Part 1: "Elevator" Introduction

Attribytes licenses a proprietary SaaS product to foodservice distributors and manufacturers, enabling manufactures to have better visibility into their own product, customer, and sales information within the distributor's system. Foodservice distributors then monetize their data across a vast manufacturer network. Our solution is powered by patent pending, product specific attributes called 'Attribytes.' In most sectors, such as retail, data monetization, clean up, and analytics software is widely available, and manufacturers in those sectors can thus better focus their sales and marketing efforts. This type of technology was previously not available to the foodservice industry.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why? Is this market growing? Competition?

In the U.S & Canada, the foodservice industry is very fragmented, with more than 15,000 manufacturers servicing over 16,000 distributors. The industry is expected to grow from an estimated $266B in 2015, to well over $300B by 2020.

A software like Attribytes not currently exist for foodservice: a platform that combines product data management, product data cleanup, and business intelligence / data monetization. As it stands today, manufactures in foodservice do not have accurate and timely access to data showing where their products are selling, as the distributor owns that information and does not have software programs to - at scale - organize and share the data with their manufacture partners.

Syndicated sales data is valuable and available for CPG/retail, via large players such as: Nielseon, IRI and SPINS; and there are also several software options in CPG/retail to help manufacturers manage their products within the retail ecosystem.

Attribytes is the only platform to offer that complete foodservice-specific solution on one platform. Generic, non-foodservice-specific software is available in each of the main product areas we offer solutions for:

- Data pool service providers – 1 World Sync, FSEnet, iTrade Network
- Master Data Management (MDM) companies – Enterworks, Riversand, SAP
- Business intelligence/data visualization companies (BI) – MS Tableau, Precima, Intellium
- Syndicated Data: Nielsen, IRI, SPINS

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

Our existing customers are 2 of the top-10 largest distributors in the USA. We have several others in the pipeline, and anticipate converting some in Q1-2017.

At this point we are only targeting foodservice distributors and purchasing COOPs within the foodservice industry, as the founding team has a combined 35 years of experience, deep relationships in foodservice and there is a need for such a technology. There are two large purchasing COOPs being targeted: Independent Marketing Alliance (IMA), with 6 distributor members and a combined ~ $15B in sales, and UniPro, with 400 distributor members with a combined ~$60B in sales. We currently count on 2 of the UniPro members as customers.

We employ direct calling / sales, industry trade shows & hosted events, and personal relationships. We chose this strategy to leverage the most from the founders' relationships in the industry.

In January, we expect finalize negotiations to hire a sales professional with deep industry experience, to help facilitate further sales efforts with distributors who we have not succeeded in contacting. Also, due to the high price point of our main product, "Sales Dashboards," we believe we will maintain a direct-marketing channel strategy moving forward.

Briefly describe your product or service. Technology /Validation.

Attribytes combines product data management, product data cleanup, and business intelligence / data monetization features in a cloud-based solution, that connects distributors and their manufacture partners to collaborate and grow sales. This is key because all three areas of data management are dependent on each other to have a successful collaborative sales growth experience. Our platform has been in operation for over 1 year and we have seen an average of 13% increase in sales with customers using our tools. Our main products "Sales Dashboards and View My Product" take the distributor's product, sales, and customer information into a database and then serve up the information to manufacturers in a web application. This allows complete visibility into data discrepancies and allows for easy clean up. Once product data has been cleaned up, this is combined with sales and customer data into a visual analytics tool showing sales and customer growth opportunities based on market areas, customer segments, and product categories, to better identify actionable sales growth opportunities.

Describe the remaining product development risks and your plans to overcome them.

All major products are either completed or near completion. No major development risks at this time.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions.

Our product allows distributors to monetize their data, without having to invest into developing the technology themselves – an investment that we estimate to be $500K in the first year alone. Since our customers make money with us from the start – by charging their manufacture partners for access to data – we have made the "make vs buy" decision easy.

Discussion of any non-IP barriers to entry for your market.

The niche nature of our target customers and industry is major barrier to entry. The category management, supply chain, and industry dynamic knowhow required to successfully deploy a product like ours is significant, making generic "business analytics" or "data management" options either completely useless or extremely expensive to modify to fit the specific needs of foodservice companies. Also, we are targeting the largest players to reduce the attractiveness of entry by a competitor. Because the sales cycle and onboarding of a customer can be complicated and long (security vetting due to data sharing, approval by boards, etc.) our relationships are quite "sticky," and a customer is not likely to switch easily. i.e. Price only.

Describe your company's current intellectual property.

We currently have patents pending for a method of category management, three trademarks, and copyrights related to software, logos / marketing, and website.

What risks has your team mitigated so far? What are the next few major risk-reduction milestones?

Most major risks we have mitigated are related to data security. i.e. New data mapping & loading and managing user access & roles to ensure only approved sales data was visible. To help overcome these risks, we completed a security white paper, which is part of internal risk management protocol.

With our product in operation for over a year, we feel the only major technical risks we anticipate are related to integrating our customers data into our platform in an secure and painless fashion.

Briefly list and describe your key team members.

Mike Kovarik-Founder, CEO: Mike's 13+ years in category management, with both US Foods and Shamrock, combined with his innovative ideas makes way for the perfect team lead

Jason Gunn – VP Customer Experience: Jason has been in the foodservice industry for over 9 years, boasting several speaking appearances at large conferences about the important of data collaboration

Humberto Cruz – VP Biz Ops / Strategic Partnerships: Humberto brings enterprise sales and finance experience. He was previously a M&A investment banker with Piper Jaffray & Co. and Morgan Stanley. He holds an MBA from Cornell University

Jessee Antunes – Developer: 15+ years of development experience

Tyler Brown – UX / Branding: prior UX experience with three other startups

What are your plans to address any recruiting needs in the next 18 mos.?

3 full time business development/sales team with foodservice industry knowledge, 1 full time database management & security, 1 full time web application development, 2 full time customer support with foodservice industry knowledge.

Briefly list and describe your key advisors, and their contributions to date.

Pat Mulhern: Operations executive with 20 plus years in the food, consumer products, distribution, and restaurant industries. Formerly CEO Spice Chain, President Monarch Food Group/U.S. Foodservice, and EVP, Vistar Corporation

Sid Bala: An experienced software solutions industry executive with a proven record of helping businesses grow through the application of technology. In over 20 years at Alligatortek, Sid has built a thriving organization with an innovative culture

Jody Wilmes: 30+ year Foodservice Industry leader who is a thought leader and widely regarded for her successful implementation of Category Management/ Purchasing strategies at US Foods and Shamrock Foods Company

Michelle Stoken: 20 years in the foodservice Industry, specializing in pricing strategy and margin management - US Foods

Dave Devlin: 30+ year Foodservice industry veteran and current VP of Vendor Engagement for UniPro Foodservice. Widely regarded for his early adoption and implementation of GS1 Standards at US Foods