

DAY 1

To turn a passion project into a profitable business, you must shift your focus from **what you love to create** to **what someone else is willing to pay to solve**.

Here is how to differentiate the two and determine if your domain name is ready for a marketplace:

1. The "Whose Problem?" Test

- **Personal Passion:** The project solves *your* curiosity or creative itch. The content is dictated by what you feel like making.
- **Marketplace Gap:** The project solves a *customer's* frustration. You are filling a "hole" where existing services are too expensive, too slow, or non-existent in your local area.

2. Analyzing Your Domain Name

A domain name often signals the intent of the business before a user even clicks:

- **The Passion Brand:** Often uses your name or abstract, "vibey" words (e.g., AlexsCreations.com or GoldenHourFlow.com). These are harder to scale because they don't immediately communicate a specific benefit.
- **The Marketplace Brand:** Uses "Keywords of Intent" (e.g., FastLocalNotary.com or EmergencyDentistLexington.com). These identify a gap (speed or location) and tell the user exactly what problem you solve.

3. The Revenue Model (The "How You Get Paid")

Feature	Personal Passion Project	Marketplace Gap Business
Monetization	Optional; often via "Support Me" (Patreon/Tips).	Essential; via Fixed Fees, Subscriptions, or Commissions.

Feedback Loop	You care about likes, shares, and creative fulfillment.	You care about conversion rates and repeat orders.
----------------------	---	--

Growth Strategy	Growing a personal "following."	Capturing "search intent" (people searching for a specific service).
------------------------	---------------------------------	--

4. How to Pivot Your Passion into a Gap

If you have a domain you love but want it to serve a market gap, use the Google Keyword Planner to see what people are actually typing into search bars.

- **Example:** You love baking (Passion). Instead of `BakingBySarah.com`, you find people are searching for "Gluten-free birthday cakes delivered in Lexington."
- **The Gap:** Your site becomes the only dedicated Gluten-Free Delivery Hub for your specific zip code.

Pro-Tip: If your domain name is currently your **personal name**, you can keep it for your "Personal Brand" but create a **separate landing page** or a "DBA" (Doing Business As) name for the service that fills the gap.

DAY 2

To maximize **DerbyMenu.com**, you should avoid being a "general restaurant directory" (where Yelp and Google dominate) and instead own a high-intent, time-sensitive slice of the market.

Here are three **micro-niche** options for your domain that solve a specific local "gap" in Louisville:

1. The "Derby Party" Catering Hub (B2C Focus)

The Niche: A specialized booking portal for **Home Derby Party Kits**.

- **The Gap:** Locals hosting parties find it stressful to coordinate picking up Benedictine from one place, Hot Browns from another, and Mint Julep kits from a third.
- **The Service:** You curate 5–10 "Gold Standard" local vendors. Customers use one **Jotform** on your site to build a custom "Derby Spread" that is either delivered or ready for one-stop pickup.
- **Revenue:** A 10–15% commission per order for handling the logistics and marketing.

2. The "Bourbon Trail" Box Lunch Service (B2B/B2C Focus)

The Niche: Pre-ordered **Tour-Ready Lunches** for Bourbon Trail travelers.

- **The Gap:** Tourists visiting distilleries often realize too late that many rural distilleries have limited food options. Large tour buses and van groups need 10–20 high-quality, portable meals.
- **The Service:** Partner with 2–3 local Louisville delis. Your site allows tour operators or tourists to "Order by 8:00 PM for 9:00 AM Pickup" at a convenient central Louisville location before they hit the trail.
- **Revenue:** Pre-paid orders via **Stripe** with a service fee per box.

3. The Airbnb "Local Pantry" Concierge (Hyper-Local Focus)

The Niche: A digital "Welcome Menu" for **High-End Derby Rentals**.

- **The Gap:** Luxury Airbnb guests arriving for Derby week want their fridge stocked with local staples (Pappy Balls, Modjeskas, local bourbon) but don't want to go to Kroger.
- **The Service:** You provide Airbnb hosts with a **Dynamic QR Code** for their kitchen counter. Guests scan it to order a "Louisville Welcome Menu" that you fulfill.
- **Revenue:** Premium markup on curated local goods + a delivery fee.

The "Winner" Strategy: The "Boutique Catering Middleman"

If you want to launch quickly, **Option 1** is the strongest. It uses the "Derby" name to solve a massive once-a-year headache for locals.

Your Next Step:

Identify **three local vendors** in Louisville (e.g., a bakery, a deli, and a drink mixer company) that have great food but "clunky" online ordering.

Would you like a **script to approach these local vendors** to explain how DerbyMenu.com will bring them more business?

DAY 3

To determine if **DerbyMenu.com** is a "seasonal flash in the pan" or a stable business, you need to look at **Search Intent** and **Market Vulnerability**.

Here is a 4-step framework to analyze the landscape specifically for the Louisville market.

1. Validate "Interest Stability" with Google Trends

You need to know if "Derby" interest is growing or if it's strictly limited to 48 hours in May.

- **The Test:** Go to Google Trends and compare these three terms over the "Last 5 Years":
 - *Kentucky Derby* (This will show a massive spike in May).
 - *Louisville Catering* (This shows the baseline "stable" demand).
 - *Bourbon Trail* (This will likely show a steady, growing upward curve year-round).
- **The Insight:** If *Bourbon Trail* and *Louisville Catering* are stable/growing, your domain can survive the "off-season" by pivoting the "Menu" from Derby-specific to Bourbon-specific.

2. Identify "Market Vulnerability" (The Gap)

Look at who currently owns the "Derby Food" space. You aren't competing with the race itself; you're competing for the user's attention when they are hungry.

- **Search for:** "Derby party food delivery" or "Catering for Kentucky Derby."
- **Analyze the Results:**
 - **The Giants:** If you see Goldbelly or UberEats, they are your competitors. Their weakness? They are **impersonal**. They don't offer "The official local Louisville experience."
 - **The Locals:** If you see local restaurants, look at their websites. Are they mobile-friendly? Do they have a **digital order form**? If they only have a "PDF Menu" and a "Call to Order" button, **that is your gap**.

3. Use the TAM/SAM/SOM Framework

To see if the business is stable, you need to calculate the actual money on the table in Louisville.

- **TAM (Total Addressable Market):** Every tourist and local who eats out during Derby season (hundreds of thousands of people).
- **SAM (Serviceable Addressable Market):** People in Louisville specifically looking for *pre-planned or group meals* (Catering).
- **SOM (Serviceable Obtainable Market):** The 5-10% of those people you can reach via your QR codes in Airbnbs and local SEO.

4. Stability Check: The "Event-to-Entity" Pivot

To ensure **DerbyMenu.com** doesn't die on the Monday after the race, you must determine if the name can represent an **Entity** (a brand) rather than just an **Event**.

- **Growth Indicator:** Search for "Derby" in non-May months in Louisville. You'll find "Derby City" is a year-round identity for the city.

- **The Pivot:** Does your analysis show high interest in "Bourbon" in October? If yes, your "DerbyMenu" simply features a "Fall Bourbon Harvest" menu.

Summary Checklist for Your Competitive Analysis

Tool	What to look for	Positive Sign for You
Google Trends	Comparison of "Derby" vs "Bourbon"	Bourbon interest is steady year-round.
Yelp/Google Maps	"Catering" reviews in Louisville	Many 3-star reviews complaining about "Hard to order" or "No delivery."
SpyFu / SEMRush	Keywords for "Louisville Food"	Low competition for specific terms like "Derby Party Packages."

Next Step for You

To determine if **DerbyMenu.com** will be stable or growing, look beyond the single "race weekend" and analyze the broader **Louisville food ecosystem**.

1. Strategic High-Value, Low-Competition Keywords

These 10 keywords are "gaps" because they target specific intentions that major aggregators often miss. By creating pages or forms for these terms, you capture users with a high readiness to buy:

1. **"Derby party catering packages Louisville"** – Targets locals hosting at home who want a pre-set menu rather than individual items.

2. **"Bourbon Trail lunch delivery"** – Solves the logistical pain for tourists who don't want to stop for a sit-down meal between distillery tours.
3. **"Group boxed lunches Churchill Downs"** – High intent for corporate groups or large families looking for "track-ready" food.
4. **"Authentic Derby Day breakfast delivery"** – Many people focus on lunch/dinner, leaving a gap for those starting their day with Southern staples.
5. **"Catered Benedictine spread Louisville"** – Hyper-local specialty that larger national chains won't prioritize in their metadata.
6. **"Bourbon tasting food pairings catering"** – Connects your domain to the year-round "Bourbon Trail" traffic, ensuring growth beyond May.
7. **"Mobile-friendly Derby menus"** – A "meta" keyword for people searching for exactly what your domain promises: a better way to view local options on a phone.
8. **"Mint Julep kits for large groups"** – While alcohol laws vary, providing the *mixers and garnishes* as a kit is a massive catering upsell.
9. **"Last minute Derby catering availability"** – Captures the "panic" searches from users when their first choice is booked solid.
10. **"Local Louisville hot brown casserole for parties"** – Specific dish-based catering that tourists explicitly seek out.

2. Growth and Stability Indicators

- **Stability:** Use **Google Trends** to compare "Kentucky Derby" with "Bourbon Trail." While "Derby" has a massive spike, "Bourbon Trail" shows a stable, year-round upward trend in search volume.
- **Growth:** In 2026, Louisville's culinary scene is expanding into new neighborhoods like **NuLu** and **Germantown**, with over 12 major restaurant openings expected. This means more potential partners for your marketplace.
- **Market Vulnerability:** Analyze existing local caterers via the Greater Louisville Inc. Directory. Many local mainstays have poor mobile websites or "PDF-only"

menus; replacing that friction with your **DerbyMenu.com** digital order forms is your primary competitive advantage.

3. The "Entity" vs "Event" Test

A domain like **DerbyMenu.com** stays stable if you treat "Derby" as an **Identity** rather than a date.

- **Growing Strategy:** Position the site as the "Official Menu of the Derby City," allowing you to feature **seasonal menus** (e.g., "Bourbon Harvest Menu" in October) while keeping the same URL.

Would you like me to draft a "**Vendor Pitch**" you can send to Louisville restaurants that shows them how much money they are losing by not being on a mobile-friendly hub?

Why this works:

- **Identifies the Pain:** You aren't just "selling a website"; you're offering to stop their phones from ringing off the hook with "What's in the box lunch?" questions.
- **Scarcity:** Mentioning "5 Gold Standard partners" makes them feel they are part of a curated elite, not just another listing.
- **Actionable:** Directs them to a specific next step (a 10-minute demo).

Pro-Tip: Before you send this, use a QR Code Generator to create a sample "Digital Menu" for them. If they can **see their own food** looking beautiful on their phone during the meeting, the "yes" is much easier.

SNEEK PEEK AT A REVENUE LEAK | A FESTIVAL THAT'S DIGESTIBLE

To show a restaurant owner they are losing money, your pitch must pivot from "having a website" to "**stopping revenue leaks.**"

A mobile-optimized hub like **DerbyMenu.com** doesn't just display food; it prevents "bounce" (hungry customers leaving your site) and increases the "average ticket size" through visual upselling.

The "Revenue Leak" Vendor Pitch

Subject: Is your PDF menu costing you Derby bookings? 🐎

Hi [Owner Name],

I'm [Your Name] from **DerbyMenu.com**. I'm reaching out because [Restaurant Name] has some of the best [Specific Dish, e.g., Hot Browns] in Louisville, but right now, your digital presence might be "bouncing" your hungriest customers.

Most Derby tourists are browsing for food on their phones while walking downtown or riding in an Uber. When they find a **PDF menu**, they have to "pinch and zoom" just to see a price. Research shows that **PDF menus are silent conversion killers**—on mobile, they can increase bounce rates by over 50% compared to responsive digital menus.

By not being on a mobile-friendly hub, you're potentially losing:

- **2–5% in Immediate Sales:** Restaurants that switch from static to dynamic digital menus see an average sales lift of up to 5% simply through better visibility.
- **High-Margin Upsells:** Digital hubs use visual "anchoring," showing high-margin items first, which can increase average order value by nearly **30%** through impulse purchases.

- **The "Bourbon Trail" Crowd:** Tourists aren't just here for the race; they are here for the experience. If they can't order a "Derby Party Pack" in three taps, they'll move to a competitor who makes it easy.

DerbyMenu.com is a curated local hub designed specifically to bridge this gap. We provide a frictionless, mobile-first ordering experience that turns "browsers" into "pre-orders" before Derby week even begins.

I've actually put together a **Mobile-First Preview** of what your menu could look like on our hub. Do you have 10 minutes next Tuesday to see how we can capture those lost Derby dollars?

Best,

[Your Name]

Founder, DerbyMenu.com

3 "Closing" Stats to Use in Your Meeting

- **Perceived Wait Times:** Engaging digital content can reduce a customer's perceived wait time by **15%**, leading to higher satisfaction and repeat business.
- **Visual Influence: 85% of customers** are influenced by visual elements (like high-res photos) when making their final ordering decision—something a text-heavy PDF cannot do.
- **The "Mobile-Majority":** By 2026, over **70% of quick-service sales** are expected to come from digital channels, with mobile being the primary driver.

To show a restaurant owner they are losing money, your pitch must pivot from "having a website" to "**stopping revenue leaks.**"

A mobile-optimized hub like **DerbyMenu.com** doesn't just display food; it prevents "bounce" (hungry customers leaving your site) and increases the "average ticket size" through visual upselling.

The "Revenue Leak" Vendor Pitch

Subject: Is your PDF menu costing you Derby bookings? 🍔

Hi [Owner Name],

I'm [Your Name] from **DerbyMenu.com**. I'm reaching out because [Restaurant Name] has some of the best [Specific Dish, e.g., Hot Browns] in Louisville, but right now, your digital presence might be "bouncing" your hungriest customers.

Most Derby tourists are browsing for food on their phones while walking downtown or riding in an Uber. When they find a **PDF menu**, they have to "pinch and zoom" just to see a price. Research shows that **PDF menus are silent conversion killers**—on mobile, they can increase bounce rates by over 50% compared to responsive digital menus.

By not being on a mobile-friendly hub, you're potentially losing:

- **2–5% in Immediate Sales:** Restaurants that switch from static to dynamic digital menus see an average sales lift of up to 5% simply through better visibility.
- **High-Margin Upsells:** Digital hubs use visual "anchoring," showing high-margin items first, which can increase average order value by nearly **30%** through impulse purchases.

- **The "Bourbon Trail" Crowd:** Tourists aren't just here for the race; they are here for the experience. If they can't order a "Derby Party Pack" in three taps, they'll move to a competitor who makes it easy.

DerbyMenu.com is a curated local hub designed specifically to bridge this gap. We provide a frictionless, mobile-first ordering experience that turns "browsers" into "pre-orders" before Derby week even begins.

I've actually put together a **Mobile-First Preview** of what your menu could look like on our hub. Do you have 10 minutes next Tuesday to see how we can capture those lost Derby dollars?

Best,

[Your Name]

Founder, DerbyMenu.com

3 "Closing" Stats to Use in Your Meeting

- **Perceived Wait Times:** Engaging digital content can reduce a customer's perceived wait time by **15%**, leading to higher satisfaction and repeat business.
- **Visual Influence: 85% of customers** are influenced by visual elements (like high-res photos) when making their final ordering decision—something a text-heavy PDF cannot do.
- **The "Mobile-Majority":** By 2026, over **70% of quick-service sales** are expected to come from digital channels, with mobile being the primary driver.

To close a "Trial to Ambassador" deal, you need to use **Language of Partnership**. You want to shift the conversation from a "sale" to a "shared victory."

The best approach is to emphasize that you are **investing** your own platform's real estate into their brand because you believe in their product.

The "Shared Stakes" Pitch Script

"I'm so confident that **DerbyMenu.com** will drive new orders that I don't want you to pay for the 'tech'—I want you to pay for the **results**."

Let's start with a 30-day **Ambassador Trial**. I'll build your mobile-optimized menu and handle the QR distribution at my own expense. We'll set a low 'maintenance floor' of just \$100 to cover the hosting. After that, I only win if you win—you just pay a small performance fee on the new orders I bring through the door.

Once we prove the ROI during the Derby rush, we can move to a flat partnership rate that works for your margins."

Key Phrases that Build Trust

- **"Performance-Based"**: This tells them you are focused on their bottom line, not your monthly fee.
- **"Frictionless Onboarding"**: Reassures them that they won't have to spend hours training staff on a new system.
- **"Capped Risk"**: Explicitly stating that their maximum exposure is the \$100 "floor" makes the "yes" much easier for a busy owner.
- **"Beta-Partner Status"**: This makes them feel like an elite "founding member" of the hub rather than just a customer.

The "Why" Behind the Language

By 2026, restaurant owners are wary of "SaaS fatigue" (too many monthly subscriptions). Using Stripe Connect or Jotform's Payment Integrations allows you to automate this "split" or "commission" model, making the professional backend match your "Shared Stakes" language.

This **Ambassador Trial Agreement** is designed to be a "handshake in writing"—professional enough to protect you, but simple enough to be signed on a tablet during a busy lunch rush.

[DerbyMenu.com] | Pilot Partner Agreement

Partner: [Restaurant Name]

Launch Date: [Date]

Trial Period: 30 Days (The "Derby Proof" Window)

1. Our Commitment (DerbyMenu's Role)

- **Menu Digitization:** We will convert your static/PDF menu into a high-conversion, mobile-first ordering interface.
- **Marketing Real Estate:** Your brand will receive "Featured Partner" placement on **DerbyMenu.com**.
- **Frictionless Tech:** We provide the secure Stripe-integrated payment portal and order notification system.

2. Your Commitment (The Partner's Role)

- **Order Fulfillment:** Partner agrees to fulfill orders received through the hub within their standard operating hours.
- **Branding Access:** Permission to use high-res food photos and your logo on the hub.
- **Feedback:** A 15-minute "Results Review" meeting at the end of the 30-day trial.

3. The "Shared Stakes" Pricing

- **The Maintenance Floor:** A flat **\$99 setup/hosting fee** (One-time, non-recurring during trial).
- **Performance Fee:** [X]% per successful order processed through the platform.
- **Zero Locked-In Contract:** At the end of 30 days, you can walk away with no further obligation, or transition to a "Gold Ambassador" flat-rate plan.

4. Mutual Success

Both parties agree that the goal of this trial is to eliminate "mobile bounce" and capture high-intent Derby and Bourbon Trail tourists.

Signed (DerbyMenu): _____ **Date:** _____

Signed (Partner): _____ **Date:** _____

To show your 2026 restaurant clients that **DerbyMenu.com** is a profit engine rather than an expense, your pricing must be framed against the high cost of "lost opportunity."

In 2026, restaurants that implement mobile ordering systems report sales gains between **12% and 22%**. For a local Louisville restaurant, missing out on this

"frictionless" digital experience during the high-traffic Derby season can lead to significant revenue leaks.

The ROI Framework for 2026

Use these industry benchmarks to show potential clients how your service pays for itself:

- **Increased Order Size:** Digital menus with high-quality photos typically increase the average order value by nearly **30%** through automated upselling that servers often miss during busy shifts.
- **Labor Efficiency:** Implementing digital ordering and QR code systems can reduce labor costs by up to **30%** by allowing staff to focus on hospitality rather than just order-taking.
- **Higher Retention:** Guests who order directly through a restaurant's own digital channels return at rates of **35–55%**, compared to just **15–25%** for third-party marketplace users.

Sample Pricing Sheet: DerbyMenu.com

This tiered structure provides clear ROI for different types of local partners.

Service Tier	Best For	Typical Pricing (2026)	Your Added Value
Basic Launch	Cafes, Food Trucks	\$150 – \$300/mo	Custom mobile-first menu + basic Stripe setup.

Growth Partner	Casual Dining, Small Chains	\$300 – \$600/mo	Advanced Jotform logic + automated "Derby Party" bundles.
Enterprise Hub	Large Caterers, Venues	\$600 – \$1,500+/mo	Full POS integration, dynamic pricing, and dedicated local SEO.

