



SiteZeus

Revolutionizing franchise growth

End-to-end territory management and exclusive access to third-party-delivery data



Jim Mizes

Board Member

SiteZeus



Sean Ryan

VP of Operations

SiteZeus



Hannibal Baldwin

CEO and Cofounder

SiteZeus



Russ Grant

VP of Revenue

Gridwise



Agenda

What's on the menu

- 1 **Challenges** faced by today's multi-unit brands
- 2 The **history** and **future** of SiteZeus
- 3 Comprehensive tools for **efficient growth**
- 4 Exclusive insights into **third-party delivery**
- 5 Customer segmentation with live **behavioral data**
- 6 **Q&A** session



Obstacles

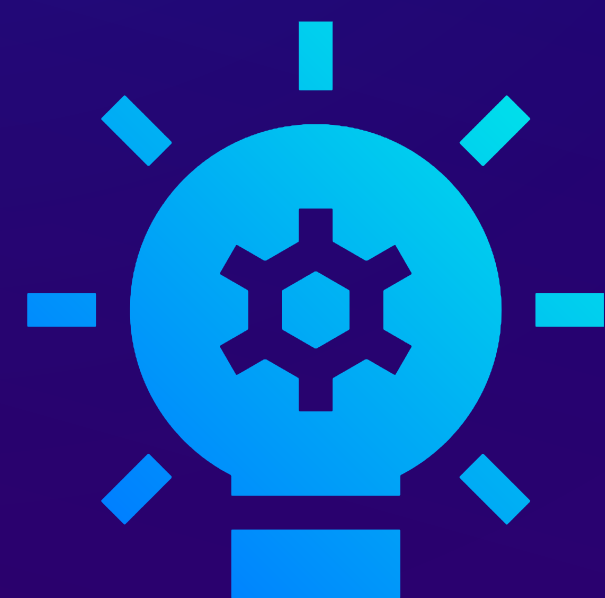
What today's brands are up against

- ⚡ **A disconnect** between franchise sales, market-planning, and construction teams
- ⚡ **Fast-paced changes** brought on by the rise of digital channels and third-party delivery
- ⚡ **A lack of analytics** offering insight into stores' bifurcated trade areas and customer profiles

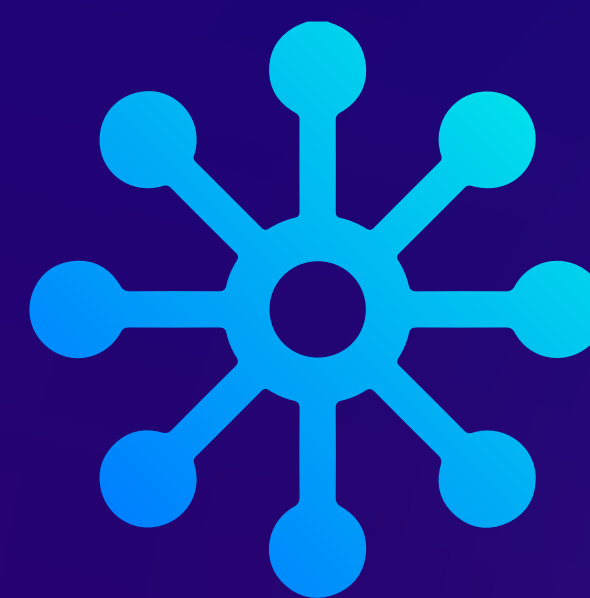


Industry

The restaurant industry has changed, and so has SiteZeus.



Tech optimization



Omnichannel strategy



Then...

SiteZeus before



SiteZeus Locate

- ✓ Territory management
- ✓ White-space analysis
- ✓ Sales forecasting
- ✓ Impact analytics
- ✓ Geosocial segmentation
- ✓ Portfolio optimization





Then...

SiteZeus before

 **SiteZeus Market**

- ✓ Behavioral segmentation
- ✓ Audience generation
- ✓ Campaign activation





Then...

SiteZeus before



SiteZeus Operate

- ✓ Demand planning
- ✓ Labor and inventory insights
- ✓ Custom assessments





Then...

