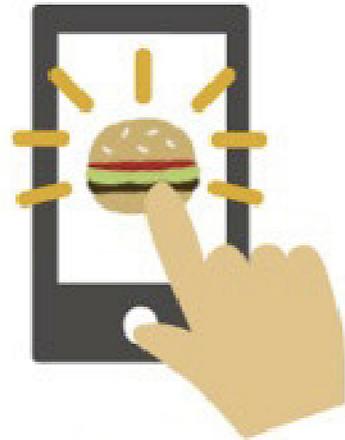




**“Restaurants You Love.
Best Enjoyed With Friends.”**

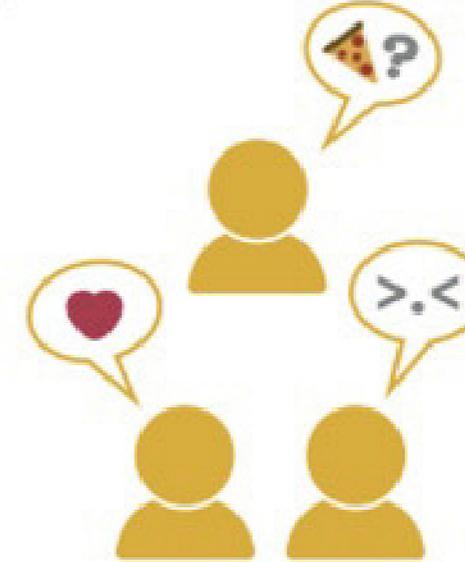
Oodles Value Proposition



OodlesDeals is a mobile app that provides great deals on food, social activities and events around college campuses



OodlesDeals is patent protected!



The more students do together, the more they get

Patent update:

Application published and considered Prior Art by USPTO

What is the problem?



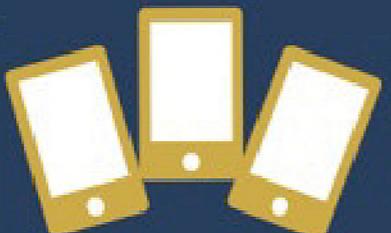
Students crave social lives and relationships

COLLEGE STUDENTS

Lack:



Have:



VENDORS

Losing:



Delivery has taken over the restaurant and retail market

How Oodles Can Help

COLLEGE STUDENTS



- Food deals only relevant to user are communicated
- Incentive to spend time together with friends

