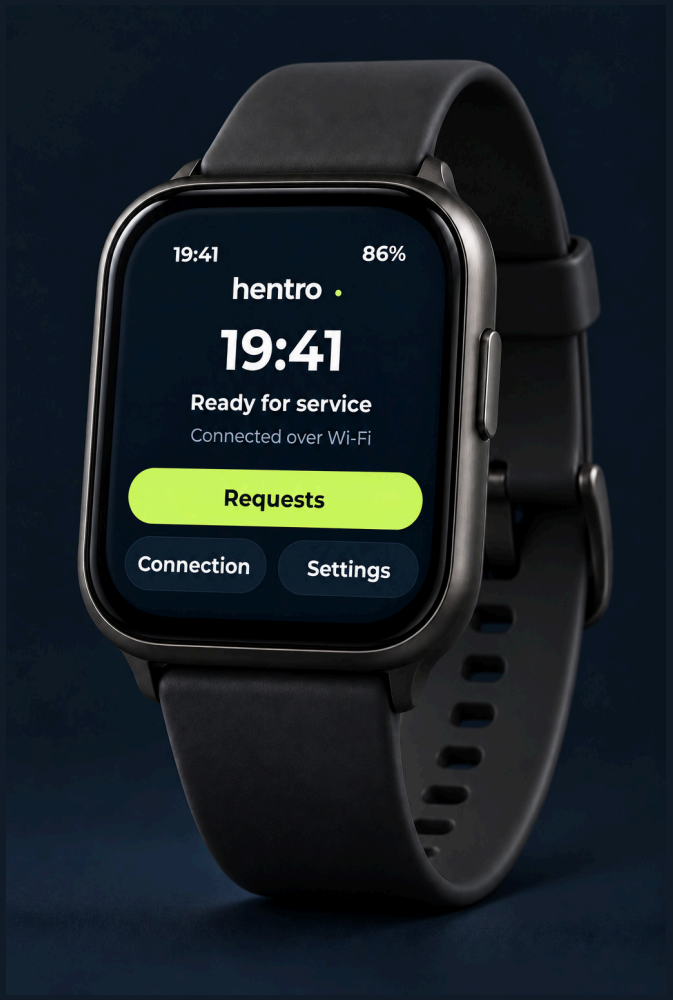
€100,000 PRE-SEED · €2M PRE-MONEY · PORTO LAUNCH

# Great hospitality. Connected.

A guest asks. A team responds.
An owner sees the operation.

WORKING DEMONSTRATION

Raising €100,000 to commercialise Hentro and pilot with 25–40 restaurants in Porto.



01 / THE PROBLEM

# Hospitality is human. Coordination gets in the way.

THE GUEST

## “Who can help?”

Getting attention can interrupt the experience at the table.

THE TEAM

## “What is waiting?”

Requests compete for attention while the floor stays busy.

THE OWNER

## “What am I missing?”

Service activity is harder to follow from outside the venue.

Hentro’s proposition: make a request easy to raise, clear to own and visible to follow.

02 / THE PRODUCT

# The service loop, connected.




01 **Ask**
Call waiter or Show QR button

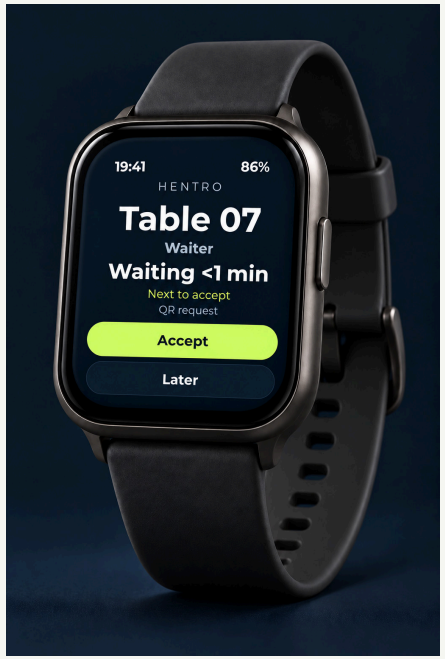
02 **Receive**
A table-specific alert on the wrist

