

COVID-19 DRIVEN SMALL BUSINESS INNOVATION

"Dinner Under The Stars"

More than a climate-controlled social-distancing dining POD **A COMMUNITY ECOSYSTEM**

With COVID-19, the world as we know it has changed. From the mandated social-distancing to the economic devastation and the real uncertainty of when (or even IF) our lives and activities will get back to normal.

There are several trends that were already in play when the pandemic spread:

1. Rising cost of university/college education and ROI
2. Small businesses/middle class declining and displaced by large corporations
3. Widening inequality and lack of diversity
4. Worsening effects of climate change

These overarching trends were brought into full view with COVID-19. BluePods was envisioned to become a way to address several issues simultaneously:

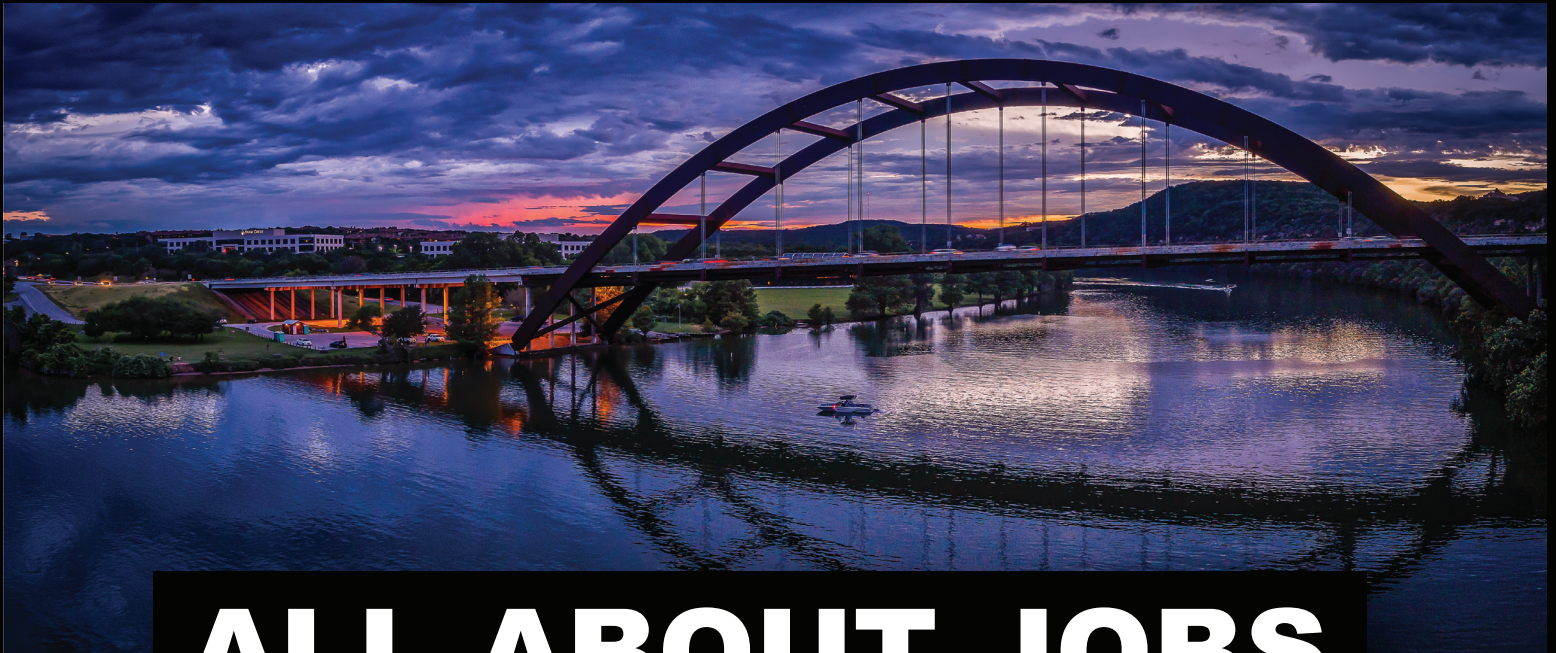
1. Manufacture a sustainable solution to address a variety of social-distancing issues during the next 18-24 months of COVID-19 & beyond
2. Provide a scalable process to create a variety of new jobs while helping several industries grow theirs
3. Build a larger ecosystem that focuses on local community in an environmentally and scalable way
4. Provide an avenue for training, jobs & entrepreneurship

bluePOD BlueDance
series



SOCIAL DISTANCE DINING IS JUST THE BEGINNING . . .

