

the**CONVENIENCE**app

PUTTING THE CONVENIENCE IN CONVENIENCE STORE



THE WHY

Our application will ease the burden of overcrowding in your store, which may assist with any potential theft in the store, traffic may also move more freely as a customer's average time at store and gas station will be reduced due to store receiving orders prior to arrival of customer.



Our application introduces a customer behavior which is very consistent with other industries that also utilize product takeout services such as restaurants, pharmacies, supermarkets, etc.



Convenience is a thriving foundation for many businesses today and our platform can provide just that for your business today!



Our Platform also utilizes a rewards program which will provide incentive for our customers to continue to use our platform at their favorite location



Create increased sales opportunities via the convenience factor of the application and current exclusivity of the platform



Use our application at no cost to the Convenience Store, the individual customer is charged a 12.5% service fee on top of initial sale total and that is the only compensation our platform will receive through customer activity



Simplistic backend management process makes our Platform feasible to train managers and employees on use of application

THE CUSTOMER

Our application is consistent with the behavior of today's world, convenience is desired in all facets of life especially with newer generations and the developments of more complex technologies. Individuals today are used to such behaviors in different industries and we want to emphasize those behaviors in the convenience store and gas station industry.



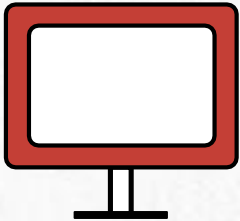
- **Convenience:** Convenience is a highly desired comfort in today's world
- **Safety and Assurance:** Some individuals might not feel comfortable walking into a Convenience store for multiple reasons as they are listed as such:
 - **Not familiar with Location**
 - **Underage Children in the Car with no Supervision** (Emphasized with extreme weather climates)
 - **Animals in the Car with no Supervision** (Emphasized with extreme weather climates)
 - **Extreme Weather**
 - **Contagious Diseases**
- **Timing:** An individual could be in a rush and simply doesn't have time to go inside and wait in line to get their items
- **They have the funds to do such:** Convenience Stores located in areas with a higher median income are more inclined to purchase the aspect of convenience. The convenience fee is something they don't mind paying for as the average convenience purchase is around \$18 which is an expense they are more inclined to absorb if it makes their lives that much easier

FUNCTIONS

UTILIZATIONS

Devices Needed:

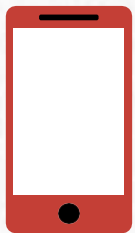
Part 1:



Small Monitor



Wifi



Smart Phone

- Manage the back end and dictate what items you would like displayed on your App location(s) as well as pricing and hours of operation for app. All completely at the discretion of the Convenience Store
- Any item from your store may be sold on application (Check your States laws for any discrepancies)
- Simplistic backend management process makes our platform feasible to train employees
- Available anywhere where applications are downloaded for Android and Apple devices
- The initial term of a partnership with The Convenience App is for **one year** and is automatically renewed, unless written notice is provided 30 days in advance prior to expiration of initial term and any one year term following such

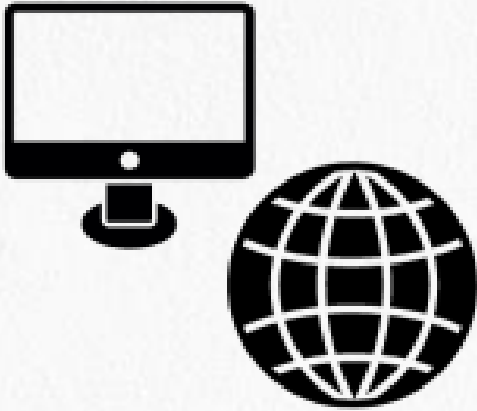
Part 2:

- Convenience Store locations made identifiable to customer on application based on their distance from Convenience Store (Closest to Furthest)
- Each user is mandated to create account prior to use of application
- Your customers can simply place their through our platform and your employees will receive a notification of the order when customer checks in which cannot happen until customer is within .5 miles of the station
 - Once order is placed if customer cancels order after customer checks in than customer is charged an automated \$5.00 in which store will receive \$3.50 and our platform will receive \$1.50
- Revenue generated through platform will automatically be dispersed into Convenience Store Stripe Account with platforms service fee charged to customer being directed automatically to Convenience Application Stripe Account

FUNCTIONS

What We Provide

DEVICES:



- We will provide you with a small digital monitor that will simply need to be connected to your store Wi-Fi.
- This digital monitor will receive the orders and your store managers and clerks can fulfill orders as well through this device.
- The backend portion of the platform will be utilized through a URL, in which we will provide you with login credentials that you will use to enter the backend portion of the app and handle store maintenance as needed.
- All of this can be done using your store Wi-Fi, no additional costs will be incurred by your facility.
- We will also be providing promotional signage you can utilize at your store to make your customers aware of the service that we are providing.

