



# the Snack Monkey

By

**405** Technology

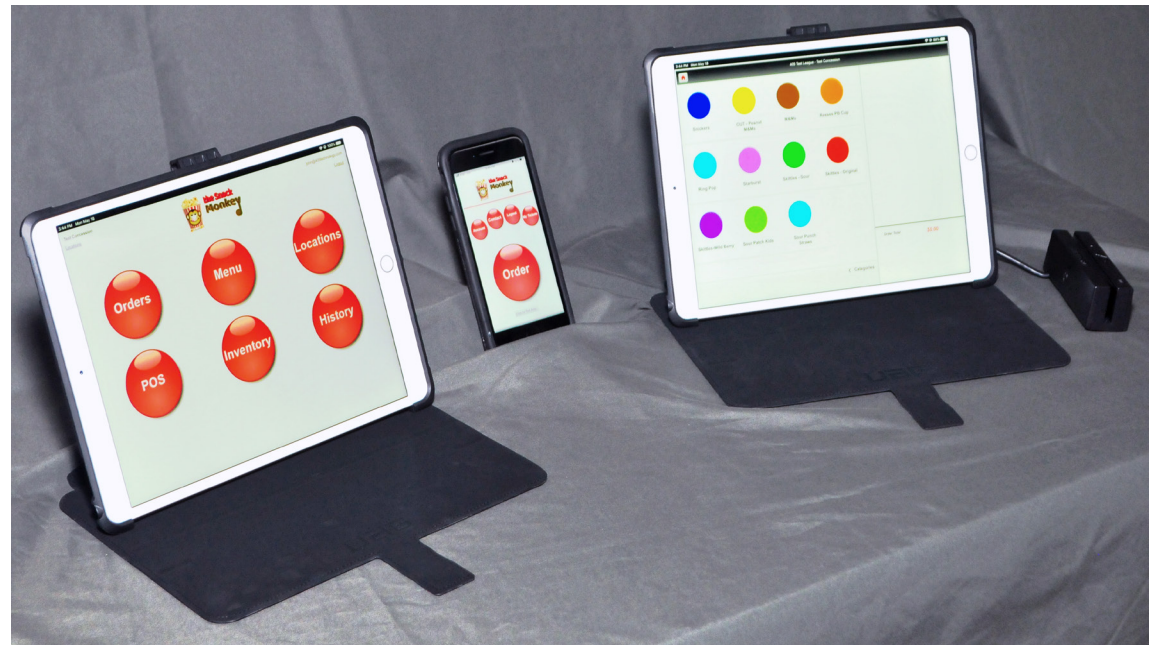
# Table of Contents

Overview.....	2
How Does it Work?.....	2
Administrative Back-End.....	2
Point of Sale.....	3
Order Picker.....	10
History.....	11
Menu.....	12
Locations.....	13
Inventory.....	14
The Mobile App.....	15
What is Required?.....	28
What Does it Cost?.....	29

# Overview:

The Snack Monkey is software specifically designed, deployed, and priced with youth sports in mind. This unique approach enables a venue to:

- Track Inventory (back-end database)
- Produce financial and sales reports (back-end database)
- Take credit card payments (both physical and mobile)
- Allows fans to skip the line and enjoy a contactless concession experience, never missing a moment of the game (mobile app)
- Allows fans to purchase digital tickets to redeem at the gate with contactless interaction (mobile app)
- Enables fans to interact with the venue completely cashless if they choose



## How Does it Work?

The Snack Monkey has a powerful, web-based, **ADMINISTRATIVE BACK-END** with cloud storage that allows administration of the entire system from a website.

Features:

- Set up and manage users
- Set up menu(s) and prices that will be displayed on the app and POS
- Customize the POS display (optional)
- Set up convenience fees for card users
- Apply discounts to individuals, groups, or items - i.e. umpires, coaches, first responders, “last chance hot dogs”, etc.
- Manage inventory
- Run reports

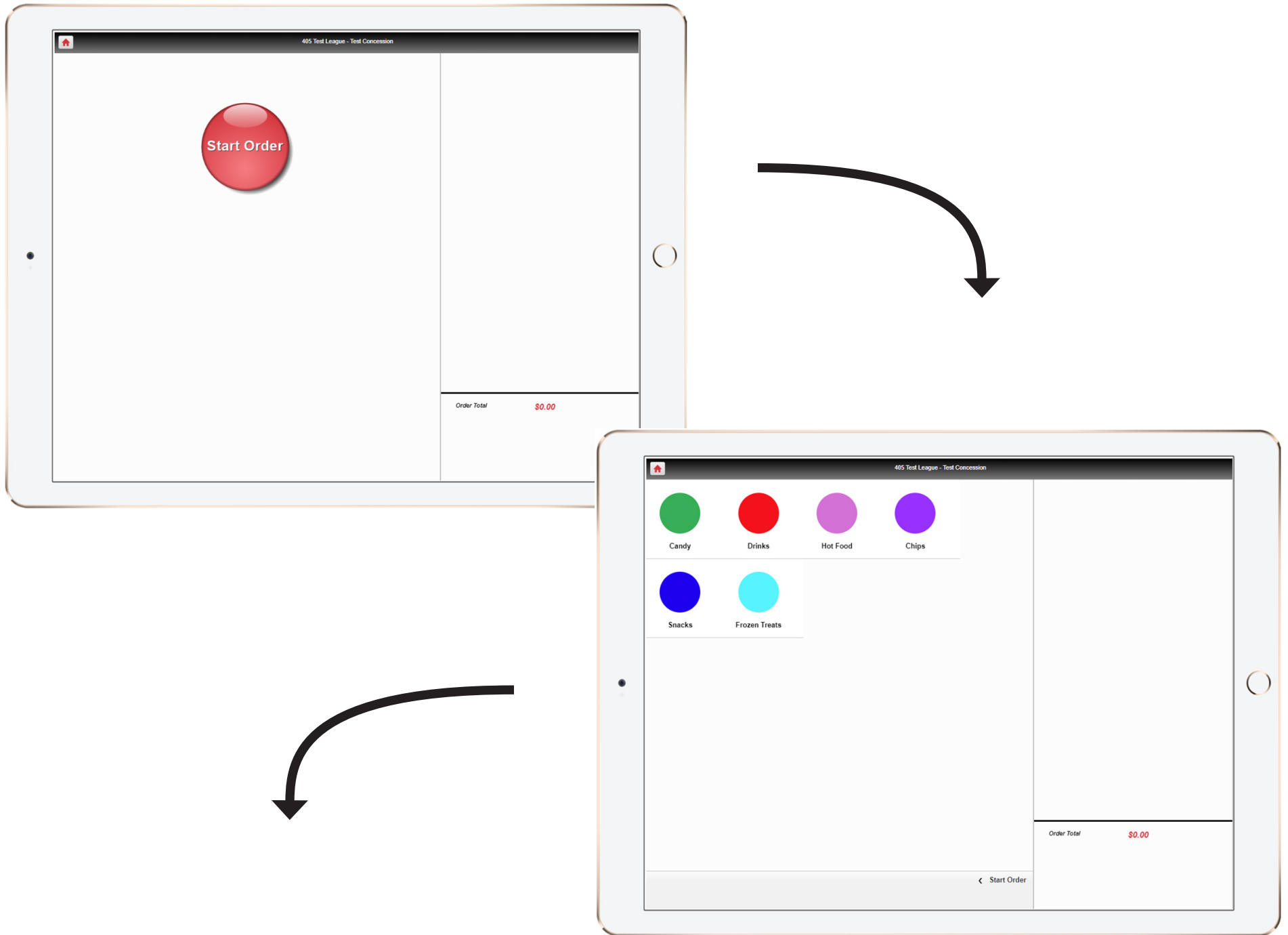
The intuitive, simple, **POINT OF SALE (POS)** takes only minutes and two or three repetitions to master. This makes training employees and volunteers a snap! The POS takes the guess work out of every scenario. With features like “click of a button” discounts and refunds, concessions run smooth with new workers and seasoned pros alike. The POS offers the flexibility to take physical credit cards as well as cash. In addition, the POS keeps things moving in an orderly fashion, even during the “rush”. If items are readily available, ring the order up and hand it to the customer. If an item has to be assembled or cooked, simply send the order to The Snack Monkey order picker. That customer waits to the side while the next customer is served. Once the order is complete, the customer’s name is called, and the order is delivered.

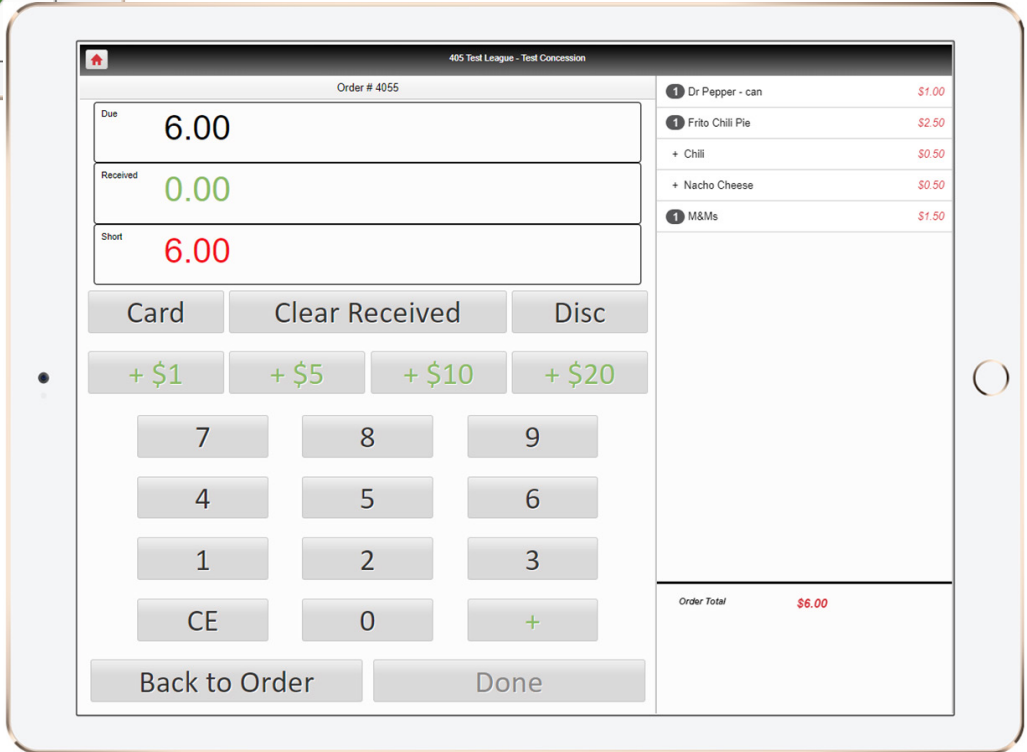
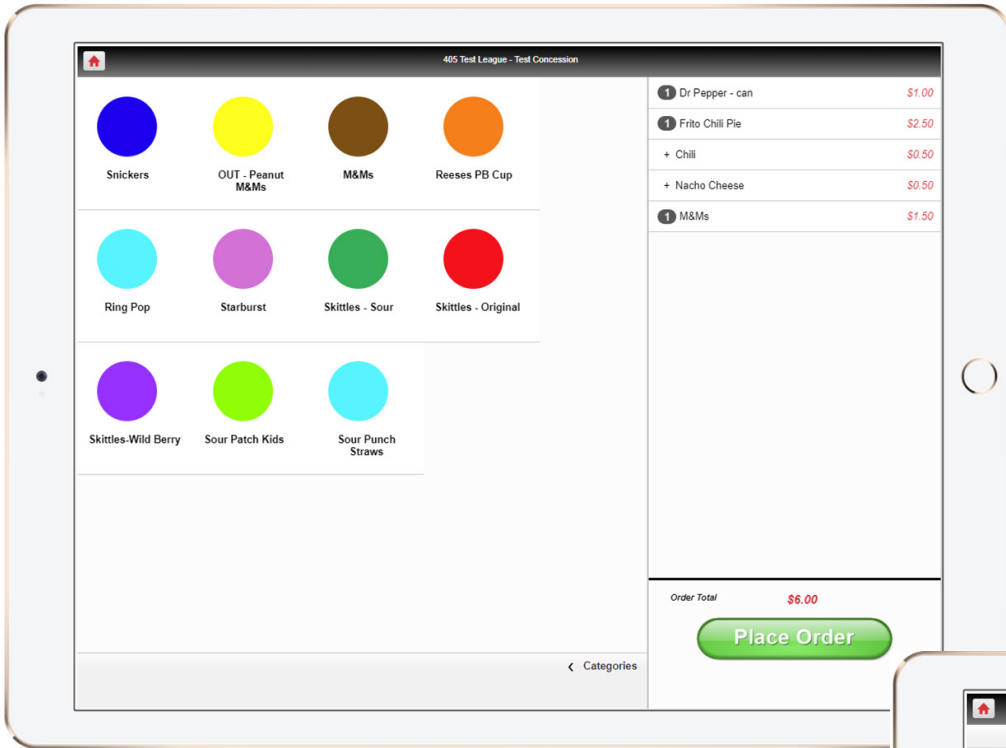
#### Features:

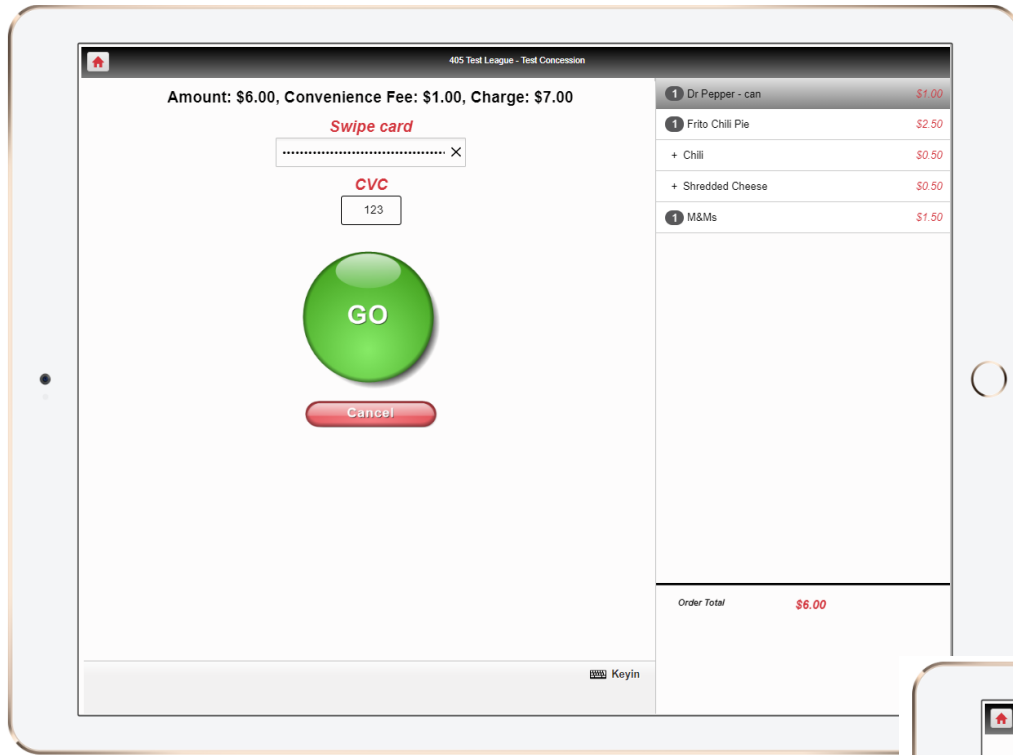
- Intuitive, touch screen user interface
- Easy discount process (optional)
- Easy refund process
- Easy donation process (optional)
- Ability to take cash or physical credit cards
- Ability to send a text message transaction receipt to the customer (optional)
- Send non-readily available orders to the order picker



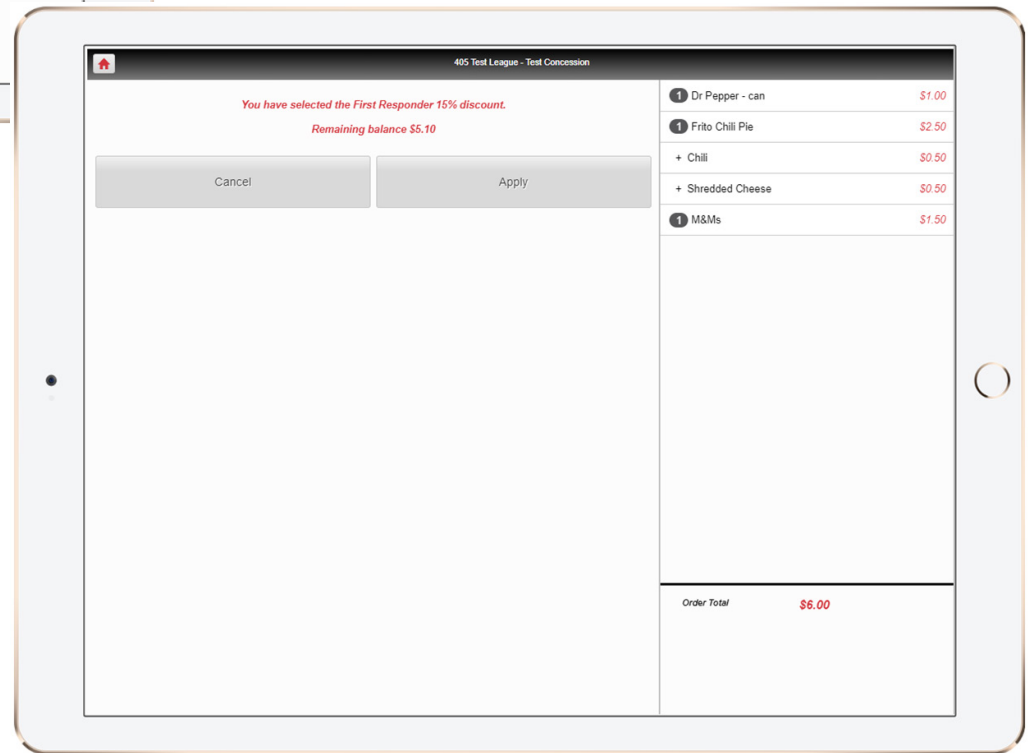
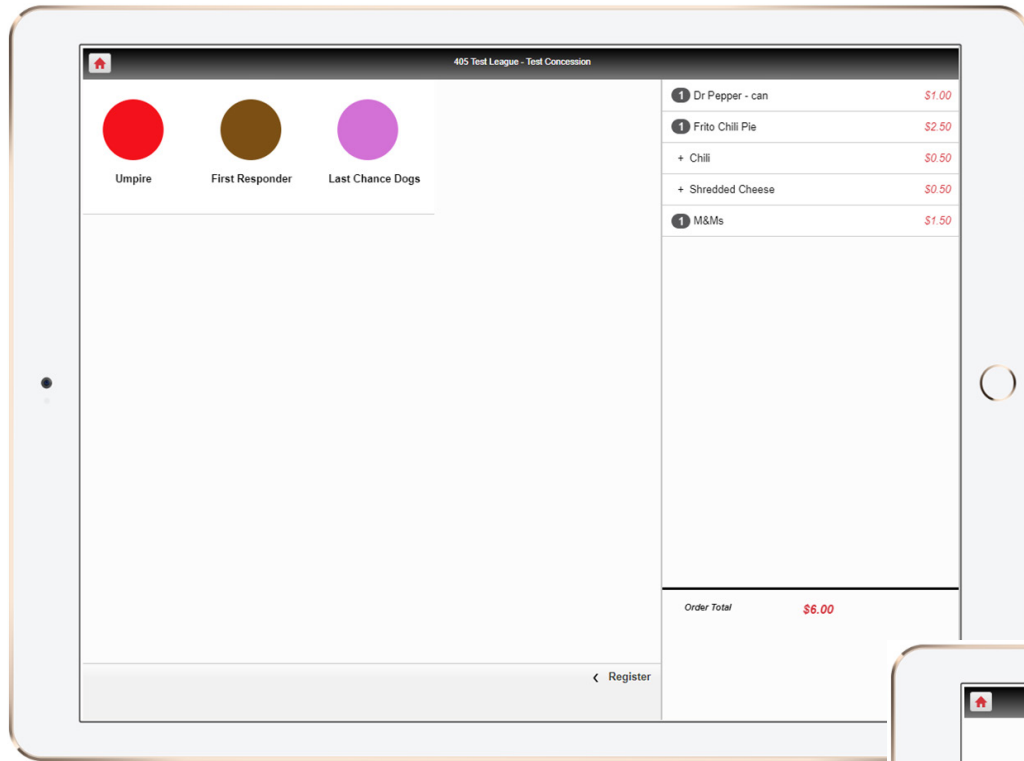
# EXAMPLE OF A CREDIT CARD TRANSACTION



