

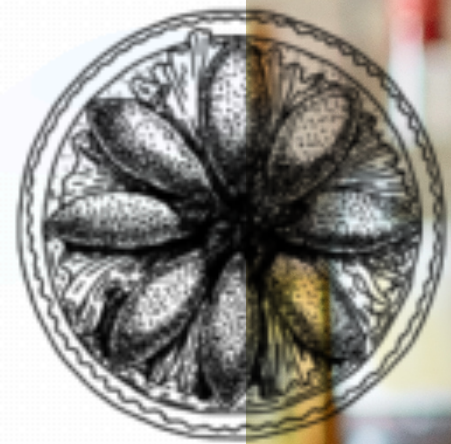


# Spork



# Meet Ali

Owner of Salma Restaurant in the East Village





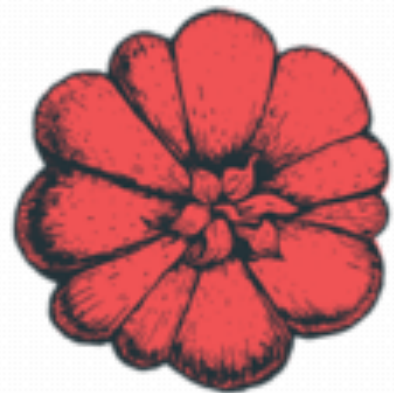
# Ali's Top Priorities as a Restaurant Owner



Deliver the authenticity of the Lebanese cuisine to the East Village through flavorful quality dishes.



Increase exposure to reach new audiences and share his passion with New Yorkers.



Manage an operation that offers quality, efficiency and satisfaction.



