

# Investment Deck

March 2025

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Smooth  
Commerce



*Digital Commerce & Engagement Platform for Restaurants, Hospitality, Hotels, & Corporates*

# Opportunity

# Smooth<sup>TM</sup> Commerce

## *Why Invest in Smooth Commerce?*



**\$25B+ Corporate Ordering Opportunity**



**\$1.5 Trillion Foodservice Industry**



**\$100M+ in Gross Transaction Volume (GTV)**



**Enterprise-Grade, Proven & Growing**



**Positioned to Scale Now**

# Problem Statement

Food platforms and providers are unable to meet today's  
Consumer & Corporate expectations in a massively growing area.

*Digital ordering is  
**now essential** and...*



## Restaurants, Hotels & Venues

that fail to execute on digital platforms face  
*excess fees, poor sale performance, low CSAT,  
and lost customers & revenue to competition.*

## Corporations

with fragmented food ordering **lack critical  
visibility company-wide, missing the chance to  
engage employees & align corporate goals.**

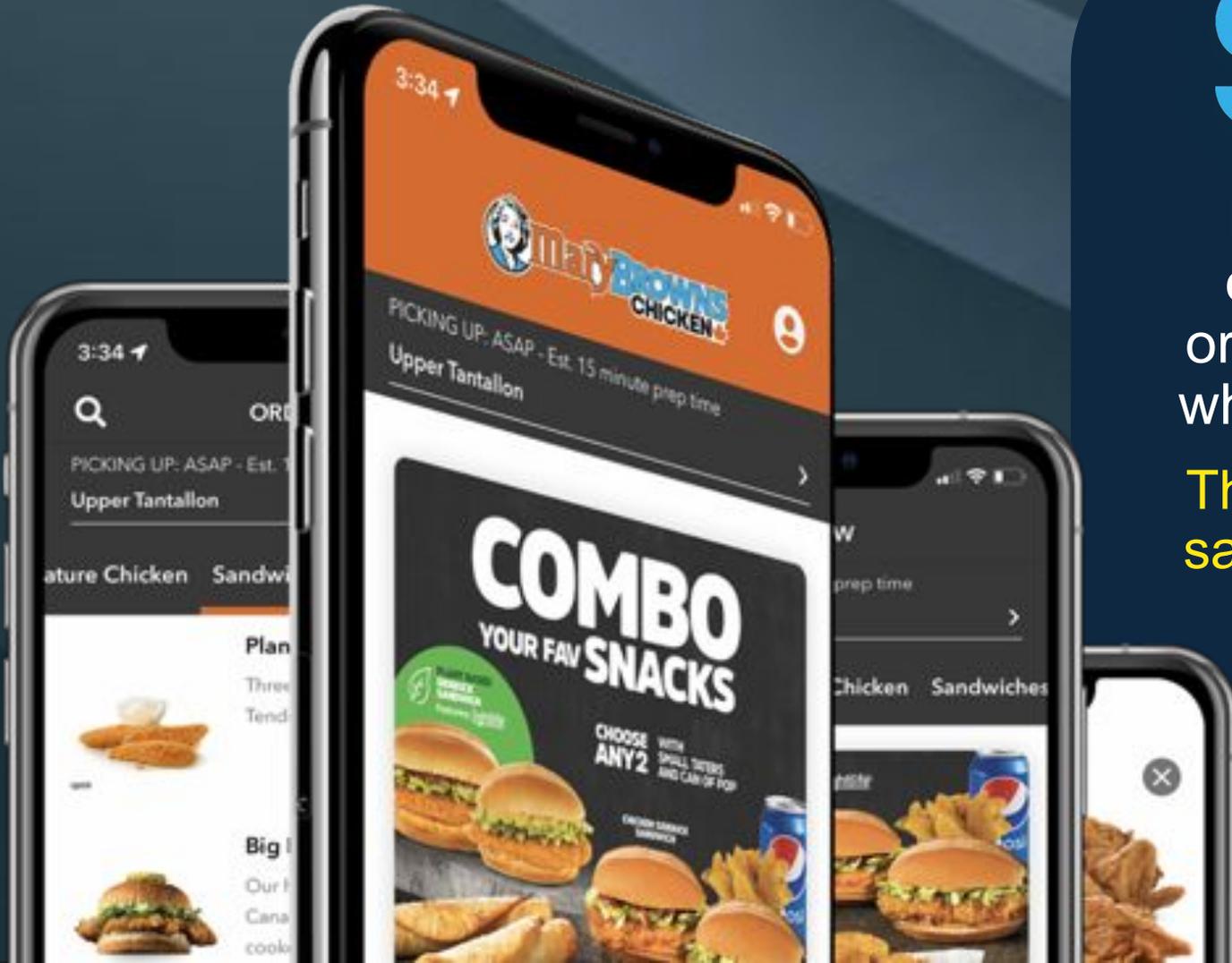
# The Solution

Smooth  
Commerce

# Smooth™

Delivers premium digital user experiences that unify loyalty, ordering, delivery, and payments while putting the brand in control.

