



airservice

The mobile commerce solution

www.airservice.com

Dominic Bressan

Dominic is co-founder and Chief Executive Officer of AirService, the leading-edge mobile commerce platform which was launched in 2013.

AirService has offices in Sydney, London, New York and Singapore. Its clients are those companies that want their own branded m-commerce solution, not to simply appear in “marketplace” apps alongside their competitors.

AirService provides these companies with tailored solutions, hyperlocal marketing, the latest technologies, deep integration with other services, and a clear understanding of their customers through effective data analytics.

Prior to AirService, Dominic was Chief Executive Officer of Bressan Group, a privately-held company which manages over \$50million worth of mixed assets across Australia, with a focus on the hospitality industry.

Dominic was also Chief Executive Officer of StudyBooster, an education technology startup company which Dominic successfully sold in 2014.

Dominic is a lawyer with 12 years’ experience post admission, and holds a Bachelor of Arts, a Bachelor of Laws, and an MBA majoring in Strategic Management.

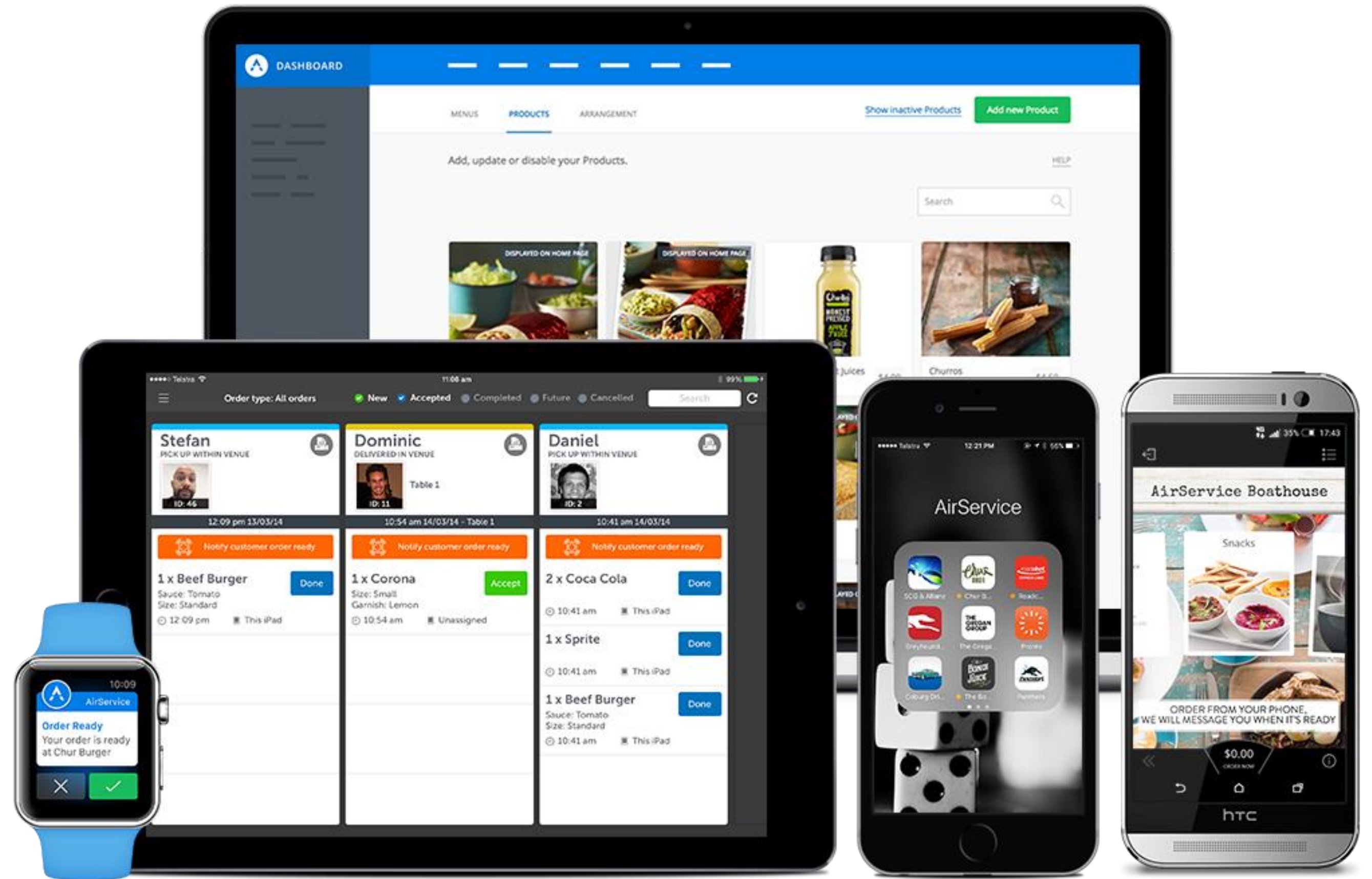
Sports have also always played a large part in Dominic’s life. He has won national and international titles in rowing,

Introducing AirService

AirService provides strategic mobile commerce innovations for enterprise-level hospitality companies.

