



WHERE'S THE  
*Foodtruck*



# The Problem



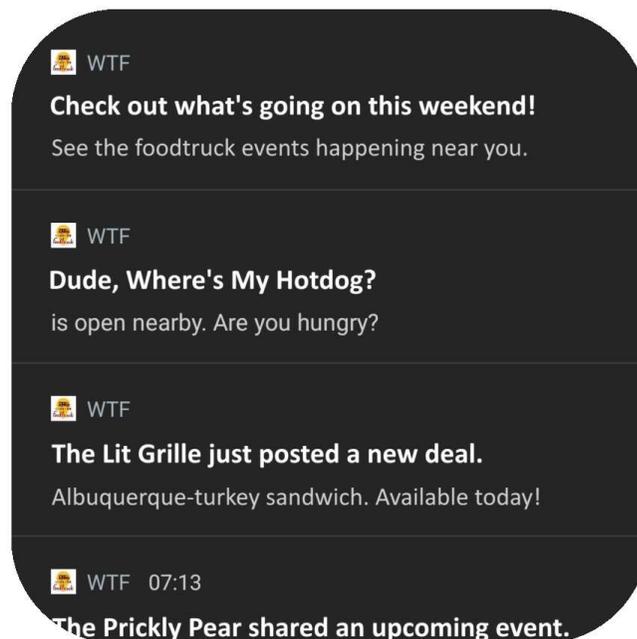
Foodtrucks are damn near impossible to find, and owners have no easy way to actively and reliably promote their businesses.



# Our Solution

A subscription based, mobile application to:

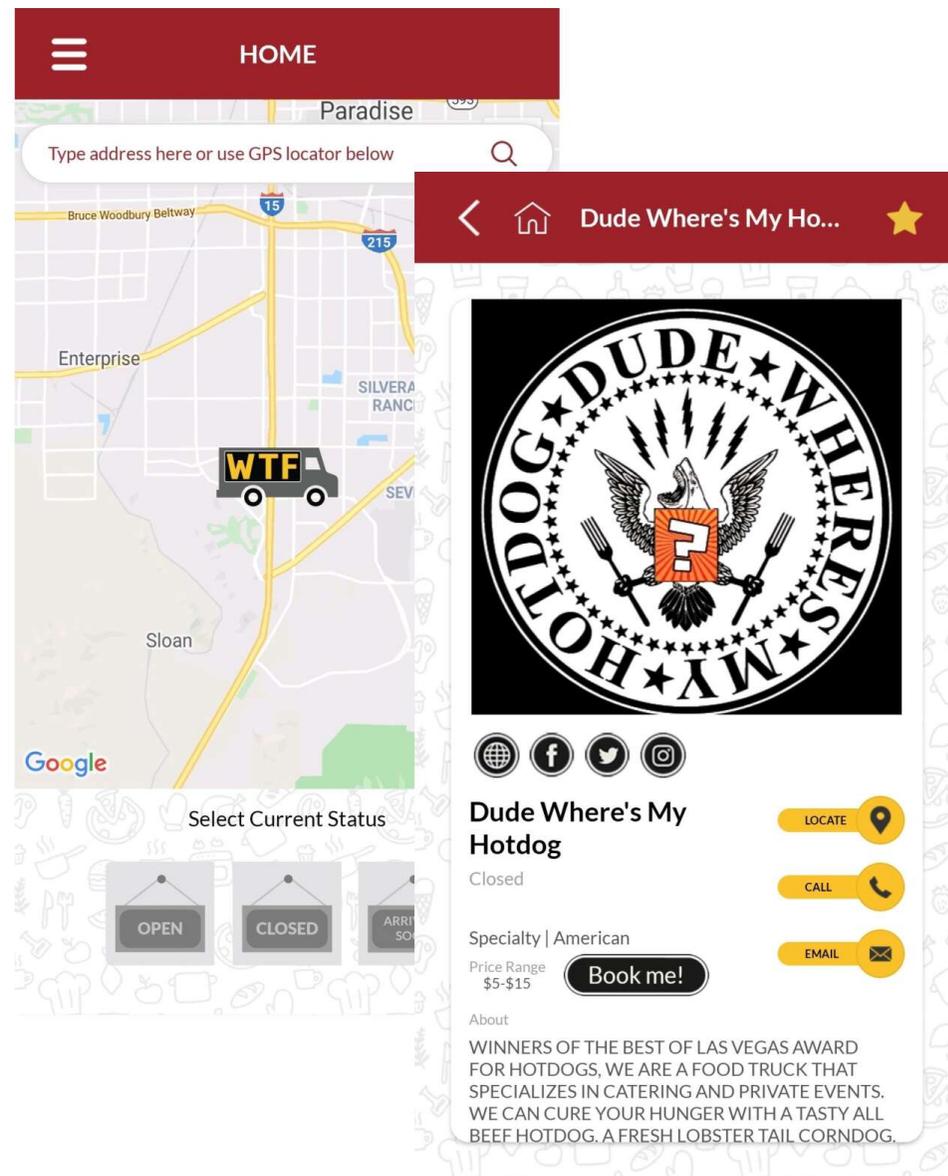
- increase foodtruck revenue
- directly market to their ideal customer
- increase new and repeat business





