



OTC: **TWOH**

**TWOHANDS**  
INVESTMENT OPPORTUNITY

# Forward-looking and cautionary statements

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TWO



HANDS



FRESH TO HOME  
**GROCERY ORIGINALS**  
the past and future of food.



An online delivery marketplace that launched last summer delivering fresh and high-quality produce, meats, pantry items, bakery & pastry, gluten-free, and organic items throughout Southern Ontario. Our line of high-quality products come from long partnerships with local and international suppliers.

A brick-and-mortar retail experience that was recently launched in Mississauga, Ontario, fully equipped with a deli, cold storage, and a stone pizza oven. We will also be offering a wide variety of fresh and specialty meals curated by Corporate Executive Chef, Grace Di Fede.

A food import and distribution brand that operates in a wide range of channels including food service, retail chains, hotels, and restaurants. Core offerings from Cuore range from Italian themed oils, pastas, sauces, to dry packed goods, to exclusive wines, coffees, and desserts.



## Key Partners

- Primo Jardin, Ontario Food Terminal, Italian Chamber of Commerce Toronto
- Manufacturers, Brands, Distributors, Logistic partners, Investors

## Key Activities

- Procurement, Logistics / Distribution, Pricing
- Customer data processing, Payment Processing, Marketing & Campaigns, Digital projects

## Key Resources

- Presence (new), Logistic network, Inventory, Partnership/alliances, Dedicated employees

## Value Propositions

- To offer customers more of what they want
- Fresh and quality groceries on and offline
- Online shopping easy-to-book delivery slots
- Fresh ideas and recipes
- Food service clients receive quick order turnaround and best pricing

## Cost Structure

- Friendly service with doorstep fresh checks on every order, Self Service, Automation, Customer service, Benefits to members, convenience, Reviews

## Revenue Streams

- Online Sales, Retail Sales, Food Service, Commissions on affiliates

## Customer Segments

- Online shoppers with initial focus on GTA, looking for curated items, great pricing and no hassle service
- Walk-in shoppers looking for nostalgic grocery store with inhouse bakery experience
- Food service to restaurants, hotel, banquets and resorts

## Customer Relationships

- Cost of goods, Procurement, Distribution and logistics, Store(s), Salaries, Maintenance, Inventory management, Advertising, Marketing and branding, Customer service, Digital development

## Channels

- GoCart.city – online
- Originals – store
- Cuore – Food service
- App marketplaces
- Media
- Partners and brands



Food  
Preparation



We use two hands to prepare all things food to perfection



Our  
Products



Hand selecting our  
products separates us.