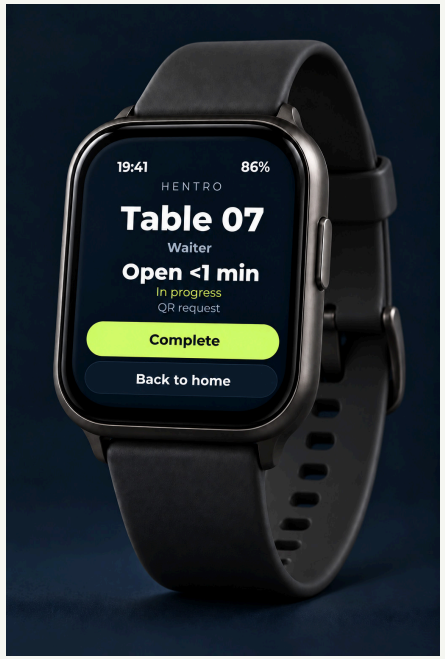
03 **Respond**
Accept and complete the service

04 **Understand**
Live operations and daily analytics

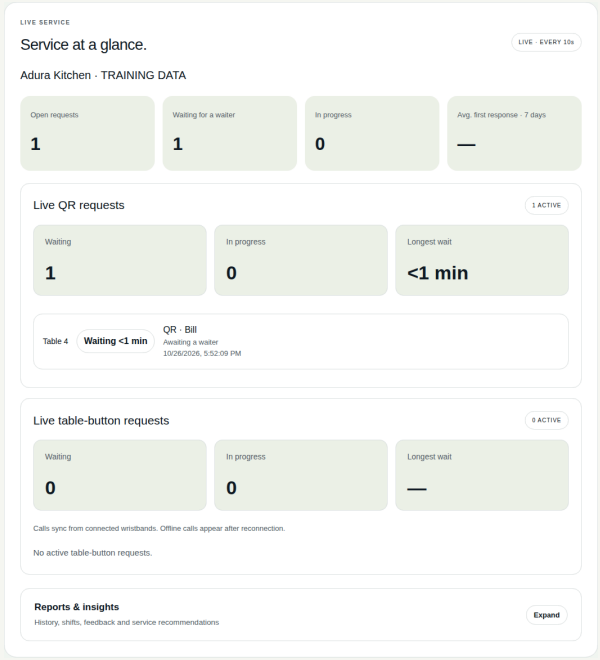
03 / WORKING DEMONSTRATION

# See the request.
# Follow the response.



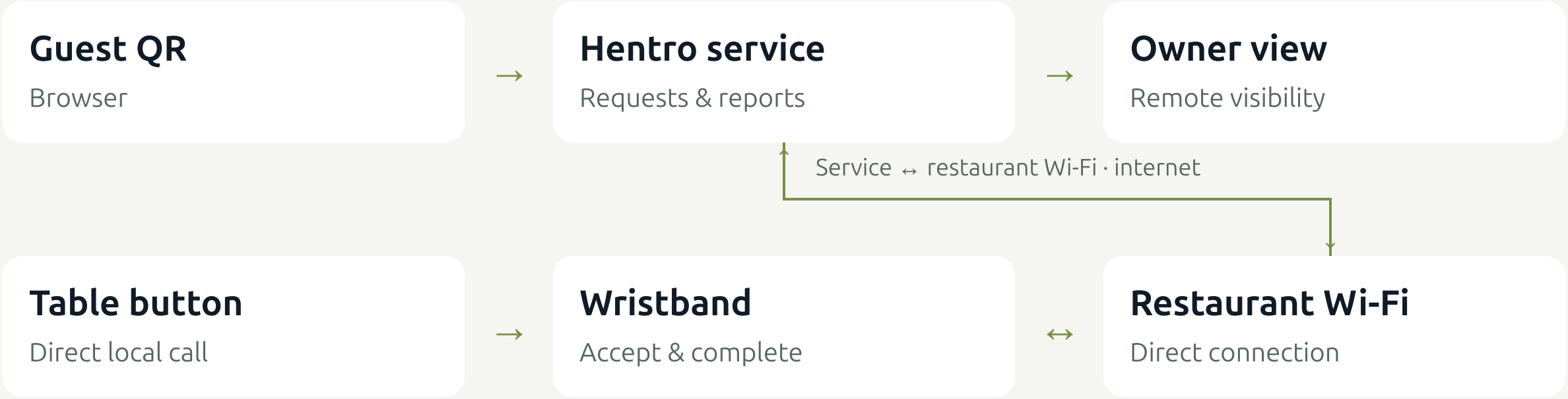

**RECEIVE → ACCEPT → COMPLETE**




OWNER VIEW / REPRESENTATIVE TRAINING DATA

04 / ARCHITECTURE

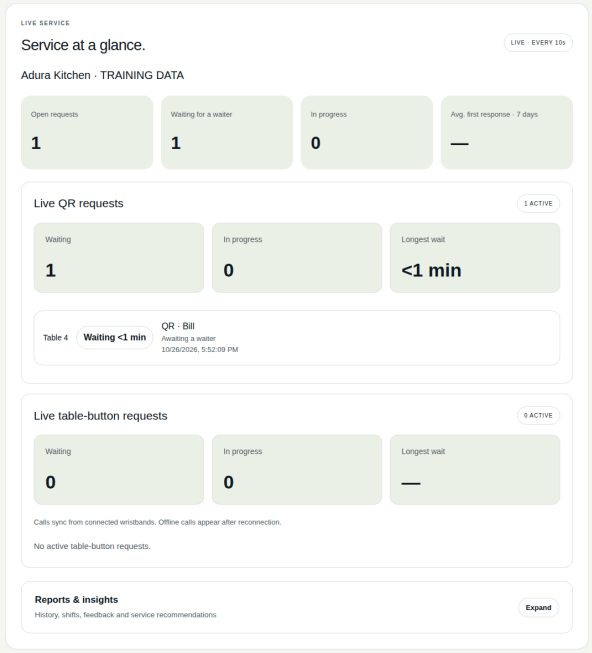
# Two guest touchpoints.
# No dedicated gateway box.




QR and remote reports require internet. Local button service works without it; reporting follows upload.

05 / THE OWNER'S VALUE

# Know what is happening.
# Even when you are not there.




## Live operations

Waiting work. Table numbers.
Service progress.

## Daily insight

Demand by hour and day.
QR and button source filters.
First-response trends.

06 / WHY RESTAURANTS WOULD ADOPT

# A practical benefit for every side of service.

GUESTS

## An easier way to ask

No guest app or account.
Service, bill requests and private feedback by QR.

WAITERS

## A clearer next action

A discreet wrist alert.
A table number.
Accept and complete.

OWNERS

## A more visible operation

Live work and daily patterns.
A basis for coaching and service decisions.

