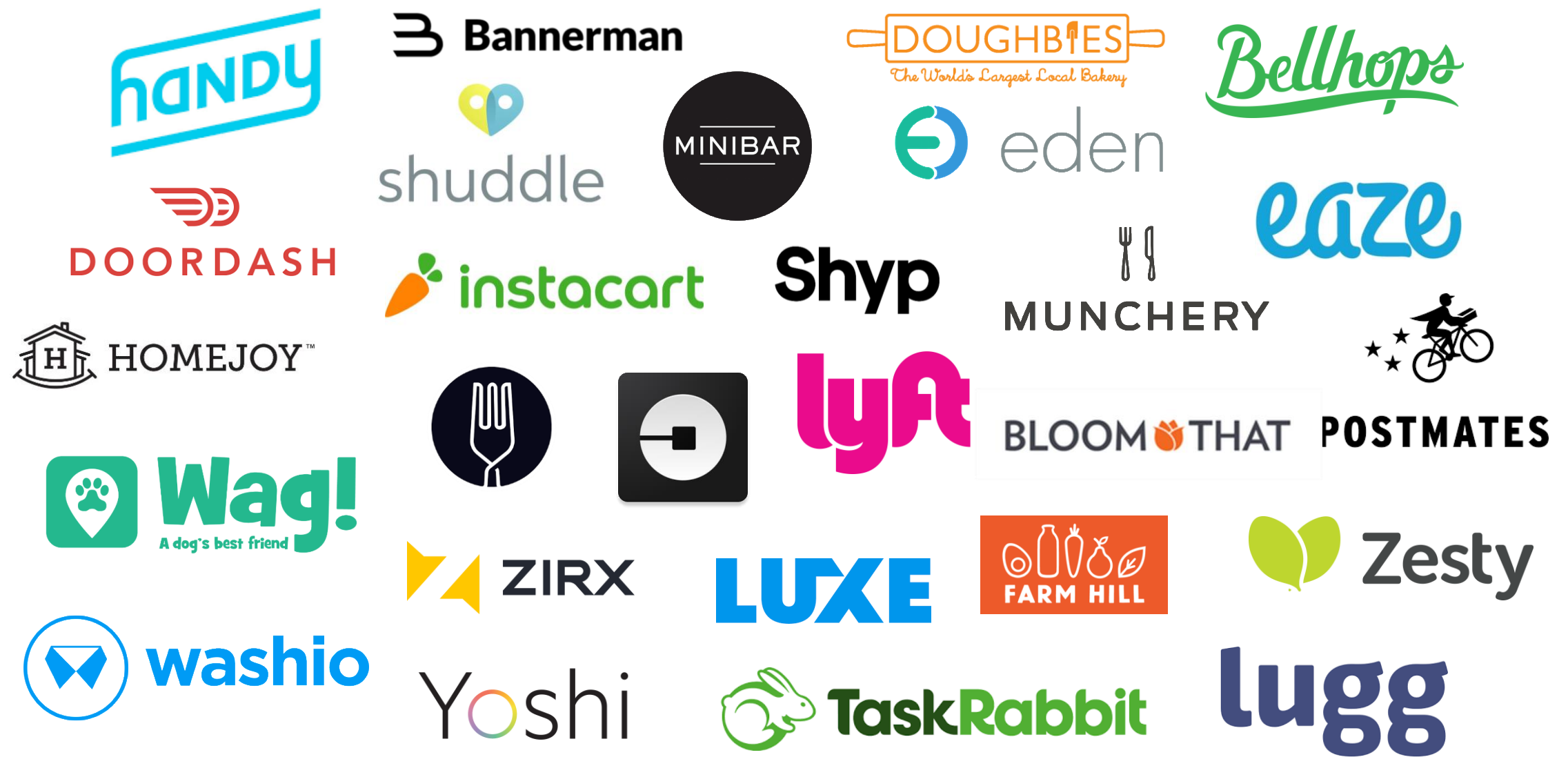


Gig Economy allows for jobs to be broken down into a series of activities.



