



Deloitte.

Pays for their employees meals everyday!!

GRUBHUB™



DOORDASH



POSTMATES

UBER
eats

GRUBHUB™


ChowNow


DOORDASH


POSTMATES

UBER
eats

**Not optimized
for mass orders.**

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- Hassle for the employees
- Logistical nightmare for restaurants
- Accounting nightmare for companies

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**EXTORTIONATELY EXPENSIVE FOR
COMPANIES!**



Average office of 500 employees who order lunch 50% of the month



Average office of 500 employees who order lunch 50% of the work month

\$25,000 per month

Delivery Fees + Service Fee + Tips

(\$300,000 annually!)



WHY ARE THE FEES SO HIGH?

Other food apps aren't made for mass orders.

Multiple convoluted orders

No pre-planning for restaurants

30+ Individual drivers

Tipping overwhelmed drivers

NIGHTMARE for Stakeholders



Deloitte.

Suddenly inundated
with orders

Orders not organized in
an optimal way

High Commission Fees
(10%+)



Delivering large
unorganized order

Low pay

Inconsistent volume of
work



Lack of choice

Have to chase down
people's orders

No way to earn
individual loyalty
rewards



EXPENSIVE

No way to breakdown
cost by department etc



B2B

Food delivery app

For high volume orders

Customized for individual offices

Our solution...



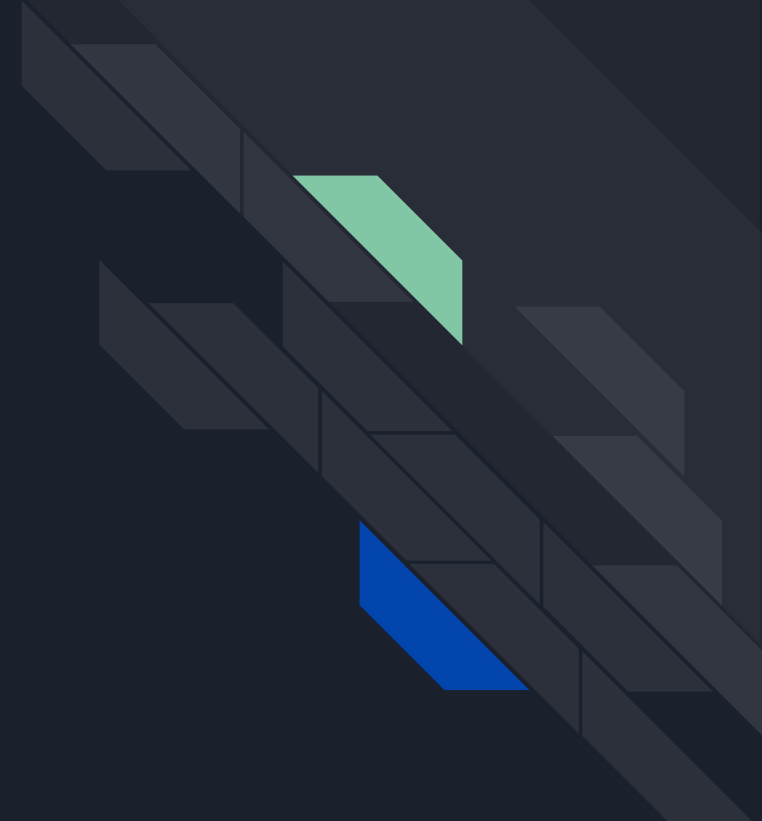
Aggregate Orders across entire company

- Streamline the order process for user
- Streamline the order handling for restaurants
- Declutter the delivery service:
 - Core group of Van drivers who pick up entire order at once

Customer Validation Journey

VALIDATE IDEA :

Dynamic food delivery app / pre paid meal plan with loyalty rewards



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"No discounts! No Rewards Program!"

