



THE OPPORTUNITY

An underserved, discretion-first industry running on spreadsheets — given a modern, all-in-one operating system.

PROBLEM

Discreet venues are run on tools that leak and don't fit.

- Generic booking and POS tools ignore privacy and member trust.
- Operators juggle door, booking, billing and comms across disconnected apps.

SOLUTION

One discreet operating system for the venue.

- Booking, door (PWA), white-label web and payments in one stack.
- Privacy-first architecture built for a sensitive clientele.

MARKET

A niche too sensitive for mainstream SaaS.

- Incumbents avoid the segment; discretion is the entry barrier.
- Tailored fit and trust create high switching costs.

MODEL

Recurring SaaS plus payment take-rate.

- Tiered subscriptions from Starter to Enterprise.
- Stripe Connect adds transaction revenue on top of seats.

EDGE

Trust is the product.

- Purpose-built for discretion — a positioning hard to retrofit.
- All-in-one depth locks in the venue's daily operations.

SNAPSHOT

SECTOR

Vertical SaaS · hospitality

MODEL

**SaaS subscription +
payments (Connect)**

MARKET

**Members clubs & discreet
venues**

STAGE

Platform live

HQ

Köln, DE

WHAT WE'RE LOOKING FOR

**Capital and partners to
grow venue accounts and
payment volume.**

CONTACT

hallo@tomfrerich.de
tomfrerich.de