

# Lunchbox

The Complete digital operating system for restaurants

# Problems



## LABOR RATES HAVE INCREASED

Restaurants are turning to technology to offset the \$500k budget increase due to minimum wage hikes.



## 3RD PARTY ORDERING SYSTEMS

3rd party systems like UberEats and GrubHub charge restaurants up to 30% in fees, leaving restaurants with 5% profit on average



## NO ACCESS TO DATA

Restaurants don't receive customer data from 3P sites, and don't have the toolset to retarget customers to return to their establishments

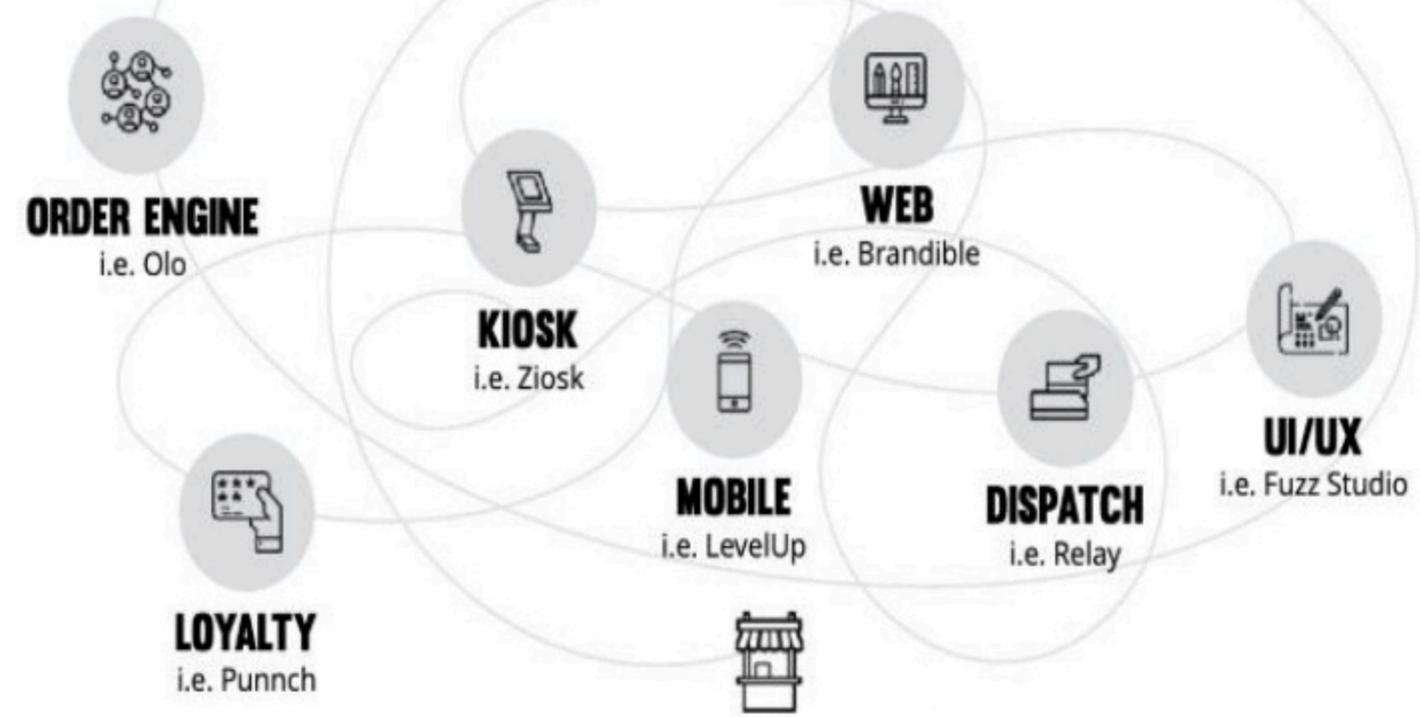
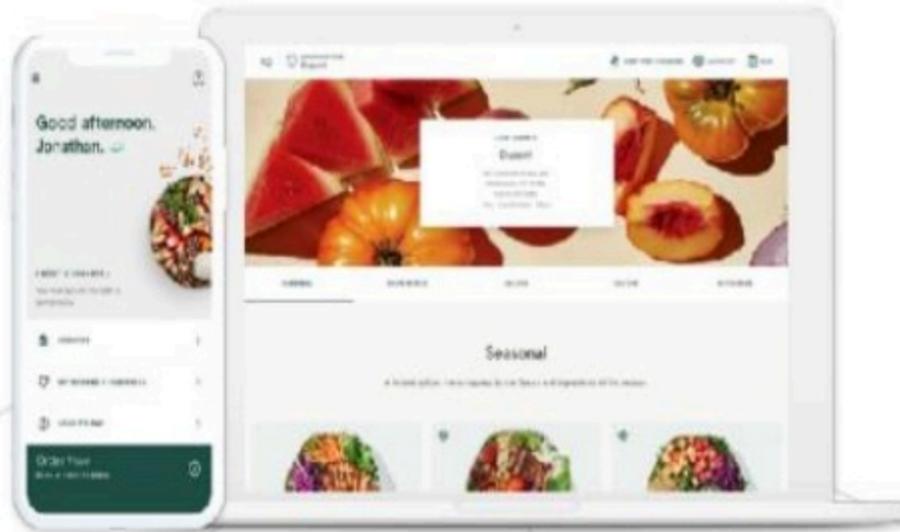