The Gig Economy Evolution



Gig 2.0

Units

Time

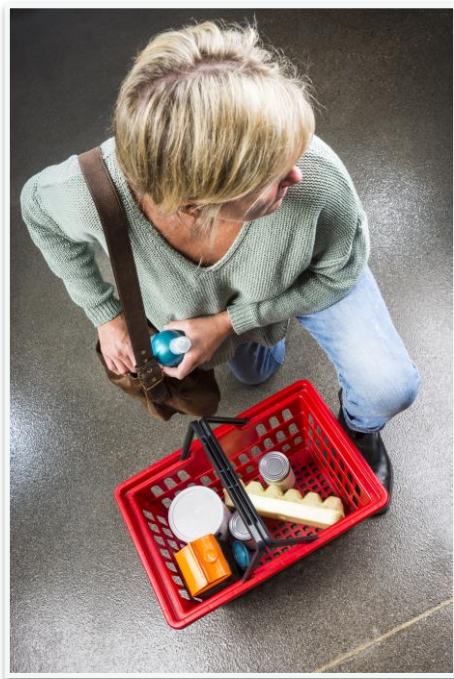
Training

Requirements

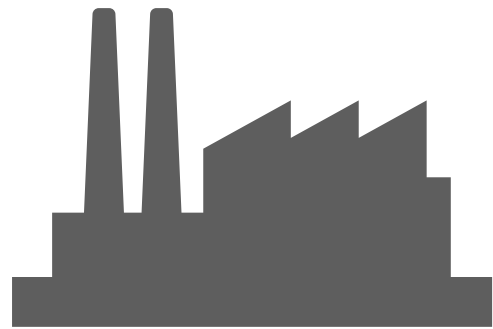
Large market of
Buyers/Suppliers

Large Number of
Standardized Jobs

Gig 2.0 means the right person for the right job at the right time.



Deconstructing DSD



Manufacturing



Logistics



Retail Execution

You have unlimited resources.

How do you go to market?

A. Zero Retail Support

B. Traditional Broker Model

C. Direct Store Distribution

DSD Challenge: Cost

Logistics

- **Trucking demand to rise**
- **New federal mandates** will require electronic logging records
- **Impact: 500k trucks, 3m Drivers**



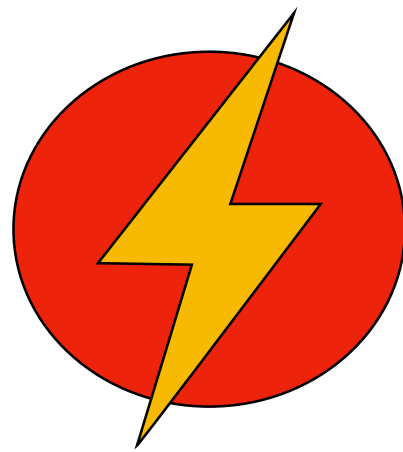
Labor

- **Employee costs** (taxes, benefits, liability, mileage reimbursement, etc.)
- **Cost of turnover** (recruitment, onboarding, training, administration)
- **80% turnover in retail**
- **Total cost: +70-85% over base hourly pay**



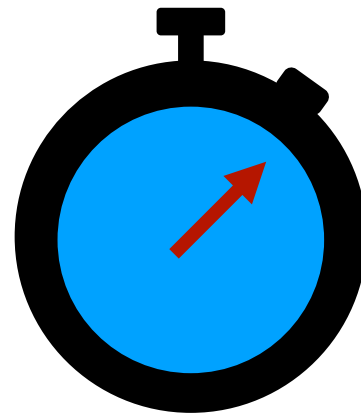
What if we started from scratch?

A new era of execution.



