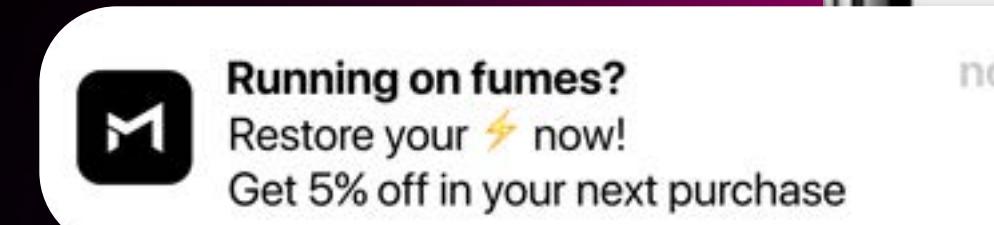


€1,99 -0,19€  
Sweet Potato  
Chips



€2,99  
Strawberry Energy  
Drink

14:42

Choose kiosk  
**ACME - Corporation**

**Fire Sale 🔥**  
New discounts and promos available!

7 min

**IT'S GOING TO BE BANANAS**  
Launching in January 2024

**Products**

You've been gifted!  
Redeem your 🎁 now, and find who sent it

5 min

Product	Price	Description
3 Cheese Fusilli	€7,83	PLANT BASED
Shrimp Curry with Legumes	€6,52	FISH
Sautéed Rice with Heura	€6,52	PLANT BASED



