



sprwt[™]
Meal Prep Software

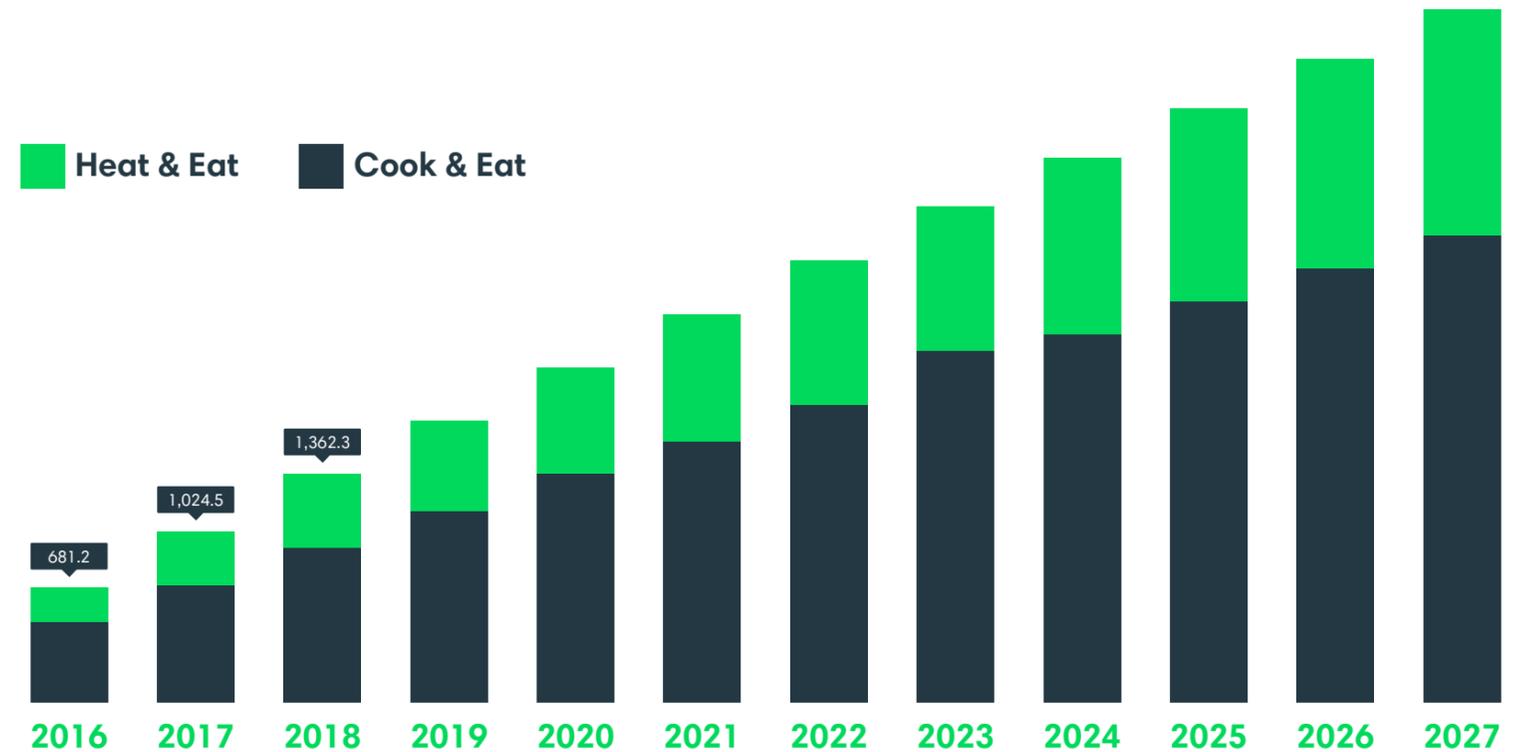
**The #1 Meal Prep
Software Solution**



13%

market growth with a 2020 10.3bn TAM

- Shoppers have a renewed appetite for meal kits in light of COVID-19
- Online meal kit platforms are expected to grow a compound annual growth rate of 13% from 2020 to 2027
- Nutritionists**, food-oriented doctors, and **gym owners/personal trainers**, are delivering tailored meal prep solutions to customers with specific dietary restrictions
- Restaurants and catering companies are pivoting to meal prep for new source of revenue



The challenges with running a *meal prep business*



Website
Design



Custom Ordering
Optimization



Payment
Processing



Marketing &
Analytics



Recipe
Builder



Retail
Management

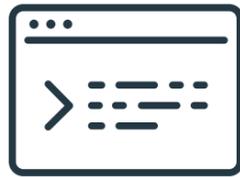


Delivery
Optimization



Generating
Labels

Currently, meal prep owners have two bad options:



DIY Website Solution

(90% choose this)

- Limited to plugins and system coding
- Not customized for the food industry but for retail
- Cannot scale operations
- Limited automation plugin options available
- No kitchen integration resources
- No cooking reports
- No label generator
- No menu rotation

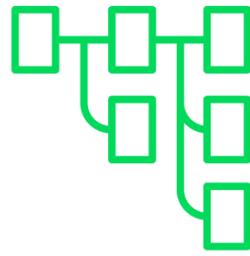


Hire a Software Firm

(10% choose this and regret it)

- Very expensive to do custom development
- Takes 6mos. - 1yr. minimum to develop
- Requires Experience in project management
- Detailed Spec List Required for Owners who simply don't know technology
- Developers are not usually expert in the industry
- Custom reports and features keep costing more
- Cannot integrate into key kitchen hardware

What Shopify is for Retail **Sprwt** is for **Meal Prep**



Turnkey solution

- ✔ A server is built in 5 minutes
- ✔ Onboarding completion in under a week
- ✔ Unlimited customer support and training



Fully-integrated systems

- ✔ Payment Processor
- ✔ SMS and Email Marketing
- ✔ Label Printer
- ✔ Delivery Route Optimization
- ✔ POS
- ✔ CRM



A business in a box

- ✔ Ordering System
- ✔ Food Waste Management
- ✔ Cooking Reports
- ✔ Fulfilment Reports
- ✔ Customer Orders Management Tools

Owners save time and money with Sprwt

Most restaurants don't know their bottom line. We're here to **fix that.**



Traditional Plugin Websites

- \$15/hr 8 hours per week on Excel
- 2 hours manually creating labels
- \$500 average restaurant food waste
- \$150 Web Hosting & Web Management

The real cost
\$1100/mo

Sprwt

- Real-time Automated Reports
- Auto-generated Labels
- Food Management and Stock Management
- Included Web Hosting and IT Management

Starts at
\$250/mo

Sales Performance

January through December 2020

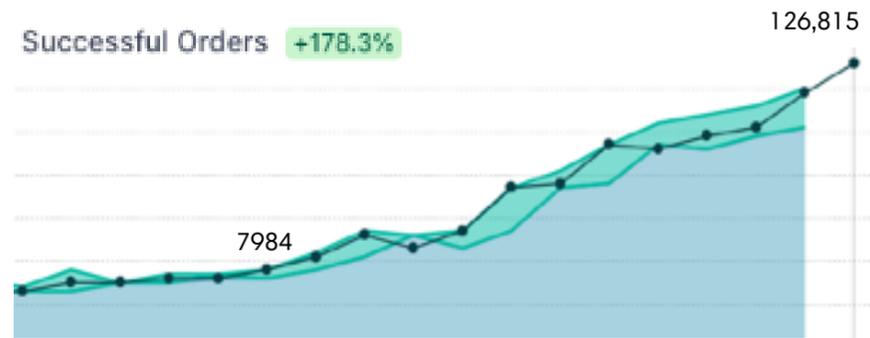
- Monthly Recurring Revenue increased by 64.8%
- CC processing revenue for online sales increased by 221.1%

Sales Growth

January through December 2020

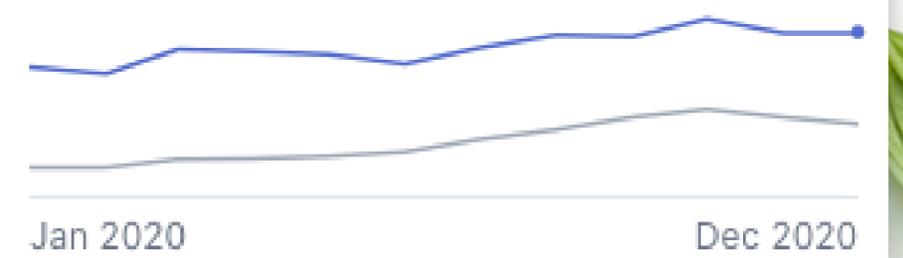
- 8,460% growth in processing fees
- Averaged 300% growth month-to-month sales
- Monthly Recurring Revenue increased by 236.8%
- Processed over 126,000 orders increasing demand for delivery route planning system