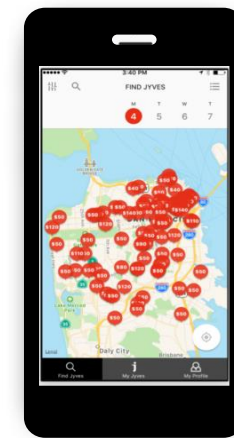
Power of DSD

+



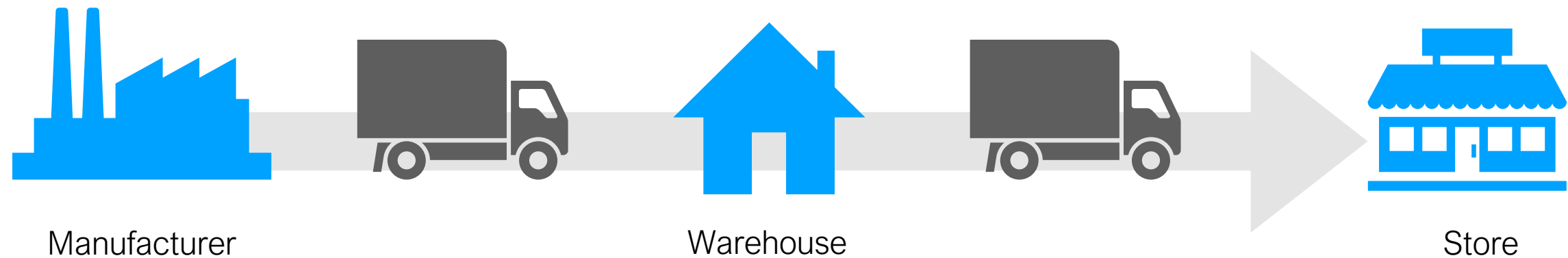
New Labor Economy

+



Tech that Enables

Gig 1.0 will commoditize transportation logistics.

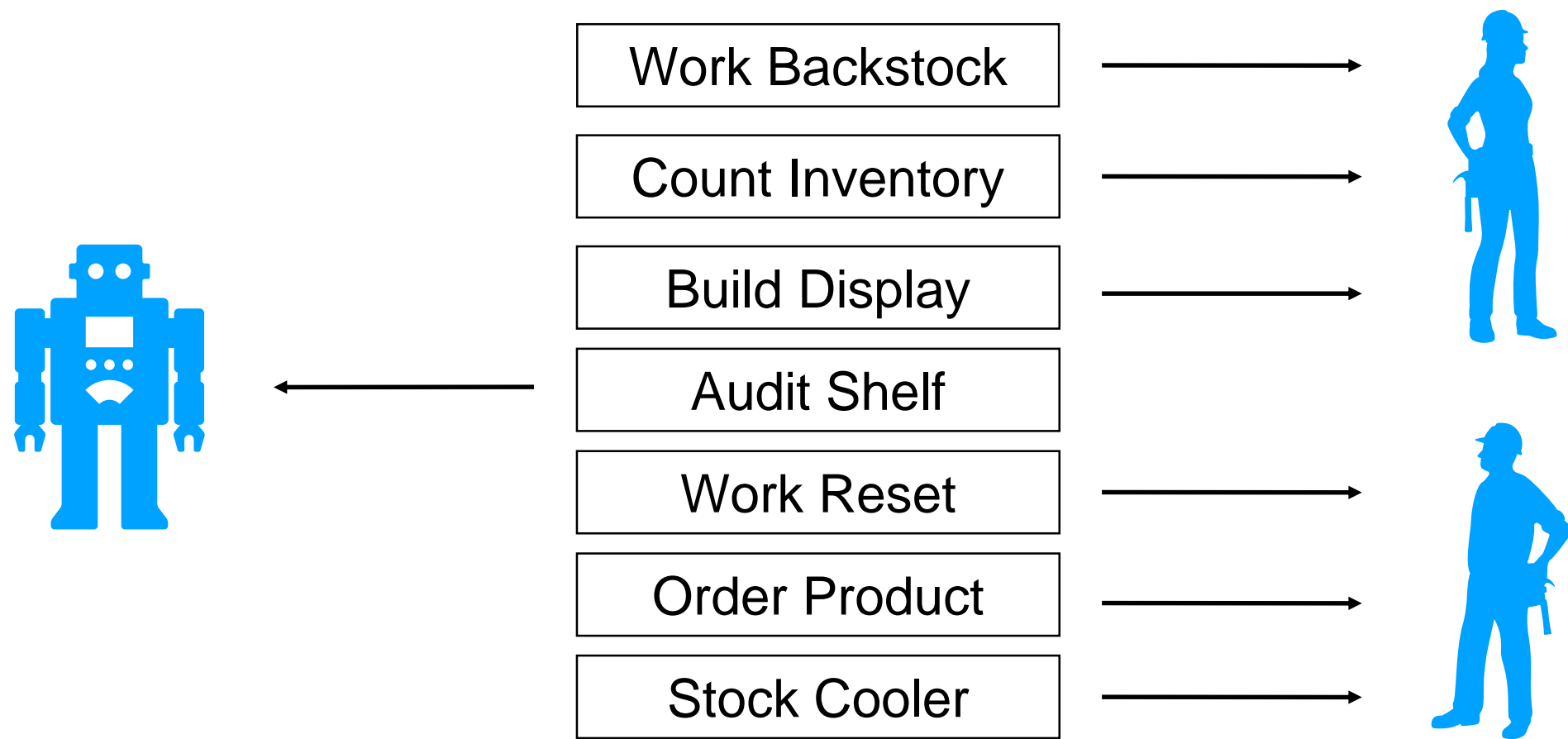


How the product gets to the store is irrelevant.