# Vendor Benefits

- Minimal effort for vendors to see maximum impact
- Intuitive and attractive apps
- Automatically send location specific push notifications
- Fully integrated in-app ordering (currently in development)
- Increase monthly revenues by \$500-\$2000, based on activity (25%-100% increase!)





# Our Market Opportunity

'Gourmet' mobile food vendors



**23,000+**

Age 21-35  
Income of \$40k+



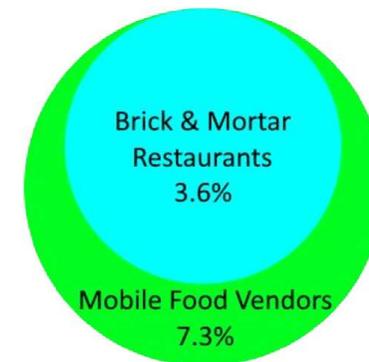
**21 Million**

2019 Industry Revenues



**\$1.0 B**

Foodtrucks vs. restaurants



**2x growth**



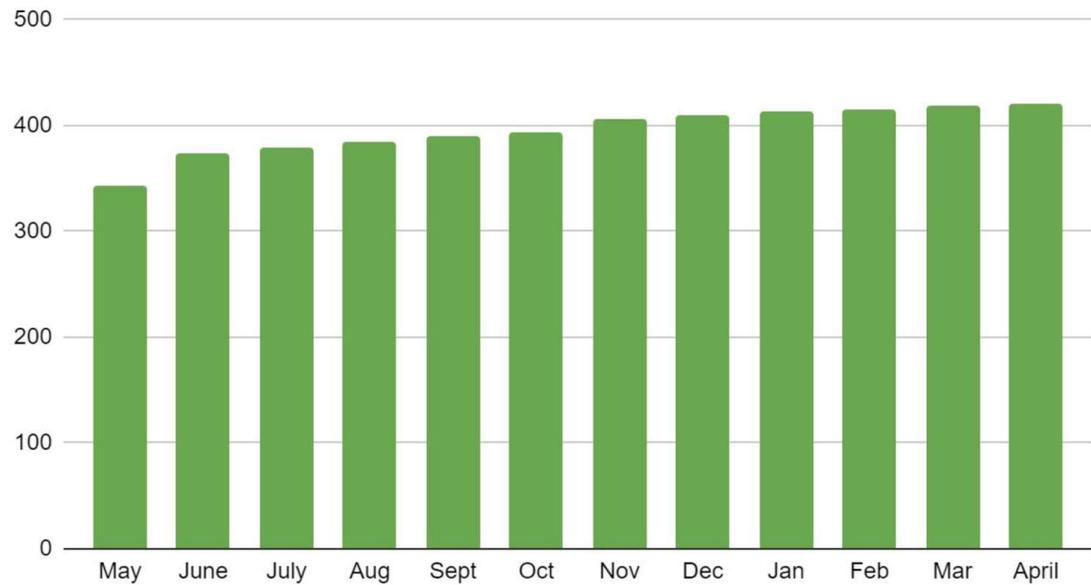
# Our Competition

FUNCTIONAL MOBILE APP	✓	✓			✓
REAL-TIME LOCATOR	✓			✓	
PUSH NOTIFICATIONS	✓	✓			
CATERING/SCHEDULING	✓	✓	✓		
MEMBER DISCOUNTS	✓				
IN-APP ORDERING	✓	✓			✓



