LOOPLOCAL

LoopLocal

Turning surplus meals into
into restaurant revenue
revenue

Sample VentureCat Pitch Deck With Annotations

*LoopLocal is a Fictional company. All founders, customers, metrics and results are
results are invented for educational purposes.*

Restaurants lose money on food they already made

24 / 32 interviewed operators discard sellable prepared food 3+ times/week

19 / 32 said they would try a low-friction way to recover revenue

$0 revenue generated when unsold prepared food is discarded

- Demand fluctuates daily.
- Small operators have thin margins.
- Existing surplus is difficult to monetize without adding staff work.

WHY THIS WORKS: **The problem is specific, tied to a defined customer, and supported by primary customer research.**

Start with a focused customer

INITIAL CUSTOMER

01 Independent fast-casual restaurants

02 Dense urban neighborhoods

03 Regular prepared-food surplus

04 Limited staff capacity for extra workflows

WHAT WE HEARD

“Make it simple for staff.”

“I don't want another system to manage.”

“If I can recover some value, I'm interested.”

FROM 32 OPERATOR INTERVIEWS

WHY THIS WORKS: Sizing and segmentation should show who company is serving first— and does not imply that everyone is their customer.

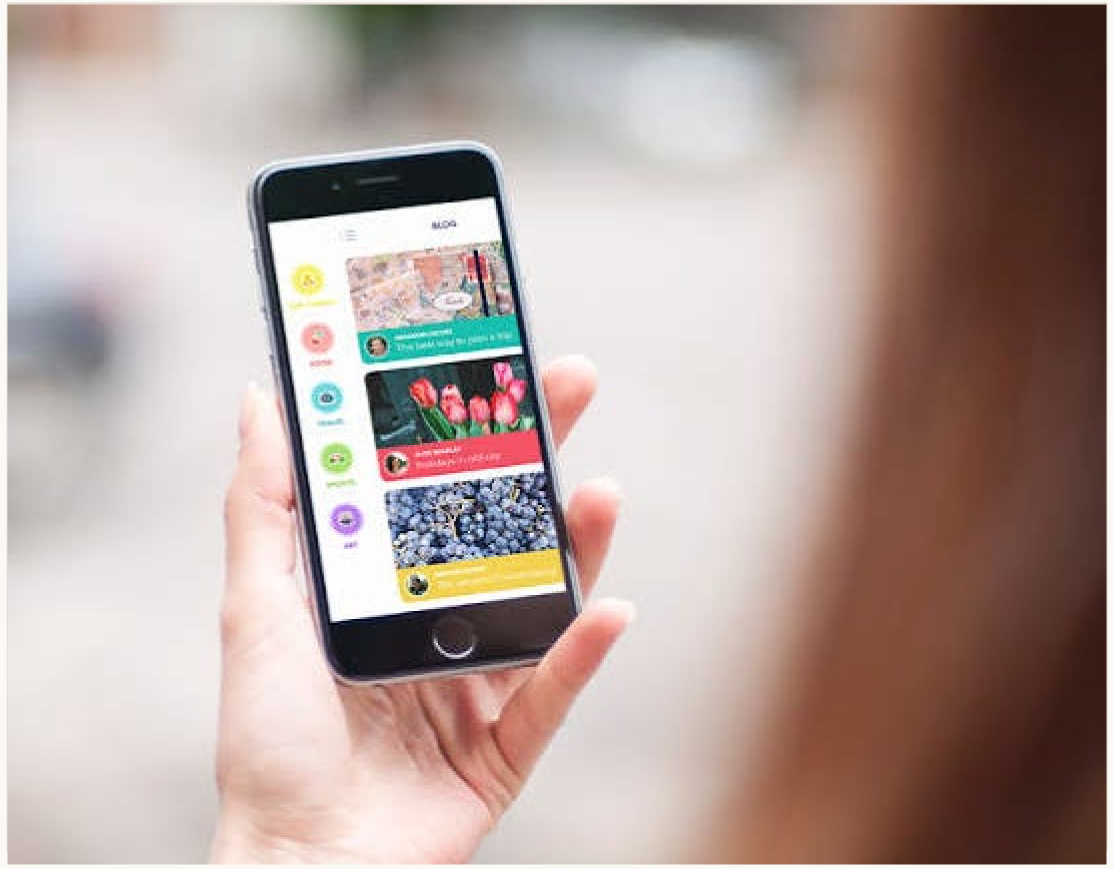
LoopLocal turns surplus food into a scheduled meal drop