One-Time "Kickstart" Services

If a client prefers a one-time investment rather than a subscription, you can offer these standalone setups:

- **Mobile-First Menu Digitization: \$500 – \$2,000** for initial professional design and content creation.
- **QR Code Strategy & Signage: \$200 – \$400** for basic physical setup (magnets, coasters, door hangers) plus media player configuration.
- **Custom POS/Delivery Integration: \$500 – \$1,500** initial setup to ensure orders flow directly into their existing systems.

The "Zero-Risk" Pitch (For Reluctant Vendors)

Offer a "**Trial to Ambassador**" model: Start with a lower base fee of **\$100/month** (the "safest bet" for growth) plus a small performance-based commission on every order you generate through the hub. This proves your value before asking for a higher monthly commitment.

To close a "Trial to Ambassador" deal, you need to use

Language of Partnership. You want to shift the conversation from a "sale" to a "shared victory."

The best approach is to emphasize that you are **investing** your own platform's real estate into their brand because you believe in their product.

The "Shared Stakes" Pitch Script

"I'm so confident that **DerbyMenu.com** will drive new orders that I don't want you to pay for the 'tech'—I want you to pay for the **results**.

Let's start with a 30-day **Ambassador Trial**. I'll build your mobile-optimized menu and handle the QR distribution at my own expense. We'll set a low 'maintenance floor' of just \$100 to cover the hosting. After that, I only win if you win—you just pay a small performance fee on the new orders I bring through the door.

Once we prove the ROI during the Derby rush, we can move to a flat partnership rate that works for your margins."

Key Phrases that Build Trust

- **"Performance-Based"**: This tells them you are focused on their bottom line, not your monthly fee.
- **"Frictionless Onboarding"**: Reassures them that they won't have to spend hours training staff on a new system.
- **"Capped Risk"**: Explicitly stating that their maximum exposure is the \$100 "floor" makes the "yes" much easier for a busy owner.
- **"Beta-Partner Status"**: This makes them feel like an elite "founding member" of the hub rather than just a customer.

The "Why" Behind the Language

By 2026, restaurant owners are wary of "SaaS fatigue" (too many monthly subscriptions). Using Stripe Connect or Jotform's Payment Integrations allows you to automate this "split" or "commission" model, making the professional backend match your "Shared Stakes" language.

Would you like a **one-page "Agreement Summary"** that outlines these trial terms in a simple, non-intimidating way?

yes

This

Ambassador Trial Agreement is designed to be a "handshake in writing"—professional enough to protect you, but simple enough to be signed on a tablet during a busy lunch rush.

[DerbyMenu.com] | Pilot Partner Agreement

Partner: [Restaurant Name]

Launch Date: [Date]

Trial Period: 30 Days (The "Derby Proof" Window)

1. Our Commitment (DerbyMenu's Role)

- **Menu Digitization:** We will convert your static/PDF menu into a high-conversion, mobile-first ordering interface.

- **Marketing Real Estate:** Your brand will receive "Featured Partner" placement on **DerbyMenu.com**.
- **Frictionless Tech:** We provide the secure Stripe-integrated payment portal and order notification system.

2. Your Commitment (The Partner's Role)

- **Order Fulfillment:** Partner agrees to fulfill orders received through the hub within their standard operating hours.
- **Branding Access:** Permission to use high-res food photos and your logo on the hub.
- **Feedback:** A 15-minute "Results Review" meeting at the end of the 30-day trial.

3. The "Shared Stakes" Pricing

- **The Maintenance Floor:** A flat **\$99 setup/hosting fee** (One-time, non-recurring during trial).
- **Performance Fee:** [X]% per successful order processed through the platform.
- **Zero Locked-In Contract:** At the end of 30 days, you can walk away with no further obligation, or transition to a "Gold Ambassador" flat-rate plan.

4. Mutual Success

Both parties agree that the goal of this trial is to eliminate "mobile bounce" and capture high-intent Derby and Bourbon Trail tourists.

Signed (DerbyMenu): _____ **Date:** _____

Signed (Partner): _____ **Date:** _____

How can I integrate this agreement into my onboarding process?

What are some creative ways to fulfill orders during Derby?

Tell me more about performance fees for restaurants

How can I integrate this agreement into my onboarding process?

What are some creative ways to fulfill orders during Derby?

Integrating the Ambassador Trial Agreement and setting up high-volume fulfillment strategies are the final keys to launching

DerbyMenu.com before the May rush.

1. Integrating the Agreement into Your Onboarding

A smooth onboarding process reduces "time-to-value" for your vendors. Use a **"Single-Link" Onboarding Flow:**

- **The Welcome Email:** Use a personalized template that introduces the program and includes a call to action to join your platform.
- **Digital Signature & Document Collection:** Use a centralized service like [DocuSign](#) or Jotform Sign to collect the Ambassador Trial Agreement electronically.
- **Automated Workflow:** Once signed, trigger an automated "Welcome Kit" via email containing their personalized QR codes, a checklist of essential features to explore, and a scheduling link for an initial "strategy call".

- **Centralized Repository:** Store all signed agreements in a secure hub so both you and the restaurant can access them easily.

2. Creative Order Fulfillment During Derby

Derby week creates massive logistical bottlenecks. To fulfill orders effectively, encourage your vendors to adopt "Large-Scale Event" production methods:

- **"Derby Party" Combo Bundles:** Simplify operations by offering pre-set meal bundles (e.g., "The Winner's Circle Spread") to reduce ordering time and kitchen bottlenecks.
- **Portable, Bite-Sized Menus:** Focus on "handheld" Southern staples like mini Hot Browns, country ham biscuits, and bourbon balls that are easy for guests to eat while mingling or at the track.
- **Batched Beverages:** Encourage partners to "batch" signature drinks like Mint Juleps or Oaks Lilies ahead of time for faster service.
- **Niche Delivery Windows:** Offer "9:00 AM Track Delivery" for boxed lunches, allowing you to fulfill large group orders before the city's traffic reaches a standstill.

3. Understanding Performance Fees for Restaurants

In the 2026 market, restaurant operators are highly focused on **margin protection**. Performance fees should be structured to show you are a partner in their growth:

- **Standard Marketplace Commissions:** While leading platforms often charge ~30%, many local governments are capping these at 15% to protect restaurant profits.

- **The "Shared Stakes" Model:** For your Ambassador Trial, a performance fee of **10–15%** is competitive, as it stays below the standard industry "pain point" while still generating revenue for you.
- **Management Fee Alternative:** Some businesses use a flat management fee (typically 1–6% of sales) to cover the ongoing service and management of the digital platform.
- **Focus on Contribution:** Frame the fee as a way to "buy back time" for their staff. By 2026, labor stories are increasingly about **workflow efficiency**, not just wages.

Would you like me to help you set up a "**Master Fulfillment Checklist**" for your restaurant partners to ensure they are ready for the high-volume Derby weekend?

To ensure your **DerbyMenu.com** partners don't get crushed by the "Derby Rush," provide them with this **Master Fulfillment Checklist**. Frame it as a "Stress-Test" for their kitchen to ensure a 5-star guest experience.

The DerbyMenu.com Partner Fulfillment Checklist

1. Menu & Inventory Lockdown (7 Days Prior)

- **Inventory Buffer:** Increase stock of "Derby Essentials" (popular appetizers, desserts, and non-alcoholic drinks) by 30% over standard holiday weekend levels.
- **Menu Simplification:** Disable "labor-heavy" items on the digital form. Focus on high-margin, high-speed items.
- **Packaging Audit:** Ensure a surplus of high-quality, vented "to-go" containers that prevent fried items (like Hot Brown croquettes) from getting soggy.

2. Digital Form Optimization

- **Set "Cut-Off" Times:** Use Jotform's Scheduling to automatically stop taking "Next-Day" orders once the kitchen hits capacity.
- **Lead-Time Buffer:** Adjust the "Ready in..." time from 20 minutes to 45+ minutes during peak race hours (12 PM – 5 PM).
- **Upsell Add-ons:** Ensure "specialty dessert kits" or "signature drink mixes" are the first thing users see on the checkout screen.

3. On-Site Logistics

- **Dedicated "DerbyMenu" Station:** Create a specific "Pick-Up Only" counter or shelf to separate digital orders from in-house foot traffic.
- **QR Code Placement:** Place Hovercode QR Codes at the host stand and on "To-Go" bags to encourage re-orders from Airbnb guests.
- **Runner Assignment:** Designate one staff member as the "Digital Concierge" solely responsible for checking the **DerbyMenu.com** dashboard and bagging orders.

4. Delivery & Transportation (If Applicable)

- **The "Last Mile" Plan:** Identify "No-Go" zones in Louisville where traffic will be at a standstill (e.g., Central Ave near Churchill Downs).
- **Early Windows:** Encourage "Track-Side" deliveries to be completed by 10:00 AM before the main gates create gridlock.

Strategic Note on Performance Fees

When presenting this to vendors, emphasize that your **10-15% fee** is a "success fee."

Unlike traditional marketing where they pay *before* getting a customer, you only get paid

when the kitchen is actually cooking. By 2026, Stripe Connect allows you to automate this so the restaurant gets their 85-90% and you get your fee **instantly** at the point of sale.

Would you like me to draft a "**Ready for the Race**" email you can send to all your partners 48 hours before the Derby to keep them motivated and prepared?

This "Ready for the Race" email is designed to transition your partners from "planning mode" to "execution mode" with confidence. It should be sent 48 hours before the main event to ensure they have a final moment of calm to review their systems.

Subject: 48 Hours to Post Time: We're Ready for the Race! 🐎

Hi [Partner Name],

The gates are about to open! We are officially 48 hours away from the [Kentucky Derby](#), and the energy in Louisville is incredible.

We've done the hard work of building your digital presence on **DerbyMenu.com**. Now, it's time to let the systems we've built work for you during the city's busiest weekend.

Final 48-Hour Checklist for Success:

- **Inventory Lockdown:** Double-check your stock on "Derby Essentials"—Benedictine, country ham, and mint. Ensure you have a 30% buffer for unexpected walk-in digital orders.
- **Station Setup:** Designate your "**DerbyMenu Pick-Up**" zone today. A clear sign can reduce front-of-house congestion by up to 15% during peak hours.

- **The "Thurby" Warm-up:** Treat Thursday as your "live rehearsal." It's a favorite for locals and a great time to ensure your staff is comfortable with the digital order notifications.
- **QR Visibility:** Ensure your Hovercode QR codes are wiped clean and placed in high-visibility areas like host stands and bar corners.

Our Commitment to You:

My team will be monitoring the **DerbyMenu.com** platform 24/7 through Sunday evening. If you hit kitchen capacity or need to "pause" your digital menu for 30 minutes to catch up, just [insert contact method] and we will handle it instantly.

You have the best [specific food item, e.g., Hot Browns] in the city. Let's show these tourists what Louisville hospitality really looks like.

To a winning weekend,

[Your Name]

Founder, DerbyMenu.com

[Your Phone Number]

Strategic Advice for the "48-Hour" Mark

- **Tone:** Keep it high-energy but supportive. They are likely feeling the stress of "Derby Madness".
- **Empowerment:** Remind them they have control (the ability to "pause" the menu) so they don't feel overwhelmed by the technology.

- **Local SEO Tip:** If you have 10 minutes, do a final check of their Google Business Profile to ensure their "Derby Hours" are updated, as many tourists use Google Maps to find "near me" catering.

Would you like me to help you draft a "Post-Race Thank You" email to send on Monday to collect feedback and finalize their performance fees?

This email serves two purposes: it celebrates the successful weekend while professionally transitioning to the "business" of finalizing the performance fees. Sending this on the Monday immediately following the Derby ensures you are top-of-mind before the post-event exhaustion sets in.

Subject: We Crossed the Finish Line! 🏆 Post-Derby Wrap-Up

Hi [Partner Name],

Congratulations! We officially made it through another incredible Derby weekend. I hope your team is taking a well-deserved breath today after showing the world what Louisville hospitality looks like.

It was a privilege to have **[Restaurant Name]** as a featured partner on **DerbyMenu.com**. Our goal was to capture that "mobile-first" tourist crowd, and the data shows we did just that.

Next Steps for Our Partnership:

1. **Performance Fee Finalization:** I will be sending over a summary of the digital orders processed through our hub by the end of the day. As per our **Ambassador Trial**, the performance fee is [X]% of the total digital sales. If you use our integrated Stripe Connect setup, this has already been automated for your convenience.
2. **The "Winner's Circle" Feedback:** I'd love to hear from you. Was the pickup process smooth for your staff? Were there specific items that "sold out" faster than expected? Your feedback helps us make the "Bourbon Trail" season even more profitable for you.
3. **Ambassador Status:** Because of your success this weekend, you are eligible to move from our "Trial" to our **"Gold Ambassador"** plan, which includes year-round SEO for "Bourbon Trail" catering.

I'll be in touch later this afternoon with your final order report. Thank you for trusting **DerbyMenu.com** to be your digital front door this year.

To many more winning seasons,

[Your Name]

Founder, DerbyMenu.com

[Your Phone Number]

Pro-Tips for the Monday "Wrap-Up":

- **The "Bourbon Pivot":** Remind them immediately that the "race" is over, but the **Bourbon Trail** is year-round. This prevents them from canceling their subscription now that the "big event" is over [1].

- **Transparency:** If you aren't using an automated payment split like Stripe, attach a simple CSV or PDF report of their orders so they can verify the numbers against their own POS system [1].
- **Social Proof:** Ask them for a 1-sentence "testimonial" while the success is fresh. You can use this on your website to land more vendors for next year [1].

DAY 4

To determine if

DerbyMenu.com is a viable year-round business or a seasonal hobby, we have to look at the "Food and Beverage" spend in the Louisville MSA (Metropolitan Statistical Area).

Below is a market sizing analysis based on projected 2026 data for the Louisville tourism and local event economy.

1. TAM (Total Addressable Market)

- **Definition:** The total annual spending on "Food & Drink" by tourists and locals in the Greater Louisville area.
- **The Math:** Louisville hosts approximately **19 million visitors annually**. If the average visitor spends **\$45/day** on food and drink over a 2-day average stay:
- **TAM:** $19M \times \$90 = \1.71 Billion
- **19M × \$90 = \$1.71 Billion**
- *Note: This is the "ocean" you are swimming in. It represents all dining, from McDonald's to fine dining.*

2. SAM (Serviceable Addressable Market)

- **Definition:** The portion of that market that fits your specific service (Catering, Pre-orders, and "Group" meals).
- **The Math:** Industry data suggests that roughly **12% of total food spend** goes toward catering and "organized" group meals (Derby parties, Bourbon Trail tours, and corporate lunches).
- **SAM:**
- $1.71B \times 12\% \approx \205 Million
- **1.71B × 12% ≈ \$205 Million**
- *Note: This is the "lake" you are fishing in. It represents people specifically looking for "menus" to serve groups.*

3. SOM (Serviceable Obtainable Market)

- **Definition:** The realistic portion of the SAM you can capture in your first 1-3 years with your current tech and local partnerships.
- **The Math:** If you partner with 20 high-quality local vendors and capture just **0.5%** of the local group-meal market:

Profitability Breakdown (The Business Model)

If your **SOM** is roughly **\$1 Million** in orders flowing through your platform annually, here is what your business looks like at a **12% Performance Fee**:

Metric	Annual Projection	Monthly Average
Gross Orders (SOM)	\$1,025,000	\$85,416
Your Revenue (12% Fee)	\$123,000	\$10,250
Software/Ops Costs	(\$18,000)	(\$1,500)
Net Profit (Pre-tax)	\$105,000	\$8,750

Sustainability Analysis: Is it enough?

To be a sustainable business, you must survive the "Post-Derby Slump."

- **The "Derby Spike":** Expect **40% of your annual SOM** (\$410k) to happen in the 14 days surrounding the Derby.
- **The "Bourbon Trail Baseline":** To stay profitable, you need to facilitate roughly **\$50,000 in orders per month** during the "off-season."
 - *Calculation:* At an average group order of **\$250**, you only need **200 orders per month** (about 6-7 orders per day) across all your partners to maintain a full-time income.

The Target Market Needs

Based on these numbers, your target market (The SOM) will need:

1. **Extreme Reliability:** If a Bourbon Trail bus order fails, it ruins a \$2,000 tour.
2. **Visual Proof:** High-end tourists want to see the "Louisville Aesthetic" before they buy.
3. **Speed of Selection:** They don't want 500 choices; they want the **Top 5** recommended menus in the city.

To determine your sustainability, you need to know exactly how many orders must pass through **DerbyMenu.com** to cover your overhead. In 2026, the goal is to move from "covering costs" to "scaling profit" by adjusting your commission (performance fee).

Below is a logic-based calculator you can use in any spreadsheet (Excel, Google Sheets) or as a mental framework.

The DerbyMenu.com Break-Even Formula

$$\text{Break-Even Point (Orders)} = \text{Fixed Monthly Costs} \div (\text{Avg. Order Value} \times \text{Commission \%})$$

1. Define Your Inputs (2026 Estimates)

First, let's set the "Fixed Costs"—the money you spend even if you sell zero orders.

- **Fixed Monthly Costs (~\$1,200):**
 - Software (Jotform, Stripe, Website): \$200
 - Marketing/Ads: \$500
 - Admin/Legal/Insurance: \$300
 - QR Print/Physical Distribution: \$200
 - **Average Order Value (AOV): \$150** (Targeting group catering and party packs).
-

2. The Commission Comparison Table

See how changing your performance fee affects the number of orders you need to stay in the green.

Commission %	Revenue Per Order	Orders Needed to Break Even	Total Monthly Volume Needed
5% (Low)	\$7.50	160 Orders	\$24,000
10% (Mid)	\$15.00	80 Orders	\$12,000
12% (Sweet Spot)	\$18.00	67 Orders	\$10,050

15% (Premium)	\$22.50	53 Orders	\$7,950
------------------	---------	-----------	---------

3. Profitability Scaling (Beyond Break-Even)

Once you hit your 67th order (at 12%), every additional order is pure profit.

- **100 Orders/mo:** \$1,800 Revenue - \$1,200 Costs = **\$600 Profit**
 - **250 Orders/mo:** \$4,500 Revenue - \$1,200 Costs = **\$3,300 Profit**
 - **500 Orders/mo:** \$9,000 Revenue - \$1,200 Costs = **\$7,800 Profit**
-

4. How to Use This to Negotiate

If a restaurant owner says 15% is too high, use this calculator to show them the **Volume vs. Margin** trade-off:

- **The Pitch:** *"At a 15% commission, I only need to find you 53 customers this month to justify my marketing spend. If we drop to 10%, I need to find you 80. I'm confident I can bring you 100+, which is why the 12% Ambassador rate is the best 'win-win' for both of us."*

Sustainability Verdict

For **DerbyMenu.com** to be a full-time business, you need to facilitate roughly **\$60,000 to \$80,000 in monthly order volume** (approx. 15-20 orders per day across all your

partners). Given that Louisville tourists spend over **\$1.7 Billion** on food annually, capturing this tiny fraction (\$1M/year) is highly realistic.

"Revenue Goal Sheet" for the 14 days of Derby specifically, where the AOV and volume will be significantly higher?

During the 14 days surrounding the Kentucky Derby (the "Derby Season"), your

Average Order Value (AOV) and **Order Volume** will spike dramatically. Unlike the rest of the year where you might see smaller office lunches, Derby season is dominated by large-scale home parties, corporate hospitality tents, and "Track-Side" group bundles.

The "14-Day Derby Sprint" Revenue Goal Sheet

The Goal: Maximize the "High-Intent" window from the weekend before the Derby through the Sunday after.

1. Key Assumptions for Derby Season

- **Average Order Value (AOV): \$450** (Catering for parties of 10–25 people).
- **Target Commission: 12%** (\$54 profit per order).
- **Marketing Spend (Boosted): \$2,500** (Social ads, flyer distribution, concierge outreach).

