

klink

Beer, wine & spirits to your doorstep.

# Going to a liquor store



# Using Klink



Open app  
or go online

Verify address

Choose drinks

Pay with  
saved info

Answer door in  
30-60 minutes

# Fertile Ground

“I want it now”  
economy

grubHub

Instacart

caviar

ebay  
now



handy

taskrabbit

klink

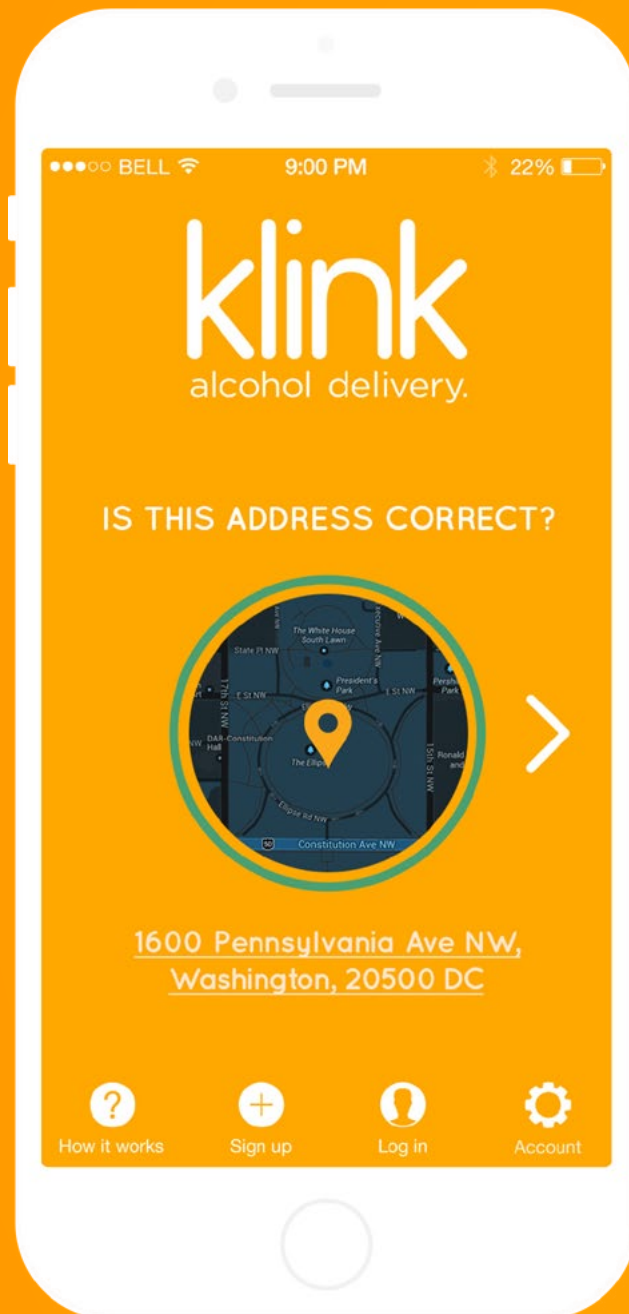
Promising  
alcohol market

76%  
of beer sales are for  
off-premises consumption

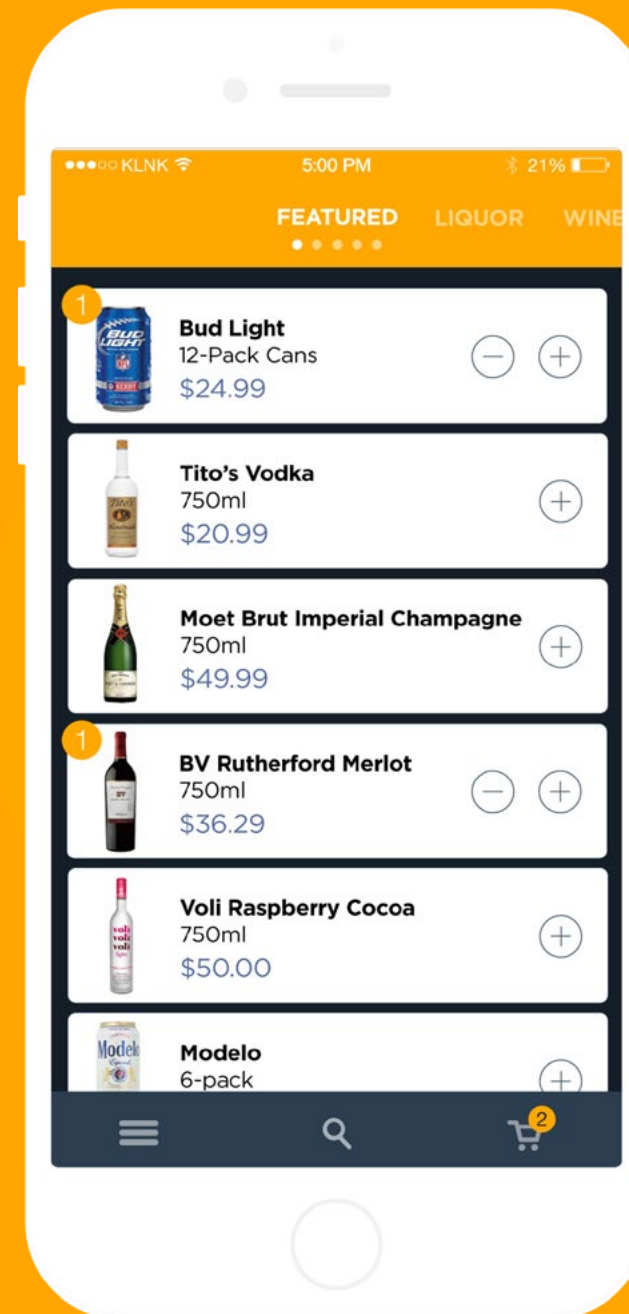
\$88.98 billion  
value of the alcohol-for-  
home-consumption market

