

<b>Problem</b>	Most small hospitality businesses are not able to leverage mobile e-commerce technology to increase their revenues, eliminate lines, and grow their business. Currently, developing a custom software solution requires too much time, money and resources that most businesses cannot afford.
<b>Solution</b>	Dasdak solves this problem in several ways: <ol style="list-style-type: none"><li>1. For only \$10 per year, a business can create a mobile web presence to reach and communicate with their customers.</li><li>2. Enabling mobile ordering for the business is as easy as adding all your items to your online menu. Orders can be received via any pc, tablet, smart phone or any other Internet-enabled device.</li><li>3. Our mobile ordering system supports pickup, delivery to an address, and in-seat delivery methods.</li></ol>
<b>Market Size</b>	<p><b>Now:</b> Currently, we are focused on signing up businesses local to the Washington, DC area. We are targeting local restaurants and stadium venues. In 2008, there were 1,929 eating and drinking establishments in the District of Columbia. We are already operating at RFK Stadium and are in talks with Verizon Center and Nationals Park.</p> <p><b>Later:</b> At the end of 2009 there were approximately 945,000 restaurant and food service outlets in the U.S. Sales at quick serve/fast food restaurants in 2009 were approximately \$160 billion. Sales at full-service restaurants were \$182 billion in 2009. We believe within 5 years we can penetrate to 5% of the market.</p>
<b>Early Team</b>	<p><b>Jeb Ringo</b> J.D. (Georgetown Law), B.S. Finance &amp; Business Law (Tulane University)</p> <ul style="list-style-type: none"><li>• CFO and General Counsel at Game Time Concepts</li></ul> <p><b>Pat Khunachak</b> B.S. Computer Science, Mathematics (Rutgers University)</p> <ul style="list-style-type: none"><li>• Senior Consultant at Accenture</li><li>• Senior Engineer at Blackboard</li></ul> <p><b>Swaptak Das</b> B.S. Decision Information Technology, Finance (University of Maryland)</p> <ul style="list-style-type: none"><li>• CEO of Das Enterprises, Inc. and Game Time Concepts</li><li>• Consultant at Accenture</li></ul>
<b>Early Customers</b>	RFK Stadium, Centerplate, Toronto Raptors, We the Pizza, Shadow Room
<b>Traction</b>	Launched in March, 2012. Net revenues in 7 weeks after launch: \$24,686, Users: 1150+, Page Views: 139,894. We have established a strategic partnership with Diageo and Moet Hennessy.
<b>Financing to Date</b>	Tracy McGrady: \$150,000
<b>Financing Sought</b>	\$100,000 – \$300,000
<b>Use of Funds</b>	Expansion to other venues/businesses and hiring resources to design and build new features