

# SNAPSHYFT®

THE MOST RELIABLE LABOR MARKETPLACE. EVER.

CONFIDENTIAL

**Most food & beverage and hospitality operations continue to be forced to address staffing like it's still 1999**

**\$76B**

LOST ANNUAL  
REVENUE DUE TO  
BEING UNDERSTAFFED

**HIGH TURNOVER RATE**

- OVER 155% FOR WORKERS (OVER 61% FOR MANAGERS)

**SHORT AVERAGE LENGTH OF EMPLOYMENT**

- < 2 MONTHS FOR HOURLY POSITIONS
- 4 MONTHS FOR MANAGERS

**HIGH EMPLOYEE REPLACEMENT COSTS**

- \$5,900 ANNUAL COST/EMPLOYEE

# HOW WE SOLVE THIS

The **SNAPSHYFT** labor marketplace connects understaffed food & beverage and hospitality operations with qualified industry pros, on-demand.



VETTED



EXPERIENCED



ON-DEMAND



TRACKING &  
ANALYTICS



ZERO  
PAPERWORK



DUAL RATING  
SYSTEM

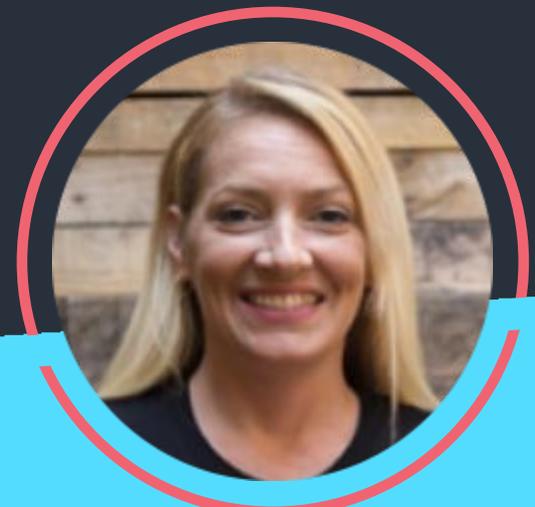
- **Scale up workforce on-demand**
- **Comprehensive Support**
- **Industry-leading Fulfillment**

