

lula

Welcome to Lula!

Let's get you started.



Tip: Welcome to the Lula Partnership Program! This booklet is filled with information and resources that will help you get the most out of our partnership.

Table of Contents

01

...
Who We Are &
How We Got
Started
PG: 003

02

...
Making Money
With Lula
PG: 005

03

...
What We Need
From You
PG: 008

04

...
Your Support Team
PG: 010

05

...
Lula Policies
& Procedures
PG: 011

06

...
FAQ's
PG: 013

07

...
Lula In The News
PG: 015



* Tip: If you are an Distributor, please see the "Distributor On-Boarding Packet" or contact your Sales Representative

* If there is anything in this document you would like further information on, please contact wecare@luladelivery.com

Who We Are & How We Got Started

2015



2016



2020



Our Story

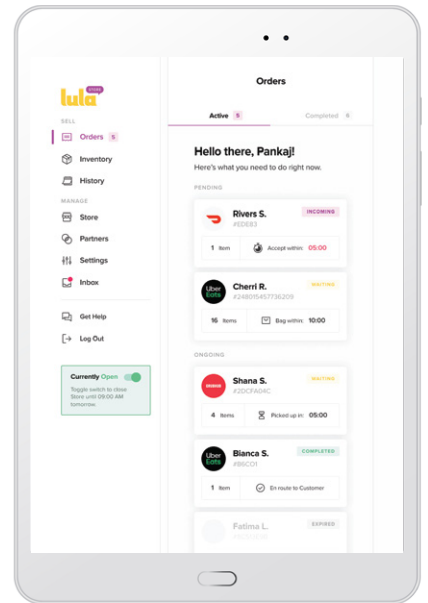
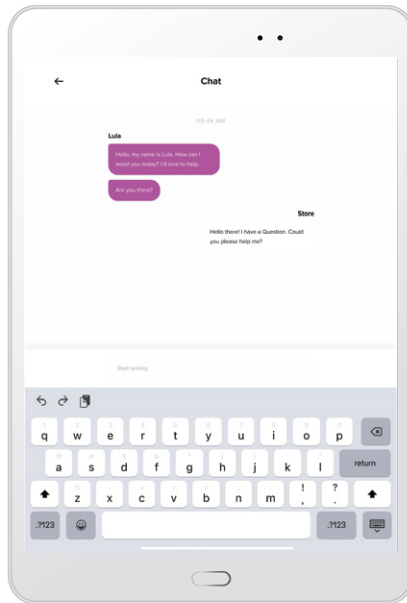
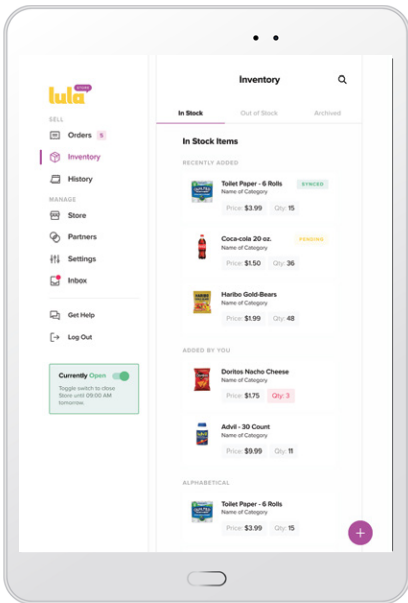
- 2015: Lula Co-founder, Adit Gupta's family opened Clementon Dollar Plus
- 2016: Clementon Dollar Plus grew to \$150,000 APR and would remain open for 4 more years
- 2020: Due to challenges with in-store sales brought on by COVID-19, as well as a lack of delivery options, Clementon Dollar Plus had to close
- With 150,000 retail stores nationwide just like Clementon Dollar Plus, Adit saw the need for a delivery platform that serves convenience stores

How Lula Works

- The challenges of delivering alone: High Commission Fees, Tedious Inventory Management, Multiple Delivery Tablets and Price Books



