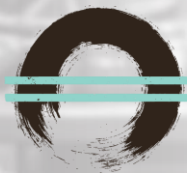
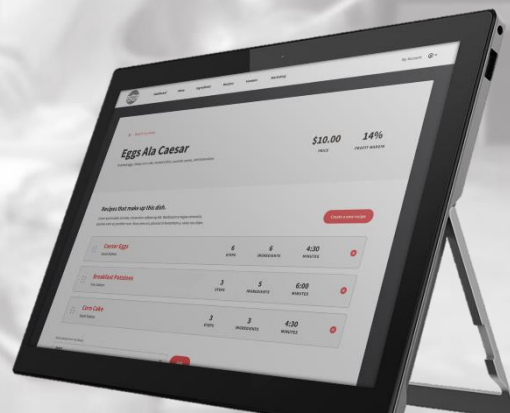


Next-gen platform for meal preparation and insight



SOUSZEN

Investor Presentation | September 2020



World-Leading Founders



Co-Founder & Investor | Pilot Programs (Tosticentro)
| Ingredients & Beverage Supply | Marketing



Co-Founder & Investor | Executive Recruitment | Global
Innovation Network | Market Network Knowledge



Co-Founder | Leading Connected Appliance
Developer | IP Licenses | Board Observer | 47 Patents
| Manufacturer Relationships



