



# MEUNGRY!

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**FOOD ORDERING SIMPLIFIED**

## SIMPLE MOBILE FOOD ORDERING

Meungry: a mobile app that makes ordering food for delivery simple, frictionless and fast. Users immediately see dishes available for delivery near them and are able to order in five steps or less. Restaurants can sign up in less than ten minutes and start getting paid for their orders the next day.



MEUNGRY!





## ONE DISH PER RESTAURANT

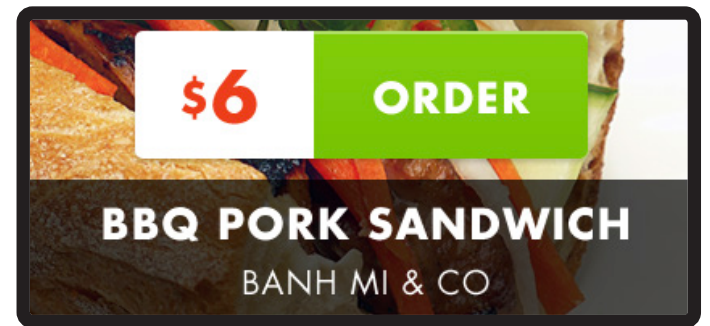
Instead of being overwhelmed with choices users just choose from a list of dishes: one per restaurant. Every day there might be something new to try! Setup for restaurants is easy because they don't need to add their entire menu to be taking orders right away.





## ONE PRICE, NO FEES OR TIPS

The price users see is the price they pay. Delivery fees, tips and taxes are included in the price. One simple dollar amount.



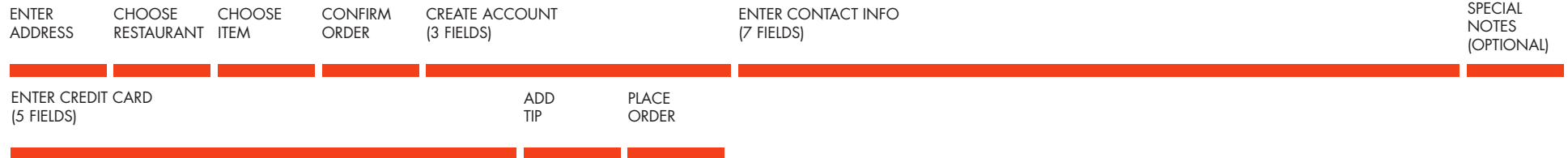
# FAST FIRST-TIME CHECKOUT

First-time users can submit their first order by filling out as few as two fields. Compare this to the first time experiences on other food ordering sites.