Net volume from sales **+140.1%**
\$597.4K \$248.8K



Delivery Orders Processed

Connect gross volume **+172.2%**
\$11.55M \$4.24M



236.8% MRR Growth Rate

Custom Application
No Plugins Required



SQUARESPACE

Shopify



sprwt
Meal Prep Software

eat fresh tech

Go to Market 2020

Basic E-commerce
Site For Retail

Built for Restaurant
& Food Industry



Wix.com

WordPress



MEALLOGIX

Brand Launch Jan. 2020.
Product not built yet

meal prep tech

MPT lost 70% customers to Sprwt

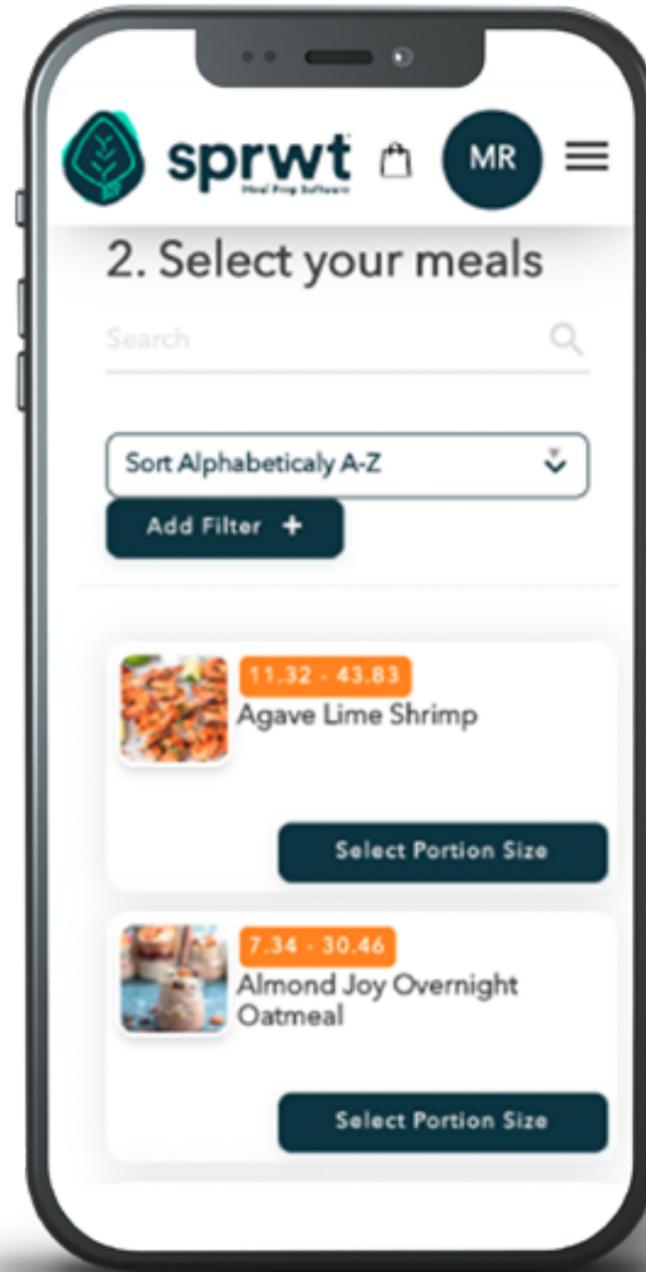
Built with Plugins

Meal Prep Direct to Consumers



The Plan

- Build a marketplace to have our clients add their menus to a centralized database
- Market and sell directly to consumers (D2C business model)
- Target meal prep, vendors, and catering companies i.e. small restaurant operations



The Revenue

- Charge a 15% fee on processing revenue
- Charge a \$1.50 - \$4.00 service fee
- Integrate with Root Planner (our own delivery route system) to manage delivery operations

\$1,500,000
for 10%
of **Sprwt**





Usage of funds

- **Hire software developers** so we can refactor our code to make it more scalable
- **Expand sales team** to support expansion and growth
- **Increase support team** for 3 frontend developers to manage technical customer support, onboarding and feature improvements
- **Hire a Devops** to improve systems infrastructure and security
- **Invest in Marketing** for trade show events and increasing brand in key markets, digital advertising budget, content creation, and marketing expenditures
- **Legal and Accounting** towards legal and accounting
- **Working Capital** to support growth

Sprwt Management Team



Michael Rapoport

Michael is the founder of Sprwt and CEO of Slickview Studios. He has worked on several large projects including building the first virtual reality advertising platform. Michael currently leads the business development and marketing operations for Sprwt.



Rui Marinho

Rui is the CTO of Sprwt with a specialty in frontend development. Rui has a degree in UI/UX and has led the design and development of multiple projects including Pletra, Take my Car, and Slickview.



Rafael Pereira

Rafael is the CIO and lead backend developer. Rafael is proficient in several coding languages and currently focuses on PHP Laravel and CodeIgniter.



sprwt
Meal Prep Software

**Simplicity,
meet power.**

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