

Cactus Platform Implementation Proposal

Location Intelligence & ROI Modeling Solution

EXECUTIVE SUMMARY

Cactus offers a comprehensive hybrid platform combining cutting-edge location intelligence, predictive analytics, and financial modeling specifically designed for convenience retail and fuel operations. This proposal outlines a 9-month phased implementation delivering quantitative EBITDA modeling, interactive exploration tools, sophisticated ROI underwriting capabilities, and performance tracking—all at pricing positioned 15-20% below comparable market solutions.

Investment Summary

\$18,500/month during implementation | \$16,500/month ongoing subscription
3-Year Total: \$562,500 | Expected Net Benefit: \$17,015,000 | ROI: 3,025%

🔒 100% Data Ownership Guarantee

All models, data, and intellectual property belong exclusively to Maverik

INVESTMENT STRUCTURE

🕒 Implementation Phase (Months 1-9)

\$18,500/month

Total Implementation: \$166,500

- ✔️ Dedicated implementation team
- ✔️ Model development & validation
- ✔️ Custom platform configuration
- ✔️ Data integration & testing
- ✔️ Training & change management

📈 Ongoing Subscription (Month 10+)

\$16,500/month

Annual: \$198,000

- ✔️ Platform licensing (unlimited users)
- ✔️ Data subscriptions & updates
- ✔️ Infrastructure & hosting
- ✔️ Ongoing support & maintenance
- ✔️ Quarterly model enhancements

Total 3-Year Investment

YEAR 1
\$166,500
Implementation

YEAR 2
\$198,000
Subscription

YEAR 3
\$198,000
Subscription

3-Year Total: \$562,500
Average: \$15,625/month over 36 months

IMPLEMENTATION ROADMAP

Phase 1: Foundation & Validation

Months 1-3 | Investment: \$55,500

Build and validate the core quantitative model with basic exploration capabilities

- Quantitative EBITDA model development (YOUR proprietary algorithm)
- Variable selection & validation workshops
- Basic explore layer with heatmaps
- Site scoring system ("index to model")
- Pilot testing on 5-10 sites

Phase 2: Underwriting & Decision Tools

- Months 4-6 | Investment: \$55,500
- Build comprehensive ROI modeling and acquisition evaluation tools
- Full ROI modeling layer (Playground)
 - All financial inputs & outputs configured
 - Sensitivity analysis & scenario planning
 - Enhanced explore layer for acquisitions
 - Real estate team training & adoption

Phase 3: Performance Tracking & Optimization

- Months 7-9 | Investment: \$55,500
- Close the loop with performance monitoring and continuous improvement
- Data integration for actual performance
 - Anniversary review reporting (1, 2, 3 year)
 - Interactive dashboards with pivot analysis
 - Model refinement based on actuals
 - Advanced features & portfolio optimization

 YOUR DATA, YOUR IP, YOUR COMPETITIVE ADVANTAGE

100% Data Ownership

- ✔ All quantitative models belong to Maverik
- ✔ Complete ownership of your proprietary algorithms
- ✔ Full control of all historical analysis and outputs
- ✔ No vendor lock-in on your intellectual property

Your Competitive Intelligence

- ✔ Site performance data remains exclusively yours
- ✔ Underwriting assumptions stay confidential
- ✔ Market insights generated are your IP
- ✔ Zero data sharing with competitors

Export Everything, Keep Everything

At any point, you can export all models, methodologies, data, and insights. If you choose to end the subscription, you retain perpetual rights to everything built during our engagement. Cactus is a platform and partner—your strategic advantage is always yours to keep.

 RETURN ON INVESTMENT ANALYSIS

Scenario 1: Avoid One Bad Site Decision

Industry data shows underperforming convenience/fuel sites lose \$1.5-2.5M in NPV over their lifecycle.

Average Bad Site Loss
-\$2,000,000
3-Year Cactus Investment
\$562,500
Net Benefit
+\$1,437,500

ROI: 256% | Payback: Immediate with first avoided mistake

Scenario 2: Improve Selection Accuracy by 10%

Maverik evaluates 150 sites/year. A 10% improvement = 15 better-performing sites annually.

Annual Benefit:
• 15 sites × \$300K incremental EBITDA • = \$4,500,000 per year
3-Year Cumulative:
• Year 1: \$2,250K (partial year) • Year 2: \$4,500K • Year 3: \$4,500K • Total: \$11,250,000

ROI: 1,900% | Payback: 1.3 months

Scenario 3: Operational Efficiency Gains

Time Savings:

- Reduce underwriting time by 90% per site
- 150 sites/year x 36 hours saved = 5,400 hours
- Value: **\$1,080,000 annually** (at \$200/hr loaded cost)

Process Improvements:

- Faster deal closing: Win 5-8 more competitive sites
- Better lease terms: 5% improvement = \$400K/year
- Reduced consultant fees: \$150K/year savings

Combined Annual Benefit: \$1,630K | Cumulative 3-Year: \$4,890K

Combined Conservative ROI

3-Year Investment

\$562,500

Avoided Bad Sites (1)

\$1,437,500

Better Performance

\$11,250,000

Efficiency Gains

\$4,890,000

Total 3-Year Net Benefit

\$17,015,000

Return on Investment: 3,025%

Every \$1 invested returns \$31.25

Payback Period: Less Than 2 Months

With 150 sites/year and 90% time savings, the operational efficiency gains alone (\$1.08M annually) pay for the entire first year in under 2 months. Add improved site selection accuracy and avoided mistakes, and this becomes one of the highest-ROI investments Maverik can make. Years 2 and 3 deliver pure incremental value—over \$17M in net benefits across 3 years.

