



PLATEPREP

The AI operating system for independent restaurants

MARKETING STRATEGY & GO-TO-MARKET

The plan to put PlatePrep in 50 restaurants by year's end.

WHAT'S IN MOTION

5

Pilot clients
Testing now

3

Strategic partners
PFG · Blaze · MOD

2

Sales rep candidates
Cat · Angi

1

Founder's 50 target
50 × \$299 = \$14.9K MRR

01 SECTION The 5-pillar strategy at a glance.

PlatePrep is bootstrapping to 50 restaurants by year-end with a five-pillar GTM. Three are partnerships we don't pay for (PFG, Sarasota Originals, MyOutDesk). Two are owned channels (Blaze AI paid + Buddy's network). All five feed the same funnel: drive to demo, convert at \$299/mo Founder's 50.

01 PILOT VALIDATION
5 paying clients testing now — Big Tony's, Clayton's, Pasta Penne, American Legion, Enrich.

02 STRATEGIC PARTNERS
PFG (Mike Carollo) for foodservice. Sarasota Originals (Nikki Logan) for hospitality.

03 PAID GROWTH ENGINE
Blaze AI: \$2,899/mo Meta + Google + landing pages. \$1,049/mo organic. Launching Monday.

04 INSIDE SALES TEAM
MyOutDesk: 2 candidates (Cat + Angi) plus 2 more being sourced. Round 2 interviews next.

05 FOUNDER PIPELINE
Buddy's 30-year network. Founder's 50 = 50 ops at \$299/mo locked for life.

02 SECTION Five restaurants testing PlatePrep right now.

These five operators are running the platform live today. Their feedback is the single most valuable input we have. Every product decision, every sales objection, every case study comes from this list.

Big Tony's

Schuylerville, NY

Active pilot

Independent diner. Test bed for our Menu Analyzer + Order Guide loop. Menu already loaded as a template in the demo gallery.

Pasta Penne

Clifton Park, NY

Active pilot

Italian casual. Validates the recipe library + food cost modules. New York upstate market reference.

Clayton's

Siesta Key, FL

Active pilot

Coastal casual. Florida market reference — critical for the Sarasota Originals conversation with Nikki Logan.

American Legion DC Post

Washington, DC

Active pilot

Members-only club. Validates the multi-language training catalog + prep list. Different operator profile than chef-owned independents.

Enrich

Location TBD

Active pilot

Enrichment-stage early user feedback. Treating as our innermost circle for product feedback before broader rollout.

WHY THIS LIST MATTERS

5 logos = social proof on every cold call.

"We're already running in five restaurants from Tampa to upstate New York to DC." That sentence kills the "you're too new" objection. Every rep should know this list by heart.

03 SECTION Blaze AI · Paid growth engine.

Blaze AI is our paid acquisition partner – we run Meta + Google ads, landing pages, and organic content (social, blogs, email) through them. The 3-month discount package starts Monday after the signed agreement comes back.

DEAL TERMS · 3-MONTH AGREEMENT

Paid package:	\$2,899/mo	Meta ads + Google ads + landing pages
Organic package:	\$1,049/mo	Social media + blogs + email

Total commitment: **\$3,948/mo × 3 months = \$11,844 total**

Contact: Matt Goldstein · Blaze AI

Onboarding: Monday – contingent on signed agreement returned within 24 hours.

STATUS · WHERE WE ARE TODAY

- **Awaiting business address**
Matt asked for the business address one more time to prepare the agreement (he was OOO today).
- **Agreement expected tomorrow**
Matt confirmed he'll send the agreement by tomorrow. We have 24 hours to sign + return to secure Monday onboarding.
- **Critical: 24-hour signing window**
If we miss the 24-hour return window, we lose the Monday onboarding spot – and the discount.
- **Action item: Send business address back to Matt**
Reply to Matt's email today with the business address. Hold the calendar for the signature push tomorrow.

HOW BLAZE PLUGS INTO THE FUNNEL

Blaze drives traffic to plateprepdemo.com. The demo qualifies. The MyOutDesk inside team books 20-min calls. Buddy closes. Blaze is the top of the funnel – inside sales is the middle, founder is the close.

04 SECTION PFG · Strategic distribution partnership.

Performance Food Group is the largest foodservice distributor in the country. A co-branded relationship with PFG would give PlatePrep instant credibility AND a ready-made channel into thousands of independent operators. NOTE: PFG must never appear in client-facing materials per current standing rule. Internal only.

WHY PFG MATTERS

- **Distribution reach**
PFG sells into ~150,000 independent restaurants. Our ICP. Their reps already in the door.
- **Vendor-neutral product fit**
Our Order Guide lets operators select any distributor. PFG benefits when operators on PlatePrep buy more efficiently — it doesn't lock them in, it makes them sticky.
- **Co-branding upside**
A PlatePrep-PFG co-branded program would let PFG offer the platform as a value-add. They keep the customer, we get the seat.
- **Operator credibility halo**
PFG endorsement = instant trust. Independent operators trust their distributor more than any software vendor.

