GRAZE

Pays for their employees meals everyday!!

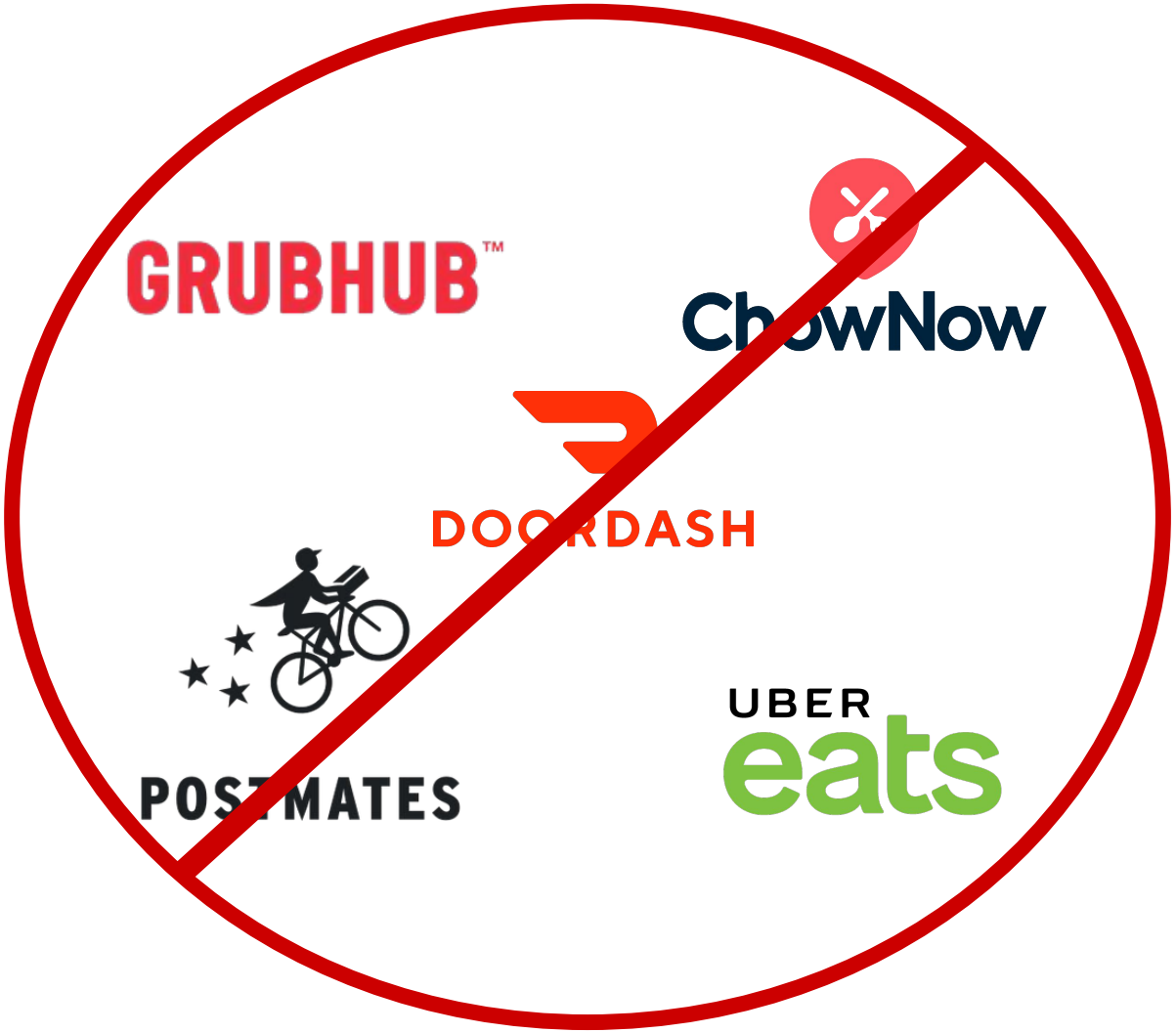
GRUBHUB™

ChowNow

DOORDASH

POSTMATES

UBER eats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Not optimized
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- Hassle for the employees
- Logistical nightmare for restaurants
- Accounting nightmare for companies

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EXTORTIONATELY EXPENSIVE FOR COMPANIES!

