

Gopuff

Business Description

BUSINESS OVERVIEW

Gopuff is the leading Instant Commerce platform, getting thousands of everyday products to customers in minutes. Gopuff stores everything from household essentials and groceries to OTC medication and more within hundreds of micro-fulfillment centers and omnichannel retail stores across the U.S. and U.K. Founded in 2013 by co-founders and co-CEOs, Rafael Ilishayev and Yakir Gola, Gopuff's unique, vertically integrated platform offers customers a seamless and consistently fast shopping experience.



Gopuff is committed to protecting
underage consumers from
accessing age-restricted products.

PACKING AND DELIVERY

Though Gopuff offers a traditional, in-store shopping experience, most customers prefer to place their order through the app for delivery.

Step One

Order is placed through the app and received by the local Gopuff facility.

Step Two

Workers at the facility pack the order.

Step Three

The order is routed for delivery and placed in a bin for pick-up by a delivery partner.

Step Four

When the order is ready for pickup, an independently contracted delivery partner picks it up and delivers it to the customer.

In App Messaging

Retail Customer Messaging

You must be 21 years of age or older to purchase this product. A U.S. Government-issued ID or passport is required upon delivery.

Government Issued ID Required for Purchase

You must be at least 21 years of age to purchase this product. A valid ID or passport will be checked upon arrival of order. If we are unable to complete your order because we cannot verify that you are of legal age, you will not receive any of the order. Thank you for your cooperation. Cheers!

Your Gopuff order is on the way.
Please have your ID ready to go!

Customers are notified on the product's page that they are browsing an age-restricted product and an ID is required in order for the delivery to be completed.

Customers are also notified that products in their cart are age-restricted and require ID verification at check out.

A few minutes prior to delivery, customers are reminded to bring their ID to the door in order to receive the products.

Responsible Delivery

Background Check

- Prior to making deliveries with Gopuff, each partner must have a background check (criminal and motor vehicle records) through a third-party service, Checkr.
- Gopuff uses criteria, applied by Checkr and in accordance with applicable laws, to screen all partner applicants.
- For candidates with issues surfaced in the check, a manual review of the prior charges is done as well. Gopuff checks for new criminal charges continuously and for motor vehicle records every 6 months.

Additional Driver Requirements

All delivery partners are required to:

- Be at least 21 years old;
- Complete a responsible delivery course; and
- Sign our Age-Restricted Product Delivery Service Policy.

Responsible Delivery Course

Delivery partners are required to take Gopuff's Responsible Delivery Course. This course is administered in the Gopuff Driver app via Edume, a mobile-based education platform.

Course Content:

- Transportation guidelines
- Acceptable forms of identification
- Unique ID features from select states
- How to validate ID
- Spotting fake IDs
- When NOT to proceed with a delivery
- Recognizing signs of intoxication
- How to refuse a delivery

Point of Delivery ID Check for a Customer

- Customers are required to present a valid ID for the delivery partner to physically examine and scan.
- Customers are required to sign for their delivery stating that they are authorized and of age to receive the delivery containing age-restricted products



Additional Delivery Policies

- Delivery partners refuse the delivery if the recipient appears to be intoxicated, under age or is not able to produce a valid ID.
- Delivery partners are still compensated for refused deliveries and orders that are cancelled due to invalid IDs.

Age Verification at Delivery

- The driver requests the recipient's ID and physically examines the ID to confirm that the recipient is of appropriate age and matches the person on the ID.
- The driver will speak to the customer to confirm they are not intoxicated.
- The driver app utilizes optical scanning to validate the barcode information on government issued IDs. The technology automatically rejects unauthorized forms of IDs, underage or expired IDs.
- When an ID is successfully scanned, it populates either a valid or invalid result within the app, verifying whether the ID meets criteria for age and date of issuance.
- If the result of the scan is valid, the app indicates that the ID has been successfully verified in the system, and the sale can be finalized by obtaining the customer's signature.
- If the result of the scan is invalid, the order cannot be finalized. The driver calls customer service to cancel the order and they return it to the licensed premises for restocking. Delivery drivers are still compensated for these types of orders.

Responsible Retail Sales

Although the majority of our customers prefer to place orders online, Gopuff's St. Paul location will be equipped with point-of-sale equipment to make in-store retail sales. This will include an ID scanner.

Customers will be able to enter the store, and shop the sales floor.

Gopuff will ensure that all appropriate licenses and permits are posted.

Gopuff also plans to have all appropriate ID checking signage posted.

All employees of the liquor store will be trained in the responsible retail sales of alcohol.

Customers will be required to present a valid, government issued ID prior to the purchase of any alcoholic beverage.



Thanks