



 **TRY**

REFERRAL PLATFORM FOR LOCAL BUSINESS

STARTING WITH RESTAURANTS





104
THOUSAND

RESTAURANTS ADVERTISING ON
SOCIAL



6.9
MILLION

LIFESTYLE CREATORS WITH 10K+
FOLLOWERS

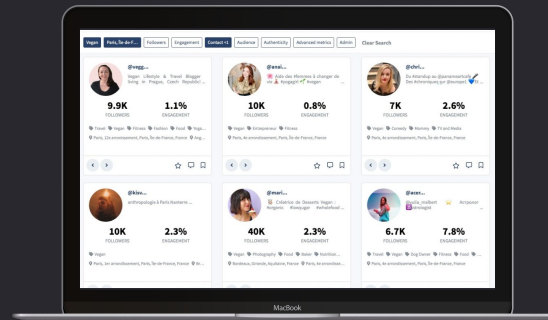


56
MILLION

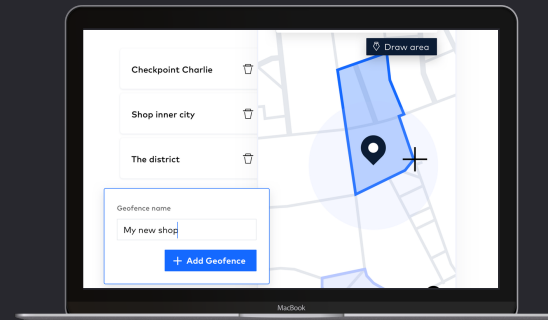
AMERICANS CHOOSING RESTAURANTS
FROM SOCIAL