Quality Assurance



All hands on deck when ensuring customer satisfaction

STAY HOME  
WE DELIVER



First  
Class

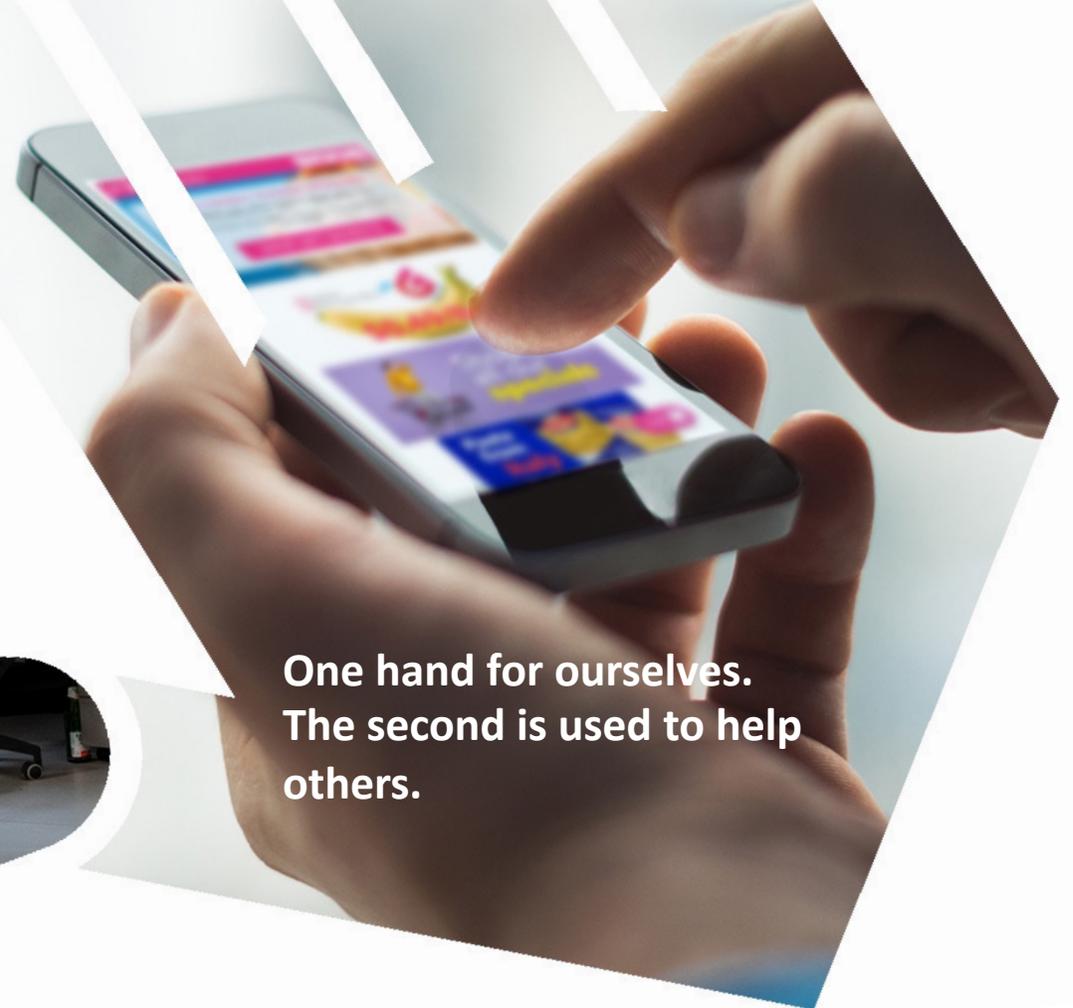


Two hands to drive.  
Two hands to deliver.





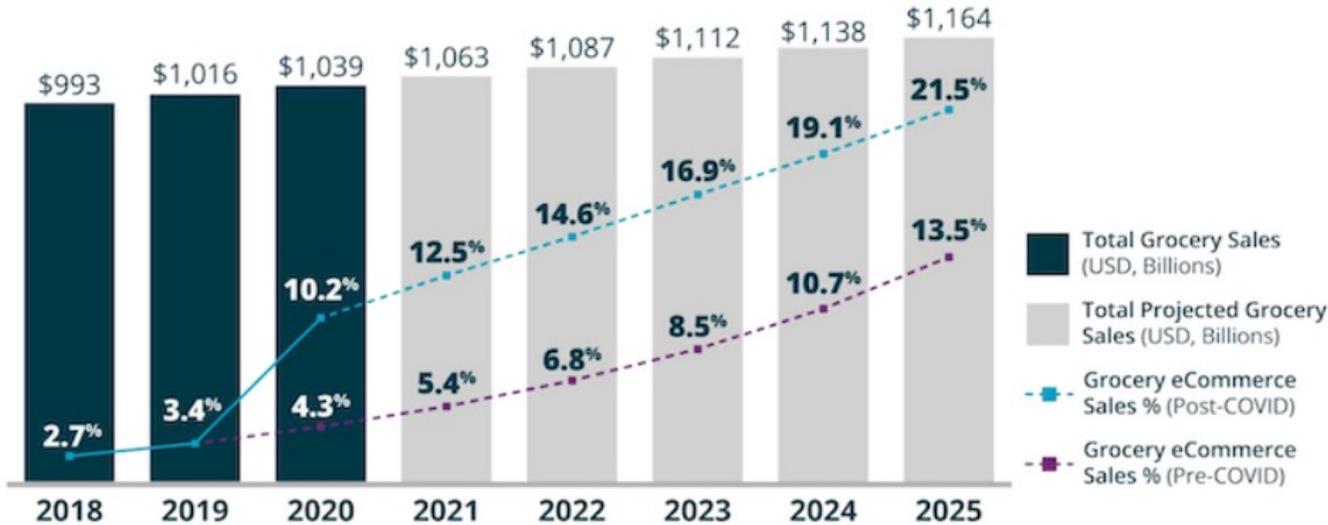
## Software Development



**One hand for ourselves.  
The second is used to help  
others.**

# ▲ Market Opportunities

## CAGR for Online Grocery



**Convenience.** Customers can shop 24/7 and schedule the delivery or pickup when it works best for them.



**To save time.** Online grocery shopping and delivery gives back the hours shoppers would otherwise spend wheeling up and down store aisles.



