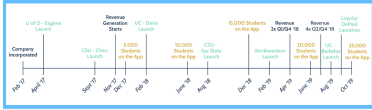


week process.

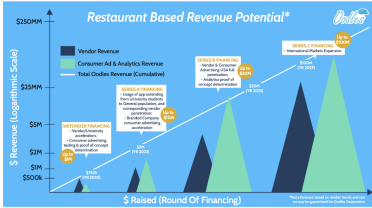
Phase III - Revenue Acceleration (Completed since Seed round Raise)

Released v2 of app, expecting significant growth in engagement via app. Revenue growth +400% Y-O-Y and accelerating.



The Plan— Revenue Potential

Scale nationwide. Grow from University students to other consumer target groups, Extend revenue from vendor focused to consumer advertising focused. Extend app usage from Restaurants to all Social Retail activities (movies, put-put golf, etc). Grow Internationally.



Investor Q&A

What does your company do?

We Incentivize University students to go and eat together in restaurants. We currently exist at eight Universities –with thousands of student users at each of these Universities. These students use the OodlesDeals mobile app to get deals at restaurants, all of which are weighted to give the best value when students invite and go together to these restaurants with their friends. We have plans to grow nationwide and beyond.

Where will your company be in 5 years?

In five years we aspire to be nationwide, with a meaningful user base across Universities and the general population.

Why did you choose this idea?

Our company mission is to enable truly meaningful relationships throughout a person's lifetime. We strongly believe that college is the best time in a person's life, and that experiencing the many restaurants (and other social venues that are best enjoyed together) together with their friends is what makes the time together special.

What's new about what you're making? How is it different?

We have a patent-pending process, which incentivizes consumers to share restaurant deals with their friends and actually go together to the restaurant to eat, enjoying the time together and thereby deepening their friendships.

How big is the market?

There are 22 million University students in the US, and 4,400 colleges. Each of these students goes out to eat one to two times per week on average. This represents at least two hundred million dollars as a revenue opportunity.

Who are your competitors? How are you different?

Food delivery services come closest, and we see them as complementary, not competitive. The OodlesDeals mobile app is unique because we bring multiple consumers in to a restaurant to have an enjoyable experience together. The students get maximum enjoyment & value while the restaurant makes real profit, including from the up sell opportunity each of these consumers represents once they're inside.

What do you understand about your business that others don't get?

Most restauranteurs (aka SMB's) are laggards in their mobile marketing strategies. Most of them have unnecessarily made their core strength, the investment in their bricks-and-mortar locations, into a core weakness. We help our vendor-partners create awareness & interest in actually coming to eat at their locations via mobile, the primary way University students get their information these days.

What's your biggest risk? What keeps you up at night?

Trying to do too much too fast. It is critical we understand and prioritize the key factors that drive consumer behavior. This is why all members of the company's senior management team spend as much time (50% each week) at the actual Universities where we are available. All of us talk to students and vendors almost daily to understand their pain points and how we can make our solution better and easier to solve these pain points.

How will you make money?

Each step of the process we've developed is being monetized, when talking about the deals on our app. Advertising to students is another area we see opportunity, as we are both able to micro-segment to each consumer and message them exactly what they would personally want. Our one on one relationship with each consumer also means we can talk to them directly. These monetization tracks are only viable because we provide true value to both consumers and our vendor-partners.

How do you acquire customers?

We utilize on-campus student ambassadors to make students aware of our app. We supplement this street team approach with social advertising, event sponsorship, and vendor support activities.

What is preventing an established company from offering similar deals? Why will you win?

Our incentivization process is unique and patent pending. See our investment deck for more detail. Importantly, the value-proposition we offer is all about getting people together to have fun. This is counter intuitive to where the restaurant industry has headed for the past five years.

What were you able to accomplish with the money raised from your first Wefunder campaign?

Please see the Yr 2017 In Review update we posted in February 2018 for the milestones we've reached with the initial round of money raised on Wefunder.

How quickly will you expand to other universities?

Please see the investment deck embedded in our Wefunder site for specific growth opportunity and associated investment requirements. We've brought on a new University every four months this past year, a general trend we plan on maintaining with summer and winter holidays being the key times for us to execute a new University launch.

Why are you raising another round at this time? What will you be able to accomplish with the increased funding?

Our historical experience with the eight Universities already on the app shows it takes approximately \$10k of set-up costs per University, and inclusive of these start-up costs, \$2 per person in user recruitment cost. Our goal is to get to 14 Universities by the end of the '21 year (December '21), and a total of 100 students. This effectively means there are 6 additional Universities, and 75k students to sign up in the next two years, equating to \$200k of the total \$1,000k we are aiming to raise. The remaining \$800k will be used for continual product development, user engagement activities (marketing), vendor sign-ups (sales), salaries and on-going corporate costs for the two year period. 95% of this funding will be used for these purposes and is expected to last through end year 2021. The remainder will be paid to Wefunder as an intermediary fee.

How will your model scale?

The model we've established in the first eight Universities – vendor sign-up via Business Development activities, student sign-up via social advertising, street team efforts, events sponsorship, and (overall) product enhancement through customer and consumer feedback – is what we plan on replicating. We know per University set-up costs, student acquisition costs, and time and effort required to recruit vendors, as that's what the majority of focus in-field this past year has been all about.