## HARD TO BUILD YOUR OWN SYSTEM

Building out an internal system is expensive and fragmented and requires 3-7 different companies to come together. More info on the next page.

# SWEETGREEN

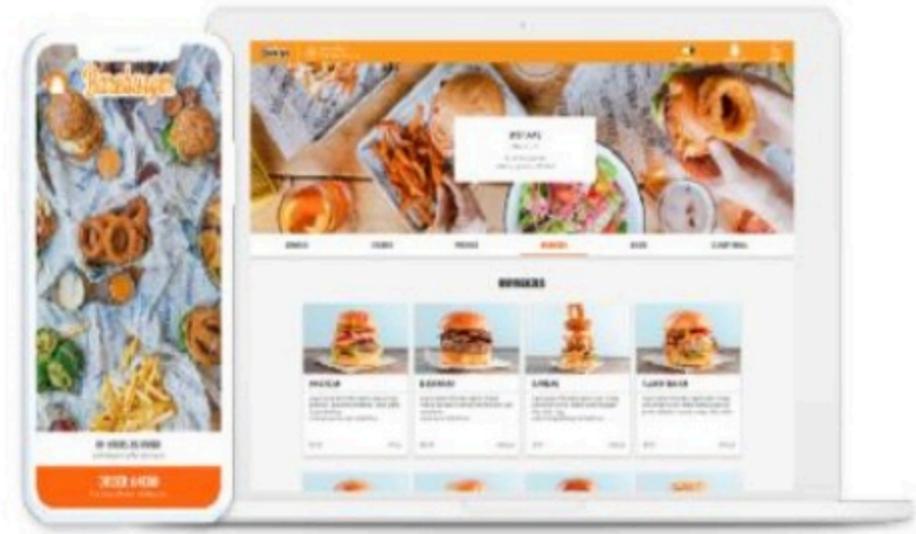
Restaurant Solutions are Fragmented and Expensive



**ON-BOARDING - \$1.2MM**  
**MONTHLY - \$156K**

# Lunchbox

The "Shopify" for Restaurants



**ON-BOARDING - \$35K**  
**MONTHLY - \$35K**

# Product - the best in class digital ordering operating system



## WEB ORDERING

Online ordering that's easy to represent your brand and reclaim your digital real estate.

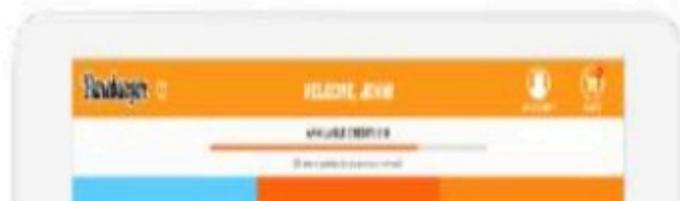
## APP ORDERING

Order on the go and earn rewards with apps built to fit your brand.



## KIOSK ORDERING

Tableside kiosk to bring digital ordering and true omnichannel loyalty to restaurant concepts.



## TEXT ORDERING

Order in a conversational way possible. Build your meal or get an emoji and get your favorite meal automatically.



## FACEBOOK ORDERING

Customers will be able to order directly from restaurants, with our AI bots that help them create the perfect meal.