Pilot objective: measure whether these benefits translate into repeat use and willingness to pay.

07 / BEACHHEAD

# Start in Porto.
# Learn with 25–40 restaurants.




**25–40**

TARGET PILOT RESTAURANTS

**One city. A focused learning loop.**

Recruit engaged owners.
Train teams in real shifts.
Turn feedback into improvements.

08 / PILOT DESIGN

# Deploy in waves.
# Earn the right to expand.

WAVE 1 · 5–8 VENUES

## Prove the experience

Onboard closely. Test coverage, request delivery, training and shift routines.

WAVE 2 · +10–16 VENUES

## Refine repeat use

Improve usability and support. Compare service behaviour with an agreed baseline.

WAVE 3 · +10–16 VENUES

## Test paid continuation

Offer subscription terms. Measure conversion, retention and cost to serve.

Proposed staged rollout. Expansion depends on evidence from the previous wave.

09 / BUSINESS MODEL

# Two revenue streams.
# One restaurant network.

RESTAURANTS

## Recurring subscriptions

Connected service and wristbands.
Manager visibility and reporting.
Ongoing platform and support.

ADVERTISERS

## Hentro-managed placements

E-paper table displays.
Customer browser pages.
Centrally distributed campaigns.

Two planned revenue streams. Prices, advertiser demand and delivery measurement require validation.