- ✓ BUILT IN AUSTIN - with MANY USES
- ✓ SHOWCASE LOCAL TECHNOLOGY
- ✓ BUILD APPRENTICESHIPS + TRAINING
- ✓ CREATE JOBS
- ✓ SPINOFF ENTREPRENEURS
- ✓ REPLICATE IN FOCUSED METROS
- ✓ SCALABLE & CLIMATE-CHANGE READY
- ✓ ON- OR OFF-GRID (SOLAR/WIND/KINETIC)
- ✓ EXPORT WORLDWIDE



ALL ABOUT JOBS

AROUND THE PRODUCT

- ✓ MANUFACTURING BLUEPODS
- ✓ ACCESSORY VENDORS & SUPPLIERS
- ✓ DEALERSHIPS & SALES
- ✓ RENTAL SERVICES
- ✓ CUSTOMIZE OUTFITTING & EVENTS
- ✓ CATERING - DROPOFF & PICKUP
- ✓ ON- OR OFF-GRID (SOLAR/WIND/KINETIC)
- ✓ EXPORTS & SETUP IN NEW METROS

As a manufacturer, BluePods can offer a large local/regional footprint simply by using regional vendors and suppliers to build its products. In addition, having a hardware product (think large Internet of Things -IoT), it can be equipped with a number of software and other accessories which help additional regional businesses.

FOR CUSTOMERS & PARTNERS

- ✓ ALL WEATHER DINING OUTDOORS
- ✓ FARM TO TABLE (LOCAL FARMERS/CHEFS)
- ✓ BLUEPOD SHARING BETWEEN RESTAURANTS
- ✓ SHOWCASE LOCAL TECHNOLOGY
- ✓ ON POD ADVERTISING & PROMOS
- ✓ SCALABLE & CLIMATE-CHANGE READY
- ✓ MOBILE OR STATIONARY - EXPAND USES
- ✓ EXPAND LOCATIONS "POPOP" WEEKENDS

By bringing different businesses together to solve a problem for the hard hit hospitality customers, the economic footprint can grow exponentially. And building an apprenticeship/training/jobs creation element into its DNA, can further bolster the local & regional economic health & resiliency. The plan is to build a great team and spin them off into their own careers.

CONTACT US

If you are interesting in participating as a team member, a company who could benefit, or just someone who is interesting in getting involved as we build the BluePOD ecosystem, contact us to find out more.



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DINING SAFELY

- ✓ Mobile or stationary/indoors or out
- ✓ UV/Fog sanitized between use*
- ✓ Standard "Booth" size inside; seats 4-6
- ✓ Online Orders & Cashless Payments available*
- ✓ On- or Off-Grid power for remote locations
- ✓ WiFi connected & device charging options
- ✓ Rent for less than \$50/day (30 day min)
- ✓ Share with neighbor restaurants
- ✓ Secure & connectable.
- ✓ Climate-controlled (cool & heat)

Coronavirus has changed how humans gather for a variety of interactions and impacted (decimated) several industries in the hospitality segment including:

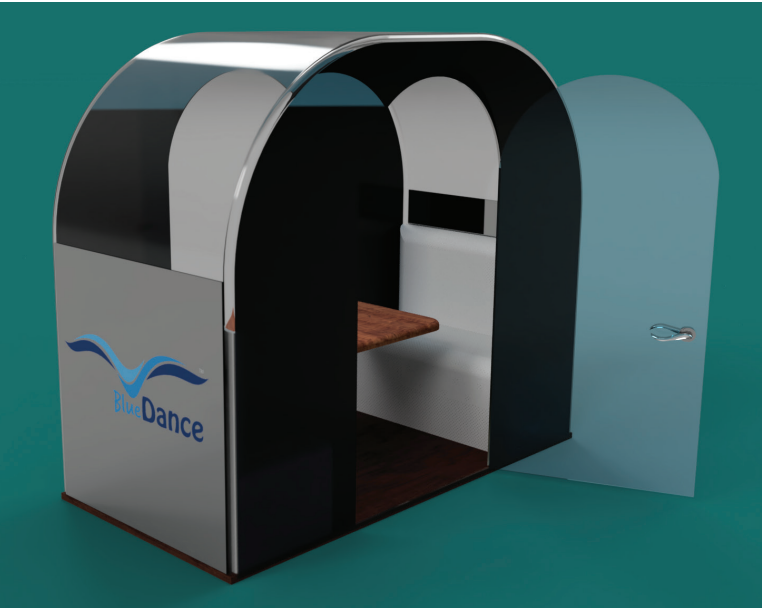
- ◆ Restaurants
- ◆ Bars
- ◆ Dance Clubs
- ◆ Clubs/Resorts etc.