2. Revenue Tiers: What Success Looks Like

Tier	Orders (14 Days)	Gross Volume	Your Revenue (12%)	Net Profit (After Ads)
------	------------------	--------------	--------------------	------------------------

Bronze (Conservative)	50	\$22,500	\$2,700	\$200
Silver (Sustainable)	150	\$67,500	\$8,100	\$5,600
Gold (High Growth)	300	\$135,000	\$16,200	\$13,700
Platinum (Market Leader)	600	\$270,000	\$32,400	\$29,900

3. Daily Volume Targets (The "Silver Tier" Roadmap)

To hit the **Silver Tier** (\$5,600 profit), you need a total of **150 orders**. Here is how those orders usually distribute over the 14-day window:

- **Days 1–7 (Pre-Derby Week):** 3–5 orders/day (Early bird party planners).
- **Day 8–10 (Thurby/Oaks Eve):** 15–20 orders/day (Corporate mixers and early arrivals).
- **Day 11 (Kentucky Oaks):** 35 orders (Viewing parties).
- **Day 12 (Derby Day):** 50 orders (The Peak—Home parties and track deliveries).
- **Day 13–14 (Post-Derby):** 5 orders/day (Recovery brunches and "Last Taste of Louisville").

4. Strategies to Increase AOV during Derby

To hit these goals, you want your digital menu to do the work for you:

- **The "Winner's Circle" Bundle:** Create a mandatory minimum order for Derby Day (e.g., \$250 minimum).
- **Exclusive Upsells:** Add high-margin "Derby Kits" to the checkout page—themed napkins, or local treats.
- **Tiered Delivery Fees:** Charge a premium for "Priority Track-Side Delivery" on Friday and Saturday.

5. Break-Even Check for the Sprint

To cover your **\$2,500 Derby Marketing Spend** at a 12% commission and a \$450 AOV, you need exactly **47 orders**.

Everything after order #47 is profit.

Would you like a "Countdown Promo" social media calendar for the 14 days leading up to the race to ensure you hit that Gold Tier?

create a "Countdown Promo" social media calendar for the 14 days leading up to the race to ensure you hit that Gold Tier

To reach the

Gold Tier (\$135,000+ in Gross Volume), your social strategy must pivot from general awareness to **high-pressure conversion** as the race approaches.

In 2026, the [152nd Kentucky Derby](#) falls on **Saturday, May 2**. This countdown targets the 14-day window starting **Sunday, April 19**, capturing the peak interest of locals and tourists.

14-Day DerbyMenu Countdown Calendar

Day	Date	Topic	Goal	Actionable Post Idea
-----	------	-------	------	----------------------

14	Apr 19	The Pivot	Awareness	"The race is 2 weeks away. Is your kitchen ready? Pre-order your Derby spread now."
13	Apr 20	Menu Tease	Interest	Highlight your most popular item (e.g., Mini Hot Browns) with high-res video.
12	Apr 21	Host Help	Education	"Hosting an Airbnb crowd? Here is the 1-click solution for catering." Link to Jotform.
11	Apr 22	Deadline 1	Urgency	"Final Early Bird Pricing" ends tonight. Lock in your delivery slots before they fill.
10	Apr 23	The Spirit	Lifestyle	Showcase a "Mint Julep Kit" partner. Focus on the official Woodford Reserve aesthetic.
9	Apr 24	The Crowd	Community	Shout out your 5 "Gold Ambassador" restaurant partners. Tag them to cross-promote.
8	Apr 25	Opening Night	Social Proof	Post from the Opening Night at Churchill Downs. "We're live!"
7	Apr 26	The Sunday Mix	Engagement	Share a "Derby Party Checklist" (Flowers, Fashion, Food). Pivot them to your "Food" solution.
6	Apr 27	Last Call	Scarcity	"Only 15 Delivery Slots Left." Use a countdown timer sticker on Instagram Stories.
5	Apr 28	502's Day	Local Pride	Target Louisville locals (502's Day). "Order local, stay local."

4	Apr 29	The Prep	Behind-Scenes	Video of a partner kitchen prepping massive batches of Bourbon Balls .
3	Apr 30	Thurby	Direct Sales	" Thurby Special " – Order now for same-day pickup for your race-day viewing party.
2	May 1	Oaks Day	FOMO	"The Oaks Lilies are blooming—did you forget the snacks?" Push your "Ready-to-Go" party packs.
1	May 2	DERBY DAY	Panic Buy	"Last Minute? Scan the QR code at your hotel for immediate local pickup options."

The "Gold Tier" Content Strategy

- **The "Phygital" Hook:** Use every post to remind users they can scan a Dynamic QR Code at their Airbnb or hotel to access the menu instantly.
- **Influencer Collaboration:** Partner with local [Louisville influencers](#) to do "Tiny Mic" interviews about their favorite Derby snacks, linking back to your hub.
- **Engagement Boosters:** Use "This or That" polls (e.g., "Mint Julep vs. Oaks Lily") to increase your reach in the Instagram/TikTok algorithm.

Essential 2026 Hashtags

- **Primary:** #KyDerby #Derby152 #DerbyDay
- **Local/Intent:** #LouisvilleEats #DerbyCatering #BourbonTrail #DerbyLikeALocal

Are you ready to finalize your "Early Bird" pricing discount to include in your Day 11 post?

finalize a "Early Bird" pricing discount to include in your Day 11 post

To maximize conversions on

Day 11 (the critical "Deadline 1" day), your Early Bird offer needs to strike a balance between a genuine saving for the customer and maintaining a healthy margin for your restaurant partners.

The Day 11 Early Bird Offer: "The Winner's Circle Discount"

The Offer: 10% OFF all orders over \$250 + a **Complimentary "Derby Appetizer Sampler"** (e.g., Benedictine spread and crackers) for the first 50 orders.

Why this works:

- **The 10% Discount:** This is the industry standard for early bookings. It provides a tangible "win" for the customer without eating into your 12% commission or the restaurant's food costs.
- **The \$250 Threshold:** This protects your **Average Order Value (AOV)**, ensuring you hit your **Gold Tier** revenue goals.
- **The Limited Appetizer:** Adding a physical "freebie" creates a high **Fear Of Missing Out (FOMO)** that a simple percentage cannot achieve.

Day 11 Social Media Copy (The Post)

Headline: 🕒 THE CLOCK IS TICKING: 12 HOURS LEFT FOR EARLY BIRD PRICING!

Body:

The biggest party in Louisville is only 11 days away. Do you really want to be stuck in a kitchen while everyone else is watching the race? 🐎

Lock in your **DerbyMenu.com** spread by midnight tonight and save **10% on all orders over \$250**.

PLUS: The first 50 orders placed today receive a **FREE "Winners Circle" Appetizer Sampler** from our local partners.

Don't wait until the delivery slots are at capacity. Secure your local catering now and spend your Derby Day where you belong—with a Julep in hand.

The Action:

👉 Scan the QR code on your DerbyMenu Magnet

👉 Or click the link in our bio to browse 20+ local menus.

The Deadline: Offer expires tonight at 11:59 PM EST.

#KyDerby #Derby152 #LouisvilleEats #EarlyBird #DerbyCatering

Implementation Tips for the Hub:

1. **Jotform Coupon Code:** Set up a "DERBY11" code in your Jotform Payment Field. You can set this code to **expire automatically** at midnight.
2. **The "50 Free" Tracker:** If you want to be high-tech, use a Submission Counter on your form that says: "*Only [X] Early Bird Samplers left!*" to drive immediate clicks.

3. **The Countdown Timer:** Add a countdown sticker to your Instagram Stories for the final 4 hours of the day to drive "Panic Buying."

What else drives impulse buys for Derby events?

Show me an example of a Submission Counter in Jotform

What are common Kentucky Derby food traditions?

What else drives impulse buys for Derby events?

Show me an example of a Submission Counter in Jotform

What are common Kentucky Derby food traditions?

To maximize the revenue for

DerbyMenu.com, you must leverage the emotional and logistical triggers of the 152nd Kentucky Derby.

1. Impulse Buy Triggers for Derby Events

Beyond standard hunger, specific psychological triggers drive unplanned purchases during Derby week:

- **FOMO (Fear of Missing Out):** Showcasing limited-edition "Derby 152" collector's items, such as special bourbon bottles or dated glassware, creates urgency.
- **Ease of Purchase:** The fewer steps between "I want that" and "I own that," the higher the impulse conversion. Use one-click "Add to Cart" for popular party bundles.
- **Emotional Connection:** Storytelling through high-res videos of local chefs prepping authentic dishes like **Bourbon Balls** can override rational budgeting.
- **The "Treat" Mindset:** Celebrations naturally trigger "treat" purchases. Positioning items as a reward for surviving the pre-race stress can drive sales of premium desserts or cocktail kits.
- **Strategic Lower Pricing:** Offering small, "no-brainer" add-ons in the **\$5–\$20 range** (like a side of Benedictine spread or a branded stir-stick) significantly increases total order value.

2. Jotform Submission Counter Example

In [Jotform](#), you can use the Submission Counter widget to display real-time order counts.

- **How it looks:** A small, customizable box on your form that says: *"Join the 142 fans who have already ordered their Derby spread!"*
- **Setup:** In the **Form Builder**, search for "Submission Counter" in the **Widgets** tab. Select **Total Submissions** as the counter type and add custom text before or after the number.
- **Why use it?** It provides **Social Proof**, giving potential customers the confidence to buy when they see others are already doing so.

3. Common Kentucky Derby Food Traditions

A truly local "Derby Menu" must include these staples to feel authentic:

- **Mint Juleps:** The official drink, made with bourbon, fresh mint, and sugar.
- **Kentucky Hot Browns:** An open-faced sandwich with turkey, bacon, tomato, and Mornay sauce, invented at the Brown Hotel.
- **Benedictine:** A light green spread made of cucumber, cream cheese, and onion.
- **Bourbon Balls:** A sweet, chocolate-covered treat infused with Kentucky bourbon.
- **Ham & Biscuits:** Often served as small "beaten biscuits" with a thin slice of country ham.
- **Derby Pie®:** A registered trademark chocolate and walnut tart; only licensed bakers like the Kern family can use the official name.
- **Burgoo:** A thick, traditional stew often served at Churchill Downs.

DAY 5

To discover potential clients for **DerbyMenu.com** and identify their willingness to switch to your platform, you should combine **hyper-local networking** with a targeted **customer discovery interview** framework.

1. Effective Client Discovery Channels

Instead of broad advertising, go where your niche "hangs out" to find high-value restaurant and hospitality partners:

- **Google Maps Scraping:** Use tools like Apify to extract names and contact details of local restaurants in the Louisville area. Focus on those that lack an "Order Online" button or have poor mobile websites.
- **Hyper-Local Networking:** Attend local mixers or trade shows hosted by the Greater Louisville Inc. or similar professional organizations.
- **LinkedIn Sales Navigator:** Use advanced filters to find owners and decision-makers of local "boutique" catering companies or high-end Airbnbs who might need a centralized menu for their guests.
- **Social Listening:** Monitor local Facebook groups or Quora for businesses complaining about high commissions from big delivery apps or struggling with "PDF-only" menus.

2. Identifying Willingness to Switch (The "Problem-First" Approach)

The most effective way to gauge switch-willingness is through **Customer Discovery Interviews**—a process designed to uncover pain points rather than pitching a solution.

Key Questions to Ask Potential Partners:

- **The Current Status:** "Can you walk me through the last time you received a large group order via your website? What was the hardest part of that process?"
- **The "Cost" of Inaction:** "How much time or revenue do you think is lost when a customer sees a PDF menu they can't easily read on their phone?"

- **The Problem intensity:** "On a scale of 1-10, how frustrated are you with the 30% commission charged by national delivery apps?" (If they answer <7, they may not be ready to switch).
- **The Flaw Test:** "If you had to find a flaw in a local-only platform that charges half the commission of big apps, what would it be?" (This uncovers their hidden objections early).

3. Strategic "Switch" Indicators

Look for these signs that a business is primed to switch to **DerbyMenu.com**:

- **"PDF-Only" Menus:** These are "silent conversion killers" for mobile users.
- **Manual Order Entry:** If they still take large catering orders over the phone and write them down, they are desperate for an automated digital system.
- **Low Reservation/Order Rates:** A restaurant with good foot traffic but poor online sales indicates high demand but a friction-filled digital experience.

Pro-Tip: In 2026, the gold standard for "Outcome Proof" is a **dynamic value dashboard**—showing them exactly how many "mobile bounces" you can prevent with a demo of your hub.

To get a "yes" from busy Louisville hosts, the survey must be fast and focus on **their** biggest problem: guest questions and reviews. Use a tool like Typeform or Jotform to send this link via **Airbnb Inbox** or **LinkedIn**.

The "Host Helper" 3-Question Survey

Subject: Quick question about your Louisville guests' dining experience 🐎

1. On a scale of 1–5, how often do your guests ask for local "Derby-style" food or catering recommendations?

(1 = Never, 5 = Every single booking)

Why this works: This identifies the "demand gap." If they answer 4 or 5, they are spending too much time answering the same questions.

2. What is the #1 reason you don't currently provide a "Welcome Menu" for your guests?

- A) It's too much work to keep it updated.
- B) I don't have a reliable local partner I trust.
- C) I didn't know a digital "tap-to-order" option existed.
- D) Other: _____

Why this works: This uncovers their **objection**. If they pick "A," you pitch the Dynamic QR Code that updates automatically.

3. If I provided a free, high-end "Derby Guest Guide" (a magnet/sign with a QR code) that gave your guests 1-click access to local catering, would you place it in your kitchen?

- Yes—anything to make my guest experience better!
- Maybe—I'd need to see the menus first.
- No—I prefer my guests find their own food.

Why this works: This is your **soft close**. Anyone who picks "Yes" or "Maybe" is a lead you follow up with immediately.

How to Distribute the Survey

- **Airbnb Communities:** Post the link in the Airbnb Host Community Center specifically for the Louisville/Kentucky region.
- **Facebook Groups:** Join groups like "Louisville Short Term Rental Hosts" and frame it as market research for a "local-first" startup.
- **The Incentive:** Offer a **\$10 Starbucks or Heine Brothers' gift card** for the first 10 hosts who complete the survey to ensure you get data fast.

DAY 6

Pro-Tips for Closing the Deal:

- **Social Proof:** Mention another neighborhood you are working in: *"We're already setting up several hosts in NuLu and the Highlands to prepare for the spring rush."*
- **Frictionless Delivery:** If they live in Louisville, offer to **drop it off personally**. It builds a stronger relationship than a package in the mail.

DerbyMenu.com replaces the frustration of unreadable, static PDF menus and high-commission delivery apps with a "phygital" mobile-optimized ordering hub that uses dynamic QR codes to give high-intent Louisville tourists instant, one-click access to curated local catering and authentic Derby spreads.

Elaborate on 'dynamic QR codes' and their function in this context

In the context of

DerbyMenu.com, dynamic QR codes serve as the "smart bridge" between your physical marketing (magnets, flyers, signs) and your digital marketplace. Unlike standard "static" QR codes, which permanently encode a single URL, dynamic codes act as an editable doorway.

1. How They Function Technically

- **The Redirect Mechanism:** Instead of embedding a long, complex website address directly into the pixel pattern, a dynamic QR code encodes a **short redirection URL**.

- **The "Middleman" Server:** When a guest scans the code, their phone first visits the QR provider's server, which then instantly forwards them to your final destination (e.g., your Jotform order page).

2. Strategic Value for DerbyMenu.com

- **Zero-Waste Updates:** If a restaurant partner runs out of "Hot Browns" or changes their prices mid-Derby week, you can update the destination link in your dashboard instantly. The physical magnets already inside the Airbnbs remain perfectly functional without reprinting.
- **Seasonal Pivots:** Once the Derby ends, you can redirect the *same physical codes* to a "Bourbon Trail Essentials" menu or a local summer festival guide, keeping your hardware relevant year-round.
- **Advanced Tracking & ROI:** Dynamic codes allow you to track **real-time data** including total scans, unique users, geographic location (by IP), and the time of day. You can prove to your restaurant partners exactly how much traffic your "Airbnb Magnet" campaign is generating.

3. Operational Benefits

- **Faster Scanning:** Because they store a shorter URL, the pixel pattern is less dense. This makes them easier for phones to read quickly, even in low-light environments like a dimly lit hotel room.
- **Error Correction:** High-quality dynamic codes can still function if up to 30% of the code is smudged or damaged—critical for magnets or outdoor signage exposed to the elements.

DAY 7

Choosing between a **sole proprietorship** and an **LLC** for **DerbyMenu.com** is a balance between immediate simplicity and long-term protection, especially given Kentucky's business-friendly but specific tax laws.

The Critical Differences for DerbyMenu.com

Feature	Sole Proprietorship	Limited Liability Company (LLC)
Personal Liability	None. You are legally the same as the business. Personal assets (house, car) can be seized for business debts or lawsuits.	Strong. Your personal assets are generally shielded from business-related lawsuits or debts.
Setup Complexity	Automatic. No state paperwork is required; it begins the moment you start conducting business.	Formal. Requires filing Articles of Organization with the KY Secretary of State.
Cost (Kentucky)	\$0. (May still need local business licenses).	\$40 Initial / \$190+ Annual. (\$40 filing fee + \$15 annual report + \$175 minimum tax).

Credibility	Low. Often viewed as a "hobby" or side project by vendors and banks.	High. Shows a formal commitment, which helps when pitching to "Gold Ambassador" restaurants.
--------------------	---	---

Specific Value Considerations

- **The "Derby Risk" Factor:** As a marketplace handling food orders, you face potential liability for delivery issues or food safety disputes. An **LLC** provides a crucial legal buffer that a sole proprietorship lacks.
- **Kentucky's LLET Tax:** Every Kentucky LLC must pay a **Limited Liability Entity Tax (LLET)**, which is at least **\$175 annually** even if you have no profit. This is an "entry fee" for protection that sole proprietors do not pay.
- **Professional Branding:** For **DerbyMenu.com**, having "LLC" after your name can be the deciding factor for high-end Louisville restaurants considering a partnership.
- **Tax Flexibility:** While both are "pass-through" entities by default, an LLC allows you to later elect **S-Corp status**. If your Derby season is highly successful (e.g., over \$75k profit), this can save you thousands in self-employment taxes.

Recommendation: If you are "testing the waters" with a zero-budget pilot, a **sole proprietorship** is the easiest start. However, if you plan to sign contracts with restaurants and distribute physical QR codes in Airbnbs, the **\$40 Kentucky LLC filing fee** is one of the most affordable ways in the country to secure personal asset protection.

DAY 8

Registering **DerbyMenu.com** and building its brand identity requires a dual focus on securing your digital real estate and crafting a visual and emotional story that resonates with the unique culture of Louisville.

1. Registering or Leasing DerbyMenu.com

Since you have already identified the domain, your next step is to secure it. If the domain is available for new registration, it is a straightforward process; if it is owned by someone else, you may need to "lease-to-own."

- **Standard Registration (If Available):**
 - **Choose a Registrar:** Use an ICANN-accredited registrar such as Namecheap, Porkbun, or [GoDaddy](#).
 - **Secure the .com:** Always prioritize the **.com** extension as it carries the highest level of trust and user recognition.
 - **Cost:** Standard .com registration typically ranges from **\$10 to \$20 per year** in 2026.
 - **Add Privacy:** Enable **WHOIS Privacy Protection** to hide your personal contact details from public databases, often included for free by registrars like Namecheap.
- **Lease-to-Own (If Taken):**
 - **Check Availability for Lease:** Some registrars like GoDaddy or Namesilo offer formal "Lease to Own" options, allowing you to pay monthly while using the domain.
 - **Direct Negotiation:** Use a **WHOIS lookup** to try and find the current owner. If hidden, use a **Domain Broker Service** to negotiate on your behalf.

- **Contract Terms:** Ensure your lease includes an **Option to Purchase** at a pre-agreed price to prevent the cost from skyrocketing after you've built the brand's value.

2. Building a Brand Identity for DerbyMenu.com

Your brand identity is the "face" of your business. It should bridge the gap between high-end hospitality and local Louisville traditions.

- **Define Your Brand Strategy:**
 - **Mission Statement:** Clearly articulate your purpose (e.g., "Connecting Louisville's traditions with its guests through seamless catering").
 - **Brand Personality:** For DerbyMenu, aim for "**Refined Southern Hospitality**"—authoritative and traditional, yet accessible and tech-savvy.
 - **Target Audience:** Focus on two groups: **local hosts** (B2B) looking for convenience and **out-of-town tourists** (B2C) seeking authenticity.
- **Establish a Visual Identity:**
 - **Logo Design:** Keep it simple enough to be recognizable on a small fridge magnet. Incorporate "Derby" cues (horse profiles, mint sprigs) or "Menu" cues (forks, plates) without cluttering the design.
 - **Color Palette:** Use colors that evoke Kentucky—**Hunter Green** (for the track), **Deep Amber** (for bourbon), and **Crisp White** (for clarity and modern tech).
 - **Typography:** Mix a **classic serif font** (for tradition) with a **clean sans-serif** (for modern mobile usability).
- **Create a Brand Style Guide:**

- Develop a document that outlines exactly how your logo, fonts, and colors are used to ensure **brand consistency** across your website, social media, and physical QR code magnets.