## GRUBHUB



## SEAMLESS



## MEUNGRY

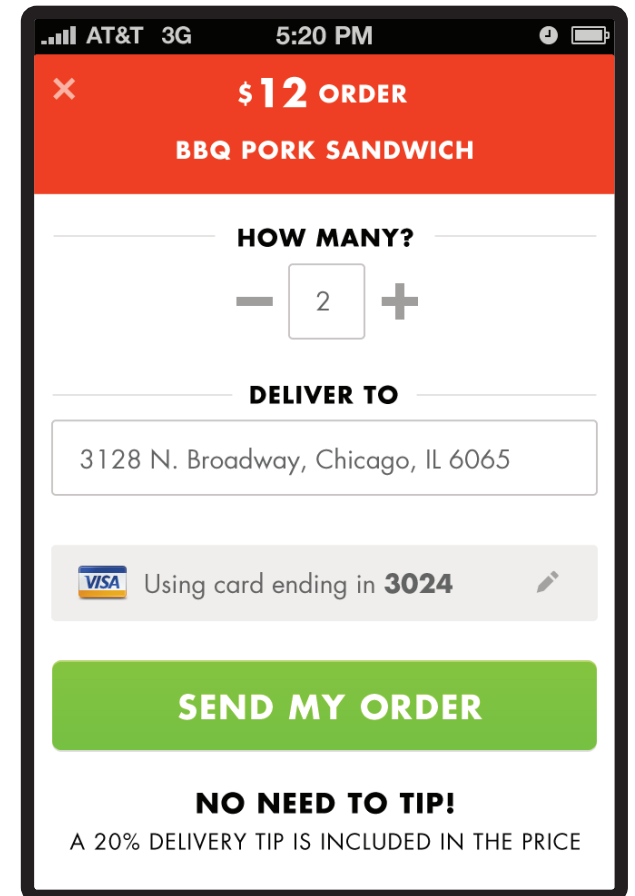
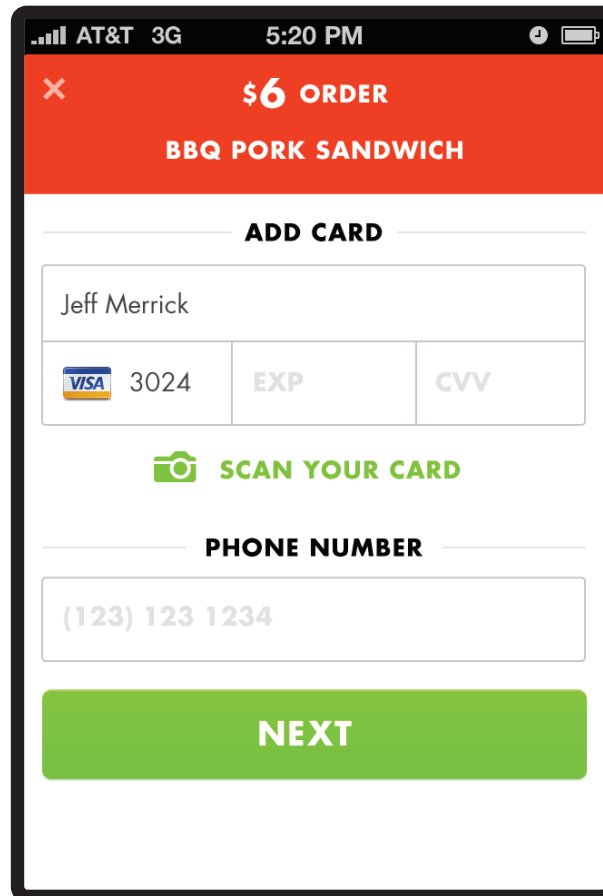
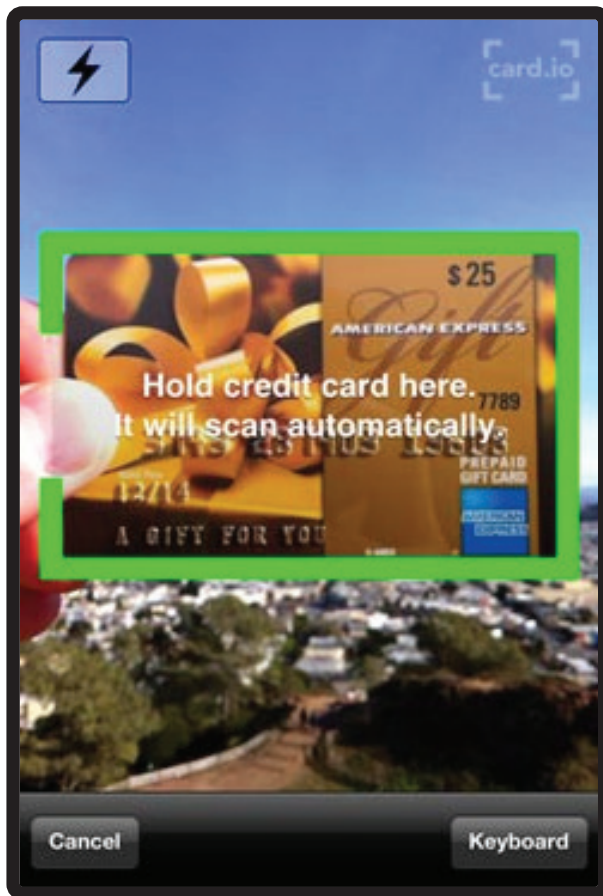