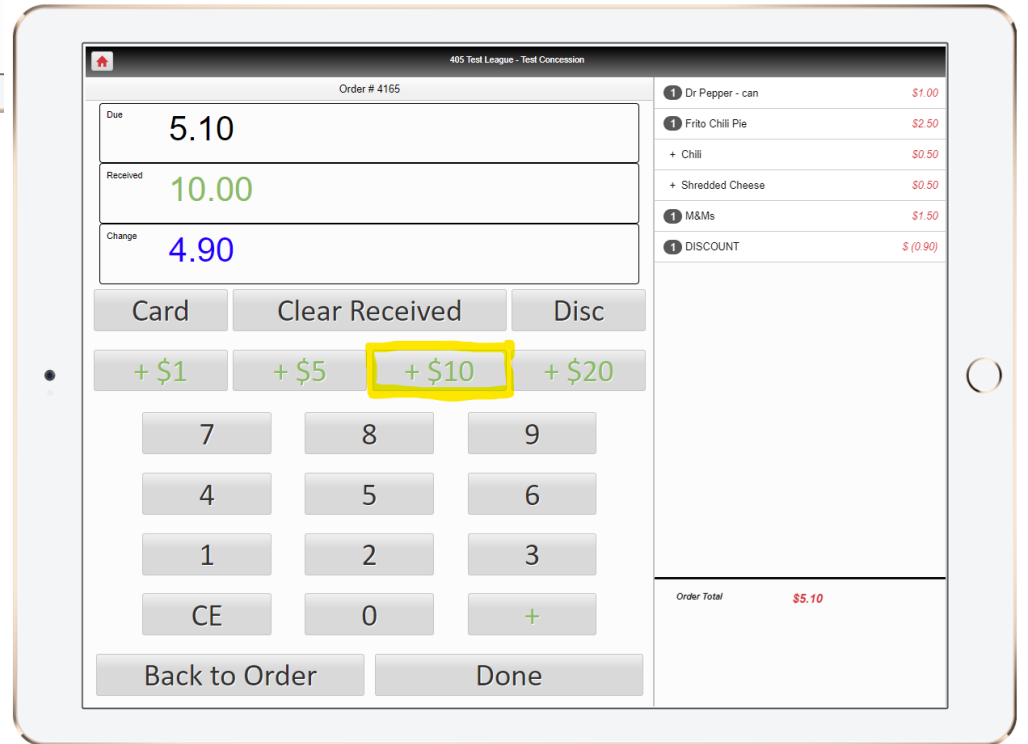
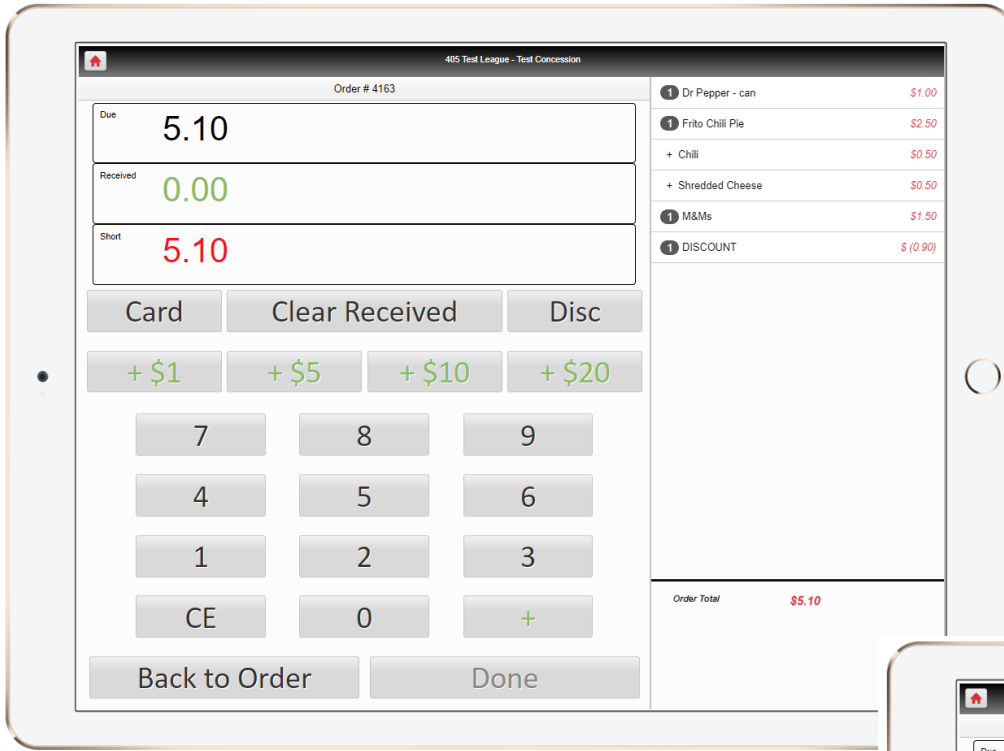


