



CRAVITI

The Next Chapter of Café Culture.

PRESENTED BY –
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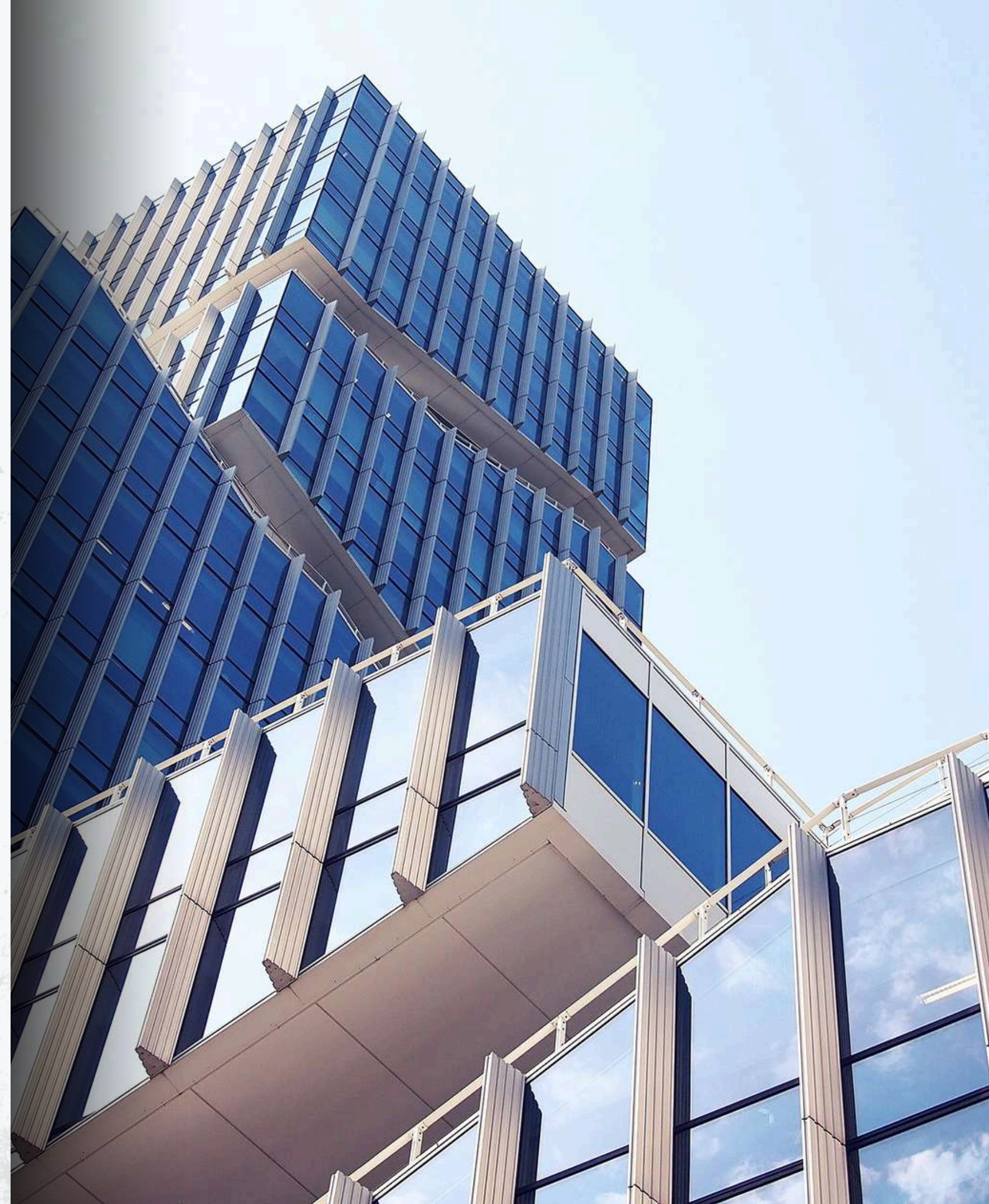


CRAVITI

ABOUT OUR COMPANY

Craviti is redefining how customers connect with cafés. We're building a loyalty-powered café discovery platform that rewards users for their daily coffee rituals while empowering local cafés with seamless visibility, customer retention, and growth. Through a point-based reward system, exclusive deals, and smart recommendations, we turn casual visits into lasting relationships all within a sleek, gamified app experience. Craviti isn't just another food-tech idea it's a movement to bring back community, personalization, and value to everyday café culture.

We're not just helping people find coffee.
We're helping them find reasons to come back.





PROBLEMS



Cafe Owners

- **Low Footfall & Visibility:** Independent cafés struggle to attract consistent customers in a saturated market.
- **No Cost-Effective Marketing Tools:** Digital ads are expensive and unreliable for local businesses.
- **Poor Customer Retention:** Most cafés lack a loyalty system that keeps customers coming back.