Development Partner | World's Largest Appliance
Manufacturer

Led by a CEO with first-hand,
restaurant experience

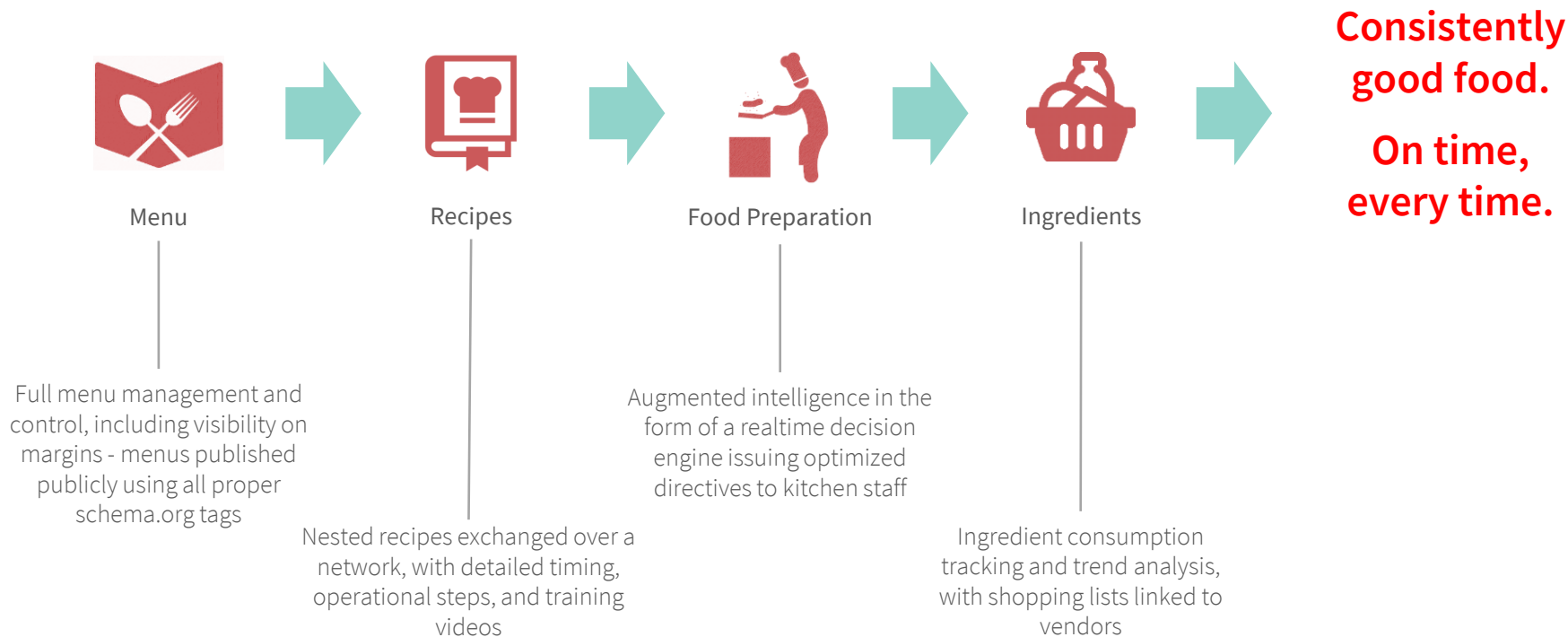
Freshly-Prepared Food, at Scale

Fast-food chains scale through industrialization. Fast-casual chains scale through simplification. But, how does an owner of a freshly-prepared, local, organic (FPLO) concept scale given all of the inherent complexity?

All across the globe, FPLO cuisine is on the rise. But, unlike fast-casual and industrialized chains, it's been nearly impossible to scale, until now...



FPLO Kitchen Orchestration



Complete Solution for FPLO

Manager™ Web App



Controls food costs and supply by tracking raw ingredients, monitoring consumption, and predicting inventory

Expeditor™ Mobile App



Orchestrates meal prep across orders, timing, ingredients, staff and equipment, turning novice kitchen staff into experts

Advisor™ Web App



Collects and analyzes data across one or multiple locations to inform decision making – the insight center for your business



Food Service Location



Corporate Management

A “Route Planner” that Directs Cooks

We’re digitizing the decision-making in the kitchen



1. Standard rules
2. Learns directions dependent on the “culture”
3. System simulations and predictions



Managing the real-time complexity of the kitchen

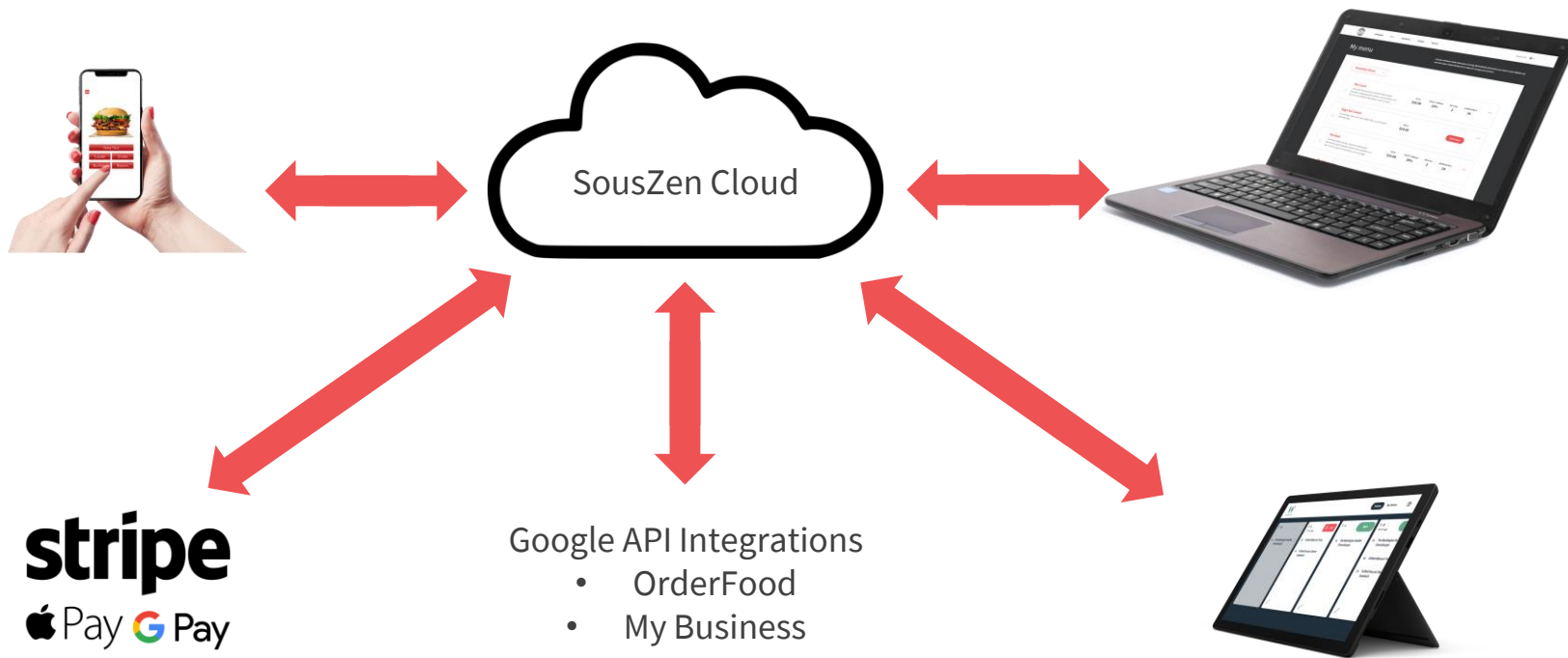
Examples of runtime variables: Orders, substitutions, delivery/pick-up timing, queuing, ingredient expiration dates, human error, appliance malfunctions, stock levels, bathroom breaks, etc.