CONVENIENT BUCKS:

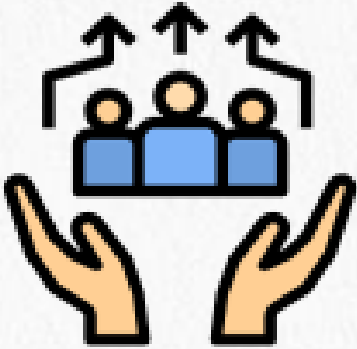


- The Convenience App offers its customers a rewards program for their loyalty and support of the business.
- The rewards program offers its customers "Convenient Bucks" which can be utilized within the app towards their service fee that the app charges customers to utilize the platform.
- "Convenient Bucks" will not be redeemed towards items in the store, solely for the service offered through the app.
- "Convenient Bucks" will be accumulated over time through utilization of the app.
- The rewards program will be calculated as such, for every \$10.00 (USD) spent by customer the app will generate \$1.00 (USD) worth of "Convenient Bucks" that will live within the app for the customer to utilize for future purchases.
- These rewards will entice repeated business and will drive additional sales to your store or facility.

FUNCTIONS

What We Provide

TRAINING & SUPPORT:



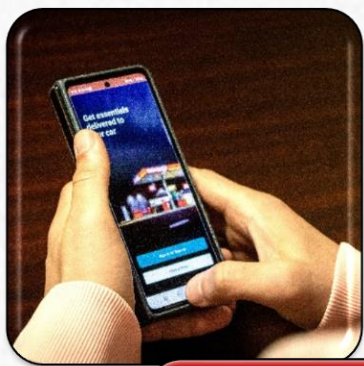
- At The Convenience App, we understand that a seamless onboarding experience is crucial for the success of our platform.
- We ensure that store managers and employees can quickly adapt to the Convenience App.
- Take advantage of our tailored training sessions, available online or in-person, along with comprehensive instructional materials.
- Access 24/7 assistance via our email.
- Empower your team with a troubleshooting guide, and we welcome feedback for continuous improvement.
- Feel confident in adopting The Convenience App, knowing that comprehensive training and support are always at your fingertips.

Payment Distribution:



- Prior to the launch of our platform being utilized in conjunction with your store, we will create a Stripe account for your facility, which we will connect to our platform's Stripe account so we can disperse funds to your facility in a timely manner.
- This process is resemblant of the same process utilized by other platforms such as Uber Eats, Grubhub, DoorDash, etc.
- Stripe charges a flat fee on all basic transactions. Online transactions cost **2.9% + \$0.30** each. This cost is incorporated within our 15% service fee that we charge the customer per order through our platform.
- **For more information on Stripe and their payment processing platform you can visit:** www.stripe.com

THE PROCESS



PLACE THE
ORDER



CLERK WILL
RECEIVE &
ACCEPT THE
ORDER



CLERK
PROCEEDS TO
ASSEMBLE &
COMPLETE
ORDER



CUSTOMER
RECEIVES
ORDER IN
SECONDS

CONCLUSION



One of the main pillars of customer engagement and behavior today is centered around convenience. How can our product be more convenient? Can it be provided in a more convenient manner? Our platform is centered around this exact customer desire, it's embedded in our very name and is the foundational purpose behind what we do. Now you can incorporate this very principle within your own business and provide your customers and the people within your community a more customer friendly experience without any additional overhead expenses.

Our "Convenient Bucks" rewards program provides your customers accumulated points per purchase, which they can redeem to save on our "service fee" to encourage repetitive purchases at your location. You may also adjust your hours of operation within our platform, allowing you to virtually open and close your convenience store within our app which will prohibit any customer from completing a purchase during those indicated hours.



The onboarding process is seamless and we are by your side every step of the way, our support staff is at hand to make sure your needs and questions are met. We provide all technological assets needed for usage with the exclusion of Wi-Fi and can provide on-site technological assistance during initial installation of the platform.

The Convenience App was created for convenience store operators, by convenience store operators who understand the importance of a digital customer service presence in the modern world. Be a part of our team and let us elevate the convenience within your convenience store!

THANK YOU!