

iFexo is a **launched** DC based SaaS B2B startup. Our customers are delivery restaurants. Market opportunity is **2x** that of GrubHub with their 44,000 restaurants and 267,800 orders/day in US & UK. With our current functionality and pricing that's a potential for **\$156.2m ARR**. But we plan to go beyond that adding more revenue streams and do B2C later. GrubHub is currently valued at \$3.5B.

THE TEAM:

All based in DC

- **Vitaliy** Founder & CEO
443-856-7705, ifexo@ifexo.com
- **Ion** Back End Developer & CTO
- **Alex** Front End Developer
- **Oleg** Full Stack Developer
- **Rahul** Advisor & Software Architect

THE PROBLEM:

Imagine that you are a delivery restaurant owner. To maximize your profits, you would sign up on all order sourcing platforms such as:

EAT24

ezcater

caviar

seamless

grubHub

delivery.com

Tapingo

yelp

ChowNow

myPIZZA.com

DOORDASH

bite
squad

foodler

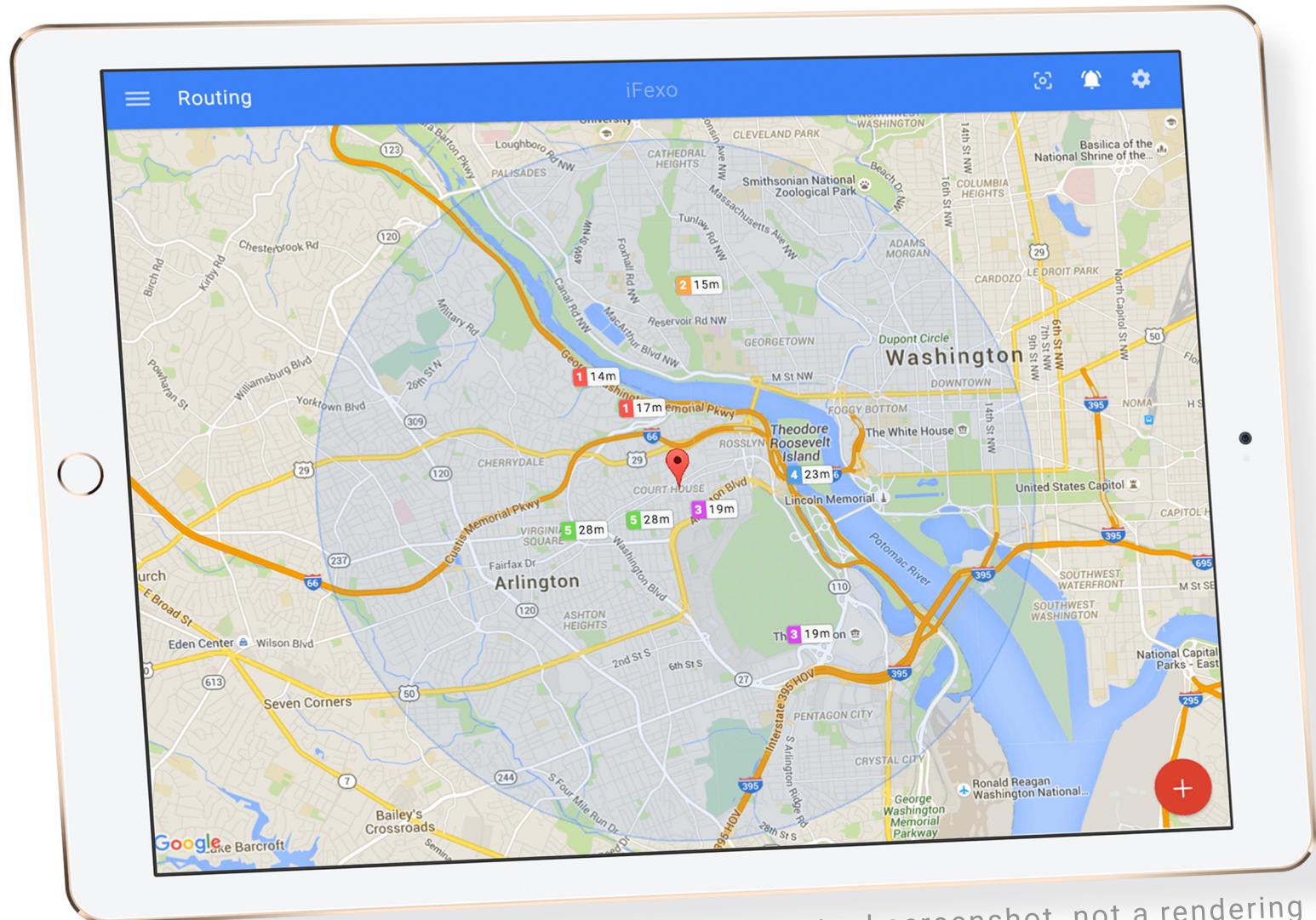
These platforms **charge on average 15% per order**, which is crazy high - but you don't have much choice because this is where people order...

