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Food Route

Making your grocery shopping experience easy.



The background features a dark purple gradient with several large, overlapping circles in shades of purple and orange. A small orange circle is positioned in the upper left, a larger orange circle is on the right side, and a light purple circle is at the bottom center.

A mobile application made to transform your grocery shopping experience. Looking for the best route to acquire all your grocery store items, **Food Route is here to help.**

Core Problems



92.6 million hours*
wasted each week zig -
zagging in a grocery
store.

*10,502 years a week.



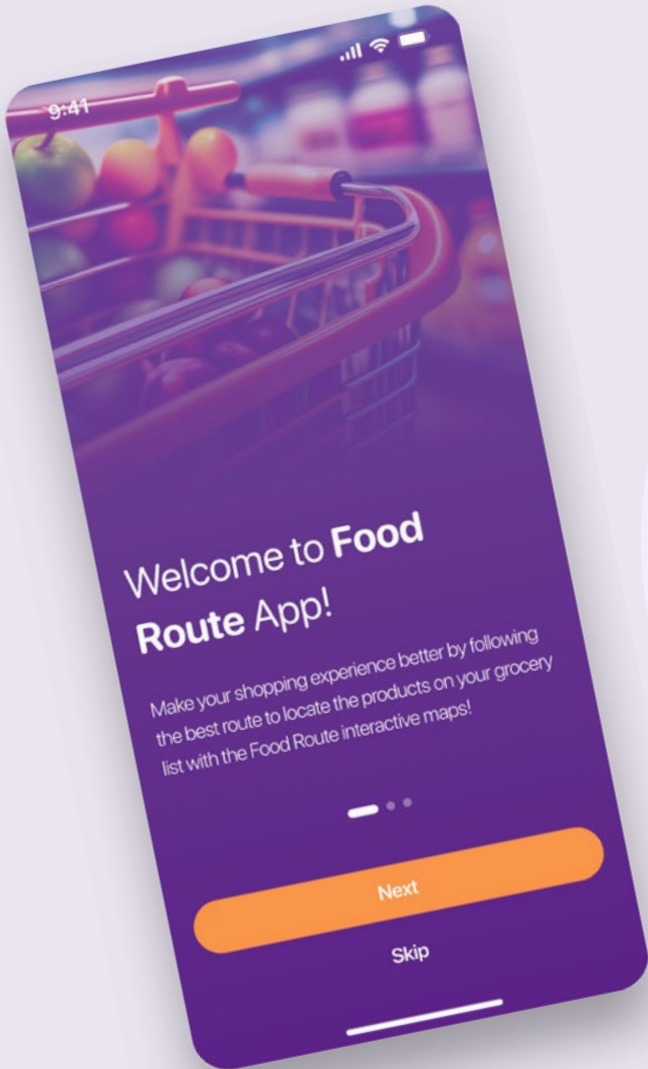
\$519 million is wasted per
week on gasoline by
shoppers driving to grocery
stores that are farther away
than optimal



Around 40% of eye-
level products go
unnoticed, therefore
are not sold.

