

Standeliver



The information contained in these documents is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of Standeliver LLC. The opinions expressed are in good faith and while every care has been taken in preparing these documents, Standeliver LLC makes no representations and gives no warranties of whatever nature in respect of these documents, including but not limited to the accuracy or completeness of any information, facts and/or opinions contained therein. Standeliver LLC cannot be held liable for the use of and reliance of the opinions, estimates, forecasts and findings in these documents.

Wouldn't you rather have customers watch the game instead of the line?



With Standeliver, attendees can eliminate waiting in line for concessions while vendors can drive sales to new heights.



The Problem

Attendees:

Waiting to place an order.

Waiting for the order to be filled.

Realizing they missed half the game.

Vendors:

Long lines lead to lost sales.

Inventory control suffers.

Customers remember the entire experience as a pain-point.



The Solution

- Standeliver offers direct-to-seat food delivery service.
- Pickup option available for those who wish to get their own food.
- Drop-ship delivery possible with no extra effort from the attendee.
- POS and inventory management for vendors.
- Optimized delivery logistics to guarantee accuracy, reduce waste and minimize transfer time.
- Service as a software business model combined with franchise logistics.
- Training, software and hardware is provided along with in-person optimization consultations if required.
- During one event with minimal marketing or brand awareness (beta test), Standeliver generated sales in excess of \$1,300.00 with multiple repeat customers and an average order size of \$30.00



Business Model

- Standeliver uses a Service-as-a-Software business model for driving sales.
- Service charge for delivery or pickup (variable based on vendor location and service selected).
- Vendor subscription to proprietary software and other services (variable based on tier selected)
- Sales of advertising space in the software interface can generate a minimum of \$0.20 per person per event.
- Event staffing is the responsibility of the vendor, keeping Standeliver's overhead requirements limited.
- Initial client acquisition will focus on high school athletics as it is a relatively untapped market with respect to tech.



The Product

- Simple, large font and touch optimized buttons allows all users ease of access with minimal training.
- Sign-in or app download not required to order food.
- Minimal clicks to purchase items reduces consumer resistance.
- Proprietary software protects algorithms and key features from reverse engineering.
- Integrated logistics comprise a critical component of the product that is missed/ignored by competitors.



Projected Numbers

Texas High School Stadium Potential (conservative forecast)

- Total number of stadiums: 1,267
- Total number of seats: 4,434,943
- Average Attendance: 50% assumption
- Average Attendee Participation: 30% assumption
- Total Event Transaction Potential: 665,241
- Service Fee: \$2 average
- Potential Event Revenue: \$1,330,483
- Potential Season Revenue: \$13,304,829 (based on 10 events)



Investment Tiers

- Basic: \$350,000 builds software to advanced spec, hardware customization for vendors, expands business development goals, industry focused advertising and media campaign, hires developers/training personnel/staff, capped salaries for officers, allows a minimum of 12 months runway for contract acquisition/revenue generation.
- Standard: \$1,400,000 builds full software suite, hardware customization for vendors, unlimited business development, media and advertising campaigns, intense pursuit of contracts (international and domestic), full time development and training staff, capped salaries for officers, focus on rapid scaling, allows a minimum of 24 months of runway.
- In all cases, break-even is expected within 4-10 months of start.





For more information on Stadeliver:

info.stadeliver@gmail.com
972-310-8114

CEO: Christopher Williams
CFO: Rick Mason

The information contained in these documents is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of Stadeliver LLC. The opinions expressed are in good faith and while every care has been taken in preparing these documents, Stadeliver LLC makes no representations and gives no warranties of whatever nature in respect of these documents, including but not limited to the accuracy or completeness of any information, facts and/or opinions contained therein. Stadeliver LLC cannot be held liable for the use of and reliance of the opinions, estimates, forecasts and findings in these documents.