SiteZeus before



SiteZeus Sell

- ✓ Lead sourcing and analysis
- ✓ Franchise CRM software
- ✓ Electronic signatures
- ✓ Royalty collection



SYNUMA
NOW A SITEZEUS COMPANY



SiteZeus Build

- ✓ Pipeline management
- ✓ Timeline-based tracking
- ✓ Vendor integrations
- ✓ Document storage



And now

SiteZeus today

SiteZeus Operate

- ✓ Demand planning
- ✓ Labor and inventory insights
- ✓ Custom assessments

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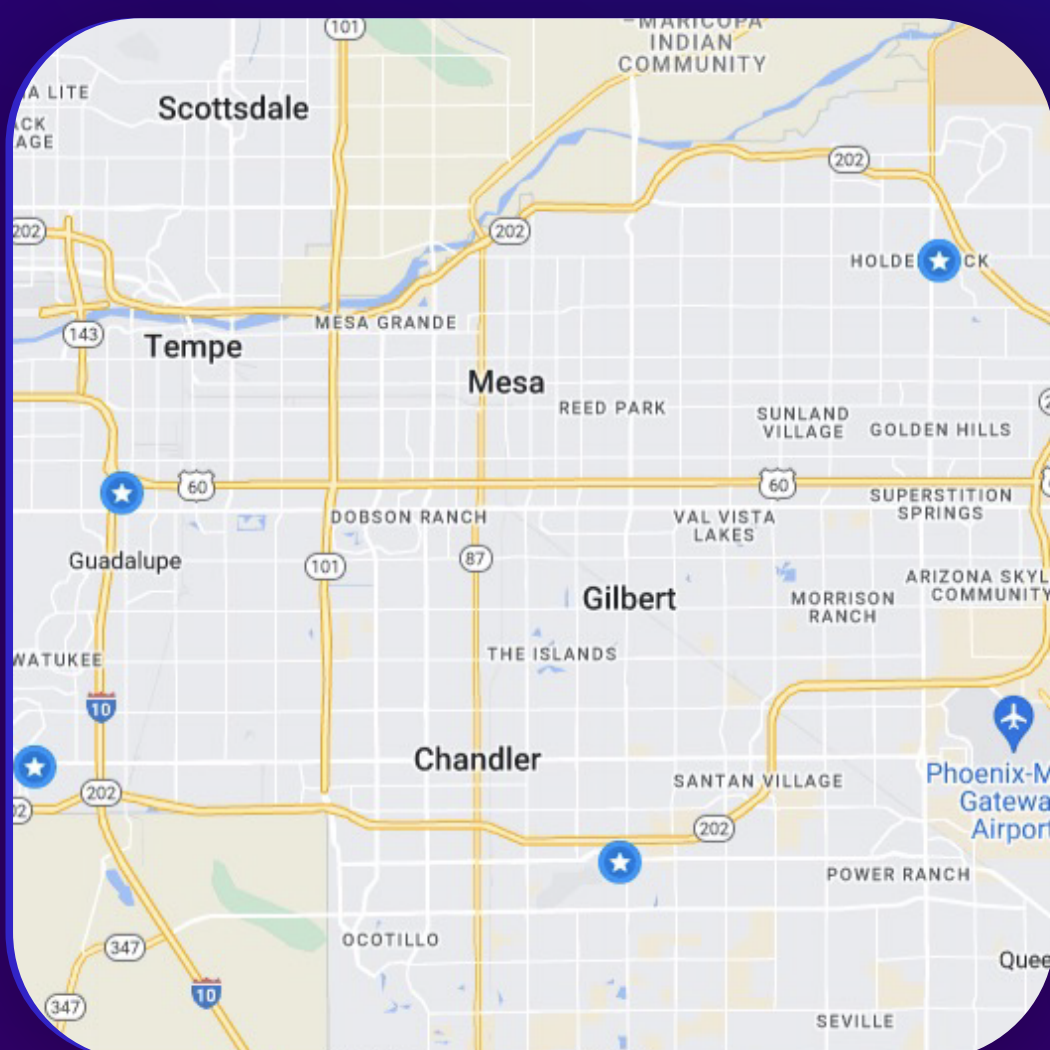