12.7%  
annual growth of  
online alcohol sales

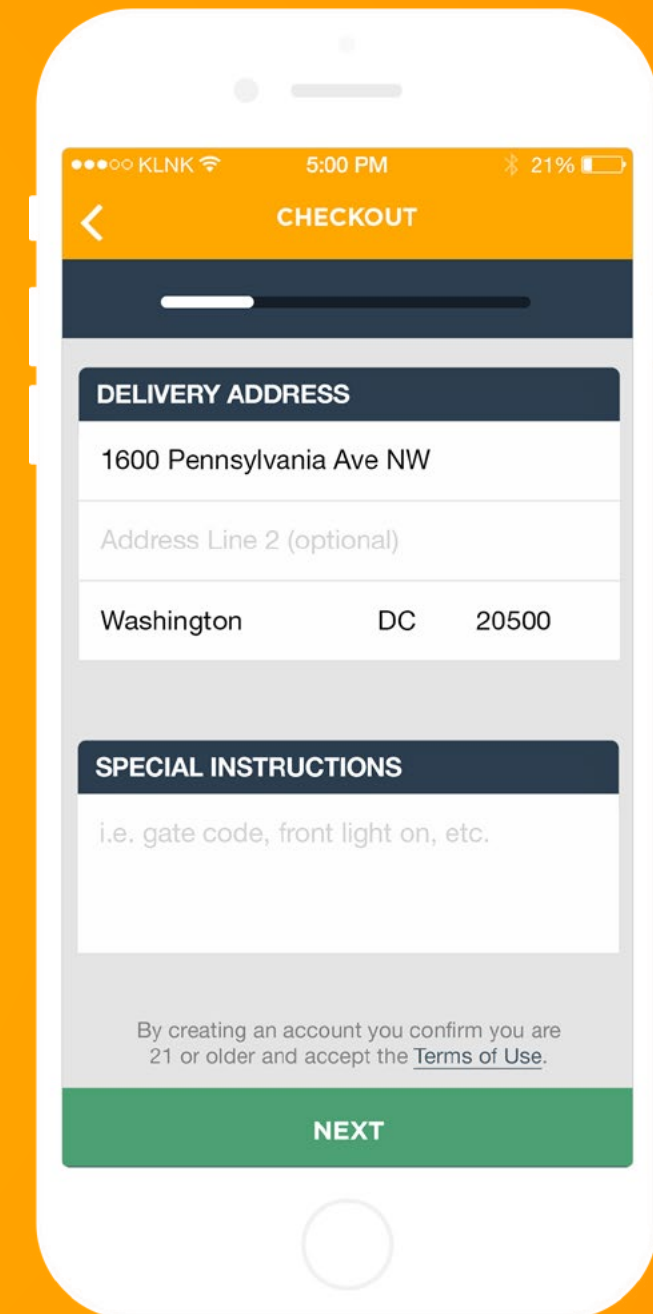
# How it works for customers



Verify location

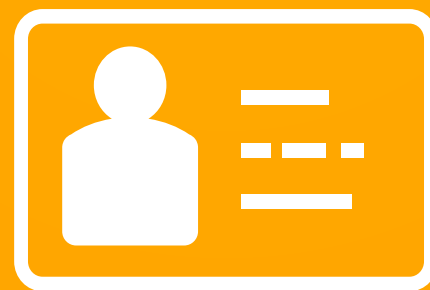


Add drinks



Confirm and send

# How it works for retail partners



We provide our retail partners with a proprietary ID verification app that uses a patent-pending method to check against fake IDs.

# How it works for us



Klink does not staff drivers and does not store or sell any products.

We receive a percentage of all sales processed through the platform.

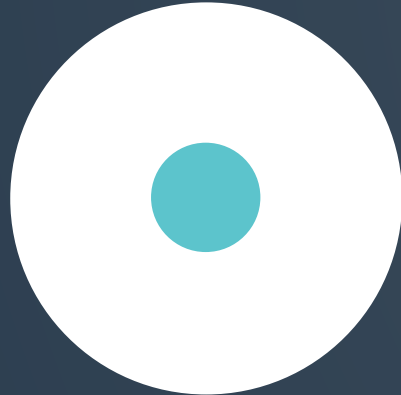
This percentage is dynamic, based on items and locations.

# Current Impact

Klink's network covers 321 square miles and services more than 2.2 million people.

## Washington, D.C.

41 square miles  
401,800 people



## Miami

54 square miles  
604,630 people



## Orlando

38 square miles  
113,400 people



## Buffalo

109 square miles  
789,668 people



## Ann Arbor

79 square miles  
321,300 people





# Who's using Klink?



## The Regulars

We have customers who consistently order 4-6 times a month. Klink has become a permanent part of their routine.

For example, Danielle from D.C. orders at least twice a month. Her average order size is \$135 and her lifetime sales are \$1,759.

More and more customers are exhibiting similar buying habits.



## Entertainers

Event planners, catering companies and at-home entertainers see the value in not lugging drinks to the party.

Our largest event order to-date included 220 liters of liquor and 1,248 cans of beer, bringing in nearly \$4k for the single order.



## Offices

Law firms, relators and tech companies regularly order to stock the office fridge for their staff and clients.

One downtown real estate office averages \$239 per order, which has yielded \$2,622 in lifetime sales.

Fun fact: The Twitter office only buys drinks with birds on the label.

# Additional Revenue Streams

Klink creates a retail experience that offers a consistent and controlled channel for marketing to consumers. It is the most direct consumer touchpoint in this space.



## Brand Partnerships

Preferred product positions,  
Product sample distribution,  
Co-branded posts and ads



## API and Licensing

Third parties use Klink's  
API to process orders  
through our backend



## Consumer Insights

We're collecting data on alcohol  
purchase decisions that is not  
currently available to brands.

