

THE FUTURE OF OUR BUSINESS

IS LOCAL



Dinner is right around the corner.

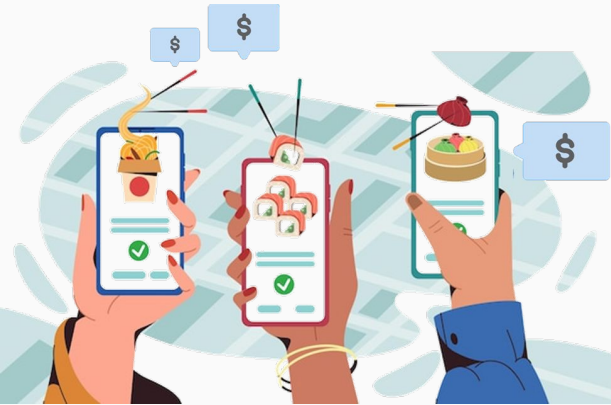
BY CHRIS GRIMES, ALLAN JIANG, MEGAN MARTIN



BACKGROUND

The food industry operates on a 3-5% profit margin.

We have an opportunity for innovation, but we must be conscious of profitability.



- Our pivot to delivery through Peak comes at a significant cost
→ 18% of our sales revenue!
- Local partnerships and logistics could be our breakthrough.

The Bay Area is a Logistics Nightmare

- Bay Area has the 5th worst traffic in the country
- Peak Delivery and our competitors all use car delivery which only makes the problem worse
- What if we could avoid it by partnering with BART to bring a better and more cost effective service to our customers?

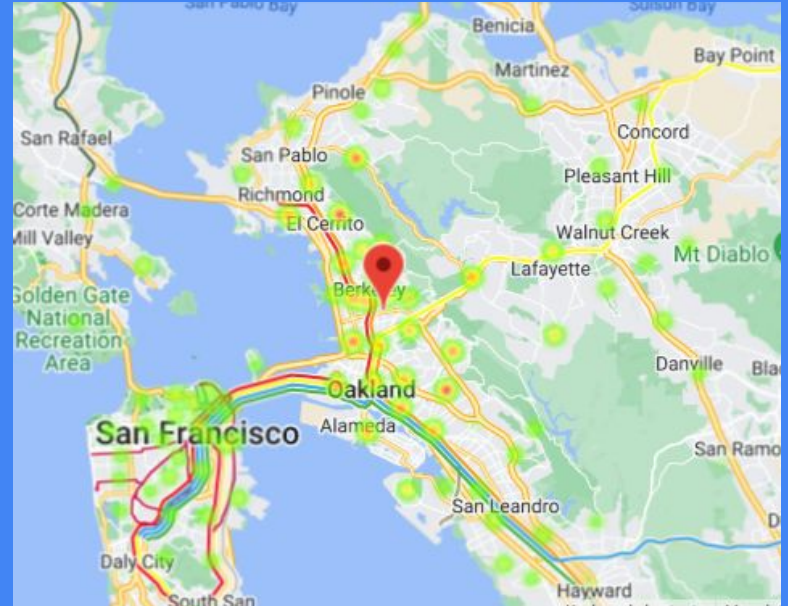


A Win-Win Partnership Between AGM and BART

- The Berkeley store is conveniently located less than a mile to a BART station on the red and orange lines
- A strategic partnership could help us both grow revenue while bringing customers back to public transportation.

San Francisco Chronicle

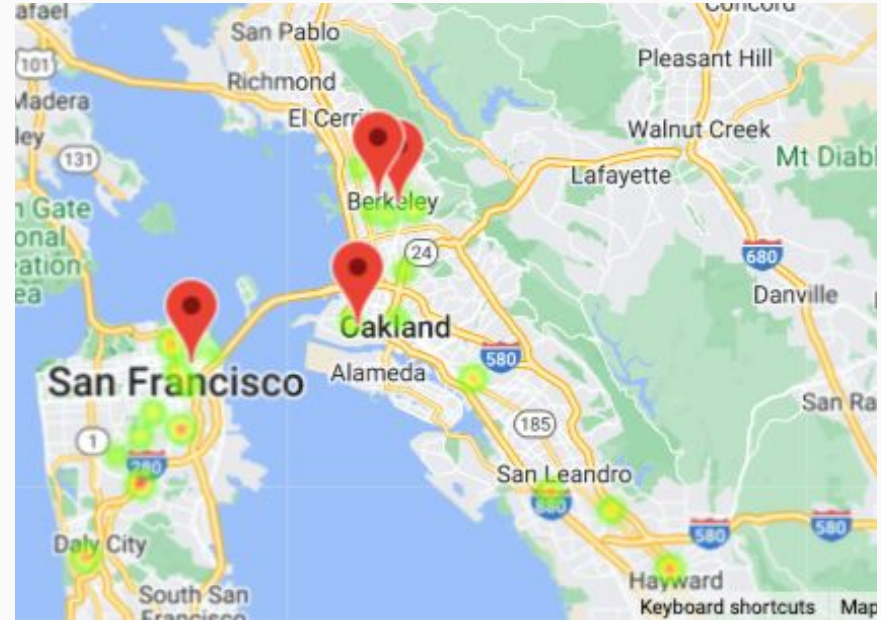
“BART faces its ‘most challenging revenue outlook’ in history as low ridership numbers persist”



Our pilot would reach 30% of our existing customers and expose us to over 300,000 potential new customers.

