



*Local favorites with big-brand tech.*



# *The widening tech gap leaves brick-and-mortar businesses behind...*



Driving Foot Traffic???



Service often disappoints.



People are mean!

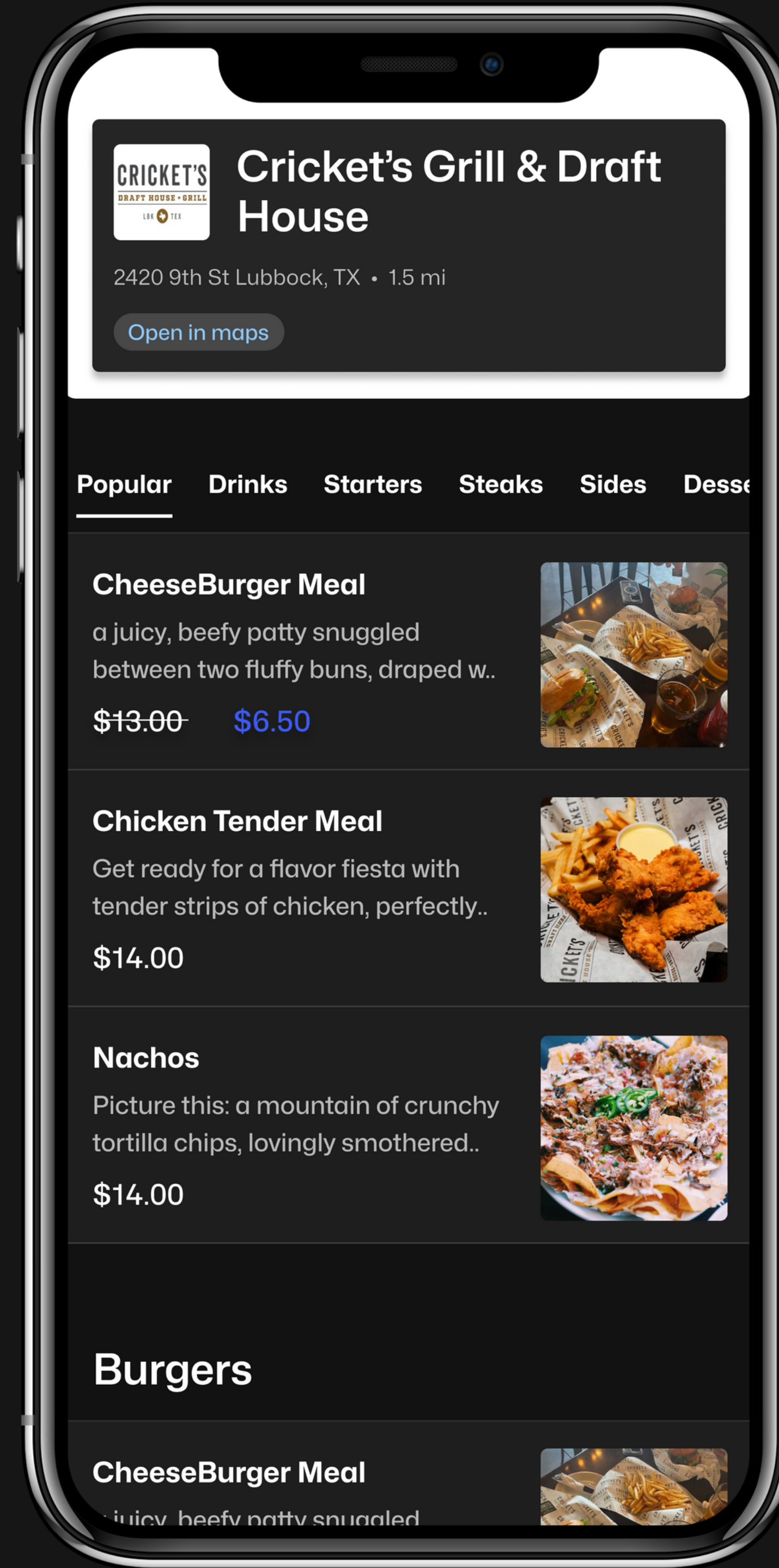
*...frustrating consumers!*



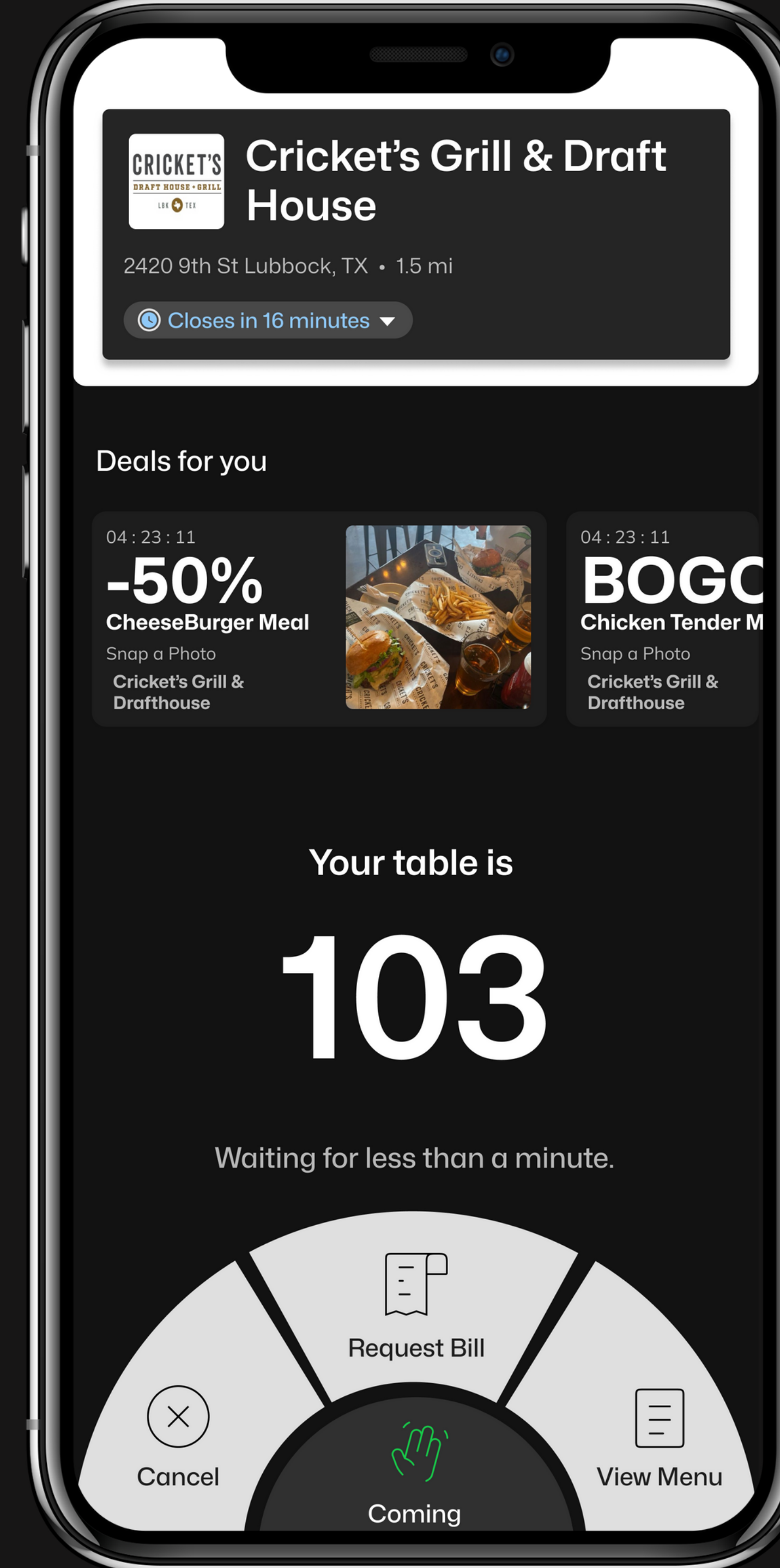
# We bridge the gap.