Deloitte.

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

Deloitte.

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 peoples 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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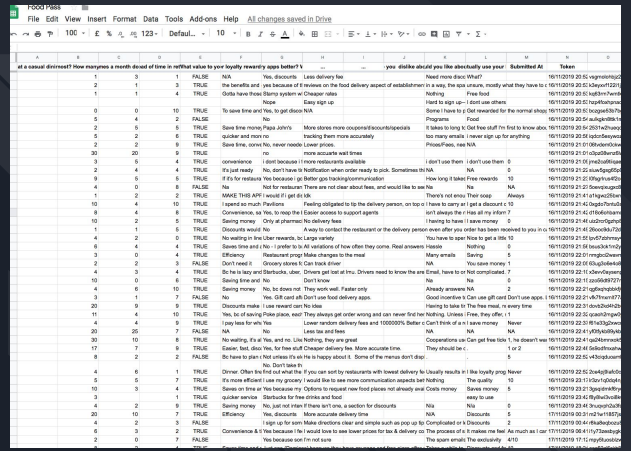
80 potential customers

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



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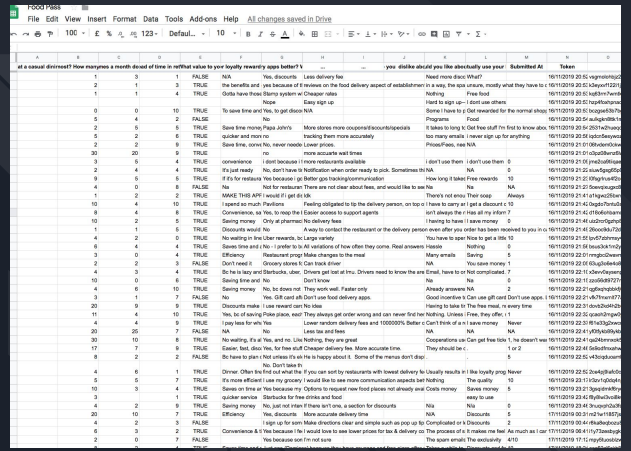

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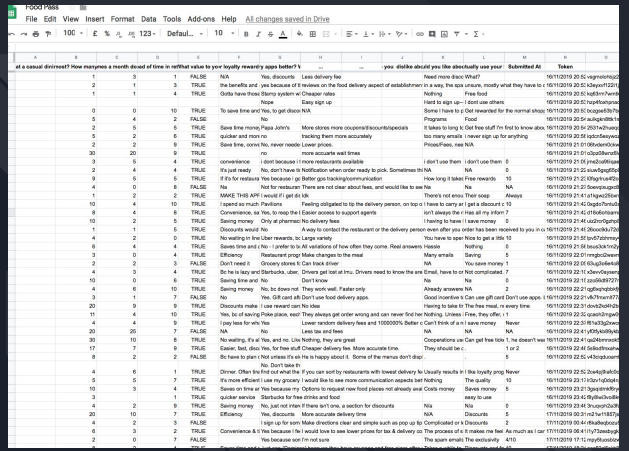

……Willing to provide discounts if orders are placed **IN BULK** and **AHEAD OF TIME...**

The Journey Never Ends...

B2B??

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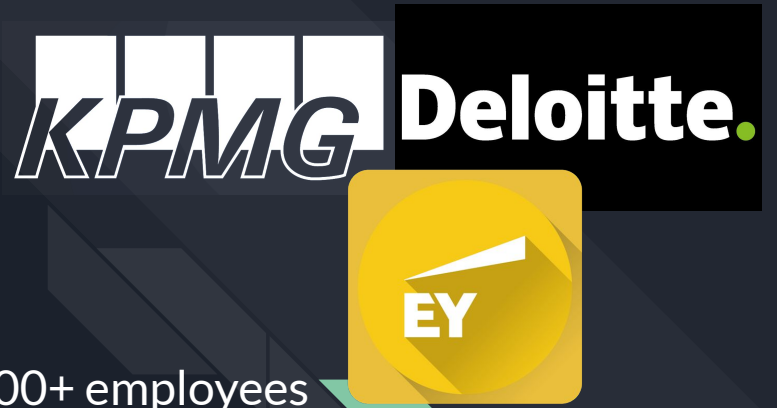

B2B??

