



# GRUBBRR<sup>®</sup>

## AUTOMATED SOLUTIONS

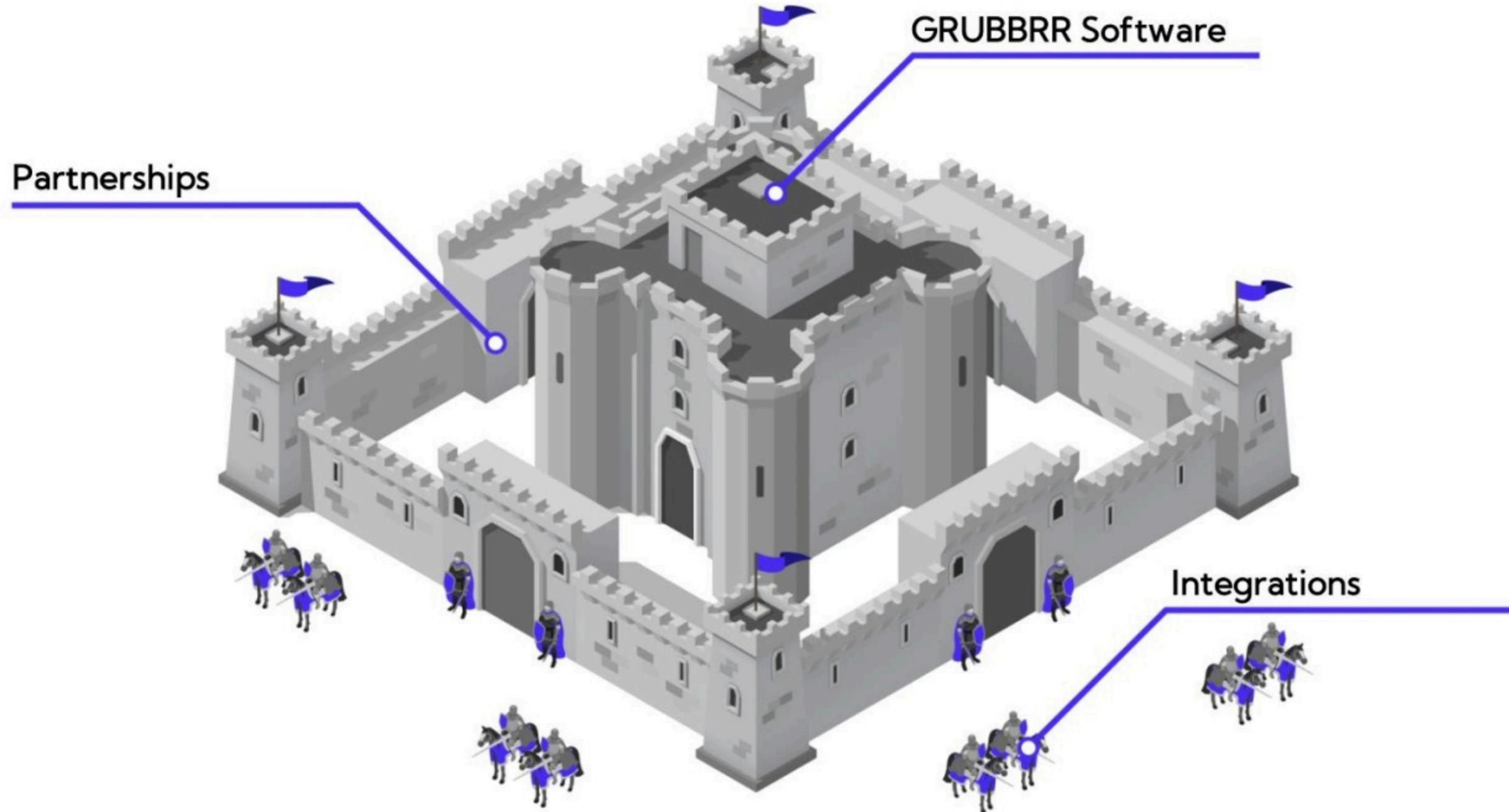
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The cashier is obsolete.