## AMAZON ALEXA ORDERING

Tell Alexa to place an order with your favorite restaurant, all without lifting a finger.



# Product - a powerful backend that competes with 3rd party systems



## DYNAMIC AD SERVING

Monetize your email campaigns by partnering with ad buyers from different industries to suit your audience.



## SOCIAL INTEGRATION

Automatically post your email campaigns to social media. Increase your audience for every email campaign



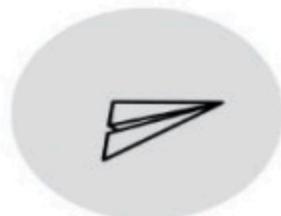
## DYNAMIC RSS CAMPAIGNS

New and relevant content delivered automatically. Insert your latest web content directly into email campaigns.



## USER MANAGEMENT

Divide workload, create operational workflows and get organized. Each user is provided their own login credentials.



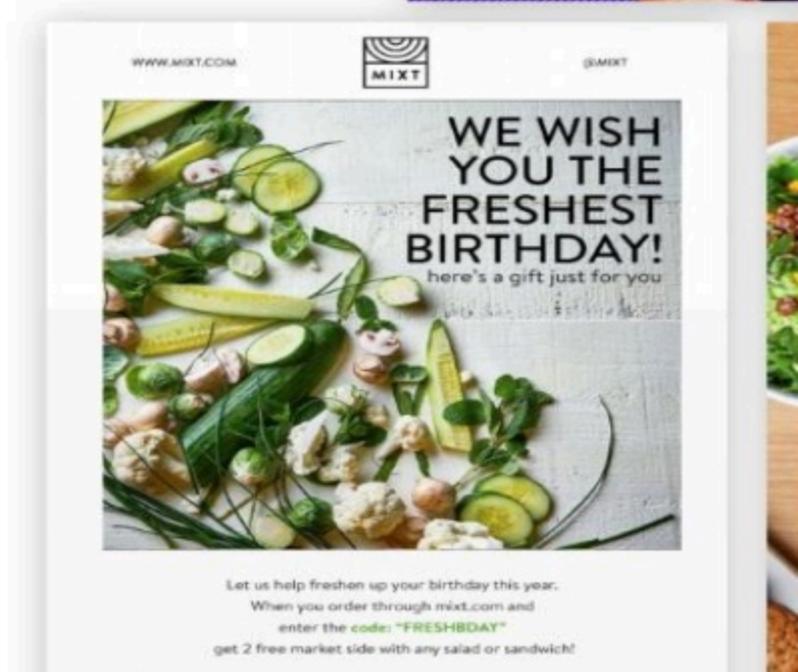
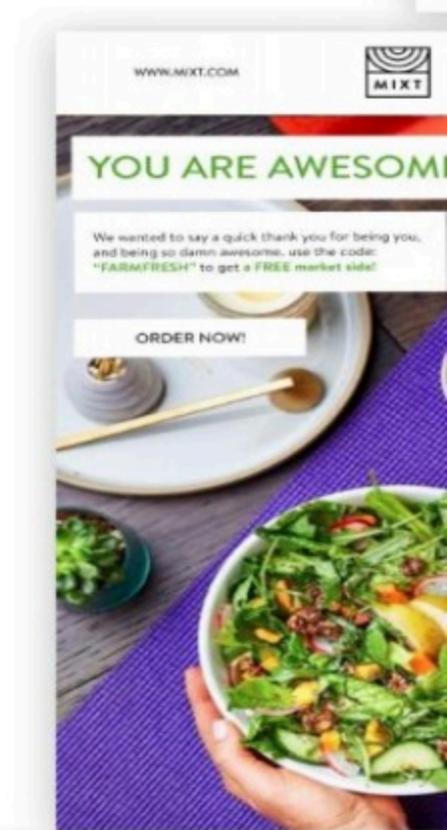
## SMTP RELAY

Create and send marketing and transactional email worthy of attention. Lunchbox's SMTP Relay service ensures fast, secure delivery to the inbox



## PURCHASE BEHAVIOR

Segment on historical purchase data and uncover new opportunities to generate repeat sales



# Product - admin dashboard

The Lunchbox Dashboard gives the user full control over the operations and marketing of their digital ordering