Managing Partner of Professional Services firm 1500+ employees

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

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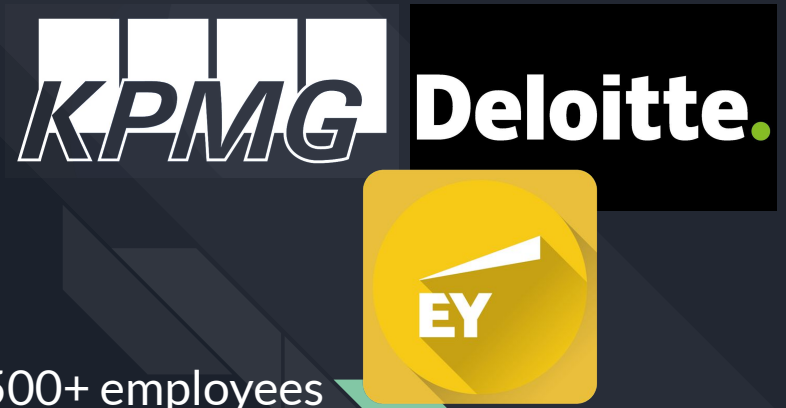

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4 other decision makers within big companies

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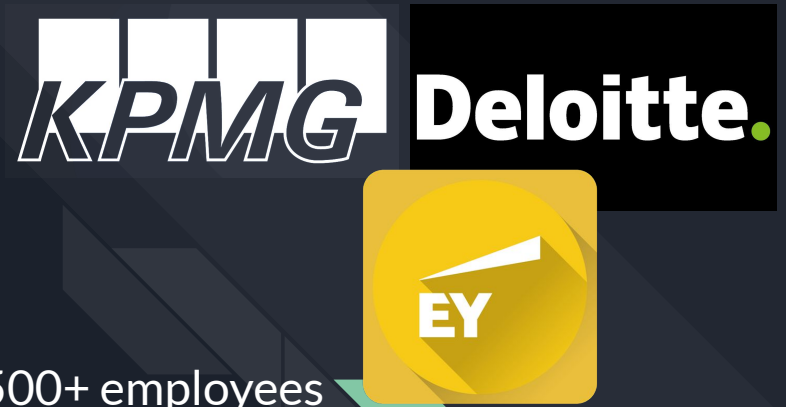

B2B??

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4 other decision makers within big companies

WOULD. USE. OUR. PLATFORM.

SUCCESS!

EVERYBODY WINS!

Deloitte.

No Delivery fees!

No Service fees!

Stable Customers!

Optimized Purchase Orders!

Hassle Free!

