

Epicore[®]

VIRTUAL BRANDS

IBO

PROGRAM

**Independent Business Operator (IBO)
Sales Partner Program**

***Empower Food Service
Build Your Own Business
Earn Unlimited Income***



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 Business Operator Sales Partner Program. We are thrilled to have become a part of our team!

At Epicore Virtual Brands, our journey began with one clear purpose: to help independent restaurants and food service operators, thrive in the rapidly evolving digital economy.

With decades of combined experience in foodservice, technology, and franchising, we saw an opportunity to reshape how restaurants, and other food service businesses, generate revenue by launching powerful virtual brands. Then licensing these brands through a scalable monthly subscription-based 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 provide food service operators a platform that ensures virtual brands are easy to launch, profitable to operate, and accessible to businesses of every size.

And our "why" is what drives us

Because independent food service operators deserve a chance to succeed, with - better margins, better technology, and a viable plan for achieving 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 are a certified growth consultant, introducing food service partners to a smarter way to maximize 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 overhead or investment
- Access to a proven system with a growing portfolio of exciting virtual brands
- Ongoing commissions from recurring subscription licensing revenue
- A chance to join something meaningful, and profitable, from the ground up

We're not just launching virtual brands. We're launching careers, opportunities, and lasting impact. This program is your launchpad. The more you put into it, the more you'll get out of it.

We will make you this guarantee; we will work as hard as you do to ensure your success!

Let's build the future of food service... together.

What to expect from this package

1. The Opportunity
2. What You Will Do
3. Who We Are Looking For
4. Why Epicore
5. Our Compensation
6. Growth Opportunities
7. Support and Training
8. Our Culture
9. Next Steps

The Opportunity

Epicore Virtual Brands is transforming the foodservice industry by helping local, independent food service operators unlock new streams of revenue through licensing delivery-only virtual brands and digital restaurant infrastructure.

We are expanding nationwide and seeking motivated Independent Business Opportunity (IBO) Sales Partners to join us in growing this exciting market, and developing their own independent business.

Build	Build your own independent sales business with NO investment, flexible hours and no territory limits
Sell	Sell a proven, turnkey solution that restaurants and food service operators can implement to grow delivery sales profitably
Earn	Earn competitive commissions on every license sold, plus residuals on monthly subscriptions, and incentives for top performers
Leverage	Leverage Epicore's national marketing, brand portfolio, and sales technology platform to help build your business
Receive	Get dedicated training, tools, and back-office support from Epicore Virtual Brands

What you will do



Prospect and engage local restaurants, hotels, pubs, catering kitchens, and foodservice operators



Present the Epicore Virtual Brands Licensing Program with the confidence of knowing you have a dedicated group of industry professionals supporting you



Guide operators through the benefits, onboarding and brand selection process



Build lasting client relationships to ensure program success and retention



Earn income on every deal you close, with no cap on your potential

Who we are looking for

Self-starters who want flexibility, autonomy, and real earnings potential

Entrepreneurs, Independent Sales Professionals, and anyone hungry to grow their own business

Experienced foodservice salespeople, restaurant consultants, or hospitality staff

Passionate believers in helping local restaurants thrive in a changing world



Why Epicore Virtual Brands

- ✓ Proven virtual brands optimized for delivery success.
- ✓ Full digital infrastructure, training, and marketing support.
- ✓ Low barrier of entry for restaurants; use their existing kitchen and staff.
- ✓ National sales support and cutting-edge sales technology for our partners.
- ✓ Transparent, rewarding commission structure.
- ✓ No Territories or restrictions

Compensation

Our compensation structure positions EpiCore as one of the leading partner-driven sales programs in the industry.



Immediate Rewards

SELL THIS MONTH AND GET PAID!

UPFRONT COMMISSIONS FOR DIRECT SALES

- ✓ For every new licensee prospected and sold directly by the IBO Sales Partner
- ✓ You Receive the **First (1)** Month's Brand fees - **Upfront**

ONE BRAND LICENSE	\$300
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TWO BRAND LICENSES	\$500
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THREE BRAND LICENSES	\$700
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***Each additional brand add \$150**

Ongoing Residuals

WORK TODAY – GET PAID TOMORROW...

MONTHLY RESIDUAL COMMISSION, FOR DIRECT SALES

For every licensee account that the IBO Sales Partner sells, you will receive an ongoing residual commission.

This residual is paid monthly for the lifetime of the licensee (as long as the IBO remains active). This residual also compounds as the licensee increases their business portfolio.

ONE BRAND LICENSE \$30/month

TWO BRAND LICENSES \$50/month

THREE BRAND LICENSES \$70/month

***Each Additional Brand add \$15/month**

Performance Achievement

REWARDS AND RECOGNITION FOR CONSISTENT PERFORMERS
(Each quarter is based on the calendar year)

Quarterly Achievement Bonuses

Tier 1 – Momentum Builder

- IBO sells 10 Brand Licenses per Quarter;
Bonus: \$600

Tier 2 – Growth Driver

- IBO sells 20 Brand Licensee per Quarter;
Bonus: \$1500

Tier 3 – Market Leader

- IBO sells 30 Brand Licenses per Quarter;
Bonus: \$2500

Recruiting and Leadership

BUILD A TEAM OF TOP PERFORMERS

Direct Recruitment Override

5% residual override on
monthly brand license
revenue generated by IBO
Sales Partners that you
have directly recruited to
our program.