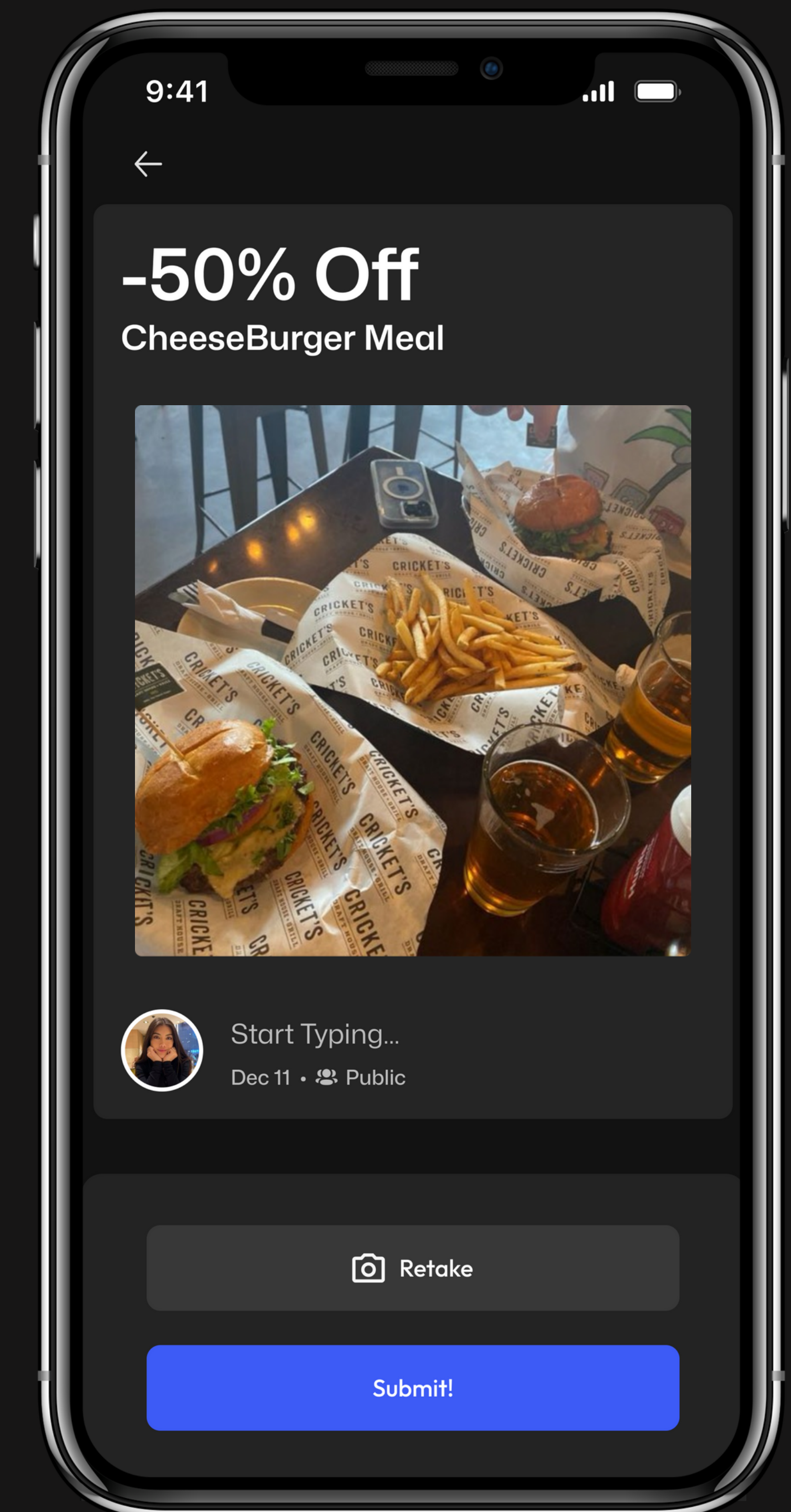
*Find it*



*Choose it*



*Request it*



*Share it*



*so less of this!*



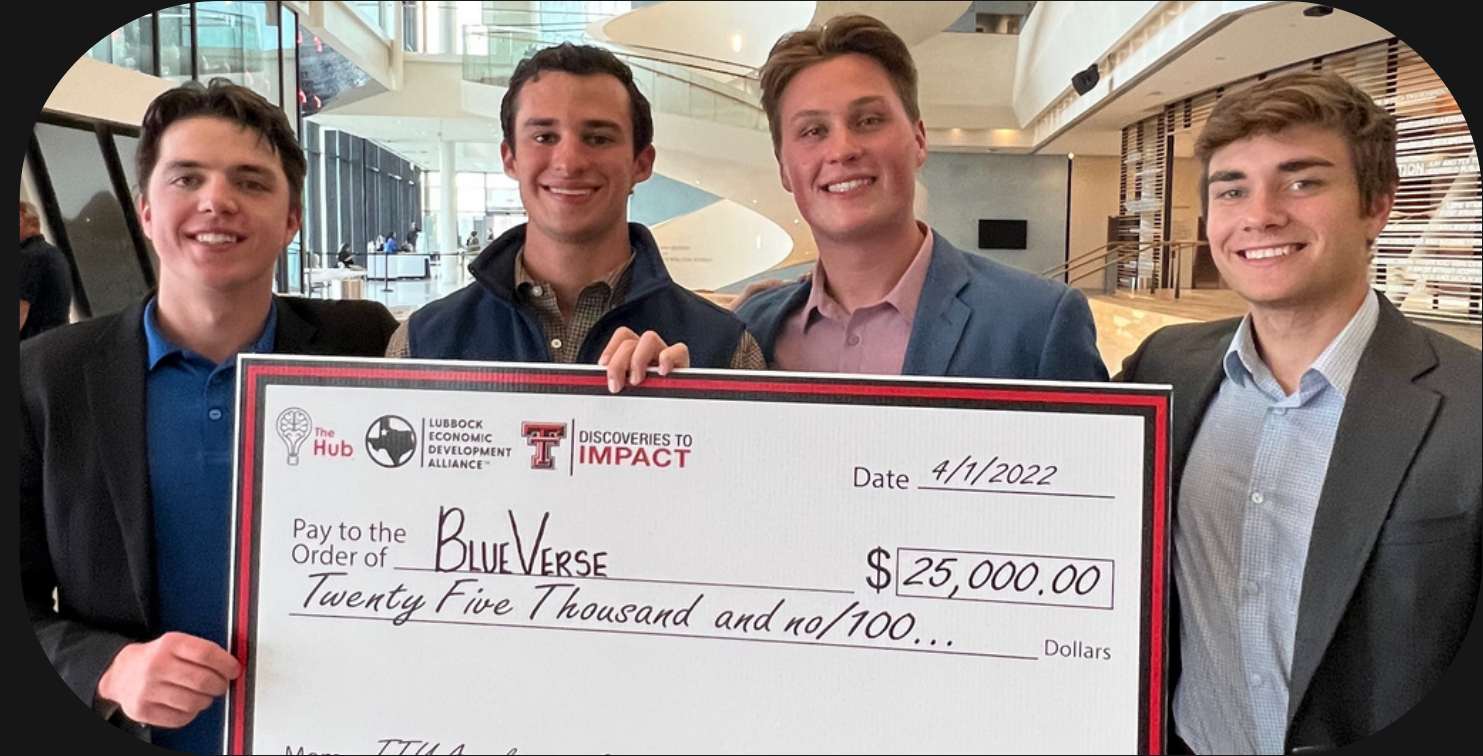
*and more of this!*

A circular digital menu interface for Cricket's Draft House + Grill. The interface is white on a dark background. At the top, it says "CRICKET'S DRAFT HOUSE + GRILL". Below that, it says "TABLE 103". There is a QR code with the text "SCAN OR TAP HERE" below it. To the