# So What is Stopping Him?





# The Bigger Picture

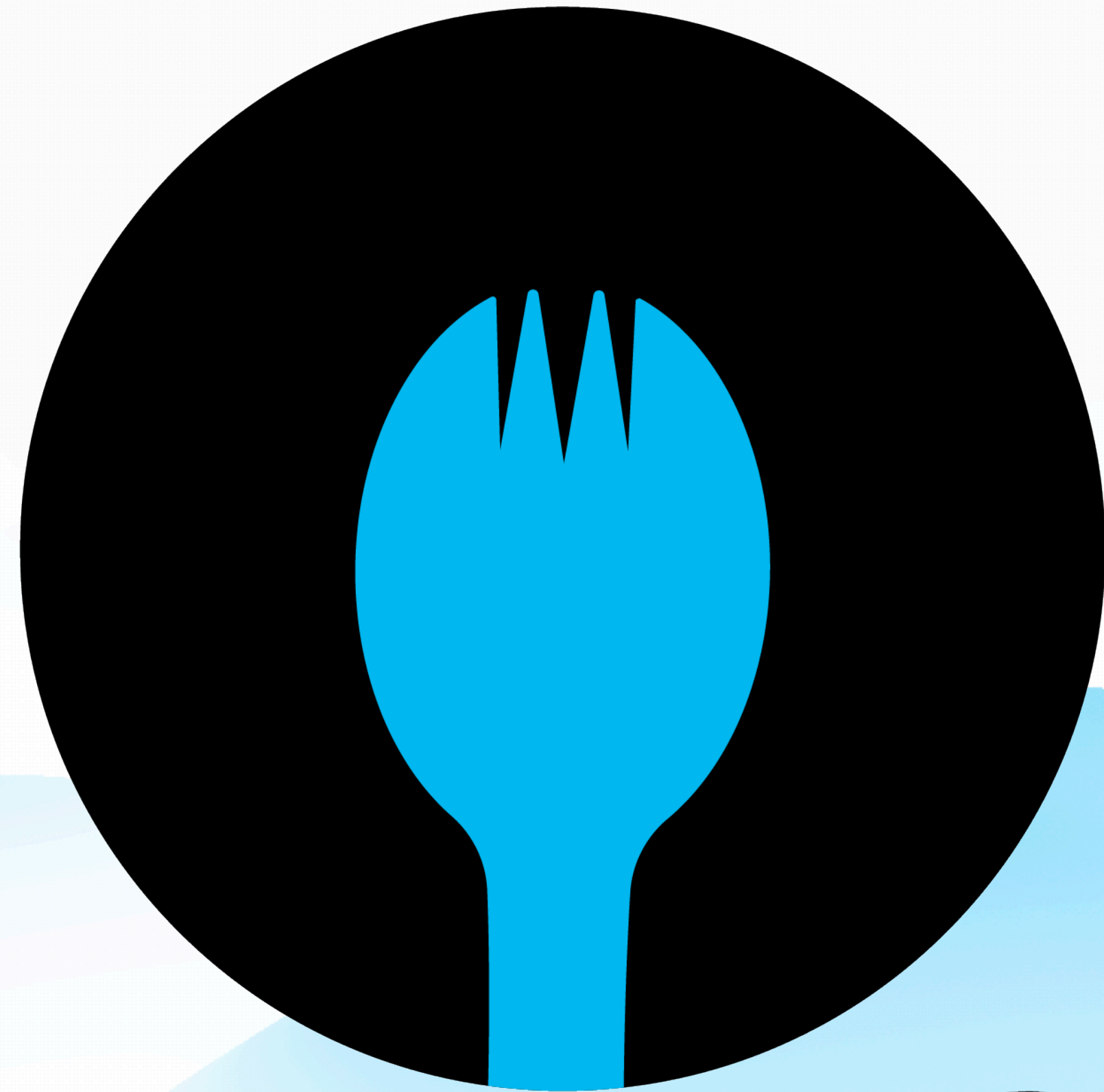




# What Ali Needs

**A solution that will utilize their operations, finances and inventory to deliver an authentic in-person dining experience to people's doorsteps.**





Spork

**How might we create a communications and operations management platform that supports restaurants in completing