



# How CaterCurator works for you





## Partner with CaterCurator

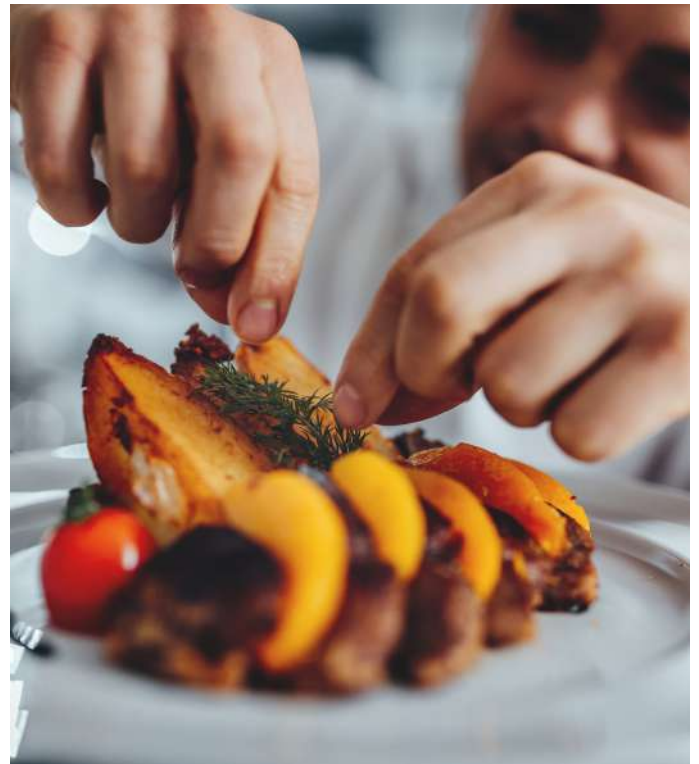
CaterCurator is an online food catering order service that helps customers find restaurants in their area, filter by cuisine, browse menus and place their catering orders with an option of delivery or pickup - all with just a tap! We envision a future where every customer has seamless access to thousands of caterers and restaurant options. From office events to family get-togethers, from 5 people to 500 people - we cater to it all!

We envision a future where every caterer has the means to reach thousands of business customers in our online marketplace enabling profitability and continuous growth. At our core, we're committed to forming lasting and mutually beneficial relationships with you. Our ultimate goal is to make you successful and put your catering menu in front of thousands of customers around your city.

We want you to join the CaterCurator Family!

## Who is CaterCurator for?

We partner with top food producers, from locally owned-operated restaurants and food trucks to franchisees and specialist caterers. We work with those who are masters of their cuisine and popular with locals. We work with business owners who are passionate about their food and are dedicated to delivering the best possible experience to customers, just as we are.



## Is there any cost to partner with CaterCurator?

### **No Sign-Up Fee. No Contract.**

It's completely free to sign up as a caterer. There are no on-boarding or off-boarding costs associated with being on the platform. You never have to worry about being locked into a contract. Send us your menu and we'll do the rest. All we ask is a small commission on the orders you receive, so we only make money when you do.



# How does the arrangement work?

## **We will market and sell your catering service to potential customers**

Our sales team will sell your food across the city. From finding people who need catering, getting them to place an order, and keeping them happy and coming back for more, CaterCurator handles all aspects of the sales process so you can focus on the food and delivery. You'll also get your dedicated webpage to promote your business and menu. We'll even provide valuable data and marketing support to help develop and grow your business.

## **We will handle Customer Communications so you can focus on the rest of your business**

Customers will have queries, issues, and changes in orders. Let CaterCurator handle and resolve such queries and save up to 20% on time and costs by not dealing directly with them. Redirect all customers to us if they contact you directly for orders placed through us. You should only accept order changes from CaterCurator. This ensures that the amount that customers pay and that you receive is correct.

## **You will match your CaterCurator Menu Prices with your In-Store Catering Prices**

We guarantee customers that your menu prices on CaterCurator always match your prices in-store, over the phone, or through any other website or online channel for catering orders (except limited-time promotional offers). You will promptly contact us if your prices change so we can keep them up to date.

