



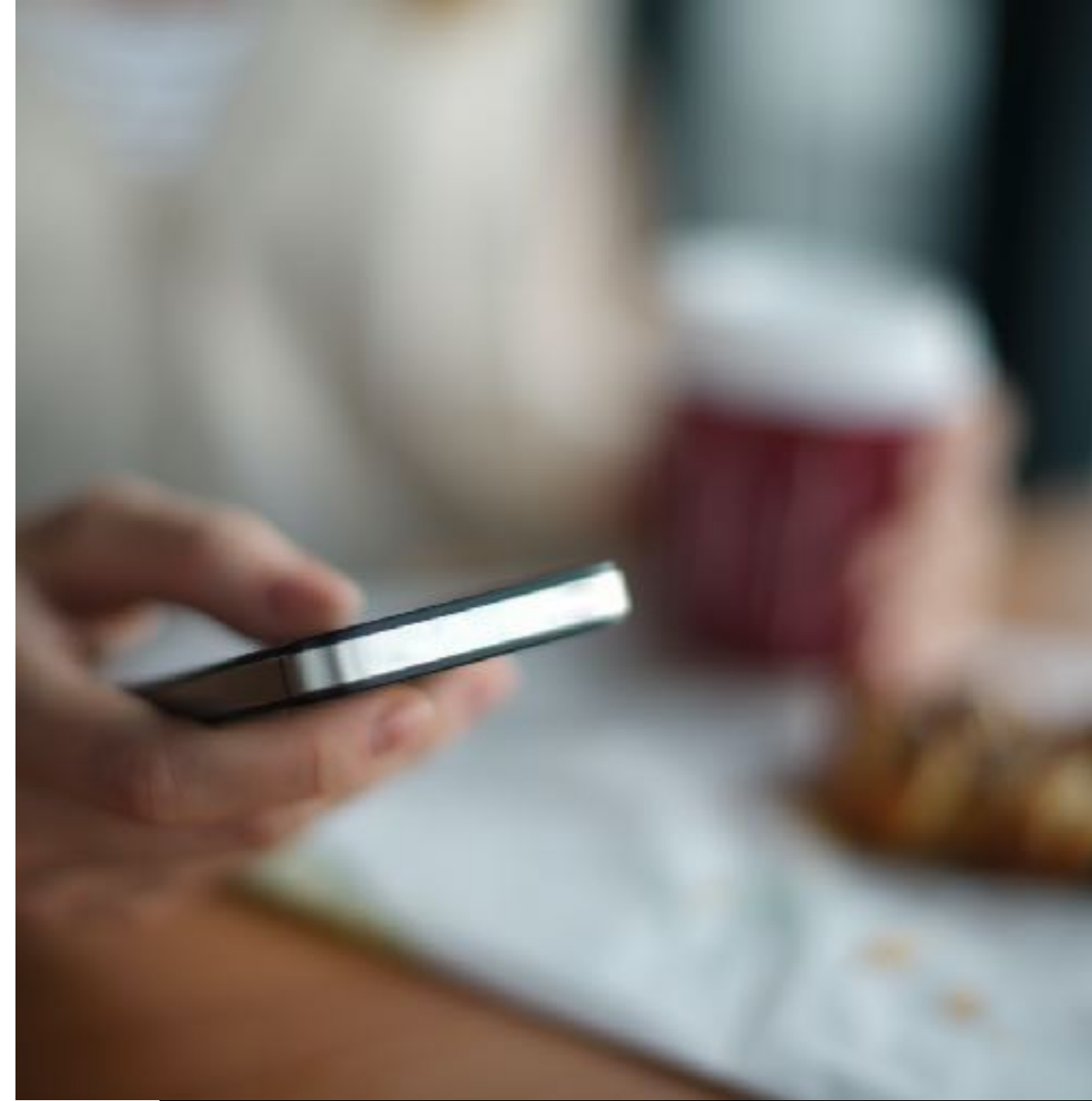
ignite

A **bottle rocket** DIGITAL ACCELERATOR

AN INTRODUCTION TO IGNITE

did you know that custom mobile ordering apps...

Can take anywhere from 6-9 months to build – even when you are building on top of an existing online ordering platform like Olo. This ultimately leads to higher costs and lower velocity for the business.





Ignite takes roughly 40% of the development cost out of the business*

* This cost saving can range depending on the scope of work and the platform(s). It is an estimation based on the current definition of MVP.

What is Ignite?

Ignite is the ultimate solution for restaurants looking to accelerate their digital growth. It provides a flexible foundation upon which to build a differentiated experience that drives loyalty & retention.

A blend of code libraries and integrations, Ignite allows you to innovate and grow your business in previously unattainable ways.