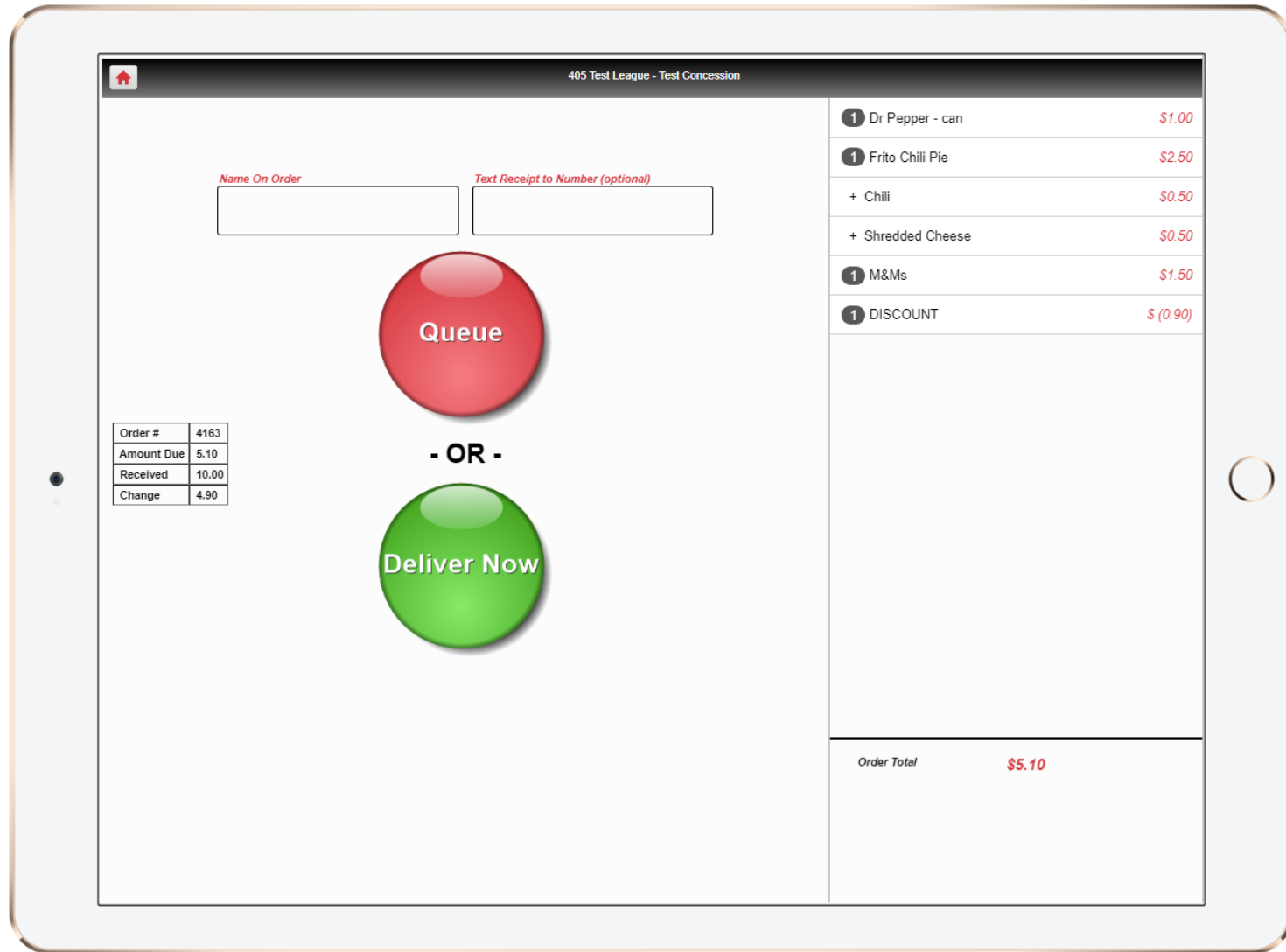


# EXAMPLE OF THE SAME TRANSACTION, WITH CASH PAYMENT, APPLYING A DISCOUNT



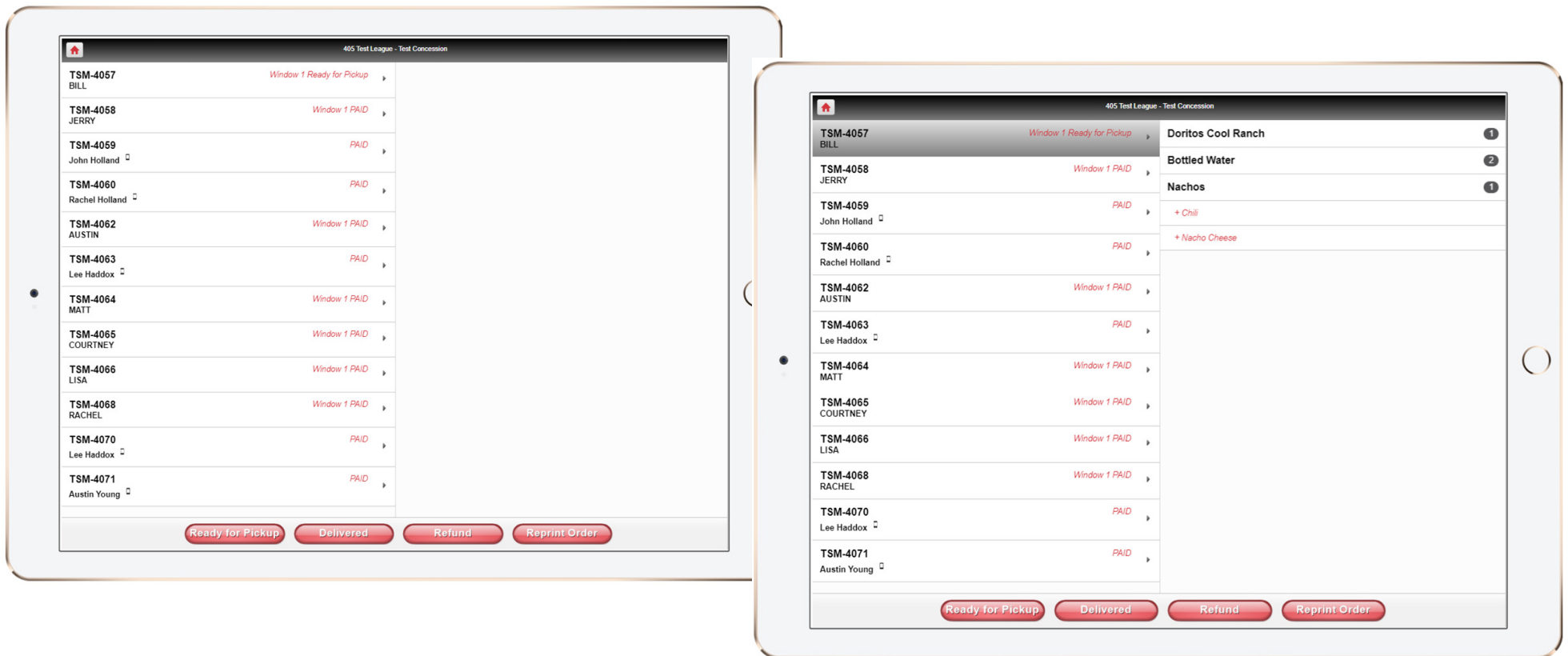






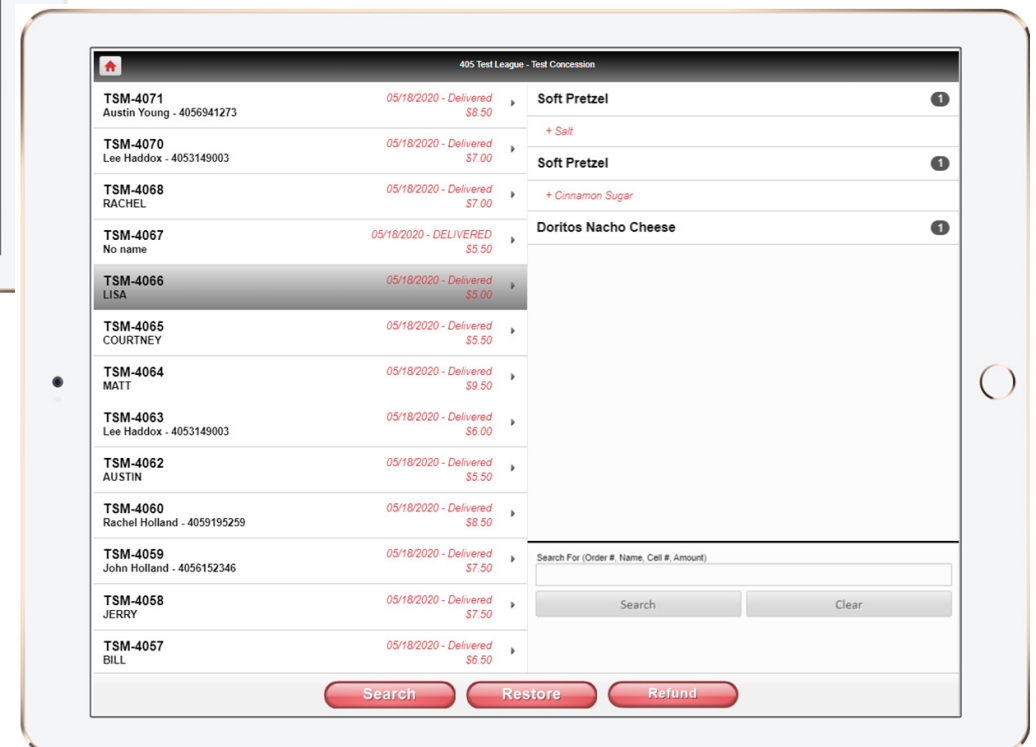
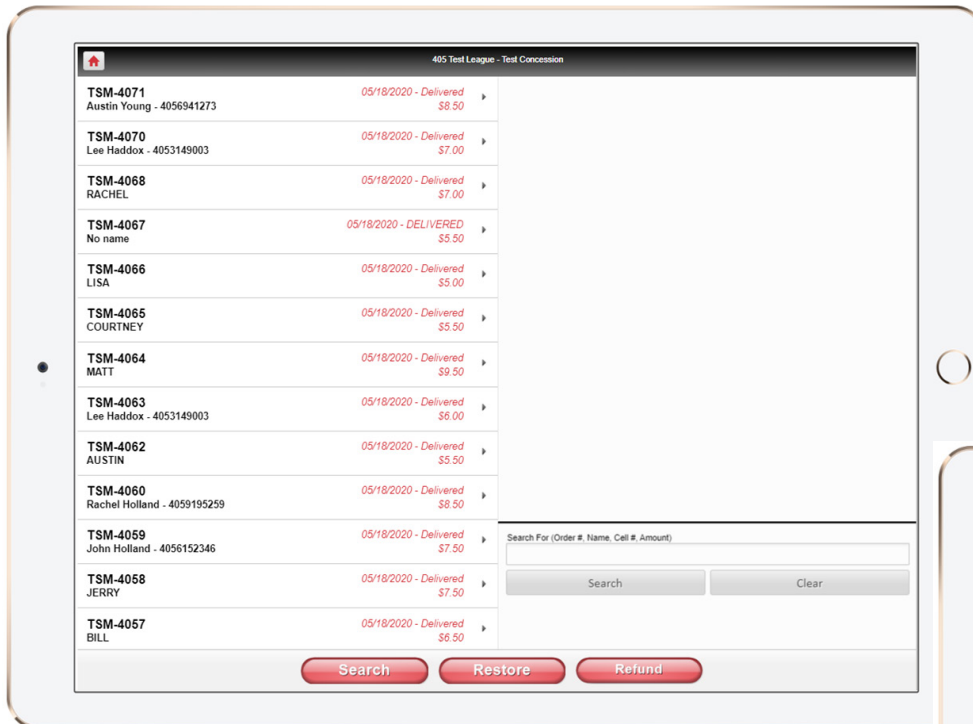
The **ORDER PICKER** displays incoming orders from both the mobile app and the POS. From here, the concession worker(s) can see the orders displayed from top to bottom in a “first-in, first-out” fashion. Oldest orders at the top and newest orders at the bottom. Once an order is “clicked” on the touch screen, the order picker displays the contents of the order. Workers can fill that specific order and mark it one of two ways:

- For POS orders, simply call the name of the waiting customer and deliver the item. Click “Delivered” on the order picker and the order disappears from the display and is placed in history.
- For mobile app orders, click “ready for pick-up” on the order picker. The Snack Monkey sends a text message, alerting the customer their order is ready. Once the customer shows up at the concession stand, the order number on the text message and the order picker are visually confirmed and the items are delivered. Click “Delivered” on the order picker and the order disappears from the display and is placed in history.

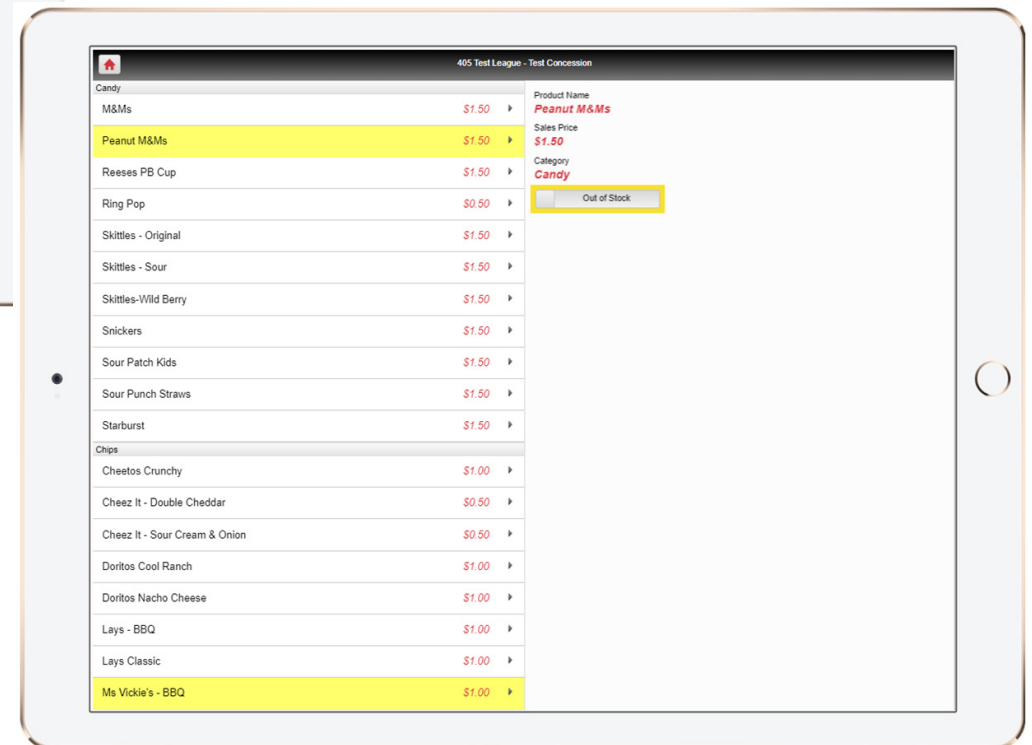
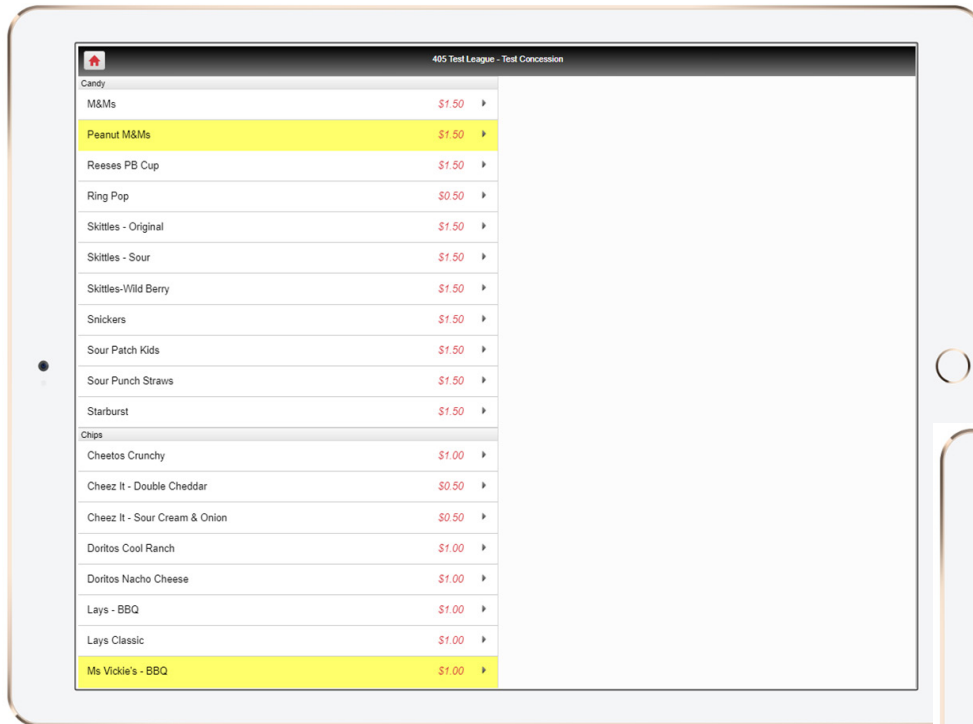


Additional features that can be accessed from the main screen of the iPad in the concession stand are:

- The **HISTORY** button which enables look up of previous orders. This feature helps to quickly resolve discrepancies and make refunds if necessary.



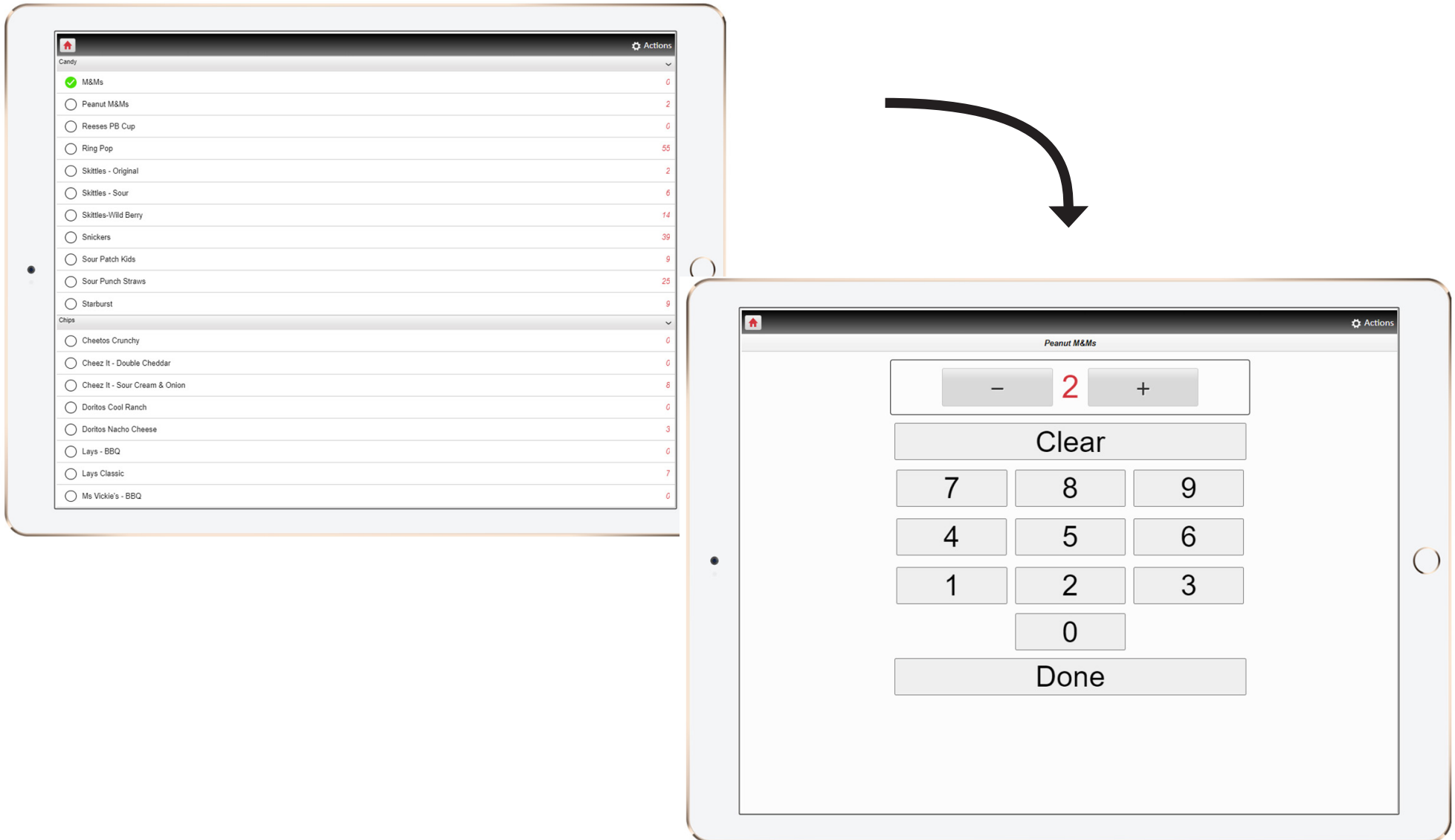
- The **MENU** button allows a concession worker to quickly mark a menu item “out of stock” so that item will no longer show up in The Snack Monkey app. This is *very important* if a concession runs out of a certain item. It prevents an app user from purchasing and paying for the item, only to find out the venue has run out, resulting in a refund and a potentially unhappy customer. This feature also marks the item as “out” in the POS and prevents concession workers from selling the item to walk-up customers.