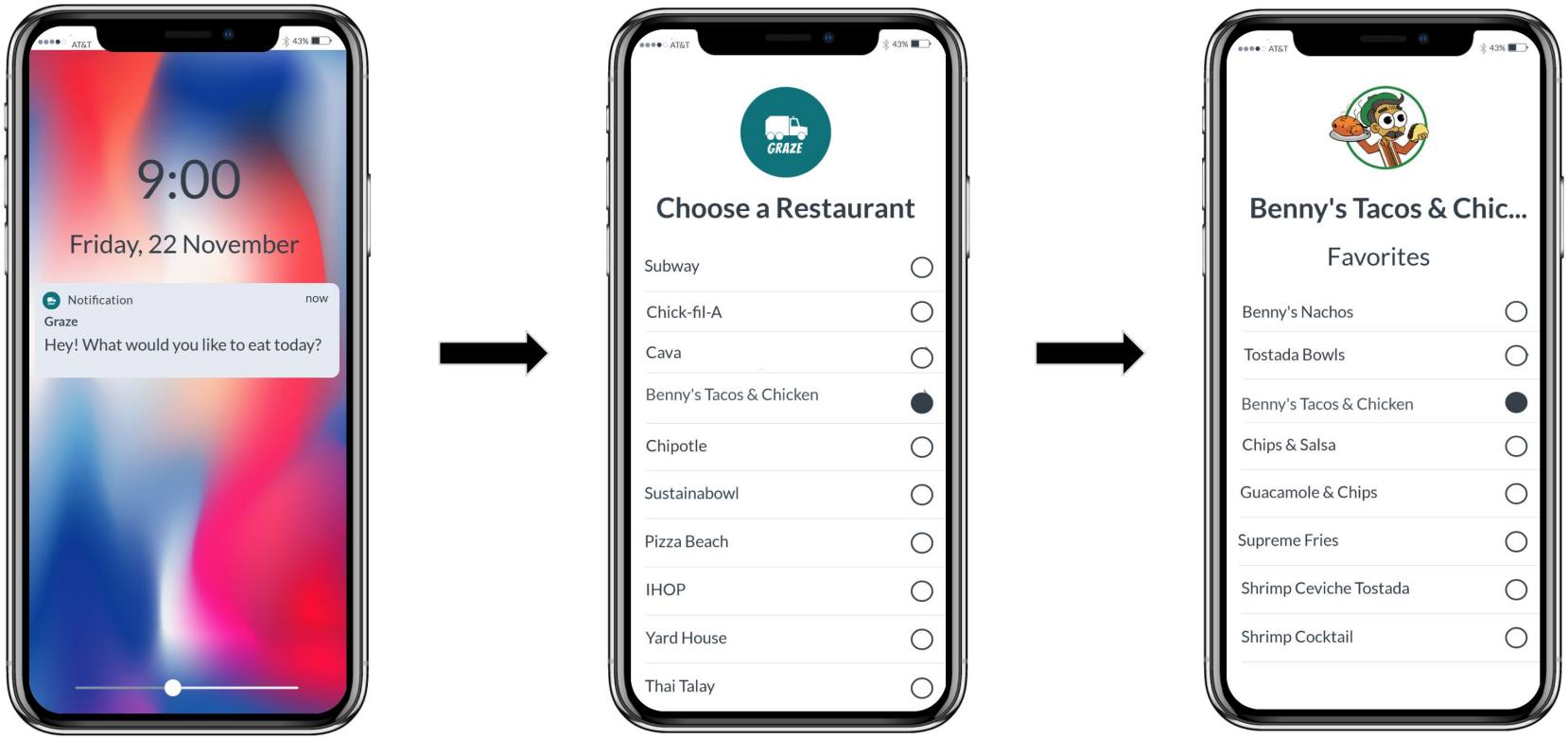
Customized Options!

Higher Wage!

