



CONVENIENT

Convenience starts here.

CONVENIENT

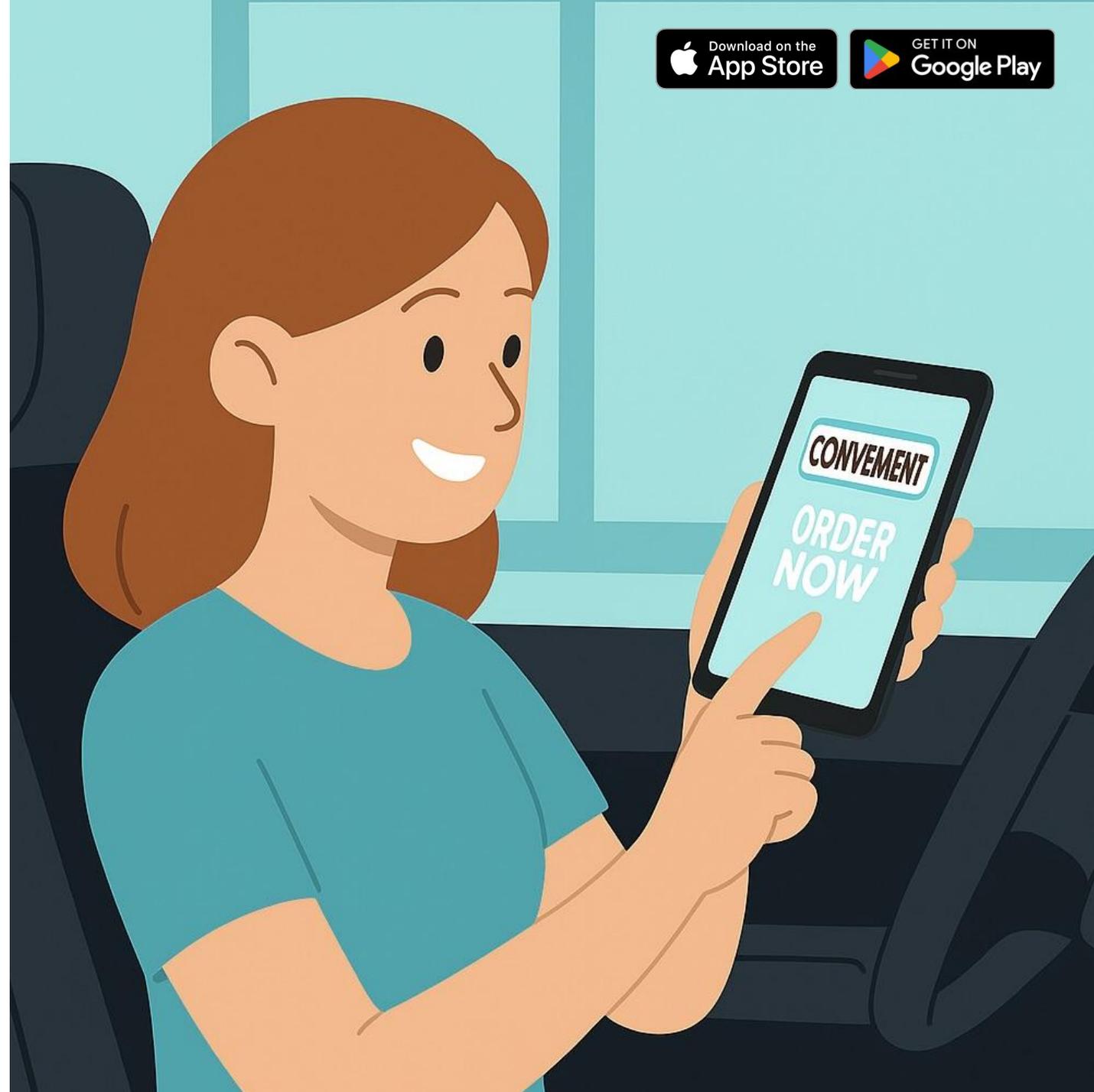


The Convenience App, LLC.
partnerships@theconvenientapp.com
www.theconvenientapp.com



The Why!

Scale growth by integrating and displaying your store to the mobile screens of current and potential customers in your market, fulfilling the lack of a digital presence, which can translate to lost sales, visibility, and consumer loyalty. Our application helps ease overcrowding by letting stores receive orders before customers arrive, reducing waiting times and keeping traffic flowing smoothly.



Why Join Us?

