

APPetite: Our Plan for Moving Forward

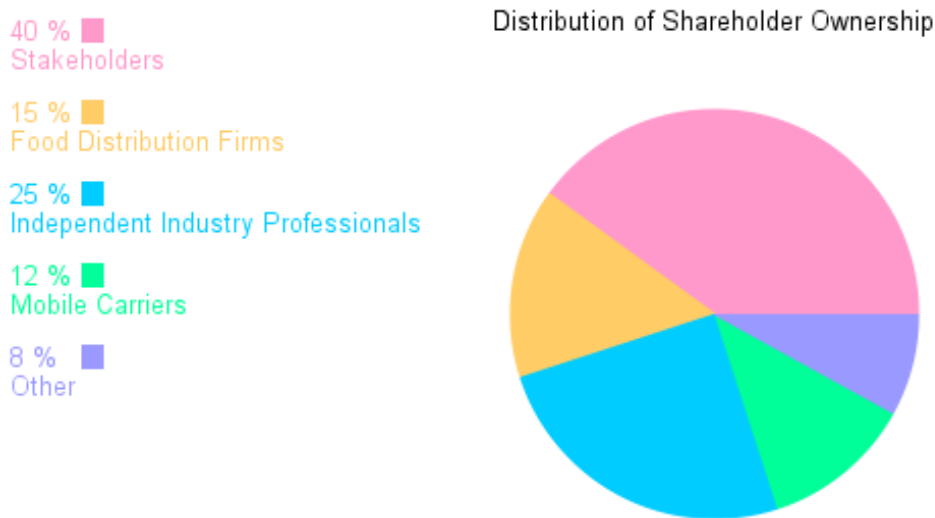
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I. Shareholder Acquisition

The future of APPetite begins with the acquisition of stakeholders. We must ensure buy-in from stakeholders to obtain the necessary financial resources for the application development process. The types of shareholders we expect to attract are our listed stakeholders (restaurants, app users, and staff), food distribution firms, independent industry professionals, and mobile carrying companies, and others.

The chart below displays our projected distribution of ownership amongst shareholders:



In order to acquire shareholders, we will present them with the envisioned design of APPetite. Through the design deliverable, they will be ensured that our vision and goals align with consumer demands and requests; therefore, acceptability and success look bright in the future of APPetite.

By acquiring shareholders and applying for business loans and grants, we will have sufficient funds to move on to company establishment initiatives.

II. Company Initiatives

The following information describes areas in which our company expects to begin internal establishment.

a) Team Expansion

- i. Before we begin operations, we must expand our company by hiring employees for the different areas of the firm. The employees we plan to hire range from entry-level positions to managers and directions. These teams that we build will be employees in the following functional areas:

Finance & Accounting	Sales & Marketing	Human Resources	Research & Development	IT Support & Administration	Production & Operations	Customer Services
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b) Headquarters and Facilities

- i. Next, we will begin to acquire a headquarters for our company. This headquarters will serve as the main location for the SG&A (sales, general, and administrative) purposes. Furthermore, the research and development department will be located within this building.
- ii. Other facilities include software manufacturing centers, server and database storage warehouses, and computer facilities. These locations will function as production, storage, and intellectual property/ holding areas. The last building acquired will be a testing center, where both internal and initial tests can be conducted, assessed, and managed.

