

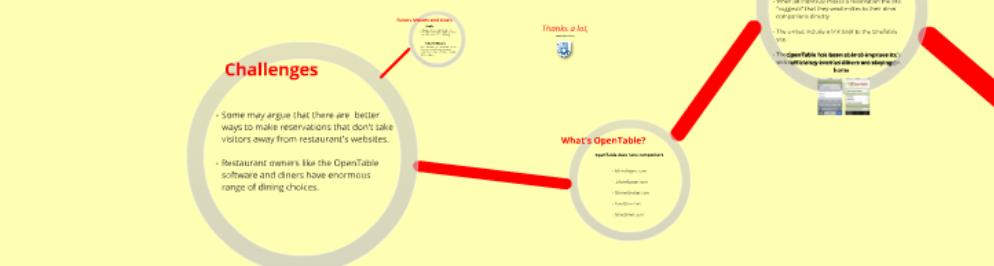
OpenIDEO

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OpenIDEO

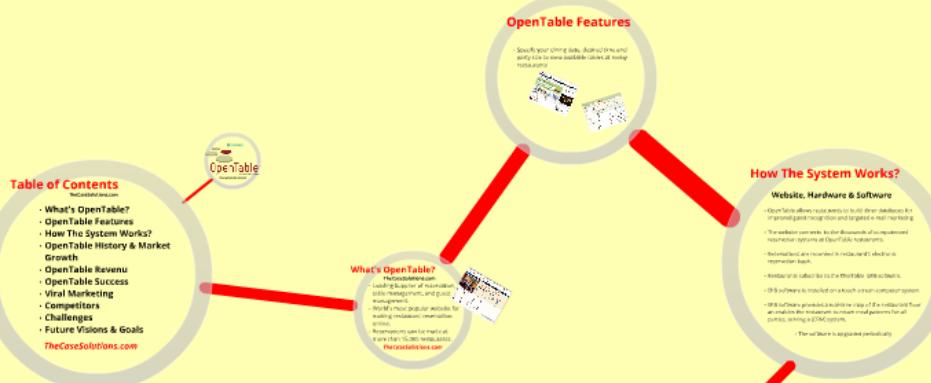
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OpenTable Success



- Restaurant owners and staff members find the software easy to use.
- Restaurants want cost-effective ways to attract guests and manage their reservations, while diners want convenient ways to find available restaurants.



OpenTable History & Market Growth

History

The Company incorporated in San Francisco as EatEasy.com

- 1999

The name was changed to OpenTable.com

- OpenTable's initial strategy of paying online restaurant reviewers for links to its website and targeting national chains for fast expansions got the company into \$0.01 es

- It was spending \$1 million a month and bring only \$100,000 in revenue.

OpenTable History & Market Growth

Market Growth

What's the market potential?

- OpenTable's initial strategy of paying online restaurant reviewers for links to its website and targeting national chains for fast expansions got the company into \$0.01 es
- It was spending \$1 million a month and bring only \$100,000 in revenue.

Continue

Market Growth

Market Growth - 2007

- The company reported that it had 1.5 million users in 2007.
- OpenTable's AGM was recognized and publicized as the "fastest growing company in America".
- In the U.S. OpenTable's 175k+ websites and 500+

OpenTable Revenue

OpenTable revenue comes from two sources:

- OpenTable is an e-commerce company, customers don't buy software and install it to their computers but instead go online and get the software functionality through subscription.
- OpenTable doesn't sell goods but instead enable others to make reservations.
- A monthly subscription fee of \$199 for software and hardware.
- A \$3 transaction fee for each restaurant guest seated through online reservation.
- The online reservation is free for diners.
- OpenTable revenue stems from fees instead of advertising.
- More than 95% of OpenTable's revenue comes from S2B subscriptions.

- In Dec 31, 2007 and 2008 revenues were \$41.1 million and \$55.8 million.

- In 2005 - Dec 2006 OpenTable revenue grew 41%



9.8 Case Study



OpenTable™

Your Reservation is Waiting

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- **OpenTable Feature**
How The System Works

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What's OpenTable?

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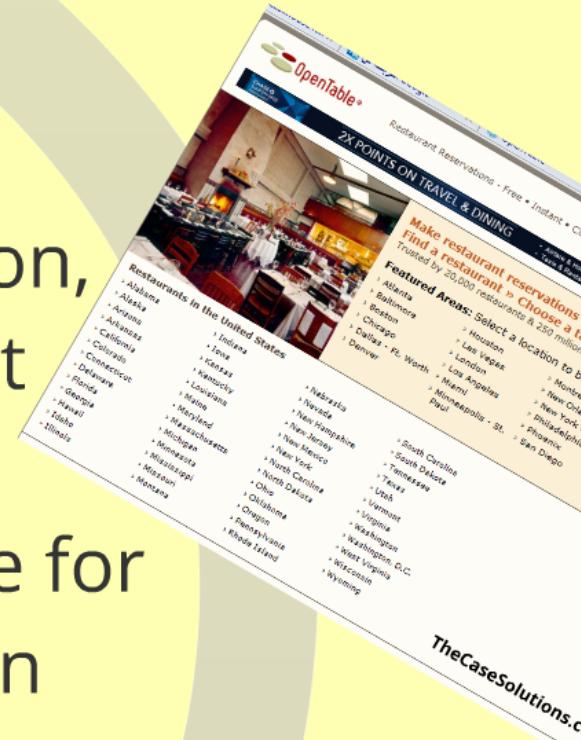
- Leading Supplier of reservations, table management, and guest management.

What's OpenTable?

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- Leading Supplier of reservation, table management, and guest management.
- World's most popular website for making restaurant reservation online.
- Reservations can be made at more than 15,000 restaurants.

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Restaurant Reservations - Free • Instant • Confirmed

Registered User? [Sign In](#)

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2X POINTS ON TRAVEL & DINING

• Airfare & Hotels
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• No Foreign Transaction Fees

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**Make restaurant reservations the easy way:
Find a restaurant » Choose a table » Book online**

Trusted by 20,000 restaurants & 250 million diners

Featured Areas: Select a location to begin

- | | | | |
|------------------------------------|--|-----------------------------------|--|
| Atlanta | Houston | Montreal / Quebec | San Francisco Bay Area |
| Baltimore | Las Vegas | New Orleans | Seattle |
| Boston | London | New York City | Toronto / Ontario |
| Chicago | Los Angeles | Philadelphia | Vancouver / BC |
| Dallas - Ft. Worth | Miami | Phoenix | Washington, D.C. |
| Denver | Minneapolis - St. Paul | San Diego | |

Restaurants in the United States

- | | | | |
|-----------------------------|-------------------------------|--------------------------------|----------------------------------|
| Alabama | Indiana | Nebraska | South Carolina |
| Alaska | Iowa | Nevada | South Dakota |
| Arizona | Kansas | New Hampshire | Tennessee |
| Arkansas | Kentucky | New Jersey | Texas |
| California | Louisiana | New Mexico | Utah |
| Colorado | Maine | New York | Vermont |
| Connecticut | Maryland | North Carolina | Virginia |
| Delaware | Massachusetts | North Dakota | Washington |
| Florida | Michigan | Ohio | Washington, D.C. |
| Georgia | Minnesota | Oklahoma | West Virginia |
| Hawaii | Mississippi | Oregon | Wisconsin |
| Idaho | Missouri | Pennsylvania | Wyoming |
| Illinois | Montana | Rhode Island | |

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