Download on the
App Store

GET IT ON
Google Play



Partner Benefit

Boost sales, increased visibility, and enjoy priority support through our exclusive partner program.



Marketing Boost

Be featured within our in-app promotional initiatives and digital campaigns to inspire new customers and growth.



Future-Ready Platform

Be among the first stores on an innovative platform built for retail convenience and distinguish yourself from the competition.



Early Advantage

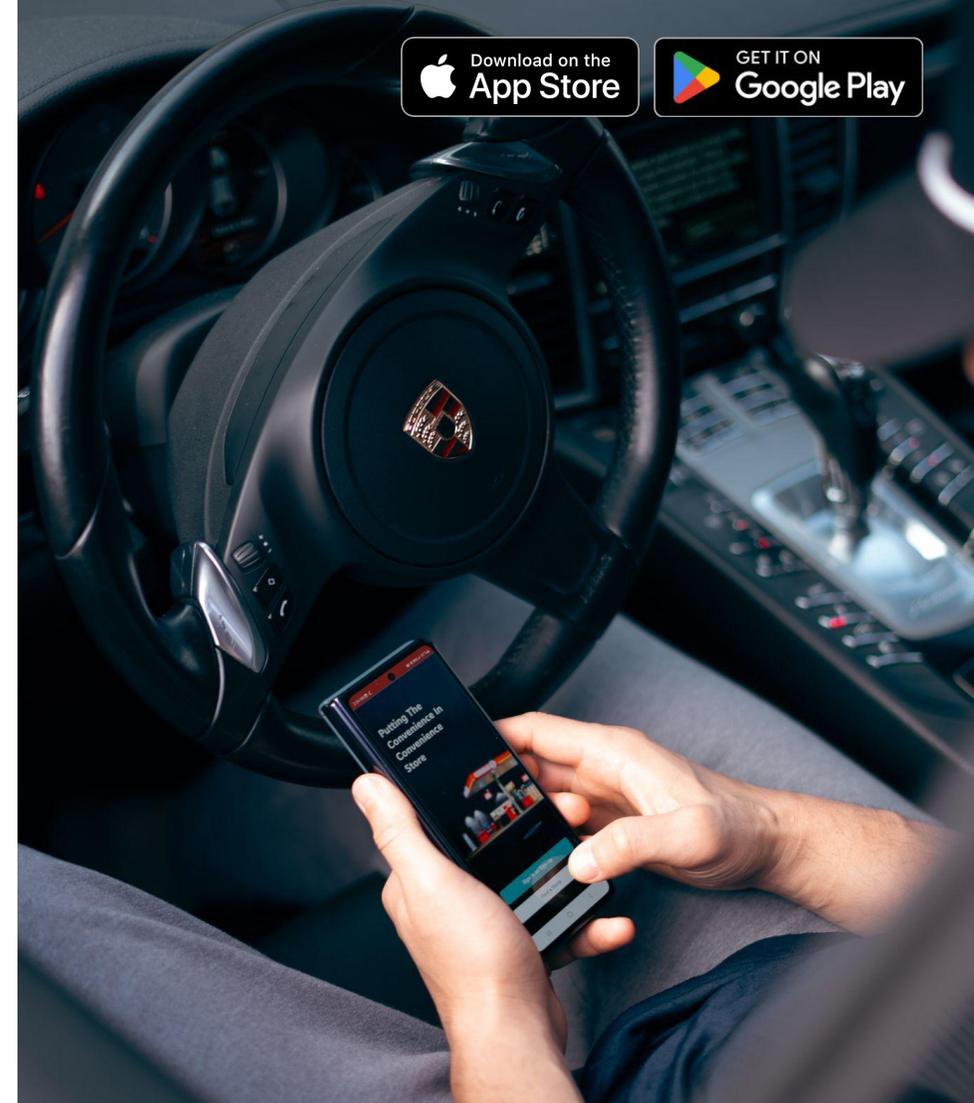
Provide unparalleled access to your location, introduce new facilitation behaviors within the c-store networks and promote sales growth as one of our exclusive early partners.