## MEUNGRY!



## 2 STEPS

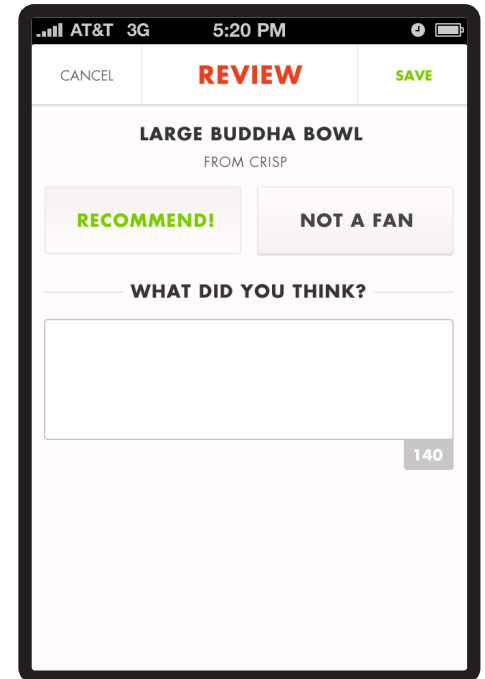
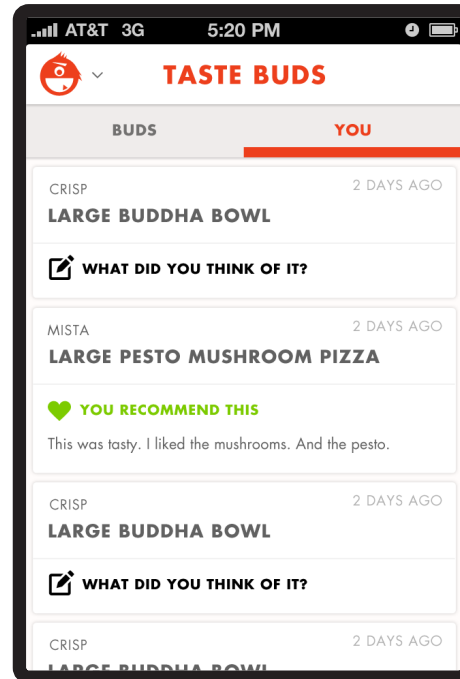
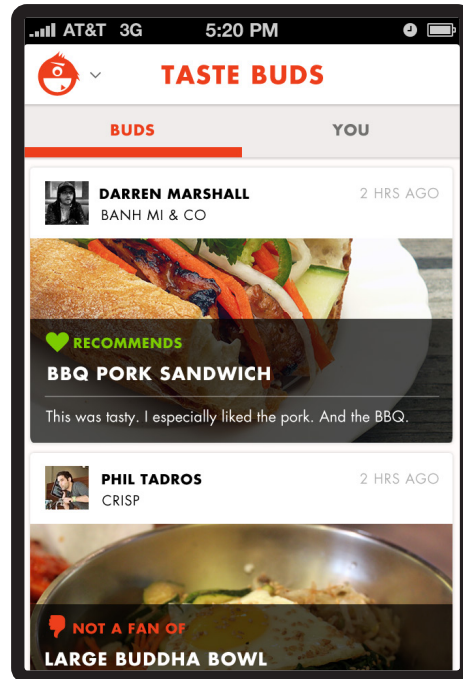
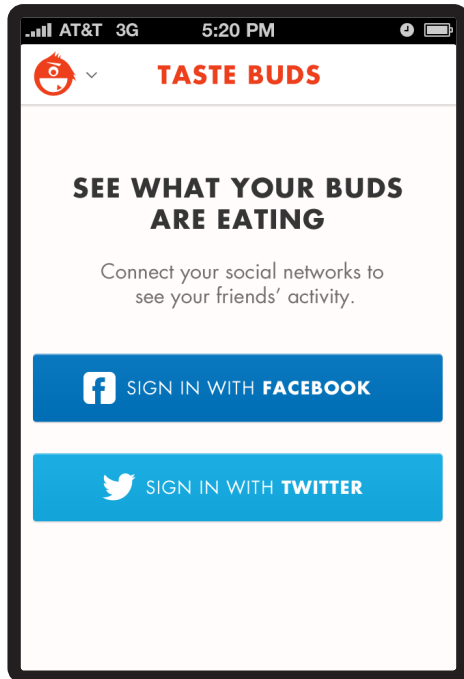
Users can speed up the first time checkout by scanning their credit card with their phone's camera. Card info is saved so the second time they can order food with as few as two taps.





## SOCIAL WITHOUT ANOTHER PASSWORD

Users can optionally create an account using Twitter or Facebook to see what their friends are ordering and rate what they've ordered.



## ADVANTAGES FOR RESTAURANTS



The ability to feature a specific dish they may need to sell more during specific times.



Hooks into the methods they already receive orders from: phone and fax.



Can be set up in 10 minutes and payments are deposited in their bank account the next day.





## EASY SIGN UP FOR RESTAURANTS

Restaurants can sign up in four steps in an app dedicated to them, all from their iPhone. As soon as their account is approved, they're ready to start accepting orders.