Restaurants partner with TRY Creators to reach Diners

RESTAURANT JOURNEY



Chose Content
Creators



Set Geofence &
Order Links



Track Foot Traffic
& Mobile Orders

CREATOR
JOURNEY

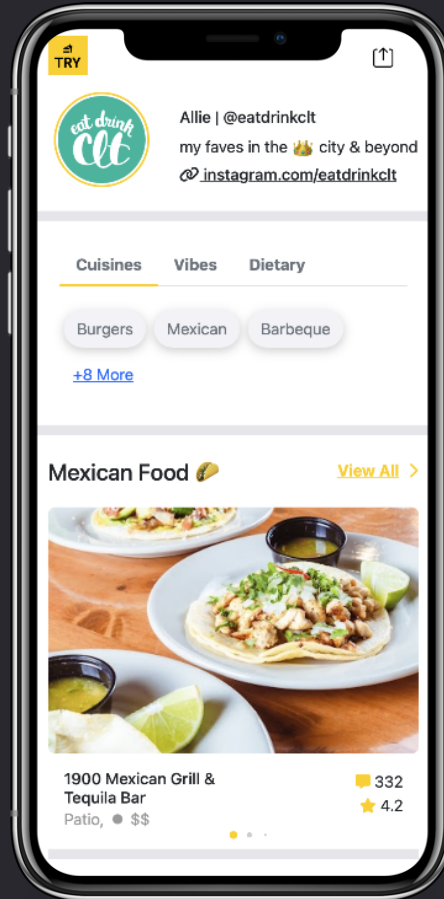
+

DINER
JOURNEY

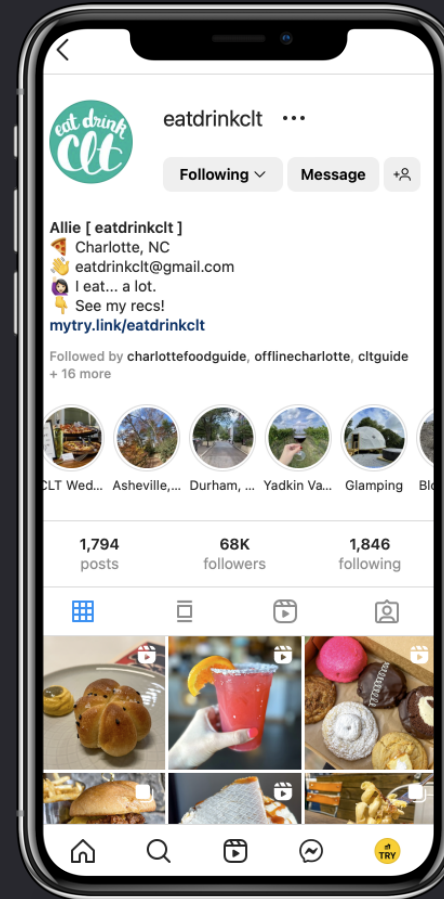
TRY



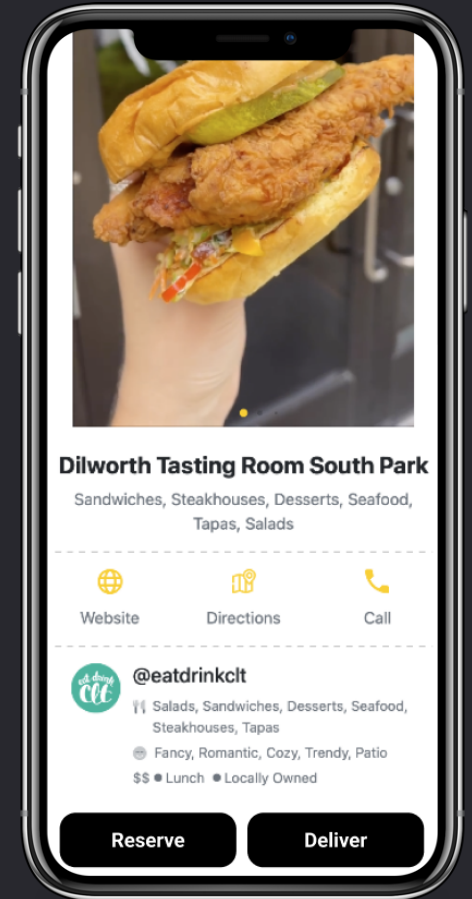
TRY



TRY Creator Profile



Link in Bio







Diner Referral Links

BUSINESS MODEL

	Content Creation		Referrals x each		Partnership Total
Restaurant Pays	\$200	+	\$5 x 120	=	\$800
TRY 10% Fee	\$20	+	\$0.50 x 120	=	\$80
Content Creator Earns	\$180	+	\$4.50 x 120	=	\$720

+ Restaurant Platform Subscription Fee of \$299/Month

UNDERSERVED MARKET + RIGHT TIME + RIGHT PLACE

	Context	Creator Economy	Cataloged Content	Referrals / Marketing Attribution	Micro / Local
	Ecommerce	✓	✓	✓	
	Restaurants				✓
	Hospitality	✓			✓
	Local Business, starting with restaurants	✓	✓	✓	✓