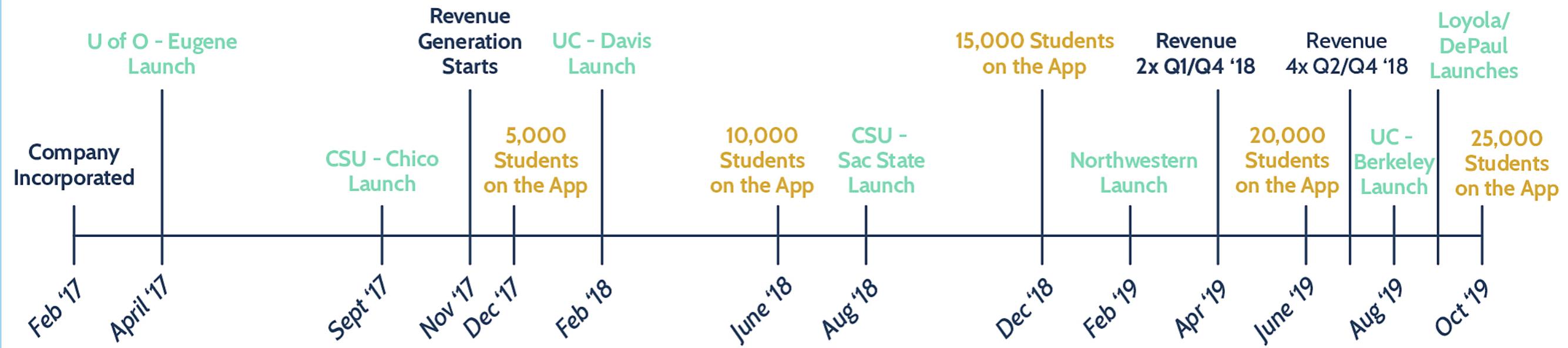
VENDORS/ADVERTISERS



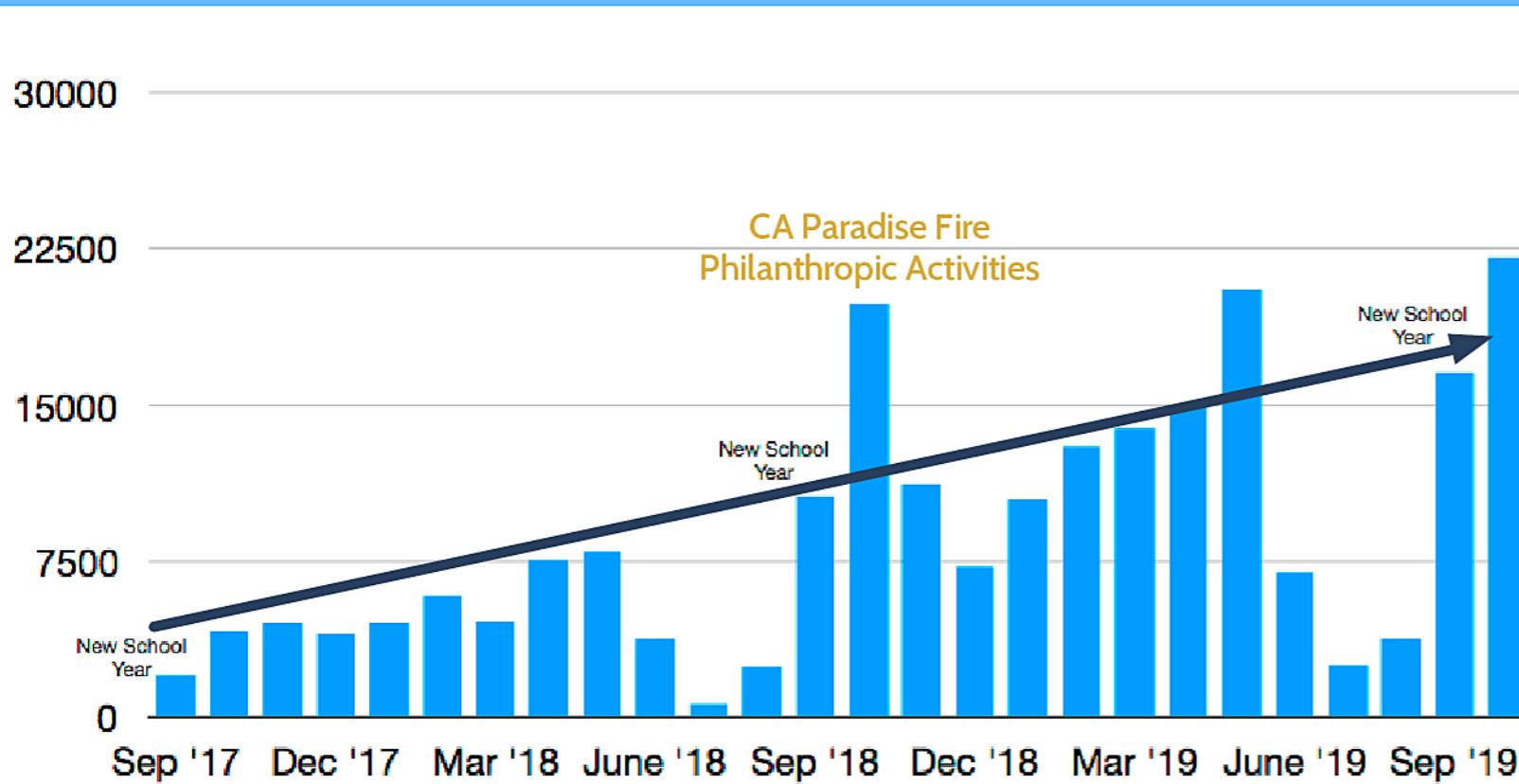
- SCORCHER tier on app requires 2+ people to go to restaurant together
- Volume growth offsets margin decline due to SCORCHER pricing

Users only get value from OodlesDeals when they share/invite their friends via the app.