On average, current online grocery shoppers order a delivery **5 times** a month.

## Our Business model

Pay-as-you-go; pay per order anytime to anywhere, \$108 average including shipping

## Other Distribution Strategies:

- Wholesale to the food industry
- Meal kits direct to end consumers

## MACRO TRENDS & INSIGHTS

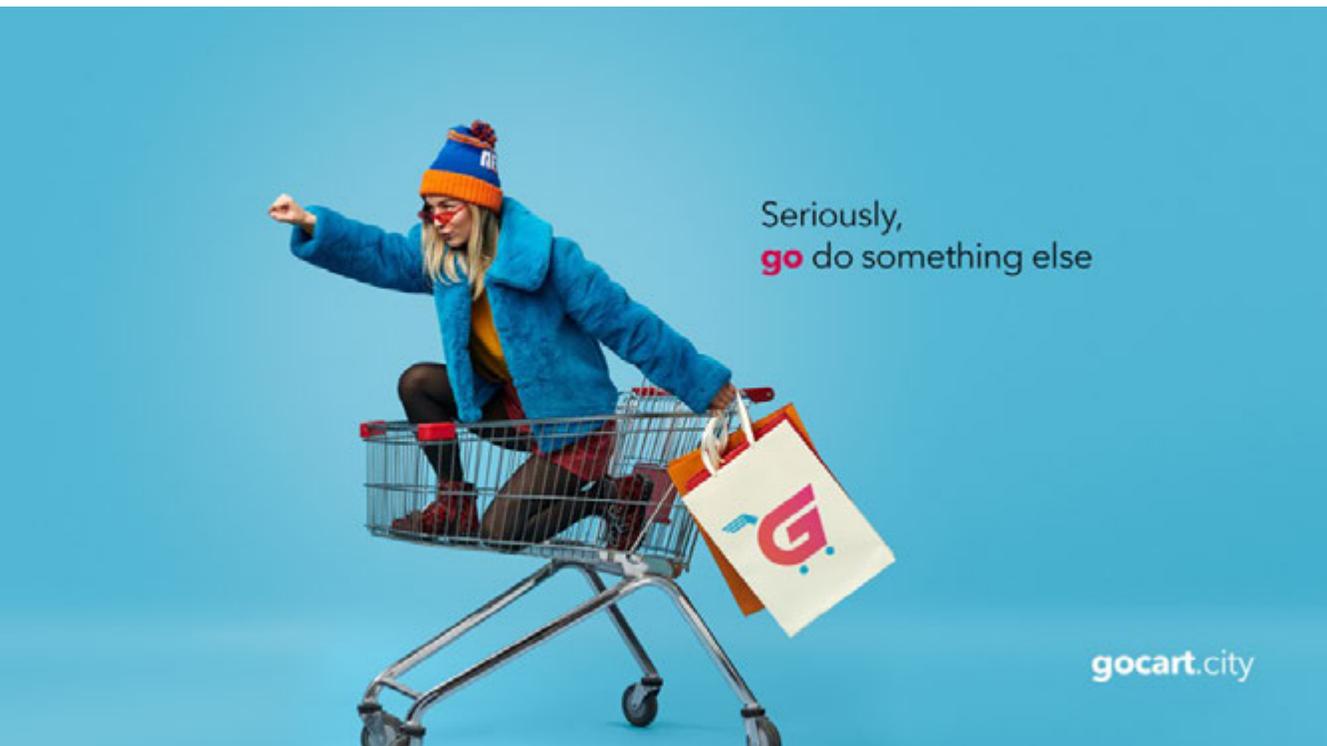
The share of Canadians who shopped online for groceries increased from a mere five percent in 2016 to 17 percent in 2020. Between February and April 2020, food and beverage stores experienced a 107 percent increase in e-commerce sales in Canada.