- The **LOCATIONS** button is used to turn a venue's concession(s) on and off. It is *very important* for a venue to mark the concession "closed" when it is done serving customers. This prevents an app user from accessing the menu, purchasing, and paying for items when the concession is not open. It is also important to mark a concession "open" when the concession is open. This will allow app users to order from that concession.



- The **INVENTORY** button allows a concession to perform a simple physical inventory of the products. The inventory screen displays all the items on a concession's menu along with the current count. Once a product is selected, a worker can mark the product count "correct" or simply adjust the count up or down. Typically, venues require a physical inventory be performed at regular intervals - i.e. end of shift, end of day, or weekly. The more often the physical inventories are conducted, the more accurate the counts and reporting will be.



The Snack Monkey **MOBILE APP** is a free download from the Apple App Store and the Google Play Store. When a customer downloads The Snack Monkey mobile app and sets up an account, they are offered two unique options:

Concession ordering:

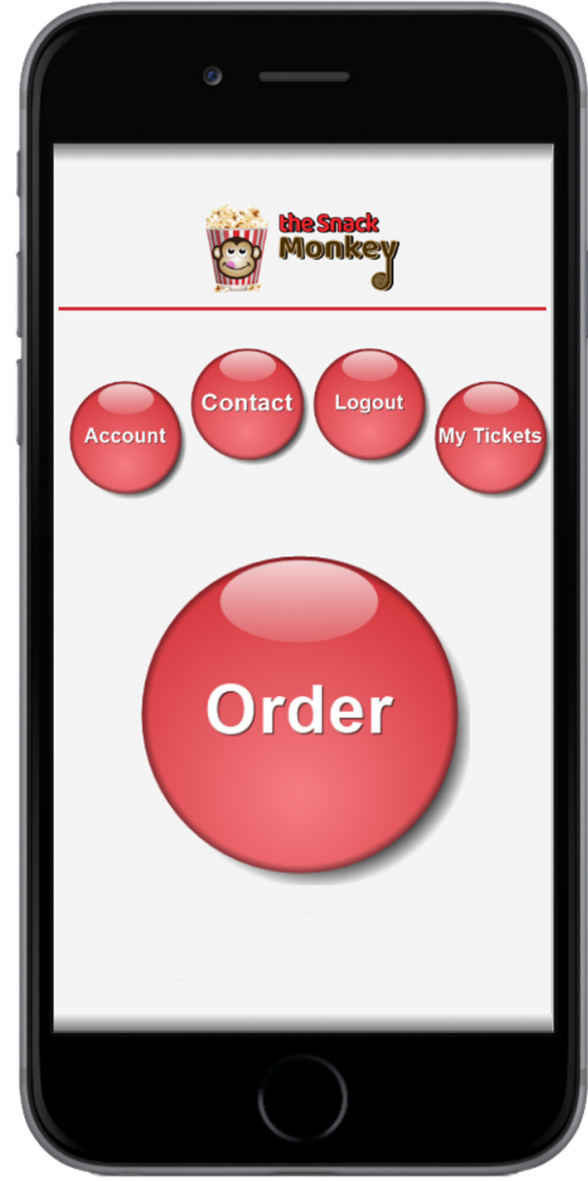
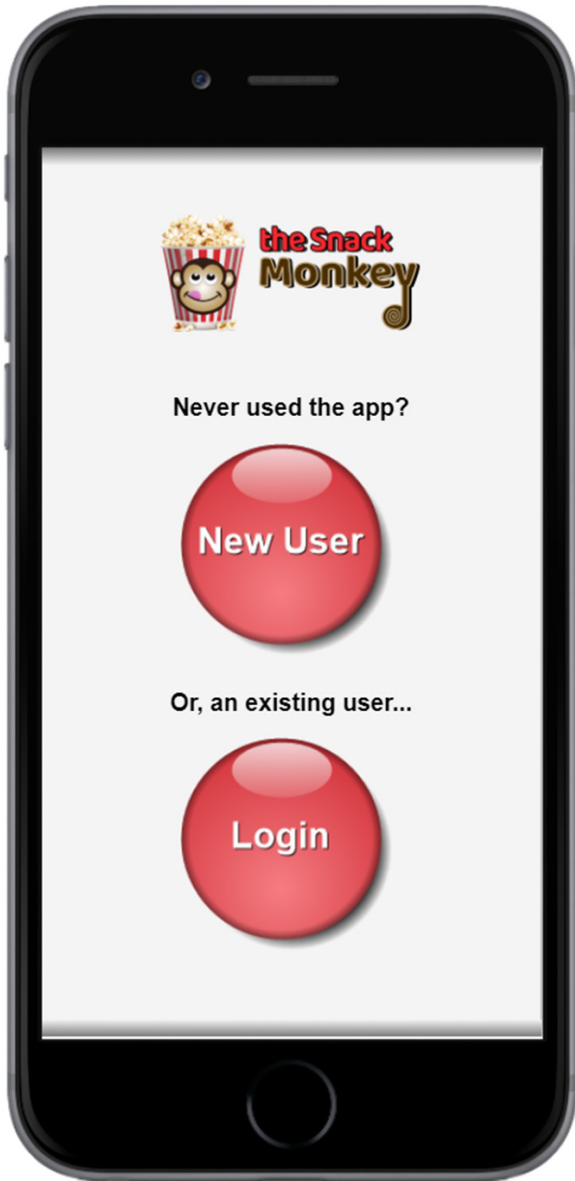
- Customers can access a venue's menu and purchase items, using a credit card, through the mobile app, right from their seat. Once the order is ready, the customer receives a text message. They can walk up to the concession, show the text message, and receive their items. No lines, no physical contact.

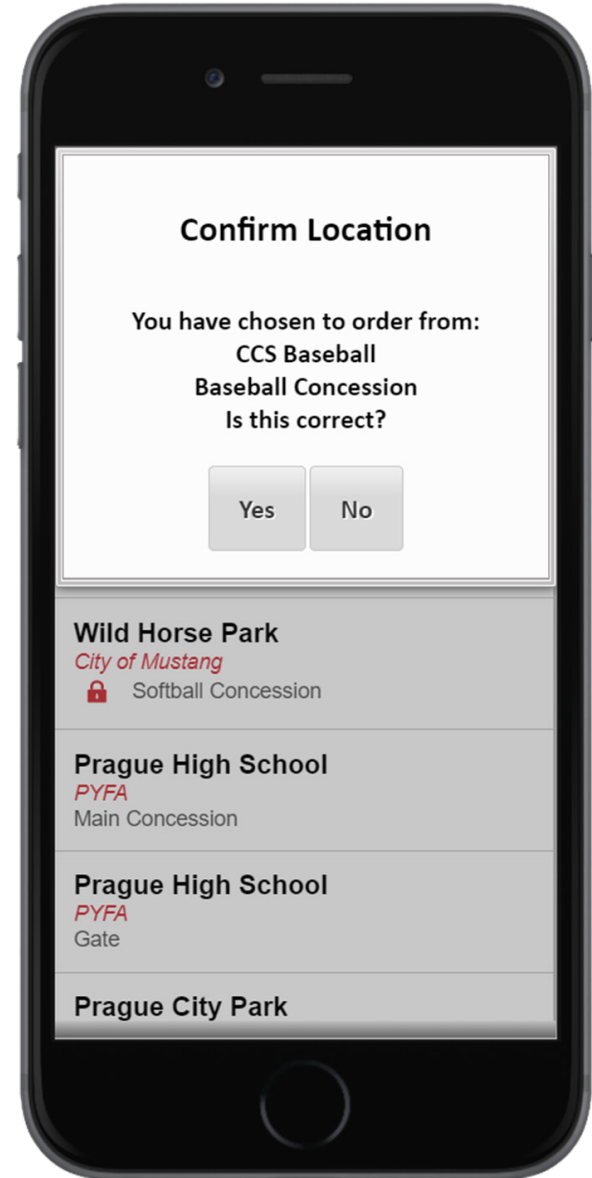
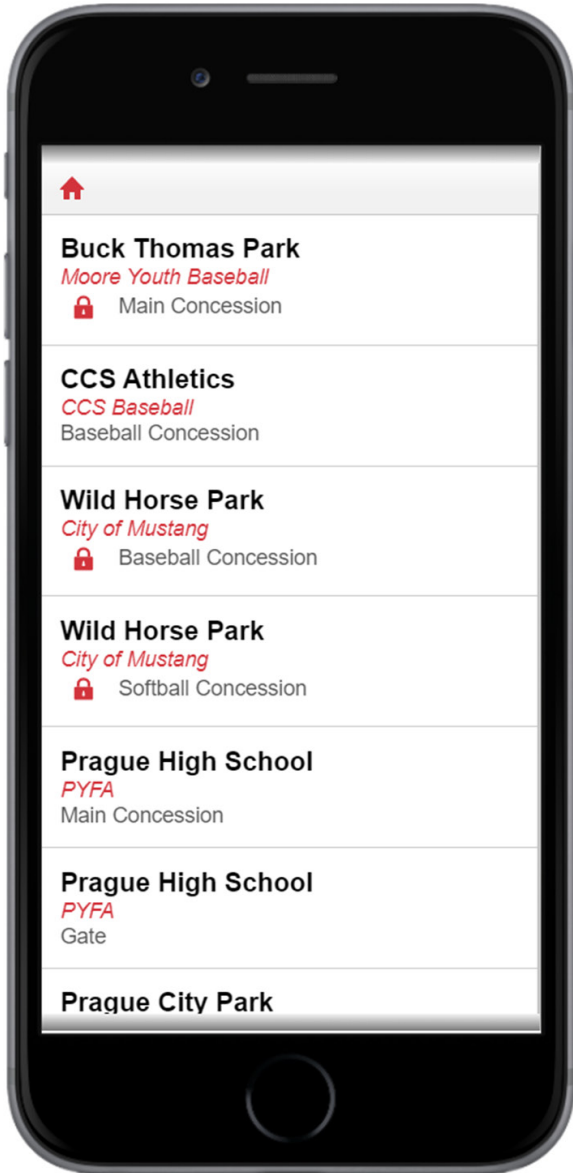
Ticket purchases:

