

WELCOME TO THE NEW CONVENIENCE





WHY WE EXIST

PEOPLE WANT MORE SIMPLICITY, QUALITY & CONVENIENCE

WHAT WE DO

WOOD-FIRED PIZZA "ON-DEMAND" DELIVERED IN ABOUT FIFTEEN MINUTES FROM YOUR MOBILE DEVICE OR 90 SECOND WALK-UP

OUR VISION

TO BE THE NEXT GREAT AMERICAN BRAND THAT DISRUPTS THE \$44B PIZZA INDUSTRY



PIZZA DELIVERY IS BROKEN

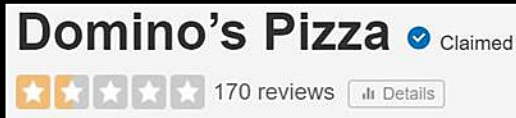
FIREPIE FIXES IT

CURRENT EXPERIENCE

DECISION FATIGUE

SLOW

MEDIOCRE



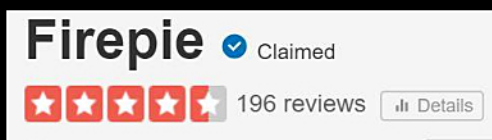
FIREPIE EXPERIENCE

SIMPLE AS



FAST AS 15 MINUTES DELIVERED

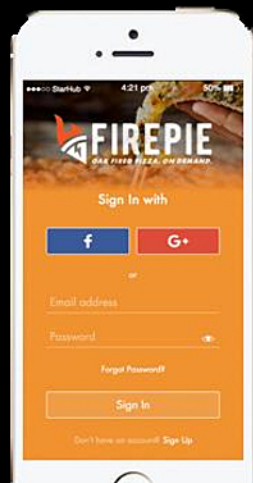
AMAZING AS





HOW

ITALIAN WOOD-FIRING OVENS



MODERN, UBIQUITOUS MOBILE TECHNOLOGY

SIMPLE - THREE QUALITY PIZZAS





ELASTIC CONSUMER SUPPLY CHAIN

PKF PORTABLE KITCHEN FACILITY

HUB - DAILY PREPARATION BULK PRODUCT HUB TO NODE

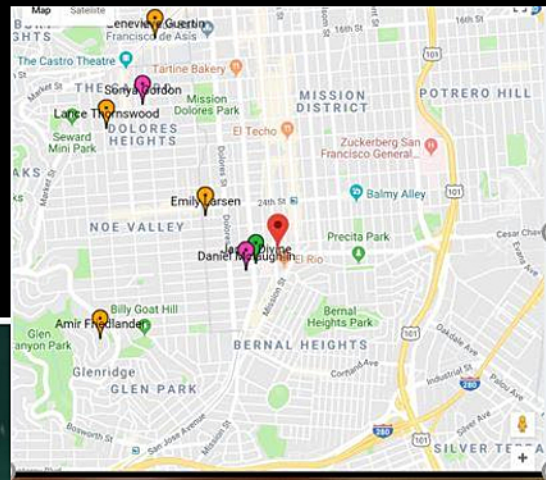
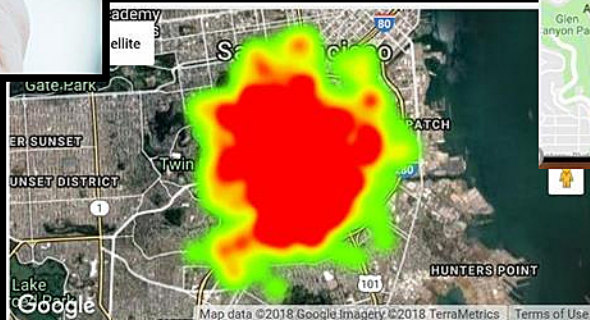
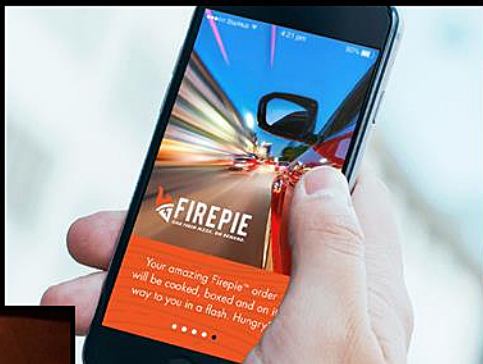


