

# YAZZO

Where Events and Dining  
Find Their Audience in Real  
Time

Contact: [timo@yazzo.io](mailto:timo@yazzo.io) | Website: [www.yazzo.io](http://www.yazzo.io)

# Company & Vision

[Yazzo.io](#) Oy helps cultural events, restaurants, and local experiences reach audiences in real time.

## Mission

To help experiences reach their audiences — instantly and affordably.

## Vision

To become the leading real-time discovery platform for culture and dining in Northern Europe within 3 years.





# Organizers' Challenges

- Empty seats → lost revenue
- Marketing too slow (social media, newsletters)
- Paid ads costly or ineffective
- Small players lack real-time visibility

# Yazzo Partner App

## Solution (B2B)

- Publish offers instantly
- Set discounts and seat limits
- Confirm bookings via QR code
- Basic offer free for organizers

**Greater discounts = higher visibility. No ad spend required.**

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## Consumers' Challenges

- Hard to find spontaneous, affordable plans
- Info scattered across social media
- Outdated event sites
- Prices keep people away from culture

# Yazzo App

## Solution (B2C)

Live map of nearby offers & events

Instant updates from organizers

Tap → Reserve → QR code

Follow venues & get alerts

→ The easiest way to decide what to do  
right now.

# Market Opportunity

\$3.1-4.3T

Global food-service

\$1.4T

Global live-events

€76B

Nordic hospitality

€2.6B

Finnish events

€1.6B

Helsinki restaurants

# Market Breakdown



SOM: €30M GBV

Helsinki region → 5 % capture × 3-10 % take rate → €0.9-3 M annual platform revenue



SAM: €14B

Nordics: culture + dining sectors ≈18 % of Nordic hospitality



TAM: €250-400B

Combined digital events + dining market

# Business Model

## Users pay:

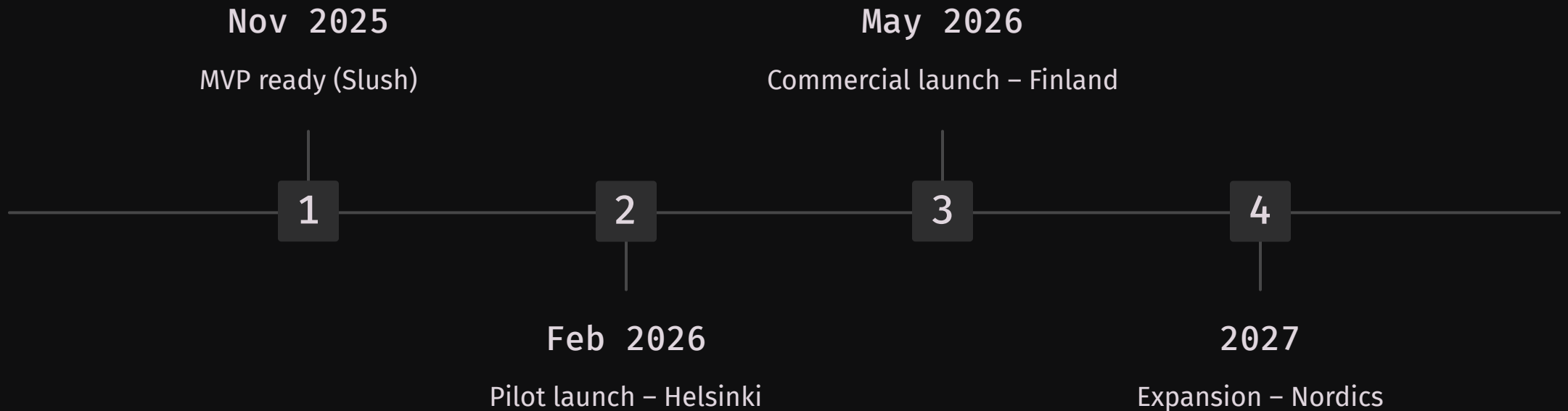
- €1.29 per booking ( $\approx$  €0.74 net), or
- €5.99/month ( $\approx$  €4.48 net)

## Organizers:

List for free, bigger discounts = better visibility

□ Balanced value: users save, organizers fill seats

# Roadmap



# Competitive Landscape

Offerilla

Discount service, not real-time

Quandoo / Tiketti /  
[Lippu.fi](#)

Reservation systems (possible  
partners)

NeoTaste / Groupon /  
TheFork

Single-sector models

Yazzo = real-time map  
across both culture and  
dining.



