

## **SOCIAL FOOD HUB**

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# Executive Summary

Roosty provides separated platforms for customers, restaurants and advertisers, each application instates various features for users to reach their purposes and market. Roosty assists restaurants to gain potential customers by food delivery, table reservation, pickup and Serve-In option for diminishing cunctation time, and moreover customers are able to illustrate live appraisal to improve both customers and restaurants viewpoint.

## Customers

Main Roosty application is designed to confer choices to customers for social interaction, they're able to try and find various restaurants or suggesting restaurants they have tried, the ranking system allows customers to rate and expose top places in each region.

Customers are able to post past and live moments for an online demonstration and each post can connect customers to restaurants to order directly from the application.

Voice system is designed to assist customers to order as quickly as possible, it fills the customer's cart and moves them directly to checkout panel, regardless of the primary language of restaurants in each country, Roosty assists tourists and newcomers by rendering the tag names of restaurant's menu and voice searching in 24 languages.

## Restaurants

As regards to facing side of the customers, restaurants will be able to control their market in the Roosty platform by customizing their menu, including Items and managing live analysis of customers. Restaurants will receive a notification for each order from different operating systems and several devices such as Smartwatches (unique feature), mobile phones and PCs.

Restaurants will be able to increase the number of recipients depending on the volume of demands and the whole digital process decreases the paper consuming. Adding coupons and live notices foster the restaurants' goals, restaurants are able to choose as many as services they provide to their customers such as delivery which is rendering the customer's location on the map for couriers, table reservation option that allows customers to arrange a date on Roosty application, in contrast to previous choices, pickup and Serve-In options will locate customers in restaurants within a short period of time.

Punctuality, accuracy and quality are main indexes that customers will determine based on their experience at the specific restaurant.

## **Advertising**

3 sections offered by Roosty advertising panel and each one processes diverse promotion tasks, post promotion is designed for media marketing in Roosty tag's search engine, it allows the advertiser to use various file types to elevate the posts and to promote to customers.

Restaurant promotion allows advertisers to profit from the wider range of potential customers by detecting and indicating the certain location for showing the live moments, coupons and restaurant's page on Roosty's restaurant finder.

Job promotion applies same location algorithm for job posting in given job titles in food markets, job portal allows customers to search for open positions in the specified occupation. Job promotion also provides a distinct part for each restaurants in case of recruitment services and employment.

## *Highlights*

The business model canvas of Roosty network has different factors, key partners are restaurants, food joints, technology partners and payment processors. Key activities are collaborating with restaurants, order processing, payment processing and assisting customers.

## *Objectives*

- Developing the front end of the application and devising the cloud server solution to be a stand for performing the application features in 13 weeks.
- Collecting the information of 500 restaurants to embed in the Roosty platform and to start accepting restaurant registration, payment processing and to structure the split payment system from Portugal, United Kingdom, Spain, Italy, France, Switzerland and Germany to achieve the potential market of Europe and to reach the west market by bearing the restaurants and customers of Europe in 22 weeks.
- Attracting new users to use embedded features such as restaurants and market suggestion, restaurant ranking system and social media interaction for executing the advertising platform in the earliest tempo of application publication.

## Mission Statement

United network for the food market in Europe, America and some part of Asia and spreading the international gastronomy in any languages.

## Company Overview

Roosty is designed to be an internet based business to expose local and international gastronomy to local and foreign customers, Roosty's idea founded in 2017 and our 5 members team began developing the back end in the second quarter of 2018, Roosty's founders have decided to publish fully viable product in 2019, we're developing algorithms to link between the search engine and media interaction of the application, Roosty's main purpose is publishing a monolithic platform for restaurants and customers and reducing the waiting time and increasing the number of customers by providing several features to each restaurant.

## Description of Business

The Roosty application consists of three market segments which makes it the first platform that provides every aspect of food market to both businesses and customers. Users will be able to represent any experience they had or they can display their live experience in moments to manifest the sight of other customers and even businesses.

