

superfood





Meet Lisa

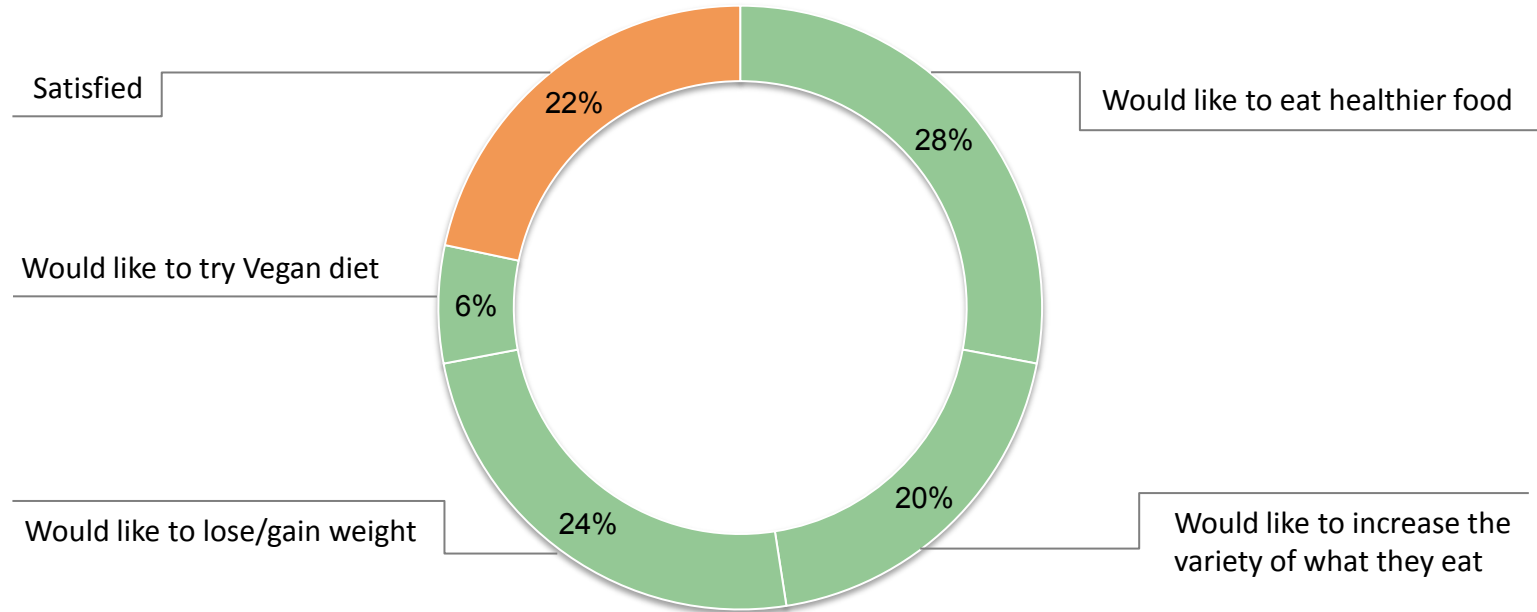


Lisa is not satisfied with her
food

Lisa is not alone



Actually, 78% of Americans* are not satisfied with their food

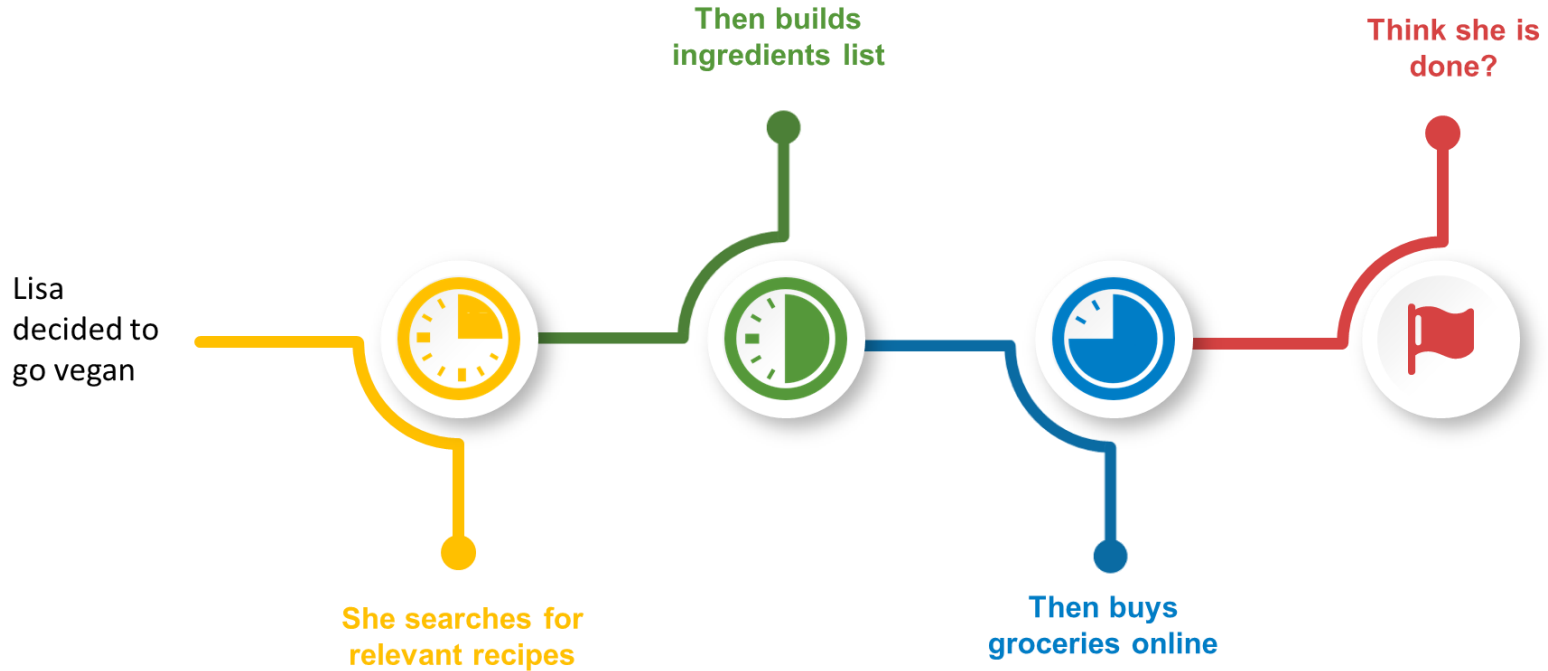




Lisa and the guys find it difficult to
change their nutrition.

But why!?!