Our clients are those companies that want their own branded solution, not to simply appear in another “marketplace” app with hundreds of other competing venues.

AirService provides these companies with tailored solutions, hyperlocal marketing, increased efficiencies, deep integration with other services, and a clear understanding of their customers through effective data analytics.



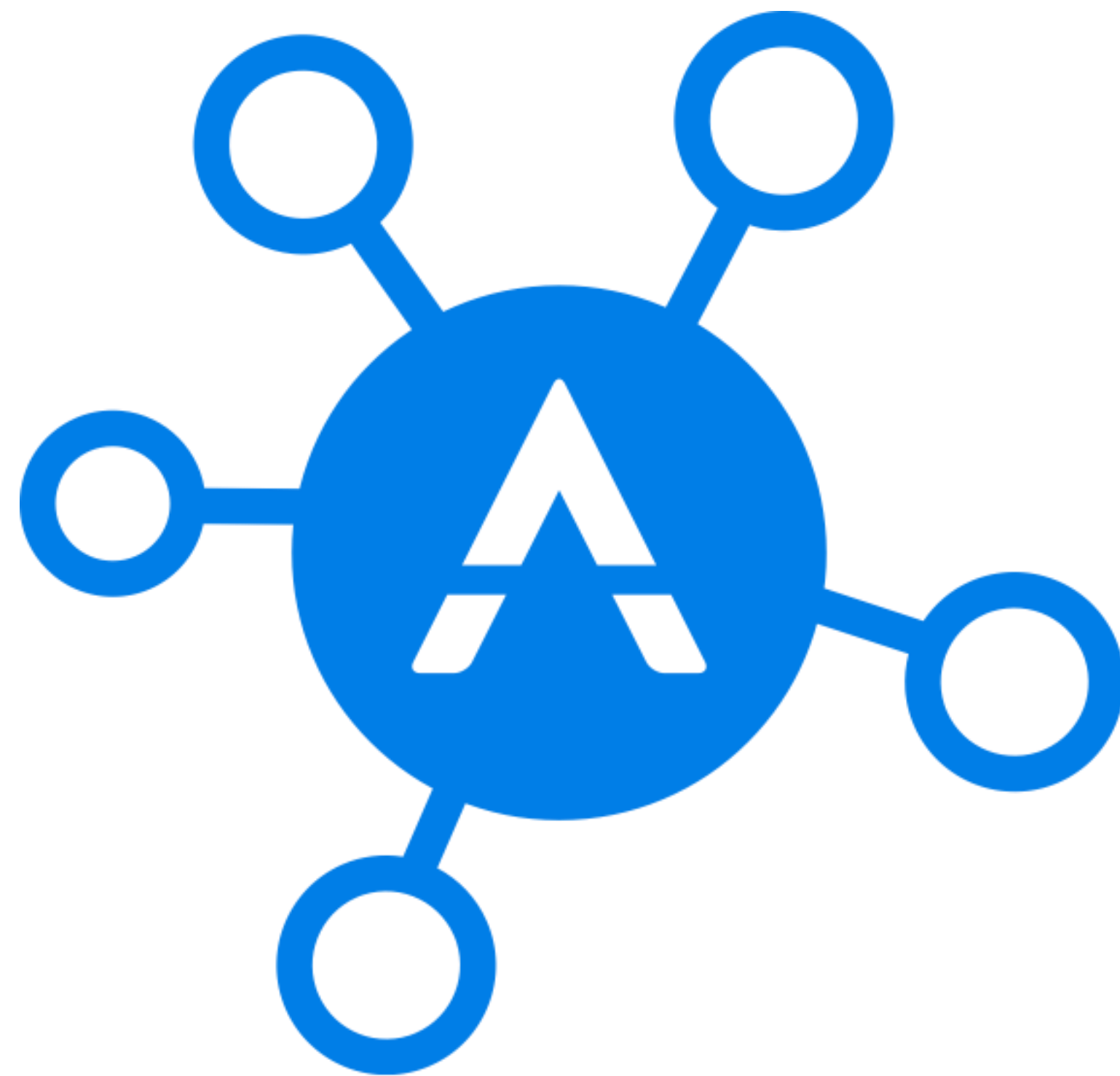
Disruption

Not merely better, cheaper, faster

A disruptive product addresses a market that previously couldn't be served — a *new-market disruption* — or it offers a simpler, cheaper or more convenient alternative to an existing product — a *low-end disruption*.