ADVERTISING NETWORK / IN DEVELOPMENT

# Visible at the table.
# Managed by Hentro.




## Hentro schedules a campaign

Automatic distribution across restaurants.
E-paper stands and customer pages.

## Built around low-power operation

Stand downloads at its next wake or connection.
The last advert remains visible during sleep.

Illustrative Pingo Doce placement, not an announced partnership. Campaign delivery is not live.

10 / WHAT SUCCESS LOOKS LIKE

# Measure service.
# Validate the business.

PRODUCT

## Reliable in real shifts

Delivery and acceptance
Reconnect behaviour
Battery and radio coverage

ADOPTION

## Used by the team

Staff repeat use
Owner dashboard engagement
Training and support effort

COMMERCIAL

## Worth paying for

Price conversations
Pilot-to-paid conversion
Retention and cost to serve

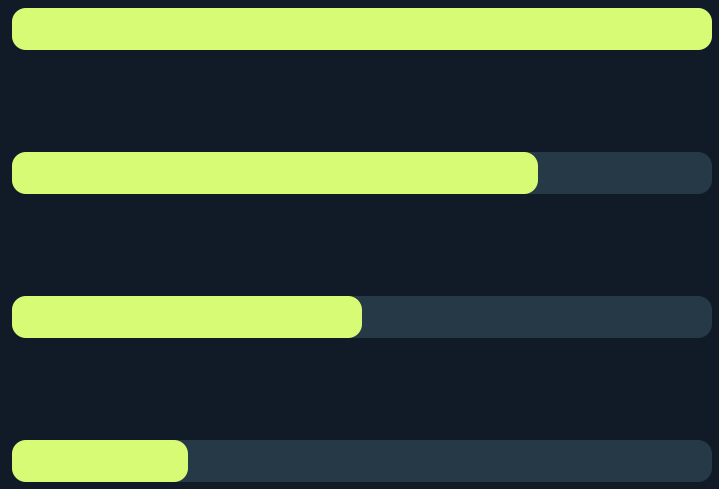
Decision gate: evidence of useful service outcomes, repeat adoption and sustainable paid continuation.

11 / THE RAISE

# €100,000
# From working product to commercial pilot.

**€2M PRE-MONEY VALUATION**

**€2.1M POST-MONEY · ~4.76% IF PRICED EQUITY***



**Product industrialisation** — €40,000
Production readiness, reliability and QA

**Porto pilot deployment** — €30,000
Pilot equipment, onboarding and field support

**Software & operations** — €20,000
Platform reliability, analytics and support tools

**Commercial validation** — €10,000
Sales learning, subscription offers and pilot evaluation

*Full €100k round; before any option pool or other dilution.

PROPOSED ALLOCATION · €100,000 TOTAL

12 / FUNDED MILESTONES

# Three outcomes this round is designed to unlock.

MILESTONE 1

## Commercial readiness

A repeatable device package, reliable setup and a defined support process.

MILESTONE 2

## Porto pilot evidence

25–40 restaurants targeted. Structured service, usability and deployment feedback.

MILESTONE 3

## Subscription evidence

Real pricing discussions, paid continuation decisions and clearer unit economics.

The next expansion decision should follow evidence—not simply more devices shipped.

DEVICE CARE / FIRMWARE V0.4.28

# Keep the team ready.
# Keep devices current.

CONNECTED

## Saved Wi-Fi recovery

Remembered networks.
Current name on Home.
No daily Wi-Fi setup.

MAINTAINABLE

## Per-device updates

Manager-selected OTA.
Visible progress and result.
Update between shifts.

BATTERY CARE

## Clear low-battery alerts

Warnings at 10% and 5%.
Below 3%: notice, power-off.
Connect a charger to recover.

Pre-production v0.4.28: physical low-battery, rollback and endurance checks remain field work.

13 / PRODUCT STATUS

# Working today.
# A focused path to wider deployment.

## Ready to demonstrate

Wristband + physical button service
QR guest requests and direct restaurant Wi-Fi
Automatic wristband clock synchronisation
Owner live view and daily source-filtered charts

## Pilot validation priorities

Email / notification delivery
Venue radio / battery tests
Repeatable installation
Support and commercial terms

Direct Wi-Fi service is demo-ready. Owner push delivery and venue-wide rollout require field verification.