Customers

- **No Real Incentive to Be Loyal:** Most people don't return to the same café because there's no reward to do so.
- **Scattered Discovery:** Users rely on random searches or outdated reviews to find cafés with no smart, curated discovery platform.
- **Missed Value:** People spend money but receive no lasting value or perks from their café visits.

Industry-Level Gap

- **Disconnected Ecosystem:** No unified platform exists that bridges daily café habits with a rewarding experience unlike what Zomato/Swiggy do for food delivery.
- **Loyalty = Boring:** Traditional loyalty cards are outdated, static, and easily lost. They don't feel rewarding or exciting.



SOLUTIONS

We're not just building an app we're designing a movement. At Craviti, we turn café visits into a game of rewards, loyalty, and unforgettable vibes. Cafés get real footfall, not empty promises.



Cafe Owners

- **Free Digital Visibility:**
We bring cafes onto a modern platform where they get exposure without upfront marketing costs.
- **Performance Based Model:**
Pay only when customers visit. No subscriptions in early phase = zero risk.
- **Built-in Loyalty Engine:**
A gamified point system that drives repeat visits increasing lifetime value per customer.

Customers

- **Rewarded for Every Visit:**
Users earn points for cafe visits, redeemable for real items like free coffee turning every outing into something valuable.
- **Smart Discovery:**
A curated map of nearby, vibe-rich cafes only showing walkable partner locations around you, because no one wants to hike 2km just for a latte.
- **Points Top-Up System:**
Forgot your wallet? Low on points? Just top-up with a small amount to unlock that free treat. It's rewarding, accessible, and seamless.

Platform-Level Innovation

- **Gamification of Loyalty:**
We turn café-hopping into an experience — think achievements, milestones, and unlockables.
- **Community-Driven Growth:**
Organic word-of-mouth grows as users share rewards, reviews, and hidden gems with friends.
- **Tech-Enabled Tracking:**
Real-time analytics for café owners to understand user behavior, peak hours, and retention curves.



PRODUCT OVERVIEW



Craviti is a hyperlocal cafe discovery and experience platform designed for Gen Z and millennials who value vibe over variety. It helps users find walkable, aesthetic cafes tailored to their mood while unlocking rewards and exclusive perks through a gamified loyalty system.

Dynamic Discovery Map

A live, minimalist interface that displays only walkable-distance cafes tailored to your vibe, current time, and mood (like chill, productive, aesthetic, date, or solo). Our system prioritizes cafes within 500m to 1.2km from the user, encouraging spontaneous, walk-in friendly hangouts instead of long-distance decision fatigue.

Craviti Partner Cafes

We handpick cafes that reflect ambience, quality, and mood not just menu ratings. These venues offer Craviti-exclusive perks and digital loyalty integrations. Every cafe profile tells a story through visuals: interiors, playlists, dishes, and crowd vibe. Think Instagram worthy, without the endless scrolling.

Craviti Loyalty Card

Each user gets a digital loyalty card valid across all partner cafes no more paper stamps. Track visits, unlock rewards, and enjoy a seamless scan-to-earn system.

Crave Point System

Every visit earns Crave Points, which can be redeemed for discounts, freebies, or even exclusive access to new cafe launches and secret menus. These points aren't just for discounts they can be redeemed for actual food items. Example: Got 120 Crave Points? Use them to get a CPI20 smoothie for free at select cafes.

Pre-Booking System

allows users to reserve tables at partner cafés in advance with real-time availability, ensuring a seamless experience during peak hours. Whether it's a casual meetup, work session, or date, users can pre-book their preferred slots, add special requests, and even prepay if needed skipping queues and securing their comfort before they arrive.

Task assign feature

Craviti turns everyday café visits into a fun game through its Gamified Task System. Users complete missions like "Visit 3 new cafés this week," "Try a trending item," or "Post a Craviti reel" to earn Crave Points. Each task has levels, badges, and streaks boosting user engagement and loyalty. The more tasks users complete, the higher they climb on the Crave Leaderboard, unlocking exclusive rewards like free food, discounts, or access to special events. It's loyalty, but with a twist of adventure.



Total Available Market (TAM)

\$17.54 BILLION (2024)

Serviceable Available Market (SAM)

₹ 72000 CR

Serviceable Earnable Market (SOM)

₹5–₹10 CRORES REVENUE BY YEAR 2

MARKET SIZE

India's cafe and casual hangout market is booming, valued at over \$17.5 billion in 2024 and projected to cross \$26 billion by 2029. Fueled by the growing aspirations of Gen Z and millennials (18–30 age group), cafes are no longer just about coffee, they're social, aspirational spaces. With over 30 million young active cafe-goers across urban and Tier-II/III cities, the opportunity is massive. In just the first two years, our platform can realistically capture a ₹30–₹40 crore slice of this market through smart partnerships, hyperlocal discovery, and seamless user-cafe engagement.



