

## Founder's Welcome Statement

Hello, my name is David Chadwick and I am the President and Co-Founder of Epicore Virtual Brands, and I want to welcome you to the Independent Operator Sales Partner Program. We are thrilled to have you on board!

At Epicore Virtual Brands, our journey began with a clear purpose: to help independent restaurants thrive in a rapidly evolving industry. With decades of combined experience in foodservice, technology, and franchising, we saw an opportunity to reshape how restaurants generate revenue by launching powerful virtual brands and licensing them through a scalable SaaS model. We didn't just build another restaurant tech company, we built a partner-first platform designed to empower operators and create opportunity for entrepreneurs like you.

### **Our vision is bold**

To be the leading virtual brand licensing partner across North America, helping every kitchen unlock untapped revenue through smart, scalable, data-driven brand solutions.

### **Our mission is simple**

To make virtual brands easy to launch, profitable to operate, and accessible to restaurants of every size.

### **And our "why" is what drives us**

Because independent restaurants deserve better margins, better technology, and a real shot at long-term sustainability.

The IBO Sales Partner Program is how we scale that mission, with you at the center. As an Independent Business Operator (IBO), you become a certified growth consultant, introducing restaurant partners to a smarter way to use their kitchen capacity. You'll be trained, supported, and equipped with tools to build your own pipeline, close deals, and earn recurring income.

### **So, what's in it for you?**

- The freedom to build your own business without the overhead
- Access to a proven system with a growing portfolio of exciting virtual brands
- Ongoing commissions from recurring SaaS licensing revenue
- A chance to join something meaningful, and profitable, from the ground up

We're not just launching brands. We're launching careers, opportunities, and impact. This program is your launchpad. The more you put into it, the more you'll get out of it. We make this guarantee to you, we will work as hard as you do to ensure your success!

Let's build the future of restaurants... together.



**David Chadwick**  
*Co-Founder & President*  
*Epicore Virtual Brands*