Examples of non-runtime variables: Employee skill level, features of appliances, ingredients, recipes, menus, seasonal variations, acceptable ingredient substitutions, physical layout of kitchen, etc.

The questions are not: Does this problem need to be solved, or can this problem be solved? But, when will it be solved?

Similar solution-sets have been successfully applied to road navigation, air traffic control, warehouse management, etc.

Ready for Delivery / Take Out



Today's 4 Market Restraints

Talent Crunch

Average time before an employee leaves job **2 months** - businesses in the F&B industry are at a risk of major **staffing crisis**

→ Development Economics report

High Failure Rate / COVID

In the U.S. Alone, about 60,000 new restaurants open each year and 50,000 close – **110,000** have permanently closed so far in 2020

→ National Restaurant Association report

Changing Consumer Preference

Over **75%** of adults said they would be more likely to visit a restaurant that offers locally sourced, healthy food

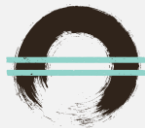
→ National Restaurant Association report

Food Safety

Restaurants must **comply** with many food safety requirements and quality compliance demands to establish and operate

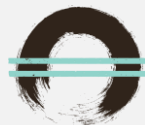
SousZen Addresses the 4 Restraints

Talent Crunch



Timed direction | Training videos |
Efficient food prep via automated
smart cookware processes

High Failure Rate



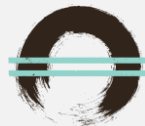
Understand food trends – local and
macro | Reduced waste, inventory
management

Changing Consumer Preference



Macro trends, food combinations &
successful ideas | Better adaption
to quality, organic, local
preferences | Quick menu update

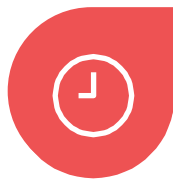
Food Safety



Flexible supply chain | Quality and
Inventory Oversight

Benefits

KITCHEN ORCHESTRATION



On time, every time

- Kitchen orchestration
- Timing is key
- Applying next-gen tech

CONSISTENCY



Consistently good food

- Reproduces the art of the chef
- Solves talent crunch
- Grows as you grow

MARGINS



Focus on the kitchen

- Analytics
- Inventory management
- Menu & recipe management



Multi-million
dollar opportunity
from variety of
revenue sources

Subscription Revenues

- Manager first 3 locations free
- Expeditor
 - Timing
 - Appliance
- Advisor
- Plugins free
- single.menu

Marketing

- Free downloads
- PR
- Celebrity chefs
- Demo cart tour
- Top food geos

Licenses

- Revenue sharing with partners
- OEM to appliance manufacturers
- Food cart reference design / lease - investible cash flows
- Ingredient preference model
- Market network – analysis tools and transaction fees

Go to Market

- Sell to owners of multi locations
- Ghost kitchens, commercial kitchens
- Partnerships / distributors
- Pepsi & affiliates
- International