## **You will promptly Accept (or Reject) Orders within 30 minutes**

We will notify you about the new orders via email, text message, or push notifications. You will promptly accept or reject all orders within 30 minutes of receipt during business hours, or if an order is received outside business hours then 30 minutes after the start of your normal business hours the following day, via your merchant portal or web URL shared via email/text.

## **You will prepare and deliver your food on time**

All orders have the option to download and print out for your staff to follow easily. Order and delivery forms clearly state menu, headcount, and delivery time and logistics. With one central point of contact, you'll never receive unclear direction or mixed signals. You will deliver orders (or in case of take-out, keep the orders ready for pick-up) no more than 15 minutes before or 5 minutes after the delivery time.

## What is our fee structure?

We only make money when you do! A percentage is deducted from each order payout, which covers our commission, customer service, marketing, and credit card processing fees. The total amount you receive equals the amount paid by the customer less commission and credit card processing fee:

Services	Commission	Credit Card Fee
CaterCurator Marketplace	13%	2.75%
Get Your Own Website Catering Link	5%	2.75%

- Commission is charged on the subtotal + delivery fee (excludes tips or taxes)
- Credit card processing fee is charged on total transaction amount (includes all charges)
- You will receive 100% of tips.
- Sales Tax : In all states where CaterCurator orders are taxable, we will collect taxes. In states where marketplace facilitators are required to remit taxes, we will remit taxes on your behalf and our payments to you will not include these taxes. In states where marketplace facilitators are not required to remit taxes, our payments to you will include these taxes and you will be responsible for remitting all state and locally administered taxes correctly and promptly to the appropriate agencies.

## When do you get paid?

CaterCurator will process payments twice a month (on 5th and 20th) via direct deposit or check. For orders fulfilled between 1st to 15th, payment will be made on the 20th and for orders fulfilled between 16th to end of the month, payment will be made on the 5th of the following month. We will send you a consolidated payment report of all the orders being processed during the pay period, to make sure we're providing you with the correct total.



## Get your website catering link!

Enhance your existing website with the ability to take online catering orders with the power of CaterCurator. Give your direct customers the online ordering convenience they want. We make it super easy for your website visitors to place catering orders on your website. Your staff will spend less time answering calls and focus on the rest of the business.

**Easy Set-Up:** Our team will just add a link to your existing website. No extra equipment required.

**No Installation Fee:** You get the catering link for free! There is no fee involved in installing the link on your website. No monthly or on-going fees. You only pay for fulfilled orders. A flat fee of 5% + 2.75% Credit Card Processing Fee.

**Customer Information:** View and manage customer information and details of individual orders. Contact these customers without any restrictions.



## CuratorDelivery : On-Demand Delivery Service



With CuratorDelivery, no need to turn down precious catering orders you cannot deliver. CaterCurator offers an on-demand delivery service with easy access to a network of trustable and professional delivery providers which will help you expand your delivery capacity and grow your catering business. You can focus on the food while we find you a suitable driver. To safeguard customer experience, our customer service team watches each order closely to ensure successful delivery. Here's how it works:



When you accept a new order, you request CuratorDelivery through your merchant portal.



CaterCurator finds you a suitable driver with the help of its delivery partners and emails you the details.



You prepare the food, the driver picks it up at the scheduled time and delivers it to your customer.