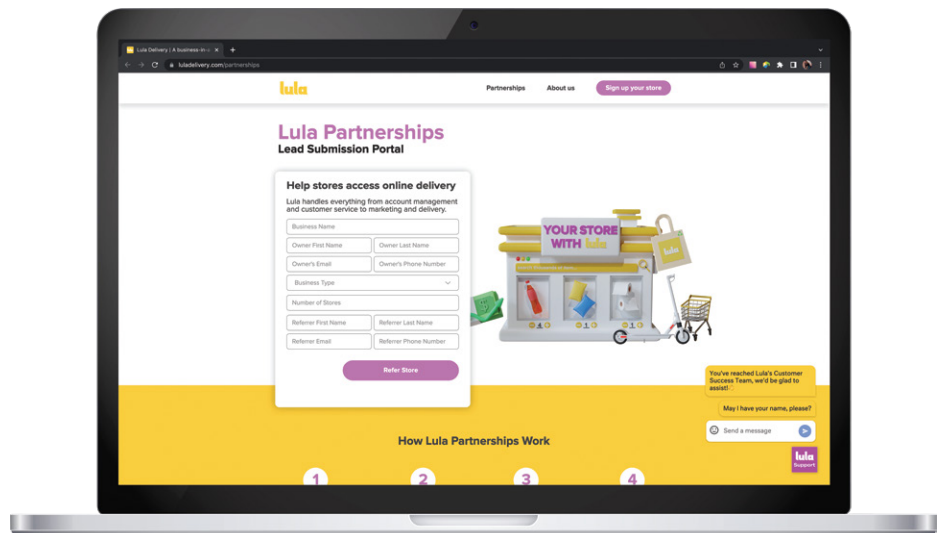
- With Lula: Using just one tablet, stores can...
 - ↳ Accept Orders, Review Analytics, Manage Inventory, Pause/Resume Service, See Order History, Get Help, Update Store Info, And More!



Making Money With Lula

Refer Your Stores

- Step One: Go to www.luladelivery.com/partnerships to access our lead submission portal
- Step Two: Fill out the Referral Form
 - ↳ Input the store's information and your personal contact information as well. This is how your organization will be credited for the referral
- Step Three: Click “Submit Referral”
 - ↳ When the form is complete, click "Refer Store" and you are all set! You will receive an email confirmation when we have received the referral.



How You Get Paid

- Your organization earns a commission every store you refer (after 90 days of your store going live)
- Stores must complete Lula onboarding, go live, and pay monthly subscription fee to count as a paid subscriber
- Referrals must be submitted online to qualify. Below is an example of a successful partnership.

Month 1

General Wholesale Distributors (GWD) initiates a partnership with Lula. Distributor representatives refer 20 store owners in the first month. 15 of them become paid subscribers. GWD earns \$1,600 after 90 days.

Month 2

GWD sales representatives participate in a Lula Lunch and Learn and Lula attends their trade show. GWD refers 50 store owners this month, 45 of which become paid subscribers. GWD earns \$3,600 after 90 days.

Month 3

GWD and Lula create co-branded marketing material that GWD representatives distribute to store owners. GWD refers 70 store owners and 60 become paid subscribers. GWD earns \$4,800 this month and is also eligible for a bonus. Lula's bonus structure is outlined on Page 7.



Bonus Structure as a Lula Partner

- This incentive program is quarterly and restarts the following quarter
- Any stores that are closed in the first 30 days will be added to the first three months of the Bonus Structure
- Bonus Structure resets every Quarter
- All Stores that go live in the same quarter on the Lula platform are eligible to count toward payout

Stores Sold	50	100	200	500	750	1,000
Bonus Per Quarter	\$5,000.00	\$10,000.00	\$20,000.00	\$50,000.00	\$75,000.00	\$100,000.00



Go Live in 10 Days with Lula Suggested Retail Pricing Program

Lula Team

Upload Your Inventory or Use LSRP

Connect Store to Delivery Platforms

Schedule A Tech Demo

Tech Demo & Activation Ceremony

Day 1

Day 4

Day 7

Day 10

Your Store

Attend Kickoff Meeting, Register Accounts, & Send Inventory

Receive Lula Welcome Kit

Schedule A Tech Demo

Go Live & Start Delivering

What We Need From You



Ready to increase your sales with Lula? Here's what we need from you...

- Help us understand your customers by uploading a list of your key accounts and their contact information
- Provide a list of your products along with SKU's that include item name, list, UPC, and price
- An organization chart, list of dates for trade shows, and a list of key contacts
 - ↳ Accounts Payable, Marketing, Point of Contact, Sales Representatives, and Backup Point of Contact.



Our Distributor Support Team would love to work with you on the following:

- We will do presentations with the sales team! We would love to set up a remote lunch and learn at your location.
- Lula will build co-branded marketing materials that you can send to all of your stores via email

🧠 Co-Branded Marketing Material

- Some of our distributor partners see an incredible uptick in interest when they add us to their catalog or let us customize their trucks with branding. This might be the best way to get stores to engage quickly. If you are interested in partaking in these co-marketing opportunities, please let us know and we would be able to share appropriate material that our team has prepared for you.



👋 Let Us Show You What We've Got

- The Lula team welcomes travel around the country to meet your customers in person. Lula strives to help independent and chained locations to unlock their full eCommerce potential



Your Lula Support Team

Customer Success

- For quick assistance with any in-store issues as they arise - Available via call, text, email, or web chat for all stores.

Partner Success

- If you ever need to reach us you can contact partnerships@luladelivery.com by email and we'll be happy to help!