STATUS · EARLY-STAGE CONVERSATION

- Current owner:** Buddy (direct)
- Materials built:** PFG Partnership Deck + Discovery Cheat Sheet (in workspace)
- Next step:** Land the right PFG contact (likely starts with a regional VP or one of the strategic-partnership folks). Send the partnership deck. Pitch a co-branded pilot with 5–10 PFG accounts.

EXTERNAL-FACING RULE

Never mention PFG or Performance Food Group in client-facing materials, websites, decks, or scripts. The conversation is private. Internal team only.

05

SECTION

Sarasota Originals · Hospitality partnership.

Sarasota Originals is the regional hospitality association – the umbrella for independent Sarasota restaurants. President Nikki Logan controls the introduction to dozens of operators in one of our two priority markets (Tampa · Sarasota).

STATUS · SECOND MEETING SCHEDULED

Contact: Nikki Logan, President

Org: Sarasota Originals

Stage: **Second meeting Tuesday next week**

Confidentiality: **Private – do not share publicly until agreement signed.**

Materials built: Nikki Partnership Deck (10-slide + 3-slide variants) · One-pager

WHY THIS MATTERS

- **Local concentration**

Sarasota Originals members are exactly our ICP – independent, owner-operated, \$1M–\$5M restaurants. One yes from Nikki = warm intros to dozens.

- **Florida market anchor**

Buddy is Tampa-based. Sarasota Originals locks the Gulf Coast as our home-market beachhead before we scale out.

- **Hospitality trust signal**

Endorsement from a president of a local hospitality association is the kind of credibility that money can't buy. Operators believe their peers, not vendors.

TUESDAY'S MEETING – GAME PLAN

1. Show the live demo (10 min) – driver: plateprepdemo.com
2. Walk her through Clayton's pilot – Siesta Key, her backyard.
3. Propose: Sarasota Originals members get Founder's 50 first.
- 4. Close ask: introduction to 5 members for a co-hosted demo lunch.**

06 SECTION MyOutDesk · Inside sales team.

MyOutDesk is our offshore inside sales partner. They source, vet, and place inside sales reps. We're staffing up to handle the inbound flow from Blaze and the outbound lists we've built (500 prospects · FL+NY combined).

ROUND-2 CANDIDATES

Cat

Round 2

Strong warm voice. Operator-friendly accent. Needs the handbook + role-play to confirm sales motion.

Angi

Round 2

Sharp. Picks things up fast. Tested well on product knowledge. Pair with someone who has Cat's warmth.

WE ALSO WANT TWO MORE CANDIDATES

WHAT WE'RE LOOKING FOR

- Cat's accent. Warm, operator-friendly voice. It lands.
- Angi's product knowledge. Quick to pick up the product story.
- Hospitality background. Bartender, server, host, kitchen — huge plus.

Total target headcount: 4 inside reps (2 confirmed + 2 in search)

ROUND 2 INTERVIEW PLAN

Pre-interview: Send Sales Rep Handbook + Pocket Card via card.html gate (password 86stress).

Their study URL: screens.plateprepdemo.com (no login, every screen visible).

Interview format: Mock call. Buddy plays a Tampa operator. Score on roadmap.

Pass criteria: Spells out "two hundred and ninety-nine." Hits \$26K math. Asks the 20-min close.

07 SECTION The Founder pipeline · Buddy's network.

The 5th pillar is Buddy himself. 30 years of hospitality relationships across NY (upstate + Long Island) and FL (Tampa + Sarasota + Anna Maria). These are warm leads, not cold prospects. Founder-led closes carry more weight than any rep can.

LISTS WE OWN

- **500 prospects · FL + NY**
Combined hit list. The main outbound target for the inside team.
- **PlatePrep Hit List · Long Island**
Buddy's New York warm network.
- **PlatePrep Hit List · Florida**
Tampa/Sarasota/Anna Maria warm network.
- **Founders 50 Send List (200)**
Top 200 most-likely-to-convert from the 500. Wave 1 already mailed.
- **Founders 50 Wave 1**
Active send: invitation email, one-pager, social square.

FOUNDER'S 50 · THE ECONOMICS

Target:	50 restaurants at \$299/mo locked for life
MRR target:	50 × \$299 = \$14,950/mo recurring
ARR target:	\$179,400/year recurring
Standard rate:	\$499/mo after the 50 spots fill
Today:	5 pilots (paid) + Wave 1 send in market
Goal:	All 50 closed by year-end

THE FOUNDER ANGLE

Buddy closes warm leads personally. Inside reps qualify, send the demo, and book the 20-min call. Buddy runs the close. Save inside-rep time for the cold lists; save Buddy's time for high-intent.

08 SECTION The toolkit we've built.

Everything we hand to a rep, a partner, or a prospect. Every asset is brand-matched to plateprep.com (navy + sky + white, Outfit + Poppins). Inventory below.

