**Intro**

The restaurant industry has a problem. Staffing up to cover demand surge is expensive. Staff illness and injury leaves franchises shorthanded and scrambling to track down sufficient help.

DoublePay provides a platform for restaurants to request qualified staff on demand.

**Story**

Yesterday, I walked in to the Pokeworks on 3rd avenue and spoke to an employee to ask what they did when someone calls in sick.

He responded, “I am the regional manager, and that’s why I’m here today. When one of my stores can’t find someone to cover, I have to fill in.”

We interviewed individual restaurants and a food truck, as well as larger franchises such as Starbucks and Thai Ginger.

**Assumptions**

1. Small Businesses
   1. We believed that individual restaurants and food-trucks would be our main market. We learned that they choose to rely on other family member or long-term employees to fill in.
2. Skills
   1. We also assumed that skills between individual restaurants were easily transferable, but many expressed a belief that significant training was required to achieve competence in their restaurant.

**Direction**

We chose franchise markets because:

* Multiple franchises indicated the problem occurs frequently, 4 - 6 times per week.
* From a practical standpoint, one sandwich artist at one store can be a sandwich artist at another store.
* Additionally potential employees loved the idea of being able to pick up extra hours when they wanted.

\*\*\*To solve this problem, we will launch and app that will find a qualified employee match within 60 minutes or less.

\*\*\*The app will be monetized through a tiered subscription model where franchises will pay for each fulfilled request.

\*\*\*We plan to acquire customers through outbound sales beginning with Seattle and Washington state, expanding nation wide shortly after.

\*\*\*Competitors like CrewApp and Shyft were reviewed, but none of them addressed this problem.

**US Market Size**

Spring 2018, 222k franchise restaurants in the US; from this we estimated our TAM

**Roadmap**

* We decided to start with regional franchises as they are smaller, more flexible, and we see them adopt local solutions all the time. We then hope to move into larger franchises nationwide including other service areas like retail or hair salons.

Sell the API to other Retailers.

I feel proud we were able to ramp this up as a team and provide an app.

**DEMO**

Homepage - hold for oohs and ahhs (pretty standard). Value prop, testimonials, etc.

Employee View/Job List

* In our demo we already have some available positions that were easily posted by the employers that found themselves needing help as soon as possible.
* After an employee has signed in, they see the list of posted jobs with details and can select one by clicking accept.
* \*\*\*DoublePay automatically filters out candidates based on proximity and listed skills.
* OR, they can use map view which shows location of the opportunity on the map.
* Employee can then accept the job.

**Competitors**

Of the 12 restaurants we interviewed, only 1 used a potential competitor called CrewApp which provides a communication platform for teams. It includes chat, coworker phonebook and a shared calendar for managing schedules. It requires each manager add and remove staff individually. What sets us apart is speed of onboarding (including ease of use and single sign on) as well as quality. CrewApp and it was clunky, tedious to use and simply a compilation of existing apps like outlook, facebook messenger and a simple .

**Business Model**