# THE TEAM



**THOR**  
CEO

14 YRS F&B  
12 YRS RECRUITING



**STEPH**  
COO

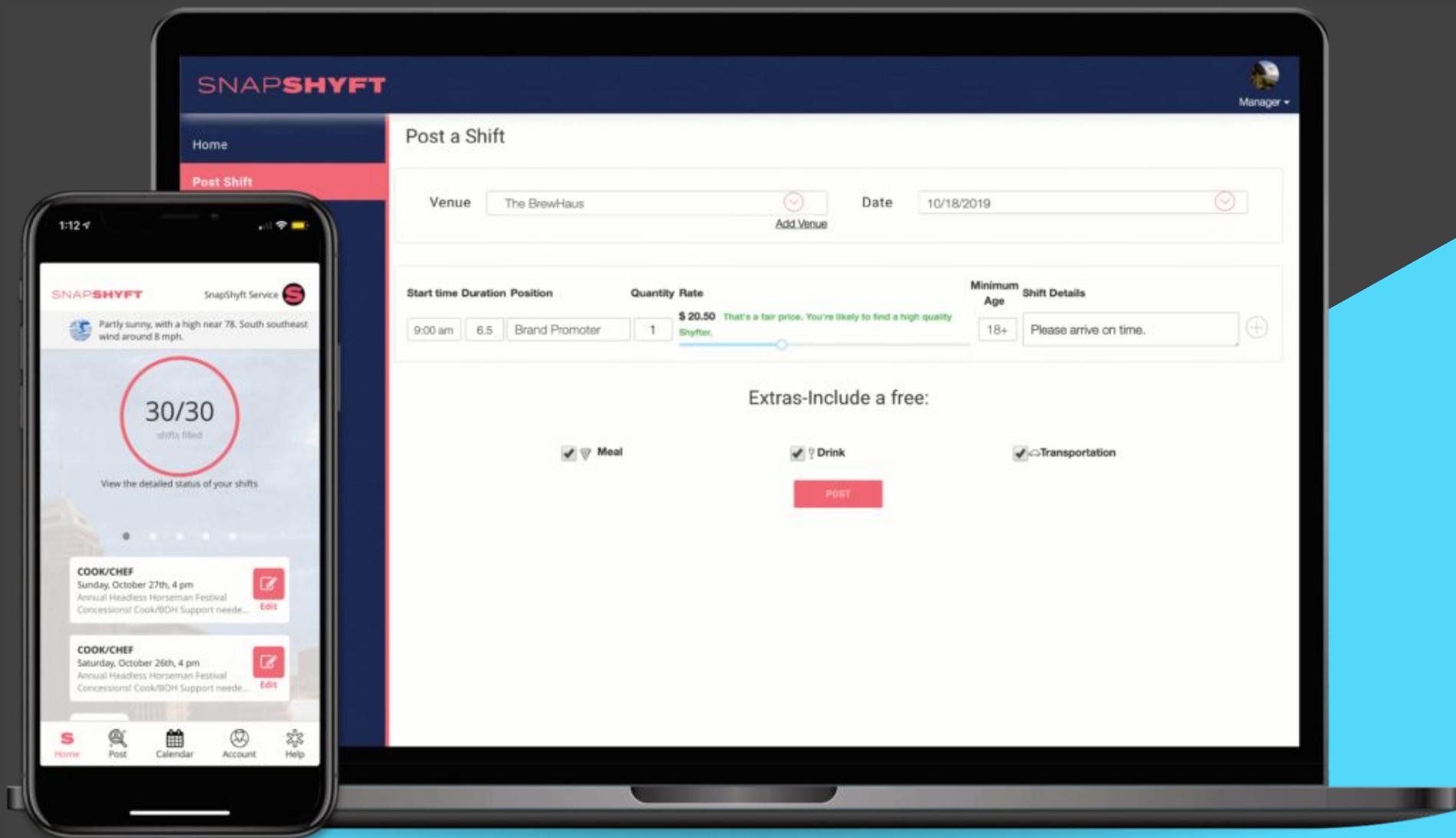
10 YRS F&B  
20 YRS HR/OPS



**TONY**  
CTO

20 YRS ENGINEERING  
16 YRS HR SYSTEMS





FULLY STAFFED. FULLY FUNCTIONAL. FULLY SUPPORTED.

# CLIENT SNAPSHOT

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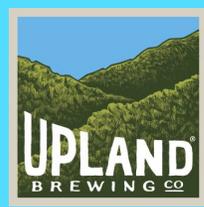


**400+** UNIQUE VENUES

**90%+** SUCCESS RATE

(COMPARED TO 34% INDUSTRY AVERAGE)