€3,99  
Tuna Wrap



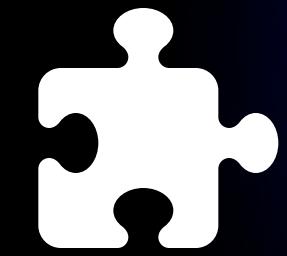
€1,49 €1,99  
Tamari Cashew  
Nuts

# MIGHTY

## Investor Deck

# +50% carts are abandoned

in food delivery



## UNHEALTHY

Most available options are highly processed or lack quality ingredients



## EXPENSIVE

Optimized for speed and convenience compromising affordability



## TARDY

Specially at peak hours, delays are frequent and delivery exceeds 30min

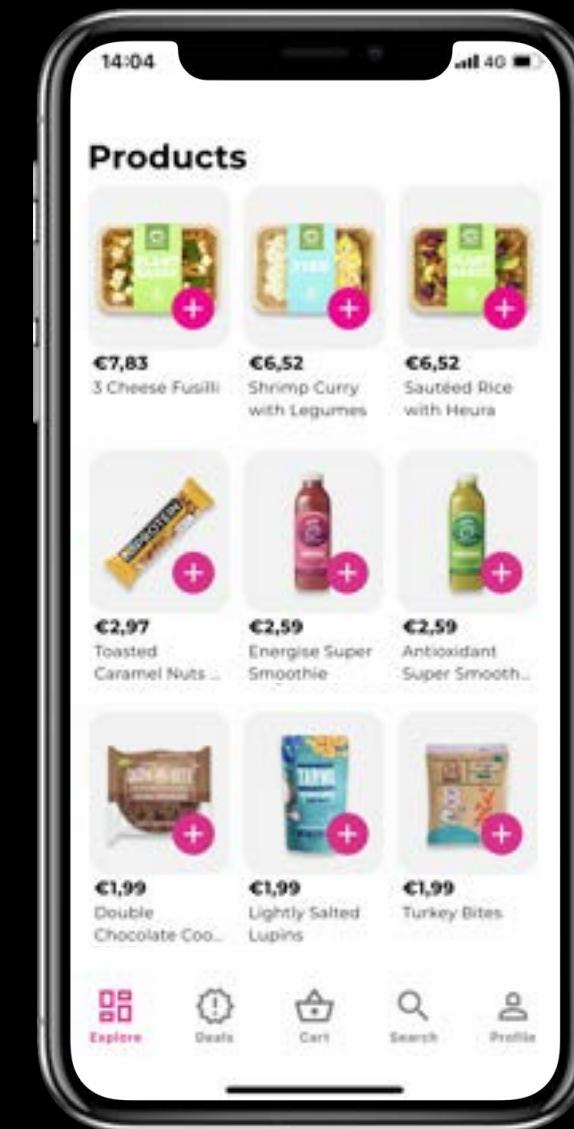
# Suck as a daily service

even though it's great for special occasions