Key Commercial Milestones

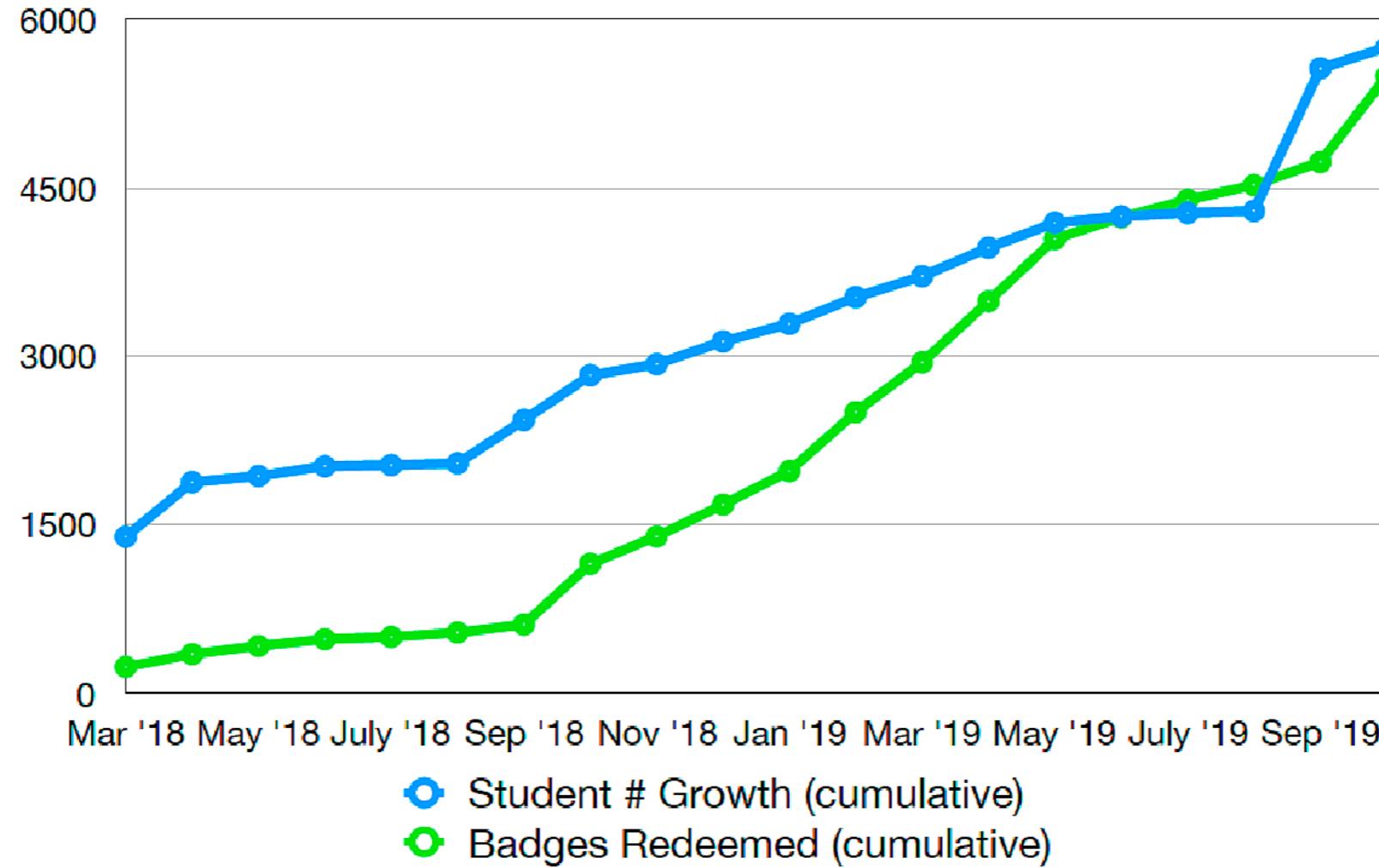


Restaurant's Revenue Generated Via App



- Minimal marketing spending to date
- Significant upside opportunity from growth in per user engagement from current levels

