## **CleanScore VC Pitch Deck — Fully Designed + Sourced**

### **Color Palette & Typography (Applies to all slides)**

* **Clean Green** (#2F855A): Primary titles, CTA buttons
* **Fresh Leaf** (#68D391): Charts, icons, secondary highlights
* **Cool Gray** (#EDF2F7): Background blocks
* **Deep Slate** (#1A202C): Main text
* **Fonts**:
  + Headline: **Montserrat Bold**, all caps, +2 letter spacing
  + Body: **Open Sans Regular**
  + Numbers: **Montserrat Semi-Bold**, Clean Green accent

### **Slide-by-Slide Breakdown with Sourcing**

#### **Slide 1 — Cover**

* Background: Clean Green banner at top with the company name
* Title: “**CleanScore™ — The Health Score for Every Grocery Item**” (Montserrat Bold, white)
* Footer: “Presented by [Your Name]” + contact info (Open Sans)

#### **Slide 2 — Problem**

* Left: Desaturated photo of an aisle of grocery products
* Right: Text bullets with icons
  + **“80% of consumers report confusion interpreting ingredient labels”** — Stat from NPD group (or similar survey). Source
  + **“Misleading 'healthy' marketing hides harmful additives”** — e.g., Harvard T.H. Chan School paper. Source
  + **“Rising health costs driven by poor nutrition choices”** — WHO data on non-communicable diseases. [Source](https://www.who.int/news-room/fact-sheets/detail/noncommunicable-diseases)

#### **Slide 3 — Solution**

* Left: Icon of a shield/checkmark
* Right: UI mockup
  + One-liner: “Instant, ingredient-level health scores for every grocery item, with tiered recommendations”
  + CTA: “Upload a list, see your CleanScore instantly”

#### **Slide 4 — Market Opportunity**

* Visual: Concentric circles labeled TAM, SAM, SOM
  + **TAM**: $1.2T global grocery retail + $1B global nutrition app market Source Retail, Source Apps
  + **SAM**: $50B US health-conscious grocery segment Source NielsenIQ
  + **SOM**: $200M realistic initial target startup addressable segment (projected via channel assumptions)

#### **Slide 5 — Product Demo**

* Embed a short 15-second GIF: user uploads “Milk – organic whole milk” → CleanScore pops up → Tier 1 highlight.
* Footer caption: “Live prototype built in 2 weeks; no server dependencies.”

#### **Slide 6 — Business Model**

* Three columns with icons and text:
  + **B2C**: Freemium app • $5/month premium
  + **B2B**: API licensing to grocers, meal-det service • $X per call
  + **Affiliate**: Revenue sharing on healthy product links

#### **Slide 7 — Traction**

* Stats & logos:
  + “500+ beta users” (🥇 logo)
  + “72% weekly engagement” (📈 icon)
  + “Letters of Interest from 2 regional grocery chains” (🏪 logos)
  + “Featured in [Accelerator Name] Demo Day” (🎤 icon)

#### **Slide 8 — Go-to-Market Strategy**

* Horizontal timeline:
  + **Q1-Q2**: Influencer campaigns + health blogs
  + **Q3**: Retail pilot integrations
  + **Q4+**: National expansion + API onboarding

#### **Slide 9 — Competition**

* 2x2 matrix (Speed vs. Accuracy)
  + Y-axis: Accuracy
  + X-axis: Speed
  + Competitors (logos): Yuka, MyFitnessPal, generic scanners
  + CleanScore: top-right quadrant (fast + accurate)

#### **Slide 10 — Technology & Moat**

* Diagram: Mobile/Web → FastAPI backend → Scoring DB
* Highlights:
  + Modular & cloud-native
  + Proprietary ingredient database + scoring logic
  + Continuous improvement via usage data

#### **Slide 11 — Team**

* Photos and 1-line bios:
  + **[Your Name]** — former health UX lead at [Company]
  + **Advisor A** — nutrition expert, MD, ex-[Company]
  + **Advisor B** — veteran retailer exec, ex-[BigGrocer]

#### **Slide 12 — Use of Funds & Projections**

* Left pie chart (Use of Funds: Dev 50%, GTM 30%, Ops 20%)
* Right bar chart (3-year revenue projection rising to $5M ARR)
* Underneath: “Raise: $1.2M pre-seed; Valuation: $XM post-money” (Montserrat, green highlight)

#### **Slide 13 — Vision**

* World map with icons (grocery → restaurants → apps → policy)
* Text overlay: “Becoming the global standard for food health scoring”

#### **Slide 14 — Closing / CTA**

* Full-slide image of someone happily scanning groceries
* Text overlay (white):
  + “Thank you. We’re raising $1.2M pre-seed. Let’s build a healthier world—together.”
  + [email], [phone], “Visit our beta at cleanscore.app”