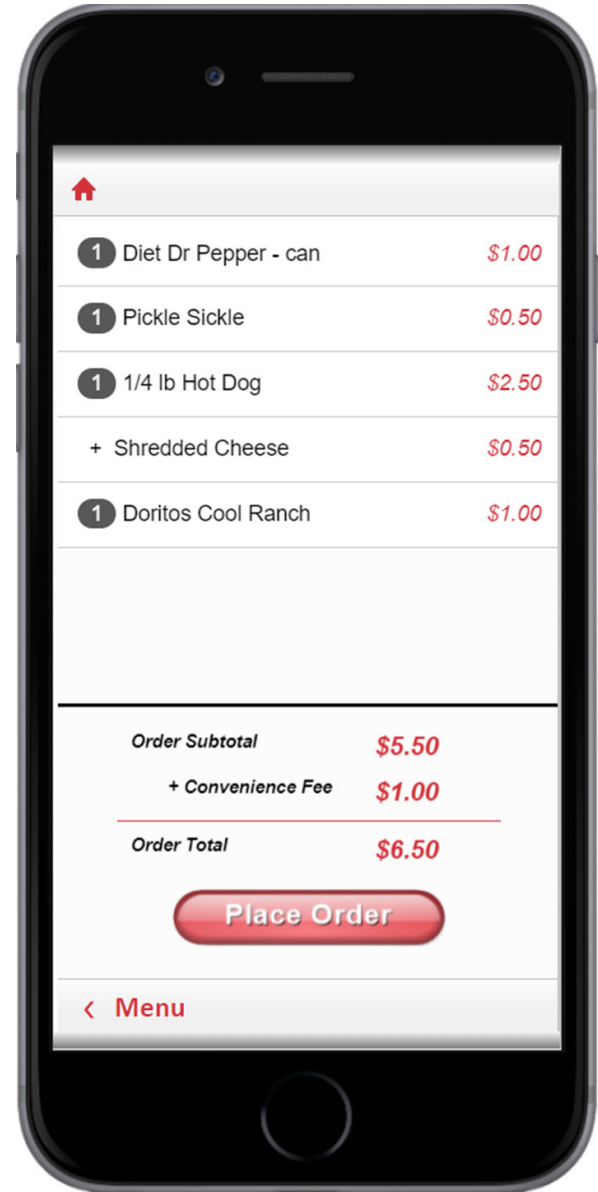
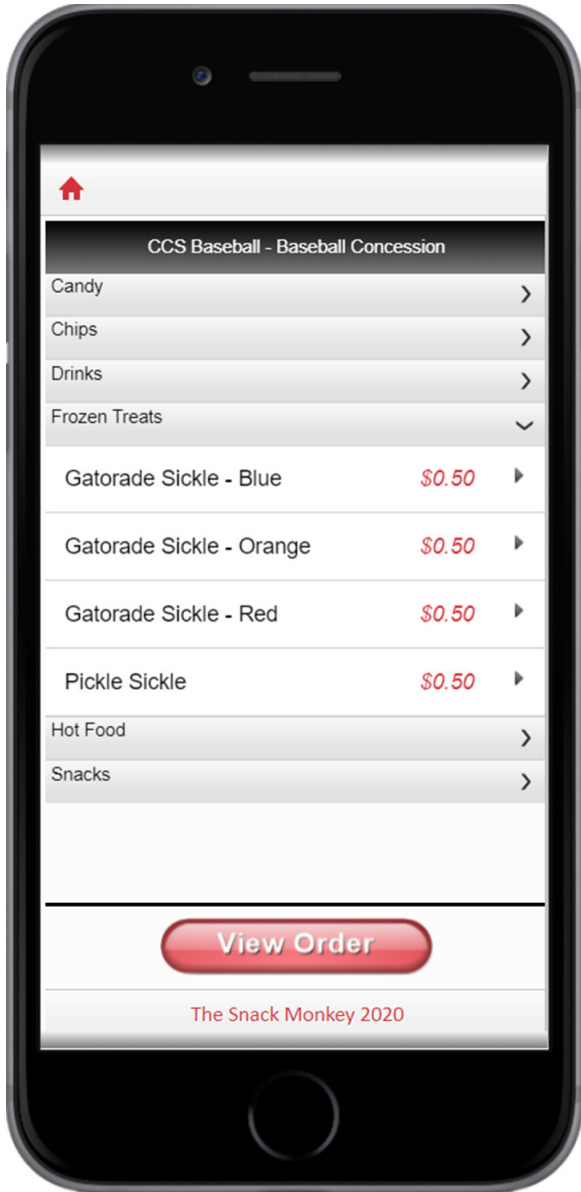
- Customers can purchase tickets to enter the venue, using a credit card, through the mobile app. Once tickets are purchased, a QR code for each ticket will show up in their app under "my tickets". The customer shows this code(s) to the gate worker who scans the code and redeems the ticket. Once a QR ticket is scanned, it can never be used again. Preventing multiple uses of the same ticket purchase. Once scanned, the QR ticket disappears from the customer's "my tickets" screen on the app.
- A convenient use of the QR ticket process is purchasing multiple tickets at a time. If one or more of a customer's party does not show up to the venue at the same time, the customer simply takes a screenshot of one of the QR tickets and sends it to the person who is late, or early. That person then shows the picture to the gate worker who scans the QR code and redeems that ticket. Once that particular QR code is scanned, it cannot be used again. The code will also disappear from the original customer's "my tickets" screen on their app.
- The Snack Monkey provides a "no cost" solution for a venue to scan tickets. From the Administrative Web Back-End the admin can select the option to turn a gate worker's app into a scanner. Now, when the worker opens The Snack Monkey app on their mobile phone, they simply go to "click" the "account" button. At the bottom of the screen, a button labeled "gate" appears. When the worker "clicks" this button, their app becomes the ticket scanner. No WiFi or additional hardware purchase is necessary. This function only works in the app and does not affect the rest of the gate worker's mobile phone. The admin can turn the gate worker feature on and off in the Administrative Web Back-End by entering the gate workers phone number.

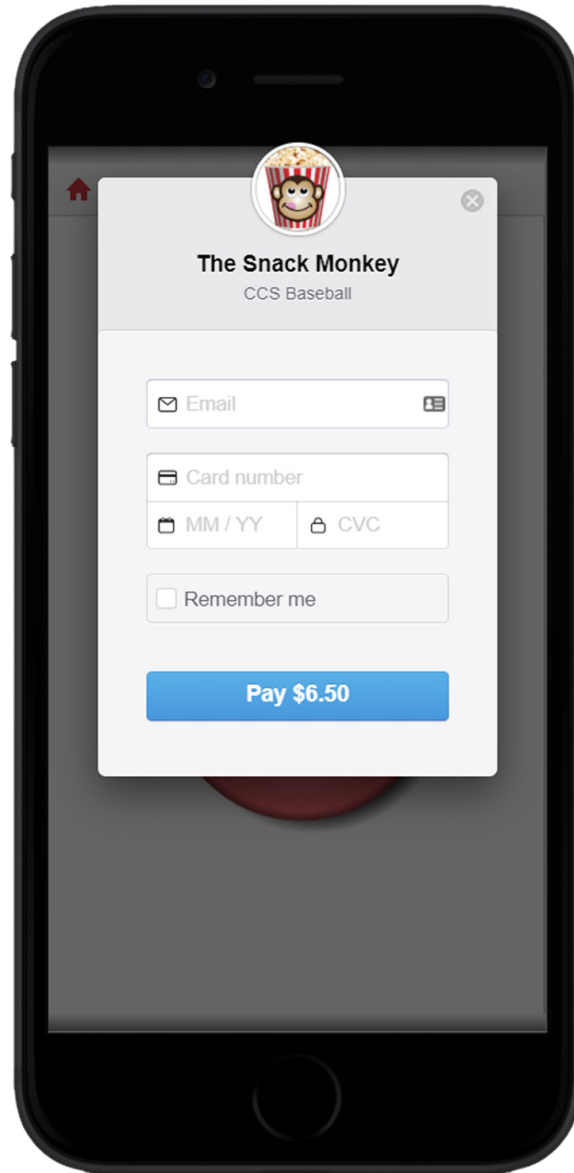


EXAMPLE OF THE MOBILE APP CONCESSION ORDERING

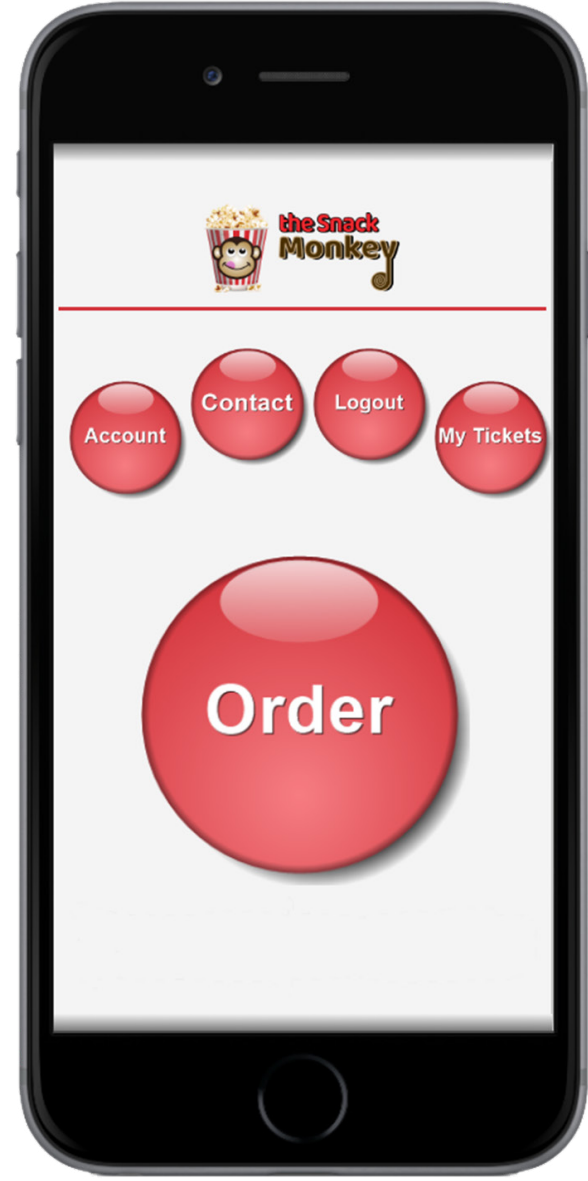
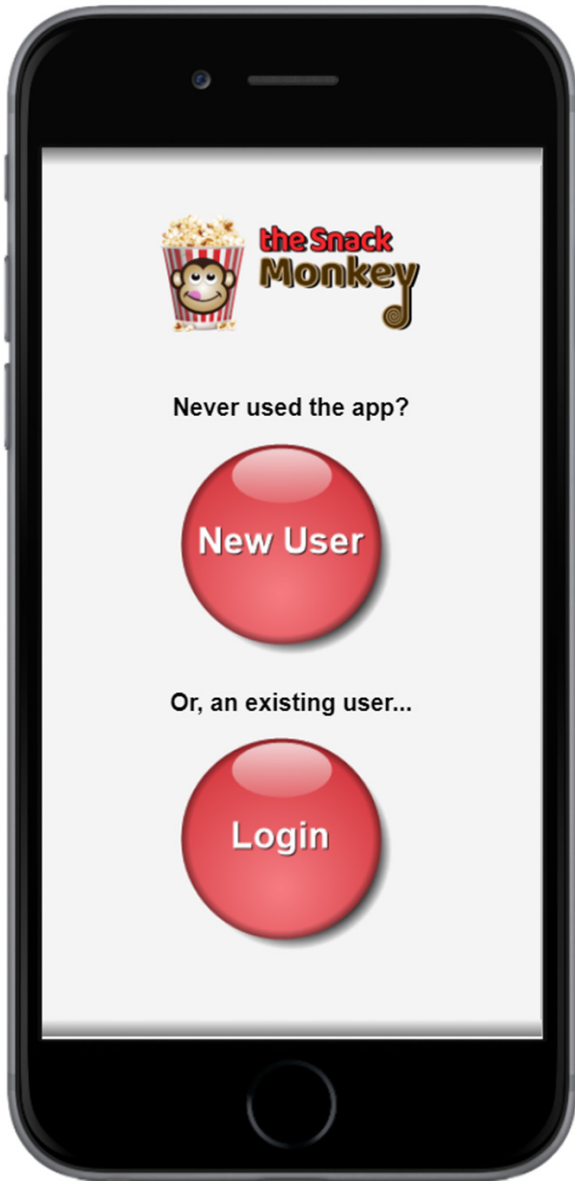