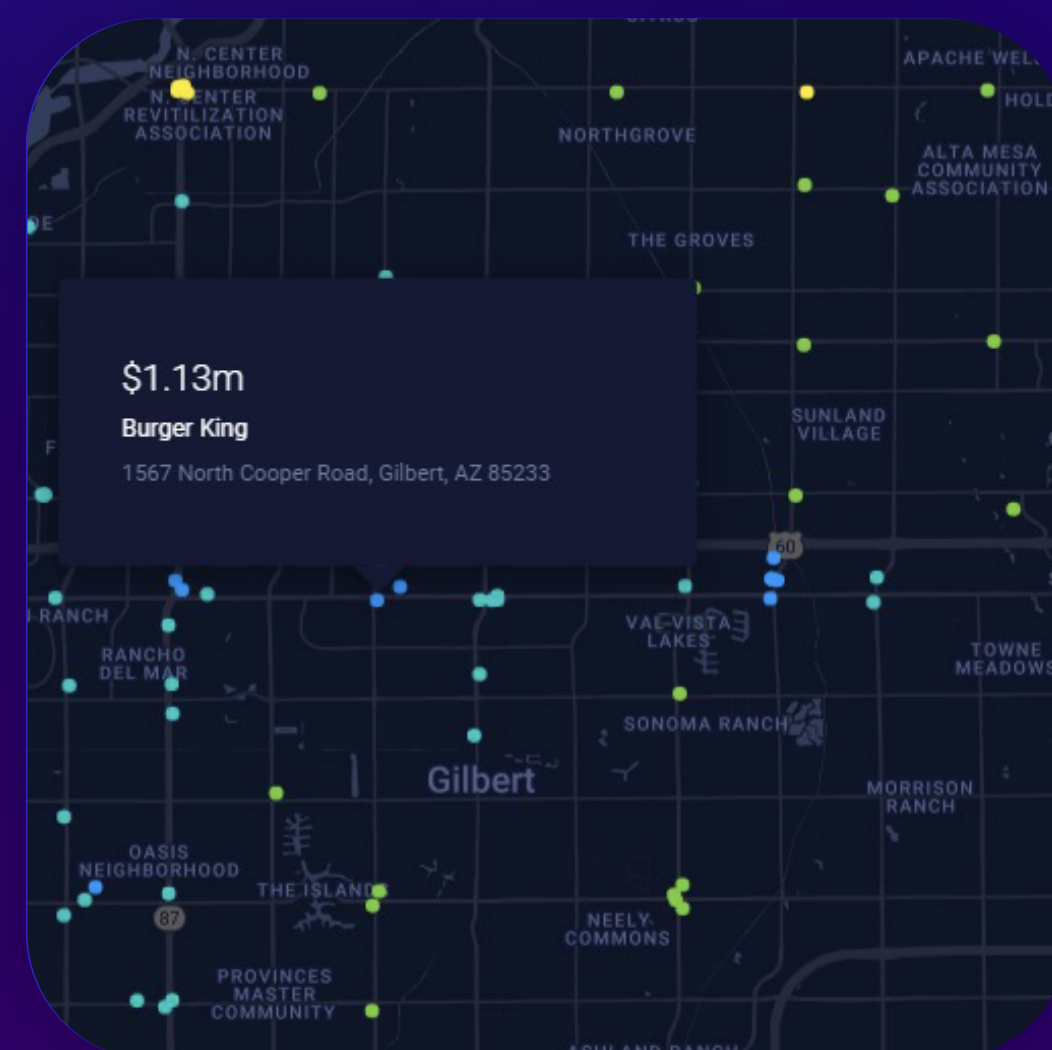
Synergy

Creating a market plan and mapping