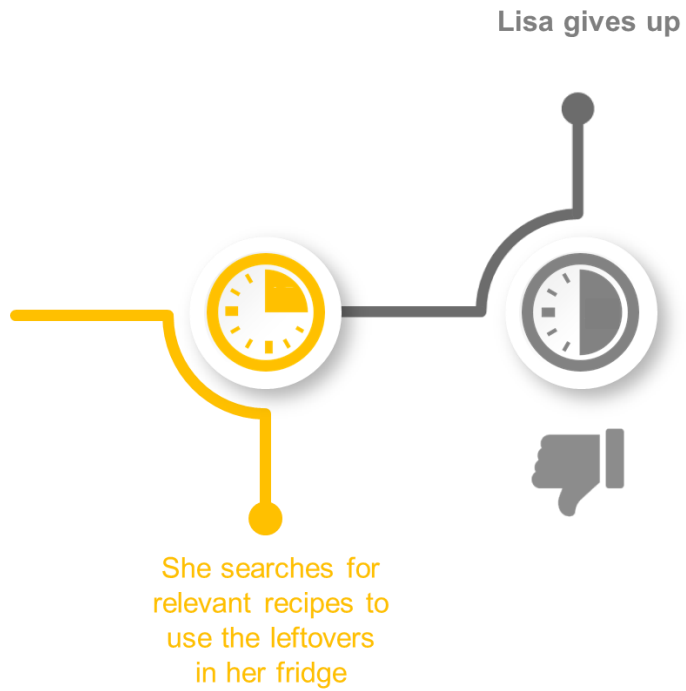
Desire for a change is not enough



The nightmare has just begun

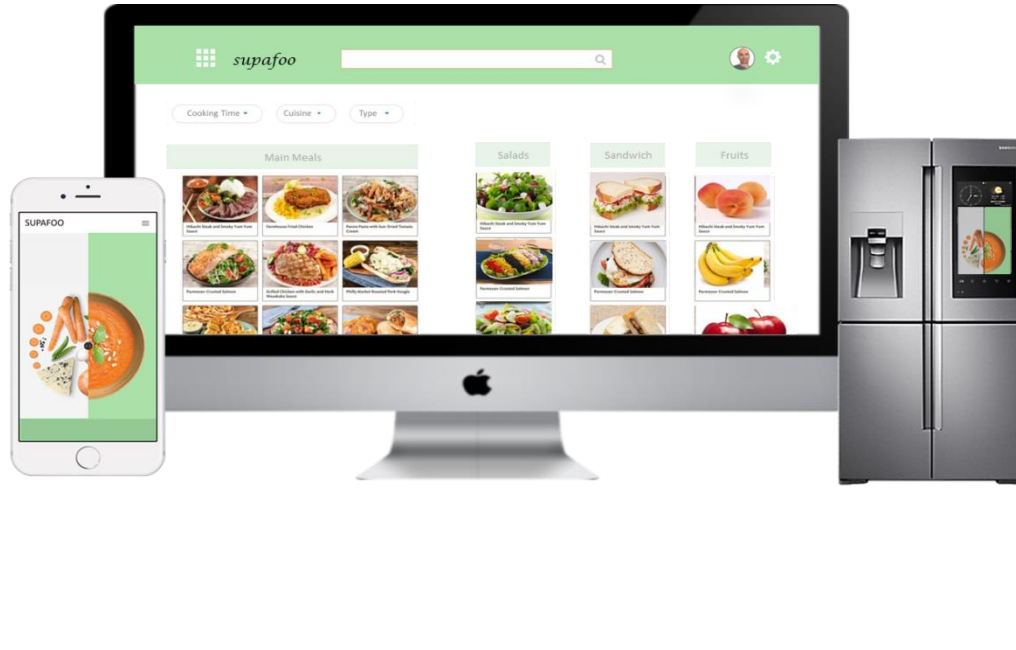
After a week she was left with a bunch of half-used groceries. Over 50% of the groceries are left to rot.





With *superfood* it could be easier and faster

switch your diet instantly



Add to Cart 



The new way of buying food

Buying food, not groceries



The new way
of consuming food
Via virtual or smart fridge

Product

Superfood is a service (SaaS) that aims to fundamentally change the way consumers shop for food via two core features.

1. By transforming online supermarkets groceries into affordable meals. The shopping process is optimized by the DYNAMIC LIST.



2. By adding additional interface to user's fridge. User can always pick up a meal from his VIRTUAL FRIDGE.



Core tech of purchase process



Retailer
Data Base



Recipes
Data Base



Food Held in Stock
Data Base

Market Validation through Meal Kits Service

Meal Kit is a service that sends customers pre-portioned food ingredients and recipes to prepare home-cooked meals.

Meal kits market size is \$5B in US only and led by two companies, Blue Apron and HelloFresh with about 80% accumulated market share.

Meal kits companies allow customers to change their diet easily. But...



BLUE APRON AS A CASE STUDY

www.blueapron.com | Ingredient-and-recipe meal kit service
Value: \$1.9B | Post IPO | Competitors: Hellofresh | Amazon

BLUE APRON MEAL PRICE = \$9 = RESTAURANT MEAL PRICE

The reason why Blue Apron is struggling so much on the public markets is that people try it for one or several months, learn a few new recipes or techniques, and then take the much more cost-effective route of buying the ingredients themselves. Blue Apron is expensive and inaccessible to most consumers.



Superfood will provide affordable meals for everyone in a smart way











The Old Way







The Smart Way



Superfood vs. meal kit

Value proposition for User	<i>superfood</i>	Meal kit
Price per Meal	\$4-\$6	\$9-\$16
Specific Diet		
Calories Tracker		
Leftovers Solution		
Diet Manager		
Variety		

superfood vs. meal kit

Value for a Shareholders	<i>superfood</i>	Meal kit
Type	SaaS	Retail
Gross Profit Margin	100%	21%-25%
Annual Retention Rate	~50%E	20%-29%
Competition	Low	High
Scalable		
Unit Economics		

BUSINESS PLAN

GO-TO-MARKET

1

TARGET AUDIENCE

The company will examine two segments:
Overweight people & Vegan-beginners.
Obesity affects two-thirds of Americans.