First Customer

- SousZen co-funded, and apps co-developed, with **PepsiCo**
- PepsiCo has over **13,000** locations of their **Tosticentro** restaurants and food carts in Mexico
- **Manager™** app mitigates risk by making the owners better business people
- **Advisor™** app gives PepsiCo detailed insight into business operations and trends



Leadership



Stephen King (CEO)

- 3 exits and acquired over a dozen businesses
- Grew company from \$90m to \$300m with a valuation on Nasdaq of \$8bn
- CMO & head of Europe for a \$2bn multinational
- Restaurant Owner



David Kraft (Chairman)

- Head of Innovation: Xinova
- Ran food tech portfolio at Intellectual Ventures
- Strategic Growth Advisor to software and web-based startups



Paul Levins (Biz Dev)

- EVP at ICANN
- Co-Founder of Xinova
- SVP of Invention Development Fund



Josh Groves (CTO)

- 3-time CTO in IoT and software
- 2 exits
- Raised \$31m in last role
- Experienced leader of data and ML teams

Board Observers



Eugenio Minvielle

- Founder, Innit
- CEO, Unilever-N.A.
- CEO, Nestle-France



Kevin Brown

- CEO, Innit



Sameer Talsania

- Pepsi Ventures

Back-of-House has Seen 1/20th the Investment[†]

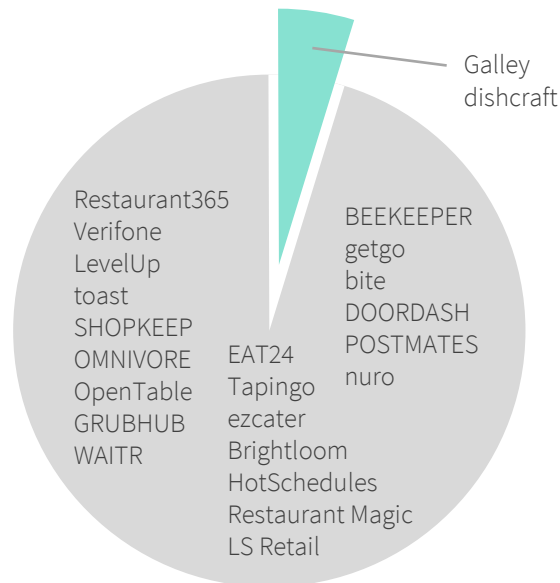
75% of all costs are in the kitchen

BoH monthly opportunity costs:

Employee turnover **\$5,490¹**

Kitchen inefficiency **\$3,236²**

Food waste **\$2,158³**



With the ubiquity of cloud computing, mobile devices, and machine learning, the back-of-house can now be tamed

Reasons to Believe

5

successful exits between the
two managing executives



170

billions of market cap of
SousZen's co-founding partner



PEPSICO

2,500

number of restaurants and food carts
that are piloting SousZen's system

Tosticentro®

It's about not just doing well, cooking well. It's cooking well *always*. Always being on time. Always being ready. Always making it the same way.

- Anthony Bourdain

Thank you



Competitor Analysis by Feature

	SousZen Product: Manager™			SousZen Product: Advisor™		SousZen Product: Expeditor™	
	POS Integration	Ingredient Tracking	Menu Publishing	Trends Across Multiple Locations	Communicate with Multiple Locations	Digital Tracking and Queuing for Tables, Tickets, and Orders	Realtime Optimization Engine
Toast	X	X	X	X	X	X	-
Restaurant365	X	X	-	X	-	-	-
RestaurantMagic	X	X	-	X	-	-	-
Galley	-	X	-	X	-	-	-
TasteWise	-	-	-	X	-	-	-
Birch Street	X	X	-	X	-	-	-
Fourth	X	X	X	X	X	-	-
Omnivore	X	-	X	-	-	-	-
CrunchTime	X	X	-	X	X	X	-
Apibase	X	X	-	X	X	-	-
Oracle Micros	X	X	-	X	X	X	-
QSR	X	-	-	-	-	X	-
smartTONi	X	-	-	-	-	X	-