territories

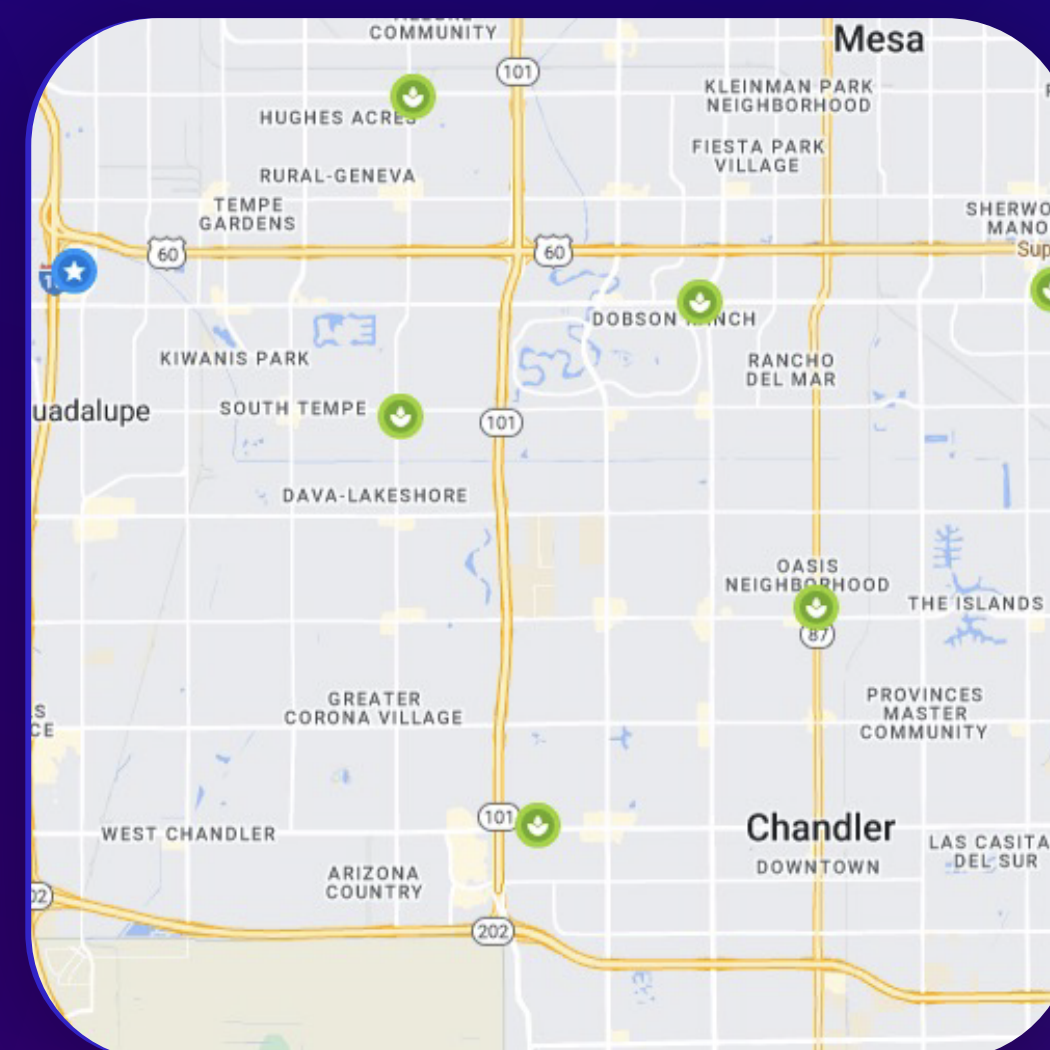
1. Map your portfolio.