# CLIENT SNAPSHOT





SCREENED



EXPERIENCED



ON-DEMAND



TRACKING



PAPERLESS



FULFILLMENT



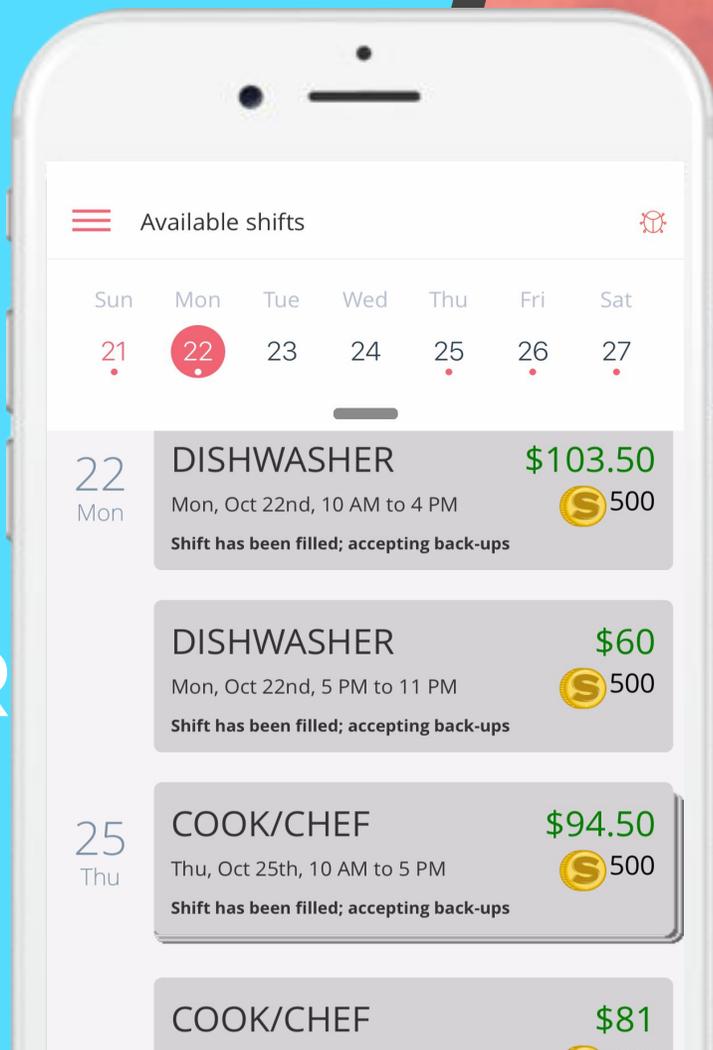
# MAXIMUM WORKER MOBILITY

# THE WORKERS

# 27k+

## INDUSTRY PROS

# A SIMPLE WAY TO GAIN CONTR & CHOICE



# PAID NEAR INSTANTLY +50% MORE PER HOUR, PLUS:

- BANKING
- TAX WITHHOLDING
- RETIREMENT
- HEALTH INSURANCE
- TELEMED

# WORKER OVERVIEW EARLY LEARNINGS

- 50% ARE UNDERBANKED
- 60% ARE FEMALE
- 66% HAVE 2+ EMPLOYERS

**Worker 90 day activation: 37%**

7.83 Hours Average Shift Length  
4.82 Average Worker ★ Rating  
4.76 Average Venue ★ Rating  
32% Scheduled On-Demand  
68% Scheduled In Advance

## MOST REQUESTED

27%	Server
27%	Cook/Chef
15%	Festival/Event
13%	Bartender
12%	Dishwasher

**WORKERS EARNED 50%  
MORE PER HOUR ON  
OUR MARKETPLACE**

\* COMPARED TO NATIONAL INDUSTRY AVERAGE

# THE OPPORTUNITY

**\$5.2B**

TARGET MARKET

- FULL SERVICE HOTELS
- LARGE CATERING
- FESTIVALS & EVENTS
- SPORTS FACILITIES

**\$16B**

TOTAL AVAILABLE MARKET

- RESTAURANTS & BARS

# TARGET MARKET OVERVIEW

## EARLY LEARNINGS

- MORE STABLE LEADERSHIP
- HIGHER VOLUME
- HIGHER AOV, AAV, AND LTV
- PREDISPOSED TO OUTSIDE STAFFING SOLUTIONS

RETENTION: **86%** (compared to 36% in 2018)

34,000 HOTELS

1,000,000 RESTAURANTS  
& BARS

- LOWER RETENTION
- LOWER AAV AND LTV
- LOWER VOLUME

70,000 CATERING,  
EVENT & SPORTS  
FACILITIES

## ADJACENT OPPORTUNITIES:

(WITH INDICATED DEMAND  
+ HIGH TURNOVER)