Sources: <https://www.rts.com/resources/>

Our Solution



Offering a faster way to gather your grocery store items



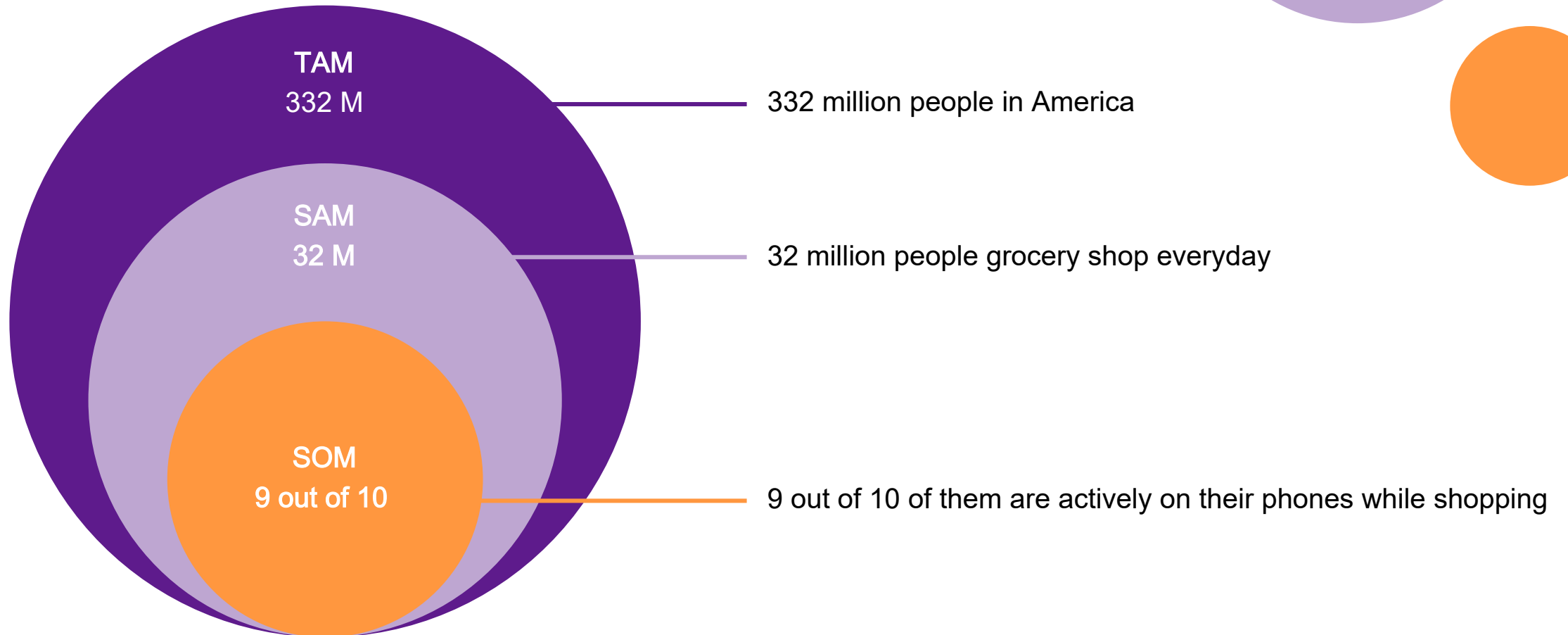
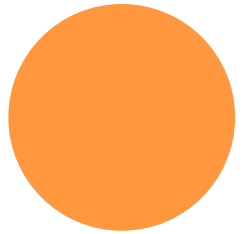
Make budgeting easy by comparing prices between stores on the application.

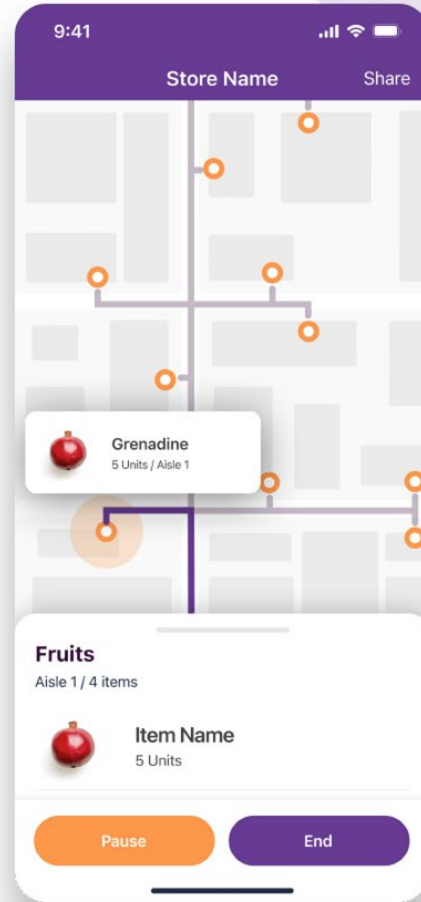
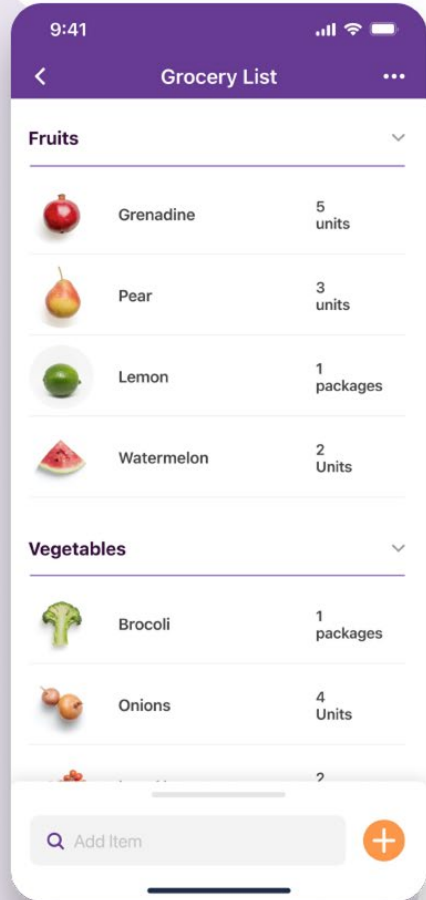
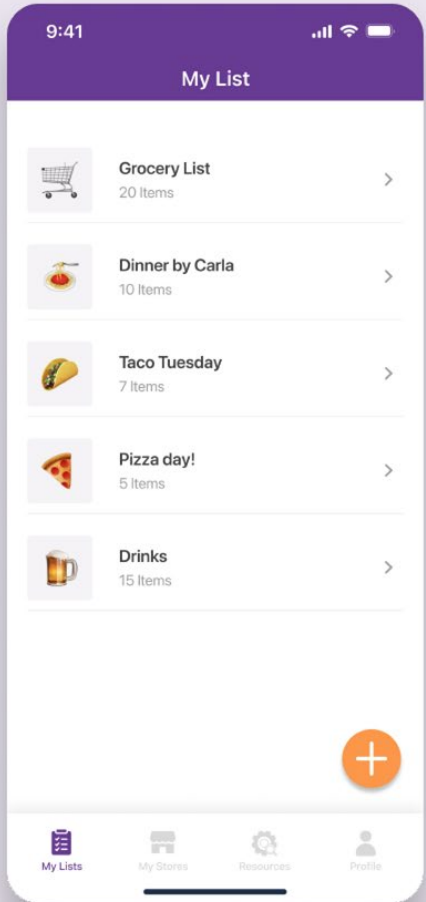