successful delivery strategies to capture consumers' interest and stand out from their competitors?**



# 3 Initial Problems



# Problem 1

**THE MORE ONLINE ORDERING PLATFORMS, THE MORE TABLET MAYHEM.**

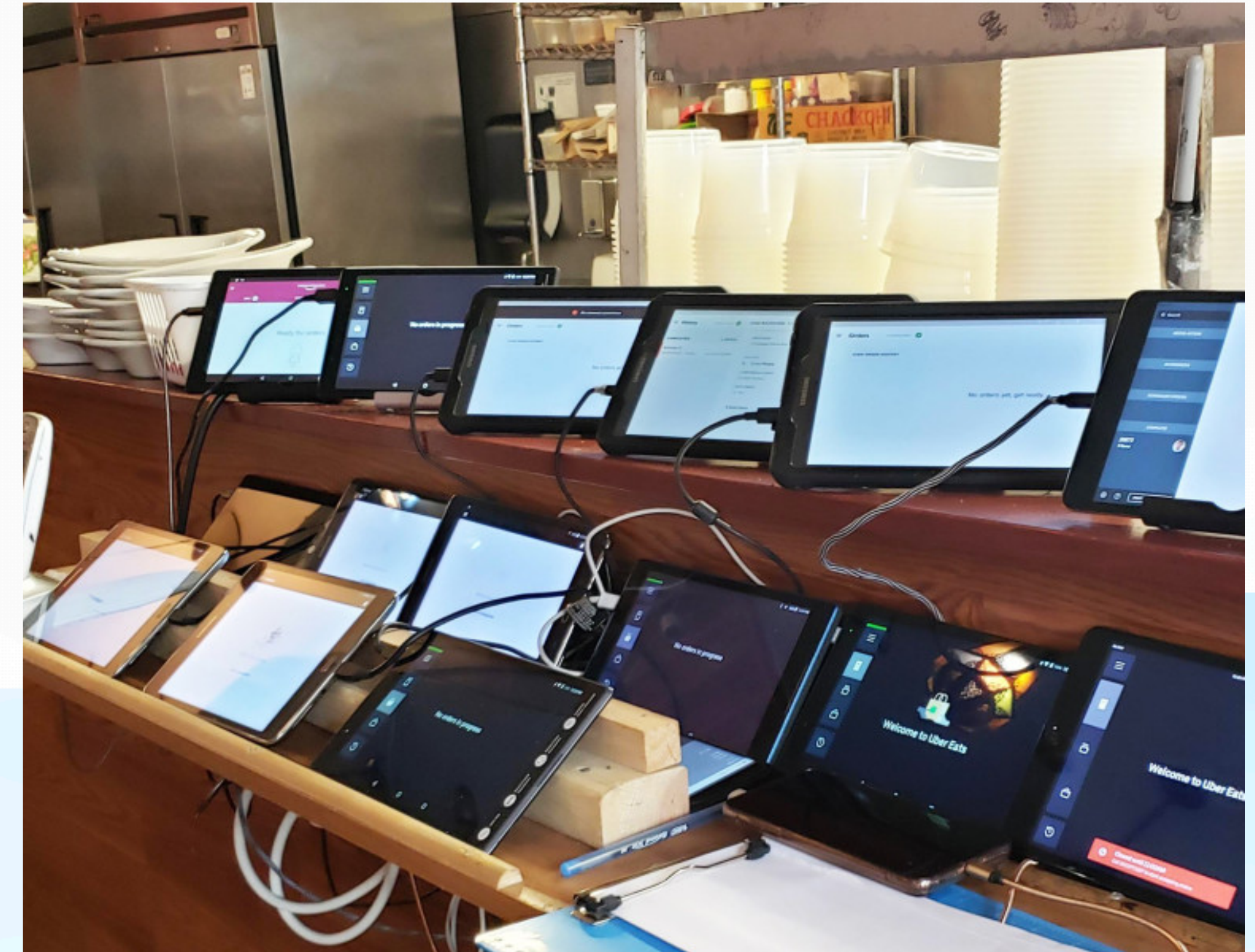
The tablet set-up is unorganized and requires a lot of effort to use smoothly. Restaurants are struggling to streamline their operations.