# OUR STRATEGY

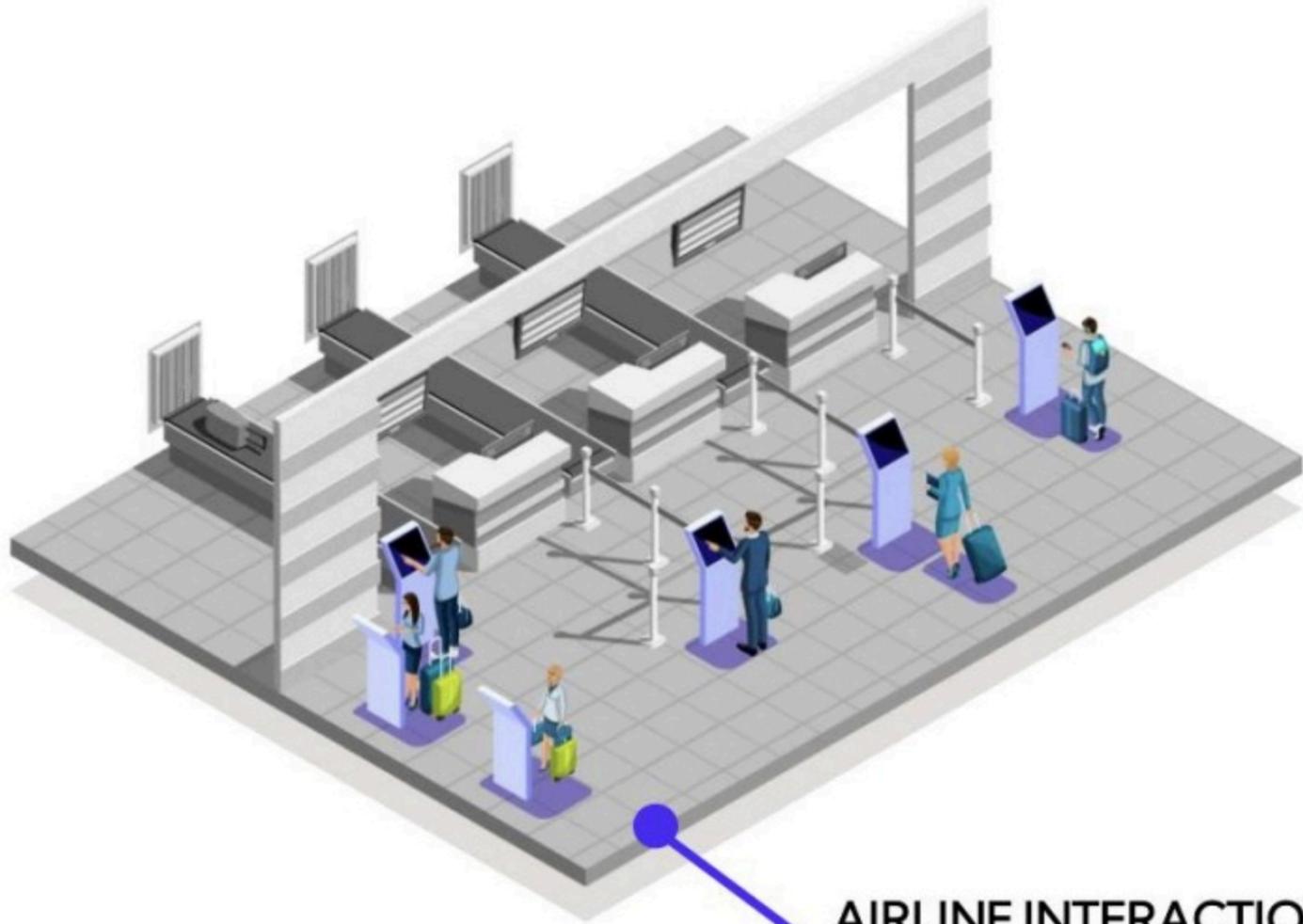
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# WE'VE SEEN THIS MOVIE BEFORE

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**AIRLINE INTERACTIONS**  
(TICKETING / CHECK IN)



**BANKING**

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# UNPRECEDENTED CHALLENGES

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## GRUBBRR replaces the need for cashiers

Labor shortage continues, puzzling economists and straining workers

By RYAN SUPPE [rsuppe@idahopress.com](mailto:rsuppe@idahopress.com) Oct 3, 2021

Cash bonuses and free lunches: No end in sight to labor shortage

Mark Zdechlik Forest Lake, Minn. September 27, 2021 4:00 a.m.