## How to get quality nutrition daily?

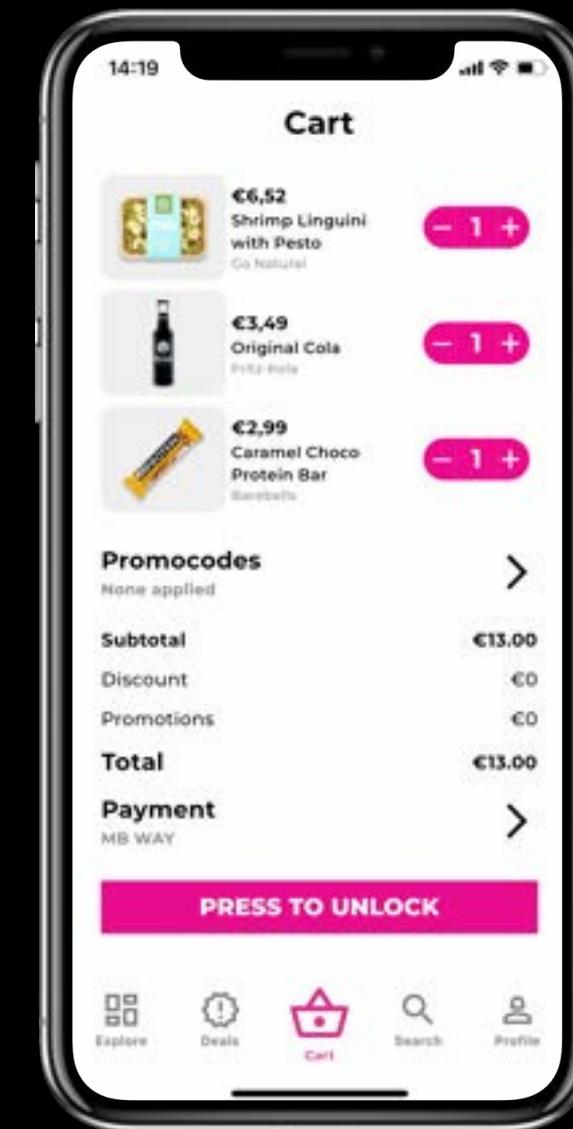
# Instant Quality Food

No delays, no surcharges, no failed deliveries or wrong items



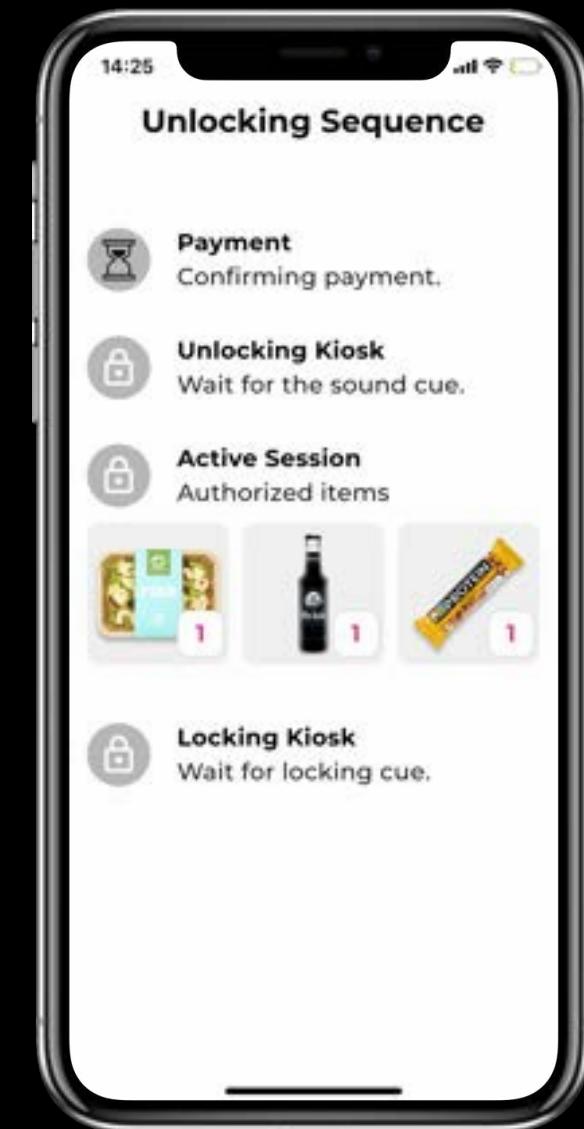
## Select

Learn everything about a product before committing to purchasing it



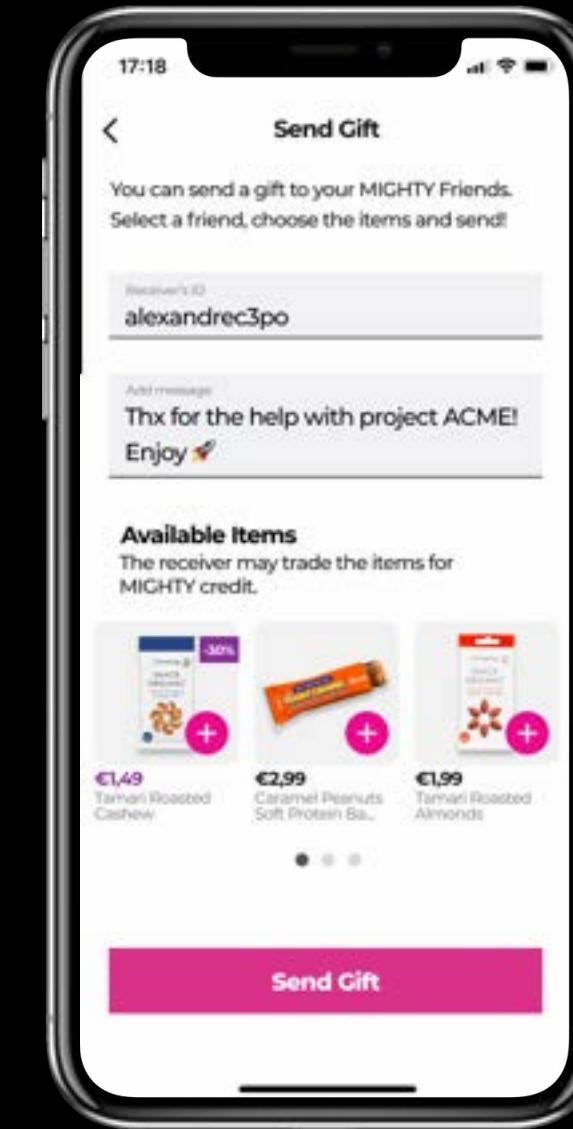
## Purchase

As simple as online ordering, with a nearby instant pickup



## Redeem

Retrieve your purchases instantly in less than 30 seconds. That easy



## Share

Send tasty treats to friends, earn points, collect rewards, and share your journey\*