6 MONTH TRACTION



5000 Users (Web + App)



280 Creator Reviews



19 Content Creators



1,650 Restaurants
Recommended



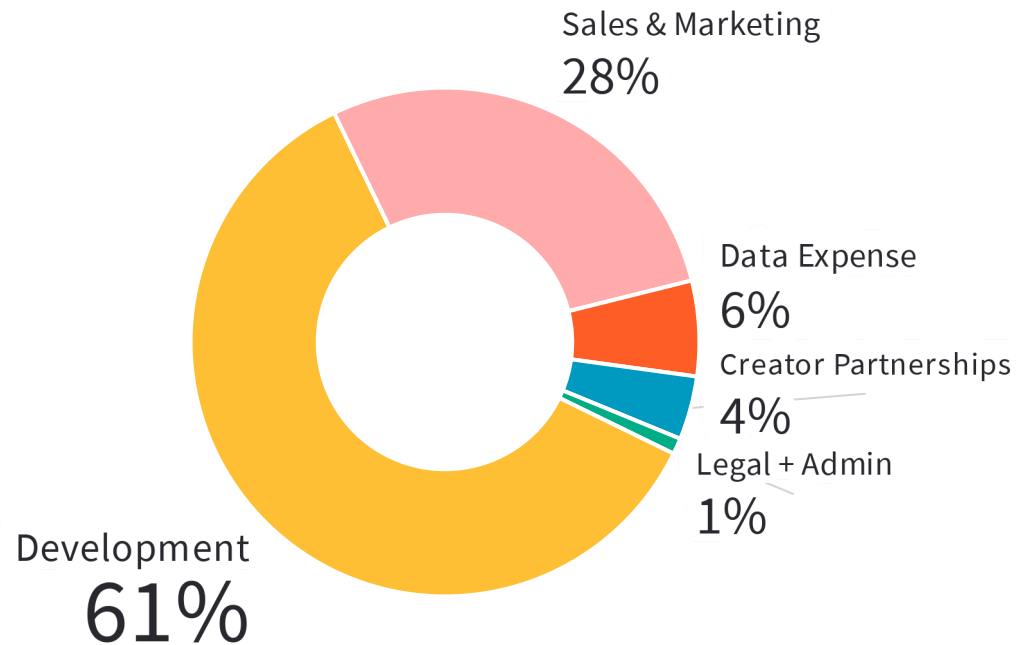
39 Restaurants
Committed



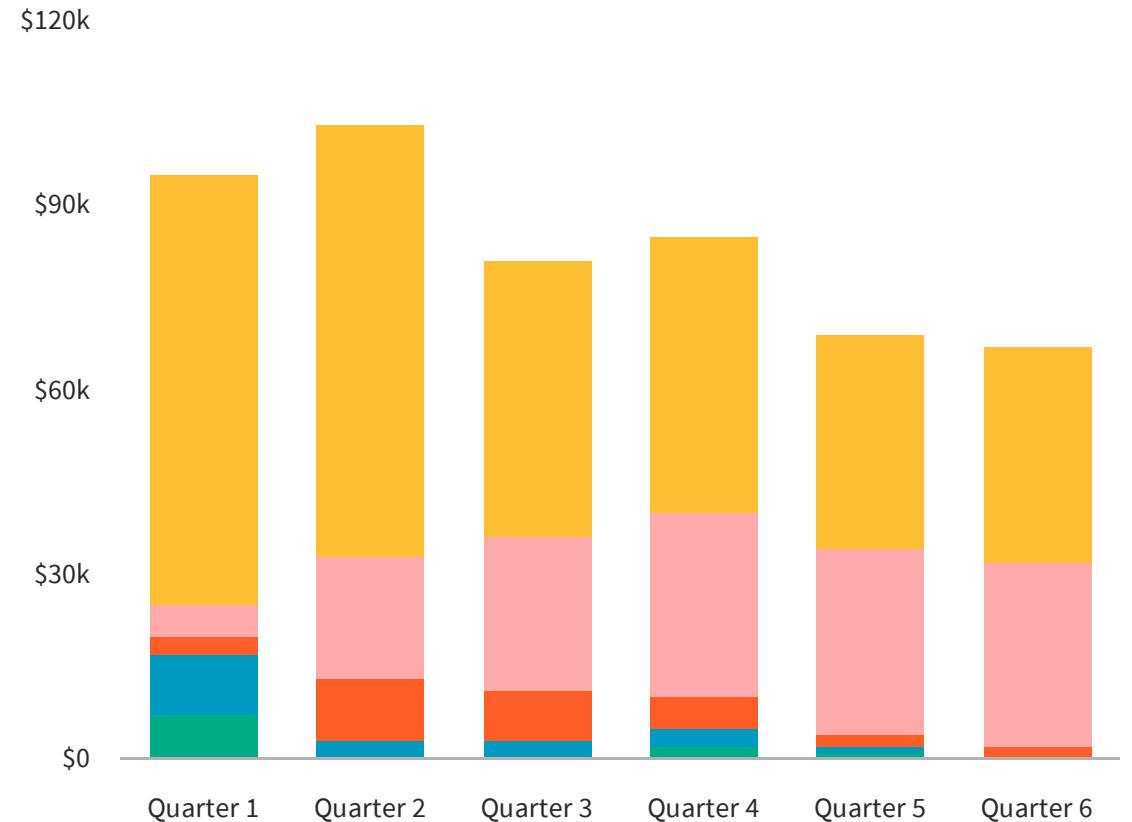
1 Restaurant Paying
Customer

\$500K TO REACH 1,000 CREATORS + 100 RESTAURANTS

Use of Funds



Spend by Category



TEAM



Jake - CEO, Founder

Zillow, LendingTree, Collins Aerospace
Leadership, Growth, Scale



Elie - Head of Product

Microsoft, Boeing, Electrolux
Product Discovery, Design, Definition



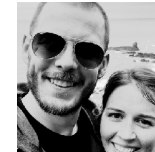
Jemi - Head of Social

nCino Inc, Product Designer
2M TikTok Likes, Social Media



Sulabh - CTO, Co-Founder

Intuit, LendingTree
Full Stack Dev, iOS Expert



Cole - Director, Web

Vanguard, Truist, Ally
Angular JS, HTML, CSS



James - Director, Cloud

Ally, Accenture AI, Lowes
Backend, Amazon Web Services

+ Investor / Advisor with 26 Restaurants