

sousflex

The efficient, fast, and smart way to hire



The Problem

The absence of an innovative hiring platform poses a significant challenge for the food service industry. This challenge not only leads to extensive financial losses but also jeopardizes a business's reputation and inhibits the ability to secure efficient and top-notch staffing solutions.



What is Sousflex?

A peer-to-peer food service industry marketplace where businesses gain access to the largest diverse pool of skilled workers who are available to start working shifts within the same hour, day, or week.



Target Market: Austin Metro Area

- 🔥 Population: 2.3 million
- 🔥 As of Sept 2021 there were about 72,000 employees in the food industry
- 🔥 As of Sept 2021 the Austin Metro area has 8,400 food service industry businesses








Market Validation

- 🔥 There has been 14.6% growth in the hospitality industry from March 2022-2023 in Austin
- 🔥 In 2021, the restaurant industry grossed \$87 billion in Texas
- 🔥 In 2023 the restaurant industry is projected to gross \$997 billion in sales nationally



Revenue Opportunities

-  Business membership subscriptions
-  In-app purchases
-  Advertising & Partnerships
-  Profile verification processing
-  Transaction fees



Our Competitors

14%

Of competitors mention a time frame in which applicants will hear back from employers in 24 hours or less

14%






Of competitors pre-vet their users in order to streamline the hiring process for businesses

29%

Of competitors incorporate user profiles instead of applications or resumes during the hiring process



Our Advantage

-  Replacing the application and resume process with streamlined profiles
-  Instant access to all available workers on the platform
-  5 minutes to 1 hour required user response times to offer or accept shifts
-  Elimination of job boards and staffing fees
-  Empowering users and businesses to negotiate fair hourly rates



The Sousflex Experience



Comedor restaurant wants to hire a verified bartender for tonight that meets their budget.



Amanda's status is set to "available" to receive bartending shift offers for tonight.



Leadership



Tommy Marquez

Co-founder & C.E.O.

Tommy is an serial founder and seasoned gig worker with over 5 years experience as a CEO in the peer-to-peer and blockchain technology space, 6 years in marketing innovative ideas and companies, and 4 years as a food service industry worker.



Christian Krull

Co-founder & C.O.O.

With 16+ years of experience in the food service industry and 5 years as a UX/UI research and designer, Christian is a seasoned professional. Under her leadership, Sousflex is poised to excel in developing a pioneering and streamlined shift hiring platform that benefits both employers and employees.



Dave Anderson

Co-founder & C.T.O.

Dave's 20 years of experience in software engineering, including CTO roles in various fields such as mobile development, B2B SaaS, data science, operations, and product management, make him an expert in leading technical teams and on delivering innovative solutions.



Advisors



KC Hensley
Growth Advisor

KC has 16 years hands on experience in the industry and has successfully built an online community of over 20,000 food service industry workers and business owners in Austin, that was acquired in 2017. He has also worked for Seasoned (a competitor) as their Growth and Community Director.



Emily Rayburn
Hospitality Advisor

With a decade of experience as a professional chef, catering to several movie stars, running kitchens and entire restaurants, Emily's track record speaks volumes. Her culinary expertise has been widely recognized, with her work being featured in various publications and documentaries.



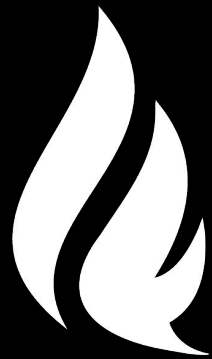
Jo Marquardt
Technology Advisor

Jo is a highly experienced technical project and program manager in the tech industry, with over 15+ years of cross-functional leadership experience. She has led numerous full life cycle projects with teams of 40+ developers, making her an excellent fit as a technical advisor for a startup.



Joshua Lapidus
Strategic Advisor

Joshua specializes in decentralized governance and blockchain innovation as a Founding Steward of Opolis and Co-Founder of SporkDAO. With a background in Politics and growth leadership at Lyft and ConsenSys, he guides startups in leveraging emerging technologies to sustainably grow decentralized networks owned by the participants of the network. Joshua encourages organizations to drive innovation in the peer-to-peer space, fostering deeper human connections on a global scale.



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