Instant access to check if your items are in stock through the app.

The Market

62,380
Grocery Stores
In America





The Features

- Create multiple grocery lists
- Share grocery lists with friends and family
- Navigate through grocery store stress free

Business Model



The app is free to download and use, but it will offer premium features or additional content that users can access through in-app purchases or subscriptions.



Revenue will be generated by grocery stores paying monthly to have the application used in their stores and revenue will also be generated through advertisements displayed within the app.



The app could make a commission for driving users to make purchases through affiliate links or by promoting other products/services.

The Roadmap



Development
phase (6-9 Months)



Beta testing (Launch
beta version to a
select group of users.)



Collect feedback on
usability, features, and
performance.



Collaborate with
grocery stores
and refine the app
based on
feedback.



Build awareness and
create a strong brand
presence using
marketing & sales

The “Competition”



instacart

AnyList 

listease ✓

About



MARC PITTS

CEO/ Founder

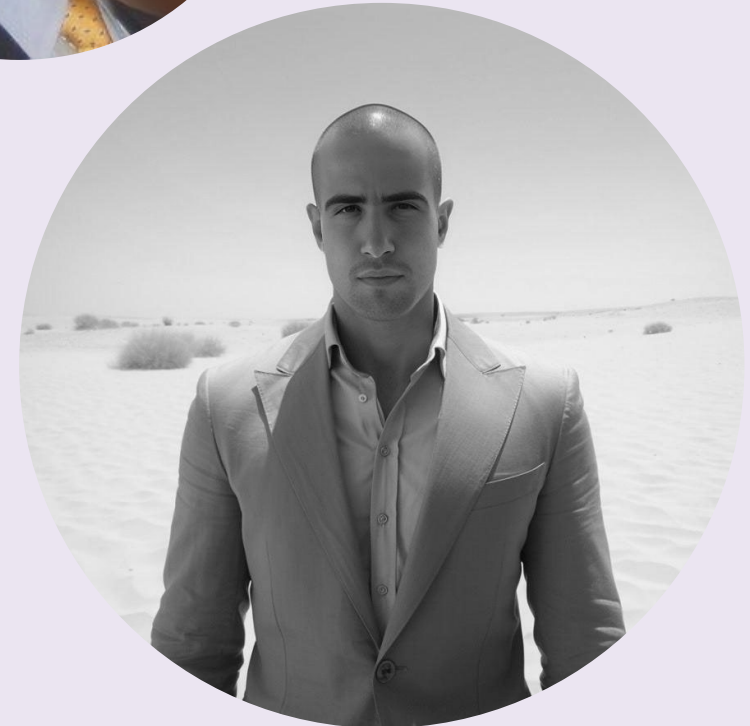
A 26-year old from Laredo, Texas with over 7 years of dedicated service to the United States Navy. Two combat deployments in the Mediterranean and North Arabian Seas earning the Navy and Marine Corps Achievement Medal in 2023 and multiple qualifications in first aid, damage control, and cyber security.

