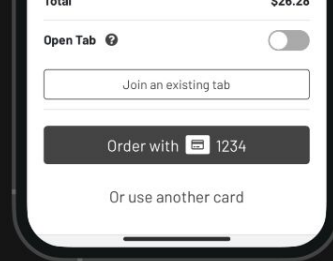
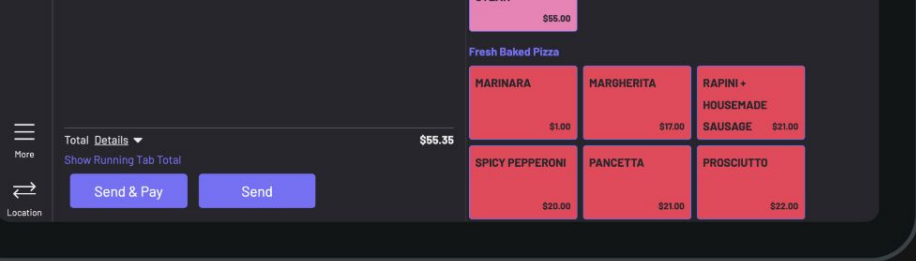


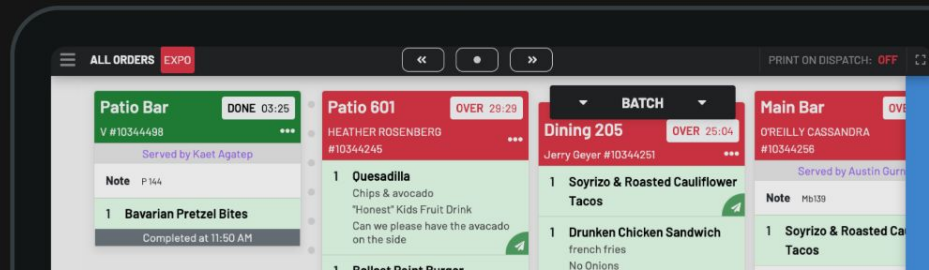
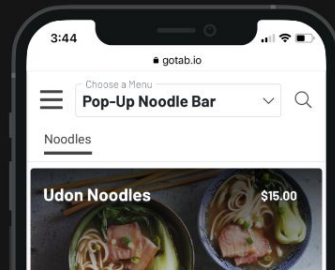


# GoTab



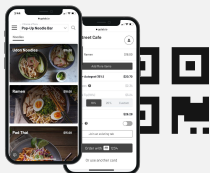
# GoTab is an eCommerce platform designed for hospitality first.

A platform focused on **efficiency** and **experiences**.

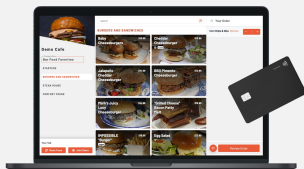


# THE PLATFORM

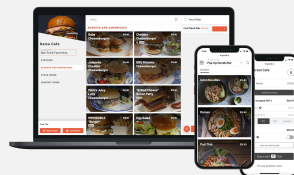
## Order



**Consumer Ordering & Payment**

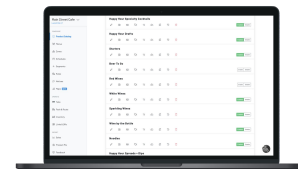


**Online Ordering**



**Multi-Unit Ordering**

## Manage



**Manager Dashboard**

## Operate

*Use your existing hardware, or give ours a try.*



**GoTab Point of Sale (POS)**



**Kitchen Display System (KDS)**



**Mobile Payment Terminal**

## Integrate



**Integrations**



**Developer API**

# MAKING AN IMPACT

## Larger Order Sizes

GoTab operators see higher customer spend – **23%** when compared to counter service

## More Efficient Service

GoTab operators process more transactions – typically **3-5 times more** at peak versus a traditional POS

## Better Reviews

GoTab operators see higher Yelp reviews – average **½ star higher** for GoTab users

## Scale with Less Labor

GoTab operators can reduce their labor costs by up to **15%+**



# Tabs and Tab Sharing

- GoTab enables consumers to open a tab by pre-authorizing a credit card. Customers can then create a running tab, eliminating the number of payment transactions an operator experiences.
- A customer can then “one-tap” re-order, building a running tab.
- Tabs can be shared with others in their area, or even texted to friends.
- Customers do not even need to close their tab – GoTab closes the tab at the end of each day.



# Text Communication

- In-app real text messaging allows for real time communication to eliminate inefficiencies.
- Alert a customer of where their item is in the fulfillment process. Operators can deliver to-seat or text a customer for pickup.
- Get ahead of issues before they become bad reviews. Text a customer to let them know of out of stock items or delays.



