

FOR REWARDS NETWORK ACCOUNT MANAGERS

Your restaurants already trust you. Add a kitchen OS they actually need.

You already walk into independent restaurants every week with marketing and capital solutions. PlatePrep is the operating layer they run after the guests leave — recipes, plate cost, ordering, prep, and training. Complementary to Rewards Network. Not competitive. You intro. We close. You get paid.

Your edge: Existing restaurant book + trust

Our edge: Built by operators, for operators

Together: Full-price guests + a kitchen that holds margin

HOW YOU GET PAID

Lead generator / reseller economics

SIGNING

\$100

per restaurant that signs

Paid when first invoice clears.

RECURRING

20%

of monthly Core fee

Every month they stay. Life of account.

MILESTONE

\$2,500

every 20 paid accounts

At 20, 40, 60... stack as you scale.

YOUR TAKE AT A GLANCE — YEAR ONE**10 CLOSED DEALS · YEAR ONE**

Core @ two hundred and ninety-nine dollars a month

- Signing: $10 \times \$100 = \$1,000$
- Monthly recurring: $20\% \times 10 \times \$299 = \$598/\text{mo}$
- Annual recurring: $\$598 \times 12 = \$7,176$
- Milestone: n/a (needs 20)

YEAR-ONE TOTAL: \$8,176

20 CLOSED DEALS · YEAR ONE

Core @ two hundred and ninety-nine dollars a month

- Signing: $20 \times \$100 = \$2,000$
- Monthly recurring: $20\% \times 20 \times \$299 = \$1,196/\text{mo}$
- Annual recurring: $\$1,196 \times 12 = \$14,352$
- Milestone @ 20: \$2,500

YEAR-ONE TOTAL: \$18,852

Assumes all accounts stay on Core 12 months after first invoice. Year two+ on the same book is pure recurring if they stay (10 deals ~\$7,176/yr · 20 deals ~\$14,352/yr) — no re-selling required.

WHAT PLATEPREP IS

The kitchen operating system for independents

Founder's 50 Core (first 50 operators, locked for life): Menu Analyzer · Chef AI (10/mo) · Recipe IP (50) · PlateCost · Task Communication · Prep Management · Training Videos (5/wk) · Order Guide + Seamless Ordering. Caps: 3 users · 1 location. Built by operators at The Chateau on the Lake, Bolton Landing, NY.

WHY YOUR BOOK IS THE PERFECT CHANNEL

You already solved guest traffic. They still bleed in the kitchen.

- Full-price guests still lose margin to bad recipes, no plate cost, and tribal knowledge.
- PlatePrep is the back-of-house conversation after you win the front-of-house marketing deal.
- Same decision-maker. Same trust. Second product, second commission stream.
- Not a POS rip-and-replace. Not competing with Rewards Network dining or funding products.

HOW A DEAL RUNS

Four steps. You stay the hero.

1

You intro
Warm email or text to your restaurant contact. Thirty seconds. You're the trusted rep.

2

Chad schedules
Our BDS books Buddy on the calendar within 24–48 hours.

3

Buddy presents
Live demo — Menu Analyzer on their actual menu when possible. Operator-to-operator.

4

Chad follows up
We chase the close. You get credit and paid. No babysitting required.

30-SECOND INTRO YOU CAN SEND

"Quick one — I work with a team that built a kitchen operating system for independents. Recipes, live plate cost, ordering, prep, training. Two hundred and ninety-nine a month for the Founder's 50. Buddy runs a real restaurant and will show you in twenty minutes. OK if Chad puts something on the calendar? Have a great service."

WHAT YOU SHARE

Links for your restaurants

- plateprepdemo.com/product — what the chef-owner sees (pricing + features)
- plateprepdemo.com/pitch — short presentation + videos
- plateprepdemo.com/refer — partner program overview
- This one-pager — leave behind or forward

IMPORTANT — LAUNCH WAVE

We are onboarding Founder's 50 in a controlled wave while we finish platform launch readiness. You can intro and stack restaurants now. We collect menus and hold go-live slots so day one is clean when we open the gate. You are not waiting to sell — you are filling the rocket.

Reply with "I'm in" and your first 3 restaurant names. We'll send you the calendar link and Chad will run point. Or text Buddy: 201-206-8442.

PlatePrep · Buddy Foy Jr., Co-Founder · Ava Foy, Co-Founder · The Chateau on the Lake, Bolton Landing, NY
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