This drives engagement, customer satisfaction, operational efficiency, repeat purchases, profitable revenue, and brand equity.



# Market Size & Validation

Smooth  
Commerce™

A Massive and Rapidly Growing Market Opportunity

**\$1.5 Trillion**

Foodservice in USA 2023

**800 Million**

Digital food orders 2023 USA

**60% of USA pop.**

order delivery or takeout  
at least once per week



# Competitive Landscape

Limited

Breadth of Offering

Robust



Enterprise

Market  
Capability  
& Reach

SMB

# Smooth Positioned as Partner

Innovation & commercial industry relationships

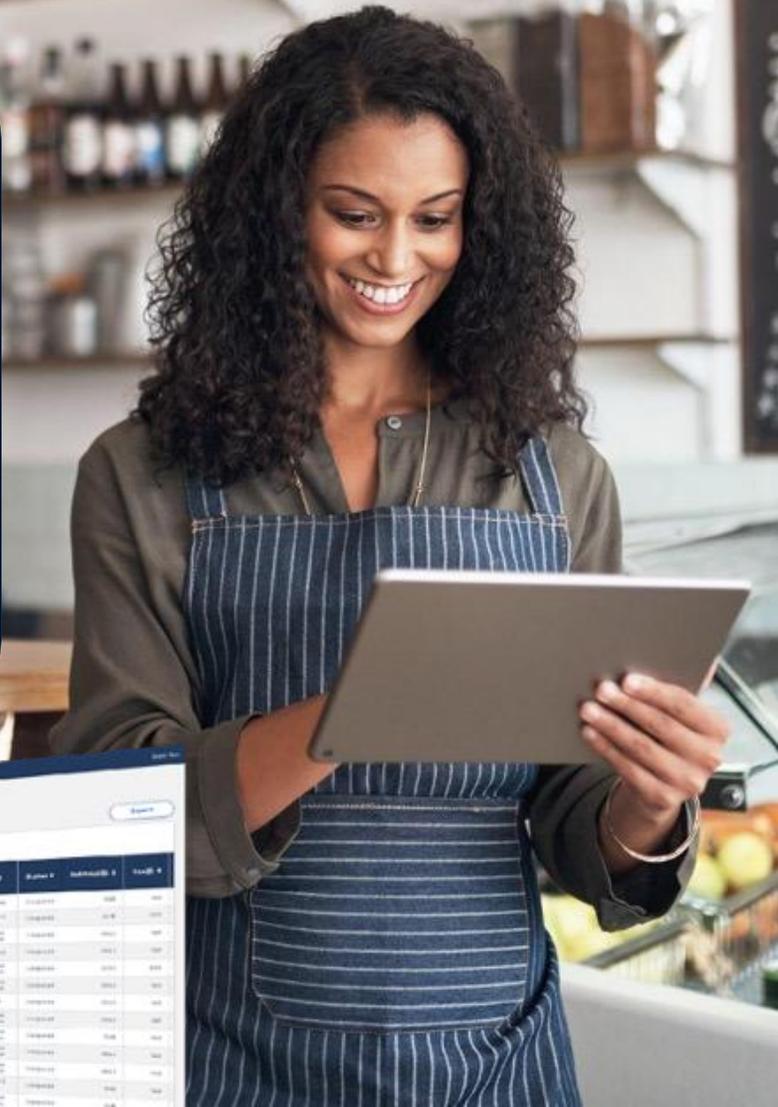
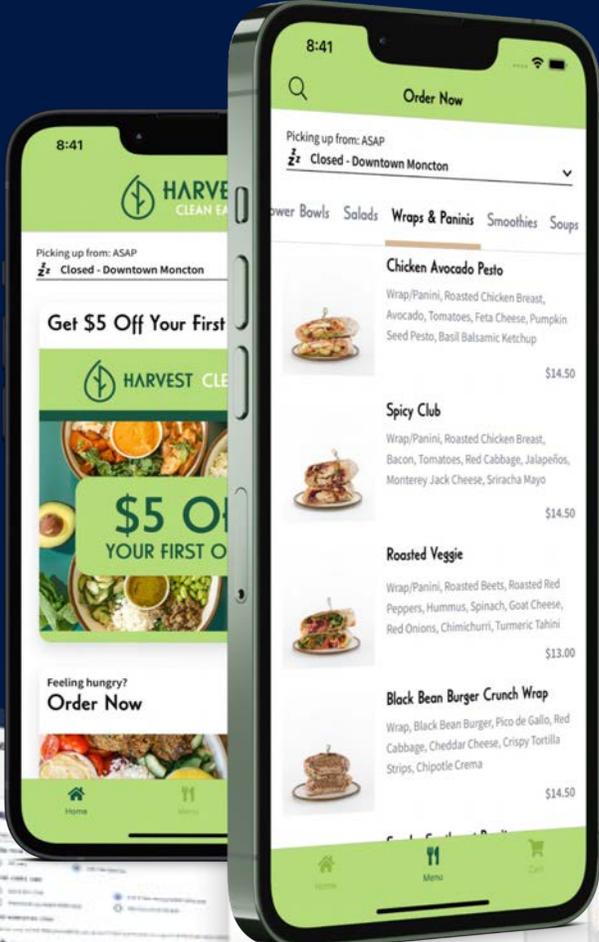