MARKET VALIDATION

India's cafe culture is booming, driven by Gen Z's demand for local, social, and walkable hangout spaces. With over 200 daily footfalls at urban cafes and 70-85% of users discovering spots via social media, the shift toward experience-first, digitally native, and nearby options validates a strong, growing market ready for disruption.

- 70-85% of Gen Z consumers discover cafes via Instagram/social media.
- 83% prefer brands that reflect authenticity, local vibe, and values.
- 200+ avg. footfall per café/day in urban areas (higher for branded cafés).
- Rapid cafe expansion in Tier-II/III towns rising disposable income + aspirational lifestyles.
- Cafes now serve as hangout hubs, not just coffee spots – coworking, socializing, studying.
- Gen Z prefers walkable, nearby options over distant “destination cafes”.
- Digital payments + mobile discovery are the new normal (90%+ UPI preference).



CRAVITI

COMMISSION-BASED REVENUE

Craviti charges a fixed commission on every user-generated dine-in bill at partner cafés:

- 10% of the bill size.

CRAVE POINTS (GAMIFIED CASHBACK MODEL)

- Users receive Crave Points as cashback from Craviti's own commission pool.
- These points are redeemable for free food items listed within the app once the user's Crave Points match the required value.
- This enhances user retention without increasing café-side expenses.

FEATURED LISTINGS & PROMOTIONS

- Cafes can opt-in for boosted visibility, homepage features, or targeted discovery via vibe tags and micro-location pins (paid marketing inside the app).

BUSINESS MODEL

EVENT MONETIZATION & BRAND COLLABS (FUTURE SCOPE)

- Craviti curates social experiences open mics, local games, college hangouts and charges brands or cafes for in-app ticketing, promos, or co-branded events.

CAFE EARNS REAL FOOTFALL & MARKETING

- Craviti drives real footfall and social buzz, helping cafés grow visibility, customer visits, and engagement all with zero ad spend.



GO-TO-MARKET STRATEGY

Target Audience: Gen Z & Millennials (18–30), café-goers in urban & tier-II cities.

- Onboard 10–20 cafés for MVP testing.
- Launch referral and Crave Point reward campaigns.
- Use campus ambassadors & influencer collabs for rapid youth adoption.
- Offer early access and exclusive food deals via app.

PHASE I: LOCAL LAUNCH (DIBRUGARH – 2 MONTHS)

- Enter metros with strong digital & on-ground marketing.
- Collaborate with café chains, offer custom loyalty plans.
- Tie up with delivery platforms for deeper brand presence.

PHASE 3: TIER-I CITY ENTRY (MONTHS 6–12)

- Free food on Crave Points, first-order cashback.
- “Bring 4 friends, unlock ₹100 in food credits.”

PROMOTIONS:

PHASE 2: REGIONAL EXPANSION

(REST OF ASSAM – MONTHS 3–6)

- Expand to 100–150 cafés across major towns.
- Partner with local event organizers, host café fests and live gigs.
- Push gamified tasks to boost app usage.

DIGITAL STRATEGY:

- Instagram-first visual storytelling + meme marketing.
- Influencer seeding in food, college, and lifestyle niches.
- Paid ads focused on app installs + Crave Point benefits.



COMPETITIVE ADVANTAGE



WHY CRAVITI WINS

Hyperlocal Footfall Engine

Craviti solves the last-mile cafe discovery problem we connect users with walkable, vibe-aligned cafes, increasing actual visit conversion, not just app browsing.

Loyalty Infrastructure Across Brands

A unified Crave Points system + smart loyalty cards across partner cafes builds long-term user retention and repeat footfall a layer existing aggregators don't own.

Experience-First Discovery, Not just Ratings-Based

Gen Z doesn't search cafes, they feel them. Our mood-based UI, music filters, and visual-first discovery tap into Gen Z's behavioral shift from star ratings to social proof + vibe.