What makes Roosty distinguished from competitors is the restaurant side which allows them to provide any services to customers such as take out and reservation, and furthermore they will be able to apply for new services that they're not providing at the time such as Serve-In which leads restaurants to progress the number of orders and finally, customer growth.

One of the business services which is a totally unique feature among food promoters in the growing global usage of web and mobile application is Ads panel that allows advertisers to reach their exact audience in a specified location without any algorithm of customer usage.

Products, services and moments can be shown to direct customers with definite trustworthy of user information which is a significant subject and protective standpoint for users.

## *Company Ownership*

Roosty is an independent internet based LLC, providing the B2B and B2C solution in food market.

Roosty's office is currently located in Lisbon, Portugal.

## *Location*

As for our type of business, our company doesn't require any particular space in a specific location, hereupon certain members are working (full-time) remotely from different countries and our cloud servers will be configured through several cities around Europe. Paramount advantage of our marketing strategies is freelance marketing for attracting restaurant in various locations.

## *Products and Services*

Different sections process different services to our users, Roosty network allows customers to share media, to find restaurants and placing media channels to host their savor and cuisines. Roosty voice system assists customers to fill their digital bags more quickly.

Analyzing sales and order types as a restaurant manager, customizing daily activities and menu for attracting more customers and brand indication by offering special discounts. Introducing food products and services through Roosty social food hub as a merchant or advertiser, job portal assists recruiters to achieve the right audience in job viewing.

Roosty enables features for both customers and restaurants, our application intends to resolve any intervention with businesses in case of food delivery and various services, it assists restaurants to manage their service independently, although each restaurant can provide their services freely but also they will be able to apply for different services such as food delivery which it makes Roosty operational among all sort of food markets.

## *Customer Service*

The application supports customers in payment processing and provides them orderly cuisines to search, Roosty voice system is one of the features using for rating and searching for ease of use, the platform will represent regional usage of customers to restaurants to clarify the information for precise marketing in Ads panel, Roosty doesn't use personal information and it doesn't produce any dearth in advertising due to our specific subject marketing.

## *Management*

Our background in back-end developing helped us to build fresh feasible features and designing possible app's specifications, the founder's experience in operating cloud servers will make Roosty extremely responsive in different regions and it lifts the excessive cost of managing and maintaining physical servers, simply we will pay as we go.

Roosty CMS will assist its members to support the different type of customers, practically we designed separate panels for managing our customers, automatic adjustments reduce prolonged tasks and A.I solutions execute the app's commands in a constant pace.

Our principal role is managing our network resources to perform tasks smoothly for users, we have three C programmers that design various algorithms for A.I solutions which assist restaurants to manage their customers, the front side of the app will be completed in 13 weeks which is the only bridge between our server side and app's shell.

## *Financial Management*

Based on our services we intend to offer, we will use different sources of revenue, restaurants will be able to register in Roosty app free of charge and our application provides them business management services freely, Roosty charges 4.5% of each order which will be completed through the platform, our expectation is having 2500 registered restaurants and average transaction of \$100.00 per day which is too low for many restaurants and too high for a few restaurants, nevertheless it will generate \$11,250.00 per day in the first 6 months of operation, moreover all the 2500 restaurant will come from Europe at the very beginning, however based on our low commission on each order in comparison to most food delivery apps, we won't stop at 2500, our target market is 100k

restaurants in Europe and America out of total number of 3 million restaurants in the period of 22 months which is 3% of all restaurants in both continents.

Based on our recent researches close to 20% of restaurants need food delivery contribution which means 80% of restaurants are able to manage their services in a full feature based platform for online customers, nonetheless Roosty will contribute with restaurant in case of food delivery, there is no need for exclusive panel of self-delivery, Roosty will provide delivery services for restaurants and it will charge 15% of delivery bills, considering the 20% of 2500 registered restaurants which is 500 restaurants and an average load of 50% for delivery services, it will generate \$3,750.00 per day.