DAY 9

Whether you need a federal taxpayer ID (specifically an **Employer Identification Number** or **EIN**) for **DerbyMenu.com** depends primarily on your business structure and whether you plan to hire employees in 2026.

When a Taxpayer ID is Required

You **must** obtain an EIN if any of the following apply to your business:

- **Business Structure:** You operate as a **Corporation, Partnership, or Multi-member LLC**.
- **Employees:** You hire or plan to hire employees.
- **Special Taxes:** You are required to file excise, alcohol, tobacco, or firearms tax returns.
- **Retirement Plans:** You use a Keogh or other tax-deferred pension plan.

When it is Optional (but Recommended)

If you are a **Sole Proprietor** or a **Single-member LLC** without employees, you can typically use your Social Security Number (SSN) for tax purposes. However, obtaining an EIN is strongly recommended for:

- **Privacy:** It allows you to provide an EIN to vendors and clients instead of your personal SSN, reducing the risk of identity theft.
- **Banking:** Most banks require an EIN to open a dedicated **business bank account**.
- **Credibility:** Using an EIN adds professional legitimacy when negotiating with restaurant partners for DerbyMenu.com.

- **Business Credit:** It helps you build a credit history for your business independent of your personal score.

Kentucky-Specific Considerations for 2026

- **LLC Requirements:** Kentucky LLCs are liable for the **Limited Liability Entity Tax (LLET)** and must file additional state tax forms, which often necessitate having an EIN to separate business filings from personal returns.
- **State Registration:** You must also register with the **Kentucky Department of Revenue** to handle state-level duties, such as sales tax and employee withholding.

How to Apply

You can obtain an EIN for **free** immediately by applying online at the [official IRS website](#). **Do not use third-party sites that charge a fee**, as the IRS does not charge for this service.

DAY 10

When opening a business checking account for **DerbyMenu.com**, your goal is to find a partner that balances low monthly costs with the high-volume processing capabilities needed for the Kentucky Derby season.

Critical Questions to Ask Your Banker

- **What are the fee waivers for low-volume months?** Ask about monthly maintenance fees (typically **\$10–\$30**) and how to waive them through minimum balances (e.g., **\$500–\$5,000**) or debit card activity.
- **What are the transaction limits?** Most accounts offer a set number of free monthly transactions (e.g., **150–500**). Ask about the per-item fee (often **\$0.25–\$0.50**) after exceeding that limit.
- **Are there specific "Kentucky Startup" perks?** Some local banks, like **Eclipse Bank** in Louisville or **Bank of the Bluegrass**, offer free business checking with no minimum balance specifically for small businesses.
- **How does the account integrate with my tech stack?** Ensure the account can sync seamlessly with tools like **Stripe** (for order payments) and accounting software like **QuickBooks**.
- **Do you offer SBA loans or lines of credit?** Even if you don't need them now, establishing a relationship with an **SBA-preferred lender** is vital for future expansion.

Typical Documentation Required in Kentucky

To open your account in **2026**, you will generally need to provide:

- **Employer Identification Number (EIN):** Your federal tax ID.

- **Articles of Organization:** Filed with the **Kentucky Secretary of State**.
- **Operating Agreement:** Especially for multi-member LLCs, to define signing authority.
- **Personal Identification:** A valid driver's license for all authorized signers.

Current Business Banking Offers (2026)

Many banks are offering enrollment bonuses for accounts opened in early **2026**:

- **U.S. Bank:** Earn up to **\$1,200** for opening a Platinum Business Checking Package by **March 31, 2026**, and maintaining a **\$25,000** balance.
- **Huntington Bank:** New customers may qualify for up to a **\$600 bonus** through **March 15, 2026**.

Comparison of Popular Kentucky Business Accounts

Bank	Monthly Fee	Min. Opening Deposit	Key Feature
Eclipse Bank	\$0	\$100	150 free monthly transactions

Bank of the Bluegrass	\$10	\$100	Fee waived with \$2,500 average balance
------------------------------	------	--------------	--

Members Heritage	\$0	\$100	300 free monthly transactions
-------------------------	-----	--------------	-------------------------------

Field & Main Bank	\$7	\$25	Fee waived with \$2,500 average balance
------------------------------	-----	-------------	--

Pro-Tip: Given the seasonal nature of **DerbyMenu.com**, look for an account with no monthly fee (like **Eclipse Bank**) so you aren't paying for "empty" months between major events

DAY 11

To help customers distinguish between **Ticketed Orders** and **Global Orders**, your pricing framework should emphasize the "Milestone Shift." This ensures transparency as they move from a standard local service to a higher-volume partnership.

The DerbyMenu.com Pricing Framework

Order Type	Qualification	Commission Rate	Minimum Transaction
Ticketed Orders	All individual orders up to a \$5,000.00 cumulative total.	10%	\$200.00
Global Orders	Any orders placed after your first \$5,000.00 in sales OR any single transaction over \$5,000.00.	15%	\$200.00

Key Concepts for Customer Clarity

To ensure there is no confusion on the "switch," use these definitions in your vendor onboarding:

- **The Threshold Rule:** You start at the 10% "Ticketed" rate to help launch your digital presence. Once your total sales through DerbyMenu reach the \$5,000 mark, the account automatically upgrades to "Global" status.
- **The Individual High-Value Rule:** Any single, high-value transaction exceeding \$5,000 (such as a large corporate Derby party) is automatically processed as a "Global Order" at 15% due to the increased logistical support provided by the platform.
- **Minimum Entry:** Every transaction on the platform must meet a \$200.00 minimum value. This protects your margins and ensures the platform is used for professional-grade catering and event services.

Visualizing the Progress

You can use a "**Progress to Global**" tracker in the vendor dashboard:

- **Phase 1 (Ticketed):** \$0 – \$5,000 (10% Fee) → *Status: Local Partner*
- **Phase 2 (Global):** \$5,000+ (15% Fee) → *Status: Enterprise Partner*

Calculation Example

- **Scenario A (Ticketed):** A local host orders a \$350 breakfast spread.
 - *Calculation:* $\$350 \times 10\% = \mathbf{\$35 \text{ Platform Fee}}$.

- **Scenario B (Global Transition):** Your total sales are at \$4,900. You receive a new \$300 order.
 - *Calculation:* Because this order pushes you over the \$5,000 cumulative limit, it and all future orders move to the **15% rate**.
- **Scenario C (High-Value Single):** A corporation books a \$6,000 tent package.
 - *Calculation:* $\$6,000 \times 15\% = \mathbf{\$900 \text{ Platform Fee}}$ (Individual transaction exceeds \$5k threshold).

DAY 12

For **DerbyMenu.com**, you are operating as a **digital intermediary** in the food and hospitality space. This creates specific risks—from a guest getting food poisoning to your website crashing during the "Derby Rush."

To protect your startup in 2026, the following three types of insurance are considered the "Gold Standard" for service platforms:

1. Professional Liability (Errors & Omissions - E&O)

This is the most critical for a marketplace. It protects you if a partner restaurant or a customer sues you because something went wrong with the **service** you provided.

- **The Scenario:** A restaurant loses \$10,000 in orders because your Jotform integration failed on Derby Day, and they sue you for "lost revenue."
- **What it covers:** Legal defense costs and settlements resulting from claims of negligence, misrepresentation, or inaccurate advice.

2. Cyber Liability Insurance

Since you are collecting customer names, emails, and processing payments via Stripe, you are a target for data breaches.

- **The Scenario:** A hacker accesses your database of 500 Louisville Airbnb guests. Even if Stripe handles the credit cards, you are responsible for the leaked personal data.

- **What it covers:** Cost of notifying customers, credit monitoring services, and legal fees associated with a data breach.

3. General Liability (GL)

Even if you don't have an office, if you are physically visiting Louisville restaurants or placing magnets in Airbnbs, you need GL.

- **The Scenario:** While you are placing a QR code sign in a high-end rental, you accidentally knock over an expensive piece of art. Or, a customer claims your "Derby Party Kit" (which you marketed) caused an illness.
- **What it covers:** Bodily injury, property damage, and "advertising injury" (slander/libel).

Where to Get it for a Small Startup

In 2026, many entrepreneurs use "on-demand" or "micro-insurance" providers that cater specifically to digital freelancers and small marketplaces:

- **NEXT Insurance:** Excellent for quick, digital-only quotes for LLCs.
- **Hiscox:** A leader in Professional Liability (E&O) for small businesses.
- **Thimble:** Allows you to buy insurance by the month or even by the day—perfect if you only want high-level coverage during the 14-day Derby window.

Pro-Tip: When signing your **Ambassador Agreement**, ensure your contract includes an **"Indemnification Clause"** stating that the restaurant is responsible for the quality and safety of the food, not DerbyMenu.com. This works in tandem with your insurance to keep you safe.

An indemnification clause is a critical risk-allocation tool in your **Ambassador Agreement** that establishes which party is financially responsible when something goes wrong. In the context of **DerbyMenu.com**, it acts like an internal insurance policy between you and your restaurant partners.

The Three Core Pillars of the Clause

Standard clauses typically combine three distinct legal obligations to provide comprehensive protection:

- **To Indemnify:** The promise to compensate or reimburse the other party for actual losses or damages already paid.
- **To Defend:** The obligation to hire lawyers and pay for the ongoing legal costs of a lawsuit *as they arise*, rather than just paying the final judgment.
- **To Hold Harmless:** A release of liability that prevents the indemnifying party from later suing the protected party for the same incident.

Application for DerbyMenu.com

Because you are a marketplace, you should push for **Mutual Indemnification** where each party "stays in their lane":

- **The Restaurant's Responsibility:** They should indemnify you for third-party claims related to **food safety**, allergic reactions, or inaccurate menu descriptions. If a guest gets food poisoning from a "Derby Party Kit," the restaurant's insurance and assets—not yours—should cover the legal fallout.

- **Your Responsibility:** You should indemnify the restaurant for claims arising from your **technology or platform errors**, such as a Stripe data breach or misprocessing a payment.

Key Protections to Include

- **Triggering Events:** Clearly define what "activates" the clause, such as negligence, breach of contract, or [intellectual property](#) infringement.
- **Limitations & Caps:** To avoid "existential risk," you can negotiate a cap on the total dollar amount you are obligated to pay, often tied to the value of the contract or your professional insurance limits.
- **Prompt Notice:** The clause should require the party being sued to notify the other party immediately so they can take over the defense effectively.

Legal Recommendation: Never treat indemnification as "boilerplate" text. Given the high stakes of food-related liability, have a Kentucky-based attorney review your final **Ambassador Agreement** to ensure it complies with local [anti-indemnity statutes](#).

In a professional **Ambassador Agreement** for a marketplace like **DerbyMenu.com**, a mutual indemnification clause is standard. It ensures that while you provide the platform, the restaurant remains responsible for the safety of the food they produce.

Sample Mutual Indemnification Clause

A sample indemnification clause might include sections where the Restaurant Partner indemnifies **DerbyMenu.com** against claims related to food safety, menu inaccuracies, or staff misconduct. Conversely, **DerbyMenu.com** would indemnify the Restaurant Partner against claims arising from a breach of the agreement or gross negligence in

platform operation. The clause would also outline a procedure requiring prompt written notice of a claim and allowing the indemnifying party to manage the defense and settlement, with the indemnified party's consent needed for settlement.

Why This Protects You

The phrasing "defend and hold harmless" obligates the restaurant to cover legal defense costs. The focus on "third-party" claims directs liability stemming from customers towards the restaurant that prepared the food. A comprehensive agreement should include a "survival clause" stating that the indemnification terms remain in effect even after the agreement ends.

DAY 13

To maintain a fast, conversion-focused user experience for **DerbyMenu.com**, we will use a "Dual-Funnel" approach. The **Onboarding Page** is designed to build trust with local partners, while the **Ordering Page** is a frictionless "digital concierge" for hungry guests.

1. Onboarding Landing Page (B2B)

Target: Louisville Restaurant Owners & Caterers

- **Hero Section:** High-res image of a Louisville kitchen. Headline: *"Stop the PDF Friction. Start Capturing Derby Dollars."*
- **The Problem/Solution:** A "Then vs. Now" comparison.
 - *Then:* Confusing PDFs and 30% delivery app commissions.
 - *Now:* A 10–15% Performance Fee Structure and direct-to-kitchen ordering.
- **Pricing Tiers:** Clearly display the **Ticketed** vs. **Global** order milestones.
- **CTAs:** "Claim Your Partner Slot" or "Get Your Free QR Magnet Kit."
- **Tools:** Build this using Dorik AI or Carrd for a lightweight, mobile-first experience.

2. Digital Storefront Landing Page (B2C)

Target: Tourists at Airbnbs & Local Party Hosts

- **Hero Section:** A simple search bar or "Tap to Browse" button. Headline: *"Authentic Louisville, Delivered to Your Door."*
- **Curated Categories:** Large, tappable buttons:
 -  **Derby Party Packs**
 -  **Bourbon Trail Box Lunches**

- 🍷 **Recovery Brunches**
 - **The Storefront:** Embed a Jotform Store Builder interface. This allows guests to scroll menus, select "Add-ons," and pay via **Apple Pay** or **Google Pay** without creating an account.
 - **Urgency Tracker:** A Submission Counter showing: *"Only 14 delivery slots left for Derby Saturday!"*

Comparison of Tech for 2026

Feature	Onboarding Page (B2B)	Ordering Page (B2C)
Primary Goal	Lead Generation / Contract Signing	Instant Transaction / Payment
Key Widget	Jotform Sign	Stripe Payment Integration
Mobile UX	Informational / Educational	App-like / Frictionless
Best Platform	WebWave or Wix	Jotform Store

Operational Linkage

The Dynamic QR Codes on your fridge magnets will link **directly to the B2C Ordering Page**. Your business cards and LinkedIn profile will link to the **B2B Onboarding Page**.

DAY 14

To convince restaurant owners, the copy needs to frame the commission shift not as a "price hike," but as a **graduation into high-volume success**.

By starting at 10%, you are lowering their barrier to entry. By moving to 15% for "Global" orders, you are aligning your marketing effort with their enterprise-level growth.

B2B Landing Page: Partner Copywriting Script

[Hero Section]

Headline: Put Your Menu in Every Guest's Pocket.

Sub-headline: Stop losing customers to clunky PDFs and 30% delivery fees. Join **DerbyMenu.com**, the only digital concierge built specifically for Louisville's \$1.7B hospitality market.

CTA Button: [Join the 10-Day Ambassador Trial]

[The Problem]

Headline: Is Your Current Website a Revenue Leak?

Body:

- **The PDF Friction:** 70% of tourists browse on mobile. If they have to "pinch and zoom" to read your menu, they've already moved on.
 - **The Commission Gap:** Why pay national apps 30% for customers we can bring to your door for half the cost?
 - **The Logistical Nightmare:** Taking large Derby party orders over the phone leads to errors and lost time.
-

[The Pricing Strategy: "Scalable Success"]

Headline: Pricing That Grows With You.

Body: We only win when you win. Our "Shared Stakes" model is designed to help you launch fast and scale even faster.

1. Ticketed Orders (The Launchpad)

- **10% Performance Fee**
- For your first **\$5,000.00** in cumulative sales.
- **Why:** We keep costs low while we build your local digital presence and distribute your custom QR magnets to our Airbnb network.

2. Global Orders (The Enterprise Tier)

- **15% Performance Fee**

- Automatically kicks in after \$5,000.00 in sales OR on any individual high-value order over \$5,000.00.
 - **Why:** High-volume and corporate orders require advanced logistics, priority SEO, and white-glove support. When you hit "Global," you've officially become a Derby City staple.
-

[Social Proof / Trust]

Headline: More Than Just a Listing.

Body:

- **Dynamic QR Distribution:** We place your menu in high-end Louisville rentals and Bourbon Trail shuttle stops.
 - **Stripe-Powered Payouts:** No waiting for checks. Get your 85–90% split deposited directly into your bank account instantly.
 - **Louisville First:** We aren't a Silicon Valley app; we're your neighbors on the ground in the 502.
-

[Final CTA]

Headline: Ready for the 152nd Derby?

Body: We are currently selecting only **5 Gold Ambassador Partners** per neighborhood (NuLu, Highlands, Downtown) to ensure zero market saturation.

CTA Button: [Check Neighborhood Availability]

Psychological Triggers Used:

- **The Graduation Effect:** Framing the 15% "Global" tier as something they *earn* through success makes it feel like an achievement rather than a penalty.
- **The "Anchor" Price:** By mentioning the 30% "national app" fee first, your 10% and 15% rates both feel like a massive discount.
- **Exclusivity:** Mentioning the "5 partners per neighborhood" creates urgency to sign the agreement before a competitor does.

DAY 15

To scale **DerbyMenu.com** into a high-performance marketplace, you need a tech stack that automates the "grunt work" so you can focus on vendor relationships. This stack is divided into four functional models: **The Harvest, The Delivery, The Tracker, and The Infrastructure.**

1. The Harvest Model (Lead & Subscriber Capture)

Goal: Turn anonymous QR scans and site visitors into a permanent database.

- **Jotform:** Use for high-conversion "Concierge Sign-up" forms. When a user scans a QR code but isn't ready to buy, offer a "Derby Survival Guide" PDF in exchange for their email/phone number.
- **Wisepops:** A 2026-standard for "on-site" notifications. Use it to trigger a mobile-friendly popup when someone has spent 30 seconds on your menu without ordering.
- **Linktree:** Your "Social Harvest." Use this in your Instagram/TikTok bio to direct users specifically to either the "B2B Onboarding" or "B2C Ordering" funnels.

2. The Delivery Model (Menu-Media & Engagement)

Goal: Distribute menus and promotional media with zero manual effort.

- **Klaviyo:** The gold standard for "Flow-based" marketing.
 - *Trigger:* When a subscriber is "harvested" (Day 1), Klaviyo automatically sends the digital menu.
 - *Follow-up:* 48 hours before Derby, it sends the "Final Call for Party Packs."

- **TextMagic or Attentive:** Use for SMS delivery. During Derby week, email open rates drop. SMS has a 98% open rate—perfect for "Your order is ready for pickup" alerts.
- **Canva Pro:** Use the "Content Planner" to batch-create and schedule "Menu-Media" (videos of Hot Browns, GIFs of Bourbon being poured) across all social channels.

3. The Tracker Model (Sales & Impression Analytics)

Goal: Prove ROI to your restaurant partners using hard data.

- **Hovercode:** Your primary tracker for **Physical Impressions**. It tells you exactly how many people scanned the magnet in the "NuLu Luxury Loft" vs. the "Highlands Cottage."
- **Google Analytics 4 (GA4):** Track **Digital Impressions**. Use "UTM Parameters" (hidden tags in your links) to see if your sales are coming from Facebook ads or your Siri Showcase posts.
- **Stripe Dashboard:** Your **Sales Tracker**. This provides the real-time "Ticketed" vs. "Global" cumulative totals for every vendor.

4. The Infrastructure Model (The "Build")

Goal: The foundation that holds the marketplace together.

- **Dorik AI:** Your **Website Builder**. Use it to build your one-page landing pages. It's optimized for 2026 SEO and lightning-fast mobile speeds.
- **Stripe Connect:** The **Payment Engine**. This is the only way to manage the 10/15% split payments legally and automatically.
- **Zapier:** The **Glue**.

- *Example:* When a "Ticketed Order" hits \$5,000 in Stripe, Zapier automatically sends an email to the restaurant congratulating them on reaching "Global Status" and updates their fee in Jotform.

The "Tech-Stack" Summary Table

Function	Tool	Cost (Approx. 2026)	Why It's Useful
Harvest	Jotform	\$34/mo	Professional forms that collect payments and leads.
Media	Klaviyo	Free (up to 250 subs)	Automated "Menu-Media" delivery.
Tracking	Hovercode	\$12/mo	Tracks physical QR scan locations.