Profit Sharing

Epicore IBO Profit Sharing Program Participation Points

Our goal is to reward IBO Sales Partners not only for direct sales but also for helping grow the overall Epicore licensing base by giving them access to a profit-sharing pool once key activation milestones are hit.

For every 50 new license activations in a calendar year, an IBO earns 1 Participation Point.

Points accumulate within the year and reset annually. Epicore sets aside a fixed profit-sharing pool each year. The pool is distributed among IBOs proportionate to the number of Participation Points earned.

50 Licenses = 1 Point

**Multi-Unit and
Franchise
Account
Development**

**BIG BUSINESS MEANS
BIGGER COMMISSIONS**

2 MONTHS

upfront commission
for each multi-unit location
onboarded to the group contract

One License \$600

Two Licenses \$1000

Three Licenses \$1400

Each additional License \$300

RESIDUAL COMMISSIONS

One License
\$75/month/location

Two Licenses
\$120/month/location

Three Licenses
\$170/month/location

Each additional license
\$35/month/location

Earning Streams

Multiple Opportunities to Grow Your Income

Monthly

- Direct Sales Commissions
- Monthly Recurring Revenue Residual
- IBO Team Override Commissions

Quarterly

- Quarterly Achievement Bonus

Annual

- Top Performer Profit Sharing

Earnings Examples

(based on ONE BRAND licenses sold @ \$300)

5 license activations each month (60 Year)

- Average \$1,500 upfront monthly commissions
- Growing Monthly Residuals (\$11,730 annually)
- Quarterly Bonuses \$2,400
- Overrides on 2 IBOs \$1,800
- Estimated Year One Compensation \$34,830
- **Profit Sharing Points = 1**

10 license activations each month (120 Year)

- Average \$3,000 upfront monthly commissions
- Growing Monthly residuals (\$36,300 annually)
- \$10,000 performance bonus
- Overrides on 2 IBOs \$3,600
- **\$73,330 annualized earnings**
- **Profit Sharing Points = 2**

20 license activations each month (240 Year)

- Average \$6,000 upfront monthly commissions
- Growing Monthly residuals (\$72,300 annually)
- \$10,000 performance bonus
- Overrides on 2 IBOs \$7,200
- **\$136,330 annualized earnings**
- **Profit Sharing Points = 4**

Future Growth Opportunities

EpiCore offers IBOs clear pathways to expand their role, influence, and earning potential



Support and Training

**WE BELIEVE THAT FOR EPICORE TO
SUCCEED WE FIRST NEED TO ENSURE
YOUR SUCCESS!**

- ✓ State of the Art Onboarding and Sales Training
- ✓ Custom CRM and Sales Lead Management Tools
- ✓ Professional Lead Generation Marketing and Proposal Resources
- ✓ Partner Success Team Support for Onboarding and Retention
- ✓ Regular Coaching Calls and Advanced Monthly Sales Training
- ✓ Monthly Sales Development Webinars for Licensee Engagement
- ✓ A Committed Team that is Dedicated to Your Success
- ✓ Detailed Market Analysis and Database Development

Our Culture

DIVERSITY, EQUITY, INCLUSIVITY
These are more than just words

At Epicore Virtual Brands, we believe that our people are our greatest advantage. As we grow into a leading innovator in virtual restaurant licensing and QSR partnerships, our culture must be the foundation upon which we build sustainable success. Our People & Culture vision is to create an environment where every individual feels valued, supported, and inspired to do their best work, a company that celebrates diversity, champions growth, and fosters belonging.

We envision Epicore as a destination for top talent, where exceptional people choose to build their careers because they see opportunity, purpose, and community. Through thoughtful talent acquisition, development, and engagement practices, we will attract individuals who share our entrepreneurial spirit and equip them with the tools, resources, and pathways they need to thrive. Our employer brand will not only reflect what we do but also who we are: an organization that puts people first, encourages innovation, and invests in long-term success.

As a company built on partnerships and collaboration, we recognize that our culture must extend beyond our walls to include our IBO Sales Partners, licensees, and stakeholders. Our vision is to cultivate a culture of shared success, where trust, accountability, and collaboration drive performance at every level. By aligning individual goals with organizational strategy, we will ensure that every person connected to Epicore feels ownership in our mission and contribution to our growth.

**Ready to Get
Started?**



**Take the Next Step – Start Building
Your Future!**

**Begin your orientation today by
visiting our website at,**

<https://www.epicorebrands.ca/ibo>

**or message us if you have more
questions at**

hello@epicorebrands.ca

**It is your future and your
opportunity. Take control of it, we
are here to help.**

*Note: Some commission structures may be subject to changes
On a quarterly or annual basis.*

Become an Epicore Virtual
Brands IBO Sales Partner
and unlock your own
potential while helping
restaurants and food service
operators unlock theirs.