On top of several revenue resources, Roosty aims to attract grocery markets for delivery services, the average commission of grocery delivery services is 18%, thus 4.5% of each order is a forward step in food market, social media interaction helps to reach the point and it's boosting Roosty application to generate revenue by advertising, there are three types of promoting in the app, post promotion, restaurant marketing and job portal in food markets, Roosty will move on to 2500 registered restaurants by \$350k budget and covers all the expenses within 18months.

## Marketing

Roosty hosts three distinct relationship inside its platform, restaurants to customers, customers to customers and promoters to customers, number of food delivery apps is a new bottleneck for restaurants in some countries like USA and UK, applications rarity is also a problem for restaurants in different regions because of insufficient selection.

Restaurants need easy to use and comprehensive platform, restaurant's managers are reluctant to provide different services with different application, it's not cost effective because of high range of commission and also it is time-consuming for managers to perform various tasks in several apps, considering all the difficulties for restaurants, customers process their orders quite easily and they choose apps based on their accuracy, punctuality and quality of received services, customers expect to reach the extended range of restaurants and all-in-one services in delivery apps but it's not possible without a focused social network on food ordering which allows customers to discover and experience more restaurants, social interaction attracts promoters to get the right chance to communicate with their potential customers.



## Market Analysis

The eServices market segment Online Food Delivery contains the user and revenue development of two different delivery service solutions for prepared meals: (1) Restaurant-to-Consumer Delivery and (2) Platform-to-Consumer Delivery. Revenue includes the gross merchandise value (GMV) which is defined as the total sales dollar value for merchandise/food sold through the Online Food Delivery marketplace.

Online Food Delivery comprises services which deliver prepared meals and food that was ordered online for direct consumption. The Restaurant-to-Consumer Delivery segment includes the delivery of meals carried out directly by the restaurants. The order may be made via platforms (e.g. Delivery Hero, Just Eat) or directly through a restaurant website (e.g. Domino's), the aggregation services collect the menus of independent restaurants and specialized delivery services. In other words, they merely lay the technical foundation for the searchability of restaurants and the processing of transactions. The restaurant itself takes care of the delivery process.

The Platform-to-Consumer Delivery market segment focuses on online delivery services that provide customers with meals from partner restaurants that do not necessarily have to offer food delivery themselves. In this case, the platform (e.g. Deliveroo) handles the delivery process.

Online food delivery with a market volume of US\$41,665 m in 2018, Revenue in the "Online Food Delivery" segment amounts to US\$96,235m in 2018. Revenue is expected to show an annual growth rate (CAGR 2018-2022) of 11.1% resulting in a market volume of US\$146,654m in 2022. The market's largest segment is the segment "Restaurant-to-Consumer Delivery" with a market volume of US\$78,734m in 2018. In the "Restaurant-to-Consumer Delivery" segment, the number of users is expected to amount to 1,197.9m by 2022. The average revenue per user (ARPU) in the "Restaurant-to-Consumer Delivery" segment amounts to US\$91.11 in 2018.

### **Restaurant-to-Consumer Delivery**

- Revenue in the Restaurant-to-Consumer Delivery segment amounts to US\$78,734m in 2018.
- Revenue is expected to show an annual growth rate (CAGR 2018-2022) of 10.3%, resulting in a market volume of US\$116,504m by 2022.
- User penetration is 16.8% in 2018 and is expected to hit 22.8% by 2022.
- The average revenue per user (ARPU) currently amounts to US\$91.11.
- In global comparison, most revenue is generated in China (US\$29,632m in 2018).