The pandemic has given good reasons for Canadian shoppers to switch to e-grocery, with around 25 percent of Canadians citing coronavirus risks as one of the leading reasons to buy groceries online. Another 65 percent of Canadian shoppers expressed concern about in-store food shopping during the pandemic.

**TOTAL MARKET SIZE: >\$1 BILLION USD**

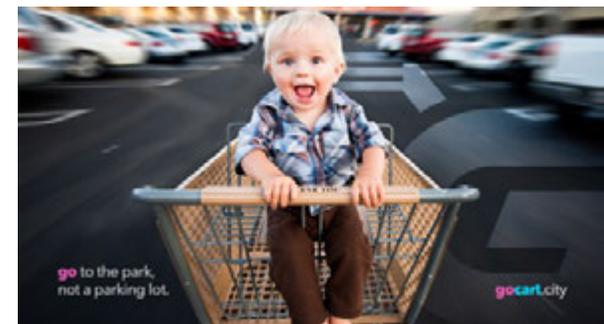
# ▲ Campaigns

## CURRENTLY RUNNING



ONLINE  
CUSTOMERS  
908

ORDERS  
4,600



# ▲ On the Road



# ▲ Campaigns NEW CREATIVE LAUNCHING SOON



Leave the grocery carts  
to **us.**

SHOP NOW



Leave the grocery carts  
to **us.**

SHOP NOW



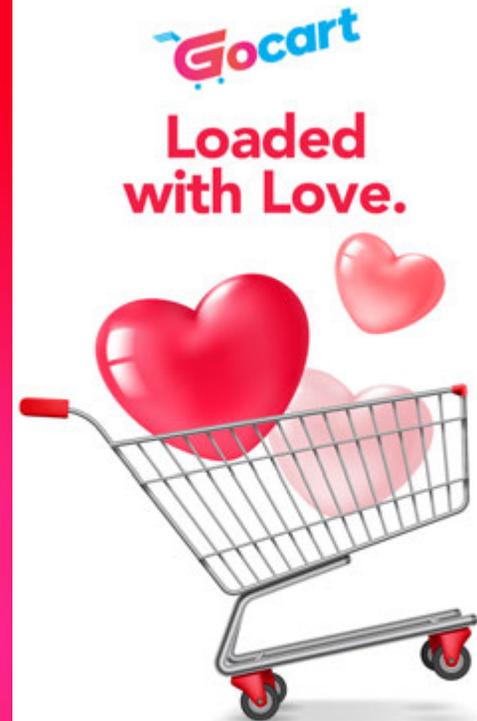
Leave the grocery carts  
to **us.**

SHOP NOW



Leave the grocery carts  
to **us.**

SHOP NOW



Leave the grocery carts  
to **us.**

SHOP NOW

# ▲ Campaigns

INVESTMENT

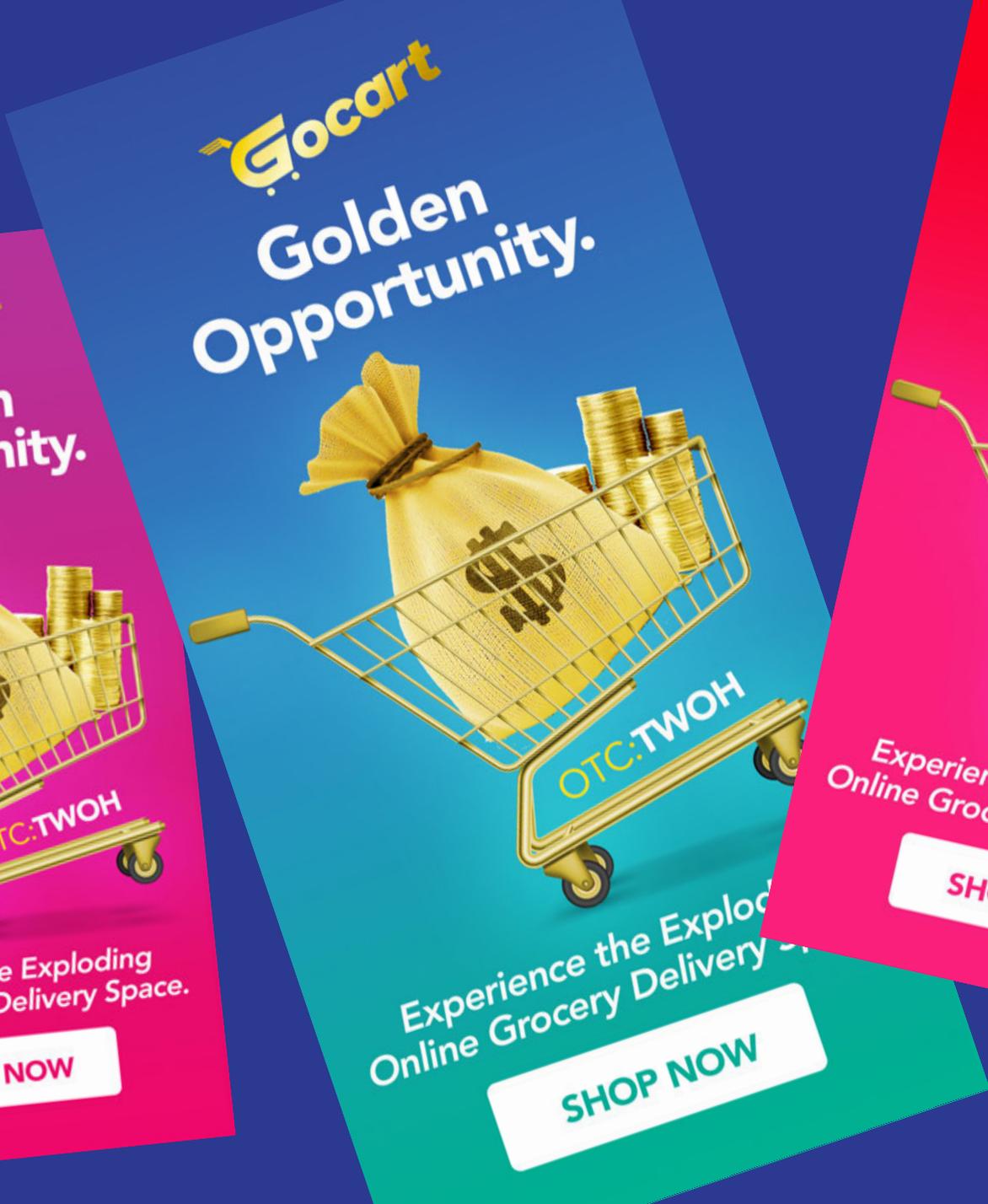


**Gocart**  
**Golden Opportunity.**

OTC:TWOH

Experience the Exploding Online Grocery Delivery Space.

**SHOP NOW**



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# ▲ Paid Digital Difference

Our 3<sup>rd</sup> Party Partner possesses the technology and the platform for a full digital marketing execution.

They are capable of performing multi-channel advertising, Strategic SEO, with the ability to market across Google, Facebook, Instagram, LinkedIn, Display, OTT/CTV & Video.

The experience to connect with the **world's leading platforms** to drive audiences to desired website and mobile app.

## Digital marketing campaign

TWO HANDS is working with our 3<sup>rd</sup> Party Partner to roll out creative e-commerce ads.

- Mobile
- Geographic demographic
- Category contextual
- Desktop retargeting
- Behavioral
- Keyword contextual
- Target
- Measurable
- Optimized
- Branded and trusted

The logo for Gocart, featuring the word "Gocart" in a bold, white, sans-serif font. The letter "G" is stylized with a white outline and a small white arrow pointing to the right, suggesting motion or a shopping cart.

**GROCERY  
ORIGINALS**  
the past and future of food.



# ▲ Management Team



## Piero Manzini

### Operations Manager

With more than 15 years of Marketing and Business development Piero brings a vast array of knowledge to the team

## Derek Belluomini

### Product Procurement Manager

A seasoned and experienced business executive with 25 years experience in the grocery industry.