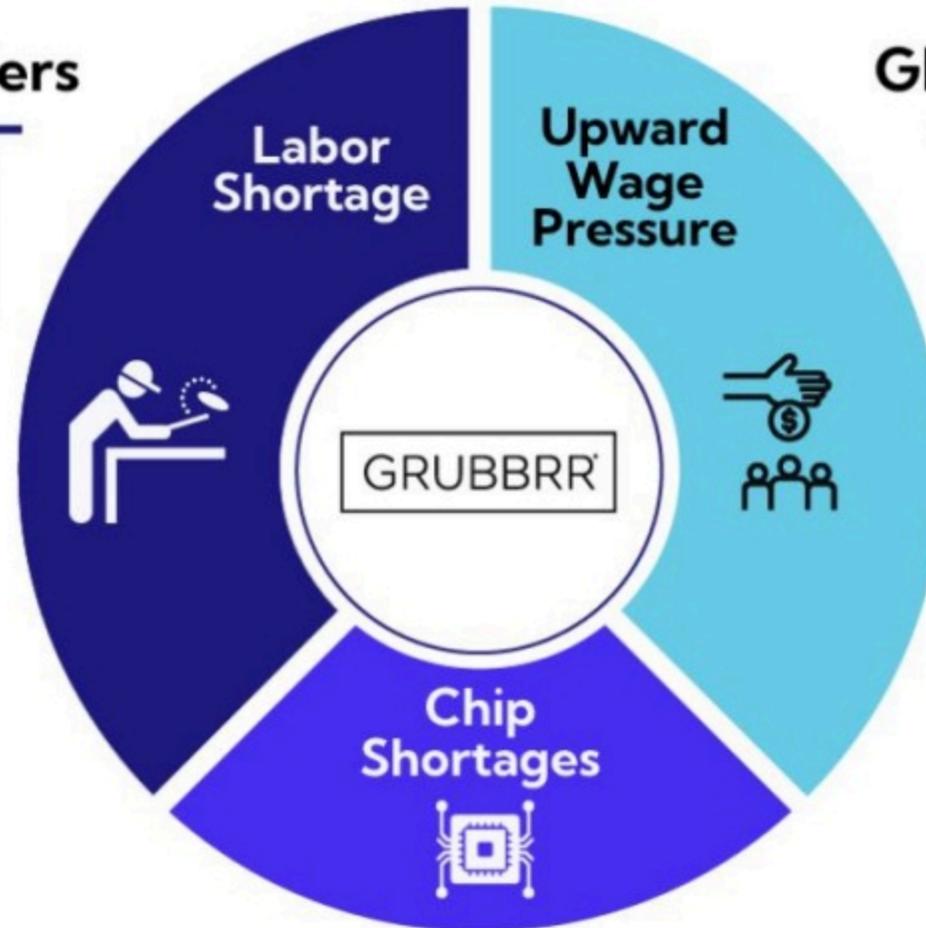
MRLA: 87% of Michigan Restaurants Are Understaffed

October 4, 2021 by Sand10news Site Staff

Low-wage, low-hours workers were hit hardest in the COVID-19 recession

The State of Working America 2020 employment report

Report • By [Elise Gould](#) and [Melat Kassa](#) • May 20, 2021



## GRUBBRR is More Economical Than Labor

Low-wage workers are getting 'eye-popping' pay raises, Goldman Sachs says

By [Moria Fitter](#), CNN Business

Updated 10:17 AM ET, Fri October 1, 2021

Biden continues to push \$15 federal minimum wage

By [Tami Luhby](#), CNN

Updated 12:04 AM ET, Wed February 17, 2021

Inflation, a labor crunch and the delta variant pressure restaurants heading into fall, survey finds

PUBLISHED 8:11 AM SEP 17 2021-10:11 AM EDT

FAST-FOOD PRICES SOAR WITH HIGHER LABOR COSTS

Limited-service menu prices rose 6.9% while full-service prices were up 4.9% last month as costs rise and consumers shift away from value.