right of the QR code are three menu items: "VIEW MENU" with a menu icon, "CALL SERVER" with a phone icon, and "VIEW DEALS" with a percentage icon. At the bottom, it says "POWERED BY BLUEVERSE".



# → Founded

Awarded TTU Presidents Innovative Startup Award  
Accepted into TTU Accelerator Program



02/04/2023

# → Competed

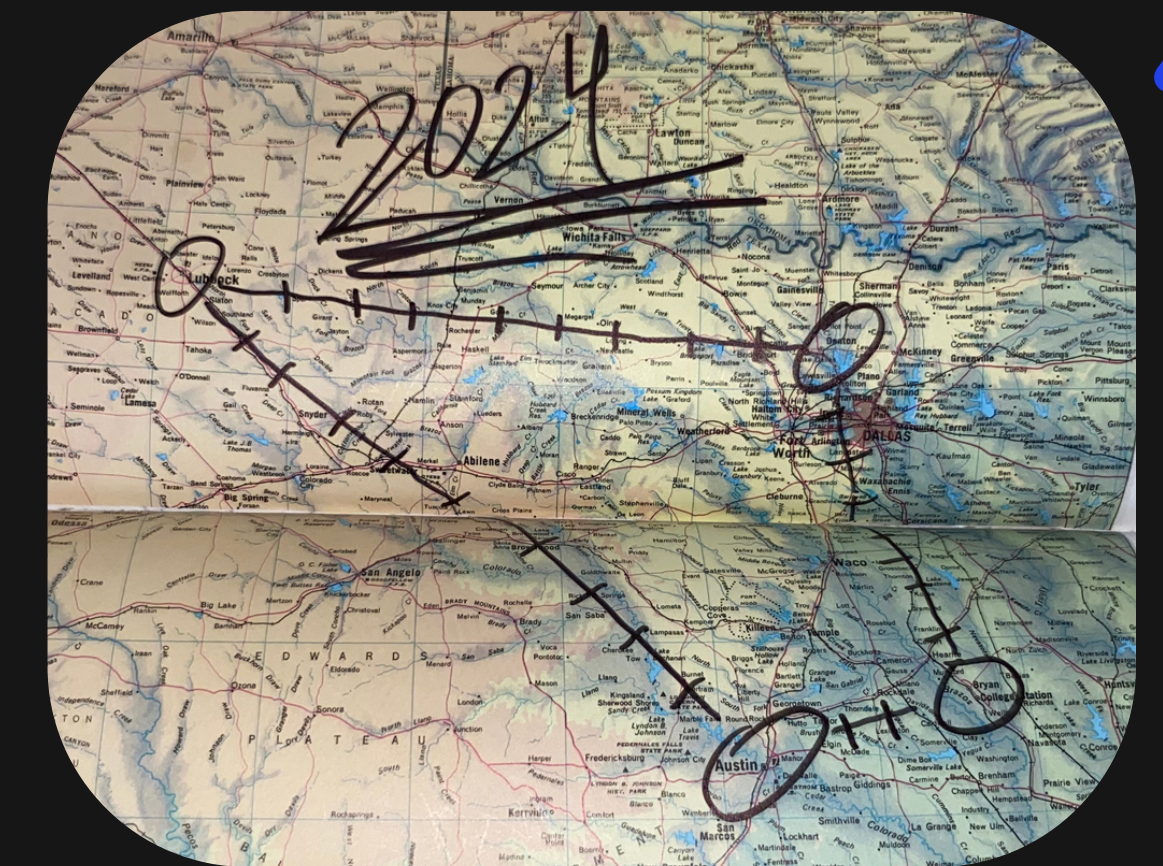
In the Rice Business Plan Competition (RBPC) taking home 6/42 in placed earnings