## Platform-to-Consumer Delivery

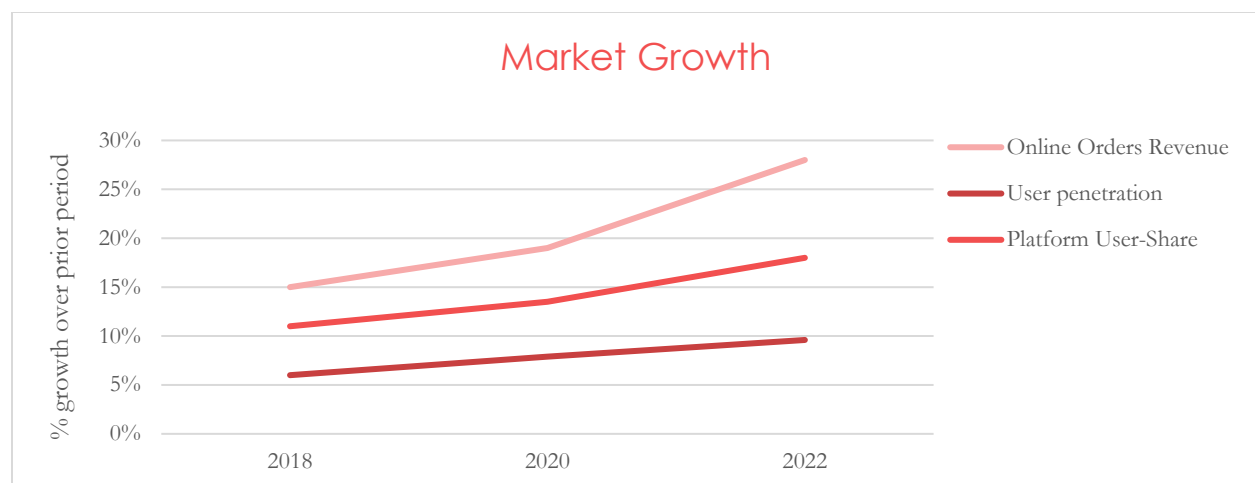
- Revenue in the Platform-to-Consumer Delivery segment amounts to US\$17,501m in 2018.
- Revenue is expected to show an annual growth rate (CAGR 2018-2022) of 14.6%, resulting in a market volume of US\$30,150m by 2022.
- User penetration is 6.0% in 2018 and is expected to hit 9.6% by 2022.
- The average revenue per user (ARPU) currently amounts to US\$56.96.
- In global comparison, most revenue is generated in China (US\$12,033m in 2018).

## IN-SCOPE

- Meals ordered online which are directly delivered by the restaurant, no matter if ordered via a platform (e.g. Delivery Hero) or a restaurant website (e.g. Domino's)
- Online meal order and delivery both carried out by a platform (e.g. Deliveroo)
- Online orders that are picked up in the restaurant
- Note: revenue figures refer to Gross Merchandise Value (GMV)

## OUT-OF-SCOPE

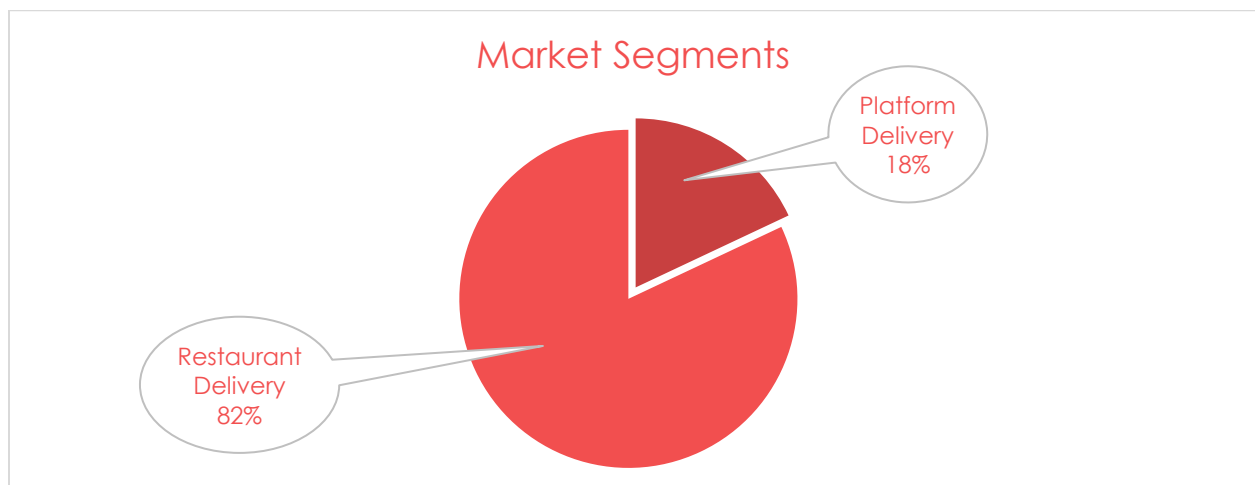
- Phone orders
- Deliveries of non-processed or non-prepared food (e.g. HelloFresh)



