



# GiftA Meal

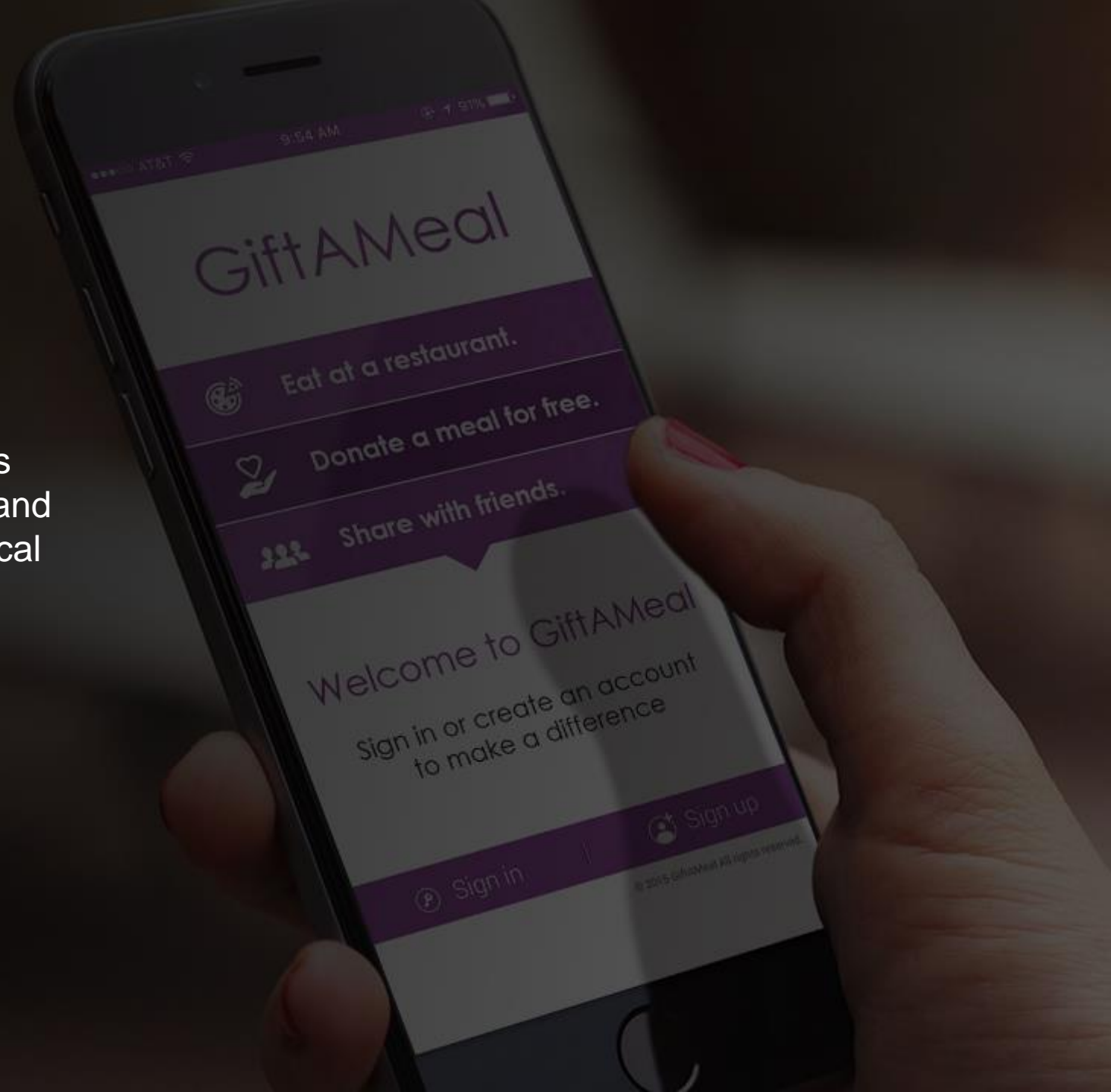
Eat a meal, Make a difference

[www.giftameal.com](http://www.giftameal.com) | [andrew@giftameal.com](mailto:andrew@giftameal.com) | (314) 656-6244

We call it socially  
conscious eating.

GiftAMeal drives traffic to restaurants, while fighting hunger in local communities. Patrons simply take a photo at a partner restaurant, and GiftAMeal helps provide a meal through a local food bank.

The GiftAMeal app is the modern way for millennials to do good — just by eating out.



A light blue map of the United States is positioned in the background of the slide. The map is a simple outline showing the continental United States, with no state borders or labels.

**49**  
MILLION

Americans are affected by hunger.

**17**  
MILLION

American children suffer from hunger.

**1 in 8**

Americans rely on food banks for support.

# The App



Take a photo at a restaurant  
to provide a meal.



Recommend the  
restaurant to friends.



Share on social media to  
provide another meal.