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ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI	ZJ	ZK	ZL	ZM	ZN	ZO	ZP	ZQ	ZR	ZS	ZT	ZU	ZV	ZW	ZX	ZY	ZA	ZB	ZC	ZD	ZE	ZF	ZG	ZH	ZI

Customer Validation Journey

VALIDATE IDEA:

dynamic food delivery app / pre paid meal plan with loyalty rewards

80 potential customers

"Hate Service, Tipping, and Delivery fees! Ordering in a group is terrible!"

10+ Restaurants

"No discounts! No Rewards Program!"

.....Willing to provide discounts if orders are placed **IN BULK** and
AHEAD OF TIME...

Food Plan									
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive									
100% 100% 100% 100% 100% 100% 100% 100% 100% 100%									
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z AA AB AC AD AE AF AG AH AI AJ AK AL AM AN AO AP AQ AR AS AT AU AV AW AX AY AZ BA BB BC BD BE BF BG BH BI BJ BK BL BM BN BO BP BQ BR BS BT BU BV BW BX BY BZ CA CB CC CD CE CF CG CH CI CJ CK CL CM CN CO CP CQ CR CS CT CU CV CW CX CY CZ DA DB DC DD DE DF DG DH DI DJ DK DL DM DN DO DP DQ DR DS DT DU DV DW DX DY DZ EA EB EC ED EE EF EG EH EI EJ EK EL EM EN EO EP EQ ER ES ET EU EV EW EX EY EZ FA FB FC FD FE FF FG FH FI FJ FK FL FM FN FO FP FQ FR FS FT FU FV FW FX FY FZ GA GB GC GD GE GF GG GH GI GJ GK GL GM GN GO GP GQ GR GS GT GU GV GW GX GY GZ HA HB HC HD HE HF HG HH HI HJ HK HL HM HN HO HP HQ HR HS HT HU HV HW HX HY HZ IA IB IC ID IE IF IG IH II IJ IK IL IM IN IO IP IQ IR IS IT IU IV IW IX IY IZ JA JB JC JD JE JF JG JH JI JJ JK JL JM JN JO JP JQ JR JS JT JU JV JW JX JY JZ KA KB KC KD KE KF KG KH KI KJ KL KM KN KO KP KQ KR KS KT KU KV KW KX KY KZ LA LB LC LD LE LF LG LH LI LJ LK LL LM LN LO LP LQ LR LS LT LU LV LW LX LY LZ MA MB MC MD ME MF MG MH MI MJ MK ML MN MO MP MQ MR MS MT MU MV MW MX MY MZ NA NB NC ND NE NF NG NH NI NJ NK NL NM NO NP NQ NR NS NT NU NV NW NX NY NZ OA OB OC OD OE OF OG OH OI OJ OK OL OM ON OP OQ OR OS OT OU OV OW OX OY OZ PA PB PC PD PE PF PG PH PI PJ PK PL PM PN PO PP PQ PR PS PT PU PV PW PX PY PZ QA QB QC QD QE QF QG QH QI QJ QK QL QM QN QO QP QQ QR QS QT QU QV QW QX QY QZ RA RB RC RD RE RF RG RH RI RJ RK RL RM RN RO RP RQ RR RS RT RU RV RW RX RY RZ SA SB SC SD SE SF SG SH SI SJ SK SL SM SN SO SP SQ SR SS ST SU SV SW SX SY SZ TA TB TC TD TE TF TG TH TI TJ TK TL TM TN TO TP TQ TR TS TT TU TV TW TX TY TZ UA UB UC UD UE UF UG UH UI UJ UK UL UM UN UO UP UQ UR US UT UU UV UW UX UY UZ VA VB VC VD VE VF VG VH VI VJ VK VL VM VN VO VP VQ VR VS VT VU VW VX VY VZ WA WB WC WD WE WF WG WH WI WJ WK WL WM WN WO WP WQ WR WS WT WU WV WW WX WY WZ XA XB XC XD XE XF XG XH XI XJ XK XL XM XN XO XP XQ XR XS XT XU XV XW XX XY XZ YA YB YC YD YE YF YG YH YI YJ YK YL YM YN YO YP YQ YR YS YT YU YV YW YX YY YZ ZA ZB ZC ZD ZE ZF ZG ZH ZI ZJ ZK ZL ZM ZN ZO ZP ZQ ZR ZS ZT ZU ZV ZW ZX ZY ZZ									
at a casual discount? How many times a month do you eat in a restaurant? how often would you typically order a pizza? how often would you typically use your									
Submitted At									
Notes									
1	FALSE	NA	Yes, discounts	Less delivery fee	16/11/2019 20:55	agregados			
2	TRUE	NA	the benefits are, you because of the low food delivery support of establishment in a way, the price is reasonable, mostly what they have to be in	16/11/2019 20:55	Chaparral				
3	TRUE	NA	Order from the restaurant in the app, it's faster than going to the restaurant	16/11/2019 20:55	hullbom				
4	TRUE	NA	None	None	16/11/2019 20:55	hullbom			
5	0	0	None	None	16/11/2019 20:55	hullbom			
6	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
7	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
8	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
9	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
10	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
11	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
12	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
13	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
14	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
15	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
16	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
17	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
18	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
19	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
20	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
21	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
22	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
23	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
24	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
25	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
26	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
27	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
28	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
29	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
30	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
31	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
32	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
33	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
34	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
35	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
36	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
37	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
38	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
39	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
40	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
41	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
42	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
43	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
44	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
45	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
46	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
47	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
48	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
49	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
50	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
51	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
52	0	0	TRUE	NA	16/11/2019 20:55	hullbom			
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The Journey Never Ends...