- FOOD PACKAGING FACILITIES
- VALET & PARKING OPERATIONS
- HOUSEKEEPING

**150,000 VALET &  
PARKING JOBS**

**1M HOUSEKEEPERS**

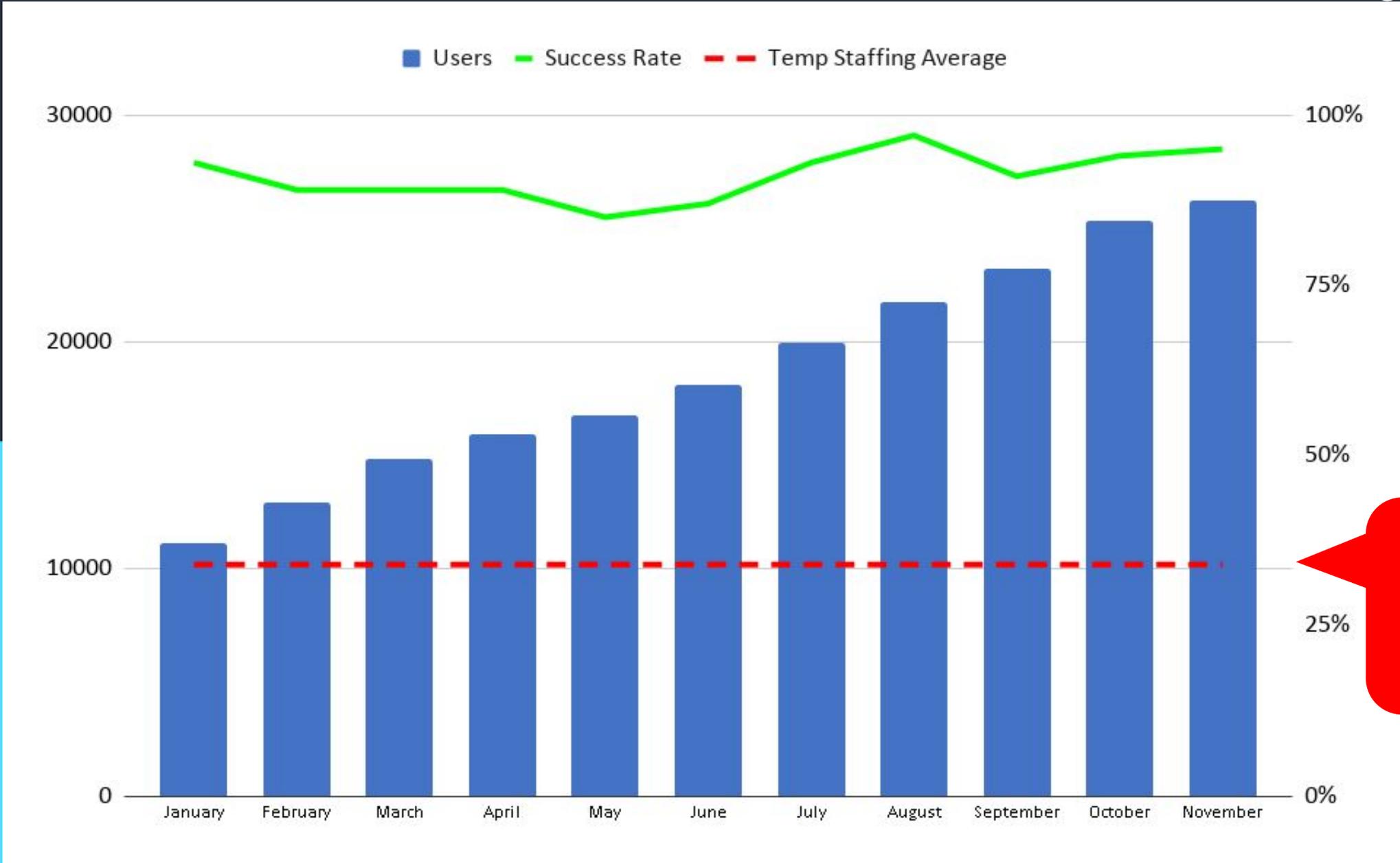
**1.2M FOOD  
PREPARATION &  
PACKAGING JOBS**

