



**APP-APP**

**EAT WHERE THEY TREAT YOU BEST**

*[www.app-app.co](http://www.app-app.co)*



**APP-APP**

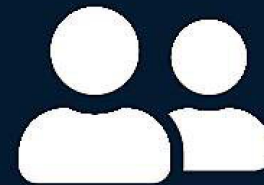
**APP-APP REDEFINES HOW WE LOOK AT RESTAURANT  
EXPLORATION, LOYALTY, AND MOBILE MARKETING BY**

**CONNECTING CUSTOMERS AND RESTAURANTS IN A WAY  
THAT ENHANCES THE DINING EXPERIENCE FROM THE FIRST STEP**

## THE PROBLEM

### RESTAURANTS ARE UNDER PRESSURE

IN ORDER TO KEEP WITH THE TIMES, RESTAURANTS NEED TO INCORPORATE MULTIPLE DIGITAL PLATFORMS IN ORDER TO STAY COMPETITIVE. EACH OF THESE PLATFORMS TAKE A LOT OF MONEY FROM RESTAURANTS IN EITHER FEES OR PERCENTAGE OF CHECK



### ATTRACTING NEW CUSTOMERS IS HARD

Driving new customers is always a top 5 concern of owners throughout the restaurant's entire life



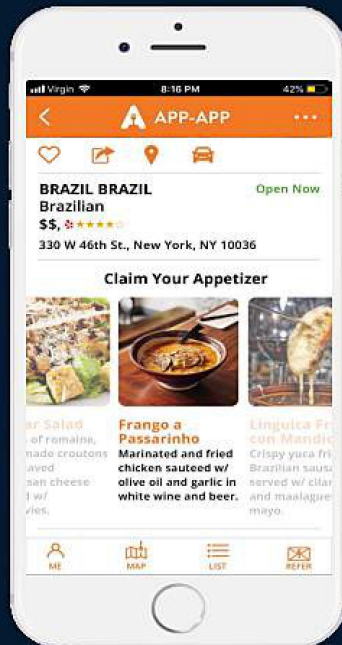
### CURRENT PLATFORMS DON'T HELP WITH RETENTION

Customer retention rates of popular platforms are below 8% with some of the biggest names, like Groupon, sitting below 2%

# OUR SOLUTION

## PUTTING POWER BACK IN THEIR HANDS

A MOBILE APP THAT LETS USERS REDEEM  
COMPLIMENTARY APPETIZER AT SELECT  
RESTAURANTS



## NO FEES

We charge no sign up or per usage fees to restaurants -  
it's 100% free to work with us.



## GUARANTEED REVENUE

Users must become customers to redeem their appetizer,  
making sure that restaurants don't lose



## CONTROLLED COSTS

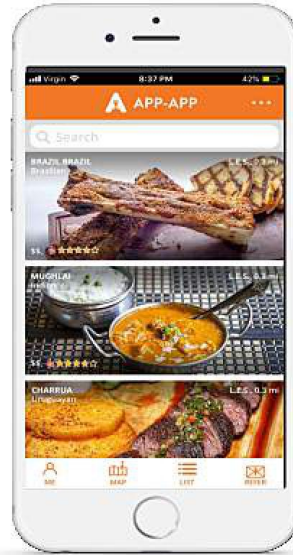
Restaurants select their complimentary offerings keeping  
costs in line

# OUR APP (APP)

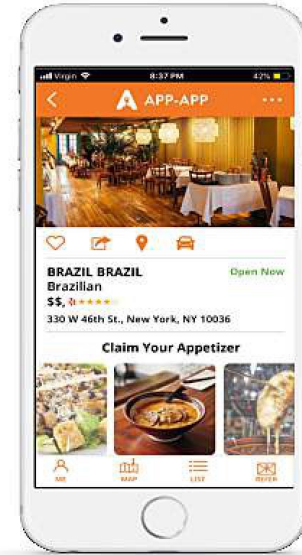
## THE USER JOURNEY



**DISCOVER.**



**REVIEW.**



**REDEEM.**



# OUR REVENUE MODEL

## Free Tier

- 3 appetizers per month (limit 1 per day)
- Always Free

## Premium Tier

- 1 appetizer per day
- \$10.99/month
- Additional features





## OUR MARKET

Restaurants only lose the cost of an appetizer (avg. \$2.50)

**400,000  
RESTAURANTS  
USE MOBILE APPS  
TO MARKET IN  
THE US**

**60 MILLION  
PEOPLE DINE OUT  
1+ TIME PER WEEK**

**\$8 BILLION  
TAM**  
\$240 Million in NYC





# OUR ACQUISITION STRATEGY

## USERS

### NETWORK EFFECTS

Adding more restaurants increases user value

### REFERRAL PROGRAM

Referring friends provides unique perks

### PARTNERSHIPS

With experience based companies (Dating, events, etc.)

## RESTAURANTS

### EVENTS

Target restaurant centric events to increase awareness

### WALK-INS

Meet management where they are.

### EDUCATION

Provide industry information to interested restaurants via our blog



# OUR TRACTION

Released MVP out of beta on

**NOVEMBER 1, 2018**

Have Partnered with

**70+ RESTAURANTS IN NYC**

Have signed up

**700+ REGISTERED USERS**

Have converted

**50+ PREMIUM USERS**

## WE PARTNER WITH AMAZING RESTAURANTS



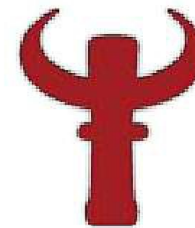
SEN SAKANA  
NIKKEI KITCHEN

Seabird

THE ANSWORTH®

SET L.E.S.

*Le Rivage*



MADANGSUI  
KOREAN BBQ RESTAURANT 마당식

SOHO  
CIGAR  
BAR



## OUR FOUNDERS



**TODD FOLK, CEO**

Serial entrepreneur with 10 years in the hospitality industry.



**NICK LUDWIG, COO**

Over 5 years in food-tech, driving revenue to restaurants via corporate catering.

## OUR VISION

**APP-APP HAS A UNIQUE GOAL AND INSPIRATION:**

**TO CREATE A PLATFORM FOR RESTAURANTS THAT  
EMPOWERS THEM TO ENHANCE THE ENTIRE DINING  
EXPERIENCE OF USERS**



# OUR RAISE



**RAISING \$300,000**

**INVESTMENTS**

- Grow Sales Team
- Marketing
- App Improvements

**METRICS**

- 425 Restaurants
- \$10k MRR
- Expand to new city



## CONTACT US

TODD FOLK

551.888.7642

*Todd@app-app.co*

*www.app-app.co*