B2B??



Deloitte.



The Journey Never Ends...

B2B??

Managing Partner of Professional Services firm 1500+ employees

- Ease of accounting
- Less hassle, happier employees
- Reduce fees



Deloitte.



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4 other decision makers within big companies



Deloitte.



The Journey Never Ends...

B2B??

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4 other decision makers within big companies

WOULD. USE. OUR. PLATFORM.



Deloitte.



SUCCESS!



EVERYBODY WINS!



Deloitte.

No Delivery fees!

No Service fees!



Stable Customers!

Optimized Purchase
Orders!



Hassle Free!

Customized Options!

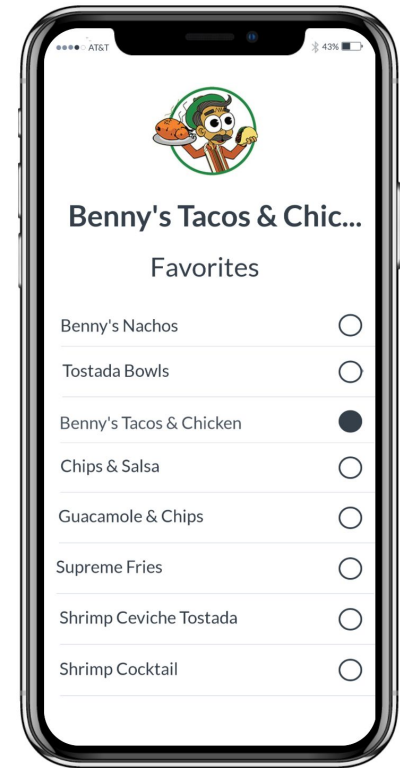
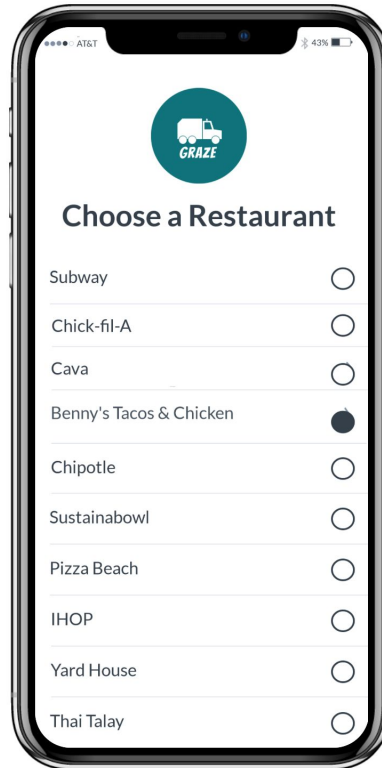


Higher Wage!