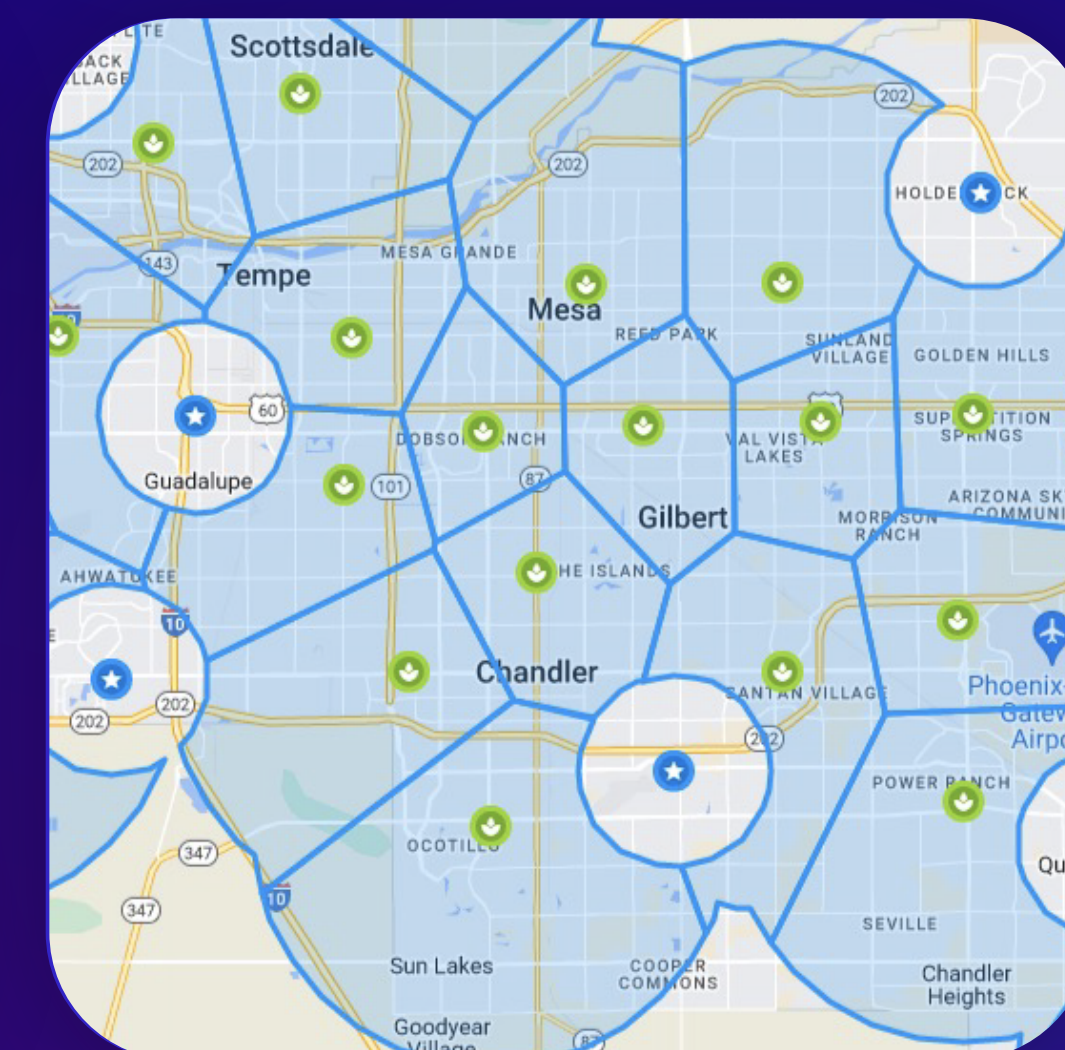
2. Forecast revenue in bulk.



3. Apply distance thresholds.



4. Create custom territories.





SiteZeus
Sell

Franchise sales

Connecting franchisees to available territories

SiteZeus Sell allows you to easily

- ⚡ track and qualify **leads**,
- ⚡ identify appropriate **territories** for them,
- ⚡ sign **development agreements** faster, and
- ⚡ efficiently manage **store openings**.

SYNUMA Synuma Franchise Co. Ryan, Sean

Home / Leads / Sean Ryan

Details: Sean Ryan

Initial Contact Date: 3/22/23
Name: Sean Ryan
Reason For Call: Actively Looking to Purchase a Franchise
Preferred Phone: +15184238279
Mobile Phone:
Email Address: sryan@sitezeus.com
Address 1: 101 Atlantic Avenue,
Address 2: Apartment 2
City: Brooklyn State: Postal
Code: 11201 Country: US
Is Existing Franchisee:
Company: Create contact
Sales Timeline: New Lead - Franchisee
Show More

Region: Paul Gigg Region 2
Sales Owner: Paul Gigg
Status: New Lead
Contact Status:
Contact: Create contact
Source: Organic
Interested Concept: Burger Joint
Area of Interest: Tempe, AZ
Number of Units: 2
Net Worth: \$500,000.00
Notes: --

All Applicants
Lead: Ryan, Sean 100%
There are no Co-Applicants

FRANCHISE AGREEMENT

This Franchise Agreement ("Agreement") is made effective this [DATE].

BETWEEN: SANDWICH SHOP INC (the "Franchisor") a company organized and existing under the laws of Delaware, with its head office at:
123 Main street, Wilmington Delaware

AND: [Franchisee Name] (the "Franchisee"), an individual with their main address located at OR a company organized and existing under the laws of [STATE], with its head office located at:
[Complete Address]

WHEREAS, Franchisor and certain of its Affiliates own, operate and franchise Sandwich Shops throughout the United States which, among other things, rent, sell and market food to the general public; and

WHEREAS, Franchisor and certain of its Affiliates acquire, produce, license market and sell food; and

WHEREAS, Franchisor is willing to provide various marketing, advertising and promotion services and activities in support of Franchisee

NOW, THEREFORE, based on the above premises and in consideration of the covenants and agreements contained herein, and intending to be legally bound, the parties agree hereto as follows:

- 1. AGREEMENT TERM**
The term of this Agreement shall be for the period (the "Term", commencing as of the date of this Agreement. Each year of the Term, as measure from the date of this Agreement, is a "Contract Year".
- 2. TERRITORY**
The Franchisee will have an exclusive two-mile protected boundary from the site that has been chosen and approved by the Franchisor. The Franchisee shall have exclusive rights to sell the franchisor's products within this protected area. The franchisee has the right to the site search area defined below:



Construction

Managing the development process

SiteZeus Build allows you to

- ⚡ track construction projects using **custom timelines**,
- ⚡ stay on schedule by using **automated notifications**, and
- ⚡ **easily append records** such as photos, documents, and emails to a project.