Custom Application

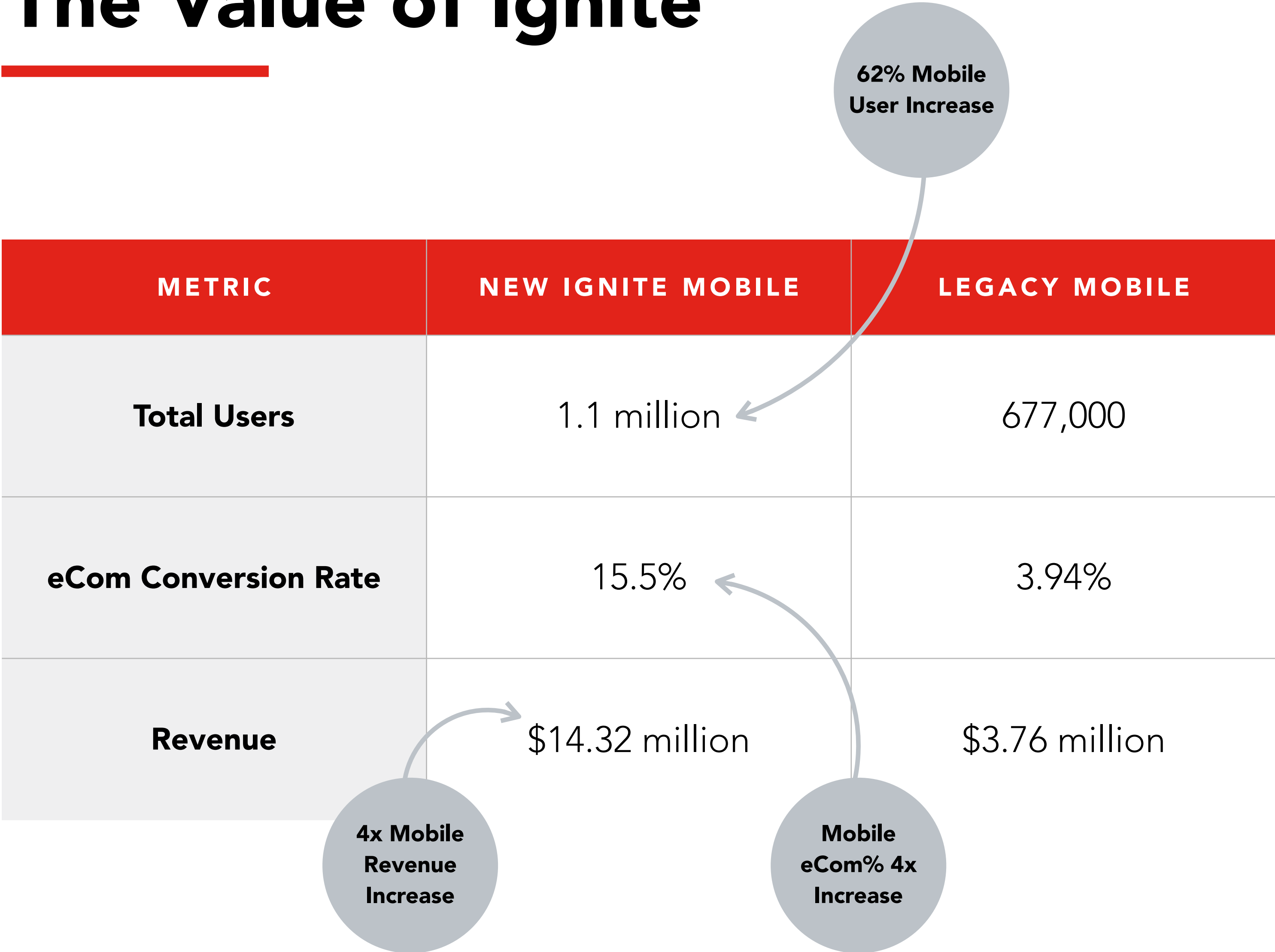


**POS / Menu Management /
Online Ordering**

The Value of Ignite

Feature	White Label	Fully Custom	Ignite
Customizability	⊘	✓	✓
Partner Flexibility	⊘	✓	✓
Include Flagship OS Features	⊘	✓	✓
Price Point	\$	\$\$\$\$	\$\$
Speed to Market	Short	Long	Medium
Optimized Brand Experience	⊘	✓	✓
Reliable Shared Infrastructure	✓	⊘	✓
Scaled Growth Acceleration	⊘	✓	✓

The Value of Ignite



USER SENTIMENT

Download on the App Store

Food & Drink Ranking:
#104 (previously 140)

User Rating:
4.6 Stars (up from 4.5)

GET IT ON Google Play

User Rating:
4.4 Stars (previously 4.2)

The Value of Ignite

METRIC	NEW IGNITE MOBILE	LEGACY MOBILE
Average Order Value	\$57.22	\$55.24
eCom Conversion Rate	22.54%	14.99%
Units Per Transaction	3.09	2.87

3.6% increase in order value

50% increase in Conversion Rate

More items in each order

By taking this brand from a white label site to Ignite and optimizing the web ordering experience, we were able significantly impact key ordering metrics

- Average Order Value
- Conversion Rate
- Units Per Transaction

We Have a History of Helping Firms in the Restaurant Space Drive Engagement and Excitement



Moving from simple punch card to advanced loyalty



Bringing mobile ordering and loyalty to life



Rolling out a new loyalty program to 16 million members



Driving 50% increases in loyalty enrollment through updated applications



Creating a net-new application to compliment the roll out of a new loyalty program



Ready to get started?

LET'S CONNECT