Now it's the evening rush, and you're getting about 30 orders per hour. All in different formats! Your manager has to **spend precious time reading and analyzing each order** to see how he can group orders for the delivery drivers in to timely and efficient routes.

What if you could see all your orders, from all your sources, on a map for easy routing? What if you could convert your customers to order directly from you & save thousands in commissions? **Now you can!**

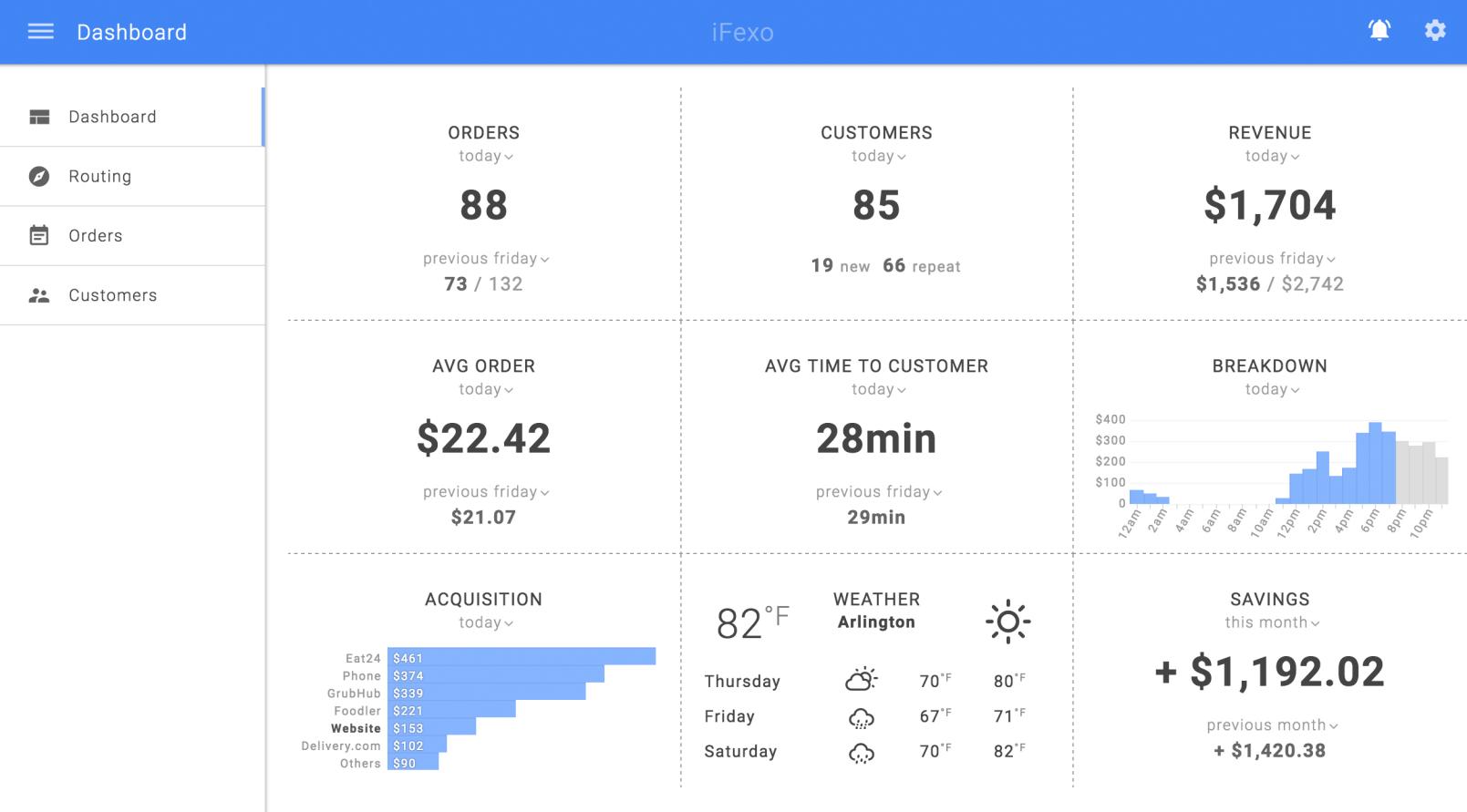
All orders at a glance!

iFexo recommends groupings of orders based on location, expected delivery time, and traffic. And as orders are dispatched customers get a text that their order is on its way with ETA.