COMPLETE SOLUTION INCLUDES

 Dedicated Team

- 2 Senior Data Scientists
- 2 AI/ML Engineers
- 1 Market Analysis Engineer
- Project Manager & Support

 Platform Access

- Unlimited user licenses
- Web, mobile & desktop access
- Custom dashboards & reports
- API access for integrations

 Data Services

- Premium demographic data (15K+ variables)
- Traffic & foot traffic analytics
- Competitive intelligence feeds
- Quarterly data refreshes
- Custom data source integration

 Support & Training

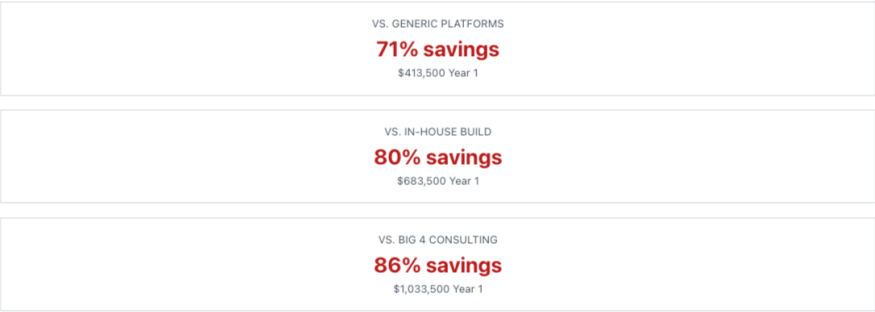
- 24/7 technical support
- Comprehensive user training
- Quarterly business reviews
- Documentation & knowledge base
- Priority feature requests

Hide Market Comparison

MARKET POSITIONING & VALUE ANALYSIS

Solution	Year 1	Ongoing/Year	Key Limitations
Cactus (This Proposal)	\$166,500	\$198,000	None - complete solution + YOU OWN ALL IP
ESRI ArcGIS Business Analyst Enterprise	\$580,000	\$420,000	Generic platform, no fuel/c-store focus, vendor owns models
Placer.ai + Geoblink + CoStar	\$520,000	\$385,000	3 platforms, no ROI layer, integration challenges, data siloed
Kalibrate Location Intelligence	\$495,000	\$365,000	Limited customization, vendor proprietary models
In-House Build (5 FTEs)	\$850,000	\$725,000	18 month timeline, ongoing dev costs, hiring risk
Big 4 Consulting Custom Build	\$1,200,000	\$450,000	24+ month timeline, handoff challenges, change orders

Cactus Advantage



WHY CACTUS DELIVERS UNMATCHED VALUE

- You Own Everything**

Unlike competitors, 100% of models, data, and IP belong to Maverik. Export everything at any time. No vendor lock-in, ever.
- Industry Specialization**

Purpose-built for fuel & convenience retail. We understand fuel volume, in-store sales mix, and c-store metrics—not generic retail analytics.
- All-in-One Solution**

One platform replaces 3-4 tools. No integration nightmares. Single source of truth from site identification to performance tracking.
- Exceptional Economics**

71-86% below market pricing. 3,025% ROI. Payback in under 2 months. With 150 sites/year, time savings alone justify the investment.

PAYMENT TERMS & CONTRACT STRUCTURE

- ✔ **Implementation Phase:** Monthly billing of \$18,500 for months 1-9
- ✔ **Ongoing Subscription:** Monthly billing of \$16,500 starting month 10
- ✔ **Contract Term:** 3-year initial term with annual renewal option
- ✔ **Payment Schedule:** Net 30 days from invoice date
- ✔ **Price Protection:** Rate locked for full 3 years, no increases
- ✔ **IP Rights:** Full ownership and perpetual rights to all models, algorithms, and data outputs
- ✔ **Success Guarantee:** If Phase 1 model doesn't meet validation criteria, 100% refund of Phase 1 fees
- ✔ **Exit Rights:** Cancel anytime with 90 days notice, keep all IP and export all data

NEXT STEPS

1. Review this proposal with key stakeholders (RDM, Finance, Operations leadership)
 2. Schedule 90-minute deep-dive demo with Cactus team (Week of Nov 4)
 3. Conduct reference calls with 2-3 comparable convenience retail clients
 4. Finalize SOW and IP ownership agreements (Target: Mid-November)
 5. Kickoff Phase 1 (Target: December 2, 2025)
- This proposal is valid for 45 days from October 24, 2025*

Questions? Contact your Cactus account team

Proposal prepared for Maverik, Inc. | October 2025

All models, data, and intellectual property developed belong exclusively to Maverik