

Shahzib Sarfraz

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To Whom It May Concern:

As the Founder and Chief Executive Officer of Driven Software Solutions and Driven Payments, an independent technology and payments group serving hundreds of merchants across the United States and Canada, I write to introduce myself and the work we are building. As a founder, engineer, and operator with direct experience shipping multiple software and payments products from concept to production, I bring a range of expertise that will add real value to your organization.

Under Driven Software Solutions I have founded and scaled a multi product platform covering CRM, HR, accounting, project management, and mobile device management through DrivenSuite, and a full restaurant operating system spanning POS, KDS, kiosk, online ordering, and Clover integration through DineNGo. OrderFriendly, PostFriendly, CallerFriendly, and CourseFriendly round out the suite, all running in production twenty four hours a day inside independent kitchens, retail floors, and back offices.

Through Driven Payments I have built a merchant services practice with direct relationships across Clover, Authorize.Net, CardConnect, and Fiserv, delivering transparent interchange based pricing, native software and hardware integration, and one point of accountability for the operator. Driven ATM Processing and Driven Business Internet complete the infrastructure so a merchant can source software, payments, ATMs, and connectivity from a single accountable partner.

I am an engineer by background and an operator by role. I own product strategy, architecture, partnerships, pricing, and go to market across every line of business, and I remain hands on with the codebase and the customer. That combination has produced a company that ships quickly, supports directly, and treats the independent operator with the seriousness the enterprise buyer has always taken for granted.

I would welcome the chance to introduce Driven to you in more detail, explore partnership or advisory opportunities, or contribute to a keynote, conversation, or article on the future of independent merchant technology. Thank you for your time and consideration.

Sincerely,

Shahzib Sarfraz