Our team has developed a way to integrate **ALL** order sourcing platforms regardless of the way orders are received (fax, email, phone, POS).

But **iFexo is not a middle man** so restaurant don't have to worry about our system going down, they would still be able to receive orders. Also, there is **NO initial barrier** to start using iFexo - just register on our website with a credit card.



Visual display of the most important information

Fully customizable dashboards provide real-time data, as well as your history, savings, and weather. Works perfectly on mobile devices.

Sample Orders Page

Orders

iFexo

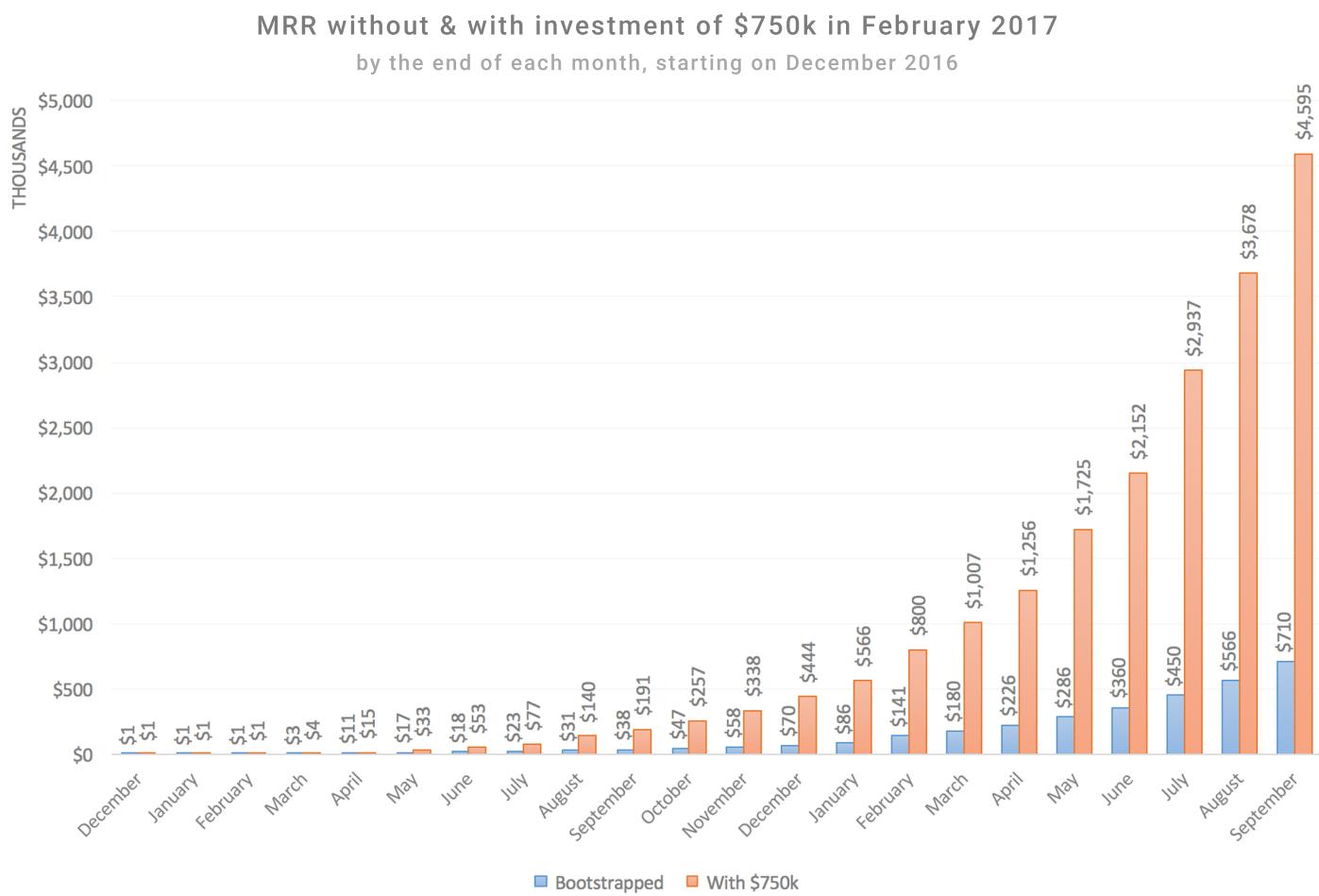
Oct 5

Future	11:30 am Oct 5	Manahat Thomas 407-493-6743	\$221.25	2111 Wilson Blvd 500 Arlington VA 22201	ChowNow			
Current								
	4:18 pm Oct 3	Brooke Postlewaite 703-217-2883	\$16.12	3114 9th Rd N Arlington VA 22201	ChowNow			
	4:09 pm Oct 3	Olu Adekunle 732-354-5221	\$24.66	2138 California Street Northwest, apt 307, Washington, DC, 20008	grubHub			
	3:59 pm Oct 3	Suzy. Y. 732-820-3578	\$54.49	2111 Wisconsin Av Nw #103 Washington Dc, Washington, 20007, DC	EAT24			
	1:55 pm Oct 3	Oscar Rojas 703-459-5543	\$24.90	4600 S Four Mile Run Dr, 1137, Arlington, VA, 22204	grubHub			
	1:35 pm Oct 3	Manuel Rivera 703-807-2003	\$28.69	1501 Lee Hwy Suite 130 Arlington VA 22209	ChowNow			
	1:23 pm Oct 3	Bassel 201-627-9298	\$26.49		EAT24			
	1:13 pm Oct 3	William Rice 215-779-4319	\$22.49	1001 N Randolph St, , Arlington, VA, 22201	grubHub			
	1:08 pm Oct 3	Margie Williams 301-613-7080	\$15.67	2000 15th St N Ste. 1100 Arlington VA 22201	ChowNow			
	12:56 pm Oct 3	Samuel Manganaris 571-224-5840	\$18.35	1812 N Quinn St 129 Arlington VA 22209	ChowNow			

THE REVENUE

iFexo was launched as MVP for the largest delivery restaurant in Washington DC in December 2016 managing 25 drivers and about 300 orders daily. Currently not all orders go through iFexo as we are still developing first full and stable version of the product.

As of February 8 we have 32 fully registered restaurants all over US, with 69 total locations. It's a potential for ~\$34,500 MRR in about 2-3 months and over \$82,000 from those exact restaurants in the long-term.



In the future there will be **many more revenue streams**:

- Paid mail & email marketing to target local customers for restaurants
- Managing and promoting social media accounts for restaurants
- Accepting direct orders from customers through our platform (B2C)
- Rapid micro-loans for restaurants
- Partnering with website building companies and referring restaurants to them for a fee, to create or improve restaurant's online presence