# Our Successes

Foodtruck Profiles



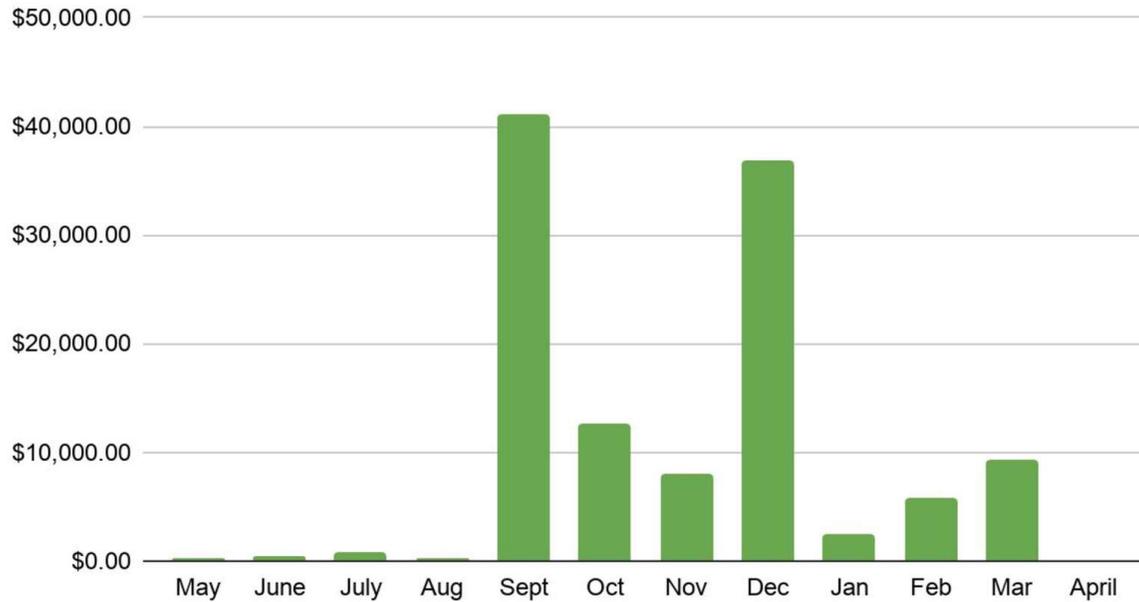
Registered Users



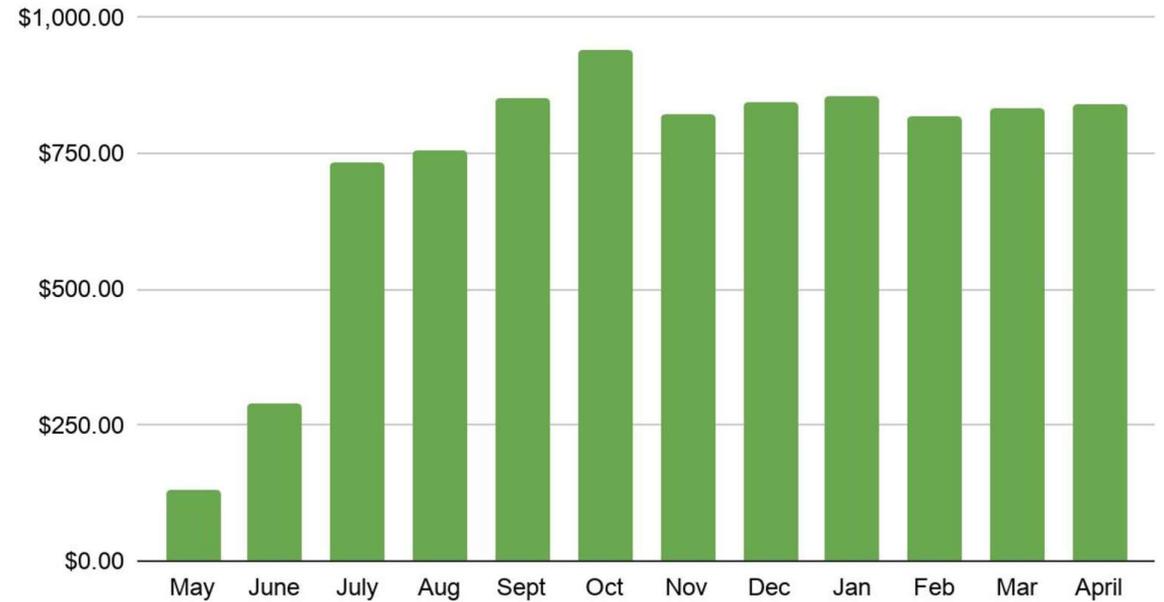


# Our Successes

### Catering Revenues



### Subscription Revenues





# Revenue Streams

- Vendor Subscriptions- Monthly Recurring Revenue
  - \$20/month for Premier Membership (discounted for market penetration)
  - \$99/month for Elite Membership (launching in 2020)
- Catering Fees- 15% of gross revenue; avg bookings range from \$500-3000
- Scheduling Fees- 15% of gross revenue; avg sales range from \$500-1500
- In-app ordering- \$.99 per order, projected at a min. of 20 orders per vendor, weekly (this feature is currently being developed for launch in Q3)



# Growth Plan

- Grow existing markets (LAS, SLC, COS, PHX, CLT) and expand to new markets.
  - Digital Marketing
    - Paid partnerships with micro-influencers
    - Paid digital advertising (Google ads, Facebook ads, display ads)
    - Social media referral promotions/giveaways
    - Content creation and SEO/ASO



# Growth Plan (cont.)

- Traditional Marketing
  - Increased presence at food festivals and related events
  - Improve new vendor promotional packages
  - Paid ad space (newspaper, magazine, journal ads)
  - Paid ad space on foodtrucks
  - Partnerships



# Growth Plan (cont.)

- Hire a full-time sales & marketing director within 60 days
- Hire sales associates for outbound calls to:
  - foodtruck owners for new accounts and conversions
  - increase catering leads
  - property managers for daily scheduling
- Hire a catering and scheduling manager



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# Exit Potentials\* (5-7 years)

## Acquisition Possibilities\*

- Food delivery service: UberEats, DoorDash, GrubHub
