

Jeremy Smith - (Nolan Blevins)



Jeremy visits his restaurant to perform an internal audit and check on his restaurants sales and overall performance.



Jeremy notices a steep decline in this quarters sales, business went down over 25% and he wants to make changes to his business in order to raise overall profit margins.



Jeremy meets with some of the high ranking managers and highly valued employees in order to brainstorm ideas to help with business at Jeremy's restaurant.



Hey boss,
why don't
we put the
restaurant
on "Feed"

One of the board members suggests an idea to help with business.

Feed? What's that?





My wife and I use it, its an app that picks where to eat for you, all you have to do is add a few parameters.

Wow, sounds great,
can you sign us up?





Yeah it's super easy, just download the app and go to the business owner section...



Click the register
my restaurant
button and all we
have to do is add
our menu and
prices

Wow thats
so easy!!!





Over the next few months Jeremy's restaurant skyrocketed in sales going up over 70%, all thanks to Feed.

Cedric M. Powell (Derek Lewis)



Cedric is having a relatively typical day in class. It starts nearing lunch time, and Cedric's schedule allots him about an hour to eat.



(still Cedric)

Cedric opens his GrubHub app and crafts his order; however, when he goes to pay for his order with his meal card, it turns out that an error in communication caused the restaurant restaurant to show up as open when, in reality, it was uncharacteristically closed.



(technical
finesse)

Disappointed and disturbed, Cedric immediately goes to the Feed app. He filters available restaurants by a less-than 5 minute drive and a less-than 5 minute wait.

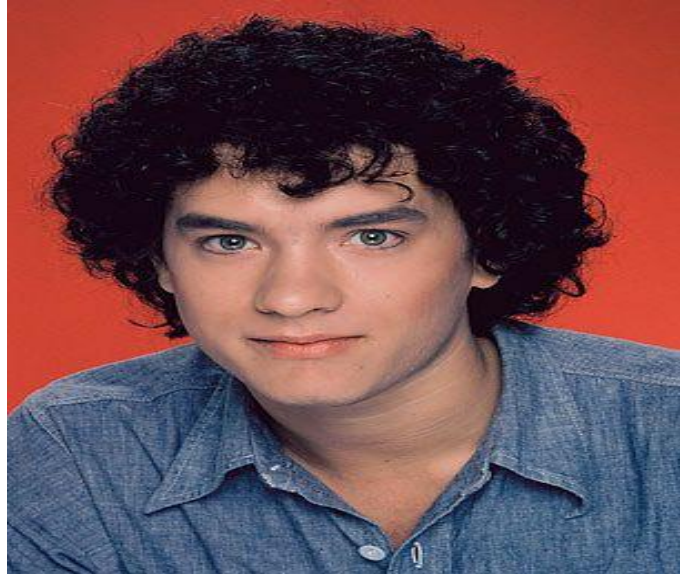


(still Cedric)

He scrolls past a couple restaurants from which he knows he doesn't want food before finding a restaurant just 4 minutes away by car.

Unfortunately Cedric still had to pay with his own cash, but he was able to efficiently find an alternative to the campus options using the Feed app with little disruption to his day.

Jack Wackadoo - (Pushpendra Shekhawat)



Jack Wackadoo is a very unusual and strange person. As a Doctor of Animal Husbandry and local high school guidance counselor with 43 children, he has his hands full...



Because of his many children, he often has trouble doing many things, especially cooking...

One day driving home from work, he lost it. He didn't have time to go home and cook dinner and enjoy the rest of his night....





He gets angry and begins looking at ways he can make his life easier, so he begins searching the internet for potential solutions...

He finally comes across the Feed app, and realizes that he can order take-out for his family. It would save him so much time just putting that work on someone else...





He finds a local catering restaurant and through the app, orders enough food for 50 people that he can pick up within the next 15 minutes.



He brings the food back home and everyone is so in shock that they celebrate by allowing Jack to enjoy his evening.

JJ's anniversary save - (Paul Lindsey)



One day while busy at the new construction site, JJ received a text message from his wife excited about their big anniversary dinner later that night. Having completely forgotten to book a reservation JJ quickly hops on the feed app.



JJ, worried that he's gonna let his wife down, quickly thinks to pull out his phone and hop on the Feed app. Already knowing his wife was expecting some italian dinner with decent but not overly expensive, JJ puts in his filters and selects an option for restaurants that aren't too busy around the time they were planning their dinner. It immediately pops up with a fine local italian diner not far from their home that had only just recently opened and joined the Feed app. It also informs JJ there are plenty of reservations for the time he and his wife were planning.



Unable to contain his excitement at how easy it was to get a reservation at a new local spot JJ burst through the front door all happy and excited to tell his wife the news. He ends with tell her the newest feature on their favorite restaurant app the Feed that they had saved enough points for 20% off their next meal. He then logs on when they are ready to leave for their anniversary date and uses the Lyft ride sync feature to request a lyftt to the restaurant.

JJ and his loving wife arrive at the restaurant right on time for their reservation and enjoy a lovely evening celebrating their anniversary together with a nice discount for being loyal Feed app users.





Way to use your
head JJ!