**5/7      100%**

Restaurants use one device for every single delivery platform they operate on

Of customers hate delayed orders

Having a streamlined operation is key to a successful restaurant. To provide the best experience for consumers, you have to stay on your feet.





# Solution 1

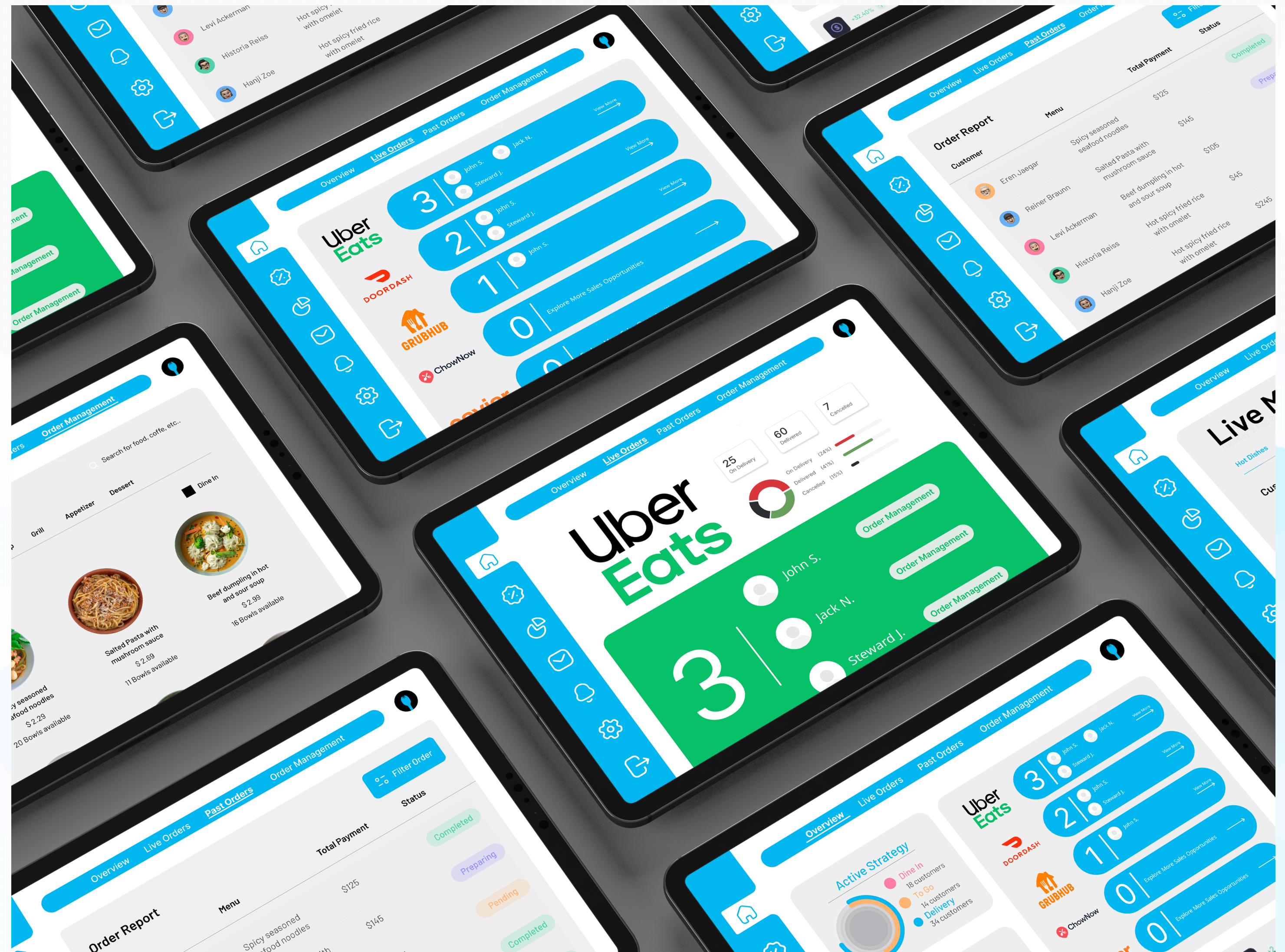
## Centralized Platform and Menu Management System