III. Production Requirements

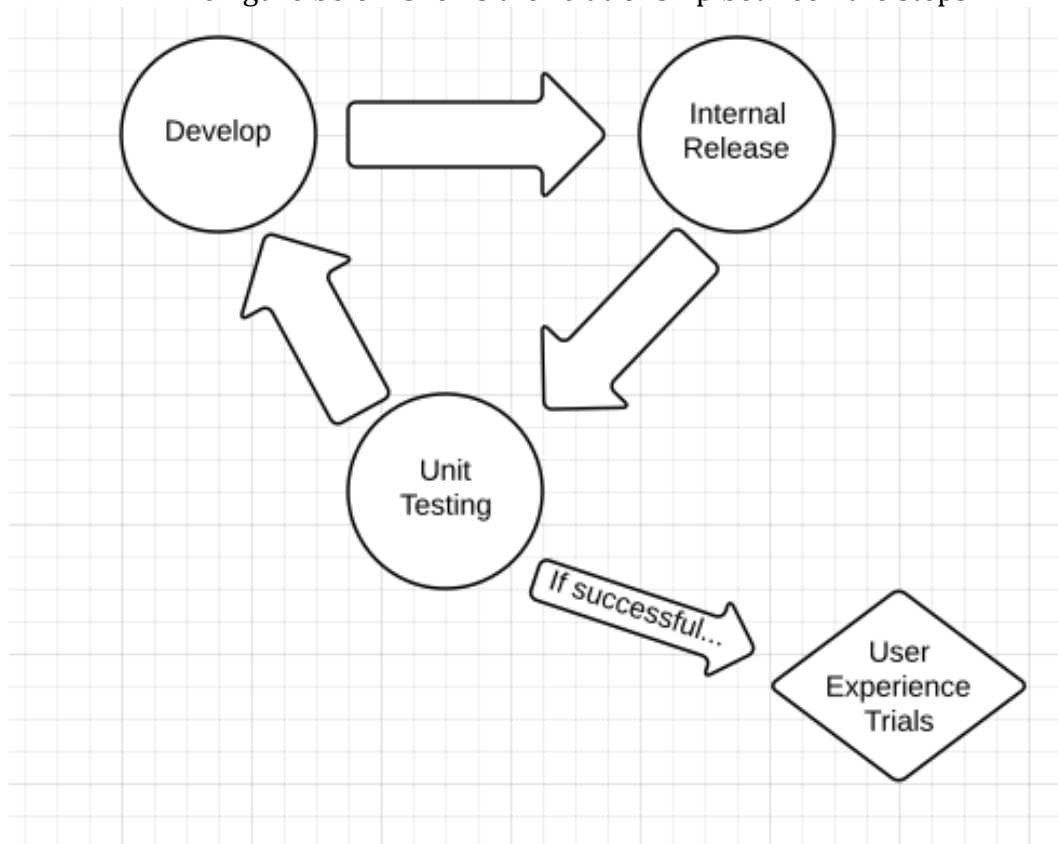
This step outlines the requirements our company needs to complete before the initial development phase begins.

- a) Technology consultation & validation
 - i. In this step, our firm will find or create technology sources necessary for APPetite's development and usage including software platforms, storage mannerism, integration facilitators etc. Once the technologies are chosen, they must be validated as credible and efficient then approved by company managers.
- b) Security requirements
 - i. Here, we must form with our shareholders a plan for security. This plan will include shareholder security, app user confidentiality, restaurant information security, and safety/ preserving of company technologies and property.
- c) Legal requirements
 - i. We will create a set of legal requirements for our company to follow and for our application to be built upon. The legal requirements will be completed with approval from company directions and shareholders. The legal requirements should be embedded within the culture of our company to ensure success and profitability.
- d) Risk Analysis
 - i. We will seek and document all potential risks and their impact on the project, company, and company's shareholders. Then we will form strategies to mitigate these risks.
- e) Test Environments
 - i. In this step, we will develop centers to conduct and assess testing. The testing will be elaborated later in this Moving Forward Plan, but the center is built in this step to prepare and get a head start.
- f) Approval
 - i. Final approval of this step and all the aspects will then allow our company to begin the Development stage.

IV. Development

Phase 1: Initial Application Development

- i. This is the first phase of development, and the first time APPetite's software is created. It begins with initial development based on the design components, security and legal requirements, and created with the technologies found in previous steps.
- ii. After initial development, phase 1 is released internally for software testing and analysis. The analysis will ensure that the design components are met and meet stakeholder and customer expectations. If the tests prove phase 1 of the software is successful, it will move on to user experience trials. If not, it will be readmitted to the development process to fix the identified issues.
- iii. The figure below shows the relationship between the steps:



User Experience Trials & Assessment

- iv. This step is when external persons are requested to come to the testing center and try out APPetite. Company employees

who watch the tests assess them, and these trial candidates can also offer feedback from their interactive experience. Stakeholders will be invited to these trials to ensure our product is meeting the expectations of both potential customers and investors.

Phase 2: Re-Development & Deployment

- v. This development step takes into account user experience assessment information and recommendations, along with fixing any other bugs. Only when the components are fully met will the product become the pilot. Once the pilot, the product will be released on the market to users. We will ask for feedback and record the buzz created by the APPetite pilot. From this pilot and the feedback, new updated of APPetite will continuously be created to fix bugs, perform better, and meet any new user, restaurant, and restaurant staff requirements and demands.

V. Marketing & Awareness

Our marketing team will be in charge of this step. They will form strategies to produce excitement for potential APPetite users, and they will also go to restaurant establishments and make them want to implement the software within their corporations. Here are initial ideas for marketing and awareness methods:

- i. Twitter account
- ii. Facebook account
- iii. Advertisements within stakeholder restaurants and their websites

VI. Expansion

Finally, our company plans to expand in the future. Beginning locally, we expect APPetite to grow somewhat quickly. Therefore, we will acquire new data centers and office building locations in the event of expansion by location. The following shows how APPetite may grow geographically.

LOCAL → CITYWIDE → STATEWIDE → NATIONWIDE

Furthermore, we believe expansion will be facilitated through partnerships. We intend to partner with the following types of companies allowing us growth, allies, and innovation: social media corporations, other non-competitive industry applications, and food magazine, websites, or blogs.