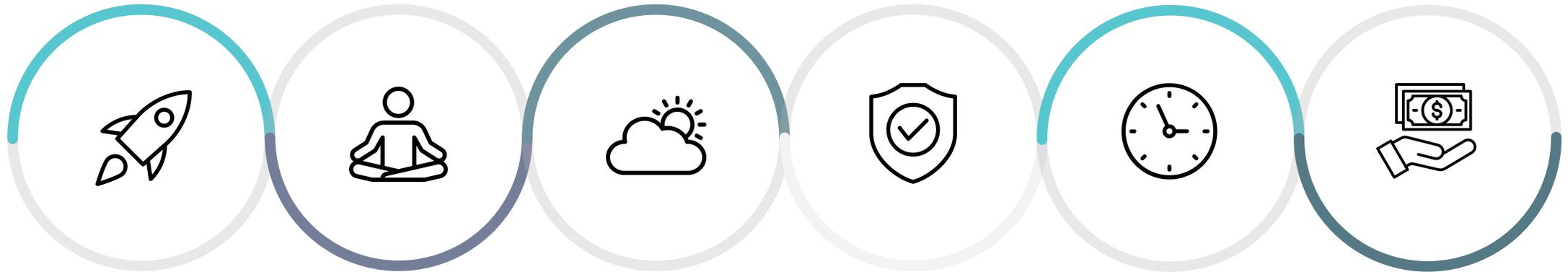
The Customer

Our application aligns with the lifestyle of today's world, where convenience is no longer a luxury but an expectation. Younger generations, shaped by rapid technological advancements, demand speed, simplicity, and seamless digital experiences in every aspect of life. These behaviors are already transforming industries like retail, dining, and transportation and now, we bring the same level of convenience to the c-store and gas station industry.



"If it's not convenient, it's not competitive"

The Customer



| Convenience | Peace of Mind | Effortless Comfort | Safe & Simple | Timing | Pay Recognition |
|---|--|---|---|--|--|
| Comfort, speed, and simplicity are highly desired in today's world. | Assurance of a quick, contactless experience that keeps everyone safe. | Stress-free shopping, no matter the weather or circumstances. | Platforms that save time while ensuring safety and convenience. | Life is fast; customers want items ready upon arrival. | Consumers are accustomed to paying small fees for the convenience of saved time and added comfort. |



The Challenge

Local gas stations and convenience stores face a growing digital gap within the retail industry. As customer habits shift online, many stores struggle with declining foot traffic, nonexistent online sales, and lack of access. The Convenient App brings local stores into the digital age with smart order management, friendly pricing structures, and customer engagement tools built just for them.



Declining Foot Traffic



No Online Presence



Missed Online Sales



Intense Competition





The Solution

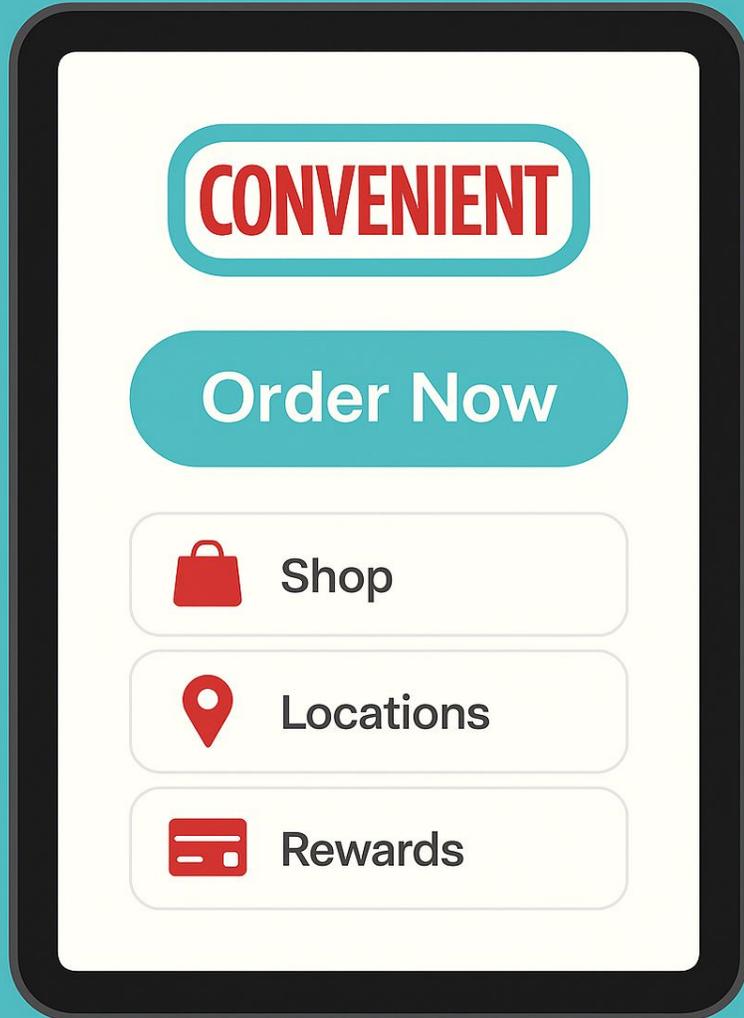
How The Convenient App Solves These Everyday Challenges

Bringing Convenience Stores Into the Digital Era

– **Seamlessly, Affordably, and Effectively.**



From Store to Screen Instantly Connected.