Spork centralizes all delivery platform management into one place. Restaurants are now quick to act.

They are able to:

- Integrate orders into Point-of-Sale system
- Customize their menu
- Manage active/previous orders
- Place promotional discounts
- Manage store hours
- +

Restaurants can now present themselves on a variety of platforms, doing so through a singular and seamless user Interface.





# Problem 2

- Restaurants are struggling to get a holistic view of what they're doing right or wrong. They don't have real-time data about their inventory, sales, costs, demand or order fulfillment.
- Restaurants have fragmented data that separates between online and offline sales. You can't see both and compare, unless your Excel skills are up-to-date.
- As a result, reporting can become a time-consuming chore that leaves room for mistakes.

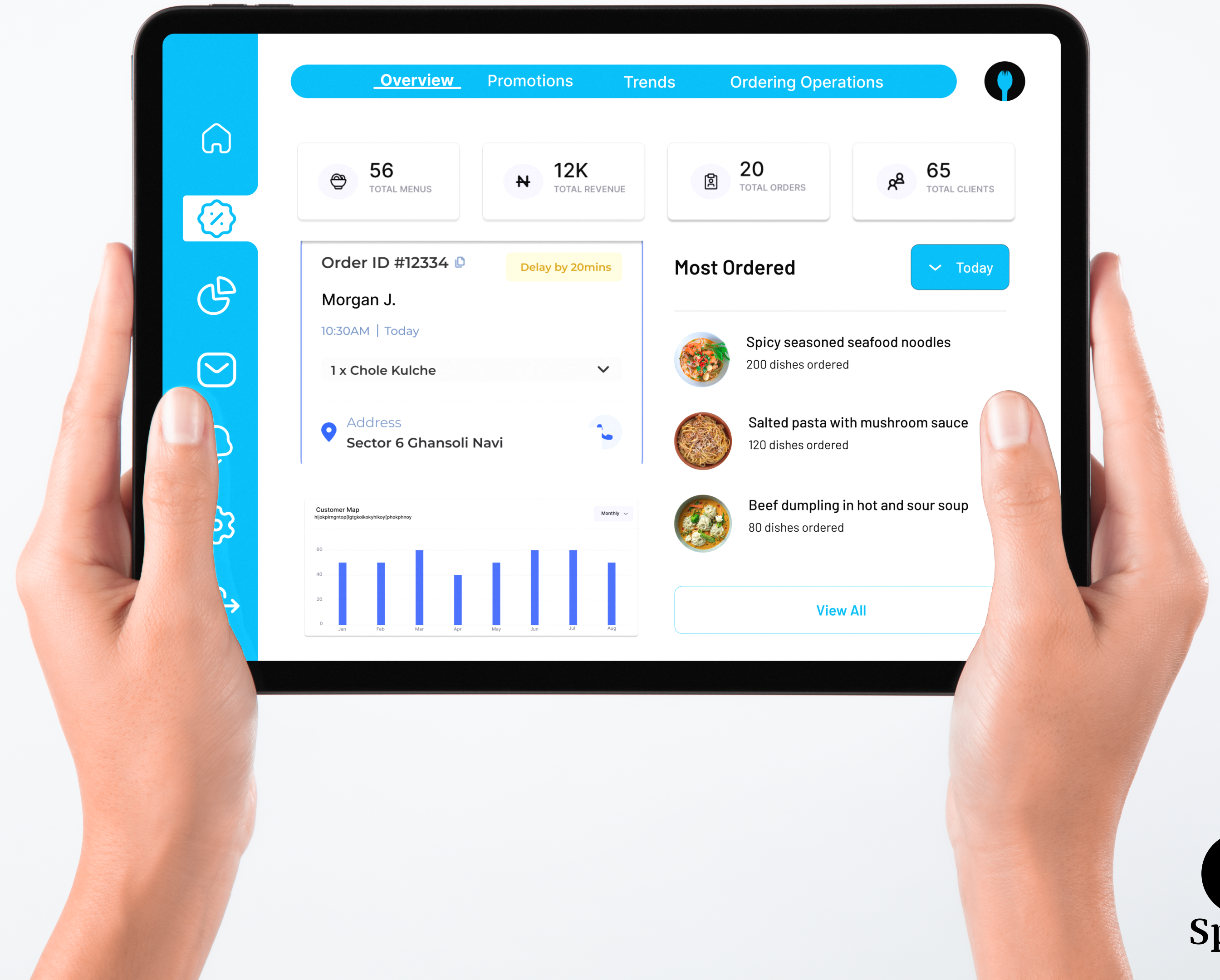




# Solution 2

## Automated Data Reporting System

- Spork integrates inventory, finances and sales channels with the POS system, allowing you to see all your sales data in real-time, on one screen.
- Spork visualizes data points so that restaurants can digest all aspects of their business and act accordingly to improve.
- Restaurants can connect their data via our LinkShare database, which updates hourly.





# Problem 3

Through conducting interviews with Ali from Salma and Marwan from Lava Shawarma,

- Restaurants feel disconnected from their customers because of digital intermediaries.
- Delivery platforms' position as the middleman makes it hard for people like Ali to build a community around Salma.
- So how does Ali, who's looking to establish a personal connection with customers at home, show that he cares about satisfying them?