-Clay Christensen's book, [*The Innovator's Dilemma*](#).

AirService disruption



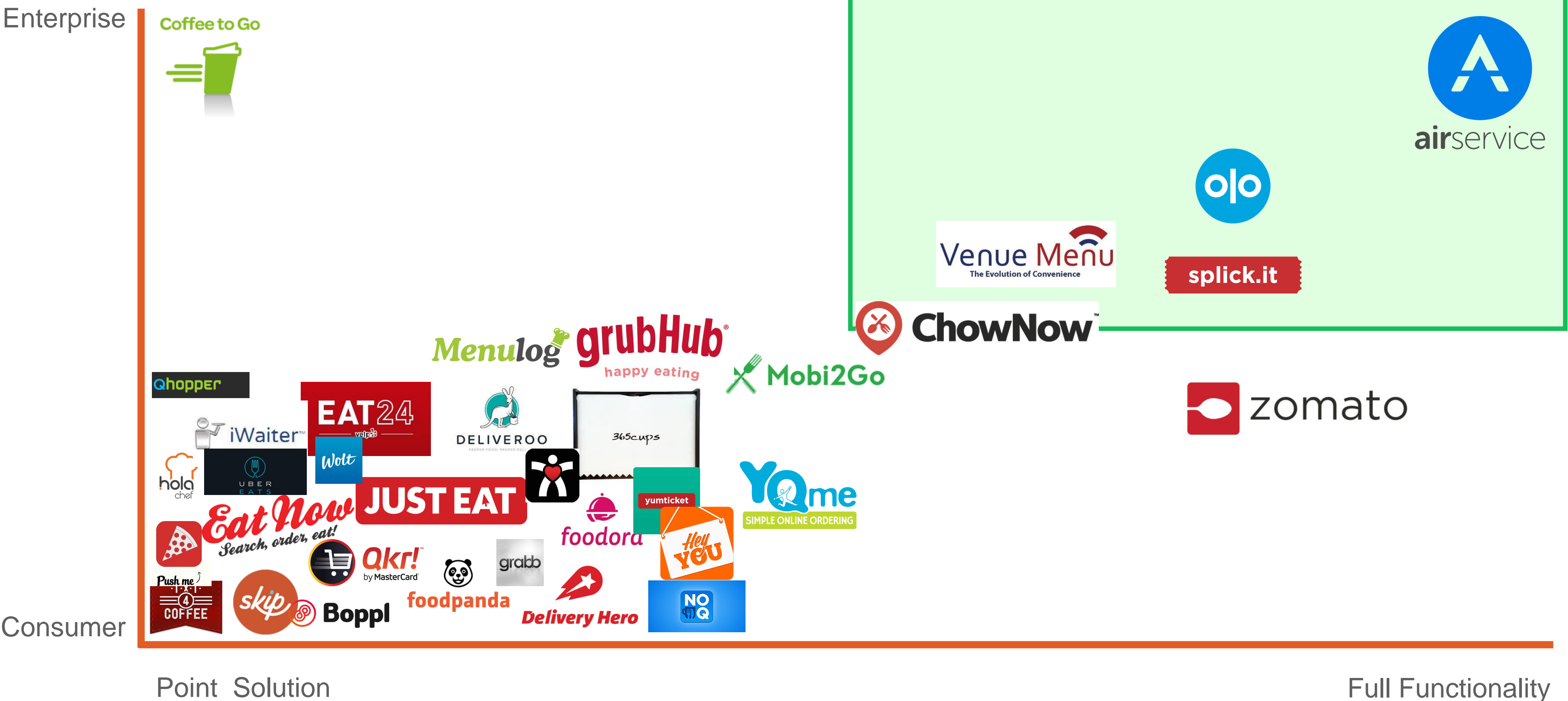
**Disruptive in distinctly different ways
for different market sectors**

Restaurants

Proliferation of hundreds of food & beverage “marketplace” apps



Restaurants



Stadiums

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Grog police called in as SCG fans embrace bar ordering app AirService

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Dominic Bressan, founder of AirService, an app which lets you order drinks and food from your seat at the SCG, and tells you when they are ready for pickup. **Louie Douvis**



by **Michael Bailey**

Dominic Bressan shut down a bar at the Sydney Cricket Ground in February, and the co-founder of mobile ordering app AirService is proud of it.