## **COMPANYWIDE & LOCAL**

Dashboards designed for a brand and individual restaurant level



## **ORDER MANAGEMENT**

Manage all orders, and process full and partial refunds quickly



## **LOCATION MANAGEMENT**

Easily manage all location operations from one page



## **MENU BUILDER**

Edit/delete items on a brand and individual restaurant basis



## **DISCOUNTS**

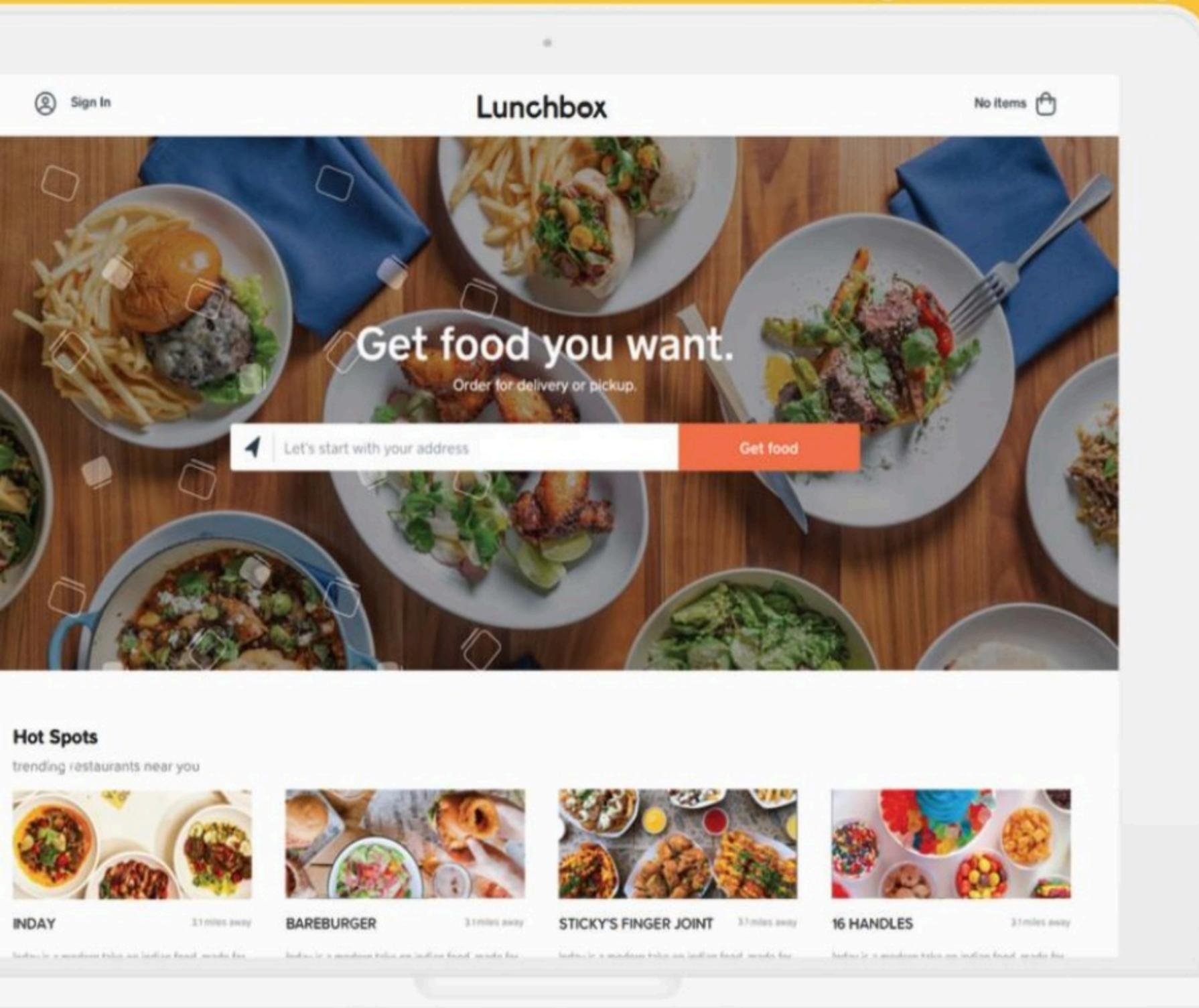
Launch & manage discount codes that work across all platforms



## **CUSTOMER INSIGHT**

Details on every customer's order and loyalty history

# Lunchbox Marketplace - The Seamless we deserve



**3-5%**

Compared to **the** 25% Grubhub / UberEats take rate, our fee will be a reasonable 3-5%. Direct integration with delivery partners