## Strategic Position

By collaborating with the companies in our competitive landscape, we turn potential threats into powerful allies. This unique positioning allows us to integrate deeply, drive innovation, and create unmatched value for our clients. Big picture, this positioning is a MOAT & exit strategy.

# The Platform

Built for engagement & profitable sales growth



# Business Model

Robust Revenue Model that Scales With Success

## Restaurants, Foodservice (hotels & venues)

\$175-\$350 / location / mo.  
\$0.35 Transaction Fee  
Services from \$4K per mo.  
+ Onboarding & upgrades

AVG. / CLIENT / YEAR

**Mid market: \$50K-\$300K**

**Enterprise: \$300K-\$750K**

## Next 1-3 Years

Growth rate 60-120%

## Revenue Mix

- 55% recurring
- 35% transactional
- 10% services

## Corporations

Flat Software Licence  
Transactional + Percent  
Services Upfront & Monthly

AVG. / CLIENT / YEAR

**Large: \$500K-\$1M**

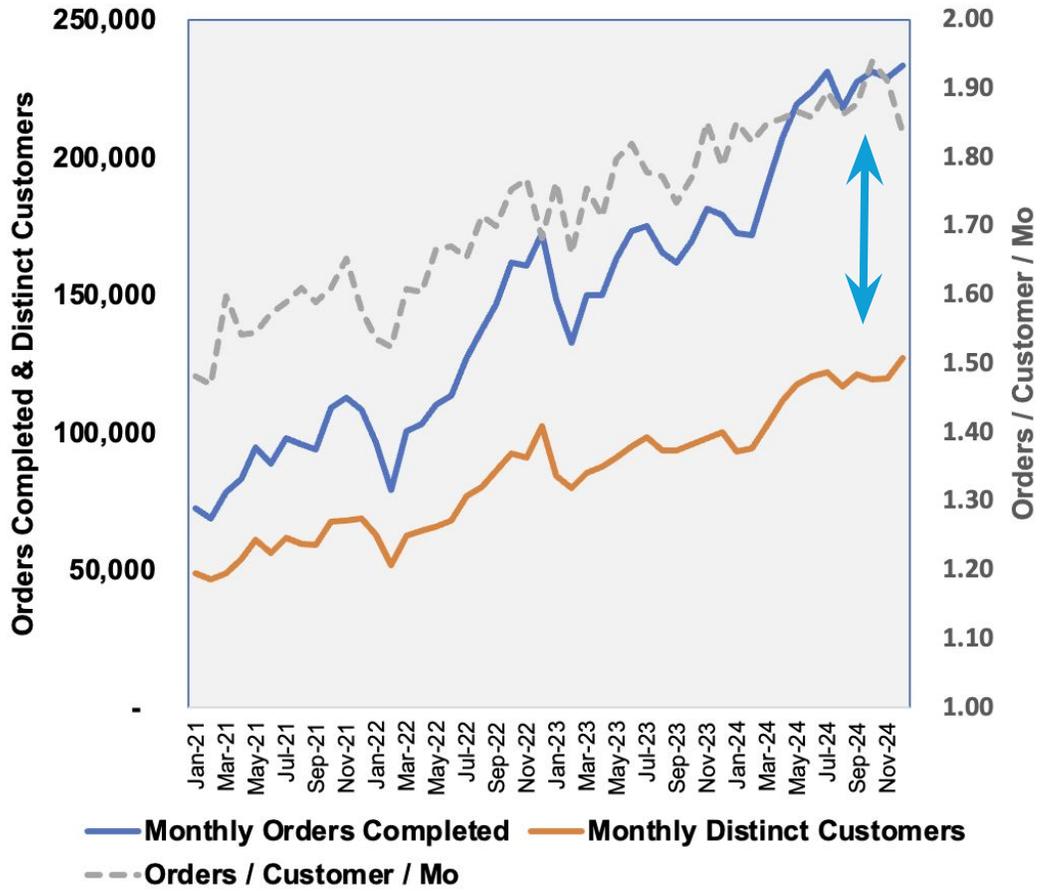
**Enterprise: \$1M-\$3M**

## Margins

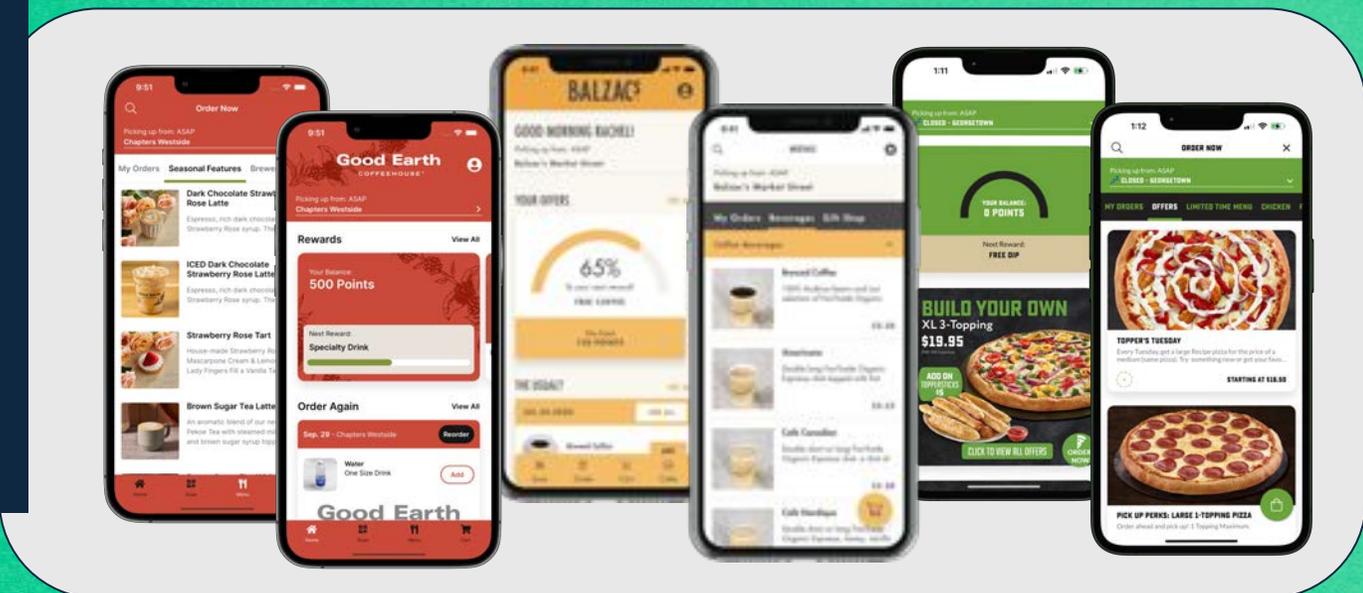
- > 95% transactional
- > 80% recurring
- > 40% services