By [Jonathan Maze](#) on Sep. 14, 2021

## GRUBBRR's Strategic Partnership with Samsung Ensures Access to Supply

AMD CEO: Chip Shortage Will Likely End In The Second Half Of 2022

By [David Heaney](#) - OCTOBER 14, 2021

Semiconductor chip shortage could extend through 2022, Marvell CEO says

PUBLISHED 8:11 AM OCT 7 2021-10:11 AM EDT

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# OUR SOLUTION TO THE ISSUES

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## Disruptive Product

We are changing how commerce is transacted globally, by eliminating the traditional cashier



## Accessible & Affordable

Samsung's integrated kiosk and GRUBBRR's software democratize access to technology



## Extensible Platform

Flexible ecosystem designed for growth



*McDonald's invests billions for kiosk/digital makeover through 2020. Kiosk Marketplace 2018  
McDonald's ordering kiosks have a major flaw, making them unusable for large number of customers  
Financial Post 2019*

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# OUR VALUE PROPOSITIONS

GRUBBRR®



## Increase Revenue

12 - 22% average ticket increase

Customers buy with their eyes

Customized automated upsells

Eliminate walkaway customers



## Solves Labor Issues

Eliminate expense of ~\$6,000 or more per month per cashier position

Never sick, no PTO or vacations

100% Availability



## Improve Customer Experience

Faster service

Improved order accuracy

Eliminate lines

Custom curated journey

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# OUR FOCUS MARKETS

GRUBBRR®

**QSR**

**860,000**

Restaurants In The  
United States

**\$935B**

2019 Revenue

**\$25B**

Tech Spend

**\$1.1T**

2024 Revenue

**\$55B**

Tech Spend

**Petro**

**150,274**

Petro/C-Stores  
in 2020

**\$532.9B**

2020 Sales

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## 🎯 Targets (# of locations)