DIGITAL

Demo website

plateprepdemo.com

Screen gallery

screens.plateprepdemo.com

Workflow magic page

Built into demo site

Hover preview panel

Live previews on hover

Gated sales materials

plateprepdemo.com/card (pw: 86stress)

3-part email sequence

Day 0 / Day 3 / Day 7

PlatePrep Outreach Tracker

CSV for inside team

IG 7-day content pack

Origin + Hot Take + 5 more

PlatePrep One Source Deck

Partnership deck

PFG Partnership Deck

Confidential, internal use only

Demo intro deck

Pre-demo warmup

PRINT & PDF

Sales Rep Handbook

10-page study guide · letter size

Pocket Card

3-page 4×6 · roadmap + objections + why

Tri-fold poster

36×24 in-table demo display

Leave-behind 11×17

Single-page operator handout

Runway card v2

4×6 with QR codes + clickable URLs

Runway variants A/B/C

Client/ROI · Pilot · Hybrid

ML Inventory mockup

1920×1080 dashboard render

Valuation One-Pager

For investor/partner conversations

PlatePrep Brochure

Standard restaurant brochure

Founders 50 One-Pager

Specifically for the 50 invite list

The First Generation · Book

Buddy's book + audiobook + Lulu setup

BRAND STANDARDS

Navy #012241 · Sky #04AEEF · White · Outfit (heads) · Poppins (body)

“PlatePrep” (one word) · “Co-Founder” not “Founder” · “two hundred and ninety-nine” spelled out

09

SECTION

The funnel. How it all connects.

All five pillars feed the same funnel. The job of marketing is to drive top-of-funnel. The job of inside sales is to qualify and book. The job of the founder is to close.

TOP OF FUNNEL

AWARENESS

Blaze AI paid ads (Meta + Google) · Organic social + blog + email · PFG channel · Sarasota Originals intros · Buddy's network

MIDDLE

QUALIFY

Prospect lands on plateprepdemo.com. Inside sales (Cat, Angi + 2 more) qualifies in 60 seconds with the 5 questions.

CONVERT

BOOK THE 20-MIN DEMO

Inside rep runs the 10-minute call. Books 20-min call with Buddy.

CLOSE

FOUNDER'S 50 SIGNUP

Buddy runs the demo. Closes at \$299/mo (Founder's 50) or \$499/mo (standard).

RETAIN + EXPAND

REFERENCE + UPSELL

Pilot clients become references. They tell their friends. Sarasota Originals + PFG networks compound the loop.

10 SECTION The next 90 days. Who owns what.

Concrete actions and owners. Updated weekly.

THIS WEEK

June 19 – June 26

- Send business address to Matt @ Blaze
- Sign Blaze agreement within 24 hrs of receipt
- Prep for Nikki Logan meeting Tuesday
- Send handbook + card link to MyOutDesk for Cat & Angi
- Confirm round-2 interview times with MOD
- Add 'screens' CNAME in Cloudflare
- Re-check pilot client engagement (5 logos)

30 DAYS

By July 19

- Blaze AI campaigns live: Meta + Google + landing pages
- First Blaze MQLs in inside sales hands
- Cat + Angi placed and running calls
- Two new MOD candidates sourced (Cat's voice + hospitality bg)
- Sarasota Originals: 5 member intros from Nikki
- PFG: identify and contact partnership lead
- Wave 2 of Founder's 50 outreach sent
- 10 paying customers (5 pilots + 5 new)

60-90 DAYS

By Sep 17

- 25 paying customers (50% to Founder's 50)
- Blaze month-3 review: extend or restructure
- Sarasota Originals co-hosted demo lunch
- PFG conversation – first co-branded pilot scoped
- MOD: 4-person inside team in steady state
- Pilot client case studies published (Big Tony's first)
- Buddy Sr. & Cate referenced at Cate's Italian Garden launch
- First out-of-FL/NY market entry decided

11 SECTION What we measure. Weekly.

Six numbers. Reviewed every Monday morning. Anything off-trend gets fixed before Friday.

MQLs / week
Goal: 100
Source: Blaze + organic

Demos booked / week
Goal: 20
Source: inside sales pipe

Demo to close %
Goal: 35%
Buddy-run closes

MRR
Goal: \$14,950
50 × \$299 Founder's 50

Churn
Goal: < 3%
Monthly logo churn

CAC payback
Goal: < 6 mo
Blaze + sales cost ratio

THE BUDDY RULE · Why this works
30 years on the line.
Burns on both arms.
All for a little more profit — and 10 hours back with my family.
Give the industry its quality of life back. That's the mission.

DOCUMENT CONTROL

- Confidentiality:** Internal use only. Behind password gate. Do not distribute.
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- Owner:** Edward Foy Jr. (Buddy Jr.) · Co-Founder, PlatePrep
- Distribution:** Buddy + Jen + MyOutDesk leadership only