# Proven Platform KPIs

### Customer Growth (2021-2024)



Increasing order frequency & active customers demonstrate strong platform performance. Increased lifetime customer value, retention, and overall client revenue.



# Market Validation & Momentum

**>1 Million Users**

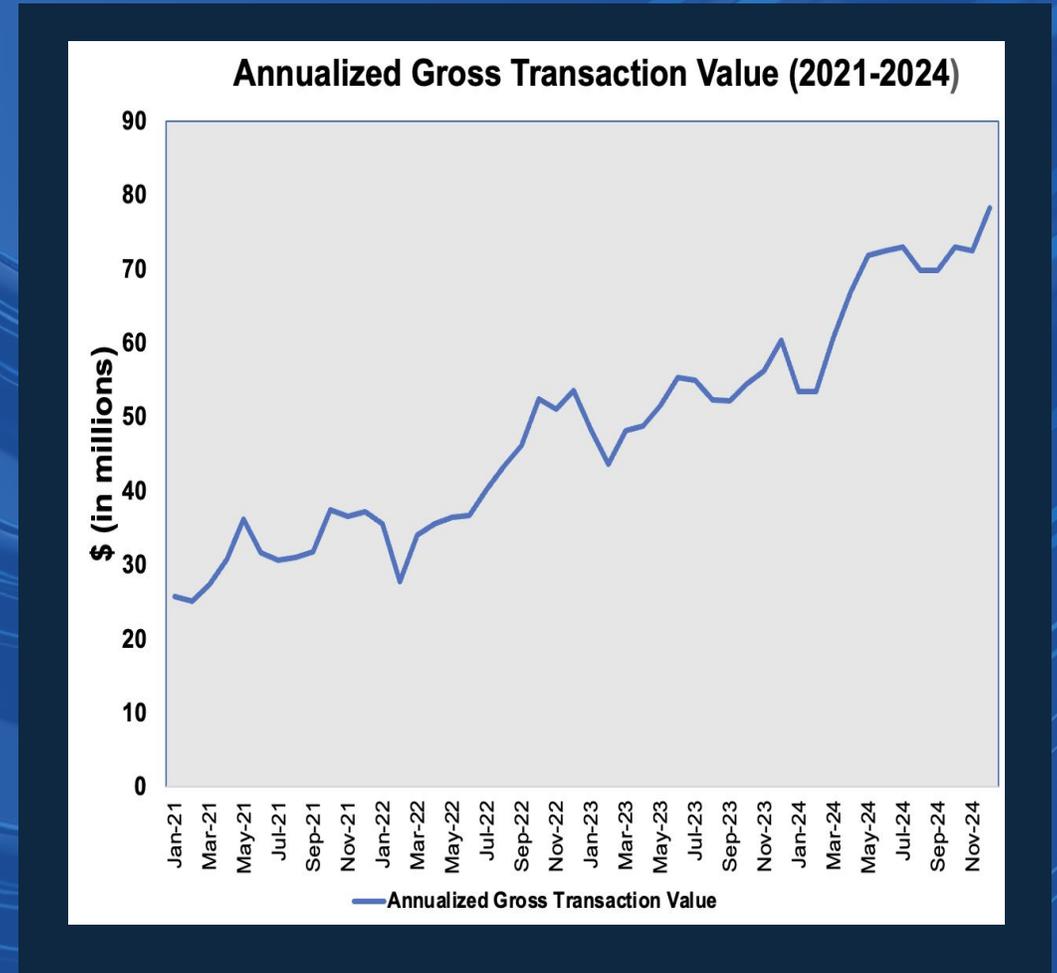
Users transacting

**2.5 Million Orders**

> 3M annual pace & growing

**>\$200M GTV**

2020 to present. Current  
pace >\$100M annually



# The Next Big Growth Area

## Corporate Meal Ordering



**\$25B+**  
Opportunity

### How It Works Today:

Corporations and their employees order and expense meals for individual, team, company, and client meetings through restaurants, catering, and third-party delivery apps.

### The Problems Faced:

- ⚠ Time Consuming & Costly
- ⚠ Limited Employee Choice
- ⚠ Lack of Visibility & Control

### The Smooth Solution

- Branded Marketplace
- Expense Tracking & Reporting
- Curated Restaurant Network
- Scalable & Cost-Effective



Smooth Commerce is redefining corporate meal ordering with a scalable, data-driven solution built for enterprises.

# Momentum in Corporate

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Commerce

A transformative development powering a breakout product category & revenue stream for Smooth Commerce in conjunction with major players

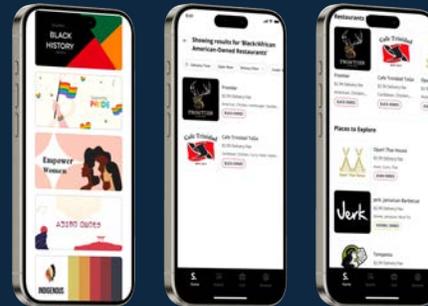
## Deloitte.

170,000 employees  
+\$200 M annual meal spend

Approached Smooth for commercial agreement on Smooth Platform to optimize the digital experience for corporate meal ordering.

## Smooth

New product in market.  
Addressing pain points  
unsolved by current options.