Student Engagement Example — UC Davis



Total Student Addressable Market

4,400
Universities/
Colleges in
the US

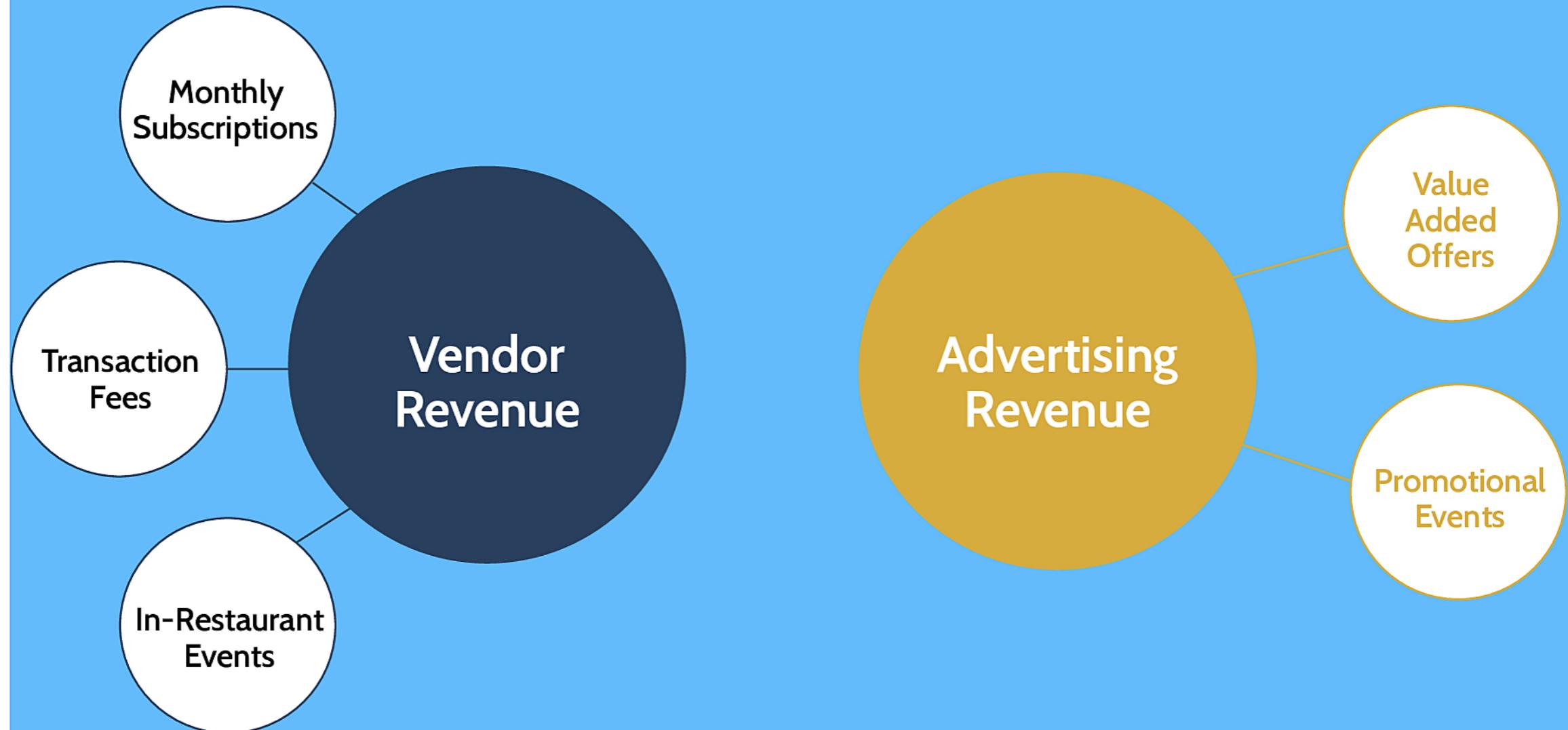
22 million
students

Huge market providing
significant revenue
opportunity with minimal
penetration.