SMB-Centric Growth Flywheel

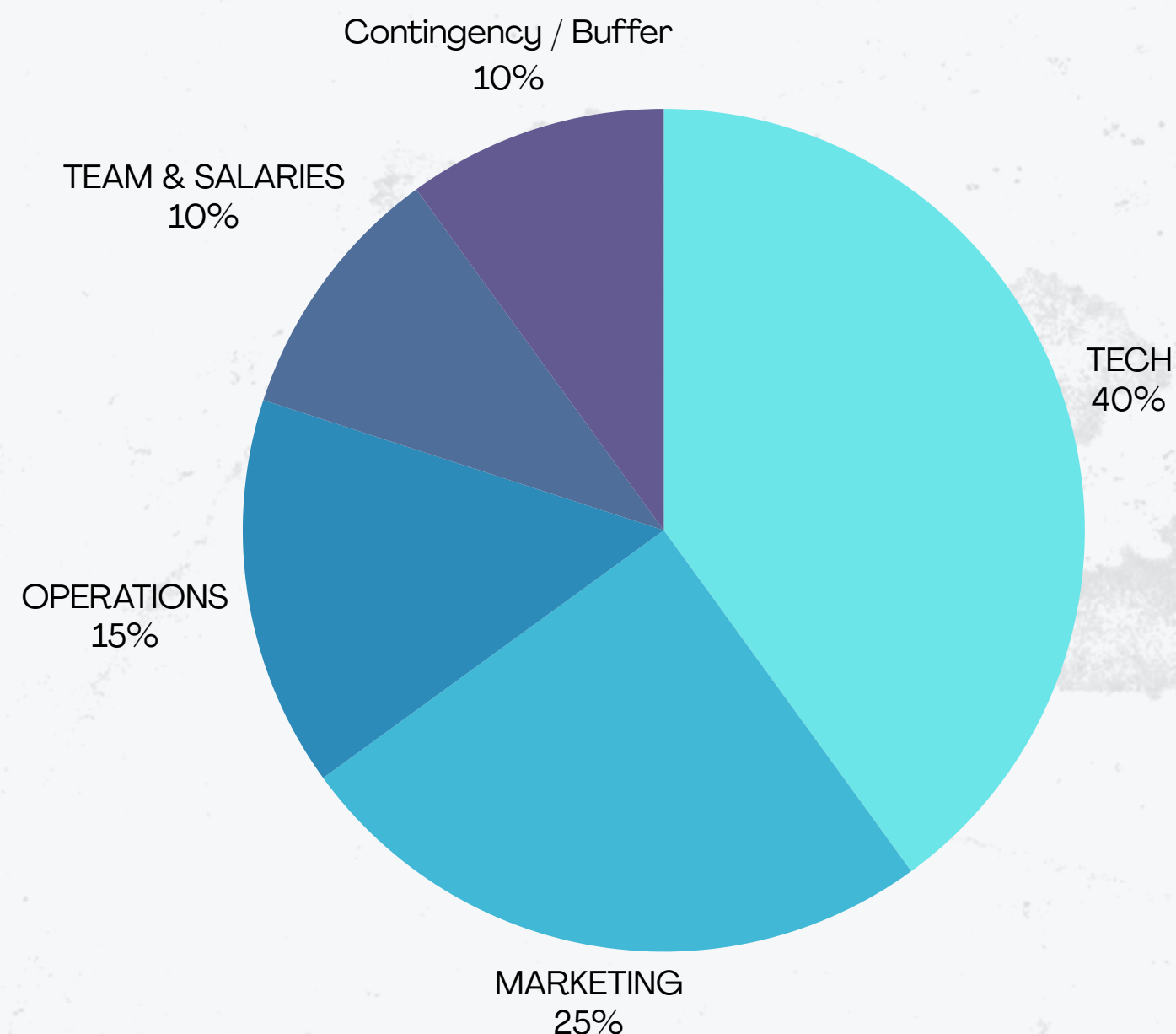
Unlike aggregators built for delivery, Craviti is built for experiential dine-in, empowering small & mid-tier cafes with visibility, digital tools, and a loyal community unlocking untapped Tier II/III markets.



Fund Ask: 4M

We're raising 4M for 7% equity to accelerate Craviti's earlystage growth and build a strong foundation.

FUND ASK & UTILIZATION



To kickstart our journey, we aim to raise 4M which will be utilized to build and refine our core product, onboard cafes, and run an impactful awareness campaign. A significant portion will go into finalizing the mobile and web platform, including the reward engine, wallet, and location-based discovery. Before launch, we're organizing a pre-launch event to generate local buzz and emotionally connect with our early adopters. We'll also offer free Crave Points to new users points that hold real value and can be redeemed for food helping them experience the benefits from day one. A portion of the funds will be used to onboard 100 cafés across Assam and support operational needs, including team salaries for our UI/UX developer, backend developer, and team manager. This lean but high-impact strategy ensures we deliver value to both users and café partners from the very beginning.



CRAVITI

FOUNDING TEAM

ABOUT FOUNDERS



SUBHAM DAS
FOUNDER | CEO

BCA student,
passionate about
bold ideas that blend
tech



AADI HANDIQUE
CO-FOUNDER | CMO

BCA student,
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Obsessed with storytelling.



DEEPANJAN PAUL
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BCA student passionate
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creativity and exploring HR
leadership



THANK YOU

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DIBRUGARH, ASSAM