# Competitive Advantages



First real-time map for events + dining



Free for organizers



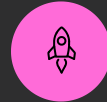
Dynamic offers & QR redemption



Strong cultural networks



Partner potential with  
booking/ticketing



First-mover advantage in Nordics

# Team



**Timo Saari**  
Founder & CEO

25 yrs culture, Hive Helsinki dev



**Venla Ilona Blom**  
Co-founder & PR

Award-winning artist & producer

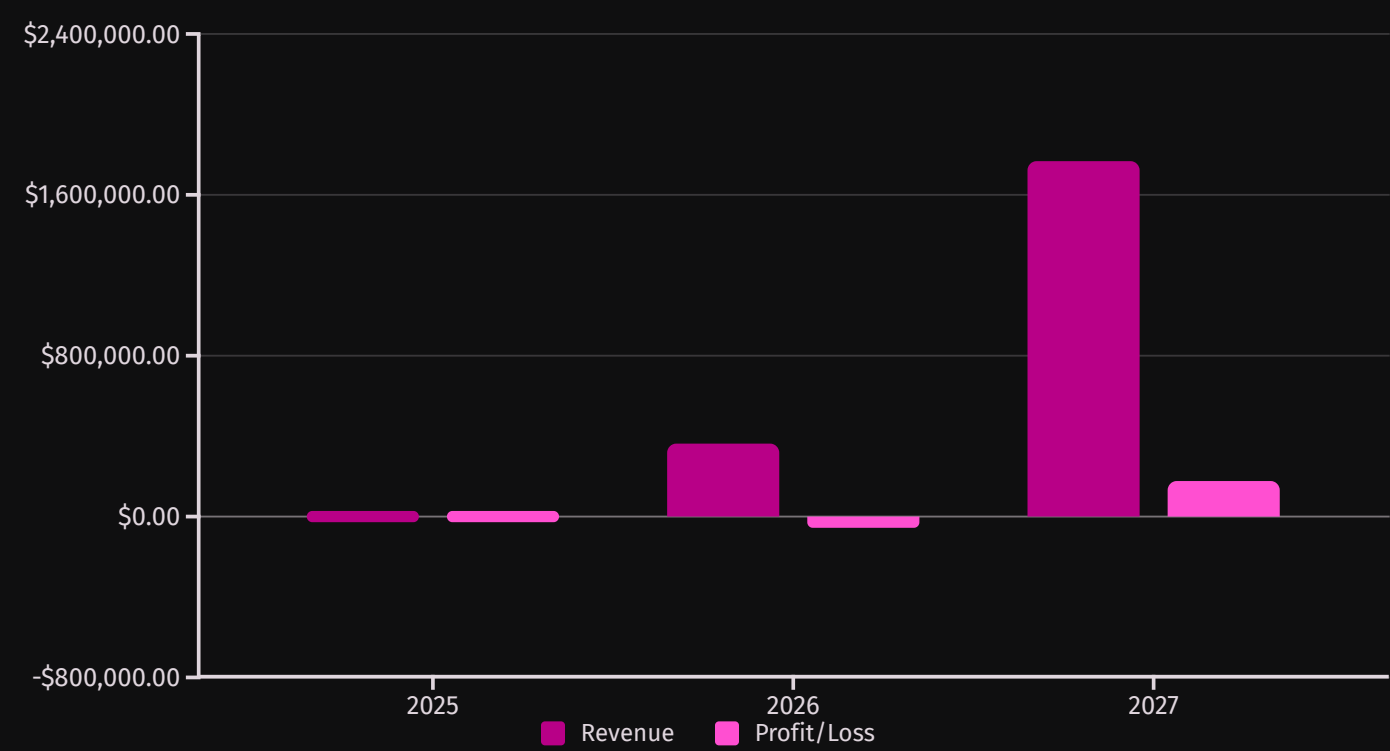
## Next hires:

Full-stack dev, Visual dev, CFO (2026)

## Team size goal:

5–7 by end 2026 · 20 by end 2027

# Financial Outlook



**2025** — –€6.8k (development)

**2026** — €363k / –€56k (growth & marketing)

**2027** — €1.77M / +€171k (20k subs · 78k bookings)

Funding Ask

Seeking €200,000

2026

Use of funds:



Product development



Marketing & customer acquisition



Key hires



Yazzo isn't just an app – it's a new way to discover culture and dining.

Yazzo – Where Events and Dining Find Their Audience in Real Time.