Status	Duration	Start Date	Actual	Estimated	Planned	Assigned To	Dependent on Task
Phase: Real Estate							
Submit LOI							
Done	8 (-6)	4/28/22	4/29/22	5/6/22	5/5/22	--	--
Done	1 (+1)	4/28/22	4/29/22	4/28/22	4/28/22	Mark Bradford	
Done	1 (-1)	4/30/22	4/29/22	4/30/22	4/29/22	Mark Bradford	5660
Done	7 (-1)	4/30/22	4/29/22	5/6/22	5/5/22	Mark Bradford	5660
Site Approval							
Done	14 (+301)	5/17/22					
Done	7 (+10)	4/30/22				Bradford	5662
Done	15 (+2)	4/30/22				Bradford	5661
Done	7 (-1)	5/17/22				Bradford	5662, 5664
In Progress	28 (+304)	4/30/22				Bradford	5660
Not Started	14 (+301)	5/17/22				Bradford	5660, 5665

Mechanicsburg, PA

Estimated Opening: December 9, 2023 (256 days Until Opening)

Operating Weeks: 3

Location Address: 6455 Carlisle Pike, Mechanicsburg, PA, 17050, US

Map Satellite

Behind Schedule

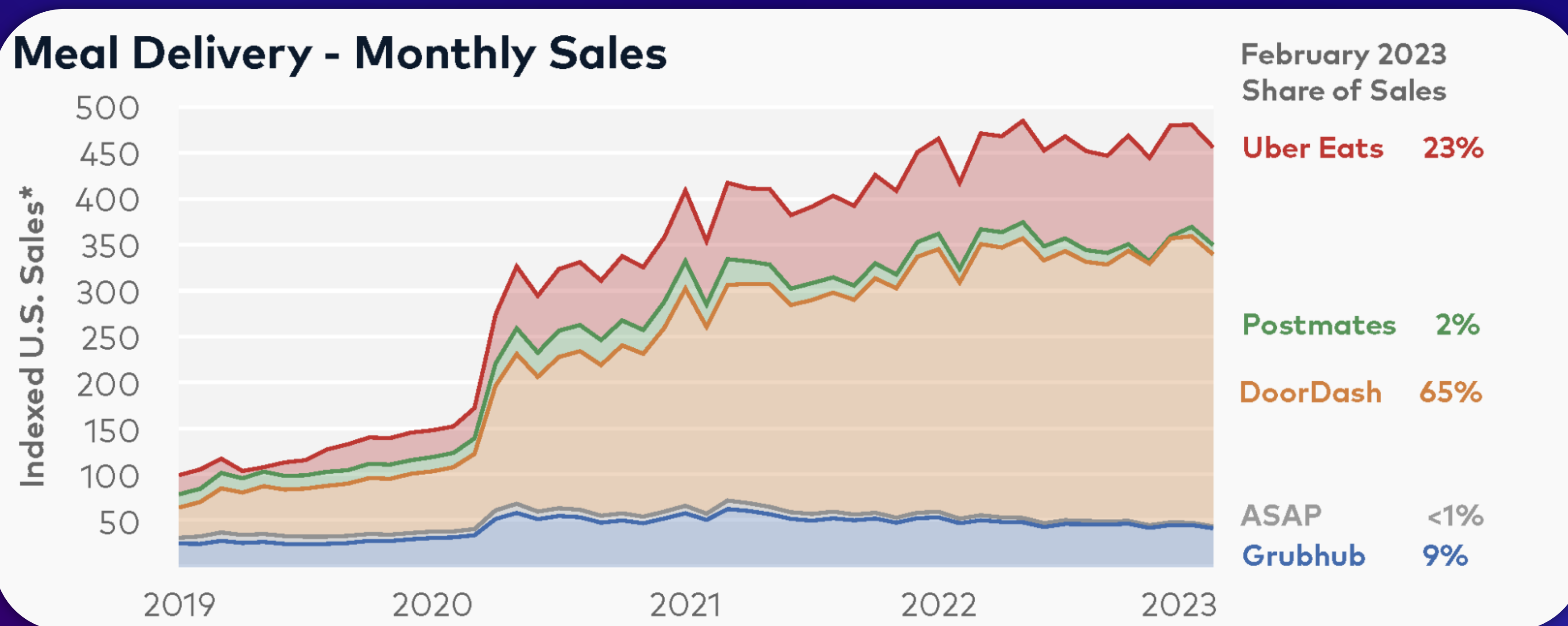
Notifications

- BY SITE TYPE
- Existing sites
 - Mature
 - New
 - Closed
 - Closed Temp
 - Proposed sites
 - Consideration
 - Letter of Intent
 - Approved
 - Rejected
 - In Development
 - Trade Area Seeds
 - Dead Deal



Delivery

Trade areas are changing. Is your strategy?





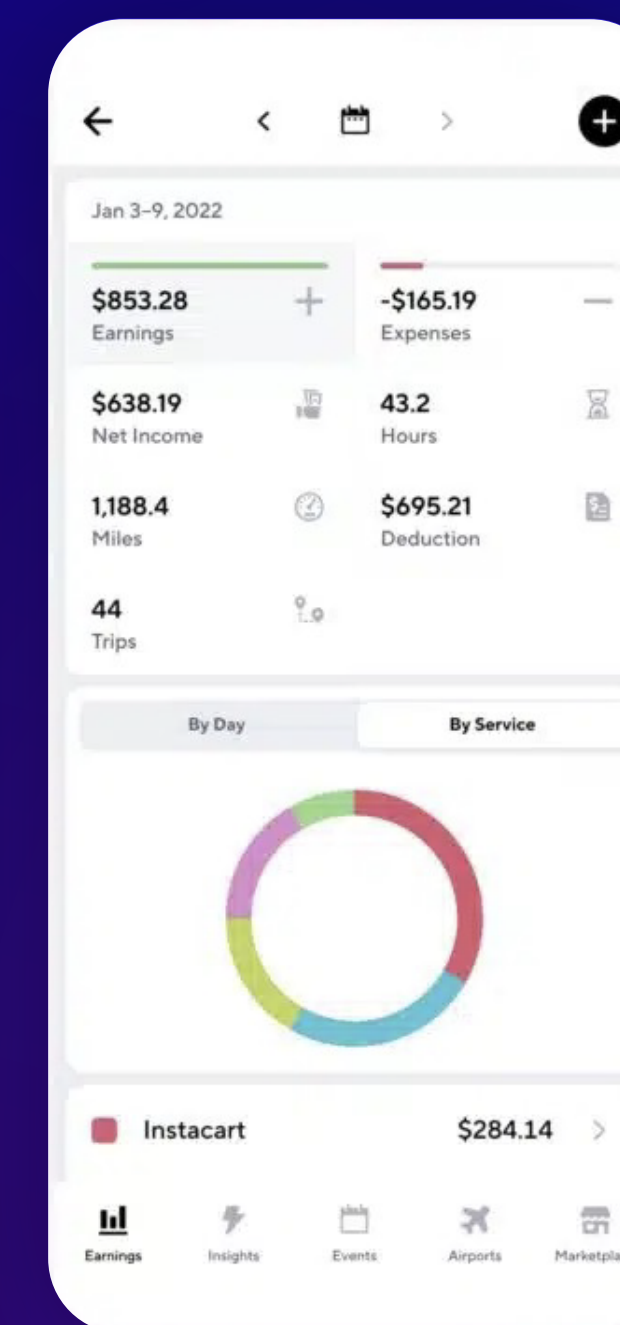
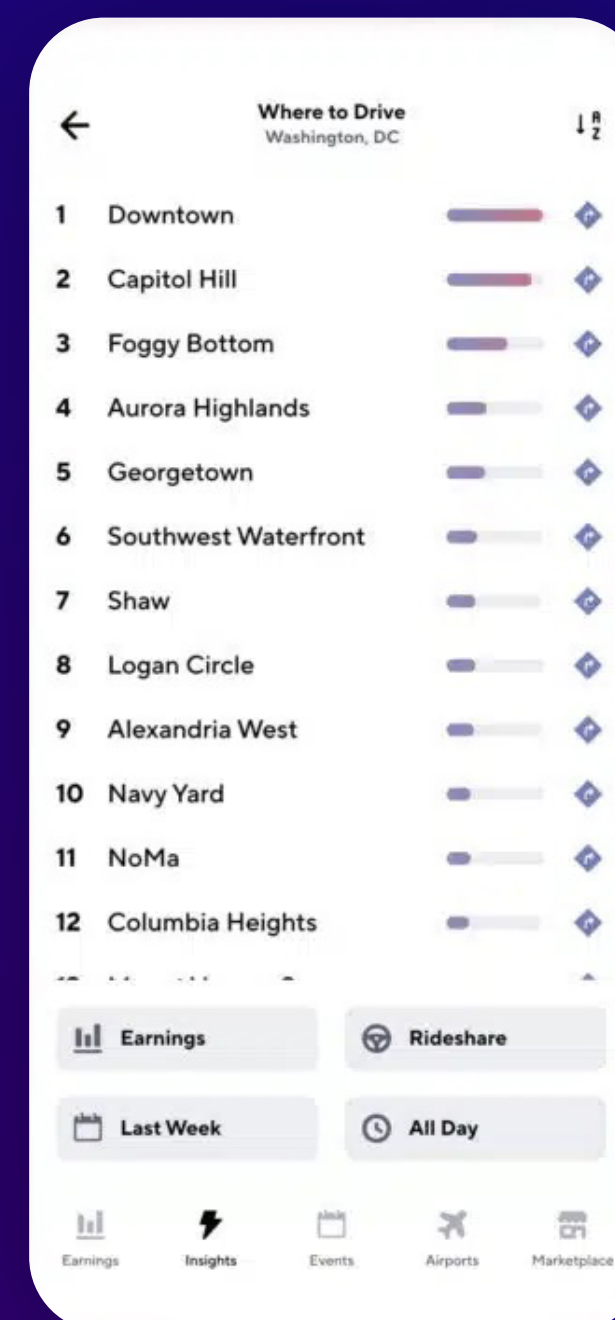
Partnership