## Chef Grace Di Fede Corporate Executive Chef

Our new **Corporate Executive Chef Di Fede** brings over 18 years of hospitality and diverse culinary experience to GoCart.city, as well as international experience having worked in both The Netherlands and Italy. Di Fede will be curating specialty recipes and meals for the online grocery marketplace, as well as our brick and mortar location set to open later this week, Grocery Originals. She will be focused on traditional, cultural dishes and diet-friendly dishes. In addition to her culinary experience, Di Fede was awarded the Chef de Cuisine Certification (CCC), sanctioned by the Canadian Culinary Federation. Known as one of the highest achievements and honours for a Canadian Chef, Di Fede will be applying her knowledge and expertise to innovate GoCart.city's culinary offering.

# ▲ Highlights

ON DEMAND PLATFORM – LAUNCHED FALL 2020

## Ordering App

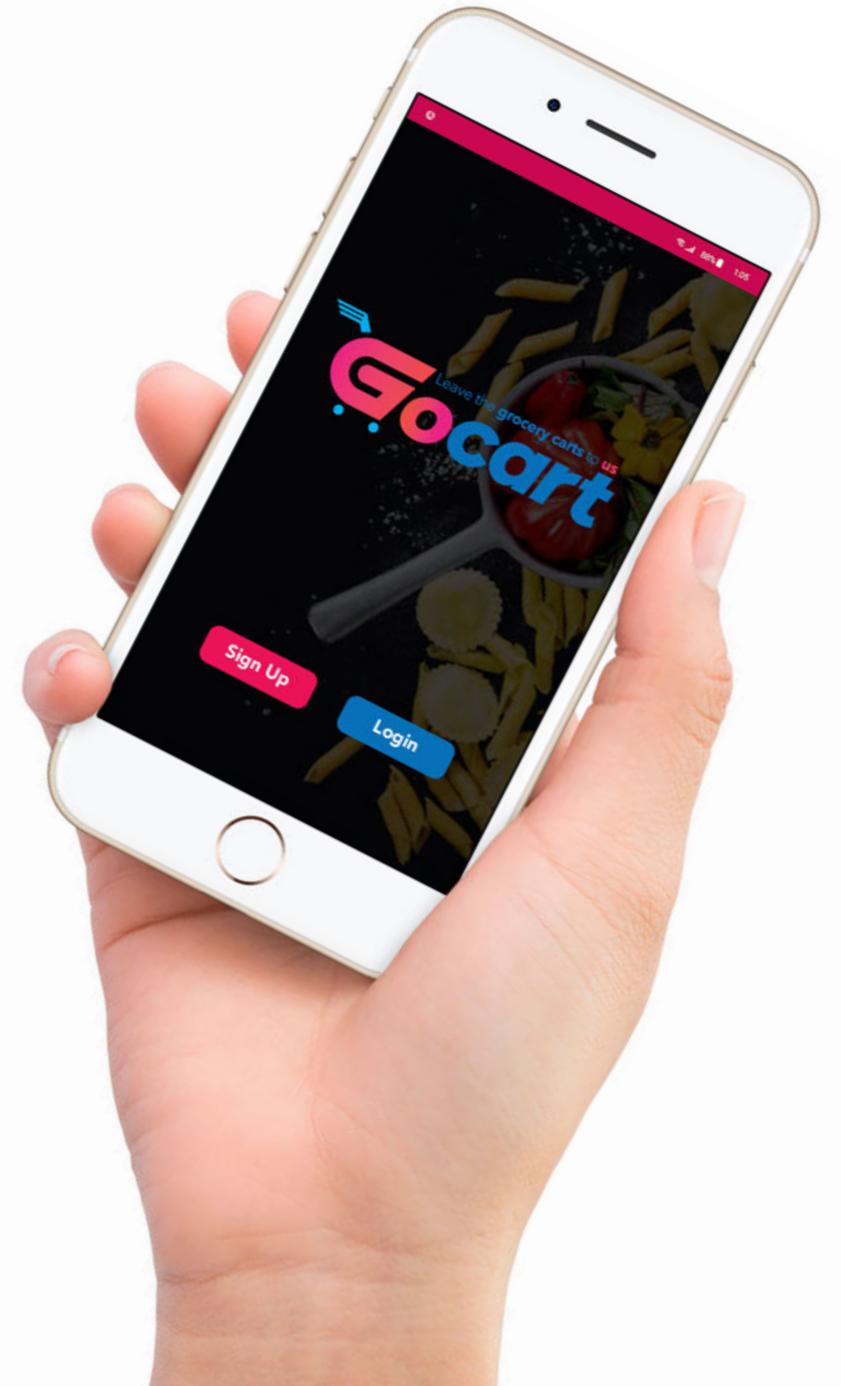
To manage demand; ordering by the customer occurs at the app or website interface where the menu of the meal kit provider will be uploaded.