## Market Segmentation

Food delivery apps have different levels within the same type of services, each offering a difference in commission for restaurants and customers in range of providing services and in supported geographic areas.

20% of orders are placed by food delivery platforms and having 10% growth in the last five years.



## Competition

GrubHub, UberEats, and DoorDash are three of the biggest food delivery platforms. All three connect customers with local restaurants.

The most recent data shows that GrubHub processes about 220k orders daily and serves 15.1 million active diners. Close competitor UberEats had almost 8.7 million active mobile app users as of Q1 of 2017, despite being one of the youngest delivery apps.

GrubHub has the greatest overall market share. It's also the most popular takeout delivery platform in nine major cities, according to August 2017 data for the 22 most populous cities in the US.

In these cities, even though DoorDash has around 245k overall active mobile app users, it has the second largest market share. UberEats is third. DoorDash specializes in partnerships with nationwide chain restaurants, and this allows for more volume with fewer partners.

**GrubHub** has three sources of revenue, and they're not exactly straightforward.

1. Your restaurant's location and the number of restaurants in the area both impact the amount of commission GrubHub collects per order. Its commission ranges from 5% to 15% but according to an article on qz.com, GrubHub charges an average commission of 13.5%.

2. If your restaurant doesn't have its own delivery team, GrubHub will take care of it, but at a cost. They ask for an additional 10% cut per order, bringing the total rev-share to 23.5% on average. You can be on their app and have orders processed through it without paying for delivery. So, restaurants with their own delivery personnel don't have to shell out the extra 10%.

3. GrubHub also offers marketing and advertising for restaurants at extra cost. In other words, they'll list your restaurant at the top of their app's search results for a limited time.

This listing also depends on the commission structure though. In other words, to list your restaurant on top, you'll have to give GrubHub a higher percentage cut on your orders. In a neighborhood of NYC densely populated with restaurants, the lowest commission for a sponsored listing could be 20%, not including delivery services.

The **UberEats** business model is similar; it charges restaurant partners on two fronts. The first is an optional marketing fee for the restaurant to come up as preferred in user searches (a promoted listing on their app).

The second is a recurring revenue share, namely a 30% cut on each order placed through their app. UberEats factors in the cost of their delivery service, as they have access to their courier partners over at Uber.

On the flip side, **DoorDash** has no specific set-up fees. The only costs for partner restaurants is a rev-share varying from 10-25% based on the restaurant.

The company has a 'Y structure' business model. This means that it focuses on all three sides of the food delivery business model: coordination between restaurants, drivers and customers. It has contracts with drivers and is thus able to take control over the entire delivery process. Both restaurants and customers can track the driver's location to predict the time of dispatch and delivery, respectively.

GrubHub	UberEATS	DoorDash
• <b>Rev-share:</b> 5-25%	• <b>Rev-share:</b> 30%	• <b>Rev-share:</b> 10-25%
• <b>Delivery Service:</b> additional 10%	• <b>Delivery Service:</b> included	• <b>Delivery Service:</b> included
• <b>Marketing:</b> dependent on rev-share and location	• <b>Marketing:</b> dependent on rev-share and location	• <b>Marketing:</b> none

Focused food delivery platforms have to attract customers by huge marketing while featured social media brings customers with much less marketing, Roosty will provide an exclusive social interaction feature which allows customers to notify each other in the specified location to discuss selected or embedded restaurants in the Roosty application, momentary chat in food-style of different regions.