## LIVE MARKETS

CENTRAL INDIANA — INDIANAPOLIS — WEST LAFAYETTE  
— BLOOMINGTON — MUNCIE  
PILOT — DENVER

## 2020 PILOT MARKETS

CHICAGO — NASHVILLE — PHILADELPHIA — MIAMI —  
TAMPA — ORLANDO — MILWAUKEE — MADISON —  
PORTLAND — SEATTLE — LOUISVILLE — DETROIT



**34%**  
AVE

# SNAPSHYFT 3X

**USP**  
HIGHEST EFFICIENCY  
HIGHEST CONSISTENCY  
HIGHEST WORKER QUALITY  
HIGHEST SPEED OF DELIVERY  
HIGHEST FULFILLMENT RATE  
HIGHEST ROI

**FULFILLMENT** ↑

**SPEED** →

CONFIDENTIAL

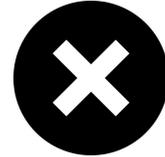
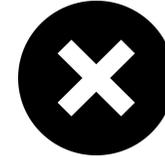
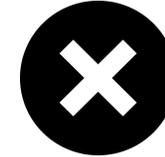


 Manual  
 Automated

Fully Screened Workers    Matching Workers    Comprehensive Support    True On-Demand    Full Transparency    Billing & Payments    Fulfillment Rate

Job Boards, Classifieds & Community Boards



						<b>N/A%</b>
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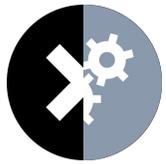
Traditional Temp Staffing Agencies



						<b>30-40%</b>
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Digital Staffing Alternatives



						<b>50-70%</b>
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SNAPSHYFT



						<b>90%+</b> CONFIDENTIAL
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# CUSTOMERS: MEMBERSHIP + TRANSACTION

	<b>PRO</b>	<b>PREMIUM</b>	<b>PREMIUM+</b>
<b>Monthly Membership</b>	\$15	\$50	\$146
<b># Available Shift Postings/mo</b>	10	Unlimited	Unlimited
<b>Advanced Scheduled - Flat fee paid on worked shifts</b>	\$20 per shift	\$20 per shift	\$20 per shift
<b>On-Demand - Flat fee paid on worked shifts</b>	\$35 per shift	\$35 per shift	\$20 per shift
<b>Support Level</b>	Standard	Premium	Concierge

**ACQUISITION:** Facebook, LinkedIn, Instagram, SEO, ASO, AdWords, Word of mouth, Blog, Email, PR, Biz Dev

- High Volume (#)
- Low Cost (\$)
- Best performing (%)

**ACTIVATION:** Website, App Store, In-app Features, Define activation criteria for happy first visit

**RETENTION:** Emails, PNs/SMS, Social Drip, Automated emails

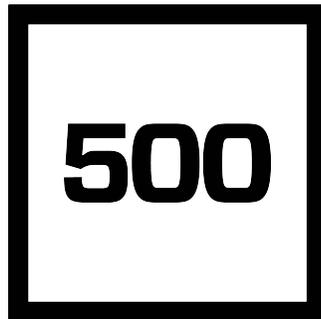
- Lifecycle emails +3 +7 +30
- Status emails monthly
- Event based emails

**REFERRAL:** Email, In-app Prompts, Surveys,



# 47%

## REVENUE GROWTH MoM



**50%**

YOY REVENUE  
GROWTH

**86%**

CLIENT  
RETENTION

**91%**

SUCCESS RATE  
FULFILLMENT

**SNAPSHYFT<sup>®</sup>**

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