2

PLACE

Large metropolitan areas (New York, L.A.,
Seattle) where most of the online grocery
players operate.

3

CHANNELS

In the early stages of the go-to-market
process we will focus on social media and
Influencers marketing channels.



BUSINESS PLAN

REVENUE MODEL B2C

A horizontal flow diagram showing the calculation of revenue from SaaS fees. It consists of four white boxes with green borders connected by orange 'X' and '=' symbols. The first box contains '3%' and 'superfood SaaS Fee'. The second box contains '\$3K' and 'Annual Supermarket Purchase'. The third box contains '5M' and 'Users within 7 Years'. The final box contains '\$0.45B'.

$$3\% \text{ superfood SaaS Fee} \times \$3\text{K Annual Supermarket Purchase} \times 5\text{M Users within 7 Years} = \$0.45\text{B}$$

A horizontal flow diagram showing the calculation of revenue from premium feature fees. It consists of four boxes connected by orange 'X' and '=' symbols. The first box is white with a green border and contains '240\$' and 'Premium Feature Annual Fee'. The second box is white with a green border and contains '10%' and 'Share of Premium Users'. The third box is white with a green border and contains '5M' and 'Users within 7 Years'. The final box is solid green and contains '\$0.12B'.

$$240\$ \text{ Premium Feature Annual Fee} \times 10\% \text{ Share of Premium Users} \times 5\text{M Users within 7 Years} = \$0.12\text{B}$$