## GRUBHUB

375,000 Restaurant locations

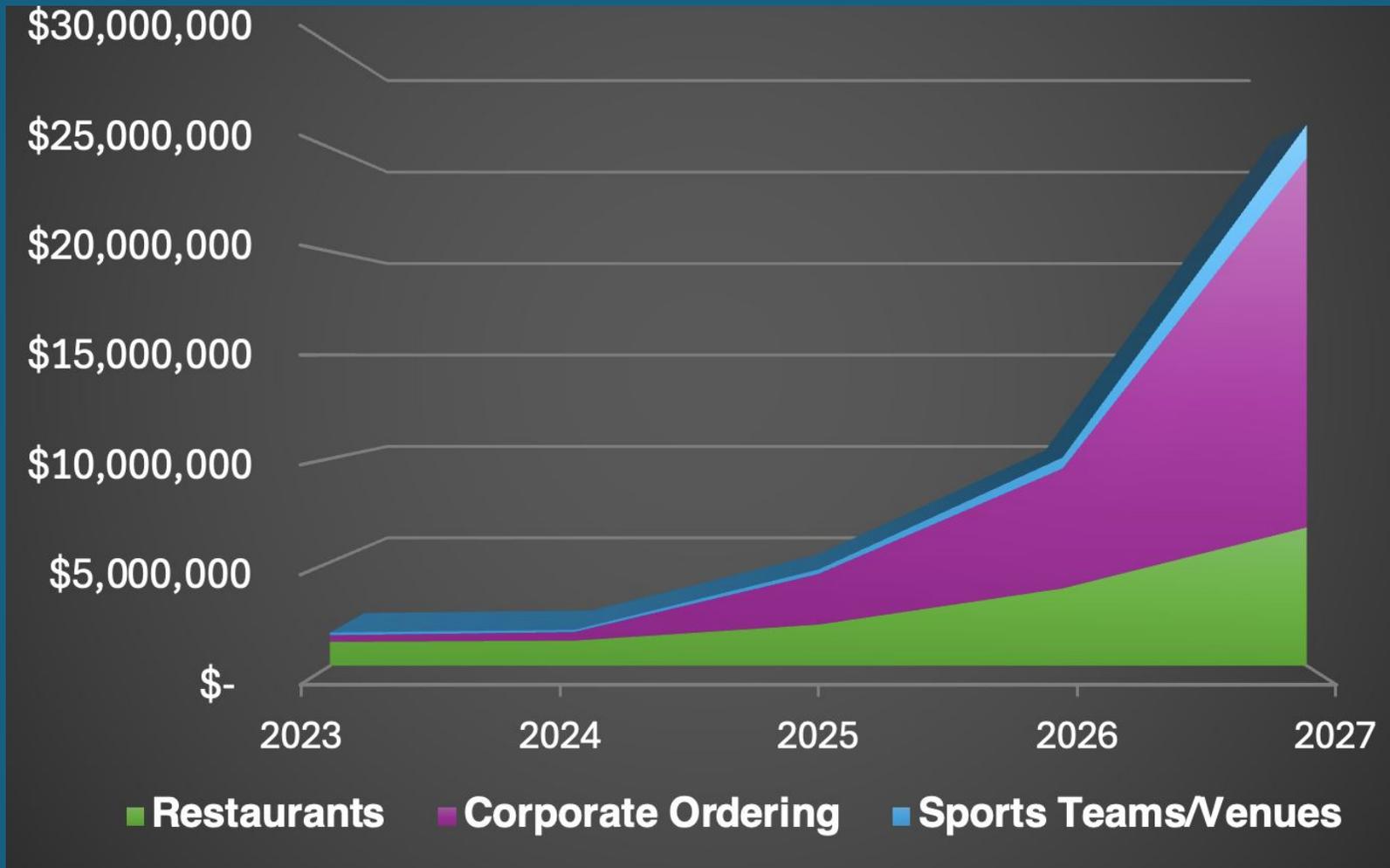
Agreement with Smooth on integration which gives us access to all GH locations on our platform.

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### Breakout Revenue Opportunity

SaaS fees, revenue shares, premium services

# Revenue Forecast



**Strong Growth Trajectory:** Revenue scales at **>100%** over the next three years.

**High Profitability:** EBITDA & profit grow at **30%+**, outpacing costs.

**Efficient Scaling:** Cost to scale remains low at **5-10%**.

**Key Driver:** Corporate Ordering Marketplace accelerates expansion.

# Team



## ROBERTO SARJOO President

Roberto Sarjoo, as President of Smooth Commerce, leads the company's day-to-day operations with a strategic focus on delivering exceptional client services and fostering valuable partnerships. Under his guidance, Smooth Commerce is driving operational excellence and ensuring strong client engagement, which are essential for the company's growth and success in the competitive landscape of digital engagement and commerce solutions.



## BRIAN DECK Chair & CEO

Founder and Product visionary Brian Deck serves as Chair and CEO of Smooth Commerce, where he directs the Board, oversees governance, and spearheads fintech innovations and strategic partnerships. Brian's leadership extends to managing investor relations and driving the company's expansion into the U.S. market, positioning Smooth Commerce at the forefront of digital transformation for customer engagement and loyalty.

### ADVISORY

Manoj Jasra  
David Massey  
Chris Adams  
David Campanella

### SENIOR LEADERSHIP

Jason Allard  
Sahar Abbasi  
Amber Deck  
Nadeeshani Liyanage  
Norbert Jawdosiuk  
Jennifer Gosse

### BOARD

Brian Deck  
Rick Kostoff  
David Yellowlees  
Mike Kostoff

# The Ask



## Financing

Raising \$2M

\$0.40 Common Shares

\$0.40 Warrant

Pre-Money \$14M

## 2025 Milestones

Complete Grubhub Integration

Launch Deloitte in Chicago Area

New hires for USA Sales Team

AI Projects & Shopify Integration

## Use of Proceeds

10% Onboarding

50% Sales & Marketing

30% Balance Sheet

10% IP Protection

# Vision of the Future

Smooth™

Smooth™  
Commerce



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