Using Data to Define Our Pilot

- 1 mile radius principle:
 - Target locations reaching the customers most likely to use BART stations
 - Reducing need for last mile solutions
- Identified customers and general populations with zip locations within 1 mi of BART stations
- Used graph database (Neo4j) to identify the top stations reaching the most customers



Heatmap of population that lives within 1 mile of pilot red/orange BART stations

How Our Pilot Would Work

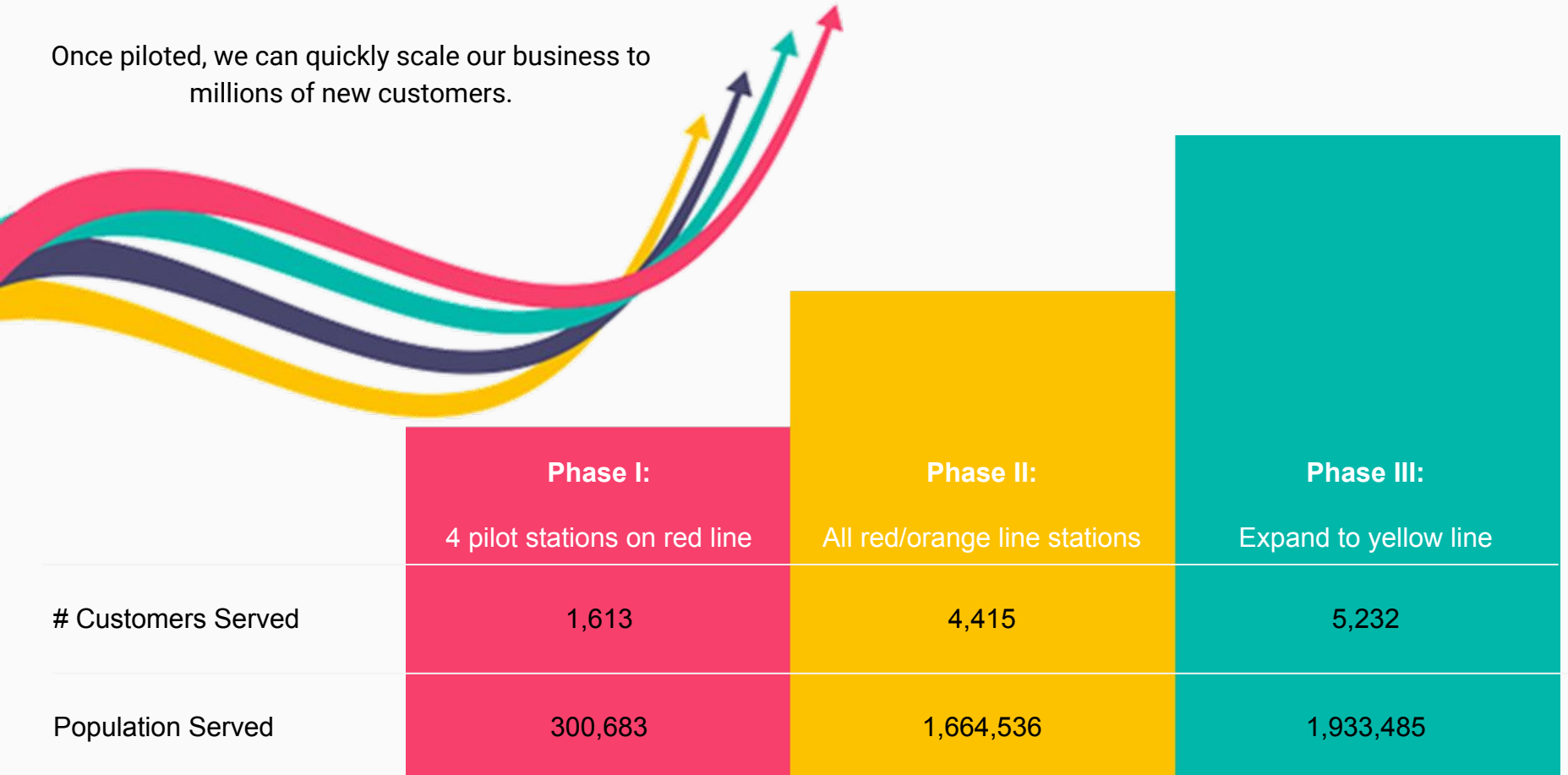
- Utilize Ashby BART station to bring meals to the pilot stations
- Transfer meals into refrigerated lockers and ready for pickup by customers
- Retain Peak Delivery as an option for customers that live outside the range of the BART



Able to deliver to our pickup locations in 45 to 60 min. Meals are stored in refrigerated lockers and ready whenever the customer is.

Phases and performance indicators

Once piloted, we can quickly scale our business to millions of new customers.



Database applications

- Redis: Real-time order status for customers
- MongoDB: system of record; store customer information allowing for point of view analytics



Our Vision: We're an integrated part of the local community

- Mine local sales data to keep a limited number of high-turnover meals on hand
- Expand to include optional grocery items to reduce frustration of meal planning
- Create a “virtual store” at the stations so customers can “browse” and place an order



AGM's “virtual stores” usher in the return of the neighborhood meal access and provide a way to virtually browse and order meals.

QUESTIONS?