Assuming various roles as a team leader and supervisor has sharpened his ability to consistently seek out the most efficient way to complete tasks and come up with new ideas to help those around him.

A true patriot devoted to his country and is a cooking enthusiast who loves to prepare meals for his friends and family.

Key Advisors

- **Pat Bonnano** Mr. Bonanno comes to the practice of law in 1998 after having completed two years of service as a New York State Correction Officer followed by a distinguished career in the New York City Police Department as a plainclothes police officer assigned to the 44 Precinct and the Elite City-Wide Street Crime Unit.
- **Jonathan DeCollibus** Founder Of 13 Successful Companies over the last 17 years, International Real Estate Development and Wealth Management. Currently Director of Superior Digital and Partner in 7 other enterprises.
- **Adam DeCollibus** The Chief of Operations Officer and leader of the Engineers and Consultants Team at Superior Digital Design.



Financial Projections

Year 1

\$600,000

20 stores
2,000 paid users

Year 3

\$2,760,000

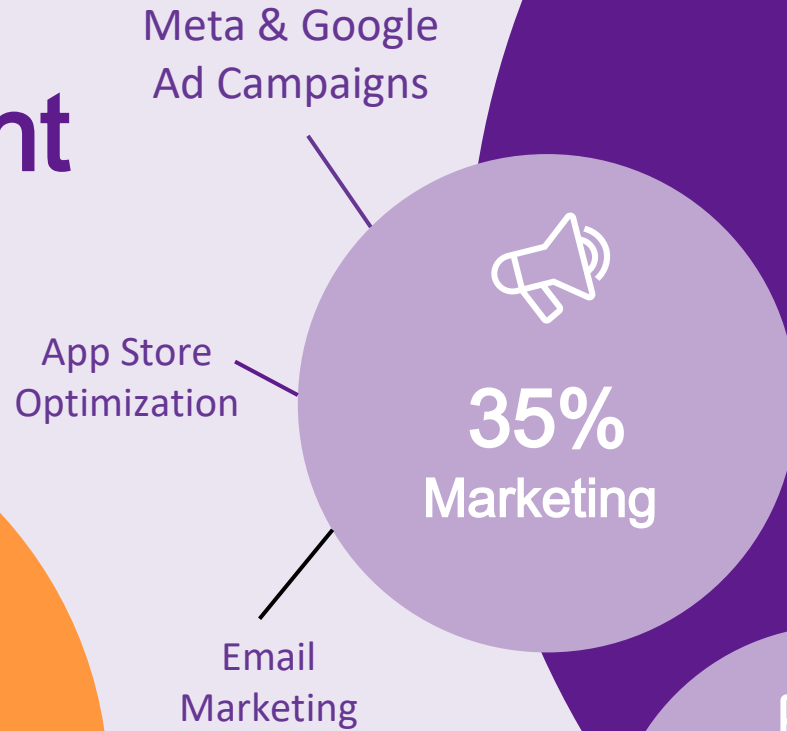
100 stores
6,000 paid users

Year 5

\$10,200,000

400 stores
10,000 paid users

Amount Sought




Superior
Software Development



Financial Breakdown

Year	Projected Rev	Multiplier	Valuation	Ask	Equity	Equity Value
1	600,000	7	\$4,200,000	\$1,500,000	35.71%	
3	\$2,760,000	7	\$19,320,000	\$1,500,000	35.71%	\$6,900,000
5	\$10,200,000	7	\$71,400,000	\$1,500,000	35.71%	\$25,500,000
	Capital Gains ROI	Food Route Profit Margins	Dividends Paid	Dividends ROI	Total Cash + Equity	Total ROI
1	0	65%	\$139,286	9.29%	\$139,285.71	9.29%
3	460%	65%	\$640,714	42.71%	\$7,540,714.29	502.71%
5	1700%	65%	\$2,367,857	157.86%	\$27,867,857.14	1857.86%

Food Route would be willing and ready to buy investors out by Y5.

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THANK YOU

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