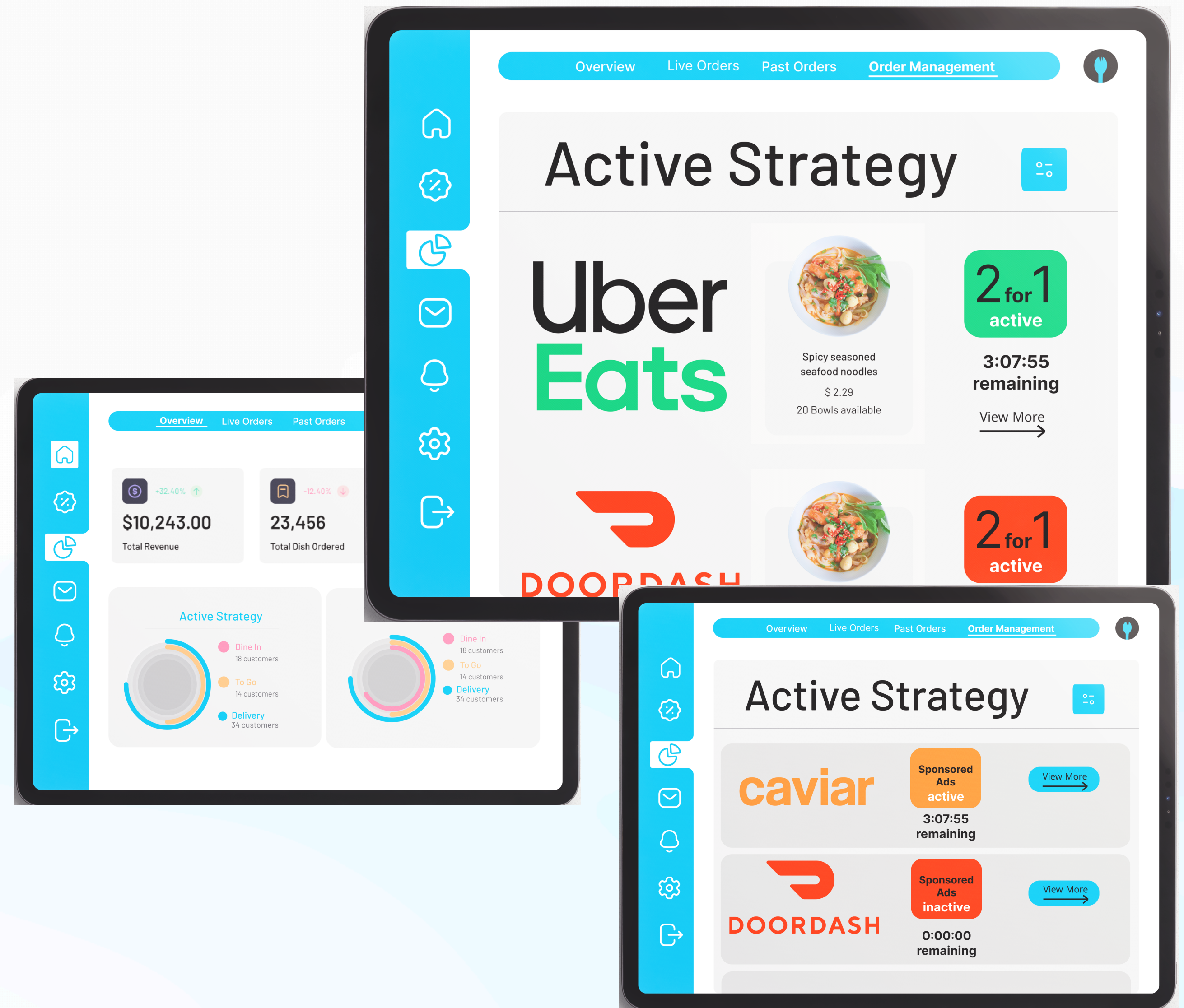


# Spork Solutions

Spork Solutions is a fully-integrated algorithmic model that analyzes data points like inventory, finances, sales and others, establishes patterns and insights, then provides **actionable delivery strategies that align with customer values and restaurant feasibility**.

## Sectors involved:

- Promotions
- Outbound marketing
- Sponsor Ads
- Brand Image/outreach initiatives





## Actionable delivery strategies:

- Promotional offers based on inventory or high-demand hours.