Mobile app interface showing the first step of the sign-up process. The screen displays the status bar (AT&T 3G, 5:20 PM) and navigation options (CANCEL, SIGN UP, NEXT). The main heading is "DO YOU OFFER DELIVERY?". Below this, there are two buttons: "YES" (with a green checkmark) and "NO". Underneath, there is a section titled "LOG IN DETAILS" with input fields for "EMAIL" and "PASSWORD".

Mobile app interface showing the second step of the sign-up process. The screen displays the status bar (AT&T 3G, 5:20 PM) and navigation options (CANCEL, SIGN UP, NEXT). The main heading is "RESTAURANT ADDRESS". Below this, there are input fields for "STREET" (1234 Hungry Street), "CITY" (Chicago), "STATE" (IL), and "ZIP" (60657).

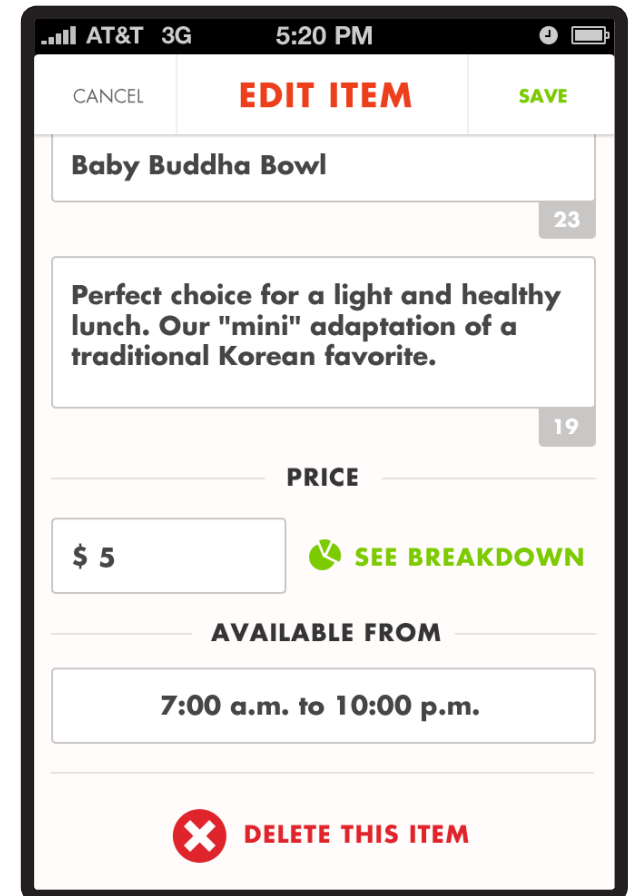