# Flexible Management

- Set up menu modifiers, standard tax, and default tax rates to meet your business needs.
- Enable, disable, and 86 items on demand, from the POS or KDS.
- Modern inventory management takes into account ordered versus scheduled inventory, to bridge the gap between takeout/delivery and dine-in orders.



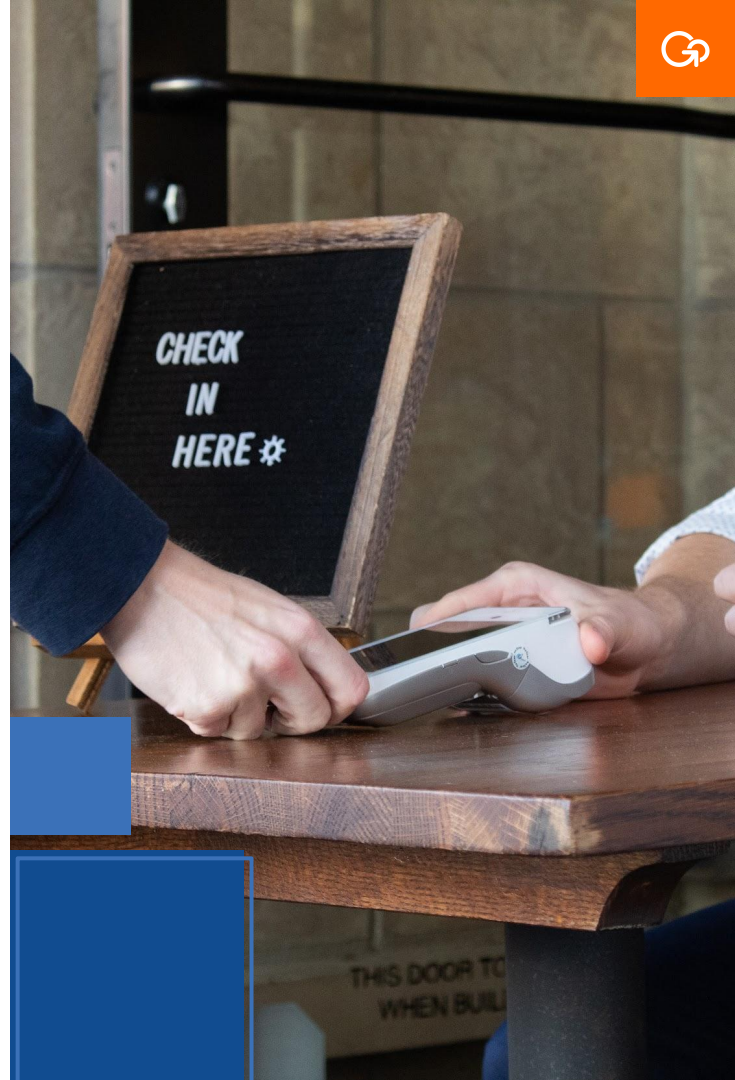
# Menu Personalization

- Zones are built to tailor a unique experience to where the customer is sitting, enabling operators to differentiate their service model and offerings based on where they are located.
- Schedule menus to enable or disable selling products based on the time of day.
- Segments enable operators to create unique experiences based on who the customer is. Locations can offer discounts, specific menus, and marketing content tailored to their customers.



# Award-Winning Service

- Our operations team comprises dedicated onboarding and account management divisions to more quickly get operators started and running smoothly.
- Customers can be made fully operational in as little as 14 days from signing up with GoTab.
- Our customer support averages an 8 minute response time—Our competitors leave you hanging for days.

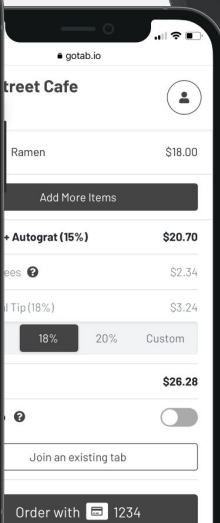
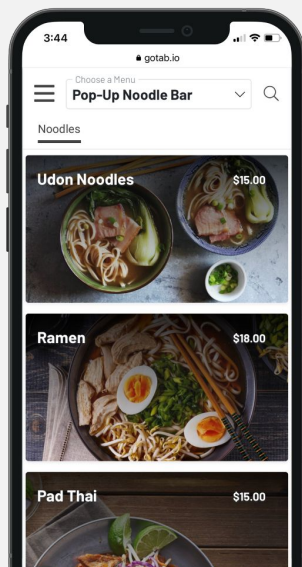




# DEMO



Scan and try yourself.