**100+**

**ENTERPRISE**

**10-99**

**MID-MARKET**

## 🎯 Points of Differentiation

No need to rip and replace GRUBBRR is integrated with best-in-class providers

- POS
- Loyalty
- Payment
- Online Ordering

Single platform administration for tech

## 🎯 Sales Tactics

- Direct Sales
- Joint Partner Sales
- Guerilla Marketing

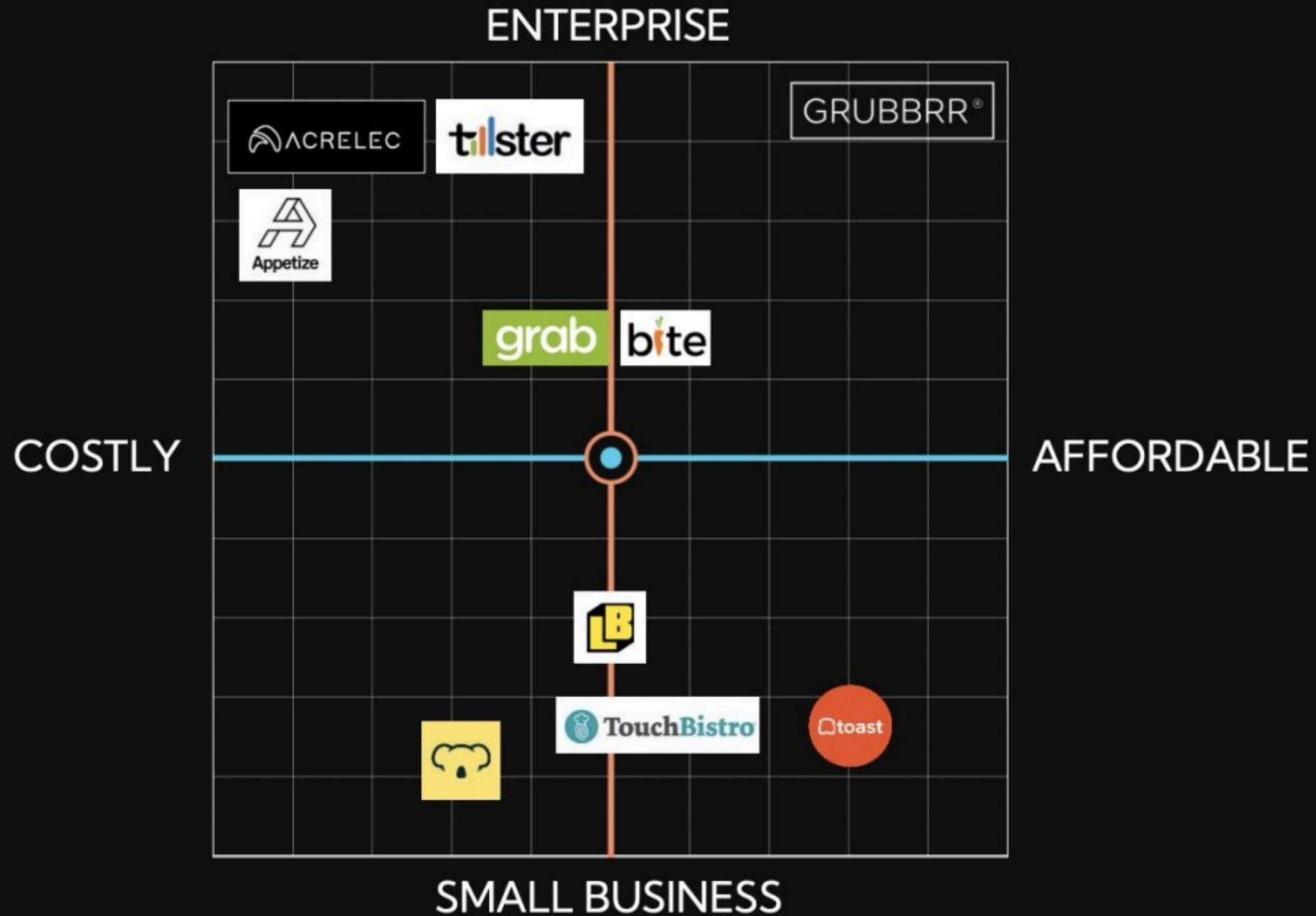
# GRUBBRR'S ECOSYSTEM

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# COMPETITIVE LANDSCAPE



# PARTNERSHIPS AND INTEGRATIONS

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Strategic Partners	POS Integrations	Loyalty Integrations	Payment Integrations	Online Ordering
      	          	   	            	   <small>Online orders. Simplified.</small>

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# KEY PARTNERSHIPS

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## SAMSUNG

### Snapshot

Samsung is entering global Kiosk hardware market after assessing the breadth of the global total addressable market. Intention is to be #1 in the kiosk market.

### Opportunity to GRUBBRR

The ability to leverage their over 30,000 salespeople to drive leads along with the instant credibility associated with being partnered with Samsung.

### Value to Partner

Samsung kiosk uses Tizen, a proprietary OS, only GRUBBRR software will work on Samsung's kiosk. GRUBBRR accelerated their go to market strategy by at least two years.

June  
2021

Announced partnership

Aug  
2021

Samsung Latinoamerica (LA) Enterprise Business Team visits GRUBBRR HQ (GHQ)

Sept  
2021

FSTEC – GRUBBRR and Samsung collaborate Samsung US QSR Sales Team Meeting at GHQ

Oct  
2021

Samsung LA returns to GHQ to align on rollout approach, target 20% revenue from kiosks

Oct  
2021

NACS (National Assoc of Convenience Stores) – GRUBBRR tech featured in Samsung booth staffed by GRUBBRR team

Oct  
2021

First Samsung kiosk shipped to Capriotti's INFOCOMM – GRUBBRR staffs Samsung booth

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# KEY PARTNERSHIPS

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## Square

### Snapshot

Partnership to bundle solutions to various markets (SMB, Enterprise, stadiums).

### Value to Partner

GRUBBRR partnership enables additional capabilities for enterprise opportunities.

### Opportunity to GRUBBRR

Square team's contacts and network enables GRUBBRR to be invited to large opportunities, GRUBBRR part of bundled solution for Square's SMB space.

### Traction/Timeline

SMB SKU created and working on rollout, already won and implemented SoFi Stadium, working on additional sports venues.

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# KEY PARTNERSHIPS

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**fiserv.**

## Snapshot



FISERV is a global fintech and payment company with a vast reach across many business verticals.

## Value to Partner



GRUBBRR's platform enables full slate of self-ordering technology.

## Opportunity to GRUBBRR



Access to FISERV's clients to provide self ordering technology.

## Traction/Timeline



Currently working on joint opportunities; finalizing contract.

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