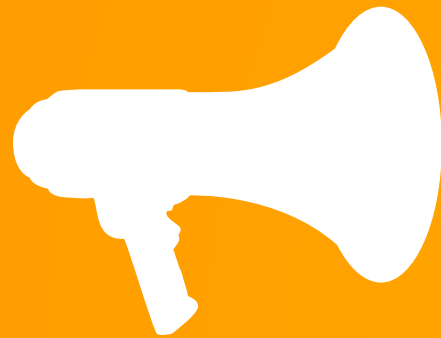
**\$75k**

## Results

So far, we've brought in  
\$75k in revenue through  
these extra channels

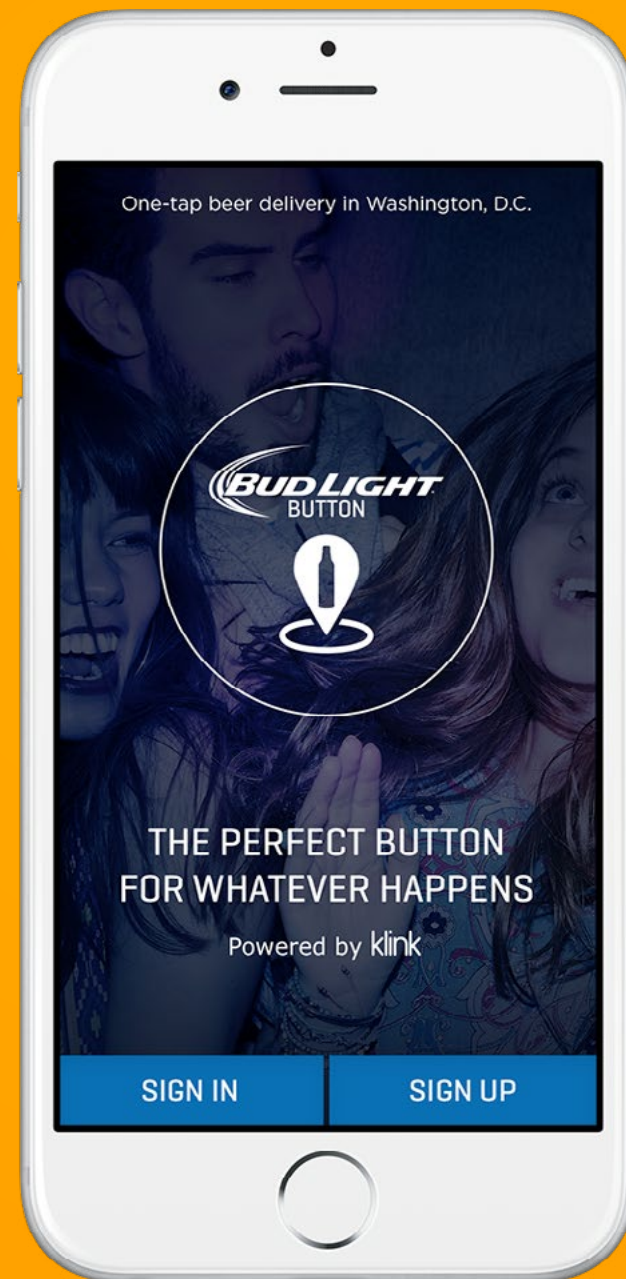
# Bud Light Button

The number-one selling beer in the U.S. asked Klink to build an app to open a long-term sales and marketing channel for their brand. We collaborated to create and launch the Bud Light Button.



Anheuser-Busch InBev, a \$170 billion company, is backing the app's launch with marketing spends, on-going promos and PR initiatives, all of which are co-branded with Klink.

Along with Bud Light, awesome #UpForWhatever experiences, including unannounced celebrity appearances and surprise parties, are being delivered to doorsteps.



We're working with InBev and AKQA to launch this app, along with Klink, in cities across the country this year.

Some press we've received so far:

THE WALL STREET  
JOURNAL.

TIME

FORTUNE

# Competitive Landscape

Klink - Minibar - Drizly - Saucey



**The ground is fresh and largely untapped.**

Several competitors have started since Klink was founded, but none have a significant hold on markets or consumers.