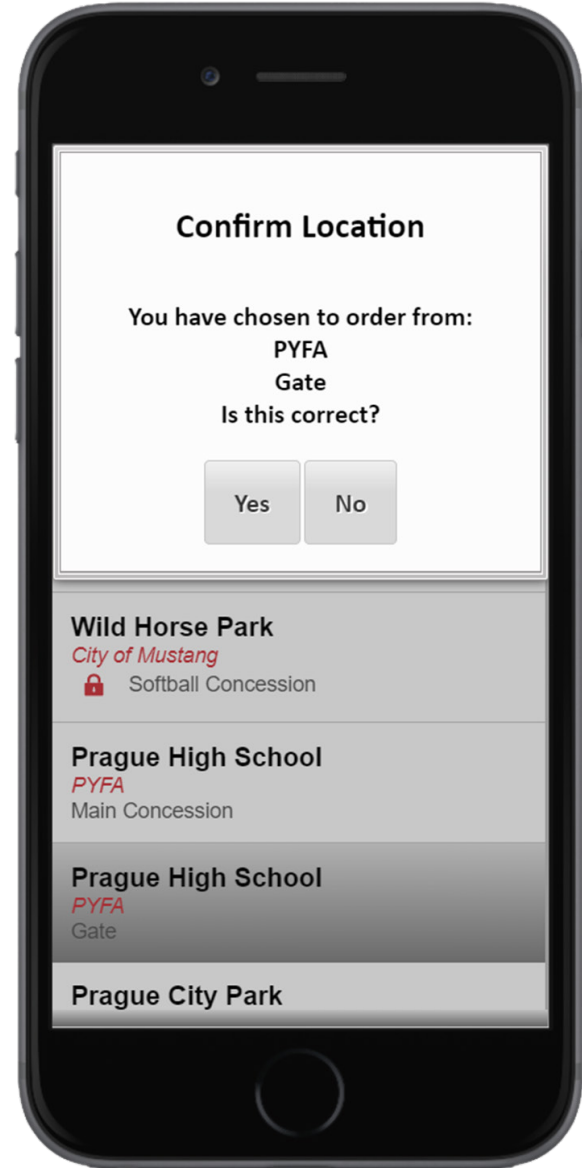
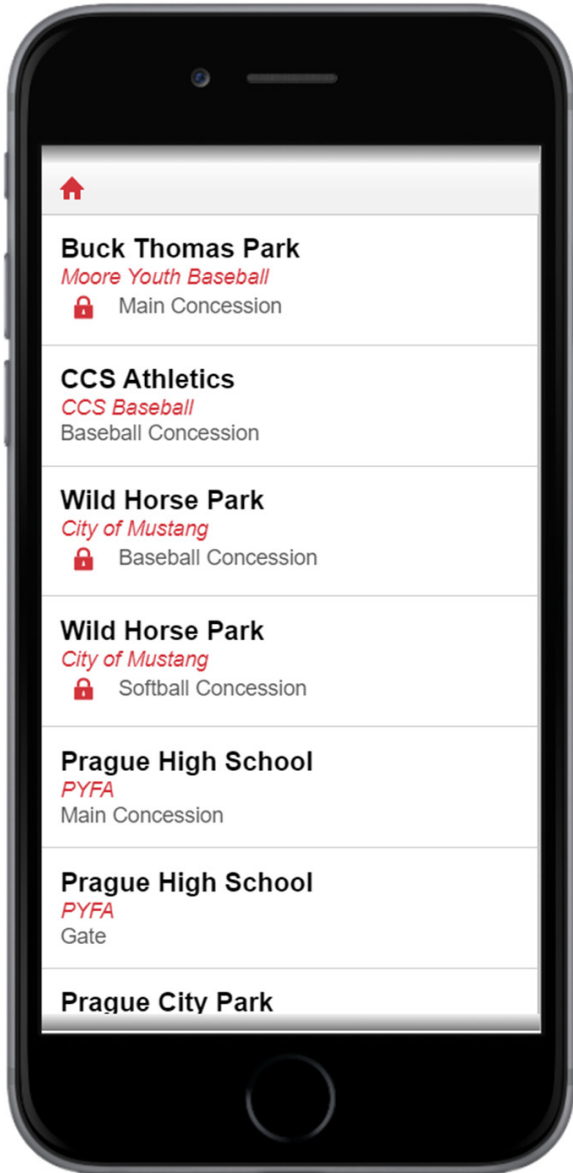


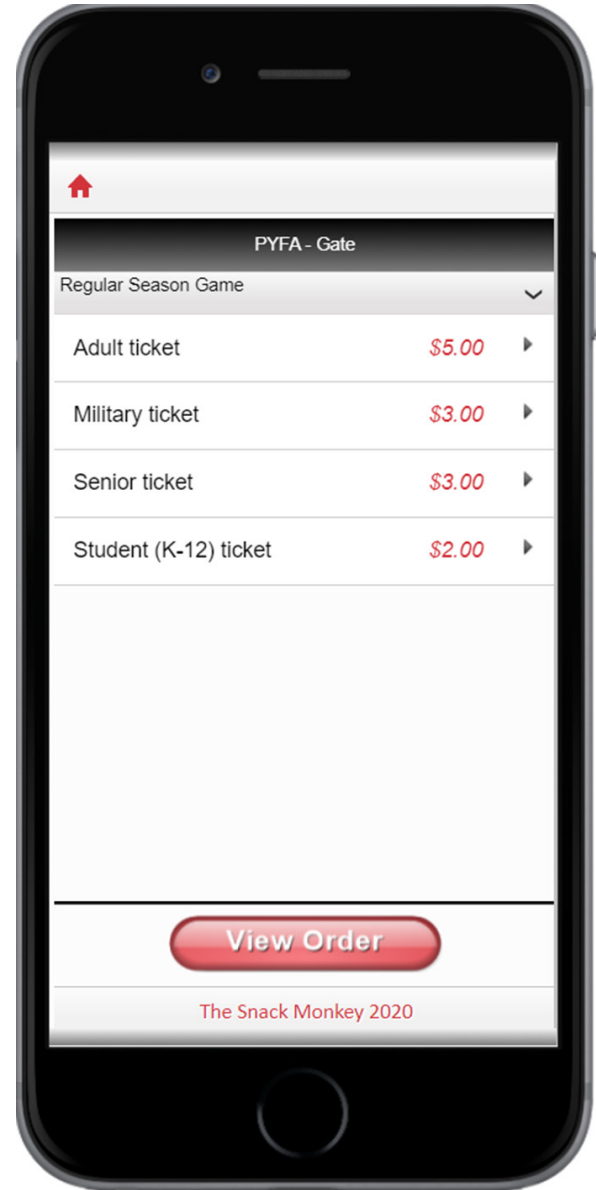


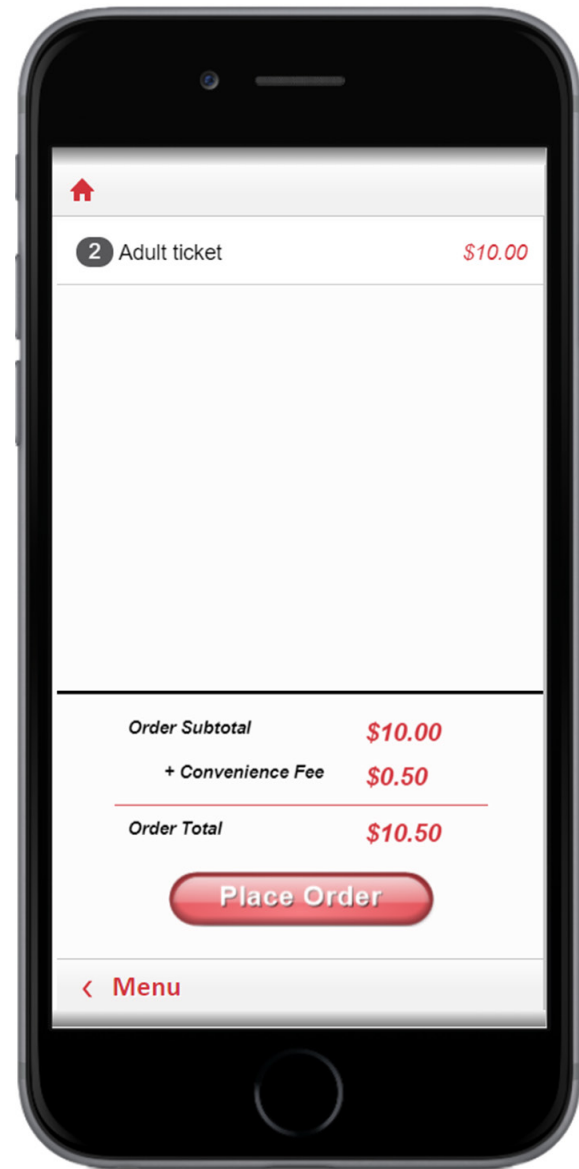
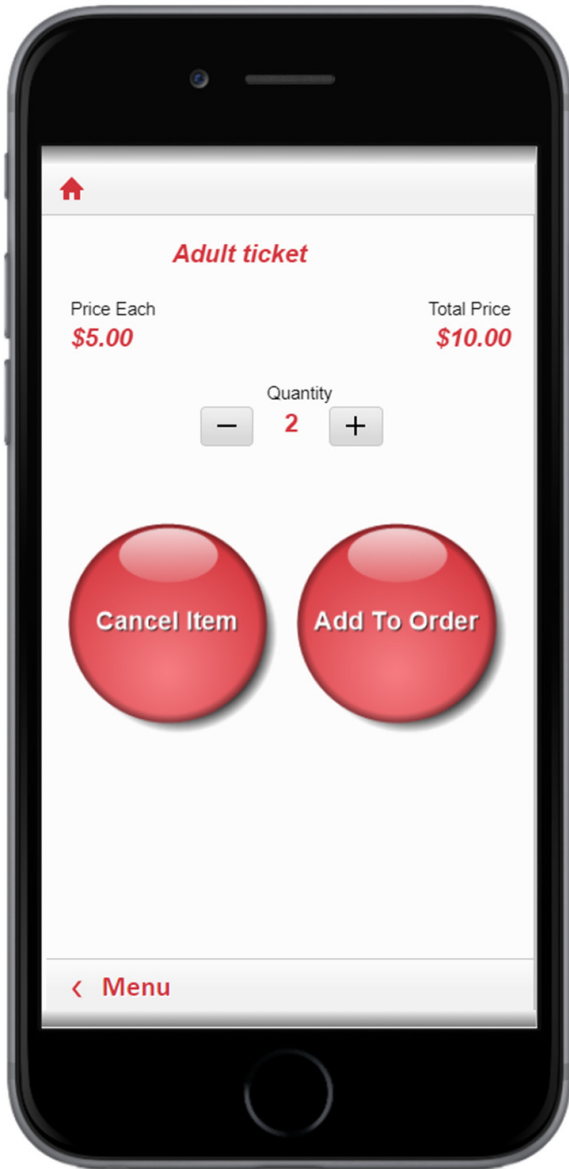