**ON-BOARDING**

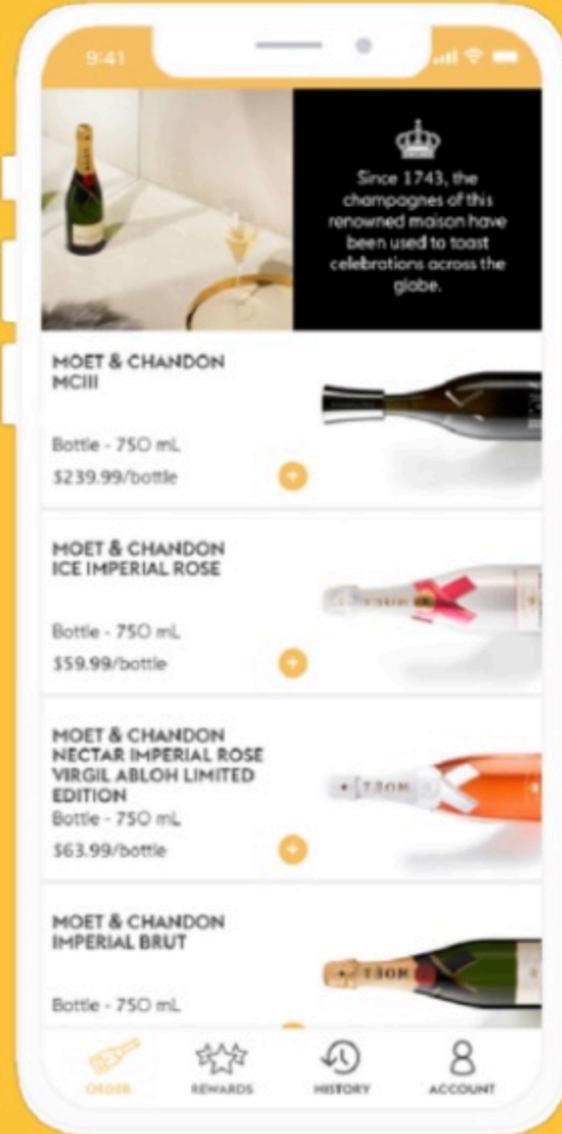
Turn-key on-boarding for clients already leveraging our tech. 45-minute setup for others



**1,000 LOCATIONS**

We will launch the Lunchbox marketplace when we have 1,000 locations live in NYC (ETA Q3 2020)