COMBINED TABLE STAND / PROTOTYPE

# A fresh QR. A more trusted table.




Prototype: 30-second QR display, one-use redemption, ten-minute session. Venue validation remains.

## One stand. Two clear actions.

Call waiter: local service.
Show QR: fresh browser access.
Saved restaurant Wi-Fi.
No customer app required.

COMBINED TABLE STAND / FINISH CONCEPTS

# One device. A finish for your space.




## Matte black

Discreet black housing.
A bright lime service button.




## Pearl white

Pearl-white housing.
Champagne trim and a lime button.




## Champagne gold

Brushed champagne-gold housing.
Refined bronze detailing.

Matte black · Pearl white · Champagne gold. Illustrative concepts; final finishes subject to validation.

THREE-CARD DISPLAY / IN DEVELOPMENT

# Three cards. One clear experience.




**Pingo Doce / Burgundy**




**Continente / Matte black**




**EDP / Pearl white**




**NOS / Deep navy**

Illustrative concepts. No advertiser partnership or production hardware claimed.

THREE-CARD DISPLAY / IN DEVELOPMENT

# A finish for every setting.




**Super Bock / Bronze**




**idealista / Forest green**




**Hentro / Champagne gold**

Illustrative concepts. No advertiser partnership or production hardware claimed.

THREE-CARD DISPLAY / IN DEVELOPMENT

# A request you can follow.




**Request sent**




**Waiting for acceptance**




**Accepted · on the way**

Illustrative concepts. No advertiser partnership or production hardware claimed.

PRODUCT ROADMAP / SECURITY AND LOYALTY

# Less link reuse.
# More meaningful loyalty.

FALSE ALERTS

## Expire saved links

Short-lived, single-use codes.
Reload or expiry needs
a fresh physical QR.

LOYALTY

## Reward real visits

Staff-verified eligibility.
No points for scans or calls.
No automatic revenue claims.

SECURITY

## Be clear on limits

Server checks every request.
Live-code forwarding remains
a risk to manage.

Prototype validation required: replay, expiry, concurrent use, radio service and measured battery life.

GUEST ROADMAP / NOT LIVE TRANSACTIONS

# More reasons to visit.
# More reasons to return.

DISCOVER

## Choose with confidence

Promos and discounted dishes.
Popular dishes and ratings.
Clear restaurant offer terms.

RETURN

## Earn and claim fairly

Verified loyalty points.
Transparent reward claims.
Personal visit history.

INVITE

## Bring someone along

Restaurant invitations.
Bonus after a qualifying order.
No rewards for clicks alone.

Planned programme capabilities; not implemented customer transactions or proven retention uplift.

RESTAURANT ADOPTION / STAFF TIME LOGS

# A useful shift.
# A clearer operating record.

STAFF LOGS

## Know the shift

Sign-in and sign-out times.
Open shifts and elapsed time.
Restaurant timezone and CSV.

ONBOARDING

## Start small

A few tables and wristbands.
Saved Wi-Fi, clear staff roles.
No guest app to install.

VALUE

## Measure adoption

Service reliability and history.
Staff training and feedback.
Verified programme outcomes.

Staff logs record confirmed shifts, not phone presence. Breaks are not deducted; tracking starts at deployment.

14 / WHY JOIN NOW

# Help shape a more connected restaurant experience.

INVESTORS

## Back commercialisation

€100,000 pre-seed.
Turn a working product into a repeatable restaurant offer.

PORTO RESTAURANTS

## Shape the pilot

Test Hentro in real service.
Give structured feedback.
Explore paid continuation.

PARTNERS

## Make rollout repeatable

Help with device deployment, restaurant onboarding, training and support.

LET'S START THE CONVERSATION

# See it work.
# Help it grow.

**€100,000 · €2M pre-money**

25–40 Porto restaurants.
Subscriptions and managed advertising.
A working product to experience today.

hentro.pt ↗

DEMO · PILOT · INVESTMENT