The Solution



Digital Integration Made Simple

Stores receive necessary devices, on boarding, and full support, **at zero cost.**

Boost Sales & Visibility

Expand beyond walk-ins; reach nearby customers digitally while also capturing customer leads, and advanced analytical sales and demographic data through our Convenient app store management system.



Smart, Streamlined Operations

Orders arrive before customers do - reducing crowding and waiting times, ensuring a fast, smooth checkout process.

Marketing & Loyalty Programs

Integrated rewards program and exclusive in platform promotions to retain and incentivize shoppers to purchase from your digital storefront location.





How it Works

Seamless, Simple, and Store-Ready in days depending on number of locations being integrated within the app.



Store Onboards

We provide devices and complete onboarding - at no cost.



Customer Orders via App

Orders appear instantly on your store device utilizing a customized Convenient app order management system available in a web or mobile format.



Store Prepares Order

Staff are notified through multiple in-app alerts ensuring no order is foreseen, clerk proceeds to pack and confirm for pickup, providing automated notifications to the customer throughout the process.



Customers Arrives & Picks Up

Hassle-free, no lines, happy customer.

From order to pickup - The Convenient App connects stores and customers in real time.

Market at a glance

A growing industry ready for digital transformation.

Today's convenience growth is coming from inside the store; snacks, packaged beverages, and foodservice, while fuel remains high-volume but lower-margin.

The U.S. has ~152k convenience stores serving ~160 million customer transactions daily, and inside sales hit a record in 2023 with strong momentum into 2024-25 (foodservice alone now represents over a quarter of in-store sales).

App-driven ordering and curbside/pickup are expanding across U.S. retail, positioning local stores to capture more of that non-fuel growth.

(NACS 2025)

Past → Today



152,255

convenience stores



~160 million

transactions per day



859.8 Billion

Total industry sales(2023)

inside (non-fuel) sales
= \$327.6B (+8.2% yoy)



152,255

Category mix inside the store (2024)

- Foodservice (prepared/commissary + dispensed drinks): 27.7% of in-store sales and 38.6% of in-store gross margin.
- Packaged beverages (ex-beer): ~18% of in-store sales and ~21% of in-store gross profit.



Today

2030

~6.1% 

Channel growth

The convenience channel is projected to grow at ~6.1% CAGR through 2029 (industry analysis referencing Flywheel).



Inside/non-fuel momentum

Industry commentary and 2024 data point to non-fuel (prepared & packaged goods) as the central growth engine going forward, given tighter fuel margins and rising food/beverage share.

~5.5%-6.0% 

Directional modeling for inside sales

If total channel grows ~6% CAGR, it is reasonable to model inside (non-fuel) at ~5.5-6.0% CAGR (2024-2030), reflecting category strength in foodservice and packaged beverages.



Changing Consumer Shopping Behaviour

Evolving Habits



73% of U.S. shoppers still visit stores weekly, but 62% also prefer digital or mobile convenience for repeat purchases. (Capital One Shopping, 2024)

58% of grocery shoppers now use curbside pickup, same-day delivery, or in-app ordering at least once a month. (Capital One Shopping, 2024)