**STOP COMPROMISING QUALITY  
FOR CONVENIENCE**

# Active users order avg. 2/month

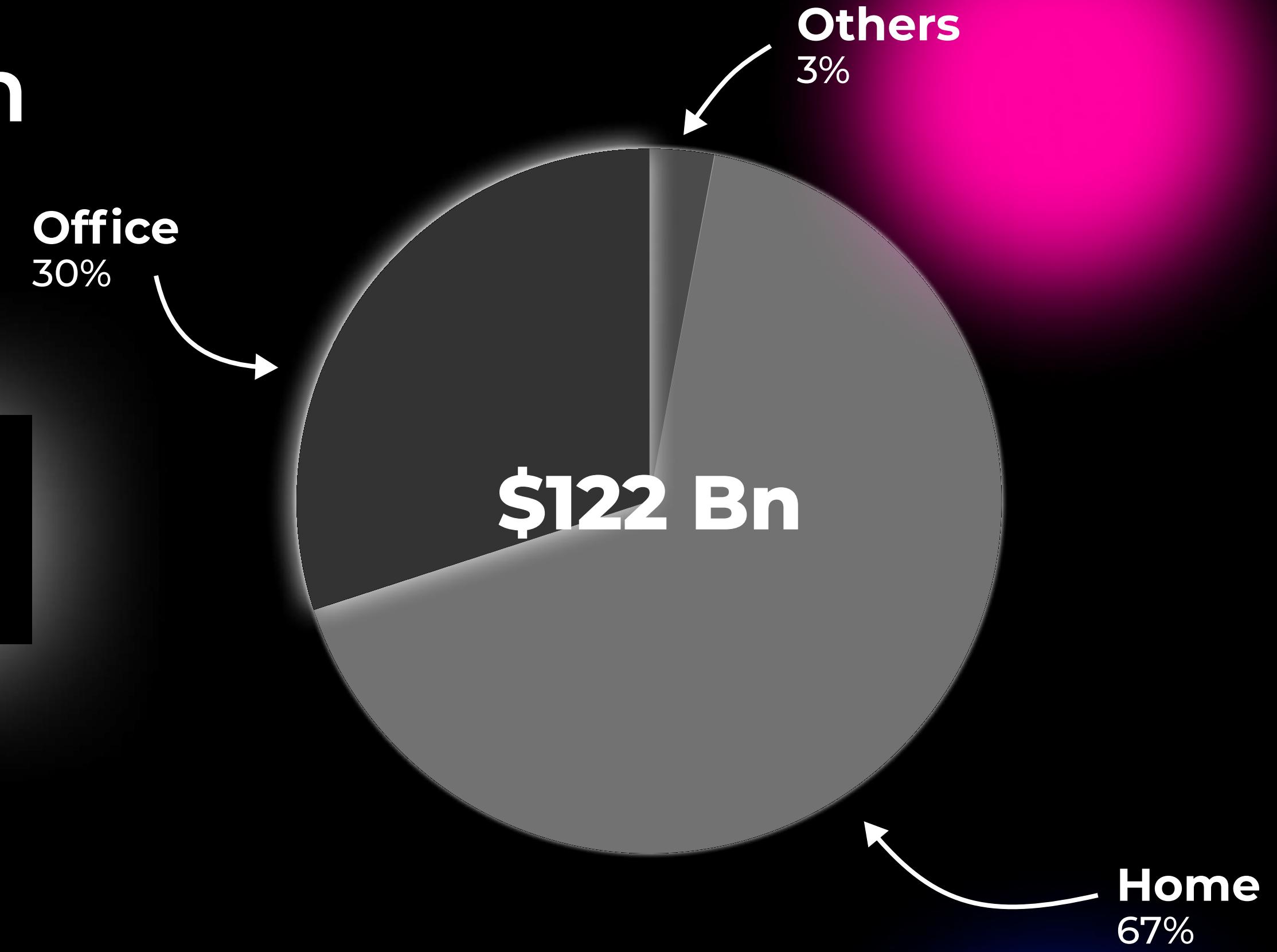
in food delivery

We can **4X** that in the office

\$122 Bn  
30% - office/workplace delivery  
4X as many orders as delivery  
20% of offices/workplaces