Certain population groups have been hit harder than others by this new reality:

- ◆ Older Active & Social Adults
- ◆ Small business owners (and employees) in the hospitality industry
- ◆ Younger adult employees

Social distancing requires 25%-50% of normal operational capacity yielding unsustainable operations for the foreseeable future with possible seasonal waves. Fear & uncertainty of maintaining distance will continue to plague patronage of these establishments long after opening to full operations. Many of these local restaurants will be out of business resulting in disruption of the larger ecosystem/supply chain.

LEARN MORE



BARS & TASTINGS



CUSTOMIZABLE

Bars and tasting rooms for a variety of burgeoning regional wineries and distilleries have also been hit during this pandemic. While spirits may continue to sell through stores and in some places, delivery, there is still so much of the experience that is lost during this time.

The bluePOD is designed to be extremely flexible and customizable for a variety of uses and can easily be tailored to meet a number of specific requirements that may be unique to bars and the adult beverage industries.

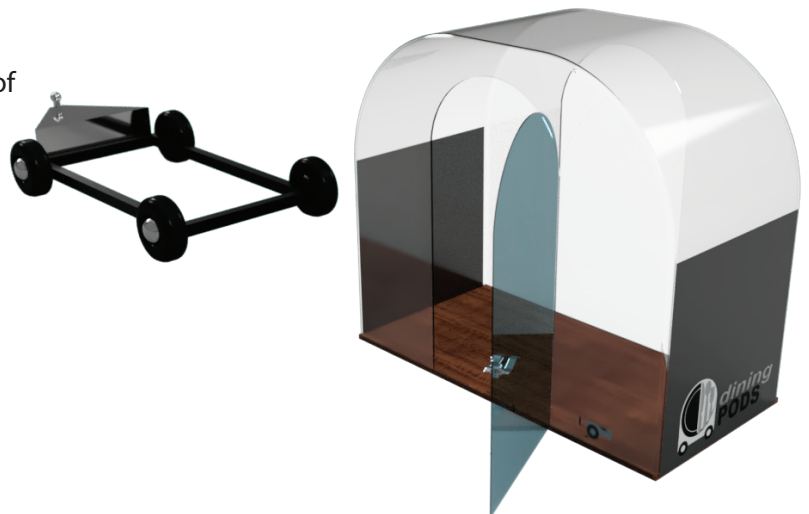
The energy-harvesting (solar, savonious helix wind) provides power to offer climate control or refrigeration for specific applications. And the highway-ready trailers can provide a unique destination experience to offer customers. Imagine, offering a starlit tasting at the edge of a winery or along the babbling local river.

BluePOD is extremely customizable to meet a variety of uses, so let your imagination take you there.

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bluePOD BlueDance series

- ✓ Mobile or stationary for use indoors or out
- ✓ UV LED or Fog sanitized between use*
- ✓ 4'x8'x8' inside shell can be custom configured
- ✓ Online Orders & Cashless Payments available*
- ✓ On- or Off-Grid power for remote locations
- ✓ Climate-controlled (cool & heat)
- ✓ WiFi connected & device charging options
- ✓ Rent for less than \$50/day (30 day min)
- ✓ Purchase price & volume discounts available
- ✓ Tinted and vented options available
- ✓ Custom build-out available



entertainment

MUSIC



MOBILE. OR NOT.

Music is such a big part of the Austin experience that COVID-19 has had a huge impact on the music scene in 2020. With the cancellation of SXSW to all the summer concerts in the park that may also be canceled until further notice, the impact on Austin's live music has been devastating. Unplugged at Shady Grove is a prime example of both the devastation of the restaurant and music industry in one iconic venue.

BluePODs will never replace venues like Unplugged at Shady Grove, however it could potentially start a new way of thinking about small music concerts: Imagine having a small center stage surrounded by a mix of open air tables and bluePODs to offer more vulnerable music lovers a safe and climate controlled place to enjoy the live entertainment. Add optional DMX-512 lighting to the mix and the bluePOD becomes a part of the show.

