

PICKAPP

Don't waste your time. Pick it App!

PROBLEM

Busy people don't have time to wait in lines, and they will oftentimes sacrifice lunch or coffee in order to stay on schedule.

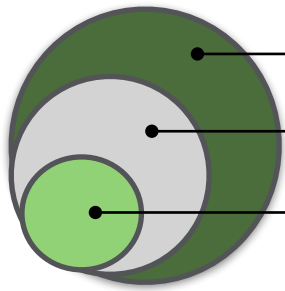
When consumers pass on lunch because of long lines, businesses lose valuable sales.



SOLUTION

PickApp's user-friendly ordering system that works for both the consumer and the business to ensure that the order is ready in time and at the location desired. Easy re-ordering options and saved payment information make for a seamless process!

ADDRESSABLE MARKET: FAST CASUAL



USA: 30B

MA: 840M

BOS: 550M

FAST CASUAL MARKET

DEFINITION

The term Fast-Casual marries the age-old need to eat on the run to the much newer consumer demand for healthier options.

GROWTH

Fast Casual market has grown more than **40%** since 2006

THE TEAM

Photo

Person 1 | CFO LAW &
BUSINESS STUDENT
FINANCE CONCENTRATION

Photo

Person 2 | CTO & COO
BUSINESS STUDENT
OPERATIONS
CONCENTRATION

Photo

Person 3 | HR BUSINESS
STUDENT
MARKETING & ENTREPRENEURSHIP
CONCENTRATION

Photo

Person 4 | CMO
BUSINESS STUDENT
MARKETING CONCENTRATION

BUSINESS MODEL

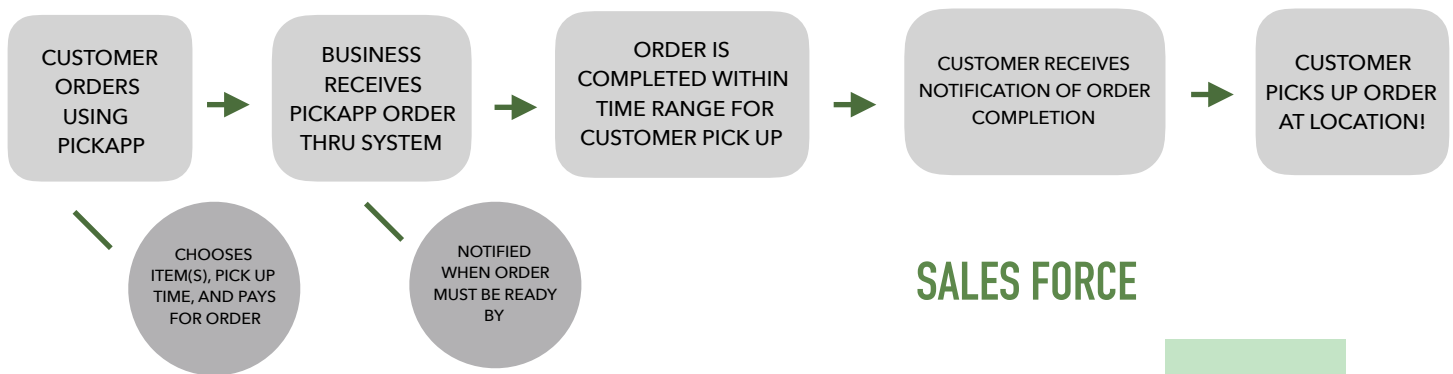
WE CHARGE BUSINESS CLIENTS **11% COMMISSION** OF EACH SALES
ORDER CONSUMERS PLACE THROUGH THE APP
THERE ARE NO ADDITIONAL COSTS FOR THE CONSUMERS

COMPETITOR COMPARISONS

PICKAPP	DELIVERY SERVICES
NO MARKUP	DELIVERY FEES
NO MIN. \$ AMOUNT/ ORDER	MIN. \$ AMOUNT/ORDER
PICKED UP BY CUSTOMER (EN ROUTE)	MUST BE DELIVERED TO LOCATION
CHOOSE YOUR WAIT TIME	UNCERTAIN WAIT TIME

CUSTOMER VALUE PROPOSITION

INCREASED REVENUE	DECREASED WAIT TIMES	INCREASED CONVENIENCE
On average business clients who use our platform will generate 5-10% more in revenue from the otherwise lost sales.	Wait times will decrease 6-8 minutes on average for consumers who use our app since they are able to order ahead of time.	Provide increased convenience for busy consumers through easy pick up shelves.
↑	↓	↑



SALES STRATEGY

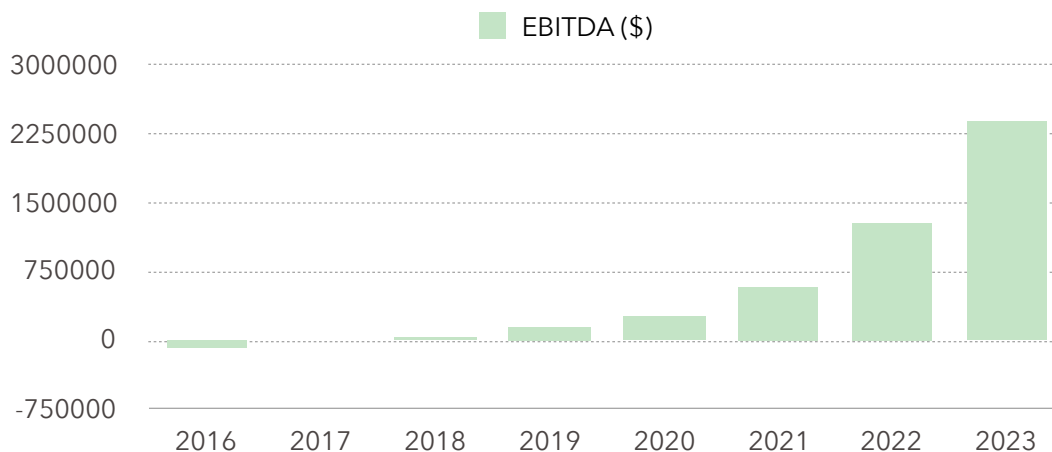
- ▶ We will be providing the stores with free installation of shelves
- ▶ The app will be free as well with no changes in pricing on the menu
- ▶ Our revenues will come from a small charge on the customer's total order

SALES FORCE

CMO
Primary salesperson for Year 1

Display set up & servicing stores

Hire 2nd salesperson in Year 2



START UP COSTS

\$156,634

NPV OF CASH FLOWS (I.R 15%)

\$978,843

	2016	2017	2018	2019	2020	2021
# Partnered Businesses	16	26	40	70	115	180
Revenues	64,471	277,981	399,254	562,283	787,197	1,259,515
Gross Margin	-30%	39%	41%	49%	54%	65%
Net Income	-89,587	1,262	37,052	133,656	262,706	585,541

FUNDING

\$250 K : 33% EQUITY

Would create value by:

- Permitting complete Software development
- Financing 100% Start Up expenses