What matters is in-store execution. Solved by Gig 2.0

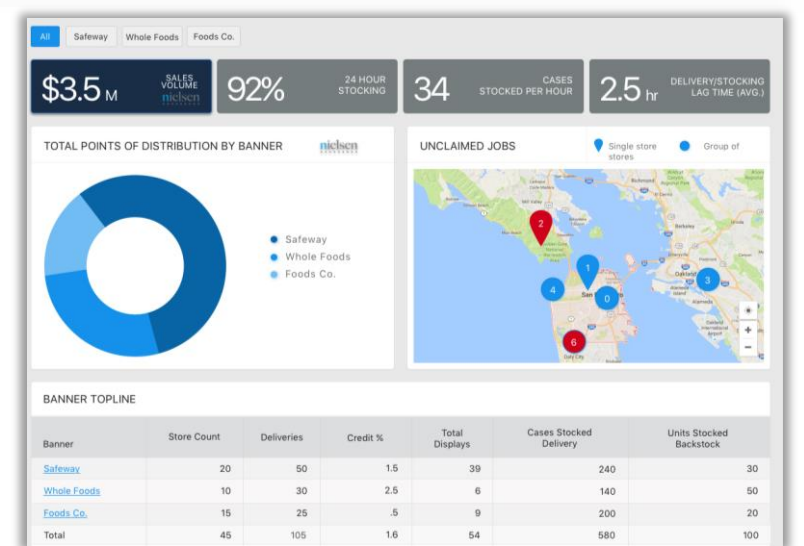
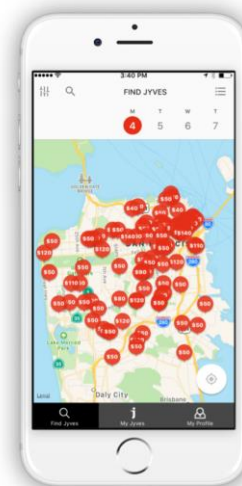
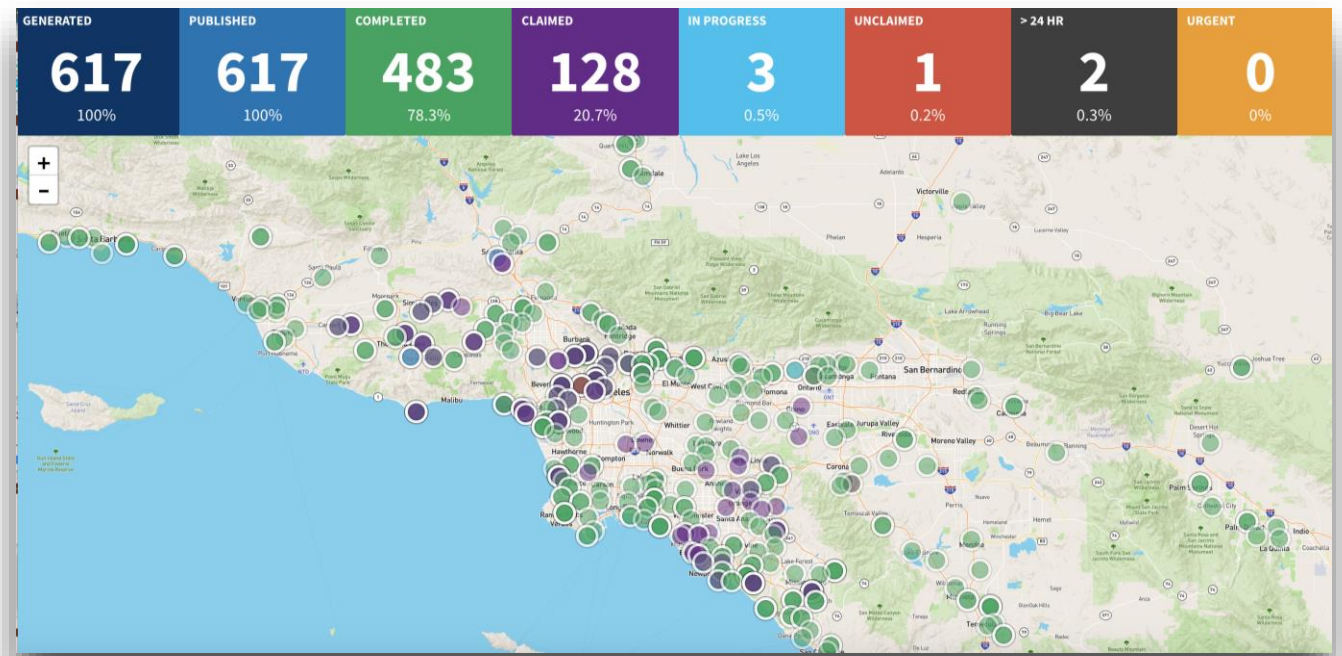
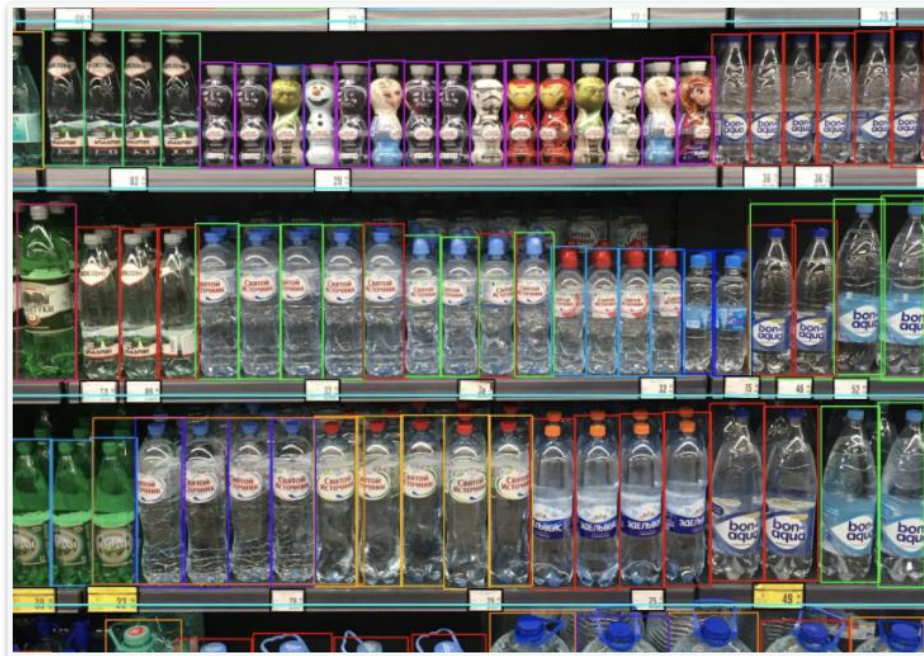


Gig 2.0 will revolutionize in-store execution.

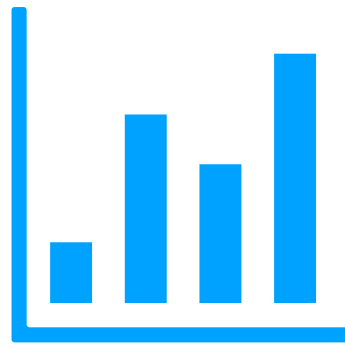


How the product is made available to the consumer is critical.

Technology will enable the frontline workforce. Efficiencies will result in significant cost savings.



Results



On Shelf Availability



Shopper Loyalty



Innovation



Shelf / Inventory Mgmt.



Responsive Delivery



Relationship

Brick & Mortar Retail is Not Dead.

98%

Food & Beverage Market Share

92%

CPG Market Share

70%

Millennials Prefer Shopping Stores

77%

Gen Z Prefer Shopping Stores

CPG In-Store Retail Sales - 2017

\$759.5 B + 0.5%

Food & Beverage Growth - 2016

+ \$1.6B Online Shopping
+ \$16B Brick & Mortar