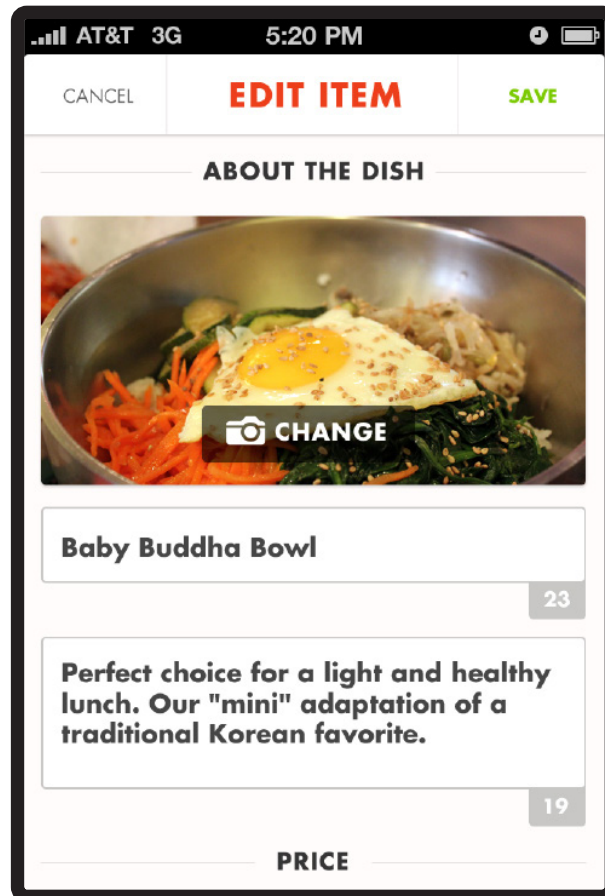
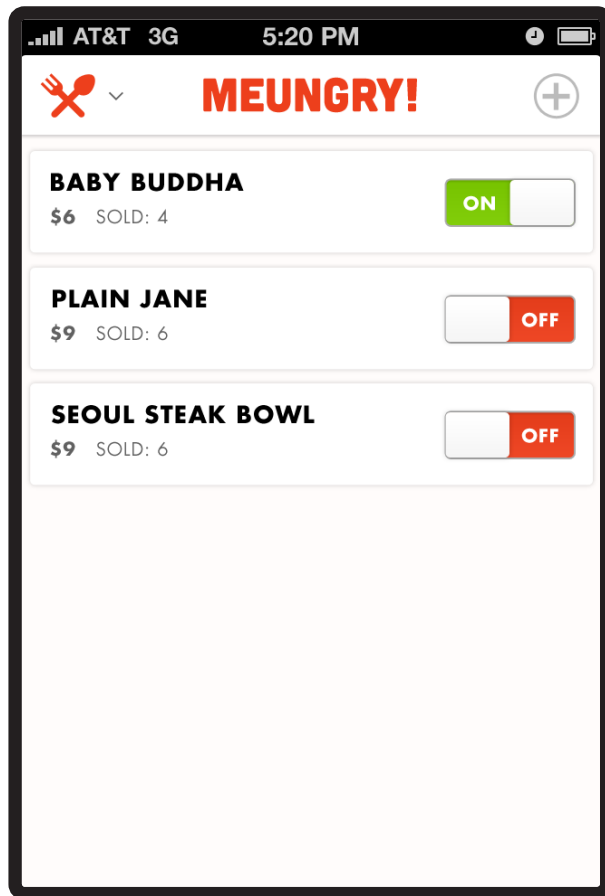
Mobile app interface showing the third step of the sign-up process. The screen displays the status bar (AT&T 3G, 5:20 PM) and navigation options (CANCEL, SIGN UP, NEXT). The main heading is "WHERE SHOULD ORDERS BE SENT?". Below this, there is a text block: "Where orders should be faxed & phoned in. Use a delivery service? Specify an email and all orders will be forwarded there." Underneath, there are input fields for "FAX # (312) 123 1234", "PHONE # (312) 123 1234", and "EMAIL name@example.com". Below this, there is a section titled "RESTAURANT OWNER INFO" with the text "So we can contact you for account approval." and input fields for "NAME John Smith" and "PHONE # (312) 123 1234".

