

PRIVATE · NORTH JERSEY · SEPT-NOV 2026

Walk in warm. Close the pilot.

A 12-week field partnership with PlatePrep. Our team handles Chad (BDS) and Jordan (voice AI) — you handle the walk-in and the close.

Territory: Bergen · Hudson · Essex · Passaic · Union

Structure: 1099

Start: September 2026

WHO THIS IS FOR

Someone who's already welcome in the kitchen.

If you spent the last five years walking into North Jersey restaurants and the chef comes out to shake your hand, this is for you.

- **Distributor rep** — produce, protein, dairy, wine, spirits — covering Bergen/Hudson/Essex/Passaic/Union
- **Former POS or restaurant-tech sales rep** with an active book of chef-owner relationships
- **Retired or semi-retired restaurant operator** with a network of peer chefs and owners

WHAT OUR TEAM ALREADY HANDLES

No cold prospecting. Ever.

By the time a North Jersey account is on your route sheet, they've already had at least two touches from our team.

- **Chad Villaflor (BDS)** — emails every account from chad@plateprepdemo.com in a peer-to-peer chef voice, logs replies in Zoho CRM
- **Jordan (AI voice agent on Synthflow)** — leaves qualified voicemails on our 941 number introducing PlatePrep
- **Buddy (Co-Founder)** — sends LinkedIn touches to any account you flag as high-priority
- **Founder's 50 pricing** — \$299/mo Core plan locked for life, first fifty operators. Core = Chef AI (10/mo), Recipe IP (50 stored), PlateCost, Task Communication, Training Videos (5/wk), Prep Management, Order Guide + Seamless Order Processing, Menu Analyzer for onboarding. Caps: 3 users, 1 location. Auto Pilot + Inventory are upsells.
- **Marketing collateral** — hit lists, leave-behinds, demo credentials, plateprepdemo.com built and maintained by our team

Your door-open line: "Chef, I'm with PlatePrep — you got a note from Buddy last week. Twenty minutes?"

THE 12-WEEK PILOT

Structure & compensation.

A 1099 arrangement. Simple math. No traps.

WEEKLY RETAINER \$1,500 per week for 12 weeks Paid weekly. Covers time, mileage, expenses. \$18,000 total commitment from our team to you.	SIGNING BONUS PER PILOT \$1,000 per Founder's 50 signed Paid on first successful payment from the operator. No claw-back if they later churn.
RECURRING COMMISSION 25% of MRR — paid monthly For every month the operator pays PlatePrep, you receive twenty-five percent. Continues as long as the account is active.	EXTENSION TERMS Week 13 we re-negotiate If the 90-day targets are met, we sit down and build the next phase — full commission, equity, or territory expansion. Your call.

What one Founder's 50 pilot is worth to you

Assumes signed operator on Core plan at \$299/mo, staying 24 months.

Signing bonus (paid on first invoice)	\$1,000
Recurring commission (25% × \$299 × 24 mo)	\$1,794
Total per signed pilot	\$2,794

Compare to distributor rep economics. A typical produce or protein rep clears a few hundred dollars of margin per account per year. PlatePrep pays roughly ten to twenty times that per signed account — and every dollar is recurring, not order-dependent. Your existing book of accounts becomes your annuity.

THE BAR WE'RE BOTH HOLDING

90-day target.

3 Signed Founder's 50 pilots	20 Qualified live meetings	50+ First-touch walk-ins
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Hit these and we build the next phase together at Week 13. Miss significantly and we part on good terms — no drama, no strings.

Ready to talk? Message Buddy directly. 20-min Zoom this week, 1099 drafted in 48 hours if the fit is right.
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