Sales	Stripe	2.9% + \$0.30 per txn	Automated "Global" vs "Ticketed" split fees.
--------------	--------	-----------------------	--

Building	Dorik AI	\$15/mo	Fast, AI-generated landing pages.
-----------------	----------	---------	-----------------------------------

Next Step for You

Would you like me to create a **"Zapier Automation Map"** that shows exactly how to connect Jotform, Stripe, and Klaviyo so you never have to manually send an email or calculate a commission again?

To scale **DerbyMenu.com** beyond Louisville, you need a "Modular Brand Identity." This allows the brand to feel like a "local hero" in any town while maintaining the legal and visual consistency required for a national franchise or multi-city operation.

1. The "Core & Variable" Color Palette

Maintain these three **Essential Colors** for brand recognition, then swap the "Accent" to match the local high school, university, or town heritage.

- **Essential Brand Green:** *"Winner's Circle Green"* (#004225) – Represents the track, the turf, and the "go" of progress.
- **Essential Brand Gold:** *"Bourbon Honey"* (#D4AF37) – Represents premium quality and the local spirit.
- **The Variable Accent:**

- *Louisville*: **Cardinal Red** (#E31837)
- *Lexington*: **Wildcat Blue** (#0033A0)
- *Cincinnati*: **Bengal Orange** (#FB4F14)

2. The Standardized Logo Architecture

Use a **Lockup System** where the "Brand Mark" remains static, but the "Descriptor" is swappable.

- **The Static Mark:** A minimalist, gold-leaf "M" inside a horseshoe or a stylized plate.
- **The Logotype:** Use a classic, bold serif font (e.g., *Playfair Display*) for "DERBYMENU."
- **The Modifier:** Beneath the main logo, use a clean sans-serif (e.g., *Montserrat*) for the city name: **LOUISVILLE | LEXINGTON | SARATOGA.**

3. The Mandatory Copyright & Ownership Footer

To protect your Intellectual Property, every digital and physical asset (magnets, menus, emails) must feature a standardized "Legal Block" at the bottom:

© 2026 DerbyMenu.com. All Rights Reserved. "DerbyMenu" and the Horseshoe Logo are trademarks of [Your LLC Name]. Unauthorized duplication or use of digital menu structures is strictly prohibited.

4. Modular Visual Elements (The "Kit of Parts")

Build a **Brand Style Guide** in Canva Pro using these templates:

- **The Icon Library:** Create a set of "Universal Service Icons" (a cloche for catering, a box for lunches, a glass for spirits).
- **The Border Motif:** Use a thin gold-and-green "pinstripe" border on all digital media. This becomes your "visual fingerprint."
- **The Image Filter:** Apply a consistent "Warm Kentucky" filter to all food photography to ensure a cohesive look even when using photos from different restaurant partners.

5. Implementation via "Smart Templates"

- **Digital:** Use Dorik AI to create a "Master Landing Page." When you launch in a new city, you simply "duplicate" the site and swap the **Variable Accent Color** and the **City Modifier** in the header.
- **Physical:** Use a Hovercode template for your magnets. The QR code stays the same (dynamic), but you swap the background image to a landmark specific to that town (e.g., the Louisville skyline vs. the Lexington horse farms).

The "City-Swap" Visual Model

Element	Louisville (Base)	Lexington (Example)
Primary Logo	DerbyMenu	DerbyMenu

Sub-Text

Louisville

Lexington

Accent Color

Red

Blue

Hero Image

Churchill Downs

Keeneland

Copyright

© 2026 DerbyMenu.com

© 2026 DerbyMenu.com

Next Step for the Build:

Would you like me to draft a "**Brand Standards One-Pager**" that you can send to a graphic designer or use as a prompt for an AI logo generator?

create a "Zapier Automation Map" that shows exactly how to connect Jotform, Stripe, and Klaviyo so you never have to manually send an email or ca

This

Zapier Automation Map for 2026 creates a "hands-off" ecosystem for **DerbyMenu.com**, connecting your lead capture, payments, and marketing media without manual data entry.

The "Hands-Off" Workflow Map

Step	Trigger Application	Action Application	Result
1. Harvest	Jotform: New Submission	Klaviyo: Add/Update Profile	Guest info is captured from the QR magnet and added to your "Derby 2026" list.
2. Media	Klaviyo: Profile Added	Klaviyo: Send Email/SMS	Instant delivery of your digital menu-media and "Early Bird" offers.
3. Sales	Stripe: New Payment	Klaviyo: Create Event	Tracks the purchase in the customer's profile for future targeting.
4. Tracking	Stripe: New Payment	Google Sheets: Create Row	Creates a permanent log for calculating cumulative "Ticketed" vs. "Global" fees.

Detailed Automation Steps

Automation A: The "Instant Menu" Delivery (Jotform → Klaviyo)

- **Trigger:** New Submission in [Jotform](#).
- **Action:** Find or Create Subscriber in **Klaviyo**.
- **The Logic:** Map the email and phone fields from Jotform to Klaviyo. Use a "Source" tag like `DerbyMenu_QR_Magnet` so you know exactly which physical location harvested the lead.

Automation B: Sales Performance & Scaling (Stripe → Klaviyo/Sheets)

- **Trigger:** New Payment in **Stripe**.
- **Action 1 (Marketing):** Log a "Purchased Derby Spread" event in Klaviyo to stop sending them "Don't forget to order" emails.
- **Action 2 (Accounting):** Create a new row in a [Google Sheet](#) with the order total and restaurant name.
- **Pro-Tip:** In 2026, use **Zapier Interfaces** with the new Stripe component to build a custom "Vendor Dashboard" where restaurants can see their live cumulative totals.

Automation C: The "Global Status" Alert (Spreadsheet → Klaviyo)

- **Trigger:** Updated Row in Google Sheets (When cumulative sales > \$5,000).
- **Action:** Send Email in Klaviyo/Gmail to the Vendor.
- **The Result:** Automatically congratulates the partner on hitting **Global Status** and informs them of the 15% commission shift.

Estimated Monthly Costs (2026)

- [Zapier](#): **\$29.99/mo** (Professional plan) is required for "Multi-Step Zaps" and premium app access.
- [Jotform](#): Free tier available (up to 100 submissions/mo); paid plans start around **\$34/mo**.
- [Klaviyo](#): Free for your first 250 profiles.

Ready to start? You can describe this exact workflow to the [AI-powered Zap builder](#) in 2026, and it will diagram the entire process for you in seconds.

DAY 16

MODULAR BRAND IDENTITY

To scale **DerbyMenu.com** into a high-performance marketplace, you need a tech stack that automates the "grunt work" so you can focus on vendor relationships. This stack is divided into four functional models: **The Harvest, The Delivery, The Tracker, and The Infrastructure.**

1. The Harvest Model (Lead & Subscriber Capture)

Goal: Turn anonymous QR scans and site visitors into a permanent database.

- **Jotform:** Use for high-conversion "Concierge Sign-up" forms. When a user scans a QR code but isn't ready to buy, offer a "Derby Survival Guide" PDF in exchange for their email/phone number.
- **Wisepops:** A 2026-standard for "on-site" notifications. Use it to trigger a mobile-friendly popup when someone has spent 30 seconds on your menu without ordering.
- **Linktree:** Your "Social Harvest." Use this in your Instagram/TikTok bio to direct users specifically to either the "B2B Onboarding" or "B2C Ordering" funnels.

2. The Delivery Model (Menu-Media & Engagement)

Goal: Distribute menus and promotional media with zero manual effort.

- **Klaviyo:** The gold standard for "Flow-based" marketing.

- *Trigger:* When a subscriber is "harvested" (Day 1), Klaviyo automatically sends the digital menu.
- *Follow-up:* 48 hours before Derby, it sends the "Final Call for Party Packs."
- **TextMagic or Attentive:** Use for SMS delivery. During Derby week, email open rates drop. SMS has a 98% open rate—perfect for "Your order is ready for pickup" alerts.
- **Canva Pro:** Use the "Content Planner" to batch-create and schedule "Menu-Media" (videos of Hot Browns, GIFs of Bourbon being poured) across all social channels.

3. The Tracker Model (Sales & Impression Analytics)

Goal: Prove ROI to your restaurant partners using hard data.

- **Hovercode:** Your primary tracker for **Physical Impressions**. It tells you exactly how many people scanned the magnet in the "NuLu Luxury Loft" vs. the "Highlands Cottage."
- **Google Analytics 4 (GA4):** Track **Digital Impressions**. Use "UTM Parameters" (hidden tags in your links) to see if your sales are coming from Facebook ads or your Siri Showcase posts.
- **Stripe Dashboard:** Your **Sales Tracker**. This provides the real-time "Ticketed" vs. "Global" cumulative totals for every vendor.

4. The Infrastructure Model (The "Build")

Goal: The foundation that holds the marketplace together.

- **Dorik AI:** Your **Website Builder**. Use it to build your one-page landing pages. It's optimized for 2026 SEO and lightning-fast mobile speeds.

- **Stripe Connect: The Payment Engine.** This is the only way to manage the 10/15% split payments legally and automatically.
- **Zapier: The Glue.**
 - *Example:* When a "Ticketed Order" hits \$5,000 in Stripe, Zapier automatically sends an email to the restaurant congratulating them on reaching "Global Status" and updates their fee in Jotform.

The "Tech-Stack" Summary Table

Function	Tool	Cost (Approx. 2026)	Why It's Useful
Harvest	Jotform	\$34/mo	Professional forms that collect payments and leads.
Media	Klaviyo	Free (up to 250 subs)	Automated "Menu-Media" delivery.

Tracking	Hovercode	\$12/mo	Tracks physical QR scan locations.
-----------------	-----------	---------	------------------------------------

Sales	Stripe	2.9% + \$0.30 per txn	Automated "Global" vs "Ticketed" split fees.
--------------	--------	-----------------------	--

Building	Dorik AI	\$15/mo	Fast, AI-generated landing pages.
-----------------	----------	---------	-----------------------------------

Next Step for You

Would you like me to create a **"Zapier Automation Map"** that shows exactly how to connect Jotform, Stripe, and Klaviyo so you never have to manually send an email or calculate a commission again?

DAY 17

To deliver **DerbyMenu.com** services effectively, you must synchronize two parallel workflows: the **Partner Lifecycle** (how you manage restaurants) and the **Order Lifecycle** (how you fulfill customer needs). The following step-by-step process ensures a seamless transition from first contact to final invoice in 2026.

Phase 1: Partner Acquisition & Onboarding

This phase focuses on bringing Louisville restaurants onto your platform and setting them up for success.

1. **First Contact:** Send the "Revenue Leak" pitch email or perform an in-person visit with a mobile-responsive demo of their menu.
2. **Ambassador Agreement:** Secure a digital signature on your "Shared Stakes" contract using a tool like Jotform Sign to define performance fees and liabilities.
3. **Data Collection (KYB):** Collect "Know Your Business" details, including their IRS Employer Identification Number (EIN) and banking info via Stripe Connect for automated payouts.
4. **Menu Digitization:** Convert their static PDF into a high-conversion digital form. Tag items with "Derby Staple" labels for better searchability.
5. **Hardware Deployment:** Deliver physical marketing assets—Dynamic QR Code magnets and window clings—to the restaurant and partnered Airbnb hosts.

Phase 2: The Order Lifecycle (Fulfillment)

This is the "Live" stage where orders flow from the customer to the kitchen.

6. **Customer Discovery & Selection:** A tourist at an Airbnb or a local at a party scans your QR code, browses the curated hub, and selects a "Derby Party Pack".
7. **Checkout & Pre-Payment:** The customer completes the Jotform order. Payment is captured via Stripe, which instantly splits the funds: ~88% to the restaurant and your 12% fee to your account.
8. **Kitchen Notification:** The restaurant receives an instant alert (via email, SMS, or a dedicated tablet) with the order details and the requested pickup/delivery time.
9. **Order Prep & Inspection:** The kitchen prepares the "Derby Essentials" following your **Master Fulfillment Checklist** to ensure high-quality packaging for transit.
10. **Handoff/Delivery:** The customer picks up the order from the designated "DerbyMenu Station," or a local courier (if offered) delivers it to their location.

Phase 3: Post-Service & Financial Finalization

The final stage closes the loop and prepares for the next order.

11. **Automated Receipting:** The system automatically sends a branded digital receipt to the customer and a "Thank You" email with a link for a Google Review.
12. **Internal Reconciliation:** At the end of the day/week, use Xero or QuickBooks Online to automatically reconcile the split payments against your "Ambassador" contracts.
13. **Final Performance Invoice:** For any non-automated fees (like one-time setup costs), send a professional invoice using FreshBooks to ensure an audit trail for tax season.

Operational Tip: By 2026, the most successful startups use **low-code automation** (like Zapier) to connect these steps so that a signed contract (Step 2) automatically creates a folder in Google Drive for the restaurant's menu photos (Step 4).

SERVICE WORKFLOW

To ensure **DerbyMenu.com** operates as a premium service, the workflow must be frictionless for three people: the **Guest** scanning the code, the **Kitchen** prepping the food, and the **Staff** managing the handoff.

Here is the 2026 standardized service workflow from **Scan to Curb**.

Phase 1: The Digital Entry (Guest Side)

1. **The Scan:** Guest taps or scans the **Dynamic QR Magnet** in their Airbnb/Hotel.
2. **The Interface:** The **Jotform Storefront** loads instantly. The guest selects their "Derby Party Pack" or "Bourbon Box."
3. **The Selection:** Guest must choose a **Fulfillment Method:** [] Curbside Pickup or [] Carryout.
 1. *If Curbside:* They are prompted to enter their **Vehicle Make/Model/Color**.
4. **The Payment:** Guest pays via Apple Pay/Google Pay. **Stripe Connect** splits the payment: 12% to you, 88% to the Vendor.

Phase 2: The Kitchen Command (Back-of-House)

5. **The Alert:** The kitchen receives an instant notification via the **Jotform Mobile App** or a dedicated tablet. A loud "New Order" chime sounds.
6. **The Ticket:** The order is printed or displayed on the KDS (Kitchen Display System). It is tagged as "**DERBYMENU - CURBSIDE**" or "**DERBYMENU - CARRYOUT**".
7. **The Prep:** The kitchen follows the **Master Fulfillment Checklist**. They include the standardized "DerbyMenu" branded napkins and the "Thank You" card with the re-order QR code.
8. **The Completion:** Once the bag is sealed and tagged with the Customer Name, the staff taps "**Order Ready**" on the tablet.
 1. *Automation:* **Zapier** triggers an instant SMS via **TextMagic** to the guest:
"Your Derby Spread is ready at [Restaurant Name]! Reply 'HERE' when you arrive for curbside."

Phase 3: The Handoff (Front-of-House)

9. **Staging:**
 1. **Carryout Desk:** The bag is placed on the dedicated **DerbyMenu.com Branded Shelf**. This prevents the guest from having to wait in the standard "order" line.
 2. **Curbside:** The bag is placed in a heated/insulated holding area near the door.
10. **The Arrival:**
 1. **For Carryout:** The guest walks in, sees the "DerbyMenu" sign, grabs their bag, and leaves. No transaction or talking required.

2. **For Curbside:** The guest replies "HERE" or taps a button in their text thread. The "Digital Concierge" (Staff) sees the Vehicle Info and walks the order to the car.
 11. **The Final Handoff:** Staff performs the "Kentucky Smile" check—confirming the order contents and wishing them a "Happy Derby."
-

Summary of Roles & Tech

Step	Responsible Party	Tech Used
Discovery	Guest	Hovercode QR Code
Ordering	Guest	Jotform Store
Processing	Kitchen	Stripe Connect

Notification

Automation

Zapier + SMS

Carryout

Staff

Branded Pickup Station

Curbside

Staff

Tablet / SMS Alert

Operational "Pro-Tip" for Derby Day

To avoid "Curb Clog" during the heavy Saturday rush, recommend that your partners set **15-minute pickup windows**. This prevents 50 cars from arriving at once and ensures the "Curbside" experience remains a premium benefit rather than a traffic jam.

DAY 18

TRAINING THE STAFF

This **Staff Training 1-Pager** is designed to be posted in the "Back of House" or at the Host Stand. It simplifies the technical workflow into actionable steps for busy service staff.

DERBYMENU.COM | STAFF EXECUTION GUIDE

Goal: Deliver a "Winner's Circle" experience with zero friction.

1. THE ALERT: "Order In"

- **The Sound:** When you hear the **Jotform chime** on the tablet, an order has arrived.
- **The Label:** Check the fulfillment type immediately. It will be marked **[CARRYOUT]** or **[CURBSIDE]**.
- **The Vehicle:** For Curbside, the tablet will display the **Make/Model/Color** (e.g., *Silver Ford F-150*).

2. THE PREP: "Packaging for the Win"

- **The Seal:** Use a **DerbyMenu.com** branded sticker or staple to seal the bag.
- **The Inserts:** Every order must include:

- Standardized DerbyMenu napkins.
- The "Thank You" card with the **Re-order QR Code**.
- **The Status:** Once the bag is sealed, tap "**MARK AS READY**" on the tablet. This automatically texts the guest that their food is ready.

3. THE HANDOFF: "The Finish Line"

- **For Carryout Desk:**
 - Place the bag on the **Branded DerbyMenu Shelf**.
 - Guest should be able to "Grab & Go." If you see them looking at the shelf, give a thumbs up and say, *"Enjoy your Derby spread!"*
- **For Curbside Pickup:**
 - When the guest arrives, you will receive a "**HERE**" **notification** or a chime.
 - Match the vehicle description on the screen.
 - **The Interaction:** Walk the order to the passenger window. Say: *"Happy Derby! Your [Restaurant Name] spread is ready. Have a safe trip to the track!"*

4. PROBLEM SOLVING: "The Lead-Time Pivot"

- **We're Slammed:** If the kitchen is more than 15 minutes behind, tell the Manager. We can "**Pause**" the digital menu in one tap on the tablet to prevent angry customers.
- **The Wrong Car:** If you can't find the vehicle, use the "**Contact Guest**" button on the tablet to send a pre-written text.

- **Support:** Call/Text [Your Number] for technical issues.
 - **Order Dashboard:** [Your Dashboard URL]
 - **Pause Menu:** Open Jotform App -> Settings -> Form Status -> Disable.
-

Why This Works for Your Partners:

- **Zero Training Required:** It uses "If/Then" logic that any server or host can follow instantly.
- **Accountability:** The "Checklist" ensures your brand (DerbyMenu) and their brand (The Restaurant) both look professional.
- **Saves Labor:** By encouraging "Grab & Go" carryout, you reduce the time staff spends talking to guests during the rush.

Would you like me to help you design a "Carryout Shelf Sign" that restaurants can print and tape to their staging area?

SERVICE PARTNER AGREEMENT

This Agreement is made as of [Date], between DerbyMenu.com ("Platform") and [Restaurant Name] ("Vendor").

1. Scope of Roles

- **Platform Role:** DerbyMenu.com shall provide a mobile-optimized digital storefront, payment processing via Stripe, and marketing distribution via

Dynamic QR Codes. The Platform is an intermediary and does not prepare, cook, or deliver food.

- **Vendor Role:** Vendor is responsible for the accuracy of menu data (pricing, allergens), the preparation of food in compliance with Kentucky Health Safety Standards, and the fulfillment of orders within the agreed-upon lead times.

2. Intellectual Property (IP) Rights

- **Platform IP:** All software, website code, "DerbyMenu" branding, QR code technology, and the proprietary Jotform structures remain the sole property of the Platform.
- **Vendor IP:** Vendor grants Platform a non-exclusive license to use its name, logo, and food photography for the purpose of marketing on the hub.
- **Customer Data:** All data collected through the storefront (emails, ordering habits) is owned by the Platform, though Vendor may be provided with customer details strictly for the purpose of order fulfillment.

3. Payments and Performance Fees

- **Fee Structure:** For every transaction, the Platform shall retain a performance fee of [12%] of the gross order total.
- **Payouts:** Funds will be distributed via Stripe Connect directly to the Vendor's bank account, minus the Platform fee and standard processing costs.