08/2023

# Expansion

Targeting college markets beginning with Austin, College Station, and Denton.



12/2023

01/2024

# → Funded

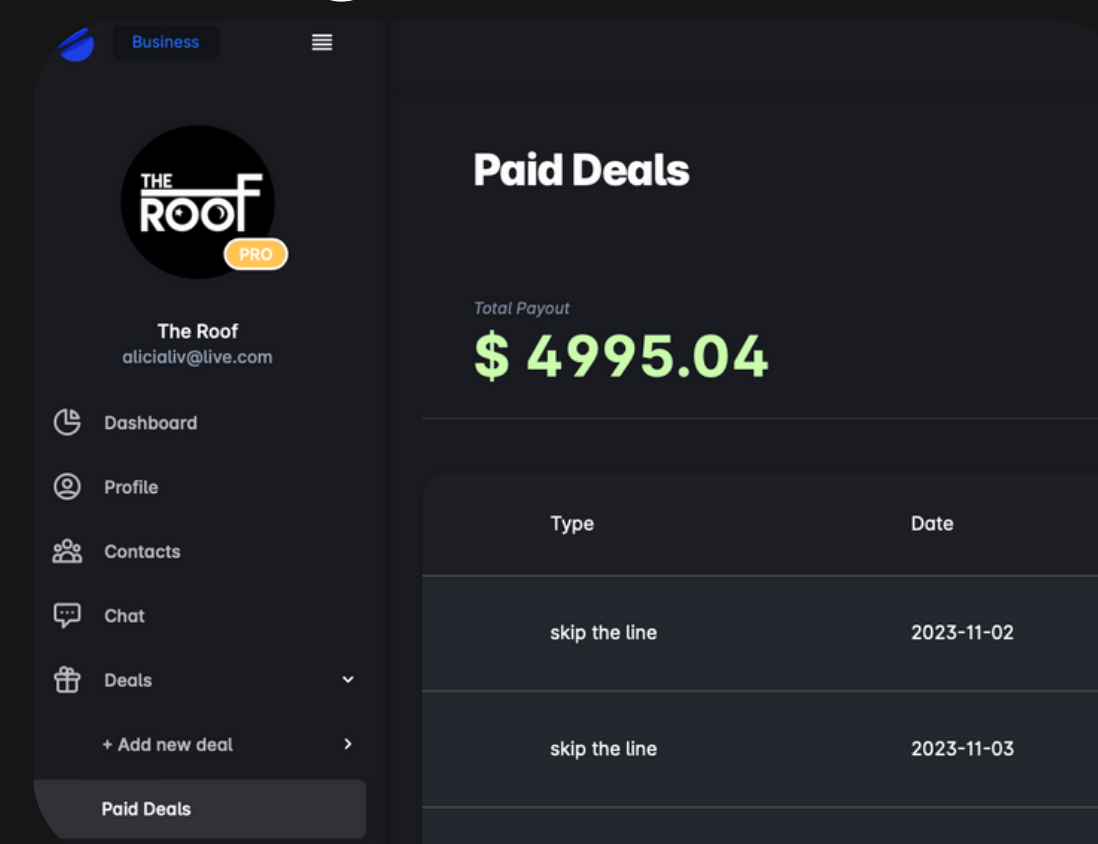
Received our first institutional investor Dorm Room Fund (DRF)



Proprietary & confidential

# ← Evolution

Introduced "Paid Perks", bringing in an *additional \$3,200 in revenue overnight* for a BV business.