## Pricing

The pricing policy is below competition, Roosty charges 4.5% of each order while the average is 18%, Roosty will operate as a profitable application based on income projection statement.

According to **EAT24** Terms and Conditions, Eat24 charges restaurant owners 12.50% of net sales attributed to their online delivery app. There is no setup fee, no extra maintenance fees.

**Foodora** does not advertise their rates on their website, but as of 2017 you can expect them to take roughly 30% of each order. They send you the proceeds from your orders every two weeks, and provide detailed insights on your performance.

**deliveroo** does not advertise their rates, but charges a commission that is roughly 10% of the order.

**Just Eat** is in 13 countries worldwide, with 27,000 restaurants, making it the UK's leading online delivery service. They boast 8 million visits to their website and 4 million customer orders each month, the signup fee is £699 and you will pay a 14% commission on each order.

## Advertising and Promotion

There are all type of tastes, desires and ages in Roosty application, Roosty has to pass several levels of marketing to reach the word of mouth, the first phase of promotion is digital marketing, it consists of three sections, statistics show that more than 2.4 billion people use social networks, social media marketing strategy drives people from non-interactive B2C platforms to interactive B2C networks.

The next section is Google AdWords, Roosty will create custom ads for a paid search that appear in the search result, cost-per-click (CPC) pricing model assists Roosty to attract customers by fixed budget, the last section is Google play and App store advertising which is the mobile search ads that helps Roosty to increase its app installation.

Roosty aims 25,000 customers and 2,500 restaurants in the first phase of marketing, the next phase is media and event marketing to grow the business in different countries, based on our researches and projections, the cost of attracting each customer is \$3.00 and the cost of each registered restaurant is \$99.00 in the 7-months timeline which is \$75,000.00 for 25,000 customers and \$247,500.00 for 2,500 restaurants, Roosty will track the result based on the number of customers and businesses, there is no excessive budget in marketing of Roosty platform and analysis is not made by return-on-investment (ROI) in the first three months of operation.

## Strategy and Implementation

1. Roosty's development team is currently working on several AI solutions for the platform and the front end of the application will be available in 13 weeks after the first investment.
2. Roosty's marketing team is currently collecting restaurant information in different regions to place them in the application when the platform is published through iOS and Android operating systems.
3. Paid search marketing, App store and Google play promotion will begin from the date the Roosty application is up and running while ROI is not calculated through the first 3 months of operation.

# Appendix

## Start-Up Expenses

Business Licenses	\$7,500.00
Incorporation Expenses	\$3,800.00
Deposits	\$2,500.00
Bank Account	\$5,000.00
Rent	\$1,500.00
Interior Modifications	\$0.00
Equipment/Machinery Required:	
Computers	\$5,500.00
Software Panels	\$700.00
Software Subscriptions	\$900.00
<i>Total Equipment/Machinery</i>	<i>\$7,100.00</i>
Insurance	\$750.00
Stationery/Business Cards	\$150.00
Brochures	\$300.00
Pre-Opening Advertising	\$9,000.00
Other (list):	
Servers	\$1,500.00
Statista	\$7,188.00
<b>TOTAL STARTUP EXPENSES</b>	<b>\$41,788.00</b>