1

Restaurant lists surplus

Preset item + quantity + pickup window

2



Nearby customers buy

Discounted meal purchased in the app

3

Customer picks up

Restaurant earns revenue on food that may have gone unsold

WHY THIS WORKS: The solution is explained in plain language and connected directly to the customer's problem.

Value comes from simplicity—not just discounting food

FOR RESTAURANTS

- Recover incremental revenue
- No subscription fee
- Preset meal drops reduce staff effort

FOR CONSUMERS

- 40–60% meal discounts
- Discover nearby independent restaurants
- Reduce local food waste

OUR HYPOTHESIS

Existing surplus marketplaces validate demand.

LoopLocal differentiates through a workflow built for independent fast-casual restaurants.

We are still testing whether this drives retention.

WHY THIS WORKS: **Strong decks acknowledge alternatives and distinguish validated facts from hypotheses that still need testing.**

A transaction model aligned with restaurant value

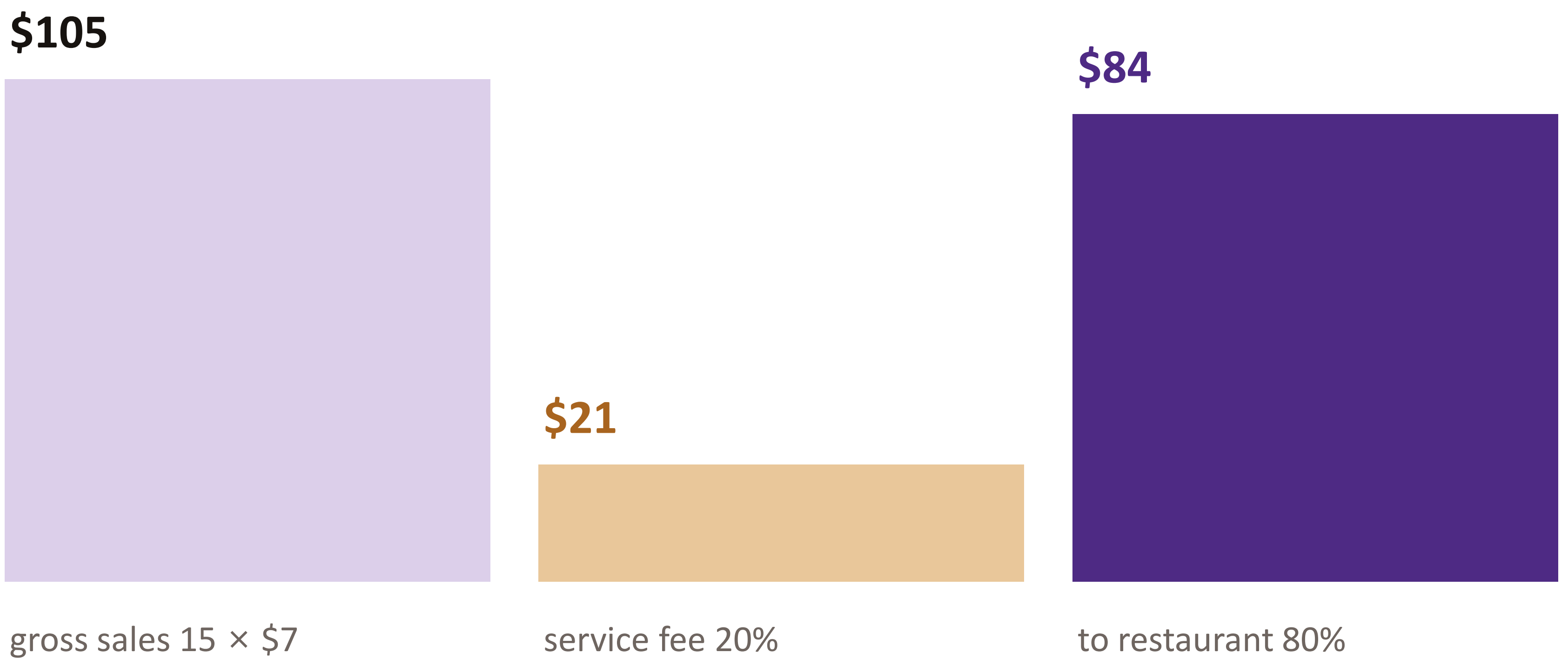
20%
LoopLocal service fee

$7
consumer meal price

15
surplus meals sold

$84
restaurant revenue after fee

EXAMPLE MEAL DROP, ONE EVENING



- No upfront subscription for restaurants
- Revenue grows with transaction volume

Next question: can repeat purchase and restaurant retention support attractive unit economics?

WHY THIS WORKS: **The business model makes clear who pays, how revenue is generated, and which economics still need to be validated.**