The time to move, in the U.S. and abroad, is now.

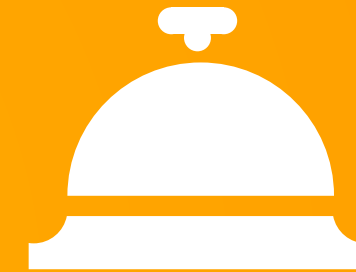
# We stand for more than convenience



## Not Just Delivering Drinks

Surprising our customers with more than they expected is something we love doing.

For example, we send private mixologists along with big orders to help customers host the best party possible.

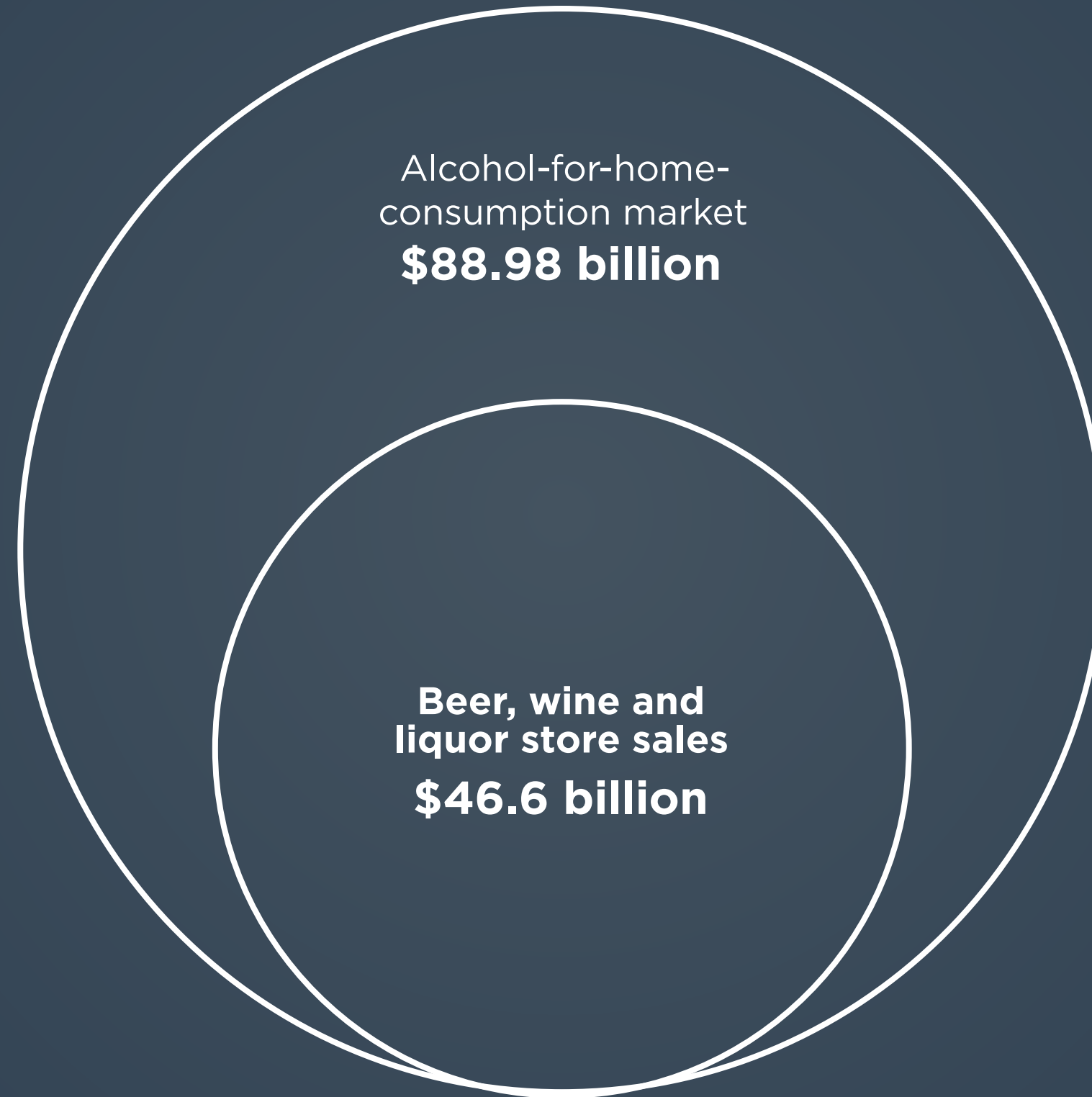


## Tailored Recommendations

The drinks we deliver are tools through which we can help make great experiences come to life.

We are developing tech that allows users to craft orders around their moods, preferences and occasions.

# Total Addressable Market



\*Numbers represent 2013 sales. Information referenced from IBISWorld and Mintel: SymphonyIRI Group InfoScan Reviews; NACS; Beverage Information Group; Bureau of Economic Analysis; U.S. Census Bureau, Annual Retail Trade Survey and Economic Census

# Expansion

## Year 1

25 Locations



## Year 2

60 Locations



## Year 3

125 Locations



## Year 4

185 Locations



## Year 5

285 Locations