A new take on the tailgate party, the bluePOD trailerable system allows music lovers and families to continue to enjoy gatherings while staying safe and healthy along the way.

Uniquely designed for maximum flexibility, the bluePOD is a great way to bring those most vulnerable of our loved ones with us to music venues, reunions, cookouts, and family gatherings.

Energy-harvesting options (solar & savonius helix wind) offer climate-controlled cool environment even when temperatures reach triple digits.

Reimagine outdoor events and gatherings in the time of COVID-19, extreme weather and beyond.

Mobile. *Or not.*

[LEARN MORE](#)



bluePOD BlueDance series





SPECIFICATIONS

TECHNICAL

OPTIONS

- ✓ on- or off-grid
- ✓ energy-harvesting
- ✓ UV or Fog Sanitized
- ✓ climate-controlled
- ✓ wifi connected
- ✓ cashless payments
- ✓ order online
- ✓ mobile or stationary

BluePODs are built on a 4ft x 8ft base to create a highly mobile shell for easy assembly & customization with multiple uses. Using mostly existing commercial materials with simple customizations allows for fast, low-cost time to market and allows for feedback to commercialize final product.



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RESTAURANT TRENDS

KEY TAKEAWAYS & IMPLICATIONS

Off-Premises orders now account for a majority of restaurant occasions and will continue to grow

Implication:

Operators who have not already expanded into off-premises offerings must consider doing so or risk being left behind.

New technology is a critical enabler of growing off-premises sales

Implication:

Technology can bring many benefits to an operation and, more specifically, can assist with driving off-premises sales.

It's important to prioritize your strategy and identify your top goals—driving more traffic, creating a better customer experience, increasing check averages. Technology that streamlines the order and payment experience or simplifies back-of-house processes, such as inventory and business analytics, can have immediate returns for an operator.

Percent of operators who offer ___ say it has a large positive impact on their business

50% Location intelligence tech to target new customers based on their position

45% Geofencing tech to notify the restaurant when an app user is nearby or in a store to create a more seamless customer experience

44% Voice ordering through a virtual assistant

Operators must adapt to meet consumer demand

Implication:

The convenience of online and app-based ordering in other industries has been a key factor in creating demand for the same level of convenience in restaurant occasions. Operators need to consider changing customer expectations and adapt accordingly when it comes to implementing off-premises solutions and the technology needed to support those solutions. For many operators, this means more focus on the initial order process, whether through a website, app or upgrading technology in use at the drive-thru or takeout order area. Post-order, customers are looking to track their order every step of the way, from prep to delivery, and want a seamless payment process.

TRENDS BEFORE COVID-19

Consumer Likelihood of Using, If Available

Vehicles with built-in heating trays to keep food warm

69%

Autonomous delivery

41%

Food cooked while en route

36%

Disconnect Between Consumers and Operators

56%
of consumers place delivery orders via restaurant websites



45%
of operators offer this option

43%
of delivery users place orders via restaurant app



18%
of operators offer mobile ordering via

31%
of consumers receptive to ordering via virtual assistant if available (e.g., Amazon Alexa)



12%
of operators offer this option

“INCORPORATE TECHNOLOGY FROM ENERGY-HARVESTING TO WIFI & TOUCHLESS EXPERIENCE”





IDEAL CUSTOMERS

CUSTOMER & GEO TARGETS

Focus Metros (Tier 1)

1. Seattle
2. San Francisco
3. Boston
4. *Austin (Initial Beta)*
5. *Annapolis (Second Beta)*
6. San Diego
7. Miami
8. Tampa
9. LA area (Laguna? Ventura?)
10. San Antonio
11. Houston
12. Portland
13. Dallas
14. Chicago
15. Wilmington

