

Restaurant Aid - Restaurants

<p>PROBLEM</p> <p>High Transaction Fees on credit card swipes</p> <p>No point of sale software in place to register debit transactions</p> <p>No ability for customers to provide pin number at dining table</p> <p>EXISTING ALTERNATIVES</p> <p>Currently no alternative</p>	<p>SOLUTION</p> <p>Allow debit transactions reducing fee per swipe</p> <p>Integrate Restaurant Aid software with point of sale software to allow debit transactions</p> <p>Ipad app allowing table side pin number entry.</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Credit transactions on average charge a 3.5% fee per swipe, while debit cards on average have a standard fee of 21 cents. Allowing table side debit transactions will save restaurants significant money on transaction fees.</p> <p>HIGH-LEVEL CONCEPT</p> <p>Cost saving through reduction in credit card usage containing high fees.</p>	<p>UNFAIR ADVANTAGE</p>	<p>CUSTOMER SEGMENTS</p> <p>Restaurants</p> <p>EARLY ADOPTERS</p> <p>Privately owned restaurants who do not experience a break on transaction fees from major credit providers.</p>
<p>COST STRUCTURE</p> <ol style="list-style-type: none"> Application Development Software Development Marketing Campaign Sales Team 	<p>REVENUE STREAMS</p> <p>Restaurant Investment</p>			
<p>KEY METRICS</p> <p>Revenue</p> <p>Profit</p> <p>Quantity of installations</p>	<p>CHANNELS</p> <ol style="list-style-type: none"> Local City Campaign Sales Team 			