## What is CuratorDelivery Fee Structure?

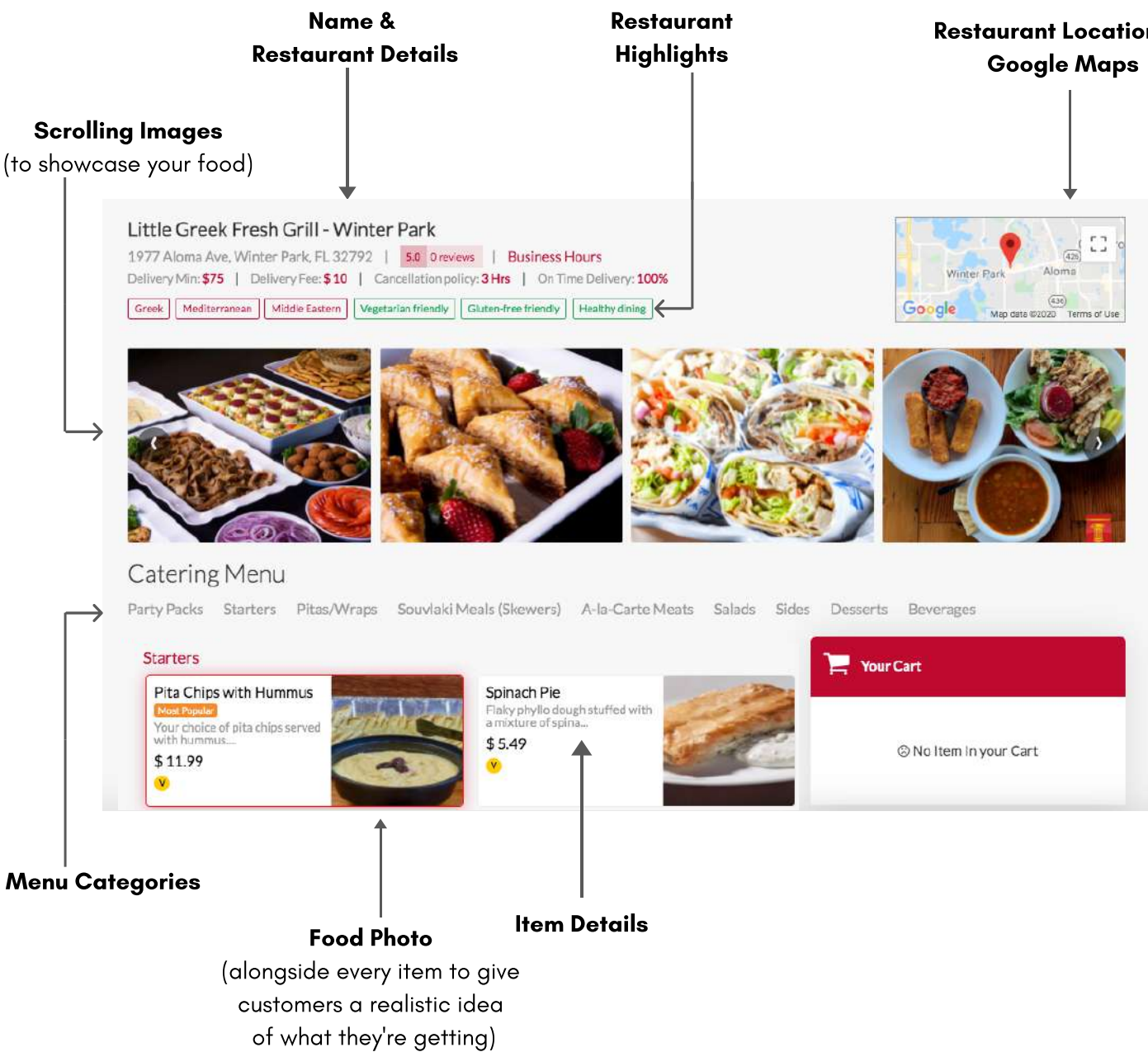
You keep your delivery fee that was charged to the customer, and pay us the CuratorDelivery fee mentioned below. We pay the delivery partner. There are no monthly fees or sign-up costs for using CuratorDelivery. Refer below fee structure:

Order Subtotal	CuratorDelivery Fee
Up to \$300	\$30
Above \$300	10% of the subtotal

If the customer includes gratuity on the order, we pass that on to the driver.

# Your CaterCurator Page

You are more than just a menu on the CaterCurator web page. We ensure that your menu page captures the overall essence of your brand by setting up some great photos and item descriptions.



You are in control of this page. We don't want to run your business – you're the expert! While we will upload photos and update menus on your page, you are the one controlling what goes on here. We will work with you to get all the information on the page updated as and when required.



We are here to help you succeed!

At our core, we're committed to forming lasting and mutually beneficial relationships with our catering partners. The benefits of partnering with CaterCurator range from financial to exposure, and all partnerships are designed to fit your business.

We promise to make it easy for you to get in front of thousands of potential customers in your city. We hope we've expressed how we put restaurants and restaurateurs at the very core of everything we do. Our success entirely depends on our hard working partners - chefs, servers, managers and owners!

CaterCurator Team looks forward to partnering with you!

**Amit Agarwal | Founder - CaterCurator**

*Amit Agarwal*