1

Restaurant Profile

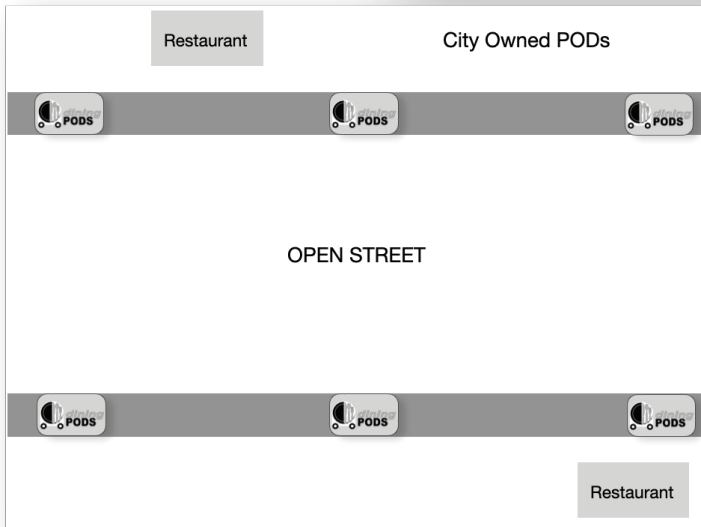
1. 20 FTE (50 employees)
2. \$45 revenue/hr Direct Labor
3. \$175/sqft Revenue
4. < 1000 sqft indoor dining space
5. < 200 sqft outdoor dining space
6. Urban/Metro area > 100,000 Population
 - College town
 - Elderly population
 - Tourist area
 - Higher than average hospitality index
7. Alcohol sales
8. \$\$-\$\$\$\$ Menu (AVG Table Revenue = \$40)
9. ROI Rental (\$39/day is 4 turns per day)

2

Restaurant Associations & Municipalities Profile

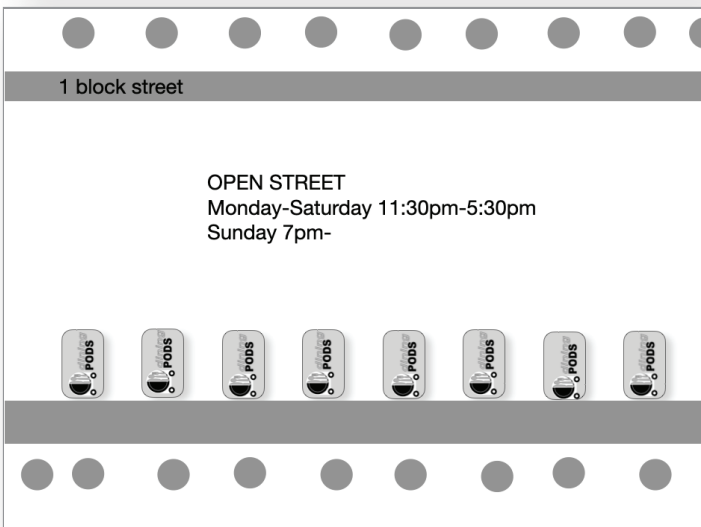
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STREET LAYOUT

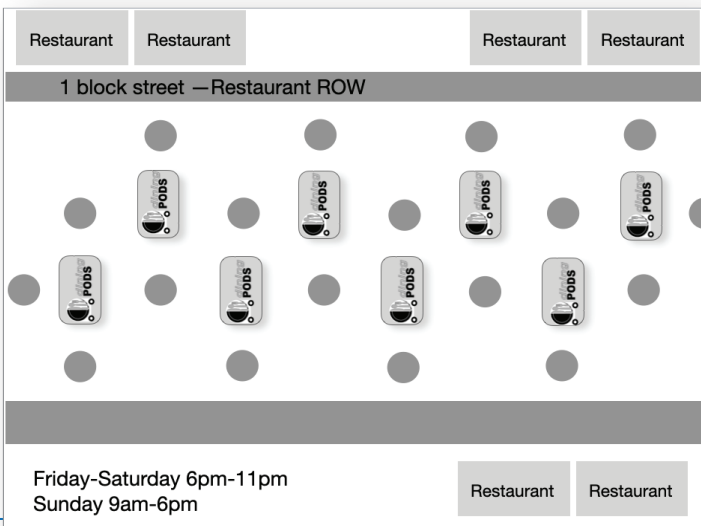


Sample street layout options.

Municipalities could purchase a fleet of bluePODs and either use them as a permanent sidewalk pod (fig 1) to offer off-grid climate-controlled meeting or workspace.



Restaurant associations (or groups of neighboring restaurants) could rent or purchase a fleet of bluePODs for use (and/or share) to extend outdoor dining.



Restaurants/Municipalities could coordinate to offer a regular after-hours "Dinner Under the Stars" dining experience to enhance revenue and a unique dining experience.

Just a sampling of options.