# Business Model





## Basic

- ✓ Listed on app and website
- ✓ In-store marketing materials
- ✓ Push notifications for recommendations
- ✓ Geolocation push notifications for loyalty



## Gold

- ✓ Gold differentiation
- ✓ Featured placement on website
- ✓ Social media marketing
- ✓ Access to survey data
- ✓ Access to user demographics



## Platinum

- ✓ Platinum differentiation
- ✓ Featured placement on the app
- ✓ Personalized achievements for loyalty and recommendations
- ✓ Marketing push notifications
- ✓ Customized survey categories
- ✓ Customer support for poor user survey ratings

# How GiftAMeal Helps Restaurants

1. **Branding:** Differentiate as socially conscious.
2. **Acquisition:** Drive traffic as users choose to dine at participating locations.
3. **Loyalty:** Retain customers through increased customer satisfaction.
4. **Social media:** Generate a positive social media presence with photos users share with friends.
5. **Targeted marketing:** Connect with millennial customer segment.



# Recent Research Suggests Long-Term Value For Restaurants

## DRIVE NEW CUSTOMERS

Users are 60% more likely to choose a restaurant if it is on GiftAMeal

## INCREASE CHECK SIZE

Users are 58% more likely to pay a higher price for food at a GiftAMeal restaurant

## GAIN LOYAL CUSTOMERS

Users are 71% more likely to return to a restaurant a second time if it is on GiftAMeal

*Results from a survey sent to all active GiftAMeal users in June 2016. Demographics for respondents are representative of the entire user base (60% millennials, 40% non-millennials)*



Over 120 Signed  
Restaurants



Over 8,400  
Downloads

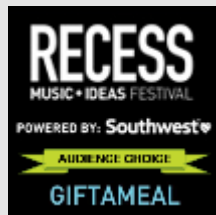


\$100,000 in Funding



Spring 2016 Cohort

Awards



Over 30,000 Meals Donated



Over 100 Media Appearances



# Case Study: Applebee's

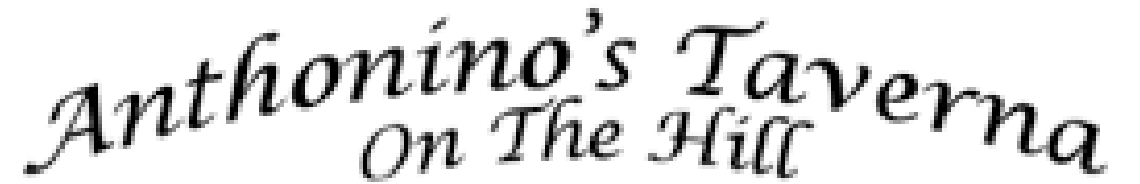
- **Increase of \$4 in gross ticket sales** with each use of GiftAMeal app
  - Leading to a 116% ROI
- **2,000+ meals provided** in just 3 months
- **100,000+ social media impressions** from GiftAMeal user photos shared on social
- **30% of usage** at Applebee's from repeat visitors (indicating improved loyalty)

# Testimonials



“GiftAMeal has over delivered on every promise made... [Everything was] well done and of high value. I am proud of our relationship with the GiftAMeal program and wish them continued success.”

Michael Gallagher  
Franchise Owner of 31 Applebee's locations



“GiftAMeal is a great way to interact with our guests... As a participating restaurant, we not only provide our guests with a meaningful way to contribute to the community, we also gain valuable marketing information and reporting. Win-win!”

Anthony & Rosario Scarato  
Owners of Anthonino's Taverna

# Target Market: Millennials

60%  
of our user base



# Socially conscious image

79% of Millennials consider their generosity to be above average



1. TAKE A PHOTO  
OF YOUR FOOD OR  
EXPERIENCE TO  
DONATE A MEAL



# Recommendations

68% of Millennials ask for a friend's recommendation before selecting a restaurant



2. RECOMMEND  
THE RESTAURANT  
TO YOUR FRIENDS

# Food Photos

63% of Millennials have shared a photo of their food at a restaurant on social media



3. SHARE ON  
FACEBOOK TO  
DONATE ANOTHER  
MEAL



# The Competition

	GiftAMeal	Feedie	TangoTab	Mogl	Yelp	Loyalty
Recommendations	✓	X	X	X	X	X
Social experience	✓	✓	X	✓	X	X
Local Donations	✓	X	✓	X	X	X
Unrestrictive	✓	X	X	X	X	X

# Meet the Team



**Andrew Glantz**  
Chief Executive Officer



**Aidan Folbe**  
Chief Operating Officer



**Jacob Mohrmann**  
Chief Marketing Officer



**Henry Cummings**  
Restaurant Relations



**Michael Kaushansky**  
Business Development

# Raising a \$250,000 Round

- Late-seed round
  - \$120K – Marketing (*digital marketing, in-restaurant marketing, marketing director*)
  - \$55K – Technology (*UI/UX design, app development*)
  - \$30K – CEO Salary (*full-time*)
  - \$25K – Sales (*commissions and materials*)
  - \$20K – Miscellaneous (*Legal, G&A, etc*)
- Potential 10x-30x return in 3-5 years
- 2x expected valuation bump to next round

# Exit Opportunity

- Over **63 exits** in our space in the last 3 years
- We are valuable for: restaurant relations, user base, data, revenue stream, positive branding, local market knowledge, our team
- Who's buying
  - Food related
    - OpenTable, Zomato, Delivery.com, InnerChef, iFood, Yelp, TripAdvisor, FiveStars, US Foods
  - Data companies
    - Google, Yahoo, Datalogix, Dropbox, Apple, Walmart
  - Social Media
    - Pinterest, Facebook



Feeding those in need, one picture at a time.

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