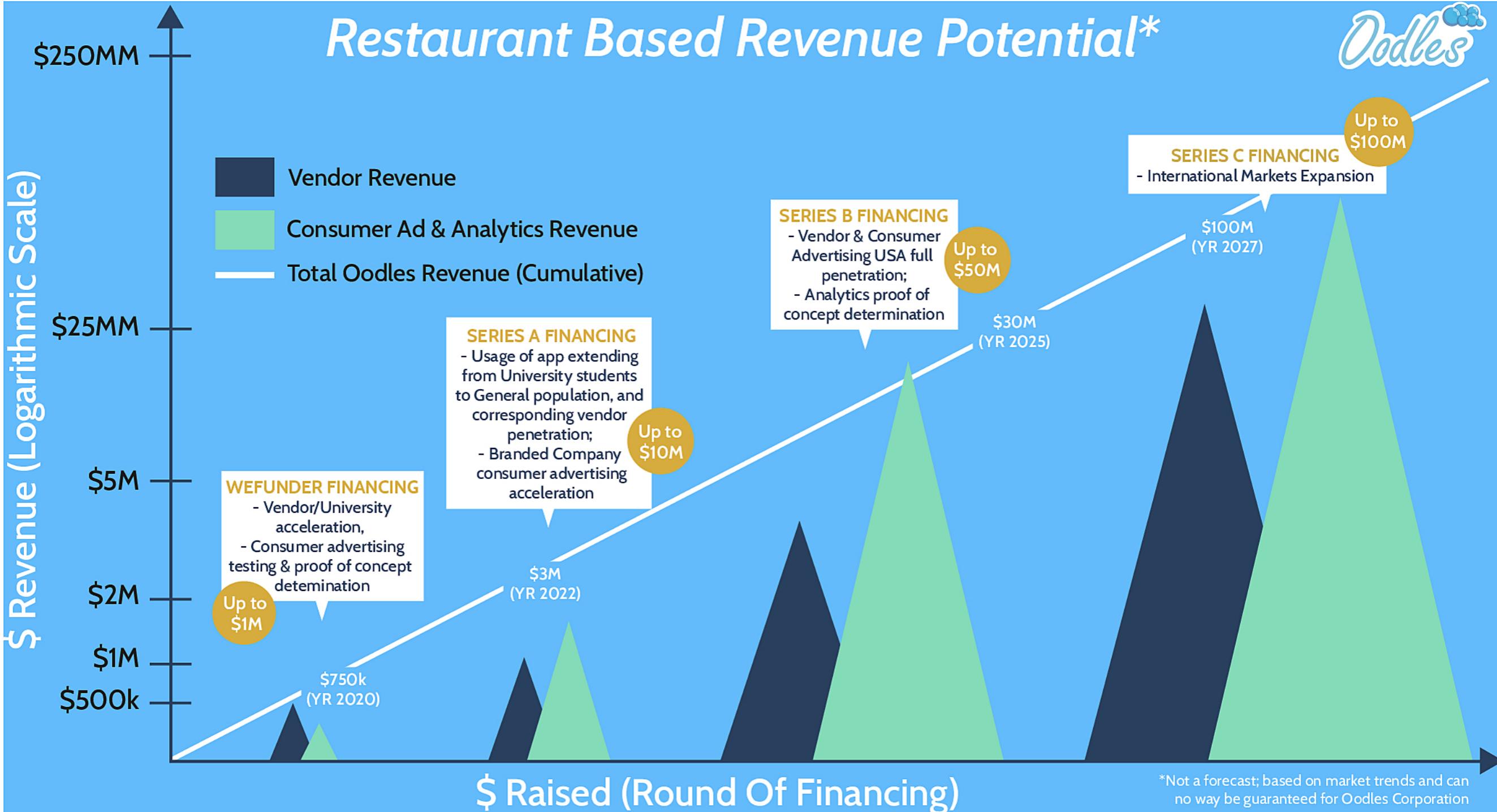
4,400 Universities
x
\$45,000 average revenue/year
= \$200MM TAM

1% penetration =
up to 44 schools &
220k students

Company Revenue Sources



Restaurant Based Revenue Potential*



S
T
A
R
T



E
N
D

*Value proposition
extends beyond restaurants*



Sajal Sahay
CEO

Deep Empathy for customers & users. C-level leadership roles in both Fortune 500 companies & multiple successful start-ups



Asheesh Barman
COO

Expert at B2B customer development. Successfully grew & exited previous company owned for over 20 years

Highly experienced Management Team



Jeff Schvimer
CFO

Extensive relationships with well-known financial organizations & investor groups. 30+ years senior level experience at multiple marquee investment firms.



Rajan Barma
CTO

Mobile app development guru in both B2B & B2C. Founded & successfully ran 30+ mobile app development company based offshore.

What We Need From You

Financing Needs & Valuation

Up to \$1MM @ \$10MM

First **\$200K**

@

\$7.5MM valuation

Vendor
Recruitment

New
University
Launches

Product
Enhancements

New
Student
Acquisition

Existing
Student
Engagement

General &
Administrative