Five months of progress: from interviews to a live pilot

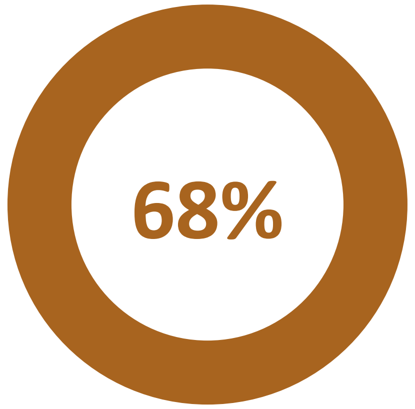
32
restaurant interviews

3
pilot restaurants

186
pilot transactions

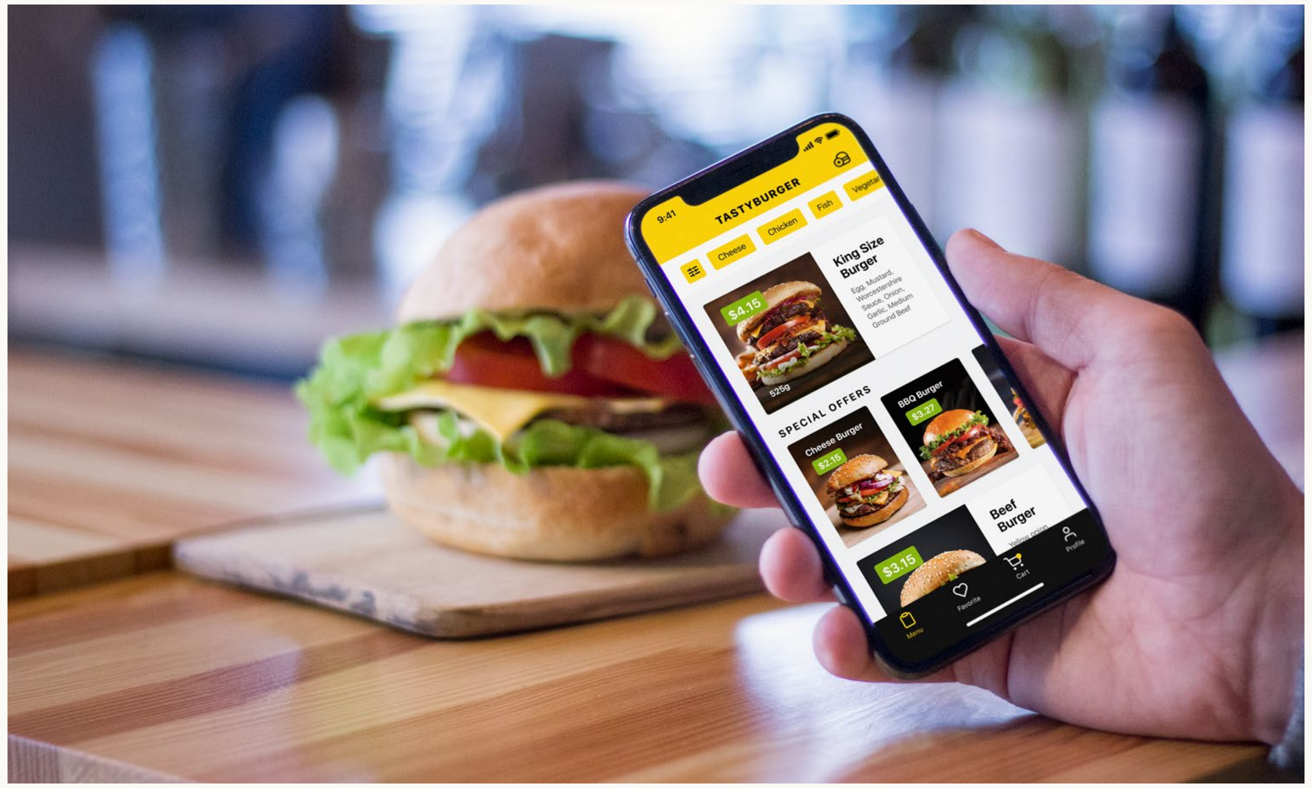
1
functional mobile prototype

repeat purchasers



of listed meals sold

2 major workflow changes identified



WHY THIS WORKS: Progress is shown as a sequence of actions, results and learning. Revenue is not the only valid form of traction.

07 / THE ASK

VentureCat funding would help answer the next critical questions

NEXT 6 MONTHS

01 Expand from 3 → 15 restaurant partners

02 Test acquisition outside Northwestern

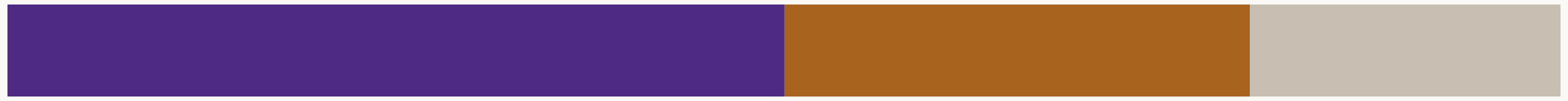
03 Measure restaurant retention

04 Measure repeat purchase rate

05 Estimate customer acquisition cost

06 Track transaction volume per restaurant

ILLUSTRATIVE USE OF FUNDS



- **50%** — product development
- **30%** — customer acquisition experiments
- **20%** — legal, payments & pilot expansion

WHY THIS WORKS: A strong funding request links dollars to milestones and learning, not simply to broad categories like 'growth.'

A complementary team—with a clearly identified gap

Maya Chen

Co-Founder & CEO

- Economics + data science
- Restaurant operating experience
- Leads discovery, partnerships and operations

FULL-TIME THIS SUMMER

Jordan Patel

Co-Founder & CTO

- Computer science
- Mobile product development
- Leads engineering and technical strategy

FULL-TIME THIS SUMMER

NEAR-TERM GAP: consumer marketplace growth + deeper restaurant-industry expertise

WHY THIS WORKS: **The team slide connects experience to the venture, demonstrates commitment, and shows self-awareness about missing skills.**

What we need to prove next

01

Will restaurants continue listing after the novelty of a pilot?

02

Will consumers purchase repeatedly outside a university network?

03

Can we acquire both sides of the marketplace efficiently?

04

Does transaction volume create a scalable business?

WHY THIS WORKS: **A credible early-stage pitch can end with clarity about the team's next risks and milestones. Confidence does not require pretending all uncertainty is resolved.**