- Search & Mapping service: Google Maps
- Business Rating service: Yelp!
- Other Market Competitor

\*Disclaimer: these are forward looking projections, are dependent on circumstances and successes, and cannot be guaranteed.



# Revenue Streams

## Current Revenue Streams

- Vendor subscriptions
- Catering and scheduling fees

## Future Revenue Streams

- In-app ads
- In-app ordering
- Rewards/Loyalty program fees
- Food delivery partnership fees
- Event/Sponsor revenues
- Commissary, Leasing, and Purchasing referrals



# Future Upgrades

- Integration with POS/  
In-app ordering (in  
development)
- Social Media integration
- In-app ads
- Rewards/Loyalty  
program
- Food delivery  
partnerships
- Gamification

# Testimonials

"We love the app because every time we turn it on, it brings customers to our food truck and brings in lots of revenue."

-Kim D. with *Bone Appetite Bar-b-Que Grill*



"It's almost like the tinder for foodtrucks; customers select what they like and boom they can see where we are at, meet up, and have some tasty food. It's easy and connects me to my customers."

-Ashley H. with *Dude Where's My Hotdog*

"This app increases your truck's potential for revenue. There is no question, this app works!"

-Phillip Dell, Food Network's "Chopped" Champion



## Testimonials (cont.)

"Due to my ever changing schedule, this app was what I needed. Within 20 mins of selecting "open", customers start rolling in!! Thank you to the developers of WTF and all your support!"

-True P. with *True Wings*



"We have a few foodtrucks, and it's nice that I can mark them open remotely. I'm not even there, but customers know where the truck is, and my employees tell me every time they get someone through the app. It's really great."

-Julio T. with *50 Shades of Green*