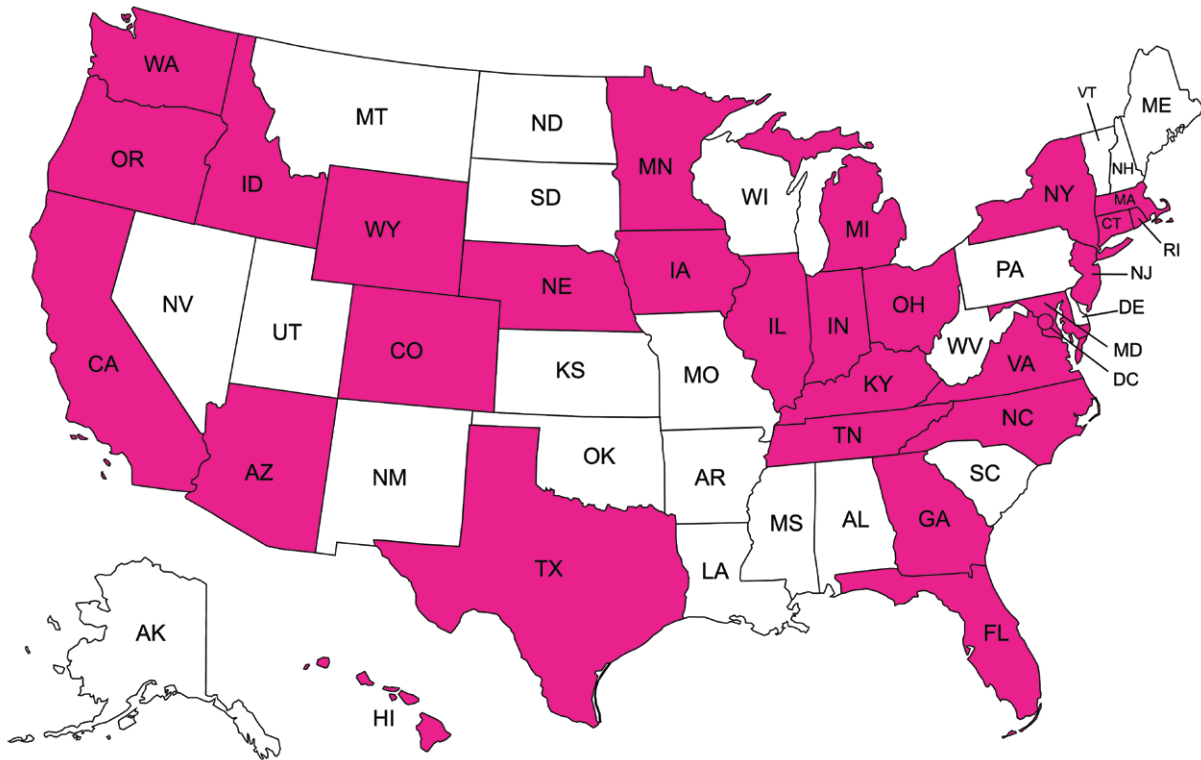
Policies, Additional Info, & Restricted Products

Restricted Items

- Due to certain state and national laws, various items are restricted to in-person purchase only
 - ↳ All tobacco products and tobacco or smoking-related things (cigarettes, cigars, rolling papers).
 - ↳ CBD, Marijuana, Kratom, Delta 8, Hemp, Controlled Substances, Fireworks, and Weapons of any kind.



States that Deliver Alcohol



Our Alcohol Policy

- Alcohol is available for delivery on a state by state basis. Please contact your sales representative for additional information regarding alcohol delivery in your state.
- Information on this map is subject to change as local and federal laws are constantly fluctuating. If you have questions or concerns please contact your sales representative.

Frequently Asked Questions



How long does it take to start delivering with Lula?

- Depending on how many store locations you have, it takes between 7-14 days to set up your store for delivery.



How will stores get paid?

- We process your earnings bi-weekly via ACH payment. The funds are credited to your bank account within 3-5 business days after processing the payment.



What if an item is out of stock?

- Live orders:
 - ↳ Please call the customer through the phone number provided in the order and ask them if they would like a replacement or substitute for their out-of-stock item.
- Updating your store inventory:
 - ↳ Email our Customer Success team at wecare@luladelivery.com with your request. Include the item/SKU that is out of stock and we will be happy to update your inventory on all delivery platforms.



Can you deliver tobacco?

- Legally we cannot deliver tobacco or any smoking related products. Please see our Restricted Items Policy for more information on the matter.



Can you deliver alcohol?

- Some states do allow us to deliver alcohol. Please contact your Sales Representative for further clarification regarding alcohol delivery.

Lula Delivery In The News



"Lula's delivery tool gives convenience stores second sales channel"

- *Techcrunch, 2022*



"Lula is democratizing e-commerce for stores that traditionally have not had the means to deliver online"

- *CS Decisions, 2022*



"Lula's solution digitizes physical store inventories while providing a single point of contact with all major delivery solutions—with the benefit of managing inventory and assisting store owners with every order."

- *NACS, 2021*