4. Term and Termination

- **This agreement begins on [Start Date] and continues until terminated by either party with 14 days' written notice. Sections regarding IP and Indemnification shall survive termination.**

5. Limitation of Liability

- The Platform is provided "as is." The Platform shall not be liable for any lost profits, food spoilage, or indirect damages resulting from technical outages during high-volume periods like the Kentucky Derby.
-

Why this protects your Startup:

1. **IP Ownership:** It prevents a restaurant from taking your custom-built digital menu and using it elsewhere without your permission.
2. **Role Clarity:** It explicitly states you are a tech provider, not a food handler, which is vital for your Professional Liability Insurance.
3. **Data Control:** By owning the customer data, you build a "digital asset" (an email list) that is valuable if you ever decide to sell the business.

In legal contracts, a survival clause is a "staying power" provision. It ensures that specific critical obligations—like confidentiality, indemnification, and intellectual property rights—remain legally binding even after the rest of the contract is terminated or the Derby season ends.

For DerbyMenu.com, this is vital. If a restaurant leaves your platform on May 5th, you still need them to be responsible for any food safety issues that occurred on May 3rd, and you need to ensure they don't keep using your proprietary software.

Standard Survival Clause Example

Section [X]. Survival.

"The following sections of this Agreement shall survive the expiration or termination of this Agreement for any reason: Section [2] (Intellectual Property), Section [3] (Indemnification and Liability), Section [4] (Confidentiality), and Section [5] (Payment of Outstanding Fees). The termination of this Agreement shall not affect any rights or obligations that have accrued prior to the date of termination."

Why this matters for your Louisville Startup:

- **Liability Tail:** If a guest files a lawsuit regarding a "Derby Party Kit" two weeks after the race, the Indemnification Clause you drafted ensures the restaurant is still legally required to defend you, even if they are no longer on your website.
- **IP Protection:** It prevents a former partner from claiming that because the contract is over, they now "own" the high-res digital menu you built for them.
- **Unpaid Fees:** If a large corporate order was placed on credit, this clause ensures you still have the legal right to collect your performance fee even if the partnership ended yesterday.

Pro-Tip for 2026

When using digital contract tools like Jotform Sign or DocuSign, make sure the survival clause is explicitly listed in your "Table of Contents" so vendors can't claim they missed it in the fine print.

DAY 19

To make this soft launch successful, you want to frame your

10 beta clients as "Founding Partners." This makes the discount feel like an exclusive reward for their expertise rather than just a cheap trial.

The "Founding Partner" Soft Launch Request

Subject: Exclusive: Be 1 of 10 Founding Partners for DerbyMenu.com 🐎

Hi [Host Name],

I've been following your success with [Airbnb/Property Name] and noticed your commitment to a high-end guest experience. I'm reaching out because I'm launching DerbyMenu.com—a digital concierge designed to solve the #1 guest question: *"Where do we get authentic Derby food without the hassle?"*

We are looking for 10 visionary Louisville hosts to join our "Beta Founder" group before the Derby rush.

The Beta Offer:

- 75% Discount: Get our "Premium Guest Hub" setup for just
- [Amount](normally open bracket cap A m o u n t close bracket open paren n o r m a l l y
- [Amount](normally[Full Price]).
- Custom Branded Magnets: We provide high-end, custom Dynamic QR Code magnets for your kitchen that guests simply "tap or scan" to order local catering.

- **Zero Work for You:** We handle the vendor relationships and logistics. You just provide the space for the magnet.

In Exchange, We Ask For:

- **Honest Feedback:** One 10-minute "Host Perspective" call after your first 3 guest bookings.
- **A Brief Testimonial:** If you love the service, a 2-sentence quote we can use on our site.

We are strictly limiting this to the first 10 hosts to ensure we can provide white-glove service. Would you like to see a digital preview of how your custom guest menu would look?

Best,

[Your Name]

Founder, DerbyMenu.com

Why this works for your Beta Launch:

- **Scarcity:** Naming a specific number (10) creates a race to join.
- **Benefit-First:** It emphasizes that you are taking work *off* their plate by answering guest questions.
- **Actionability:** Using a Jotform link for the "Digital Preview" allows you to capture their interest and property details immediately.

Pro-Tip for Feedback Collection:

When you perform the "10-minute call," use a Feedback Matrix. Ask them specifically about the physicality of the magnet (did it stay on the fridge?) and the guest friction (did guests still ask questions, or did the QR code handle it?).

To get the most value from your 10 Beta Founders, your feedback matrix should move beyond "Did you like it?" and focus on product-market fit and operational friction.

The goal is to identify if the product actually saved the host time and if the guests found it intuitive.

The DerbyMenu.com Beta Feedback Matrix

Category	The "Data" Question	The "Insight" Question
Physical Friction	On a scale of 1–5, how visible and durable was the QR magnet in your kitchen?	Did any guests mention having trouble getting the code to scan in low light?
Time Savings	Did you notice a decrease in guest messages asking for "food recommendations"?	What is the one question guests <i>still</i> asked that our menu didn't answer?

Guest UI/UX	From your perspective, how "high-end" did the digital menu feel compared to your property?	Was there any point where a guest seemed confused about the "pickup vs. delivery" options?
Value Perception	If we removed the Beta discount, would you pay \$[Full Price] to keep this in your rental?	What is the #1 "local staple" missing from our current vendor list that your guests want?
Trust & Safety	Did you feel comfortable having our brand represent yours to your guests?	If a guest had a bad experience with a restaurant, would you blame the restaurant or DerbyMenu?

How to Conduct the 10-Minute Interview

1. The "Magic Wand" Close:

Always end the interview with this question: *"If you had a magic wand and could change one thing about the way the QR code or the menu works, what would it be?"* This is usually where the best feature ideas come from.

2. Record for Social Proof:

Ask for permission to record the Zoom/Phone call. You can then transcribe their best quotes into testimonials for your website using Descript or Otter.ai.

3. Incentive for Completion:

Remind them that completing this matrix unlocks their "Founding Partner" status, which could include a permanent 20% discount or a feature in your "Host of the Month" newsletter.

Next Step for You

Would you like me to turn these questions into a Jotform Feedback Survey link so you can send it to them to fill out at their own convenience?

What makes a good QR code magnet?

A good QR code magnet for a service like

DerbyMenu.com must balance technical scannability with a high-end "concierge" aesthetic that fits into luxury Airbnbs.

1. Technical Specifications for Scannability

- **High Contrast: Use dark modules on a light background. While you can use brand colors, ensure the contrast ratio is at least 7:1 so it can be read in low-light kitchens.**

- **Optimal Size:** For a fridge magnet meant to be scanned from about 20–30 cm away, the QR code should be at least 2cm x 2cm (approx. 0.8 inches).
- **The "Quiet Zone":** Leave a "buffer" of empty space (white space) around the code equivalent to at least four times the width of a single QR module to help scanners distinguish it from your branding.
- **Shortened URLs:** Use a short-link (e.g., Bitly) or a dynamic QR provider. Fewer characters mean a simpler, less dense pixel pattern that is much faster for a phone to scan.

2. Material & Durability

- **Strong Magnetic Backing:** Use 18–19 mil magnetic stock with 100% reverse coverage so it stays firmly in place on curved stainless steel refrigerators.
- **Matte Finish:** Avoid glossy laminates that cause glare from overhead kitchen lights. A matte, UV-coated finish prevents the "rainbow" reflection that can break a scan.
- **Stain Resistance:** Since it lives in a kitchen, it should be wipeable and moisture-resistant to survive accidental splashes.

3. Strategic Design Elements

- **Brand Trust:** Include the DerbyMenu.com logo or a recognizable icon in the center of the code. Branded codes can see up to an 80% increase in scan rates because they look official rather than like a "faceless" tech square.
- **Explicit Call-to-Action (CTA):** A QR code on its own is not a directive. Include clear text like "Scan to Browse Local Derby Menus" or "Tap for One-Click Catering".
- **Mobile-First Destination:** Ensure the linked page is perfectly optimized for a small screen. Guests expect the menu to load in seconds once they scan.

DAY 20

This QR code API is in active development so please send us your feedback or let us know if there's anything we can do to help you get set up.

The distribution model for **DerbyMenu.com** uses a **high-intent "Surround Sound" strategy**, placing dynamic QR codes where tourists and locals naturally stall or search for food. By using dynamic codes, you can change the target menu based on time-of-day or stock levels without reprinting physical assets.

1. Strategic High-Traffic Zones

Place codes in these specific Louisville hotspots where dwell time is high:

- **The "Bourbon Row" Staging Areas:** Distilleries like [Evan Williams Bourbon Experience](#) and [Angel's Envy](#) on Main Street are high-traffic hubs where tourists wait for tours.
- **Pedestrian Transit Hubs:** The [Big Four Bridge](#) and the [Louisville Visitors Center](#) downtown are critical for capturing foot traffic.
- **Derby-Specific Road Closures:** During Derby week, streets like [4th Street](#) (near Churchill Downs) and **Oakdale Avenue** are restricted to pedestrian traffic, making physical signs highly effective.
- **Transportation Touchpoints:** Place codes at [Muhammad Ali International Airport \(SDF\)](#) and on **TARC trolley stops** throughout the Urban Bourbon Trail.

2. The Partner-Integrated Model

Distribute through businesses that already have your target audience's attention:

- **The "Welcome Desk" Strategy:** Partner with high-end hotels like the [Seelbach Hilton](#) or [21c Museum Hotel](#) to place codes on concierge desks or in elevator lobbies.
- **Ride-Share "Seatback" Placards:** Partner with local Louisville Party Bus companies or limo services to place QR codes where guests are transitioning between venues.
- **Complementary Retail:** Place codes at local breweries and confectionaries (like [Schimpff's](#)) where guests often look for "what's next" to eat.

3. Physical Implementation Standards

To ensure high scan rates in crowded areas:

- **Weatherproof & Durable:** Use laminated plastic or aluminum signs for outdoor high-traffic areas to withstand spring weather.
- **The "Eye-Level" Rule:** Place codes at a height of a "raised adult hand" (eye level) to ensure visibility in dense crowds.
- **High-Contrast Design:** Use classic black modules on a white background with a clear "Quiet Zone" (white space) around the code for faster scanning in varied lighting.
- **Call-to-Action (CTA):** Every code must include explicit text like "**Scan for 1-Click Derby Catering**" or "**Tap to Browse Bourbon Trail Box Lunches.**"

4. Real-Time Tracking & Management

Use a management platform like Bitly or [Hovercode](#) to monitor ROI:

- **Unique Tracking IDs:** Assign a unique UTM code to each physical location (e.g., `?location=BigFourBridge`) to see which high-traffic spot drives the most sales.

- **Content Management:** Update your destination URL at 10:00 PM to pivot from "Race Day Lunch" to "Post-Derby Recovery Brunch" without touching a single physical sign.

This **Partnership One-Pager** is designed to be a high-end, visual leave-behind that positions **DerbyMenu.com** as a free "digital value-add" for their guests, rather than just another advertisement.

DERBYMENU.COM | THE DIGITAL CONCIERGE PARTNERSHIP

Connecting Your Guests to the Spirit of Louisville

The Problem: During Derby and Bourbon Trail season, guests are overwhelmed by choice and frustrated by long wait times. They want authentic local flavor, but they don't want the friction of 30% delivery apps or unreadable PDF menus.

The Solution: **DerbyMenu.com** is a curated, mobile-first marketplace that brings Louisville's top-tier catering and "ready-to-go" meals directly to your guests' fingertips.

WHY PARTNER WITH US?

- **Elevate the Guest Experience:** Provide your guests with a "One-Click Concierge" for authentic Derby Party Packs, Bourbon Trail Box Lunches, and Recovery Brunches.
- **Zero Cost & Zero Effort:** We provide high-end, branded Dynamic QR Magnets or desk placards. Your staff never has to manage orders; we handle the technology and the local vendor logistics.

- **Support Local:** We only partner with **Louisville-owned restaurants and caterers**, keeping hospitality dollars in our community.
 - **Live Availability:** Our dynamic platform ensures guests only see what is currently available, reducing the frustration of "out-of-stock" items during the Derby rush.
-

HOW IT WORKS

1. **THE TOUCHPOINT:** We place a custom-branded, non-intrusive QR placard at your concierge desk or inside guest rooms.
 2. **THE SCAN:** Guests scan with their iPhone or Android—no app download required.
 3. **THE FLAVOR:** Guests browse curated local menus and pay securely via Stripe (Apple/Google Pay).
 4. **THE DELIVERY:** Food is prepared by our "Gold Ambassador" partners and delivered or made ready for a seamless pickup.
-

OUR COMMITMENT TO EXCELLENCE

Every partner on our platform undergoes a rigorous "**Winner's Circle**" audit to ensure they meet the highest standards of food safety and Kentucky hospitality.

"We don't just provide a menu; we provide the official flavor of the Derby City."

Ready to enhance your guest experience for the 152nd Derby?

[Your Name]

Founder, DerbyMenu.com

[Your Phone Number] | [Your Email]

DerbyMenu.com

Strategic Pitch Tips for the Visitors Center/Hotels:

- **The "Vetting" Angle:** Emphasize that you have already screened the caterers for them. This removes the risk of them recommending a "bad" restaurant to a tourist.
- **The "Tech-Forward" Angle:** Mention that the Apple Business Connect integration means guests find these menus naturally through Siri and Maps.
- **The Physicality:** Bring a sample of your **Matte-Finish Magnet** to the meeting. Let them feel the quality; it should feel like a premium gift, not a flyer.

draft a "Host Welcome Letter" that can accompany these magnets when you deliver them to Airbnb owners

This **Host Welcome Letter** is designed to be printed on high-quality stationery and delivered in a professional envelope along with the magnets. It frames you as a partner in their success, not just a service provider.

[DerbyMenu.com Logo]

WELCOME TO THE WINNER'S CIRCLE

Hi [Host Name],

Welcome to the **DerbyMenu.com** family! As one of our **Founding Beta Hosts**, you are now part of an elite group of Louisville property owners dedicated to providing a world-class guest experience for the 152nd Kentucky Derby.

Enclosed is your custom **DerbyMenu Dynamic QR Magnet**.

Where to place it:

We recommend placing this at eye-level on the **refrigerator** or on a **metal "Welcome Station"** in your entryway. These spots have the highest scan rates and ensure your guests see their dining solution the moment they walk in or get hungry.

How this helps you this Derby Season:

- **Fewer Guest Inquiries:** No more "Where should we eat?" or "Who delivers catering?" texts at 10:00 PM. The magnet handles it all.
- **Luxury Concierge Feel:** Your guests get 1-click access to curated Bourbon Trail Box Lunches and authentic local catering that isn't available on national apps.
- **5-Star Review Booster:** Guests love local recommendations. By providing this "Phygital" amenity, you're adding a touch of Louisville hospitality that shows up in your reviews.

A Note on the Technology:

This is a Dynamic QR Code. You never have to swap the magnet. We update the menus, prices, and vendor availability in real-time on our backend to ensure your guests always have accurate info.

Need Support?

If you have any questions or would like to request additional magnets for your other properties, please reach out to me directly at **[Your Phone Number]**.

Thank you for helping us keep Derby hospitality local. Let's make this the most successful season yet!

Best,

[Your Name]

Founder, DerbyMenu.com

Strategic Delivery Tips:

- **The "Unboxing" Experience:** Place the magnet on a small piece of cardstock inside the envelope so it doesn't just slide around.
- **Mention the "Feedback Matrix":** If you are delivering this to your **10 Beta Founders**, add a handwritten post-it note saying: *"Can't wait to hear your feedback after your first guest scan!"*
- **Safety First:** Remind them in person that the restaurants on the hub are all Health Department Certified, giving them peace of mind when recommending the service.

DAY 21

To establish **DerbyMenu.com** as the go-to digital menu and order platform for Louisville, your strategy must leverage hyper-local geographic signals and Google Business Profile (GBP) authority.

1. Google Business Profile (GBP) Mastery

Since DerbyMenu is a service-based business, you will likely set up a **Service Area Business (SAB)** profile rather than a brick-and-mortar pin.

- **Precise Service Areas:** Do not just select "Louisville." Add up to 20 specific neighborhoods and suburbs like **The Highlands**, [St. Matthews](#), [Germantown](#), [NuLu](#), and [Middletown](#).
- **Strategic Categories:** Set your primary category to "**Website Designer**" or "**Marketing Agency**", with secondary categories like "**Internet Marketing Service**" or "**Graphic Designer**" to capture varied search intent.
- **Louisville-Centric Updates:** Post weekly [Google Updates](#) featuring local clients (e.g., "New digital menu launched for [Local Cafe] in Old Louisville"). Mention local landmarks or events to reinforce your geographic relevance to Google's AI.

2. Local SEO & Content Strategy

- **Neighborhood Landing Pages:** Create dedicated pages on DerbyMenu.com for different Louisville areas (e.g., [://derbymenu.com](http://derbymenu.com)). Include local "social proof" and keywords like "Contactless ordering for Louisville restaurants".
- **Local Backlink Profile:** Join the Greater Louisville Inc. (Chamber of Commerce) or the Louisville Independent Business Alliance (LIBA) to earn high-authority [.org](#) backlinks.

- **Schema Markup:** Implement LocalBusiness Schema on your site. This "behind-the-scenes" code explicitly tells Google your business name, Louisville service area, and specific services.

3. Local Citation Building

Ensure your Business Name, Address, and Phone (NAP) are identical across all directories:

- **National Core:** Yelp, Bing Places, and Apple Business Connect.
- **Hyper-Local:** Get listed on Louisville-specific directories or community blogs like Louisville Geek's local guides.

4. Reputation & Social Proof

- **Google Review Strategy:** Ask local restaurant owners to leave reviews that mention "Louisville" and your specific service (e.g., "Best QR code menus in Louisville"). Google's algorithm prioritizes reviews containing geographic keywords.
- **Q&A Section:** Pre-populate your own GBP Q&A section with common local questions: "Does DerbyMenu serve the Jeffersonville/Southern Indiana area?".

To optimize **DerbyMenu.com** for local SEO and your Google Business Profile (GBP), you should target these distinct regions and specific neighborhoods across Louisville and Southern Indiana.

1. Core Urban & Business Districts

These areas have the highest density of restaurants and boutiques, making them prime targets for digital menus and order forms.

Downtown / SoBro

The business and tourism heart of the city.

East Market District

Neighborhood in Louisville, Kentucky

[**NuLu \(East Market District\)**](#): A trendy hotspot for art galleries and farm-to-table restaurants.

Original Highlands

Neighborhood in Louisville, Kentucky

[**The Highlands**](#): Famous for its "Restaurant Row" (Bardstown Road) and vibrant nightlife.

Butchertown

Neighborhood in Louisville, Kentucky

[Butchertown](#): An up-and-coming area with a mix of historic charm and modern storefronts.

Old Louisville

Neighborhood in Louisville, Kentucky

[Old Louisville](#): A dense residential and commercial area known for historic Victorian architecture.

2. Established East End Suburbs

These affluent areas have high-traffic shopping centers and well-established local businesses.

- **[St. Matthews](#)**: A major retail hub with high competition for local services.
- **[Jeffersontown \(J-town\)](#)**: A large, self-contained community with its own robust business sector.
- **[Middletown](#)**: A fast-growing suburb with a mix of traditional and new development.
- **[Hurstbourne](#)**: An affluent area centered around shopping and upscale dining.
- **[Anchorage & Prospect](#)**: Two of the wealthiest residential areas in Kentucky, supporting high-end local services.

3. Walkable Boutique Neighborhoods

Target these areas for their independent business associations and community-focused commerce.

Crescent Hill

[Crescent Hill](#) & [Clifton](#): Both centered along Frankfort Avenue, a prime corridor for local shops and cafes.

Germantown

[Germantown](#) & [Schnitzelburg](#): Historic, densely populated areas with a surge in new bars and restaurants.

Norton Commons

A master-planned "new urbanist" community with its own town center.

4. Southern Indiana (Greater Louisville Area)

As a service business, including these areas in your GBP service territory can significantly expand your reach.

- **Jeffersonville:** Just across the river, featuring a revitalized downtown and "River Ridge" business growth.
- [New Albany](#): A hub for independent dining and boutique retail in Southern Indiana.
- **Clarksville:** A major commercial corridor for the entire region.