EXAMPLE OF THE MOBILE APP TICKET PURCHASING





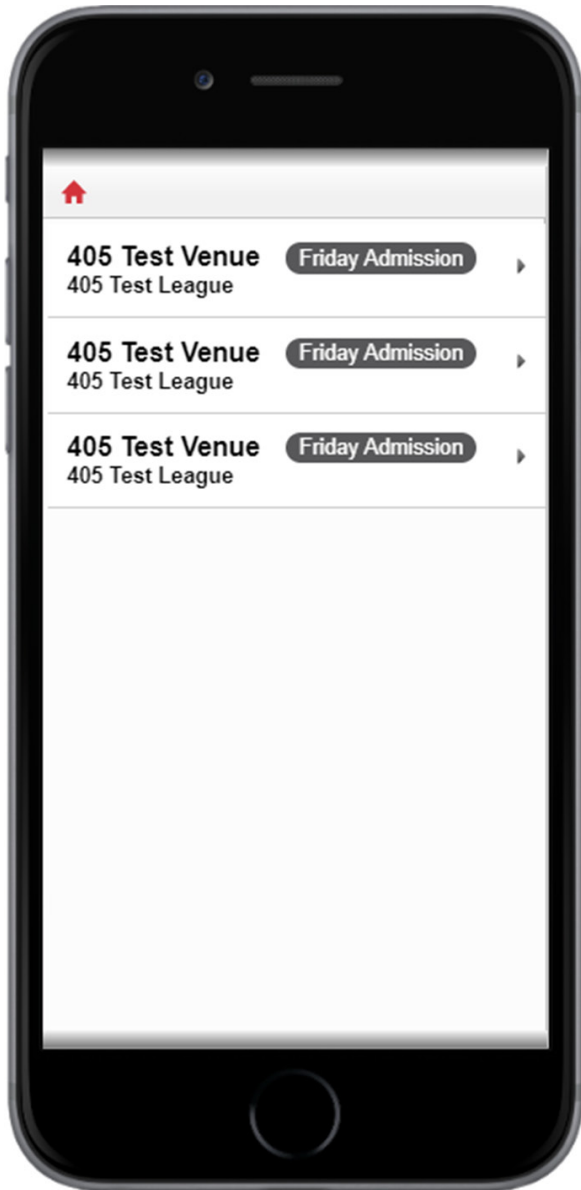




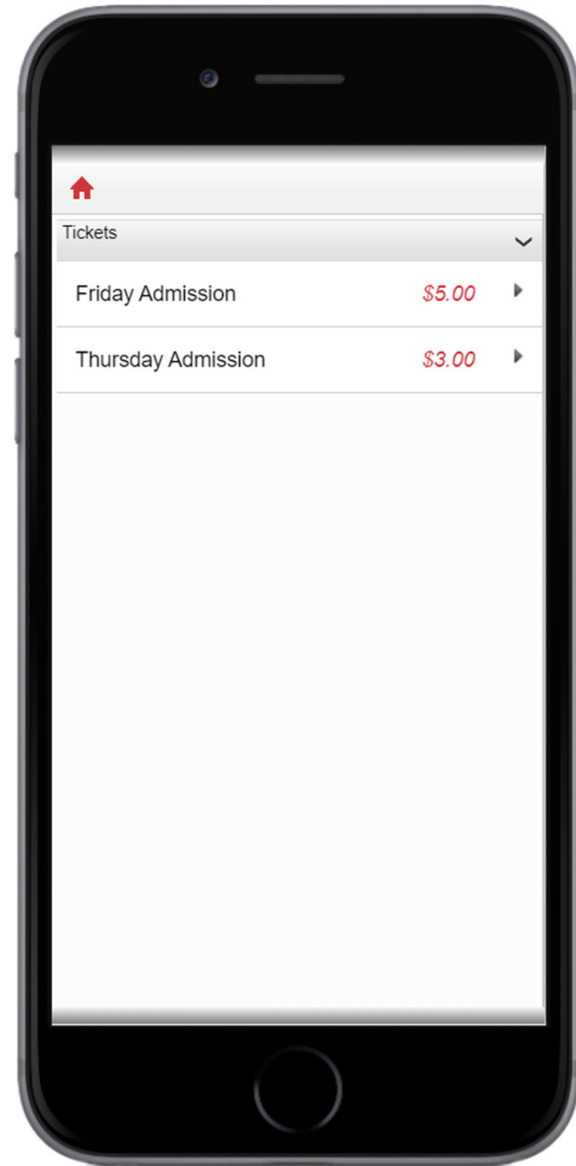
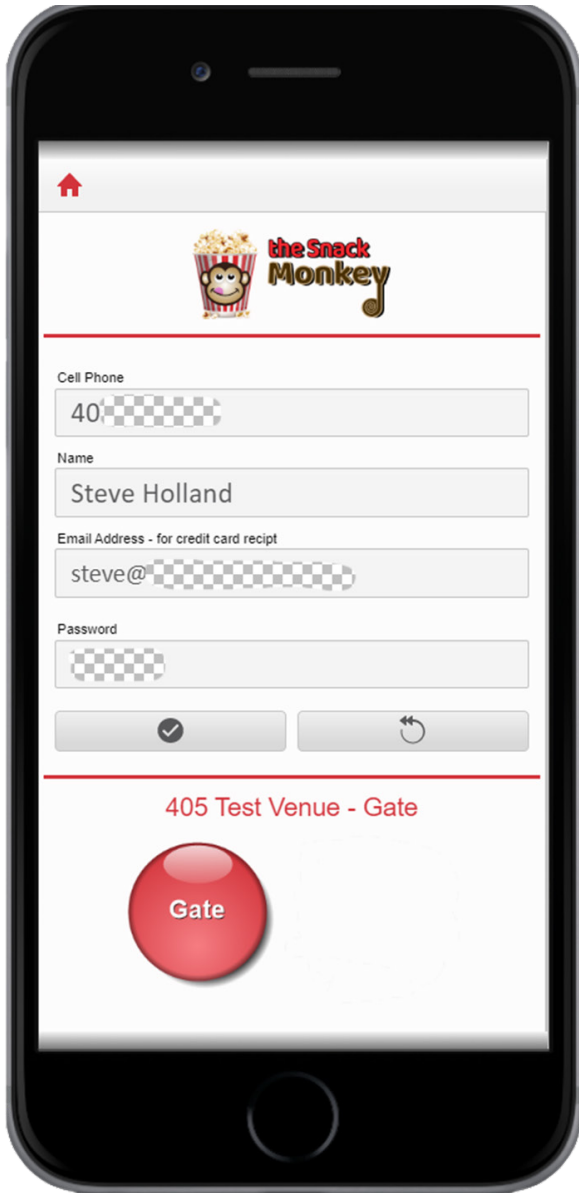




AFTER TICKET PURCHASE IS MADE, THE APP USER "CLICKS" THE "MY TICKETS" BUTTON



A GATE WORKER "CLICKS" THE "ACCOUNT" BUTTON ON THEIR APP. THEY SEE A NEW BUTTON CALLED "GATE." ONCE THEY "CLICK" THAT BUTTON, THEY SEE THE OPTION TO SCAN





# What is Required?

## Internet connection:

- The Snack Monkey is web-based software with cloud storage. A concession must have internet access. This can be achieved with either a WiFi router or a cellular hotspot - such as a Verizon Jetpack, etc. The Snack Monkey does not use much data, so if a venue does not have WiFi, the hotspot option is cost effective and has been found to work very well. Only the concession area will need internet access. The rest of venue is covered by The Snack Monkey app users on their own devices. Including the gates.

## An account with a credit card processor:

- Currently, The Snack Monkey software works with Stripe credit card processing. The venue will set up its own Stripe account that is linked to its bank account. The process is very simple and 405 Technology can assist a venue with the process if needed. Once the venue has its own Stripe account, 405 Technology will link The Snack Monkey credit card processing screen to the venue. All credit card purchases (physical and mobile) processed through Stripe, will enter into the venue's bank account. 405 Technology is in no way affiliated with Stripe. Additionally, all credit card transactions that happen through The Snack Monkey are handled by Stripe. The money is transferred from Stripe to the venue's bank account. The Snack Monkey, nor 405 Technology, ever handle or receive any money from a transaction. Stripe offers tools and reports for a venue to monitor and manage its credit card payments and receipts.

## Hardware:

- The Snack Monkey software requires, up to, 4 pieces of hardware per concession. These include:
  - (2) iPads - One for the POS and one for the Order Picker
  - (2) iPad stand-up cases - The right case provides protection and stability while in use
  - (1) USB/Lightning dongle - This allows the POS iPad to stay plugged into a power source and plug a Magtek credit card reader into it at the same time
  - (1) Magtek credit card reader - This allows a venue to take physical credit cards, if it chooses

# What Does it Cost?

## iPads:

- 405 Technology can assist a venue in finding fairly low-cost iPads that will work well with The Snack Monkey. In some cases, these could cost well under **\$200 each**.

## iPad stand up cases:

- 405 Technology can assist a venue in finding the cases that have proven to work the best for this application. They can typically be purchased for **\$30.00 to \$50.00/each**.

## USB/Lightning dongle:

- 405 Technology can assist a venue in finding this device reasonably cheap. They are usually **\$30.00/each** or less.

## Magtek credit card reader:

- 405 Technology can assist a venue in finding this device for around **\$50.00/each**.



Metal Signs:

- 405 Technology offers metal signs with information and a QR code to assist customers in downloading the app. These can be hung in various areas to help promote use of the app. These are sold at cost for **\$15.00 each** (pictured below)

**Purchase tickets with your phone**

**Download:**



**the Snack  
Monkey**



<https://www.thesnackmonkey.com/download>



**Tired of standing in line?**

**Download:**



**the Snack  
Monkey**



<https://www.thesnackmonkey.com/download>



## Stripe:

- Stripe charges **.30 cents per swipe, plus 2.9%**. If a venue makes a \$5.00 transaction, that is a .44 ½ cent processing fee. If a transaction is \$8.00, Stripe would charge a .53 cent processing fee. And so on and so forth.

## 405 Technology:

- 405 Technology charges 5% of all sales, credit card and cash, for use of The Snack Monkey. This model is built around youth sports which are seasonal. A venue only pays for the software when it is making sales. The venue pays nothing at any other time.
- 405 Technology will send the venue an invoice once a month for 5% of that month's sales.

Most venues using The Snack Monkey are charging a \$1.00 credit card convenience fee. This works well for several reasons:

1. Customers are used to paying convenience fees at other places such as an ATM or purchasing event tickets online, etc.
2. Youth sports venues are not in close competition with other businesses when it comes to concessions or ticket sales. Unlike a gas station or coffee shop where a customer can, and will, go across the street for a better deal, a customer at a youth sports venue is not likely to leave to go buy food elsewhere. Youth sports venues are more like a theme park or movie theater in that regard.
3. Most youth sports venues are non-profits and do not charge tax. Customers are used to paying more than the sticker price for an item once tax is added on. In this case, it is not tax, it is a convenience fee.
4. A \$1.00 convenience fee makes the credit card processing and the use of The Snack Monkey software free to the venue on all purchases up to \$9.00. On purchases under \$9.00, the venue will collect a little extra profit to help cover the additional cost on purchases over \$9.00 and the 5% charged for using The Snack Monkey software on cash purchases.