



DriveKindnessSM

We Deliver

STRATEGIC OVERVIEW

- Third-Party Delivery (TPD) companies have become a necessary evil for restaurant owners.
- We seek to help restaurants deliver the great experience their customers have come to expect, while being true delivery service partners focused on kindness and transparency.
- The American way has always been competition. That's why we are launching a brand new delivery company with *integrity* to compete with the Big Four TPD.
- Born from a positive place amidst COVID-19, **DRIVE KINDNESS** will be a **TRUE PARTNER** to the restaurant industry in all aspects.

MISSION STATEMENT

- Drive Kindness for everyone involved to win through our five pillars of success and always stay true to our roots

FIVE PILLARS OF SUCCESS

- **Restaurant Owners:**
 - Improve P&L'S
 - Flat fee to deliver
 - Better brand value perception
 - Increase menu pricing only 10%
 - Keep all consumer data
- **Drivers:** Delivery fee 100% to driver + tip = paid daily into bank account
- **Consumer:**
 - No surcharges
 - Lower priced menus from restaurants/better value
- **Community:** Donation to local food bank by Drive Kindness to local Food Bank monthly. Community partners creating Goodwill always
- **Franchisee:** Positive messaging: “Winning together/Pay it forward always”

BENEFITS

- Our technology is the Gold Standard in the delivery business
- Driver App
- Drivers 1099 Contractors
- Restaurant owner / Franchisor Training
- Manager Training
- Driver Training
- No Dispatcher needed all Computer Technology

BENEFITS

- We will save restaurant owners between 50% and 66% from TPD providers delivery price. We will improve P&L'S
- Restaurants will own their customer data
- Restaurants will create better brand value and perception
- Restaurant owners will market better to their customers
- The trend was already going towards more in home meals delivered and now with COVID-19 it will increase further. Post COVID-19 will see a large pivot toward delivery as customers want safety and convenience
- We will outperform other delivery providers in all we do by paying it forward
- **DRIVE KINDNESS** will be a **TRUE PARTNER** to the restaurant industry and its owners

FRANCHISE FACTS

- **Founded - April 2020**
- **Segment - DSP**
- **Footprint - No brick and mortar**
- **Revenue Streams -Delivery of Food and Groceries**
- **Dayparts-Lunch, Snacks, Dinner and late night**
- **Franchise Fee - \$40,000**
- **Development Fee - Full amount on all territories purchased**
- **Royalty - 5% of Gross Sales**
- **Philanthropy - Local Food Bank 2-5%**
- **Minimum Development - One Territory**
- **Start up costs per Territory - \$70,000-\$89,000**
- **Financial Requirements - \$300,000 available liquid capital to invest and a Net Worth of \$1,000,000**

JOIN THE MOVEMENT

- Work with restaurant owners as a Brand that will be a **TRUE PARTNER** to the restaurant industry and operate with the mentality of paying it forward always.
- We will **DRIVE KINDNESS** in all we do with transparency and integrity.
- Contact- Rene Prats at Rene@drive-kindness.com

**FDD available upon written request*