AirService, which raised \$1.5 million in seed capital last September, had been selected by the SCG Trust and its in-stadium mobile app provider, US-based FanThreeSixty, to trial its food-and-beverage ordering plug-in at the Sydney Sevens rugby event.

"They'd had problems with the previous app, the notifications didn't work too well and you had to manually re-enter your credit card details every order, so it wasn't really reducing queues and not that many people were using it." Bressan says.

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Managing up? Take these tips from the...

- Operational efficiency
- Increased order volume
- Customer control
- The fan experience
- Customer data

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- **Operational efficiency**
- **Customer service**
- **Increased spend per order**
- **Customer data**

Theme Parks



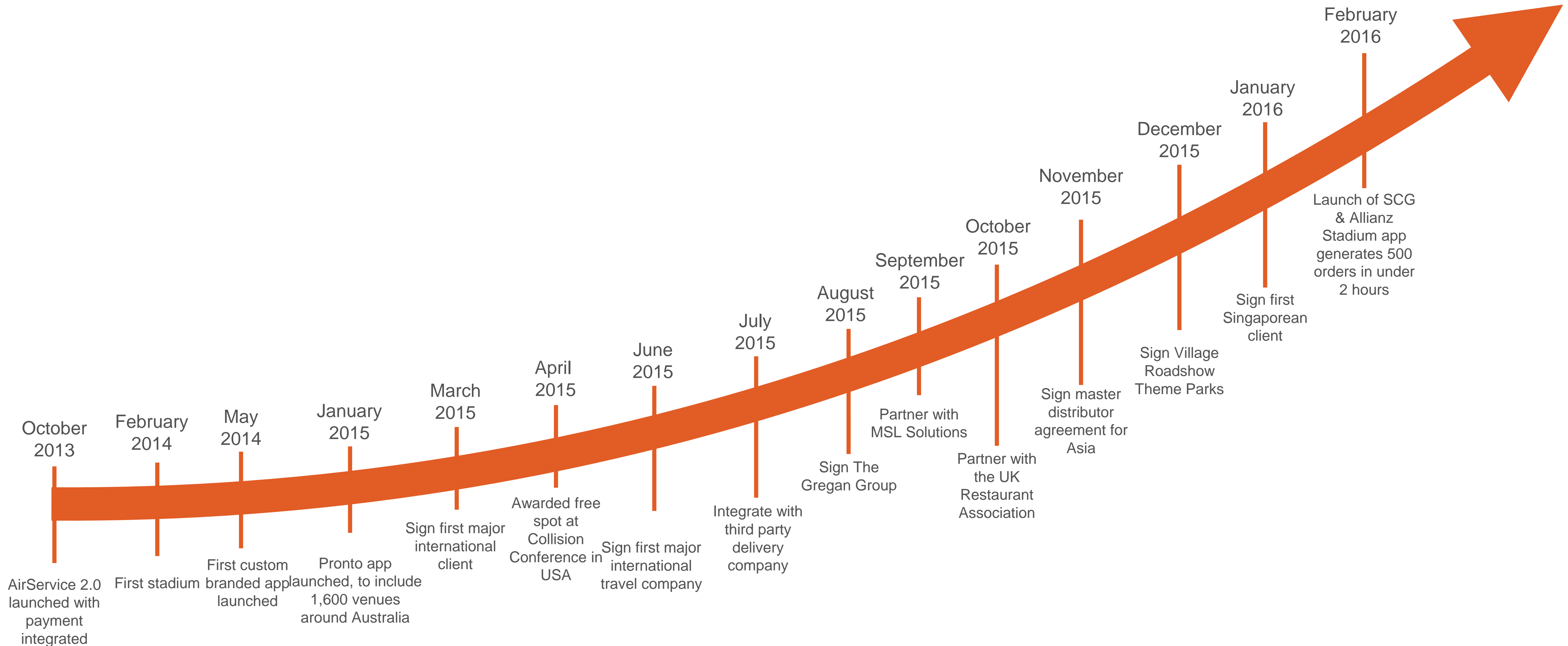
- **Operational efficiency**
- **Increased order volume**
- **Increased spend per order**
- **Crowd direction**
- **Customer data**

Casinos



- **Time spent gaming**
- **The customer experience**
- **Crowd direction**
- **Customer data**

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