FIREPIE DELIVERY DRIVERS LOGISTICS SOFTWARE





FIREPIE BACKEND LOGISTICS TECHNOLOGY "FIREORDER"





OPERATIONAL AND FINANCIAL ADVANTAGE

70% LOWER COST THAN BRICK & MORTAR

ELASTIC PLACEMENT TO DEMAND

RAPIDLY SCALABLE 90 DAYS VS 12 MONTHS*

*This launch time is based on previous buildouts and SF permitting times for MFFs. Other cities may vary.



FUTURE FINANCIAL ADVANTAGE

SUBSCRIPTION

AUTOMATION/ ROBOTICS

SELF DRIVING DELIVERY VEHICLES

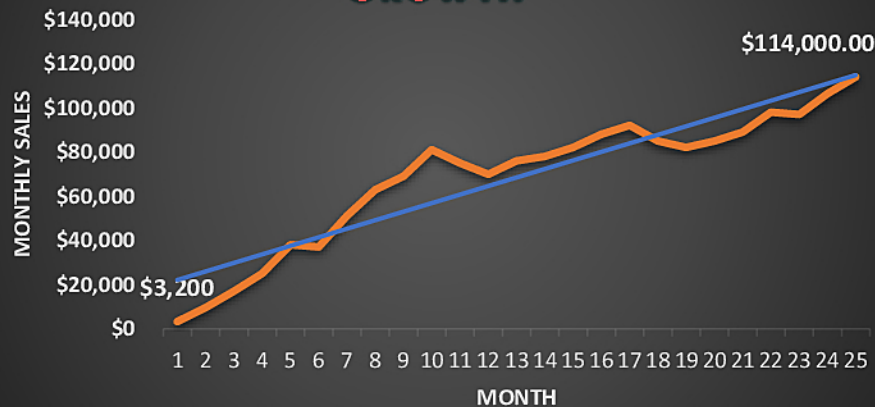
DRONE DELIVERY

AI DRIVEN LOGISTICS & MARKETING

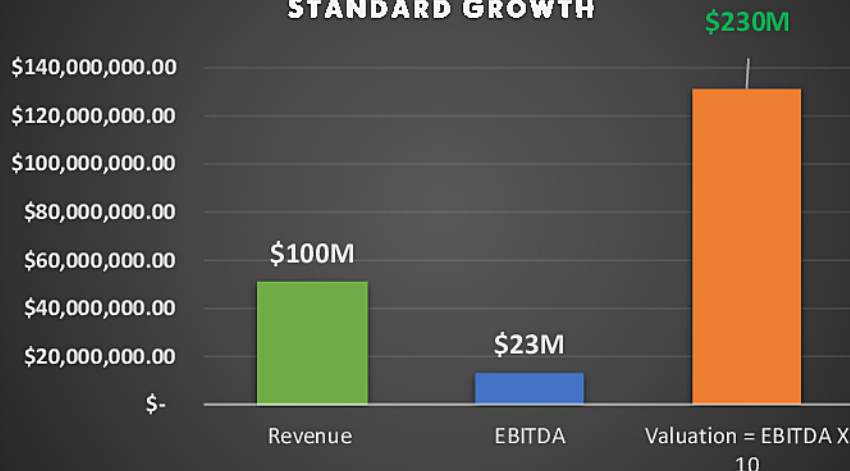
THE MARKET & FIREPIE

\$25 BILLION ANNUAL PIZZA DELIVERY & TAKEOUT IN US

FIREPIE MONTHLY SALES GROWTH



FIREPIE 5 YEAR PRO FORMA STANDARD GROWTH



THIS SLIDE CONTAINS FORWARD LOOKING PROJECTIONS WHICH CANNOT BE GUARANTEED



THANK YOU

THE PERFECT CONVERGENCE OF PRODUCT, PROCESS AND TECHNOLOGY

A GAME CHANGING SOLUTION FOR A MASSIVE MARKET

A MARKET WITH REGULAR M&A ACTIVITY



RICK RICHMAN - FOUNDER & CEO

RICKRICHMAN@FIREPIE.COM