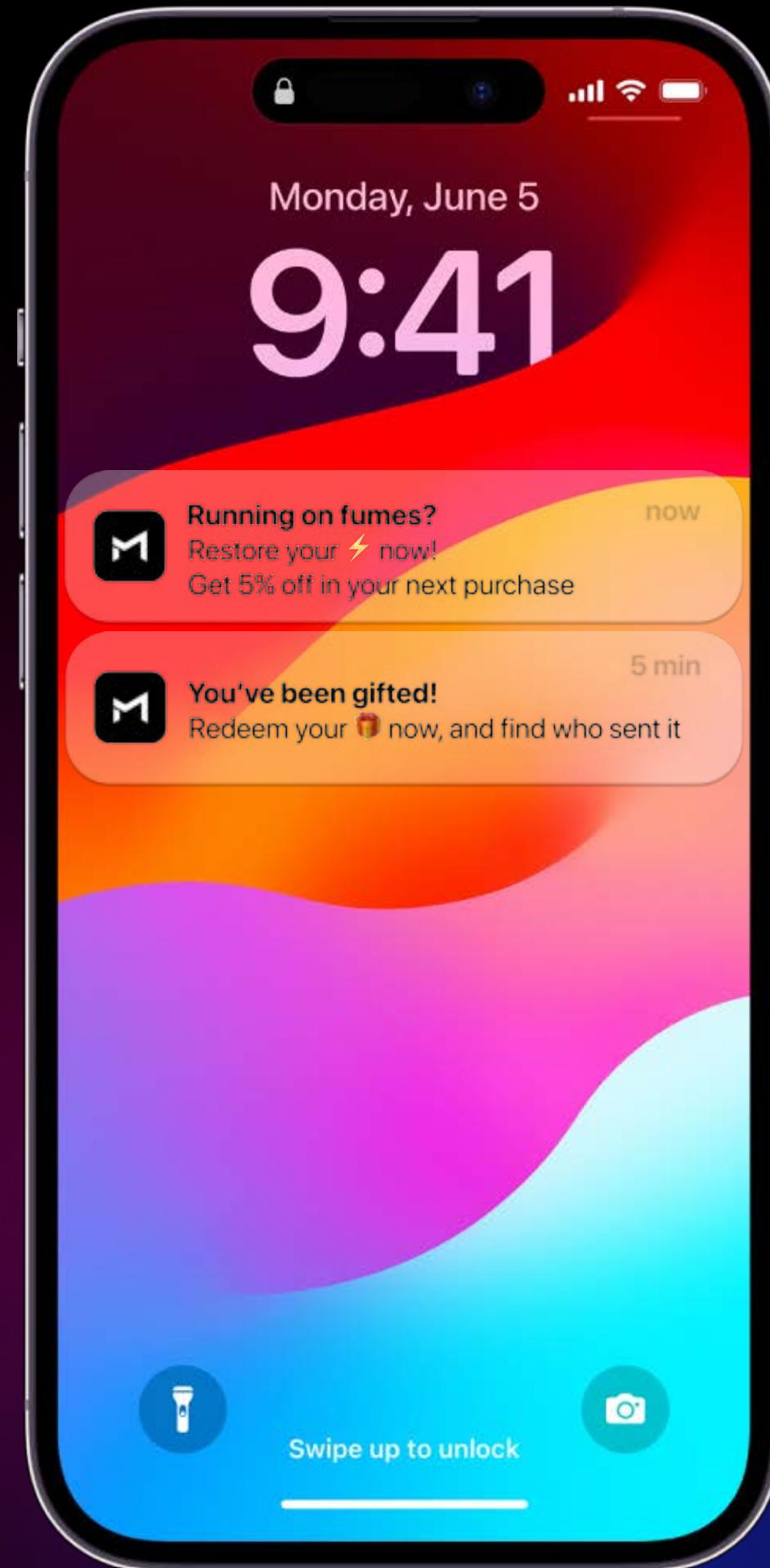
# \$30 Bn

We envision a future where  
**MIGHTY's Zero-Mile** solution could  
expand to other locations such as gyms,  
hospitals, universities, and residencies



# Power of Omnipresence

Right place, right food, at all time



## Pattern Recognition

Data and behaviour analysis guarantee the right items and stock for every occasion

## Breakeven in 1 Month

Tech engineered from 1st principles where +80% of physical needs were offset to software

## Strong LTV/CAC

Physical presence, convenience, and trendiest foods, naturally attract and retains customers

## Engineered for Growth

Easy to source and ship, the MIGHTY Kiosk can go anywhere to be everywhere



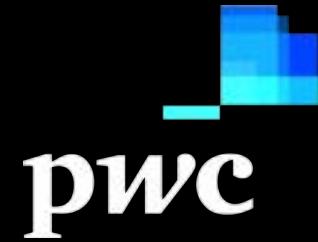
# Traction

Companies, Brands & Customers love MIGHTY

## LOCATIONS



AIRBUS



NTT Data



McKinsey  
& Company

KANTAR



accenture

MEDIABRANDS

Emma<sup>®</sup>  
The Sleep Company

Deloitte.

L'ORÉAL

MINICLIP

## BRANDS



fritz-kola<sup>®</sup>

go natural

NATRULY.



NOCCO

## CUSTOMERS

Active Kiosks: 22

MAU: +1.000

Retention: +34%\*

GMV: 11K€

CMGR: +10%

CAC: <0.1€

LTV: +25€

So far, our traction has been  
**PURELY ORGANIC**. The concept works.  
Breakeven was reached within 1.5 years after launch

