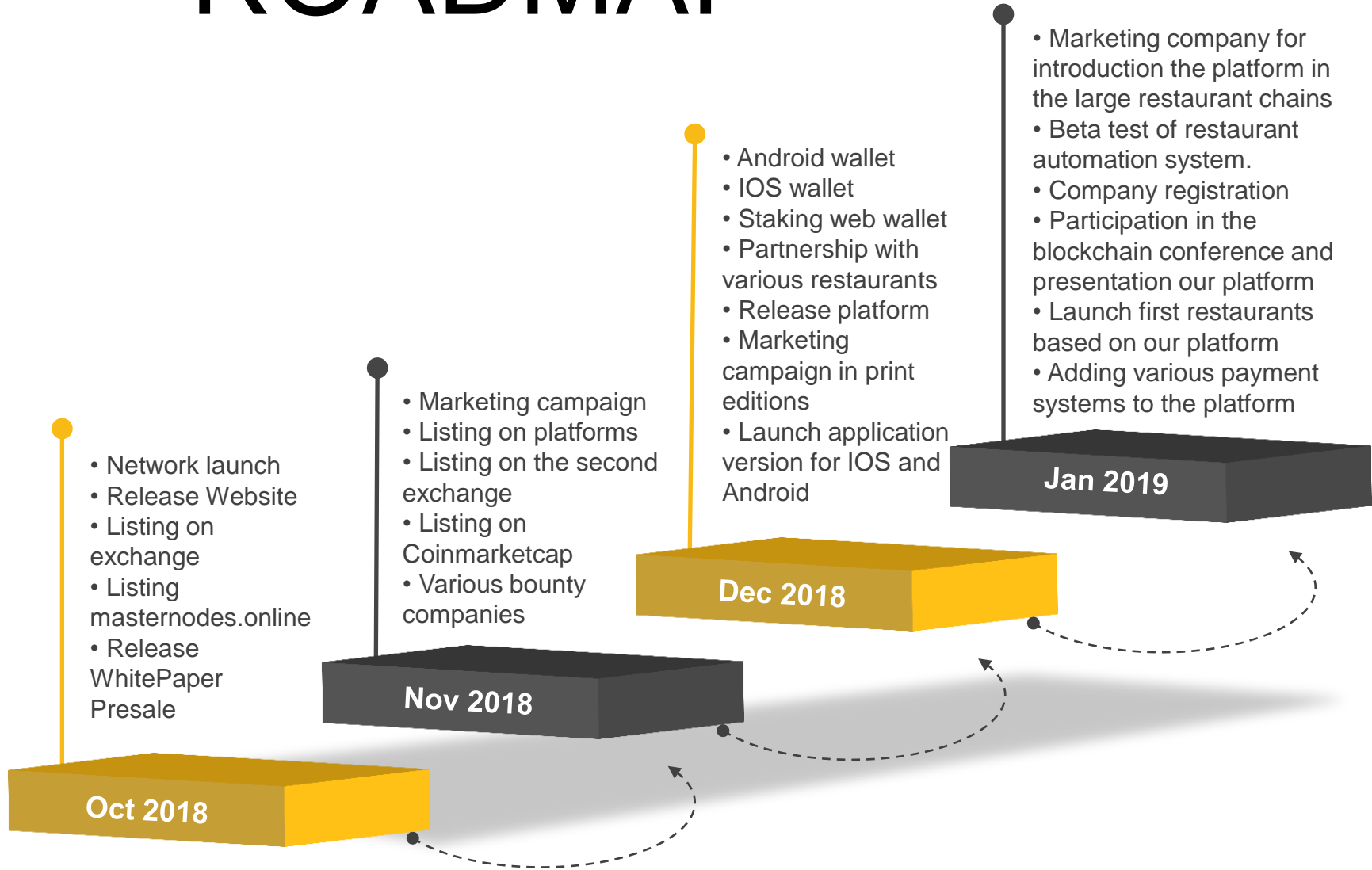## Technical specifications

Technical specifications	
Rewards	MN 85%/PoS 15%
Maturity	150 blocks
Masternode Collateral	2500
Max Coin Supply	150000000
Premine	135000

Reward system

Reward system	
Block №1 premine	135000 Deliz
Block №2-8000	1 Deliz
Block №8001-50000	8 Deliz-50 Deliz *
Block №50001-90000	50 Deliz-10 Deliz **
Block №90001>	10 Deliz

* - from block 8001 - 8 coins reward an increase in the remuneration of each block by 0.001 to 50000 blocks

** - from block 50001 - 50 coins reward decrease in the remuneration of each block by 0.001 to 90000 blocks

ROADMAP

Oct 2018
- Network launch
- Release Website
- Listing on exchange
- Listing masternodes.online
- Release WhitePaper Presale

Nov 2018
- Marketing campaign
- Listing on platforms
- Listing on the second exchange
- Listing on Coinmarketcap
- Various bounty companies

Dec 2018
- Android wallet
- IOS wallet
- Staking web wallet
- Partnership with various restaurants
- Release platform
- Marketing campaign in print editions
- Launch application version for IOS and Android

Jan 2019
- Marketing company for introduction the platform in the large restaurant chains
- Beta test of restaurant automation system.
- Company registration
- Participation in the blockchain conference and presentation our platform
- Launch first restaurants based on our platform
- Adding various payment systems to the platform

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Thank you for attention!