5. Other Notable Residential Subdivisions

Use these in your hyper-local blog posts or specific neighborhood landing pages to build geographic authority:

- [Highview & Okolona](#)
- [Fern Creek](#)
- [Pleasure Ridge Park \(PRP\) & Valley Station](#)
- [Iroquois Park & Beechmont](#)
- [Lyndon](#)

To maximize **DerbyMenu.com's** reach, you need keywords that match how local business owners search for solutions. Here are three sets of hyper-local keywords tailored for **Service Area Business (SAB)** SEO in Louisville.

1. The Highlands (The "Restaurant Row" Focus)

This area has the highest density of independent bars and cafes. Use these to target high-turnover hospitality clients.

- **Primary Keyword:** "Digital menus for Bardstown Road restaurants"
- **Secondary Keywords:**
 - "Contactless ordering Highlands Louisville"
 - "QR code table service for Baxter Avenue bars"
 - "Mobile menu setup for Highlands coffee shops"
- **Long-Tail Hook:** "Streamline your patio service on Bardstown Road with DerbyMenu's digital ordering."

2. NuLu (The "Trendsetter & Boutique" Focus)

NuLu is known for high-end aesthetics and modern tech adoption. Use these to appeal to "cool" brands.

- **Primary Keyword:** "Modern digital order forms NuLu Louisville"
- **Secondary Keywords:**
 - "East Market District restaurant tech"
 - "Boutique retail order forms Louisville"
 - "NuLu art gallery event registration forms"
- **Long-Tail Hook:** "Elevate your guest experience in the East Market District with custom, on-brand digital menus."

3. St. Matthews (The "High-Volume Retail" Focus)

This is a commercial powerhouse. Use these to target established businesses with heavy foot traffic.

- **Primary Keyword:** "Mobile ordering solutions St. Matthews KY"
- **Secondary Keywords:**
 - "Shelbyville Road retail intake forms"
 - "St. Matthews restaurant pickup and delivery software"
 - "Local SEO for St. Matthews service businesses"
- **Long-Tail Hook:** "Help your St. Matthews customers skip the line with DerbyMenu's rapid digital checkout."

Pro-Tip for Implementation:

Include these keywords in your **Google Business Profile (GBP) descriptions** and as **image ALT text** on your website. For example, label a photo of your product as "*Digital menu interface for a St. Matthews, Kentucky cafe*" to signal geographic relevance to Google.

THE ABOUT US PAGE | DERBYMENU.COM

Born right here in the Bluegrass, **DerbyMenu.com** is dedicated to empowering Louisville's local business scene with seamless digital solutions. Whether we're helping a high-volume retailer in **St. Matthews** streamline their checkout, setting up contactless ordering for a busy patio on **The Highlands**' "Restaurant Row," or designing high-end digital menus for the trendsetting boutiques of **NuLu**, our mission remains the same: connecting local flavor with modern convenience. We understand the unique heartbeat of Louisville's neighborhoods because we're part of them. From **Bardstown Road** to the **East Market District**, we provide the hyper-local tech expertise businesses need to thrive in today's "phygital" marketplace.

o rank on page one for **Louisville local SEO**, your homepage must satisfy both Google's "E-E-A-T" (Experience, Expertise, Authoritativeness, and Trustworthiness) and local geographic signals.

DerbyMenu.com Homepage Blueprint

1. Above the Fold (The Hero Section)

- **Headline (H1):** Digital Menus & Order Forms for **Louisville** Businesses.
- **Sub-headline:** Streamline your service in **The Highlands, NuLu, St. Matthews**, and beyond with DerbyMenu's custom QR solutions.
- **CTA Button:** [Get Started in Louisville]
- **Visual:** A high-quality image of a phone scanning a QR code at a recognizable local-style café.

2. The "Our Service Areas" Section (SEO Goldmine)

Instead of a simple list, use a grid of cards with short, keyword-rich snippets:

- **The Highlands:** "Optimize your **Bardstown Road** patio service with instant mobile ordering."
- **NuLu:** "Brand-aligned digital menus for the **East Market District's** trendiest boutiques."
- **St. Matthews:** "High-volume order forms for retail hubs near **Shelbyville Road.**"

3. The "Why Louisville?" Section (Local Authority)

- Use the "**About Us**" paragraph we drafted previously.
- Mention your involvement in the community. Linking to the Louisville Independent Business Alliance or the Greater Louisville Inc. Chamber here provides massive local backlink authority.

4. Featured Local Clients (Social Proof)

- Display logos of local businesses you serve.
- **Caption:** "Powering digital menus from **Germantown** to **Prospect.**"

5. FAQ Section (Snippet Targeting)

Use Schema Markup to help Google pull these into search results:

- **Q:** How do I set up a digital menu for my **Louisville** restaurant?
- **Q:** Does DerbyMenu serve businesses in **Southern Indiana** (Jeffersonville/New Albany)?

6. The Footer (NAP Consistency)

- **NAP:** Name, Address (if public), and Phone Number.
- **Hyper-Local Map:** Embed a Google Maps pin of your service area.
- **Local Links:** List every neighborhood we identified (e.g., **Old Louisville, J-Town, Middletown**) as clickable links to specific "Neighborhood Landing Pages."

Technical SEO Checklist

- **Title Tag:** Digital Menus Louisville | Order Forms for The Highlands & NuLu | DerbyMenu
- **Meta Description:** DerbyMenu provides custom digital menus and order forms for **Louisville, KY** businesses. Serving **St. Matthews, The Highlands,** and **NuLu.**
- **Alt Text:** Ensure every image has a description like `QR-code-menu-on-Highlands-Louisville-patio-table.`

To dominate the search results for "Restaurant Row," your Highlands-specific page needs to sound like a local insider while hitting every technical SEO marker.

The Highlands Landing Page Template

URL Slug: `://derbymenu.com`

1. Header & Hero Section

- **H1 Tag:** Digital Menus & Ordering for [The Highlands, Louisville](#)
- **Sub-headline:** Modernize your **Bardstown Road** restaurant, cafe, or bar with contactless QR code menus designed for the heartbeat of 40204 and 40205.
- **Main CTA:** [Get a Free Quote for Your Highlands Business]

2. Local Relevance Section (The "Insider" Edge)

- **H2 Tag:** Serving "Restaurant Row" from **Baxter Avenue** to [Taylorsville Road](#).
- **Body Copy:** "In a neighborhood known for its eclectic style and high foot traffic, staying ahead of the curve is essential. Whether you're a quirky coffee shop near

Cherokee Park or a late-night taproom on **Bardstown Road**, DerbyMenu provides the mobile tools to keep your lines moving and your patio service seamless."

3. Neighborhood-Specific Use Cases

Use a 3-column layout to highlight how you solve local problems:

- **Patio Perfection:** "Optimize your outdoor seating area. No more waiting for servers to bring paper menus—let Highlands customers scan and order instantly."
- **Peak Hour Efficiency:** "From the weekend brunch rush to late-night crowds, our digital order forms reduce wait times and increase table turnover."
- **Brand Integration:** "Your business is as unique as a **Highlands** mural. We customize your digital menu to match your specific aesthetic."

4. Hyper-Local SEO Footer Content

- **H3 Tag:** Proudly Serving the **40204** and **40205** Zip Codes.
- **Local Landmarks Mentioned:** (This tells Google exactly where you are) "Located just minutes from **Bellarmine University** and [Cherokee Park](#), we understand the high-energy demands of the Highlands business corridor."

Technical Implementation Checklist

- **Internal Linking:** Link this page back to your homepage using the anchor text "Digital Menus Louisville".
- **External Linking:** Add one link to a local authority like the Highlands Commerce Guild or LIBA.
- **Image SEO:** Use a photo of a tablet or QR code with a recognizable Highlands background. Name the file:
`digital-menu-ordering-highlands-louisville.jpg`.

- **Geotagged Metadata:** In your page code, ensure the metadata includes the specific latitude/longitude for the center of the Highlands.

Pro-Tip: Once this page is live, use the Google Search Console to "Request Indexing" so Google crawls your new local content immediately.

To dominate the search results for "Restaurant Row," your Highlands-specific page needs to sound like a local insider while hitting every technical SEO marker.

The Highlands Landing Page Template

URL Slug: `://derbymenu.com`

1. Header & Hero Section

- **H1 Tag:** Digital Menus & Ordering for [The Highlands, Louisville](#)
- **Sub-headline:** Modernize your **Bardstown Road** restaurant, cafe, or bar with contactless QR code menus designed for the heartbeat of 40204 and 40205.
- **Main CTA:** [Get a Free Quote for Your Highlands Business]

2. Local Relevance Section (The "Insider" Edge)

- **H2 Tag:** Serving "Restaurant Row" from **Baxter Avenue** to [Taylorsville Road](#).
- **Body Copy:** "In a neighborhood known for its eclectic style and high foot traffic, staying ahead of the curve is essential. Whether you're a quirky coffee shop near **Cherokee Park** or a late-night taproom on **Bardstown Road**, DerbyMenu provides the mobile tools to keep your lines moving and your patio service seamless."

3. Neighborhood-Specific Use Cases

Use a 3-column layout to highlight how you solve local problems:

- **Patio Perfection:** "Optimize your outdoor seating area. No more waiting for servers to bring paper menus—let Highlands customers scan and order instantly."
- **Peak Hour Efficiency:** "From the weekend brunch rush to late-night crowds, our digital order forms reduce wait times and increase table turnover."
- **Brand Integration:** "Your business is as unique as a **Highlands** mural. We customize your digital menu to match your specific aesthetic."

4. Hyper-Local SEO Footer Content

- **H3 Tag:** Proudly Serving the **40204** and **40205** Zip Codes.
- **Local Landmarks Mentioned:** (This tells Google exactly where you are) "Located just minutes from **Bellarmine University** and [Cherokee Park](#), we understand the high-energy demands of the Highlands business corridor."

Technical Implementation Checklist

- **Internal Linking:** Link this page back to your homepage using the anchor text "Digital Menus Louisville".
- **External Linking:** Add one link to a local authority like the Highlands Commerce Guild or LIBA.
- **Image SEO:** Use a photo of a tablet or QR code with a recognizable Highlands background. Name the file:
`digital-menu-ordering-highlands-louisville.jpg`.

- **Geotagged Metadata:** In your page code, ensure the metadata includes the specific latitude/longitude for the center of the Highlands.

Pro-Tip: Once this page is live, use the Google Search Console to "Request Indexing" so Google crawls your new local content immediately.

Should we create a **matched social media post** for you to drive traffic specifically to this new Highlands page?

To stop the scroll on Bardstown Road, your post needs to feel like a "local helping locals." Use high-energy, neighborhood-specific language to drive clicks to your new landing page.

Option 1: The "Patio Season" Hook (Best for Instagram/Facebook)

Visual Idea: A high-quality photo of a bustling patio on Bardstown Road with a DerbyMenu QR code visible on a table.

Caption:

Tired of the "menu shuffle" on your patio? 🍹 📱

The Highlands' energy never stops, and neither should your service. From the brunch rush near **Cherokee Park** to the late-night crowds on **Baxter Ave**, DerbyMenu is helping #Highlands businesses ditch the paper and go digital.

Why local owners are switching:

- ✓ Faster table turnover on "Restaurant Row."
- ✓ Instant menu updates (no more "out of stock" apologies!).

✔ Seamless mobile ordering for 40204 & 40205.

Keep your service as unique as a Highlands mural. 🎨 Check out our new Highlands-exclusive solutions here: [Link to your Highlands Landing Page]

#KeepLouisvilleWeird #TheHighlands #LouisvilleEats #BardstownRoad #DerbyMenu
#LouisvilleSmallBusiness

Option 2: The "Problem/Solution" Hook (Best for LinkedIn)

Visual Idea: A clean, professional graphic showing a side-by-side of a cluttered counter vs. a clean DerbyMenu QR code.

Caption:

Is your **Bardstown Road** business ready for the next level of efficiency? 📈

Operating in **The Highlands** means managing high foot traffic and high expectations. We've just launched our dedicated Highlands service guide to help local cafes, bars, and boutiques implement frictionless digital ordering.

Stop by our new neighborhood page to see how we're tailoring tech for the 40204 corridor: [Link to your Highlands Landing Page]

#LouisvilleBusiness #DigitalTransformation #StMatthews #NuLu #TheHighlands
#DerbyMenu

3 Pro-Tips for Maximum Reach:

1. **Tag Local Hubs:** Tag @HighlandsCommerceGuild or @KeepLouisvilleWeird in your post to increase the chance of a resharing.
2. **Geotag Your Post:** Use the specific "The Highlands, Louisville" location tag rather than just "Louisville" to trigger the local algorithm.
3. **The "First Comment" Strategy:** Post your link in the first comment rather than the caption on Facebook/LinkedIn to avoid the "link suppression" algorithm.

This flyer is designed as a "leave-behind" for busy owners in the **40204** and **40205** zip codes. It should be printed on high-quality, heavy cardstock (4"x6" or 5"x7") to stand out from typical junk mail.

The Highlands "Door Opener" Flyer Template

[FRONT SIDE]

- **Headline:** Is Your **Bardstown Road** Patio Ready for the Rush? 🍹
- **Sub-headline:** Stop the "Menu Shuffle." Start Digital Ordering.
- **Hero Visual:** A sleek smartphone scanning a QR code with a blurry, vibrant Highlands background (think Baxter Ave at sunset).
- **Key Value Bullets:**
 - **Faster Turns:** Get customers ordering before the server even arrives.
 - **Instant Updates:** Change prices or "86" items in seconds—no reprinting.
 - **Local Tech:** Built right here in Louisville for the unique pulse of The Highlands.
- **Call to Action:** Scan to see the **Highlands Business Guide**
- **The QR Code:** [Insert a QR code linking to [://derbymenu.com](http://derbymenu.com)]
- **The Hook:** *"See how neighbors near Cherokee Park are leveling up."*

[BACK SIDE]

- **Header:** Why **Highlands** Businesses Choose DerbyMenu:
 - **The "Phygital" Advantage:** We don't just give you a link; we help you integrate digital ordering into your physical space.
 - **Local Testimonial Placeholder:** *"DerbyMenu changed the game for our Saturday brunch rush on Baxter."* – [Local Owner Name]
 - **Direct Contact:**
 - **Founder:** [Your Name]
 - **Website:** DerbyMenu.com
 - **Support Local:** Proud member of LIBA / Keep Louisville Weird.
 - **Closing Tagline:** *Keep The Highlands Weird. Keep The Highlands Digital.*
-

Distribution Strategy for 40204/40205:

1. **The "Menu Drop":** Instead of asking for a manager (who is usually busy), ask to leave a flyer with the host.
2. **Strategic Timing:** Drop these off between **2:00 PM – 4:00 PM** (the post-lunch "lull") when owners are most likely to be catching up on admin work.
3. **The "Coffee Shop" Board:** Pin a flyer to the community boards at **Heine Brothers** or **Quills**—these are high-traffic hubs for local entrepreneurs.
4. **Bulk Printing:** Use a local Louisville printer like **Derby City Print** or **Ghent Graphics** to keep your "Buy Local" message consistent.

To maximize your conversion rate on **Bardstown Road** and **Baxter Avenue**, you should tailor your "Hook" to the specific pain points of these two distinct niches.

Niche 1: Bars & Taprooms

Focus: Speed, volume, and reducing "friction" at the bar.

- **The Hook:** "Turn Your Tables, Not Your Staff."

- **The Sub-Hook:** "Don't let a 3-deep bar line kill your Saturday night revenue. With DerbyMenu, your guests scan, browse, and order their next round from their table before the current one is empty."
- **Unique Feature Bullet:** *Instant "86ing"* – Run out of a rare craft beer? Remove it from your live menu in two taps without crossing out paper copies.

Niche 2: Coffee Shops & Cafes

Focus: Aesthetic, pre-orders, and "vibe" protection.

- **The Hook:** "Keep the Vibe, Lose the Line."
- **The Sub-Hook:** "Locals come for the atmosphere, not the queue. Let your regulars scan to order their second latte or a pastry without ever leaving their laptop or conversation."
- **Unique Feature Bullet:** *High-Res Visuals* – Showcase your seasonal lattes and locally-made pastries with a gorgeous digital interface that looks as good as your shop.

Which "Hook" to use where?

- **Targeting the Highlands Mid-Section:** Use the **Coffee Shop** hook. These spots are hubs for remote workers and students.
- **Targeting the Baxter Avenue Strip:** Use the **Bar & Taproom** hook. These businesses live and die by how many drinks they can move during the "Late Night" rush.

Pro-Tip for Printing:

If you print your flyers through a local shop, ask for a **"split run."** This allows you to print 50 of the "Bar" version and 50 of the "Coffee Shop" version so you can drop the most relevant message at each door.

An elevator pitch is a brief, persuasive speech that you can use to introduce yourself and your business or idea to someone. It should be concise enough to deliver during a short elevator ride, typically around 30 seconds.

Here's a general framework for creating an effective elevator pitch:

1. Introduce Yourself and Your Business/Idea (Approx. 10 seconds):

Start with your name and the name of your company or project. Briefly state what you do or what your idea is.

- *Example:* "Hi, I'm [Your Name] and I'm with [Your Company]. We help small businesses like yours [briefly describe what your company does]."

2. Explain the Problem You Solve (Approx. 10 seconds):

Identify a common problem that your target audience faces and that your product or service addresses.

- *Example:* "Many businesses struggle with [the problem your business solves], which can lead to [negative consequence of the problem]."

3. Describe Your Solution (Approx. 5 seconds):

Explain how your product or service solves the problem you just mentioned. Focus on the benefits and what makes your solution unique.

- *Example:* "Our solution provides [your solution] that helps businesses [benefit 1] and [benefit 2]."

4. Call to Action or Next Step (Approx. 5 seconds):

Clearly state what you want to happen next. This could be asking for a business card, scheduling a follow-up meeting, or simply asking a question to start a conversation.

- *Example:* "I'd love to learn more about your business. Can I get your card?" or "Would you be open to a brief chat next week to discuss this further?"

Tips for Delivering Your Pitch:

- **Practice:** Rehearse your pitch until it feels natural and confident.
- **Be enthusiastic:** Show your passion for your business or idea.
- **Know your audience:** Tailor your pitch to the person you're speaking with.
- **Be a good listener:** Pay attention to their response and be prepared to answer questions.
- **Have a business card ready:** Make it easy for them to contact you.

The "Local Growth" Elevator Pitch

(Estimated delivery: 25–30 seconds)

"Hi, I'm **[Your Name]** with **DerbyMenu.com**.

We're a **Louisville-based** team helping local shops and restaurants bridge the gap between their physical storefront and their digital customers.

Most owners we talk to in neighborhoods like **[The Highlands/NuLu]** are frustrated by lost sales due to long lines or outdated paper menus. We provide a 'phygital' setup—digital order forms and QR menus—that lets your customers buy from you instantly on their phones.

I'd love to show you how a few of your neighbors are using this to speed up their service. Do you have a quick two minutes next Tuesday, or is there a better time to stop back by?"

Why This Works (The Psychology):

- **The "Local" Signal:** Starting with "Louisville-based" immediately builds trust. You aren't a faceless software company from Silicon Valley.
- **The Neighborhood Drop:** Mentioning **The Highlands** or **NuLu** proves you know their specific street and the challenges that come with it.
- **The Conflict:** You identify "lost sales" and "long lines" as the enemy. Every business owner hates both.
- **The Low-Pressure Close:** You aren't asking for a check; you're asking for a "quick two minutes" to show them what their competitors are doing.

The "Pivot" (If they say they're too busy):

*"I completely understand—it's peak hours. I'll leave this flyer on the counter. It has a QR code that goes straight to our **Highlands Business Guide** so you can check it out whenever you have a breather. Have a great shift!"*

When you're walking **Bardstown Road** or **Shelbyville Road**, you'll meet owners who are protective of their "traditional" vibe. Use this cheat sheet to flip their concerns into competitive advantages.

The DerbyMenu Objection "Flip" Sheet

The Objection	The "Pivot" Response	The Local Edge
"My customers prefer paper menus."	"I totally get it; there's a tactile feel to paper. But we've found that 70% of diners actually prefer seeing live photos and real-time availability on their phones while they wait."	"Plus, you don't have to reprint every time you change a price or a tap handle."