# Follow the Playbook

We believe in Crtl+C Crtl+V

## 1. Go with Cool

Find locally trending brands that fit snacks & drinks product assortment

## 2. Meal deals

Find locally produced fresh meal that last at least 1 week at 4°C

## 3. The Operator

Select a local vending operator to outsource kiosk deployment and restocking

## 4. Fridge Manufacturer

Find fridge manufacturer that can easily ship units to new city

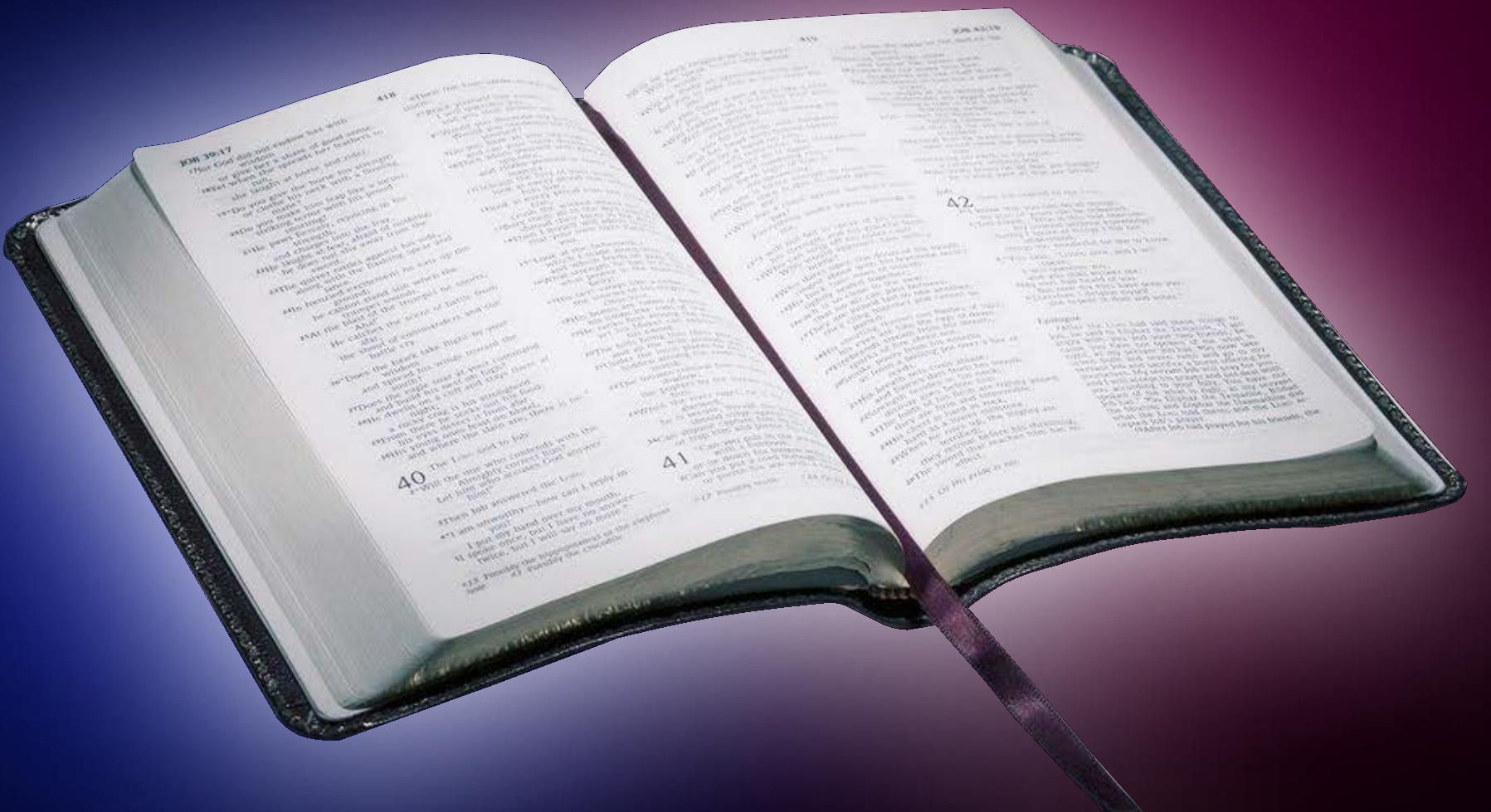
## 5. Ship the Brain

Get our manufacturer to ship MIGHTY's hardware to refit incoming fridge units

## 6. Client Domino

Leverage clients from previous geographies to champion us to their local counterparts

**THE PLAYBOOK** is adapted to local competitive landscape and culture, accumulating key insights for posterior higher execution efficiency



# Competitive Advantage

They won't know what hit them

## Free for Companies

Our unit economics (proprietary affordable asset, lean operations, and food outsourcing) enable us to provide our service for free, reducing sales cycles

## Exclusivity Deals

Trendy F&B brands see MIGHTY as their Zero Mile partner of choice, allowing for exclusivity distribution deals



## A Bet on LTV

Affordable products, cash back rates, reward programs, and gamification make repetitive usage a breeze, leading to LTVs never seen before in the industry