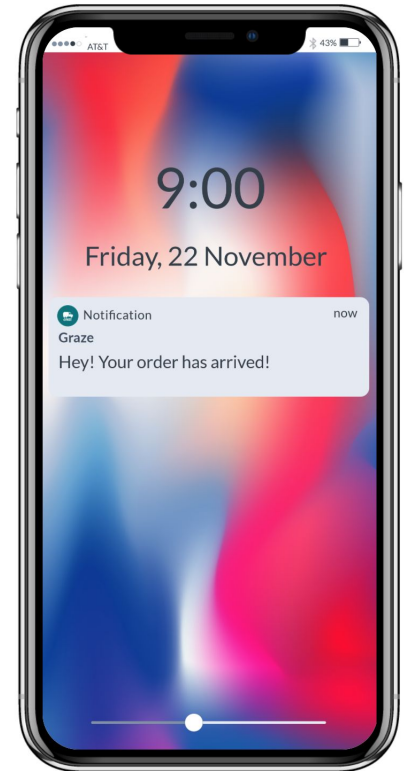
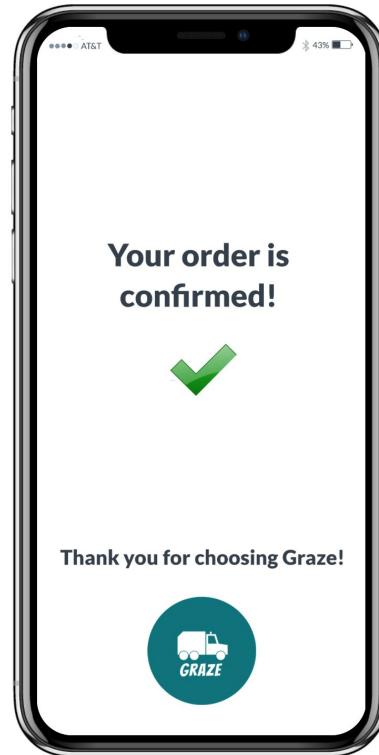
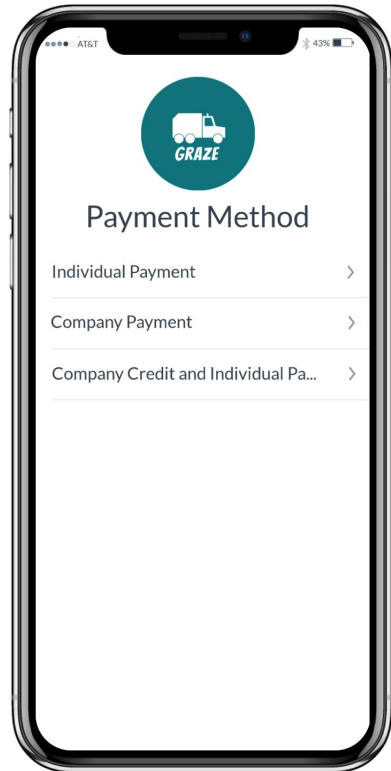
Guaranteed Hours!

Easy Navigation!

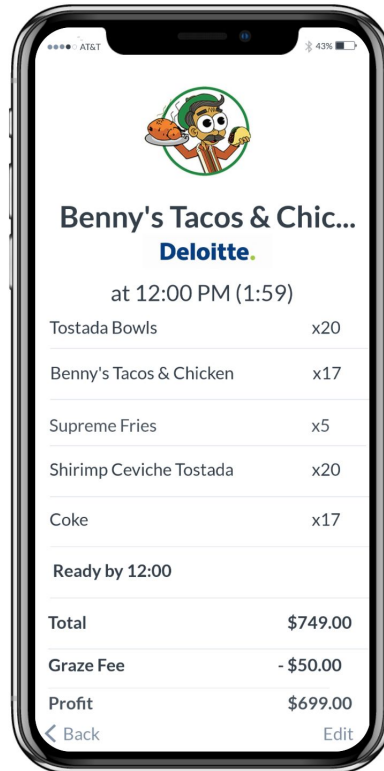
Employee Experience



Employee Experience



Restaurant Dashboard





HOW DO WE MONETIZE?