# Product - liquor vertical expansion



# Opportunity

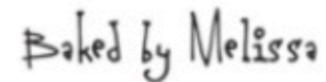
## PARTNERS

Fully integrated ; mutual referral agreement



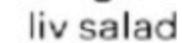
## IN TALKS

Pitch Complete. Exploring



## SIGNED

Waiting for POS integration



## LIVE

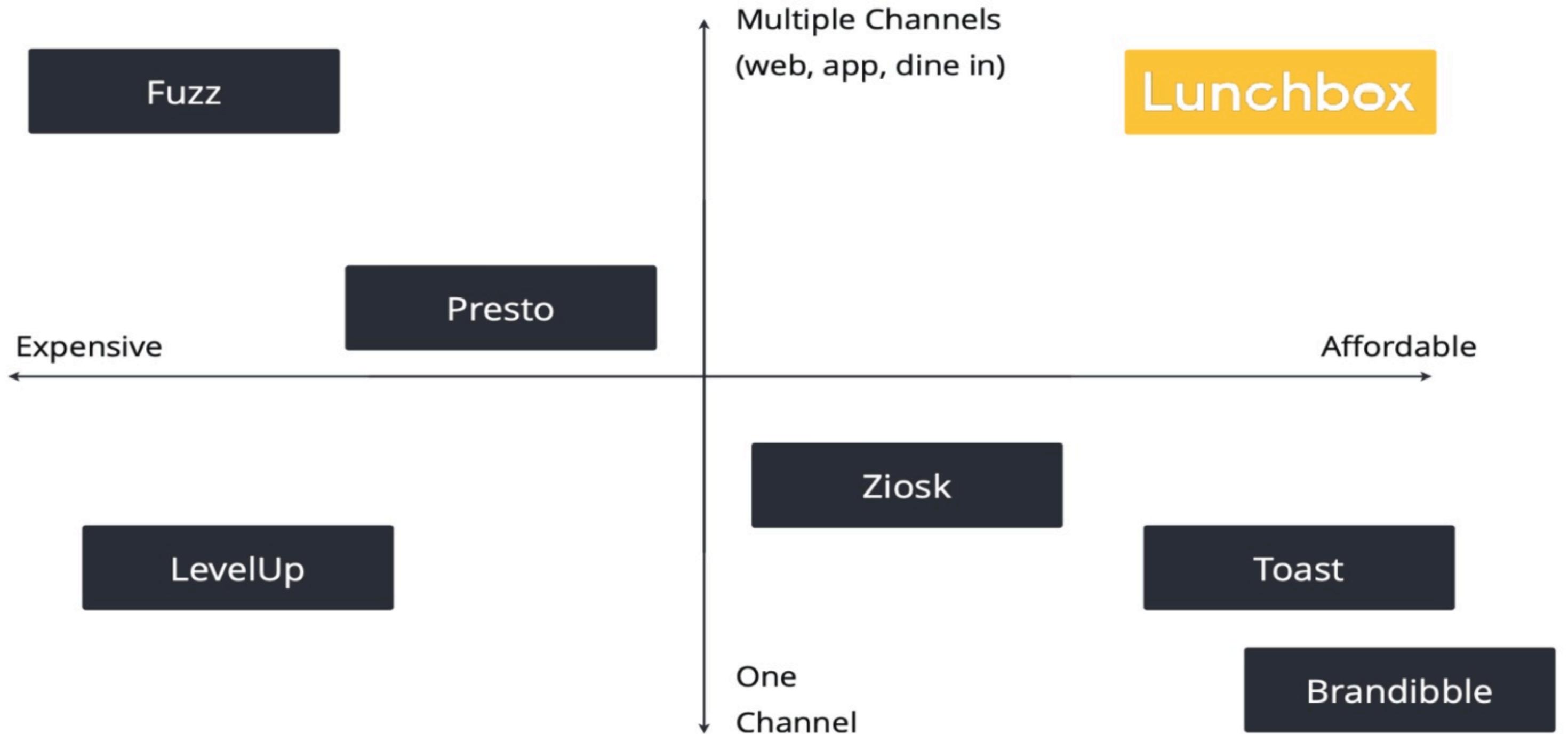
Over 55 Locations



# Competition

	Lunchbox	Olo	LevelUp	Ziosk
App	✓		✓	
Web	✓	✓		
Kiosk	✓			✓
No Upfront Cost	✓			
White-Label	✓		✓	
Omni-channel Loyalty	✓			
UI/UX	✓		✓	
<b>Cost</b>	<b>1x</b>	<b>3x</b>	<b>7x</b>	<b>4x</b>

# Competition



# Valuation Comp - OLO



- OLO is web facing online ordering system
- Clients: Five Guys, Jamba Juice and Wing Stop
- Seed round **\$1.5MM**  
(estimated valuation - **\$5MM**)
- Three years later raised **\$7MM**  
(estimated valuation - **\$15MM**)
- To date, they have raised over **\$80MM+** over 6 rounds, with a current estimated valuation of **\$500MM**



# Our Team

Our team has 20+ years in the technology and restaurant industry. We have worked together on two previous startups



**ANDREW BORYK**  
Co-Founder

**NABEEL ALANGIR**  
Co-Founder

**MIKHAEL FOENKO**  
Developer

**RANDALL LEE**  
Developer

**MO AFZAL**  
Developer

**JARED DEGRASSI**  
Developer

**HADI RASHID**  
Customer Success

**YVAN PAN**  
Developer

# Our Advisors

**CHOI SOLOMON**  
CEO of 16 Handle

**ALEX BELTRANI**  
CEO of Tattle

**JASON ANELLO**  
CMO of Aurify Brand

**ANDREW GLUCK**  
VC/Investor

# We have worked for



# Our Edge



## **3RD STARTUP TOGETHER**

We have worked together  
for the last 5 years



## **MULTIPLE CO-FOUNDERS**

Accountability across all  
first members of the team



## **AI/AR EXPERIENCE**

Beautiful 3D menus and  
higher check totals with  
micro-suggestions



## **INDUSTRY INSIDER**

Well-known leader in the  
space. We are our own  
customers