



INVESTMENT OPPORTUNITY

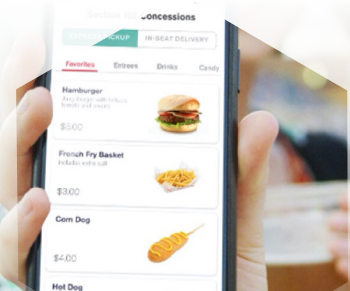
**FANFOOD**

US Capital Global  
Fanfood Note, LLC

CONVERTIBLE NOTE  
\$3,000,000

## INVESTMENT OVERVIEW

**FANFOOD, INC.**  
*In-Venue Mobile Ordering*



## COMPANY OVERVIEW

FanFood, Inc. ("FanFood" or the "Company") is an operator of a mobile ordering platform offering cashless and contactless services at facilities and events of all types and sizes. The Company's platform enables fans to order food and beverages prior to an event or directly from their seats via express pickup or in-seat delivery. The mobile ordering platform offers contactless service, from cashless mobile ordering to non-contact pickup and delivery, at facilities and events in an increasingly hygiene-conscious and app-oriented world.

## VALUE PROPOSITION

By clearing up the congestion at venue lines and encouraging fans to place larger orders, FanFood brings immense value to concessionaires via higher order volumes, increased revenue per cap and a streamlined, faster fulfillment process.

<b>Boost Your Revenue</b>	<b>Elevate the Experience</b>	<b>Streamline Operations</b>	<b>Attract Brand Sponsors</b>
Receive more orders — and larger orders with our cost-effective platform. You keep 100% of revenue and tips.	Less waiting, more ordering. Give your customers the convenience and safety of contactless mobile ordering.	Receive accurate order details and securely process digital payments without needing a server.	Diversify your revenue streams with our engaging in-app and physical advertising assets proven to generate high returns.

## REVENUE MODEL

### 1) Marketplace

- 12.5% fee per order.
- Popular among smaller venues.

### 2) Monthly SaaS Fee + Fixed Transaction Fee

- \$125 per month per store + fixed transaction fee of \$0.99 - \$1.99 per order.
- Popular among enterprise venues.

## STRATEGY

FanFood is focused on using funds from this convertible promissory note to accelerate growth ahead of a subsequent equity raise. Use of funds revolve around 2 key initiatives:

- 1. Sales & Marketing:** funds will be used to expand both the sales and marketing teams, with the aim to accelerate brand awareness and customer acquisition rates.
- 2. Technology Development:** funds will be used to expand the software development team, whose focus is to expand application features that will attract new clients and partnerships.

## THE OPPORTUNITY

<b>Company Name</b>	FanFood, Inc.
<b>Website</b>	www.fanfoodapp.com
<b>Vertical / Industry</b>	Foodtech / Application Software
<b>Stage</b>	Early Stage (generating revenue)
<b>Year Founded</b>	2016
<b>Raised to Date</b>	\$6.03 million
<b>Seeking</b>	Growth capital
<b>Headquartered</b>	Chicago, IL, United States

## CORE TEAM

- **Ryan Warkins**, President
- **Brandon Barnett**, Chief Technology Officer
- **Carson Goodale**, Co-Founder, Chief Strategy Officer
- **Dustin Hemesath**, Co-Founder, Head of Customer Success

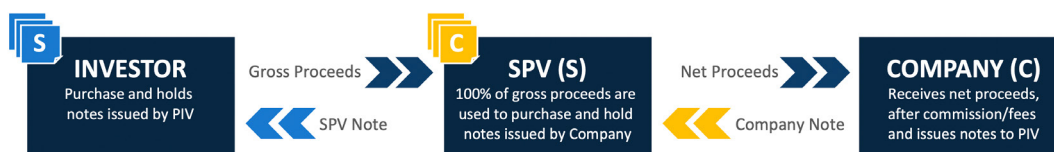
## INVESTMENT CONTACT

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## ISSUER: SPECIAL PURPOSE VEHICLE

<b>Issuer</b>	US Capital Global Note, LLC
<b>Offering</b>	Up to \$3,000,000 in convertible senior notes (the "Offering")
<b>Price / Minimum Purchase</b>	\$25,000
<b>Manager (Fee)</b>	US Capital Global Investment Management, LLC (1.25%, paid by Company)
<b>Placement Agent (Fee)</b>	US Capital Global Securities, LLC (6% cash; 6% warrants, paid by Company)

US Capital Global Securities, LLC ("USCGS") is offering up to \$3 million in fractionalized convertible senior notes issued by US Capital Global FanFood Note, LLC, a Special Purpose Vehicle (the "SPV" or "Issuer"), on a "best efforts" basis. The SPV will be managed by US Capital Global Investment Management, LLC ("USCGIM" or the "Manager"), investing in a convertible senior note issued by FanFood, Inc. ("FanFood" or the "Company"). The Company will use the net proceeds primarily for growth capital.



<b>Interest Rate</b>	12% p.a. accrued
<b>Term</b>	36 months
<b>Redeemable</b>	N/A
<b>Collateral</b>	Senior lien on all the Company's accounts receivable, inventory, machinery and equipment, real estate, and all other corporate assets.

<b>Conversion Discount</b>	20% <sup>1</sup>
<b>Conversion Cap</b>	N/A
<b>Amortization</b>	N/A
<b>Extension</b>	Option to extend if 12 months of accrued interest is paid.

## RISK FACTORS<sup>2</sup>

### COMPANY RISKS

**Estimated Churn:** The true churn might be higher than estimated. While FanFood estimates churn at around 5%, a higher than estimated churn would negatively affect the Company's projected revenue from existing customers and its future valuation and ability to raise equity.

**Debt Covenants:** The Company maintains debt facilities held by the SBA which include certain covenants that could restrict FanFood's business and financing activities.

### INDUSTRY RISKS

**Competitors.** There are competitors in the market with a similar product to FanFood. These competitors could emulate FanFood's technology or innovate in a way FanFood has not anticipated. There are also larger companies who are better capitalized and could create a competing product while using their established industry connections to take market share from FanFood.

**Concession or Restaurant Fulfillment.** The company relies on concessions and restaurants to effectively use the technology and fulfill the orders placed through FanFood. The company has little power to oversee the process of the operator beyond support and training. Failure to execute by the operator could be detrimental to revenue.

**COVID-19.** The company was adversely affected by the COVID-19 pandemic. Budgets were significantly impacted, and revenues did not reach previously forecasted levels. The company underwent cost-cutting measures and business strategy changes in reaction to the pandemic.

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1. Automatically converts at a conversion price equal to 80% of the price per share paid by investors in an equity financing occurring prior to maturity of the note pursuant to which the aggregate cash gross proceeds equal or exceeds \$5 million ("Qualified Financing").

2. or additional risk disclosures, refer to the private placement memorandum and other related documents.

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[www.uscapglobal.com](http://www.uscapglobal.com) or call +1 415 889 1026



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