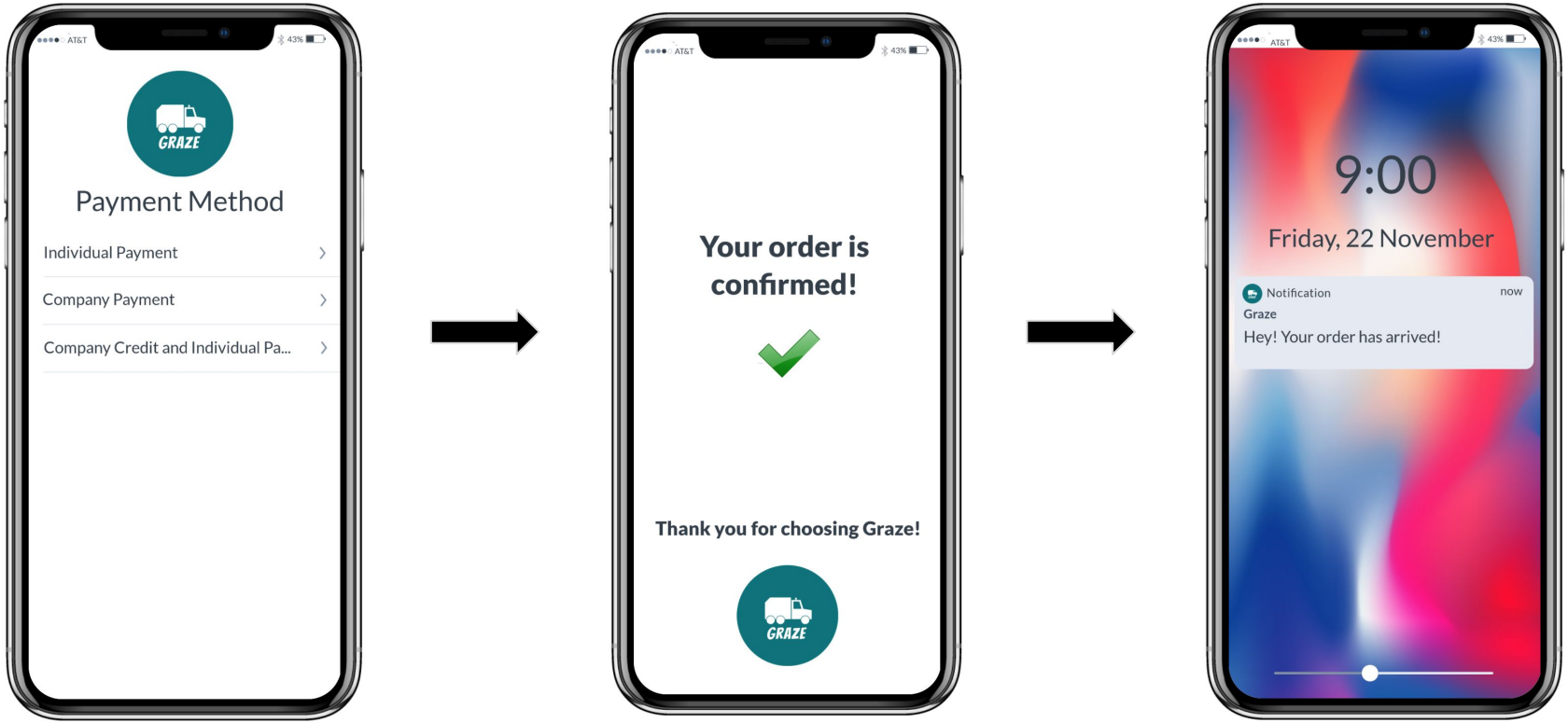
Guaranteed Hours!

Easy Navigation!

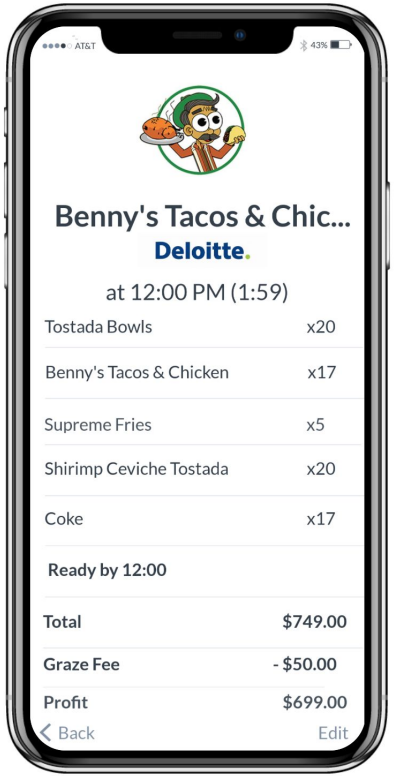
Employee Experience



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.

Deloitte.

$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

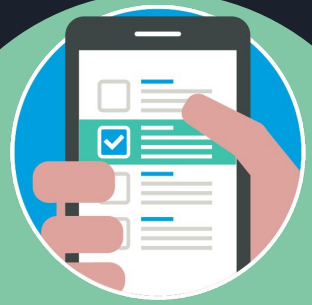
10% Restaurant Commission

- **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

	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!	

THE OLD WAY:

Company pays $22,500 a mon
Restaurants pays $15,000 in
Drivers earn average $16 an h

R WAY:

Co
Res
Dri
Tha

$35/pm per employee
Membership Fee

10% Restaurant
Commission

How do we do this?

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