Determining Start-Up Capital

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8
Starting cash	\$0.00	\$1,450.00	\$4,500.00	\$22,700.00	\$63,500.00	\$120,000.00	\$186,500.00	\$270,750.00
Cash In:								
Cash Sales Paid	\$5,750.00	\$14,250.00	\$27,000.00	\$45,500.00	\$63,000.00	\$68,000.00	\$74,500.00	\$77,000.00
Receivables	\$1,500.00	\$2,000.00	\$3,500.00	\$9,000.00	\$14,000.00	\$24,000.00	\$36,500.00	\$54,500.00
Total Cash In	\$7,250.00	\$16,250.00	\$30,500.00	\$54,500.00	\$77,000.00	\$92,000.00	\$111,000.00	\$131,500.00
Cash Out:								
Rent	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
Payroll	\$3,000.00	\$3,800.00	\$4,500.00	\$4,500.00	\$9,500.00	\$15,000.00	\$15,000.00	\$22,000.00
Other	\$4,200.00	\$5,000.00	\$6,300.00	\$7,700.00	\$8,600.00	\$9,000.00	\$10,250.00	\$11,500.00
Total Cash Out	\$8,700.00	\$10,300.00	\$12,300.00	\$13,700.00	\$19,600.00	\$25,500.00	\$26,750.00	\$35,000.00
Ending Balance	\$1,450.00	\$5,950.00	\$18,200.00	\$40,800.00	\$57,400.00	\$66,500.00	\$84,250.00	\$96,500.00
CHANGE (CASH FLOW)	\$1,450.00	\$4,500.00	\$22,700.00	\$63,500.00	\$120,000.00	\$186,500.00	\$270,750.00	\$367,250.00



Income Projection Statement

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Annual Total
Est. Net Sales	\$145,000.00	\$173,000.00	\$214,000.00	\$254,000.00	\$298,500.00	\$355,000.00	\$416,000.00	\$445,000.00	\$476,500.00	\$508,000.00	\$583,000.00	\$642,000.00	\$4,510,000.00
Cost Of Sales	\$14,500.00	\$16,000.00	\$17,800.00	\$19,700.00	\$21,000.00	\$22,500.00	\$23,000.00	\$23,000.00	\$24,500.00	\$25,000.00	\$28,500.00	\$28,500.00	\$264,000.00
Gross Profit	\$130,500.00	\$157,000.00	\$196,200.00	\$234,300.00	\$277,500.00	\$332,500.00	\$393,000.00	\$422,000.00	\$452,000.00	\$483,000.00	\$554,500.00	\$613,500.00	\$4,246,000.00
Controllable Expenses:													
Salaries/Wages	\$22,000.00	\$22,000.00	\$22,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$32,000.00	\$32,000.00	\$32,000.00	\$32,000.00	\$32,000.00	\$326,000.00
Payroll Expenses	\$799.00	\$799.00	\$799.00	\$799.00	\$799.00	\$799.00	\$799.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$10,588.00
Legal/Accounting	\$2,800.00	\$2,800.00	\$2,800.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$4,200.00	\$4,200.00	\$4,200.00	\$4,200.00	\$4,200.00	\$43,400.00
Advertising	\$20,000.00	\$20,000.00	\$20,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$35,000.00	\$35,000.00	\$35,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$390,000.00
Misc.	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$25,000.00
Total Controllable Exp.	\$47,099.00	\$47,099.00	\$47,099.00	\$55,799.00	\$56,299.00	\$56,299.00	\$66,299.00	\$74,199.00	\$74,199.00	\$90,199.00	\$90,199.00	\$90,199.00	\$794,988.00
Fixed Expenses:													
Rent	\$1,500.00	\$1,500.00	\$1,500.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$31,500.00
Insurance	\$699.00	\$699.00	\$699.00	\$699.00	\$699.00	\$699.00	\$699.00	\$999.00	\$999.00	\$999.00	\$999.00	\$999.00	\$9,888.00
Permits/Licenses	\$7,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,500.00
Misc.	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Total Fixed Expenses	\$10,199.00	\$2,699.00	\$2,699.00	\$4,199.00	\$4,199.00	\$4,199.00	\$4,199.00	\$4,499.00	\$4,499.00	\$4,499.00	\$4,499.00	\$4,499.00	\$54,888.00
Total Expenses	\$57,298.00	\$49,798.00	\$49,798.00	\$59,998.00	\$60,498.00	\$60,498.00	\$70,498.00	\$78,698.00	\$78,698.00	\$94,698.00	\$94,698.00	\$94,698.00	\$849,876.00
Net Profit/Loss Before Taxes	\$73,202.00	\$107,202.00	\$146,402.00	\$174,302.00	\$217,002.00	\$272,002.00	\$322,502.00	\$343,302.00	\$373,302.00	\$388,302.00	\$459,802.00	\$518,802.00	\$3,396,124.00
Taxes	\$18,300.50	\$26,800.50	\$36,600.50	\$43,575.50	\$54,250.50	\$68,000.50	\$80,625.50	\$85,825.50	\$93,325.50	\$97,075.50	\$114,950.50	\$129,700.50	\$849,031.00
NET PROFIT/LOSS AFTER TAXES	\$54,901.50	\$80,401.50	\$109,801.50	\$130,726.50	\$162,751.50	\$204,001.50	\$241,876.50	\$257,476.50	\$279,976.50	\$291,226.50	\$344,851.50	\$389,101.50	\$2,547,093.00