How Everyone Else Does It.

Deloitte.

\$25,000 per month

In Service Fees



\$15,000 per month

In commission (20%)

Annual Membership Model

No Fees Period.

The Deloitte logo, consisting of the word "Deloitte" in a white, sans-serif font, followed by a small green dot.

\$35

per employee

per month



\$7,500 per month

In commission (10%)



WIN WIN

Deloitte.

+ \$7,500 per month



+ \$7,500 per month



WIN WIN

Deloitte.

+ \$7,500 per month

\$32,500!!



+ \$7,500 per month

\$15,500 !!



Costs

Variable

Monthly Driver Cost	\$3,000
---------------------	---------

Fixed Onboarding

Drivers	\$2,000
---------	---------

Restaurants & Companies	\$12,800
-------------------------	----------

Total Monthly Costs **\$4,200**



Our Net Revenue

\$20,800 per month

\$35 (per month per employee) Membership Fee

10% Restaurant Commission

- **Daily Driver Costs + annualized onboarding costs**

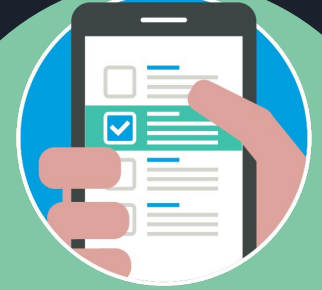
GO TO MARKET STRATEGY



250 -1000
Employees



3 Month Paid Trial



Survey Employees &
Restaurants on
customized options

Economic Differentiators

UBER
eats


DOORDASH

GRUBHUB™



HIGH CUSTOMER
ACQUISITION COST

CRITICAL MASS

PROFIT

VS

LOWER CUSTOMER
ACQUISITION COST

IMMEDIATE PROFIT

Potential Market Share



42,000 Companies
(250-1000)



840 Customers
(2% acquisition)



**\$200M per Year
Revenue**
(\$20K Revenue per
Customer)

Company Vision

Deloitte.

Anchor
Business



Economies of
Scale





THANK YOU!



QUESTIONS?



Appendix



Go to Market Strategy / User Acquisition Model

Initial Target Market: Companies with 500+ employees that order food delivery frequently, such as, technology and professional services companies.

Contract: Offer initial Companies a 3 Month Paid Trial with a 9+ Month option.

On Boarding: (1) Survey Employees for the restaurants they love (2) Engage restaurants to determine capacity and optimal purchase order to streamline food preparation. (3) Educate Restaurants and Drivers with stickerization delivery system.

Upfront Cost of Customization less than revenue earned on three month trial.



Cash Flow

500 employees x 35/pm + \$17,500

10% on 500 orders of \$15 each x 10 days + \$ 7,500

5 Van Drivers x 2 hrs x 10 Days - \$3,000

= \$22,000 per month

500 employees decide to order every day?

Our net revenue = \$31,000

Company Savings = **\$32,500!!**

\$35 (per month per
employee) Membership Fee

10% Restaurant
Commission

Monetization Options

THE OLD WAY:

Company pays \$22,500 a month
Restaurants pays \$15,000 in commission
Drivers earn average \$16 an hour

THE NEW WAY:

Company pays
Restaurants
Drivers
That's

\$35/pm per employee
Membership Fee

10% Restaurant
Commission

	COMPETITORS	GRAZE	SAVING
COMPANY	\$22,500/pm	\$17,500/pm	\$5,000/pm
RESTAURANT	\$15,000 a month	\$7,500 a month	\$7,500 a month
DRIVERS	Earn \$16 an hour	Earn \$40 an hour!	



How do we do this?



BETTER, EASIER EXPERIENCE :
COMPANIES, USERS, DRIVERS, AND
RESTAURANTS