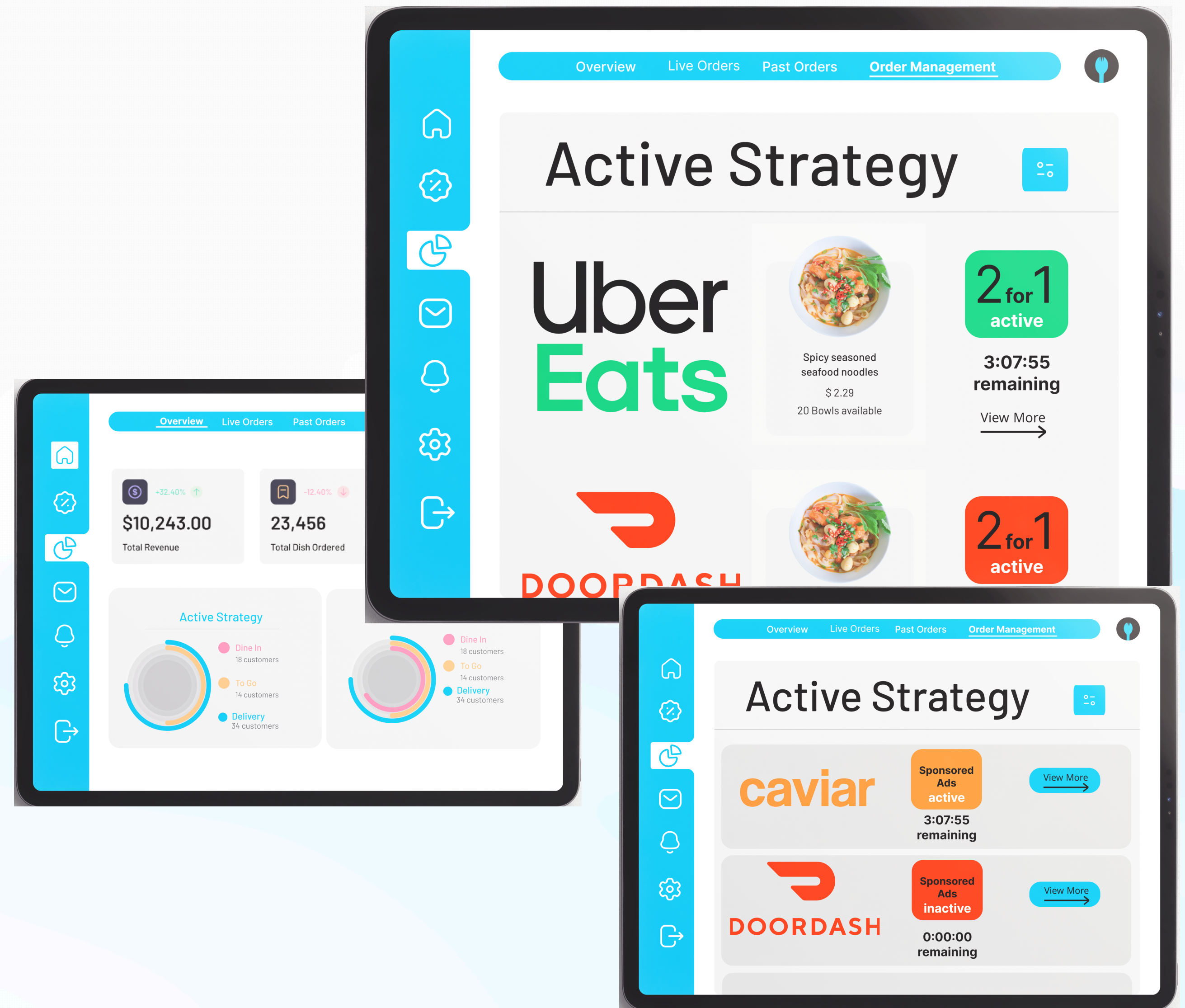
Example: Salma's peak hours are between 2-5pm. Spork Solutions knows that their stock on falafel is high, so we can activate a 2-1 promo to keep inventory fresh.

- Sponsor Ads on Delivery platforms based on restaurant financial standing.

Example: Based on finances, Spork solutions can suggest that the restaurant invest in sponsored ads on delivery platforms during those peak demand hours.

- Brand image initiatives like merchandising, packaging and others.

Example: There's a national/religious/cultural holiday coming up, some themed-stickers to add to orders with a voucher code to direct-sales channel







## Spork Solutions

The Goal: To establish a level of customer loyalty so high, that customers shift to direct-channel ordering, eliminating the intermediary.



# Competitive Landscape

MNE Operations

 deliverect

 Ordermark®

Customer-driven and Human-Centered

Transactional and Impersonal

 Checkmate

Otter

  
Spork

SME Operations

  
Spork



# Subscription Model

## Standard

**\$44.99/**  
month

- Includes our in-scope products: Order Management, Menu Streamlining, Data Visualization

## Premium

**\$69.99/**  
month

- Order Management, Menu Streamlining, Data Visualization .
- **Spork Solutions**



# Next Steps

- Acquire API's (Application Programming Interface) for delivery platforms so they can operate on Spork.
- Develop Spork Solutions' algorithm through existing restaurant data inputs.
- Further develop the financial framework.
- Explore Legal requirements for Point-of-Sale integrations, as well as other licensing processes (copyrights, SOC compliance, etc.).
- Develop fully functional application and acquire App/Play Store approval.



# Thank You