## Delivery App

To manage supply; when a courier is on duty, they are logged into their courier phone app which tracks their location. On receiving an order, couriers decide whether or not they'll be able to fulfill the order. And accordingly the first driver to claim the delivery, carries on with it.

## Management Dashboard

To moderate and control our critical operations.



## ▲ Highlights

Record quarter over quarter revenue growth. High margin business that is scalable and offers a broad range of products



## Capabilities

- Technology - Intellectual Property
- Application
- Experience
- Delivery Process
- Management
- Facilities
- Distribution
- Supply Chain
- Product Portfolio

## Needs

- Market Share
- Customers



# Critical Success Factors

## **Innovation**

disruptive and Innovative food services designed for local online delivery.

## **No compromise operational excellence**

deliver on the promise, quality food that is always great and always on time.

## **Marketing Excellence**

valuable & timely promotions, packaging, meaningful consumer engagement, data-driven analytics – we will make more targeted noise than other competitor.

## **Product Offerings**

### **Core Offerings**

- Fresh-cut Fruits and Vegetables Individually Packaged
- Dry packed goods
- Italian themed Oils pastas etc.

### **Exclusive Offerings**

- Sweets/Desserts
- Tea & Coffee
- Wine



## Nadav Elituv

### **President, Chief Executive Officer and Director**

Since August 2008, Mr. Elituv has serviced as the President and Founder of Imagin8. Imagin8 is a startup and leading developer of hand and body motion-based interactive digital technologies that are designed to enhance new consumer experiences from touch-screens to floor-screens. Mr. Elituv is the results-driven leader of an innovative digital technology enterprise, for over twenty years. With a track record for building, developing and motivating high-performance teams and is an expert in high-tech systems. This includes the design and implementation of computer-vision and gesture-recognition software. Mr. Elituv has solid career experience driving strategic initiatives and meeting critical business mandates.

## Bradley Southam

### **Independent Director**

Bradley Southam has an extensive career in the creative field spanning more than 20 years. His knowledge and contacts in the Digital industry will offer our company insight and direction. Mr. Southam is the Chair of the Cambridge Arts and Culture Advisory Committee, and a board member of the Grand River Film Festival. From June 2008 Mr. Southam has been the Owner and Creative Director at Linus Creative Services. He previously served as the Creative Director at OTG Technologies Group from January 2003 to September 2008.

## Ryan Wilson

### **Independent Director**

Ryan Wilson has an extensive career in the Digital field spanning more than 20 years of his career advancing digital initiatives, with a track record that speaks for itself, including digital marketing, digital strategy and digital transformation through innovation for Financial Services. Primarily influencing leadership teams and building implementation teams for site and app development. From developer to director Ryan has been involved in all aspects of digital development. Currently focusing on technologies such as Block Chains, NLP (natural language processing), AI and machine learning, at a insurtech innovation lab. Defining the ultimate customer experience across all digital channels is a primary responsibility. Using design thinking methodologies and an agile approach, Ryan's success has centred around implementing pilot projects, planning migrations, post implementation iterations, risk planning, and digital transformation. He has worked at many top Canadian brands, ranging from media conglomerates, banks, mutual fund companies and one of the largest pension plans in the world. Ryan has put them on the map digitally.

# Milestones

## Q2 2020

Soft Launch of Website,  
Sales of \$7,993 USD



## Q3 2020

Launch of Mobile Application  
Sales of \$54,838 USD



## Q4 2020

Sales of \$96,194 USD and Sales for the Year of \$159,025 USD



## Q1 2021

Sales of \$189,157 USD



## Q2 2021

Financing Round to reapply for dual listing on the CSE



## Q3 2021

Roll out Marketing via FB/Display and other social media outlets



## Q4 2021

Complete Financing and list on the CSE





TWOHANDS  
OUR HAND AND YOUR HAND