05/2023



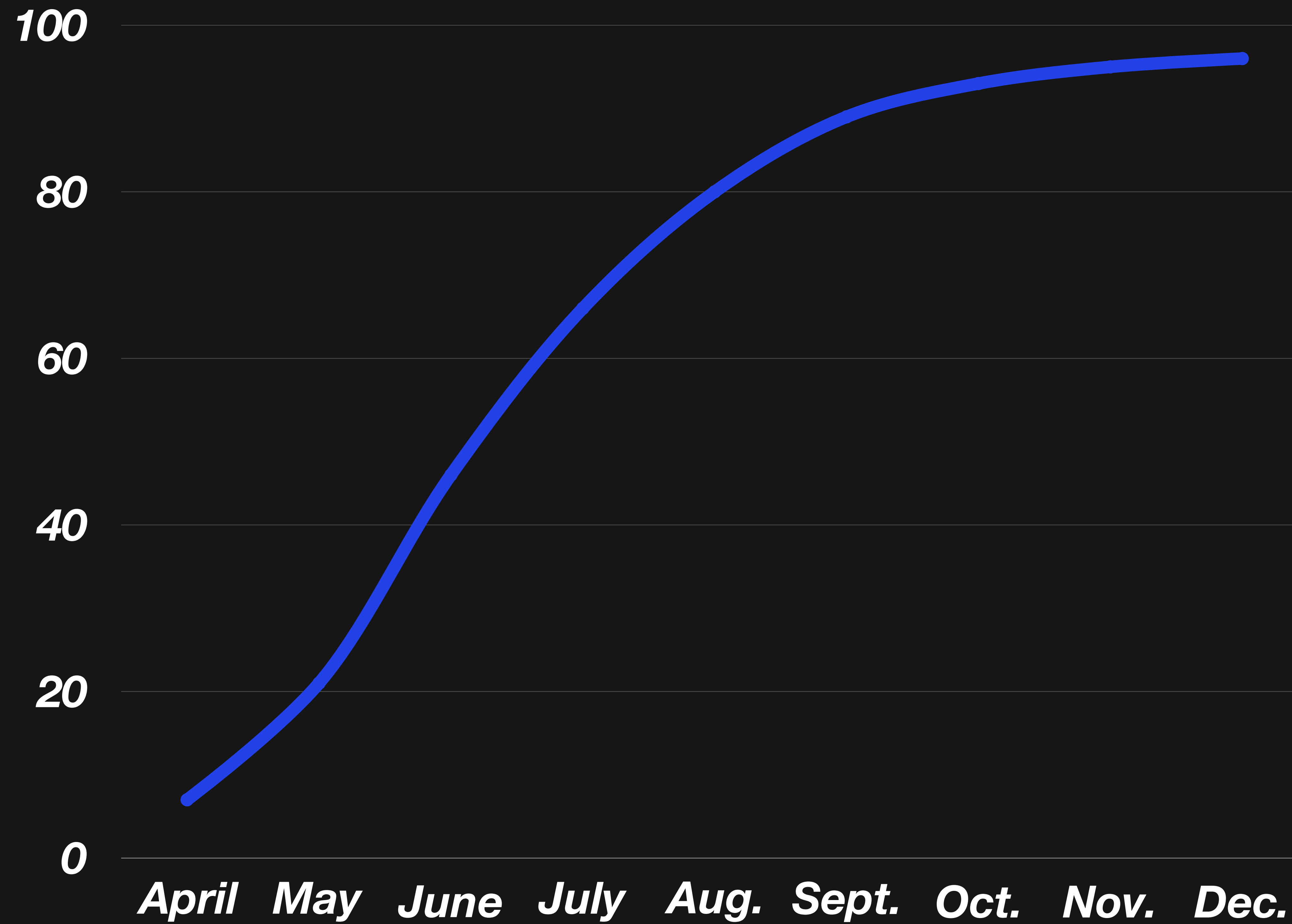
# → MVP Launched

In Lubbock alone, we accumulated +95 *paying businesses* and +12,000 *downloads*

2022



# Strong Monetization of Lubbock

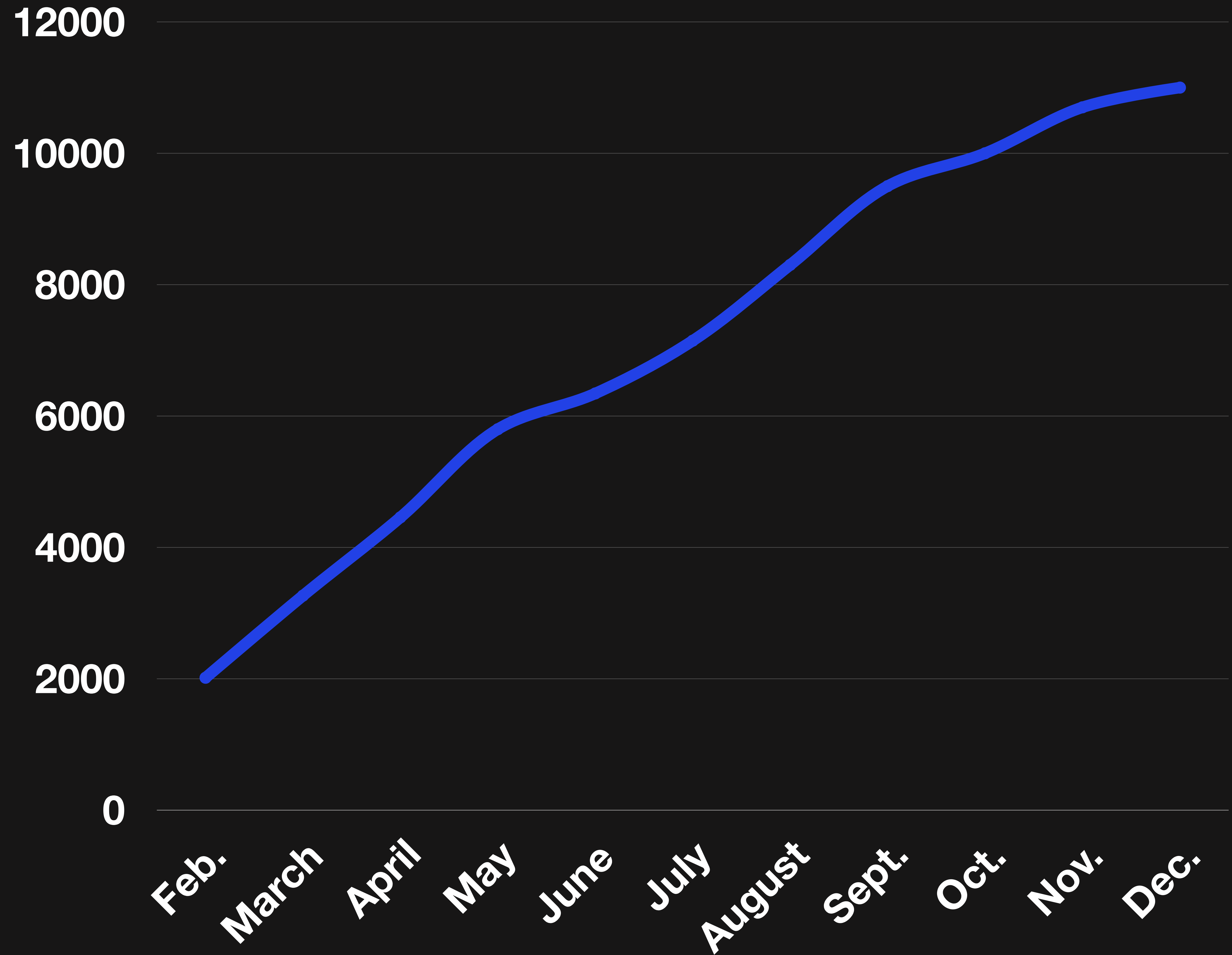


**50%**

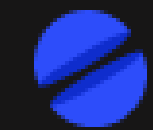
**Paying Business  
Growth Monthly**



# Lubbock User Growth



**25%**  
User Growth  
Monthly



# Unit Economics

**\$5**

**Table-Tech Cost**  
(Per Table-Tech)



**\$20**

**Setup Fee**  
(Per Table-Tech)

**\$585**

**Customer Acquisition Cost**  
• \$2,435 Average Annual Value

**\$50/Mo**  
**+ Setup Fee**

(Per Location)

**Lite Package**

- 12 Month Payback
- 20% Transaction Fee

**\$200/Mo**

(Per Location)

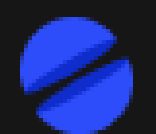
**Premium Package**

- 3 Month Payback
- Quarterly Minimum
- 10% Transaction Fee





		ZUPP	union	 Kallpod	GROUPON®
Deals & Coupons	✓	✓	✓	✗	✓
Drive Content	✓	✗	✗	✗	✓
E-Commerce	✓	✗	✓	✓	✓
Call-Server System	✓	✗	✗	✓	✗
Digital Menus	✓	✗	✓	✓	✗
Point of Sale		✗	✓	✗	✗



# Market Size

**1,625**

*Public Universities exist  
in the US.<sup>(1)</sup>*

**48,485**

*Restaurants exist in  
Texas.<sup>(2)</sup>*

**685,221**

*Restaurants exist  
in the US.<sup>(2)</sup>*

## 2024 Goal

418 Paying Businesses

X

\$1,200 Average Annual Contract

=

**\$501,600**

Annual Recurring Revenue (ARR)

## 2025 Goal

820 Paying Businesses

X

\$1,800 Average Annual Contract

=

**\$1,230,000**

(ARR)

## 2026 Goal

1,200 Paying Businesses

X

\$2,100 Average Annual Contract

=

**\$2,520,000**

(ARR)