Introducing  **Gridwise**

50K
Drivers

500M
Trips

- ⚡ Founded in **2017** by **Ryan Green** and **Brian Finamore**
- ⚡ Offers the **first nationwide, multi-industry data set on third-party delivery** that's available to brands





Omnichannel

A tale of two trade areas



Analyze how a new site would impact both **dine-in** and **delivery** sales at nearby locations.



Omnichannel

A tale of two customers

Alice likes to dine in.

Bob prefers delivery.



- ⚡ Do they have different **interests**?
- ⚡ What about their **incomes** and **neighborhoods**?
- ⚡ Will they respond to the same **messaging**?
- ⚡ Are they equally motivated by **discounts**?



Let's find out

Analyze customers through behavioral segmentation



52M

Social Users



117M

Mobile Devices



300M

Desktop Devices



80

Unique Segments

The screenshot displays the SiteZeus Market interface. The top navigation bar includes 'Taxonomy', 'Append', 'Analyze', 'Activate', and 'Segment Builder'. The main content area is titled '#FamilyOutposts' and describes affluent families in high-priced suburbs. It lists demographic attributes: 'Head of Household Age 45-54 years' and 'Household Income 100k+'. A large play button icon is overlaid on the text. Below the text, there are sections for 'Live Social Topics', 'Live In-Store Visitation', and 'Top Retail Visitation'. A list of retail brands is shown: 'Materials/Construction - Indep.', 'True Value Hardware', 'Learning Express Toys', 'Williams Sonoma', and 'HomeGoods'. To the right, a circular image shows a group of people dining, with a legend listing brands: DoorDash, GrubHub, Postmates, Seamless, and UberEats. Below this, another section titled '#TechTitans' features a portrait of a man and lists interests: 'PROFESSIONAL GIS +44.2%', 'MUSIC Classical Music +28.5%', and 'TV & Movies Anime +17.9%'.

The floor is yours!

Learn more about how SiteZeus helps companies grow with confidence.





Thank you

Thanks for joining us!

Ready to help your brand
grow faster?

Email SALES@SITEZEUS.COM.

Already leveraging
SiteZeus' solutions suite?

Contact Zach Roberson at ZROBERSON@SITEZEUS.COM.