BUSINESS PLAN

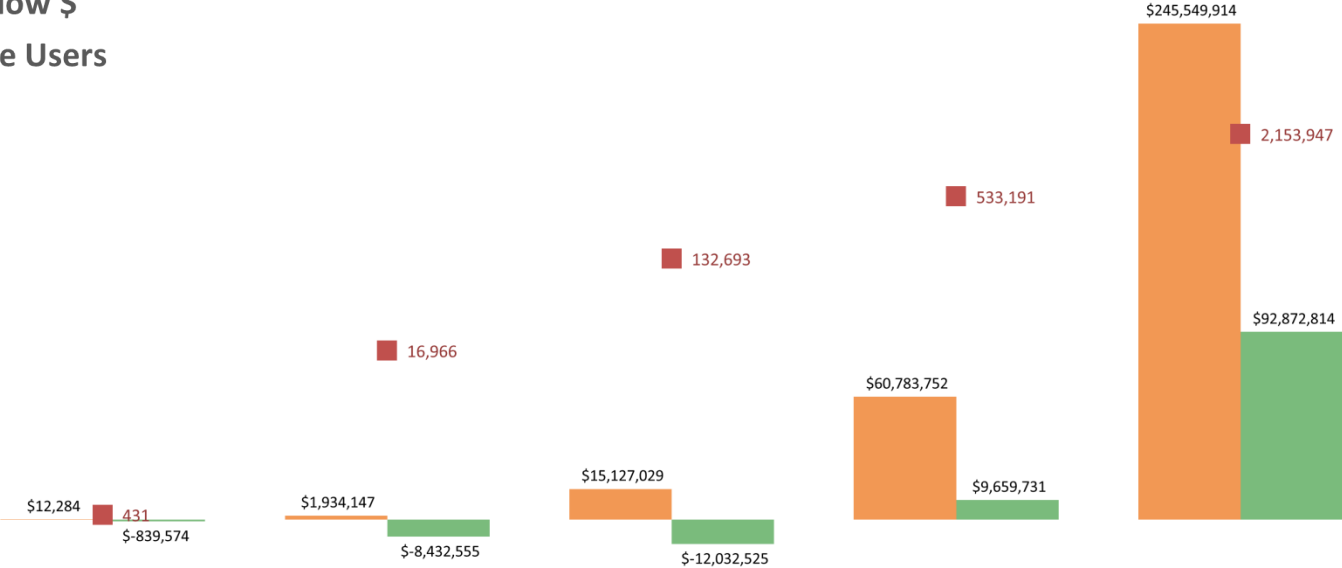
OPTIONAL REVENUE MODEL B2B



BUSINESS PLAN

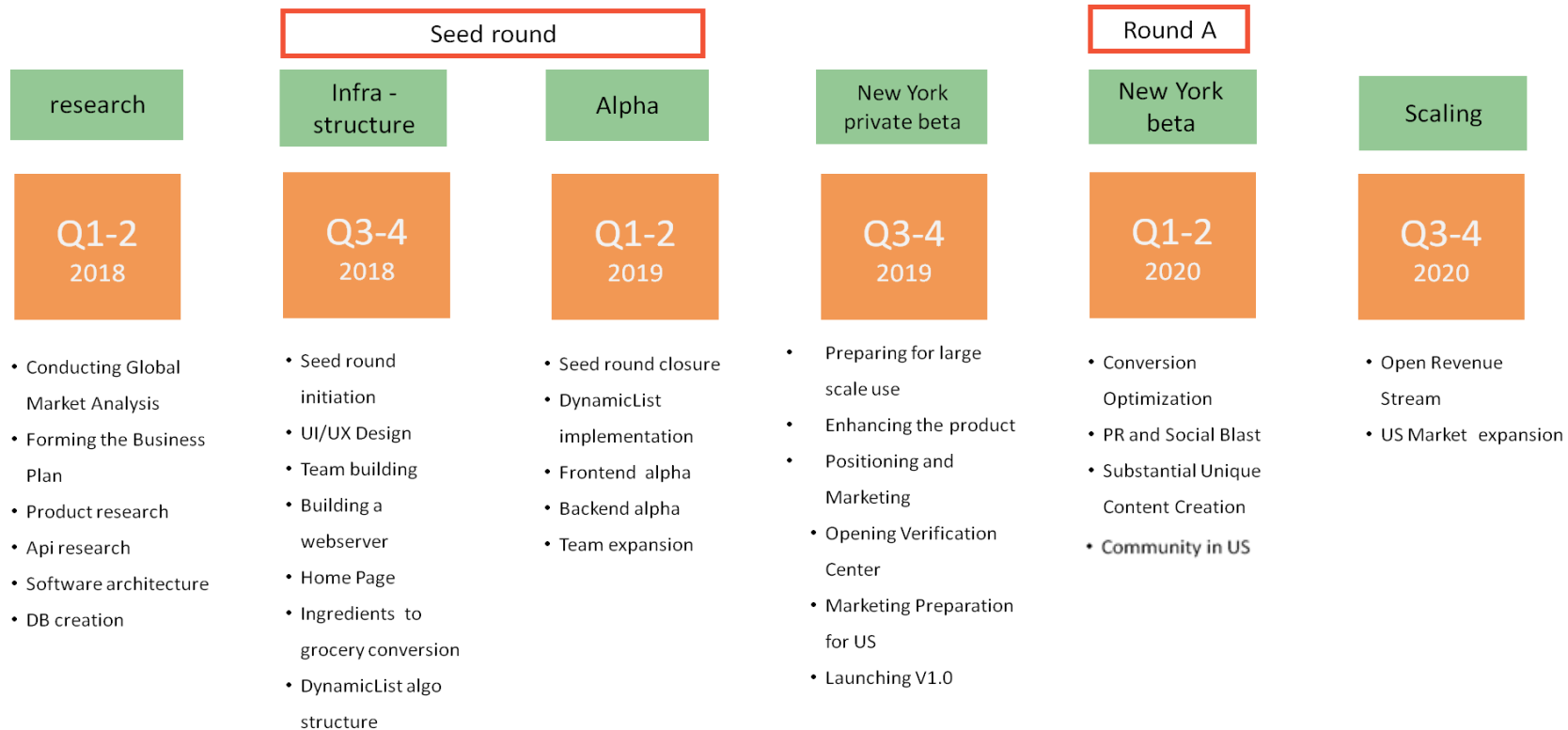
FINANCIALS

- Revenues \$
- Net Cash Flow \$
- Total Active Users



BUSINESS PLAN

ROAD MAP



BUSINESS PLAN

EXIT OPPORTUNITIES

In case our product succeeds in capturing significant market share, it can be a sustainable competitive advantage for any major player in the online grocery market.





Superfood is an innovative service (SaaS) that aims to fundamentally change the way consumers shop for food and to disrupt a multi-trillion dollar grocery industry at the beginning of its online transition.

Thank you!