## Mohammad Amin Rezaee

### HIGHLIGHTS OF QUALIFICATIONS

- Design and build multidimensional and tabular business intelligence (BI) models by using Microsoft SQL Server Analysis Services (SSAS).
- Develop queries using Multidimensional Expressions (MDX) and Data Analysis Expressions (DAX).
- Design and manage data warehouse, design and implement an Azure SQL Data Warehouse, design a storage solution for data warehouse.
- Proficiency in Hadoop, Hive, Vertica, Tableau, MicroStrategy BI and basic understanding of Linux system administration.
- Extract, transform, and load data by using Server Integration Services (SSIS) package, deploy and manage SSIS packages and projects.
- Design SharePoint infrastructure, plan and configure cloud services, plan security.
- Deep knowledge of PL/SQL Oracle database management.
- Integrate external data sources with SQL Server (using Polybase).
- Implement Master Data Services (MDS) and Data Quality Services (DQS) solutions.
- Design and build reports with SQL Server Reporting Services (SSRS).
- Optimize and tune queries, troubleshoot and resolve performance problems.
- Manage data with Transact-SQL, query and manage XML data.
- Manage database concurrency, database replication and backup and restore of databases.
- Implement AlwaysOn Availability Groups.
- Configure firewall rules, configure Always Encrypted for Azure SQL Database.
- Configure and maintain MySQL database servers.
- Design an inter-site navigational taxonomy, design and build end-to-end automation incorporating System Center technologies.
- Implement multi-threading and asynchronous processing using C# and implement exception handling.
- Design the application architecture, plan the application layers using .Net framework.
- Implementing business logic using Triggers, Indexes, Views and Stored procedures.
- Programming in Microsoft ASP.NET MVC, C#, Java, CSS, HTML, JavaScript, Python.

### WORK EXPERIENCE

#### Sadid Pipe & Equipment Co. (9months project)

##### ETL Developer

- Integrated Azure SQL Data Warehouse with on-premises data warehouses, loaded data into SQL Data Warehouse from Polybase, integrated with Hadoop, accessed data in Hadoop databases with Transact-SQL.
- Created matching policy, performed domain management, maintained data quality by using DQS.
- Implemented an ETL solution that supports incremental data extraction and loading, loaded data by using Transact-SQL Change Data Capture functions, implemented package logic by using SSIS variables and parameters.

## **Consulting group (6months project)**

### **Database Designer**

- Design a migration, consolidation, and upgrade strategy, design physical database and object placement, design a solution to monitor performance and concurrency, design a high availability and disaster recovery strategy, tune queries using execution plans and Microsoft Database Tuning Advisor, created a highly available configuration with low recovery time.

### **EDUCATION AND CERTIFICATION**

- Microsoft Certified Professional (SQL Server 2012/2014)
- Certified network associate
- Studied two years electrical engineering program

### **TRAINING**

- Designing Database Solutions for Microsoft SQL Server
- Designing Business Intelligence Solutions with Microsoft SQL Server

***Our team members' CV will be available upon request.***

***Best regards,***

***Mohammad Amin Rezaee, Founder of Roosty***