Our pricing is \$1/day + \$0.2/order, and in the case of our first customer, it's about \$700/month at this stage in development. From the perspective of the restaurant, it is **better than free**:

iFexo can actually **make money in savings**. A normal month with 3,000 orders will cost \$630. And if an average order is \$30, **we can save about \$1,984** by converting customers away from high-commission ordering platforms to the restaurant's commission-free ordering.

Our average customer conversion rate is **14.7%** !

\$630 iFexo bill

\$1984 savings

try our price calculator on ifexo.com

THE ROAD AHEAD

We believe that iFexo has a tremendous business potential. Why? GrubHub is a **\$3.5B** company, but their market share is only about 30%, while iFexo would process **ALL orders from ALL sources**, as well as those made by phone, POS, etc. Even though our fees are much lower than GrubHub's average of \$3.6 per order, we estimate more than **2x the revenue per restaurant than GrubHub**.

THE COMPETITION

All ordering platforms would see us a competitor because we will convert customers to direct ordering from our client restaurants.

As far as iFexo's direct competition there aren't many, but there are enough to prove the concept and market viability:

- **gotrackin.com** is our closest competitor but they have not developed a way to aggregate ALL ordering platforms and only work with those that provide APIs or web interface (only Eat24, GrubHub, and Seamless). Trackin currently has over 115 paying customers in 14 countries and is powering over 12,000 deliveries per month. We estimate their revenue at \$20k/month.

- **onfleet.com** is a fancy multipurpose service that tries to do it all but lacks specialization. They are highly successful but they don't integrate online ordering sources (our main feature) and only process orders that are placed directly through their platform.

- **onnaway.com** specializes in routing deliveries for restaurants but offer no integration with other online ordering platforms.

- **toakanapp.com** is a less fancy version of onfleet.

- **deliverybizpro.com** is a full service software for restaurants. They do have routing for their orders and many many other features. But they don't offer integration with online ordering platforms.

"I founded this restaurant 21 years ago and we have 25 drivers. People come to me every day with ideas, startups, and offers. I listen to all of them, but no one is solving my biggest problem - routing of all orders."

Akbar Madany,
Owner of Afghan Kabob House