Mobile app interface showing the fourth step of the sign-up process. The screen displays the status bar (AT&T 3G, 5:20 PM) and navigation options (CANCEL, SIGN UP, FINISH). The main heading is "PAYMENT ACCOUNT INFO". Below this, there is a text block: "Where we'll send your next day payments." Underneath, there are input fields for "ACCT. HOLDER John Smith", "ROUTING # 123456789" (with a question mark icon), and "ACCOUNT # 567890123" (with a question mark icon). Below this, there are two buttons: "CHECKING" (with a green checkmark) and "SAVINGS". At the bottom, there is a small text block: "BY CREATING AN ACCOUNT, YOU AGREE TO THE TERMS OF SERVICE & PRIVACY POLICY".



# MOBILE MANAGEMENT

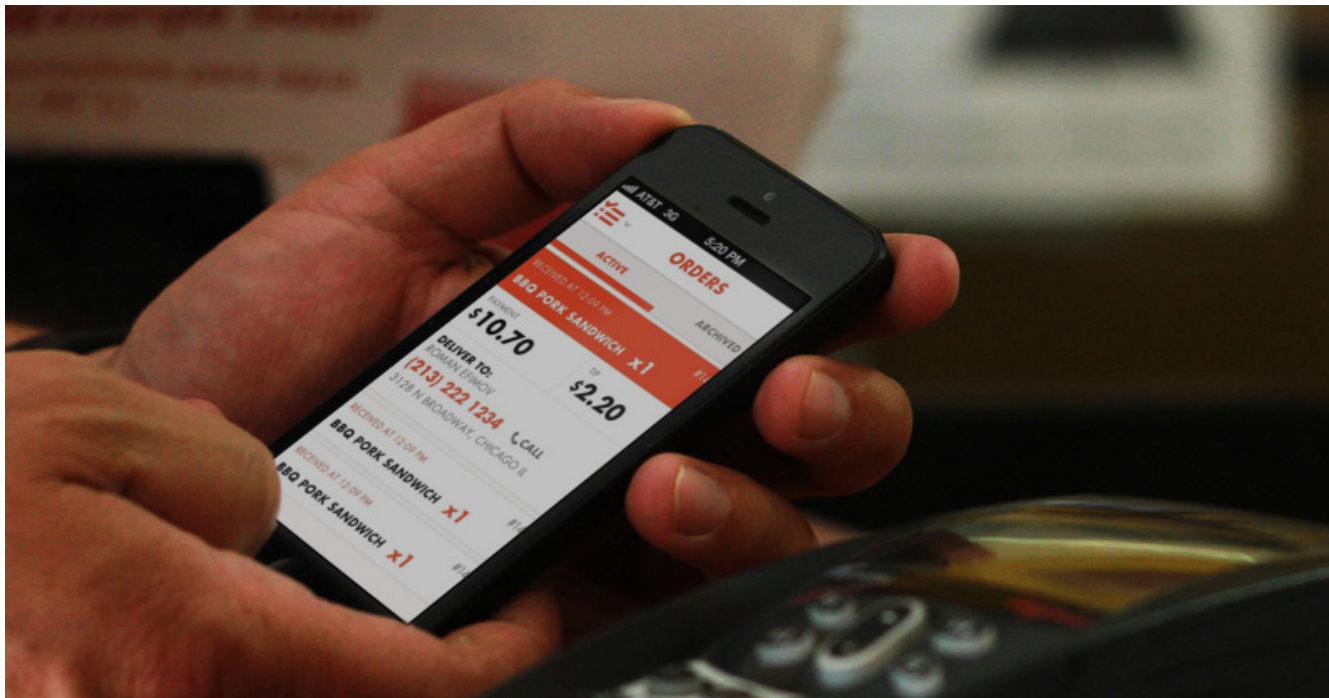
Restaurants add, edit and activate menu items from their app.





## IPHONE ENGAGEMENT

Restaurants will use a Meungry sponsored iPhone when they sign up with MEUNGRY. Each phone can be used with the restaurants WiFi to launch and manage the Meungry application.



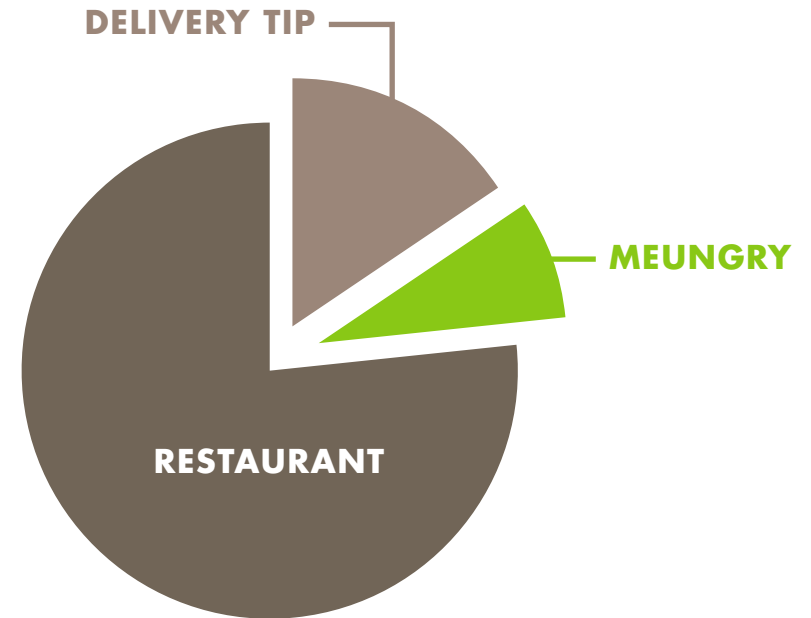


## PRICING BREAKDOWN

The restaurant controls the price so can adjust it to include any delivery fees. We automatically add a 20% tip and round up, and take a 10% fee.

### SO, FOR A DISH THAT'S USUALLY \$10.50...

The restaurant enters \$11 (cents not allowed)	\$11
We add 20%	+\$2.20
We round up for the advertised price	(\$13.20) ^ <b>\$14.00</b>
The user pays	\$14
The delivery person gets the tip	-\$2.20
Our fee is 10% of the original price	-\$1.10
The restaurant gets	<b>\$10.70</b>





## TECH

Several pieces of third-party technology will be integrated to ease and speed development.



Parse for the backend database.



Card.io for credit card scanning.



Balanced for card processing.



Phaxio for sending order faxes.



Apple for retail management



Twilio for order robo-calls.



## 'UNGRY?

We are offering 10% - 20% to raise \$10M - \$20M

The initial raise will be used for technology, sales  
& marketing over 12 months.



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