# Legal

We are structured to be scalable in diverse market sizes and environments.

## GrayRobinson Alcohol Industry Team

Clients include Bacardi, Walgreens, 7-11, Southwest Airlines

### Richard Blau

- Chair of Alcohol Industry Team
- Former Chairman, ABA's Committee on Alcohol Beverage Practice
- Ranked top of field (Tier 1) by Chambers and Partners for F&B Law
- Ranked in Best Lawyers in America
- Elected member of American Law Institute
- Lecturer at National Alcohol Beverage Control Association
- Lecturer at Alcohol Law Symposium
- Has testified as legislative expert on alcohol in FL, HI and NY
- Writes extensively on Twenty-First Amendment issues

### John Harris

- Former Director, Florida Division of Alcoholic Beverages and Tobacco (DABT)
- 28-year career with DABT
- Author of many of Florida's administrative alcohol-related rules
- Recognized for expertise by National Conference of State Liquor Admins
- Recognized for work and expertise by American Bar Association

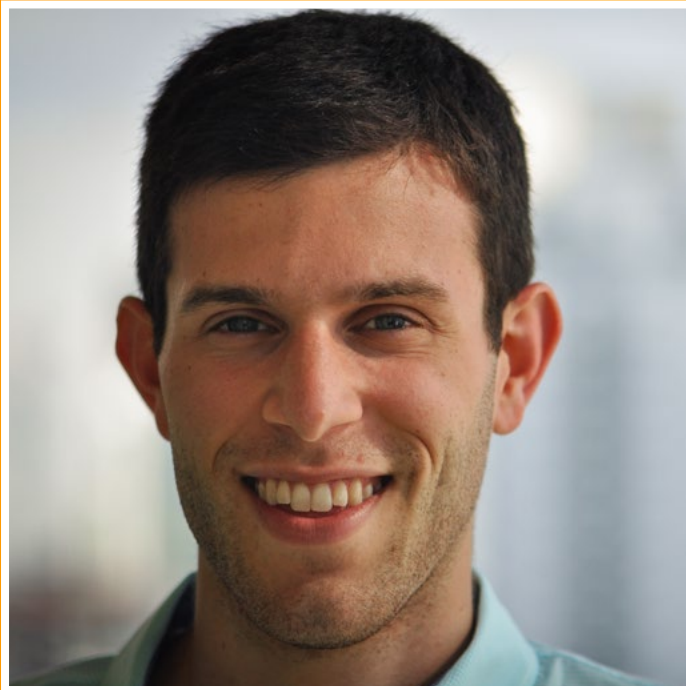
**Manuel Espinoza**, Former Interim Director of California Department of Alcoholic Beverage Control