## Network Effects

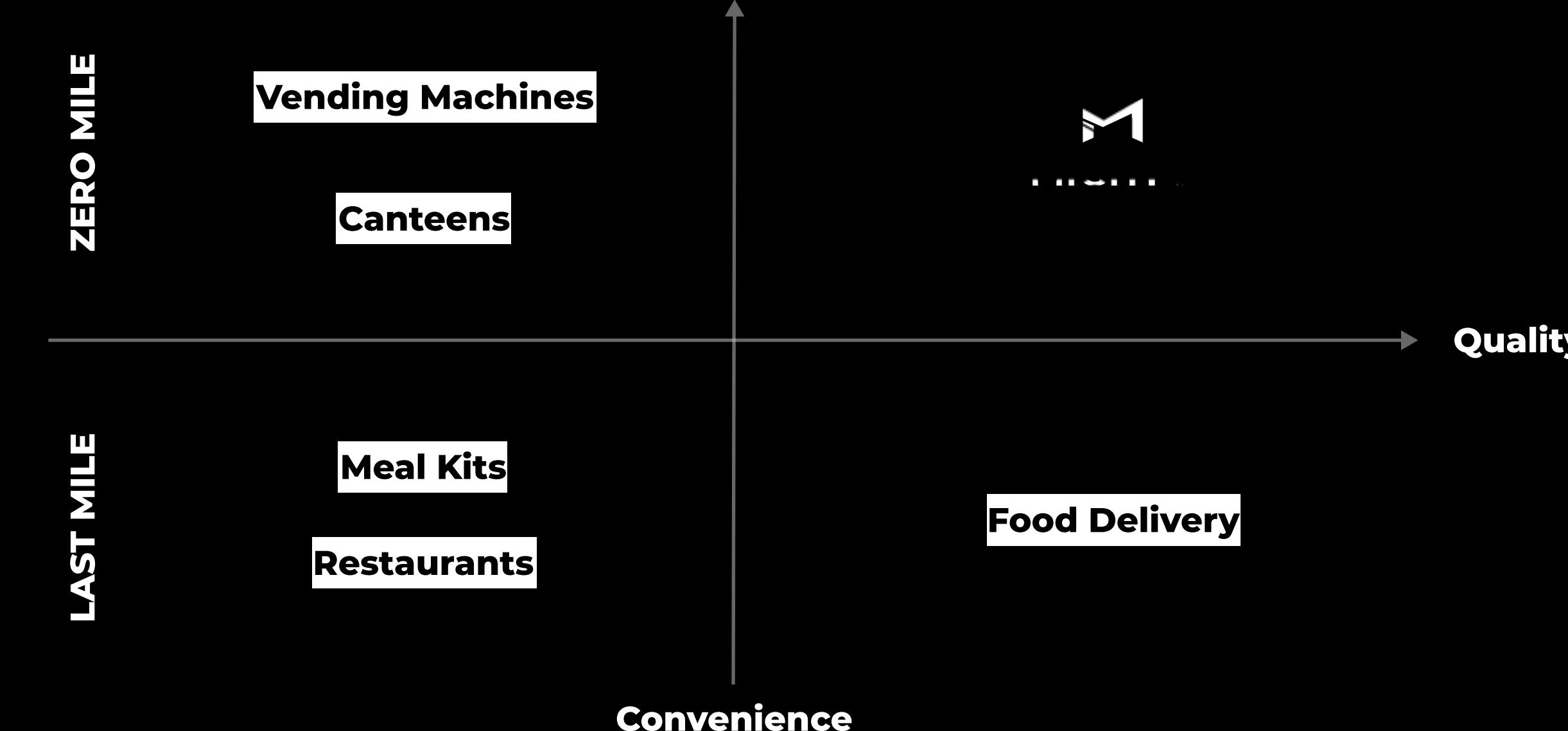
As more users and corporates get into the MIGHTY ecosystem and interact with each other, the higher the switching costs and desire for MIGHTY

## Physical Presence

Our kiosk presence significantly reduces CAC, increases habit formation, while having a deterring effect on potential direct competitors

## Data

Our app learns about customer behaviour predicting consumption, collecting feedback, optimizing touch points timing, content, and personalization



# Revenue Model

Like Food Delivery but more cost efficient

## LOCATIONS

**FREE**

By deploying the MIGHTY Kiosks  
for free we speed up the sales  
cycle and gain a ton of goodwill  
from companies

Optionally, companies can create  
a MIGHTY stipend for employees  
to promote well-being

## CUSTOMERS

**Freemium Model**

**Subscription**

Top Up/Cash back Bonus

Exclusive Items

Merchandising

## SUPPLIERS

35-40% commission per sale\*

In-app promotions

Sales Data

## BRANDS

In-app promotions

Acquisition campaigns

# Team

The purpose, the skills and the track record



**Rob Fitzpatrick**  
Advisor  
Serial entrepreneur,  
Serial Author  
YC Alumni (S07)



**Martim Caldeira**  
co-founder & CEO

DAN THE DISCO VAN    READY2START

exited    failed



**Alexandre Pereira**  
co-founder & CTO

Grumft    BierBoxX    Trigg    HUVVI

on going    exited    exited    exited



**Raúl Fernandes**  
Advisor  
Senior Software Architect,  
Tech Lead at James (acq.  
Google), Serial Builder

# Roadmap

Spain, UK, and then the WORLD

## Outsourcing Hardware

Develop a proprietary PCB and have manufacturing and assembly outsourced while keeping the cost per hardware unit below 300€