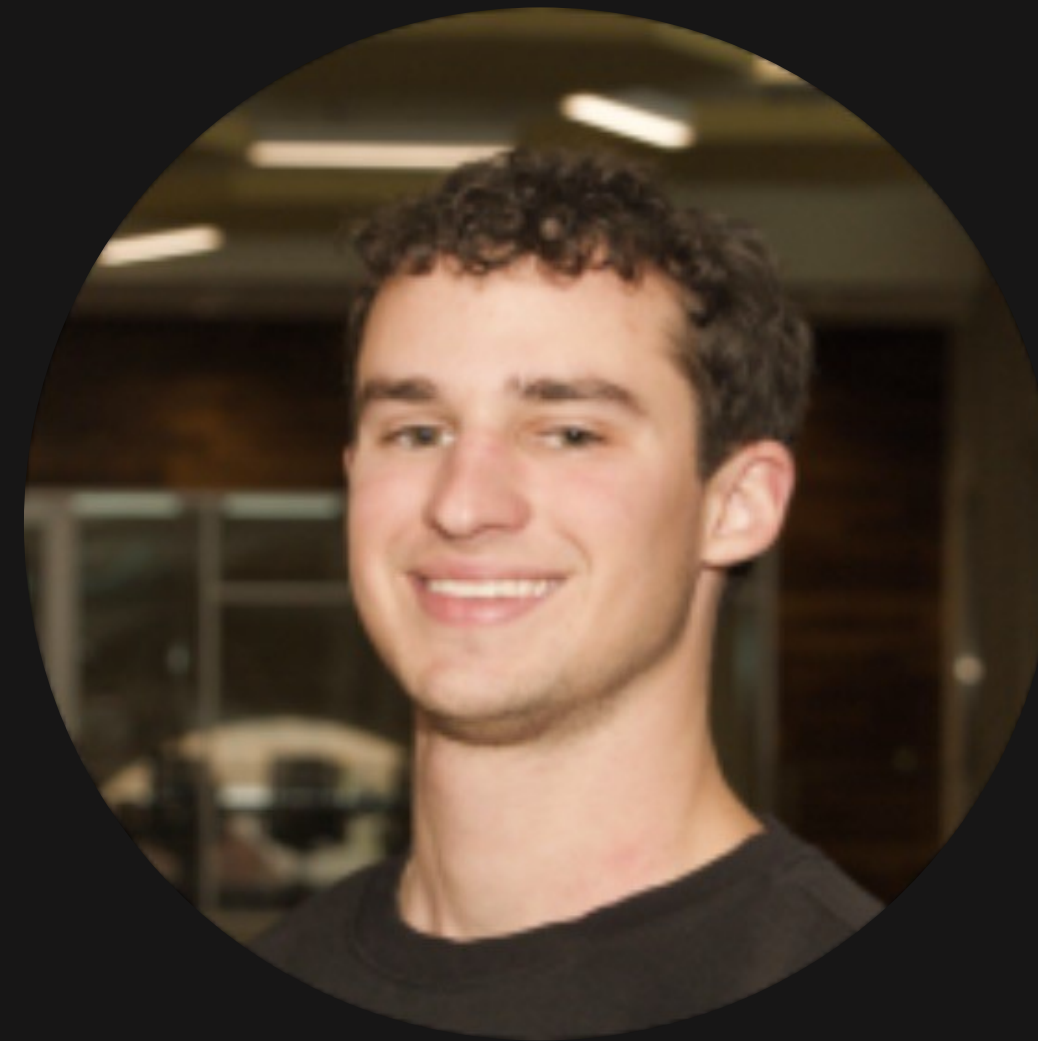
Proprietary & confidential



**Mason Still**

**Co-Founder & CEO**

Sells it' & Recruits em'



**Alec Hernandez**

**Co-Founder & CSO**

Creates the Blueprint



**Patricio Alvarez**

**CTO**

25+ years of CTO  
experience



**Drew Pickens**

**Co-Founder & VP Engineering**

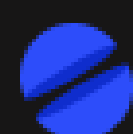
Apprentice to the CTO  
and does not sleep



**Taylor Brewster**

**Co-Founder & VP Marketing**

Does weird marketing  
stuff for lots of views



# S.A.F.E. Round

We're asking for

**\$103,000**

Runway through End-of-Year to  
**Secure our Seed Round, Scale ARR to \$500k**  
and flesh out **New Product Development.**

**Current Raise**

**\$897,000**

(through SAFE's)

**Total Raise**

**\$1,000,000**

Round is **90% filled** with **5% soft interest.**

Round will be closed by end of Q2.



# Exit

## Target 2029-2031 Liquidity Event

### Customer Acquisition



### Strategic Acquisition



### Private Equity Acquisition

# EngageSmart