"QR codes feel too 'corporate' or cold."	"They can be! That's why we customize the interface to match your brand colors and font. It feels like an extension of your shop, not a generic software."	"It's a digital reflection of your NuLu or Highlands vibe."
---	--	---

"I'm worried about my older customers."	"We suggest a 'Hybrid Approach.' Keep 5-10 paper menus for those who want them, but let the tech-savvy 90% handle themselves so your staff can focus on the folks who need extra help."	"It actually gives your servers <i>more</i> time to be hospitable."
--	---	---

"I don't have the budget for new tech right now."	"I hear you. But think of it this way: if one digital order form saves you 10 minutes of staff labor or prevents one 'out of stock' error a day, it's already paid for itself."	"We're local, so we don't have the huge setup fees the national guys charge."
--	---	---

"What if my Wi-Fi is spotty?"	"Our forms are optimized for 5G mobile data , meaning they load instantly even if your guest isn't on your Wi-Fi. It's often faster than waiting for a server to find a clean menu."	"Essential for those busy nights when everyone is on their phones anyway."
--------------------------------------	---	--

The Golden Rule of Handling Objections

Agree, then Add: Never tell an owner they are wrong. Start with *"I hear that a lot"* or *"That's a valid concern,"* then bridge to the solution.

Pro-Tip for Louisville:

If an owner is really stubborn, offer a **"Beta Test"** for just one section of their business (like the patio or a specific "Daily Specials" insert). It's much harder to say no to a low-risk trial.

When a busy owner in **The Highlands** or **St. Matthews** says "just send me some info," they are often testing to see if you'll actually follow through. This email needs to be brief, mobile-friendly, and hyper-local to stand out in a crowded inbox.

The "Local Value" Follow-Up Template

Subject: Following up: Digital solutions for [Business Name] 🐎

Hi [Owner Name],

It was great meeting you briefly at **[Business Name]** earlier today. I completely understand how busy things get—especially with the lunch/dinner rush on **[Street Name, e.g., Bardstown Road]**.

As promised, here is the info on how **DerbyMenu.com** helps Louisville businesses bridge the gap between their physical space and digital customers:

- **Custom Digital Menus:** No more reprinting paper when you "86" an item or change a price.
- **Faster Table Turnover:** Let your guests scan and order instantly, reducing wait times during your peak hours.
- **Hyper-Local Support:** We're right here in Louisville, not a faceless tech company in another time zone.

You can view our specific **[Highlands/St. Matthews/NuLu] Business Guide** here to see how we're helping your neighbors: **[Link to Neighborhood Landing Page]**

I'll check back in next week to see if you have any questions, but in the meantime, feel free to text or call me at **[Your Phone Number]**.

Best,

[Your Name]

Founder, DerbyMenu.com

Member of [LIBA/Local Chamber]

3 Rules for Following Up in Louisville

1. **The 24-Hour Window:** Send this within 24 hours of your visit. It proves you are as fast and efficient as the service you are selling.
2. **The "Text Me" Option:** Many local owners (especially in the restaurant/retail world) prefer texting over emailing. Mentioning your cell number makes you feel like a local partner rather than a vendor.
3. **The Personal Touch:** If you noticed something specific about their shop (e.g., "Love the new mural on your patio!"), add a one-sentence P.S. at the bottom. Small-town vibes go a long way in the **502**.

To keep **DerbyMenu.com** top-of-mind without being a nuisance, this sequence spaces out the "nudges" over about 10 days. The goal is to move from **information** to **social proof** to a **final low-friction offer**.

Email 2: The "Social Proof" Nudge

- **When to send:** 3 days after the first email.
- **Subject:** Quick question re: [Business Name] patio service

Hi [Owner Name],

I know how hectic things can get on [Street Name], so I wanted to share a quick win.

One of our recent partners in **The Highlands** saw a **15% increase in drink orders** just by placing our dynamic QR codes on their outdoor tables. It turns out customers order a second round much faster when they don't have to flag down a server for a menu.

I'd love to show you the specific template they used. Do you have 5 minutes for a quick phone call this Thursday morning?

Best,

[Your Name]

Email 3: The "Value Add" (Free Resource)

- **When to send:** 7 days after the first email.
- **Subject:** A little something for your [Highlands/NuLu] staff

Hi [Owner Name],

I was walking by [Business Name] yesterday and noticed how busy your team was. It reminded me of a "Cheat Sheet" we made for local managers on **how to reduce staff burnout during the rush** using digital tools.

I've attached it here for you (no strings attached).

Even if you aren't ready to go full digital with your menus yet, this might help your team handle the [Weekend/Holiday] crowd a bit easier.

Talk soon,

[Your Name]

P.S. If you want me to stop by and do a 5-minute demo for your floor manager, just let me know!

Email 4: The "Break-Up" / Final Check-In

- **When to send:** 10-12 days after the first email.
- **Subject:** One last thing / Moving you to my "later" list

Hi **[Owner Name]**,

I haven't heard back, so I'm assuming that upgrading your digital ordering isn't a priority for **[Business Name]** right now. I completely understand—timing is everything in this business.

I'll stop checking in for now so I don't clutter your inbox. However, if you ever find yourself needing to update prices instantly or wanting to launch a contactless menu for **Derby Season**, you can reach me directly at **[Your Phone Number]**.

I'll keep rooting for your success on **[Street Name]**!

Best,

[Your Name]

Implementation Tips for Automation

- **Use a CRM:** Tools like **HubSpot (Free)**, **Mailchimp**, or **Apollo.io** can automate this timing so you don't have to remember to send them manually.
- **The "Human" Touch:** If you see they've opened an email multiple times (most CRMs track this), that's your cue to **stop by in person** again. They are interested but likely just got interrupted.
- **Avoid Mondays:** Monday is "Admin & Order" day for most Louisville restaurants. Aim for **Tuesday through Thursday** for the best open rates.

Staff Guide: How to Master DerbyMenu

Less Running, More Connecting, Better Tips.

Our new digital menu isn't here to replace you—it's here to take the "busy work" off your plate so you can focus on great service. Here is how to introduce it to our **Highlands** and **Louisville** locals.

1. The 10-Second "Intro" (The Script)

When you first greet a table, don't just point at the QR code. Frame it as a **convenience**:

*"Welcome! I'm [Name]. I've got a physical menu if you'd prefer, but our **Live Menu** is right here on this code. It's the best way to see our daily specials and high-res photos of our [Featured Drink/Dish]!"*

2. Handling the "I Don't Like Technology" Guest

If a customer hesitates, use the **"Hybrid Approach"**:

- **What to say:** *"No problem at all! I'll grab you a paper copy. Just so you know, the digital version has our most up-to-the-minute craft beer list, so if you're looking for something specific, it's always accurate there!"*
- **The Goal:** You've provided service while subtly mentioning the benefit of the digital version.

3. Why This Helps YOU (The Staff)

- **Stop the "Is this in stock?" Stress:** If the kitchen toggles an item off in DerbyMenu, it's gone. You'll never have to walk back to a table to deliver bad news again.
- **Higher Check Averages:** Guests who browse digital menus with photos tend to order **20% more appetizers and desserts**. Higher checks = Higher tips.
- **Patio Efficiency:** On a busy **Bardstown Road** afternoon, the QR code allows your guests to start browsing before you even weave through the crowd to get to them.

4. Troubleshooting Tips

- **"It won't scan!"** → Ensure they aren't too close; tell them to hold the phone about 6 inches away.
 - **"Do I need an app?"** → *"Nope! Just open your camera app. It's faster than a Google search."*
 - **"Is my data safe?"** → *"Absolutely. It's just a secure link to our local menu, no personal info required to browse."*
-

Pro-Tip: The "Second Round" Nudge

When a guest's drink is 1/4 full, walk by and say:

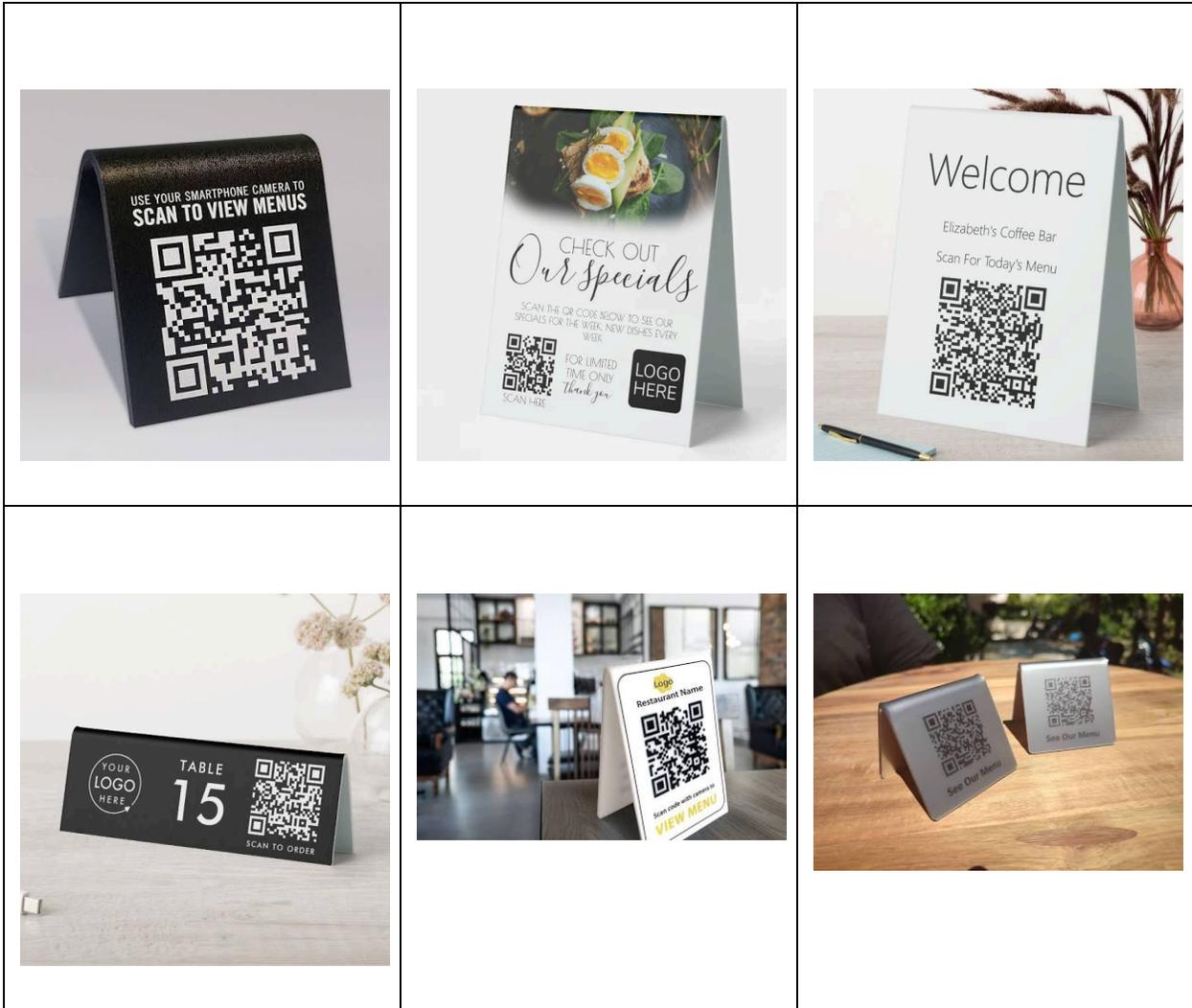
"If you're thinking about a second round or want to see the dessert photos, that link is still open on your phone!"

How to Deploy This:

1. **Print & Laminate:** Keep 2 copies at the server station and 1 at the host stand.
2. **The "Pre-Shift" Demo:** Spend 5 minutes before your next **Friday night rush** showing the staff how to toggle an item "Off" so they see the power of the tool in real-time.

Here are some visual examples of effective QR code table tents you can use for inspiration. These designs are clean, easy to read, and prompt immediate action.





The Highlands "Patio Power" Table Tent Design

This design prioritizes high contrast and a single, clear call to action, ideal for busy patio environments.

Design Specifications

- **Format:** A-Frame (stands up on both sides).
- **Size:** 4 inches (W) x 6 inches (H) is standard.
- **Color Scheme:** High contrast (e.g., Black text on White or a local Kentucky Blue background) to ensure readability in bright sunlight.

Front Side

Element	Description
---------	-------------

Headline (H1)	SCAN TO SEE OUR LIVE MENU
---------------	----------------------------------

Sub-headline	<i>Daily Specials & Photos on Your Phone!</i>
--------------	---

Main Visual	A large, centered, and clear QR code.
-------------	---------------------------------------

Local Touch	Small text at the bottom: "Powering patios on Bardstown Road."
-------------	--

Back Side

Element	Description
---------	-------------

Headline (H2)	Stop the Wait, Start Ordering
---------------	-------------------------------

Visual	A photo of a visually appealing drink/dish.
--------	---

Body Text	<i>"Order a second round or dessert without flagging down staff. Faster service for you!"</i>
-----------	---

Logo/Info	DerbyMenu.com logo and the local business's logo.
-----------	---

Printing & Placement Tips

- **Material:** Print on durable, weather-resistant cardstock or insert the paper into a plastic A-frame holder (like the ones pictured above).
- **Placement:** Place one tent per table in the "line of sight."
- **Lamination:** For outdoor patio use, lamination is non-negotiable to handle spills and weather.

Day 22

To scale **DerbyMenu.com** beyond the launch phase, you need a repeatable process that ensures a **Highlands** cafe and a **St. Matthews** retail shop get the same high-quality "phygital" experience.

Here is your master fulfillment checklist, organized by the **Four Pillars of a Successful Launch**.

Phase 1: Discovery & Asset Collection

- **Onboarding Form:** Send a Jotform intake link to the client to collect brand colors, logos, and high-res food/product photos.

- **Menu/Catalog Audit:** Review their current paper menu. Identify "Daily Specials" that need dynamic toggle features.
- **Neighborhood "Vibe" Check:** Confirm if the business needs a specific "Highlands Style" (artsy/bohemian) or "St. Matthews Style" (clean/professional) UI design.
- **Access Credentials:** Secure access to their [Google Business Profile](#) to embed the new order link.

Phase 2: Digital Build & Optimization

- **The Digital Menu/Form:** Build the mobile-responsive interface. Ensure "One-Tap" navigation for categories (Appetizers, Drinks, etc.).
- **Payment Integration:** Sync their Stripe or Square account. **Must Perform: One \$1.00 live test transaction.**
- **Dynamic QR Generation:** Create a **Dynamic QR Code** (via tools like Flowcode). *Never use static codes—you need to be able to change the URL without reprinting flyers.*
- **SEO Meta-Tagging:** Add local schema (e.g., `Digital Menu for [Business Name] in Louisville, KY`).

Phase 3: Physical Asset Production

- **Table Tent/Flyer Design:** Customize the "Highlands Patio" or "Retail Intake" templates with the client's logo.
- **Proof Approval:** Send a digital proof of the physical signage to the owner for a "green light."
- **Printing & Lamination:** Send files to a local Louisville shop like Derby City Print.
- **Quality Control Scan:** Scan every physical piece with an iPhone and an Android to ensure the QR code works in various lighting.

Phase 4: Onboarding & "Go-Live" Day

- **On-Site Installation:** Physically place the table tents/stickers at the business. Ensure they are in the "line of sight."
- **Staff Training:** Deliver the **1-Page Onboarding Guide** we created. Walk the floor manager through the item update process.
- **GBP Update:** Log into their [Google Business Profile](#) and update the "Menu" and "Order Ahead" URLs.
- **The "First Customer" Test:** Stay for 15 minutes during a shift to watch a real customer use the system and troubleshoot any friction.

Phase 5: Post-Launch Support

- **7-Day Check-in:** Email the owner to see if staff have feedback or if any pricing needs adjusting.
- **Analytics Report:** Send a simple 30-day report showing how many "Scans" vs. "Orders" they received.
- **Review Request:** Once they see success, send a link for them to review **DerbyMenu** on Google.

DAY 23

Targeting [Norton Commons](#) for your first anchor business is a strategic masterpiece. This 600-acre "New Urbanist" community is a self-contained ecosystem where residents famously use golf carts to visit local shops.

Because Norton Commons is built on the "walkable town center" model, your "phygital" pitch—connecting physical foot traffic to digital ease—is a perfect fit for their "live-work-play" philosophy.

The Top 3 "Anchor" Targets in Norton Commons

Karem's Grill & Pub

As the neighborhood's original restaurant and a "Town Center" staple, [Karem's](#) is the ultimate anchor. They have a busy patio and a "neighborhood nook" vibe that makes them the perfect candidate for digital patio ordering to help their staff manage the rush.

9411 Norton Commons Blvd

This is the social heart of the neighborhood's "South Village". With a massive selection of bourbon and wine, a digital menu from **DerbyMenu.com** would allow their "whiskey-loving" clientele to browse rare bottles without needing a bulky physical list.

North Village Market

This area features small "retail cottages" and serves as an incubator for local makers. Targeting one of these—like [Oh My Lollies](#) or [Little Mount Lavender](#)—allows you to pitch DerbyMenu as the "growth engine" for businesses that have limited physical space but high weekend foot traffic.

Hyper-Local Strategy for Norton Commons

- **The "Golf Cart" Hook:** In your pitch, mention how residents can scan your menu from their golf cart while passing by to place a "curbside" pickup order.
- **Target the "Food Truck Friday" Crowd:** Norton Commons hosts massive seasonal events. Pitching a mobile order form to businesses that participate in these events solves the #1 local complaint: long wait lines during neighborhood festivals.
- **Utilize the Business Map:** Norton Commons provides a [Town Center Business Map](#). Use this to plan your "door-knocking" route so you can hit 5–10 businesses in a single walkable loop.

Norton Commons SEO Keywords for DerbyMenu.com

- **Primary:** "Digital ordering for Norton Commons restaurants"
- **Secondary:** "Contactless menus Prospect KY," "Town Center mobile commerce," "North Village boutique order forms."

DAY 24

DERBY DAY | OFFICIAL LAUNCH DAY

a massive influx of online orders? What can I do to be assured that my servers will not be overwhelmed and face a 'denial of service' in order fulfillment?

To prepare

DerbyMenu.com for a massive influx of orders and ensure your fulfillment remains stable, you must implement a "High-Volume Infrastructure." This involves both technical server protections and operational capacity management.

1. Technical Infrastructure: Preventing Server Crashes

To avoid a "denial of service" caused by your own success, your website must be able to scale its resources instantly.

- **Implement Auto-Scaling:** Use a scalable cloud hosting solution like [AWS](#), Google Cloud, or Kinsta. These platforms automatically add more CPU and RAM as traffic increases, ensuring your site doesn't crash during a sudden spike.
- **Use a Content Delivery Network (CDN):** Services like Cloudflare or Amazon CloudFront offload static content (like your menu photos) to global servers. This reduces the direct load on your primary server by up to 80%.
- **Rate Limiting & DDoS Protection:** Enable Web Application Firewalls (WAF) to distinguish between a massive wave of real Louisville customers and malicious bot attacks.

2. Operational Scaling: Order Fulfillment

Fulfillment fails not just when servers crash, but when the **kitchen or staff** becomes overwhelmed.

- **Order Throttling:** Implement "Capacity Management" tools that limit the number of orders accepted per 15-minute window. This prevents the "Friday Night Bottleneck" where 100 orders hit the kitchen at once.
- **Streamline Your "Surge Menu":** During peak times, consider offering a limited menu of high-margin, fast-to-prepare items to speed up the kitchen and reduce errors.
- **Centralize with an Aggregator:** Use an order aggregator like KitchenHub or Deliverect to funnel every digital order into one central dashboard, eliminating the need for staff to manage multiple tablets.

3. Performance Monitoring

- **Load Testing:** Before the "massive influx" happens, use tools like GTmetrix or Google Lighthouse to simulate high-traffic scenarios and identify bottlenecks.
- **Real-Time Alerts:** Set up uptime monitoring with UptimeRobot or Pingdom to notify you via text the second your site experiences a slowdown.

Fulfillment Readiness Checklist

- **Test Your Checkout:** Perform at least five live \$1.00 transactions on mobile 5G.
- **Set Dynamic ETAs:** Ensure your order confirmation message automatically updates the pickup time based on current volume.
- **Cross-Train Your Team:** Ensure every staff member knows how to "86" an item on the digital menu in under 10 seconds.