## Expand Team

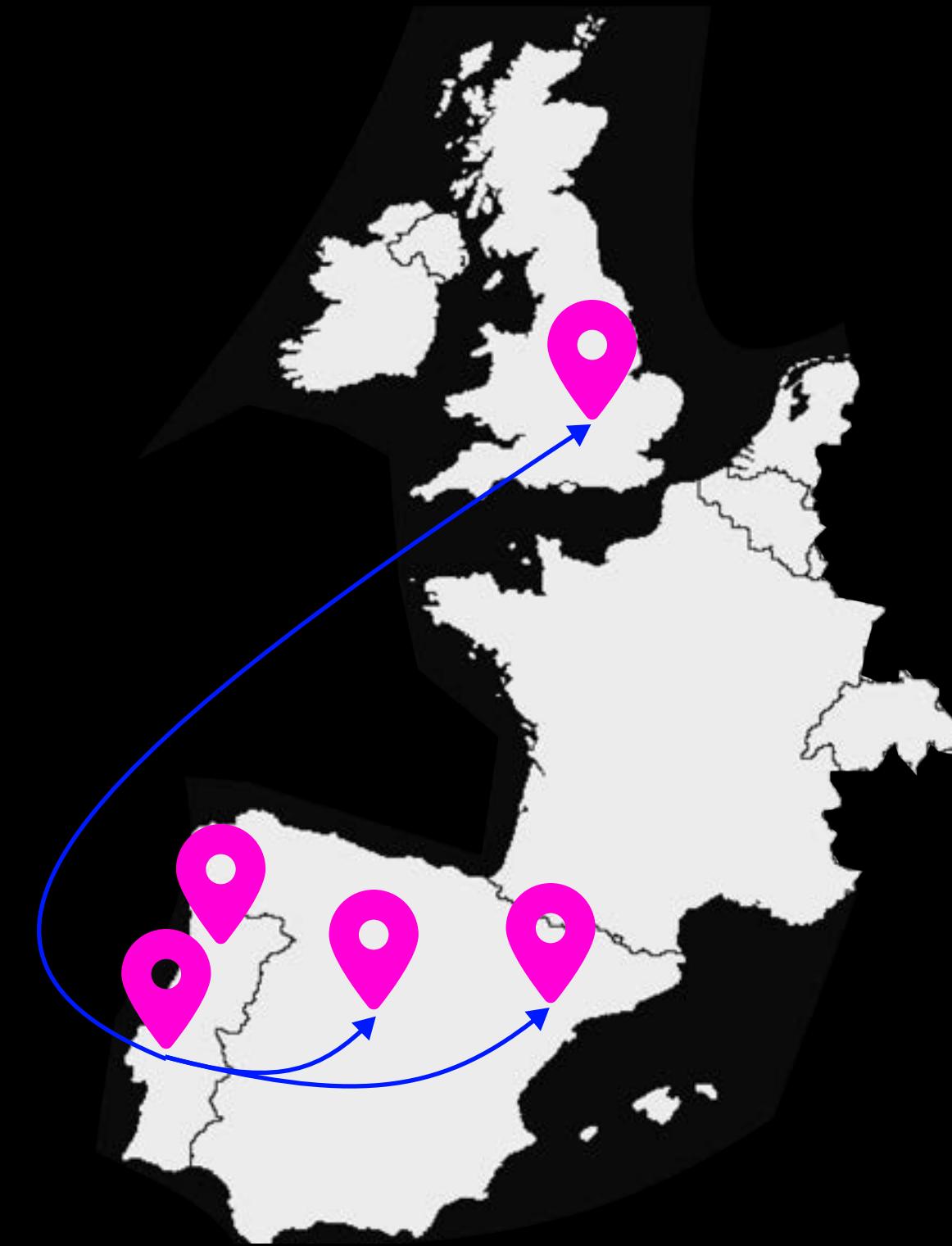
Finding Country Managers for Spain and the UK, and hiring additional developers to speed up feature output

## AI Operating System

Develop predictive features into our back office to increase inventory efficiency and into our app for tailored user experiences

## Create a Community

Attract users sharing the purpose of becoming the best version of themselves. Engaging events and activities to draw our users closer to us and to each other



**LET'S MAKE ZERO-MILE THE  
FUTURE OF QUALITY NUTRITION**



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# MIGHTY

hello@trymighty.com