Digital & Mobile Momentum

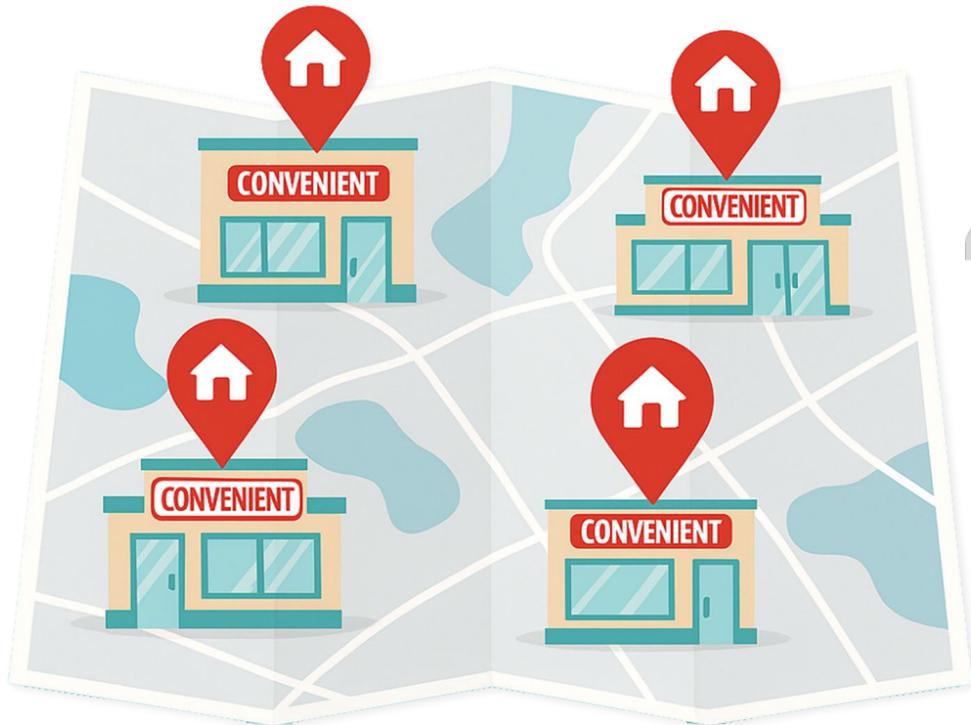


83% of consumers expect brands to provide seamless online + offline shopping experiences. (Scayle, 2025)

42% say they're more likely to buy again from stores offering app-based loyalty or rewards. (Scayle, 2025)

Why Partner with Us

TAILORED TO C-STORES AND GAS STATIONS,
NOT JUST ANOTHER DELIVERY APP



Dedicated Partner Support

Onboarding, training, and support at every step, each store will be assigned a Convenient app representative to assist with usage and maintenance of our platform.

“

We help local stores compete, connect, and grow with zero integration cost.

”

Store-Centric Platform

Expand beyond walk-ins; reach nearby customers digitally while also capturing customer leads, and advanced analytical sales and demographic data through our Convenient app store management system.

New Revenue Streams

Reach digital shoppers and unlock sales from online promotions and partnerships, while attracting customers who prefer a more modern approach to their gas station and c-store visit.





Technology & Reliability

Built for performance, designed for trust

The Convenient App is built on a foundation of secure architecture, scalability, and speed, refined through years of hands-on industry research and testing. Our platform seamlessly connects stores, clerks, and customers with real-time reliability. Every component, from payments to fulfillment, is designed to deliver a smooth, safe, and smart retail experience.



Technology & Reliability



Secure & Stable Infrastructure

Encrypted data flows, continuous functional monitoring, and enterprise-grade backend system hosted on scalable cloud servers.



Convenient Bucks Loyalty Program

App-based service discounts and rewards for recurring purchases to build brand loyalty.



Customer Support Integration

Built-in live chat and ticketing system for instant resolution of customer or partner issues.

Technology & Reliability



Stripe-Powered Payments

Multiple payment methods (credit/debit, Google Pay, Apple Pay, Cash App, etc.) integrated through Stripe, ensuring PCI-compliant, frictionless transactions.



Referral Programs & Coupons

Encourage user growth through shareable referral links and time-based digital coupon codes.



Analytics Dashboard

Store managers can track sales, popular items, and customer behavior to optimize inventory and performance.

Technology & Reliability



In-Store Promotions Engine

Dynamic digital promotions synced with store inventories to boost sales and visibility.



Item Substitution Logic

Smart substitution recommendations if an item is out of stock, keeping customers happy and orders accurate.



Data Privacy & Compliance

All transactions and customer data are encrypted and compliant with U.S. consumer data laws (CCPA, GDPR principles).

CONVENIENCE, REDEFINED.

We are on a mission to transcend how gas stations and c-stores connect with their customers; faster, smarter, and more rewarding. From in-store shelves to on-screen orders, The Convenient App bridges the gap between everyday needs and modern convenience.

✨ Convenience **starts here.**



CONVENIENT

Thank You.

The Convenience App, LLC.
partnerships@theconvenientapp.com
www.theconvenientapp.com