# PUT HOSPITALITY FIRST, WITH FLEXIBILITY

1

Guests scan the GoTab QR code at their table from their mobile device.

2

Guests browse the menu, order and open a tab, join a tab or share theirs; all without an app download required.

3

Open and share tabs between servers and guests. Servers order through the GoTab web or mobile app.

4

Orders show up in GoTab KDS. Items are batched for efficient dispatch and delivery.

5

Another round of apps or drinks? No problem. The tab stays open until the ordering is done.

6

Guests pay on their mobile phone via Credit Card, Apple Pay, Android Pay, Mastercard Click To Pay; or pay through the GoTab PAX Terminal.

# Some of the Brands We Work With

## Food Service Partners



## Eatertainment



## Elevated & Casual Restaurants



## Venues



## Hotels & Resorts



## Breweries



# Simple and Transparent Pricing

- No hidden fees.
- We will match competitor rates.
- Use your existing hardware and get started today.

## Setup Costs

|                           |                 |
|---------------------------|-----------------|
| <b>Typical Restaurant</b> | \$1,000 or less |
|---------------------------|-----------------|

## Standard Processing Rates\*

|                     |                |
|---------------------|----------------|
| <b>Card Present</b> | 2.25% + \$0.15 |
|---------------------|----------------|

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|                         |               |
|-------------------------|---------------|
| <b>Card Not Present</b> | 2.5% + \$0.25 |
|-------------------------|---------------|

We accept Visa, Mastercard, Discover, and American Express.

\* Rates quoted above are for a \$2m annual revenue location with 80% card not present volume and guest fee.

\*American Express transactions will now be processed at 3.25% + \$0.25\*\*

# THANK YOU

Email: [info@gotab.io](mailto:info@gotab.io)

Call: (202) 949-6886

Website: <https://gotab.com>







**"On the frontline of our uncertain times are customer service professionals and suppliers without whom we wouldn't be able to live as comfortably as we have for the last year. It is our honor to recognize GoTab as they are leading by example and making real progress on improving the daily lives of so many."**

**Maria Jimenez**, Chief Operating Officer of the Business Intelligence Group

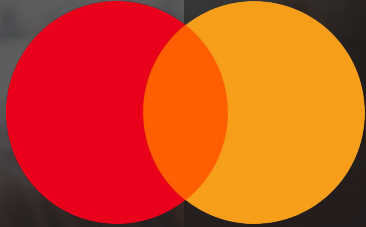


**Inc.**  
**Power**  
**Partner**  
2022

**"Trusted B2B partners provide guidance and expertise that founders rely on at various steps of their organization's journey. Partners that possess a demonstrated ability to deliver quality support are at the core of entrepreneurship and help bring big ideas to life."**

**Scott Omelianuk, Editor-in-Chief**  
**Inc. Business Media**





**“We are pleased to be working with GoTab as our initial hospitality focused partner for the new Click to Pay experience. They have proven to be nimble and adaptable in both their approach and solutions.”**

**Sukhmani Dev**, SVP, Digital Product Management at  
Mastercard



**"I would say GoTab as contemplated pre-virus was simply an ordering utility. Now, with 100% of our activity at our restaurants going through GoTab, now it's not just an ordering platform but it's an **experience platform.**"**

**Dominic Engels, Former CEO**  
Stone Brewing Co.





**“Customers are so excited** that they don’t have to wait to order anymore. Whether they want another round or forgot a food item, the convenience is next-level. **Our staff is less stressed** out as well. When they spend time answering guest questions now, they can take their time, as they’re not running to other tables to take orders or check in.”

**Stephen Dorame, Asst. GM**  
Art District Brewing Co – Los Angeles





**"We have been able to optimize our culinary operations and handle an exponentially higher volume of orders thanks to GoTab's technology. This has led to robust sales and a 240% increase year-over-year in F&B revenue, which is truly a feat given the current global pandemic. The use of contactless ordering features also allowed them to significantly reduce menu printing costs, which typically represent a large line item on their budget."**

**Zach Dimmitt, Food & Beverage Director  
Hilton Omaha**



**"GoTab is the best solution for contactless ordering and payment in the current landscape. It has given us the tools to pivot during this past year, and we're excited to evolve our hospitality service model to blend technology and in-person hospitality, particularly for our luxury clientele."**

**Camilo Rivera**, General Manager  
The Delegate a Marriott Property