**Loy Haynes**, Former Chief of National Revenue Center under Bureau of Alcohol, Tobacco, Firearms and Explosives

**Thomas McKeon**, Former Counsel to New York State Liquor Authority



# Team



**Jeffrey Nadel**  
CEO

**UPenn '15**

philosophy, politics & economics

**National Youth Rights Assn.**  
president

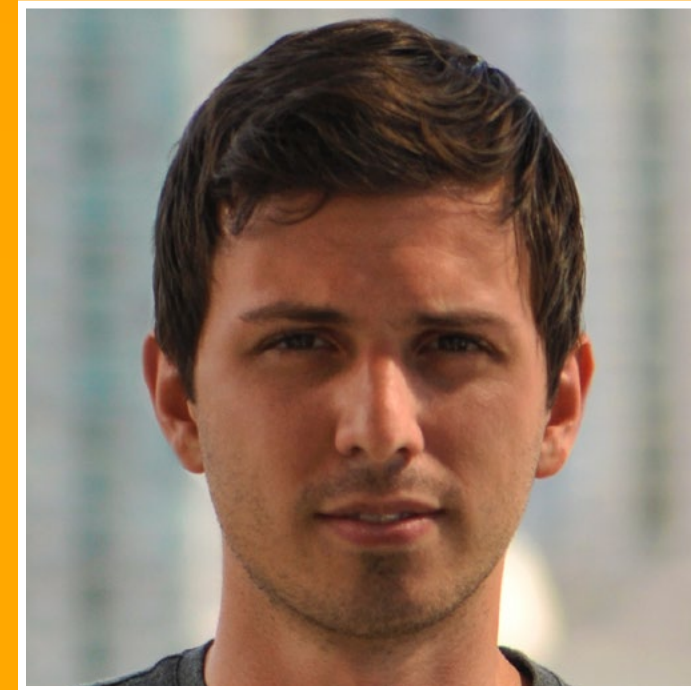


**Craig Bolz**  
COO

**UCF '14**

finance & political science

**Banyan Capital**  
analyst

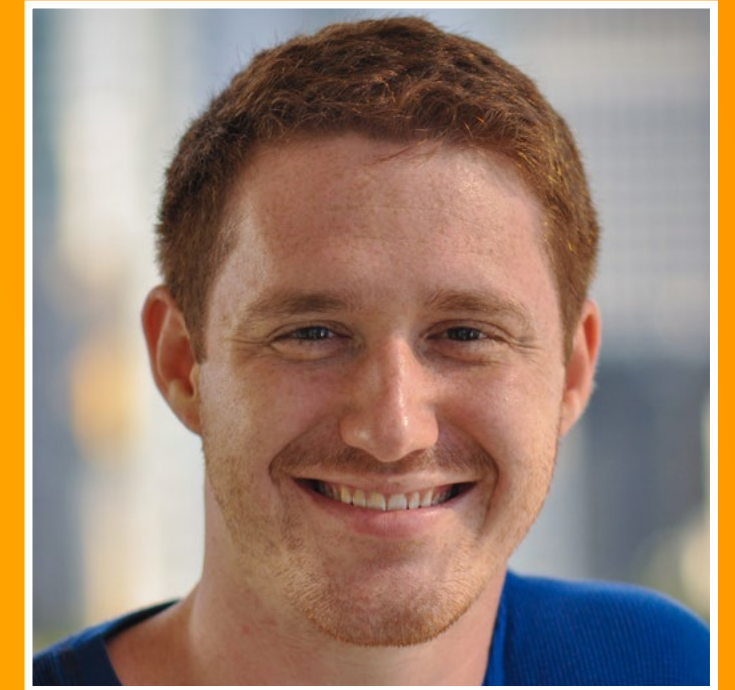


**Geoff Castillo**  
CCO

**UCF '13**

advertising & public relations

**VCU Brandcenter '15**  
MS business, branding/art direction



**Nicholas Bowers**  
CTO

**Rollins College '14**

physics & economics

**Subtle Effect**  
CEO

# klink

## Thank You

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