

Plantdoh

So fresh, we froze it

Millennials interested in health and fitness, plant-based lifestyles, lifestyle changes, & those with allergies struggle to find ‘worthy’ alternatives for their favorite foods that are convenient, clean label, and taste good



Plantdoh will start with guilt-free desserts - Ice Cream Sandwiches - a growing yet underdeveloped market where we can captivate customers and build loyalty

39% of consumers surveyed are eating better-for-you desserts, 46% favor desserts that align in some way with childhood desserts, 25% are eating new, innovative ice cream flavors more often, and 22% are eating indulgent desserts more often

Ice cream is a fragmented market, with no winner. With health, environmentalism, allergies, and plant-based preferences driving growth, options are lacking.



Competition

Big Names



Very Small Names



Existing brands aren't doing the job

- Boring flavors, low innovation
- Lack of vegan and gluten free options
- Lack of Paleo options
- Refined sugars
- Artificial sweeteners and ingredients
- Upwards of 45g sugar in a sandwich
- Antiquated look and taste
- Focus on dying fads – low fat, low calorie
- Lack of focus on natural, despite broader food trends



The Numbers are Powerful

Non-dairy, artisanal, & impulse are driving frozen dessert segment growth

The millennial demographic's \$200 billion spending power is fueling the global growth of the vegan ice cream industry—which is predicted to reach \$2.45 billion by 2027

Increased desire for premium: natural and authentic 45% willing to pay up for natural

Permissible Indulgence - it's ice cream, it should be a treat, but it should also be healthy-ish. 39% of consumers are eating indulgent food 2-3 times weekly, and 30% are doing this 4-6 times

Embracing fat – the avoidance of fat has fallen by nearly 20% in the past 5 years

The global ice cream industry is projected to have a global CAGR of +4% and annual sales climbing to \$80 to \$89b in the next 5-7 years. The global vegan ice cream market is at 9% CAGR from 2018-2022

The expanding global vegan population is a major factor driving the market's growth: over the last decade, the number of people opting for vegan diets has increased by about 300%

Snackification of ice cream as on-the-go staple i.e. ice cream sandwiches for busy lifestyles and convenience, as well as enforced portion control, impulse purchases, and novelty

New flavors, healthier formulations, free-from, and alt sugars



Plantdoh's mission
is to create fun,
guilt-free, natural,
& plant forward
alternatives that
will become
preferences across
the staples we can't
let go of

The Underlying Magic

A trustworthy brand and platform focused on transparency and education

63% of millennials do not trust brand claims.

100% naturally sweet and plant-based

Paleo-friendly

No nutrition-label-shock

Indulgent taste and flavors

Added fruits and veg elevates frozen desserts to healthy indulgence: strawberry beet, etc.

Functional Ingredients, branded for purpose, like maca, turmeric, CBD, and spirulina

Less is more, clean label brand

Fun flavors



Example

Five Spice Maca Ginger Cookie

Nutrition Facts	
Serving Size: (0.0g)	
Servings Per Container: 16	
Amount Per Serving	
Calories 110	Calories from Fat 70
% Daily Value*	
Total Fat 8g	12%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 9g	3%
Dietary Fiber 2g	8%
Sugars 6g	
Protein 4g	
Vitamin A 0%	• Vitamin C 0%
Calcium 4%	• Iron 4%
* Percent Daily Values are based on a 2,000 calorie diet.	

Plantdoh won't be defined by caloric parameters, but will aim for <500 calories in a sammy and <20-22 grams of all natural sugar



Why Sandwiches?

Loved by multiple demographics

Can experiment with more vegetable-focused ice creams, given the support of cookies

Different, fun, stands out on the shelf

Limited options today

Nostalgic

Convenient, on-the-go, making ice cream snackable

Tastes better than plain ice cream

Single-serve mentality unlocks more first purchases

Texturally and flavor-wise, a special treat



AESTHETIC

Minimalist and Clean
RXBar, Soylent

Ultra Modern

Feminine

Neutral tones, colors used to define
and indicate flavors



The Hungry Consumer

Millennials, women skewed, busy lifestyles
healthy moms
athletes and models
Prioritizes clean label

focus on health and fitness
high 5 or 6 figure income
trend setters and followers
Disposable income spent on wellness,
tries new products
Seeks brand transparency

wants guilt-free indulgence
wants a 'bridge' between meals
knowledgeable about super foods

finds new products at premium stores, on
social media, and through health and
wellness influencers

88% of US millennials look for 'natural', and a majority will pay premium for assumed health benefits and aspirational eating

Business model

Omni channel approach over time

Phase 1: Wholesale retailers, corporate offices, and develop digital brand

Phase 2: Direct to consumer digital brand and robust platform with value add content including education, recipes, events, and an open channel to connect with other customers and provide ideas that enable crowd sourced innovation

Phase 3: Expand to Plantdoh retail, brick and mortar

49% of consumers now shop for CPG online, but +70% of millennial consumers expect to find brands they love in multiple places



Go to Market

Landing page, ads, social media development, and PR to generate buzz and sign ups

Select high profile brand ambassadors

Launch Kickstarter

Raise Angel fund

Launch as a brand and platform

- Digital first – focus on social media, targeted ads, strong subscription content
- Community Marketing – invest in building partners and loyalty by region
- Ice cream cart pop ups at fitness events, city events, and more
- Flavor collaborations with high-loyalty and value aligned brands for cross promotion and faster innovation cycle
- Content, education, and heavy customer engagement
- Brand ambassador program

Distributed through premium retailers, corporate subscriptions, and restaurants

Digitally through Thrive Market, Goldbelly, Amazon

Direct to consumer subscription club for monthly flavors

Event and catering sales

Forecasting (for a nonexistent business)

Year 1

2500 unique customers, 1 region

Unit cost (ingredients/package): \$1.52
Output: 12,000 units
Net Sales: 84,000
Store count: 20
Revenue (5% spoilage): 79,800
COGS: (kitchen for 40 weeks) 5000 +
5000 storage = 10,000
Fixed Costs (brand work, website,
marketing, shows): 5,000
Total Costs: 15,000

Gross Margins: 54,800

Year 2

Expand to corporate sales
Multiregional, 10,000 unique customers
Subscription, direct to consumer

Unit cost (ingredients/package): \$0.95
Output: 125,000 units
Net Sales: 875,000
Store count: 50
Revenue (5% spoilage): 831,250
COGS: 80,000
Fixed Costs: 10,000
Total Costs: 90,000

Gross Margins: 785,000

Year 3

Full Omni channel approach, national
Expanded SKUs and new products

Unit cost (ingredients/package): \$0.80
Output: 500,000 units
Net Sales: 3,5M
Store count: 100
Revenue (5% spoilage): 3,325M
COGS: 200,000
Fixed Costs 12,000
Total Costs: 212,000

Gross Margins: 3,1M

Assumptions:

Unit cost (Y1): \$1.52
Price: \$7.00
No personal salary year 1
Packaging: ePac
Commercial Kitchen: Seattle Commissary Kitchen
Copacking: Snoqualmie Ice Cream, WA
COGS includes ingredients, packaging, processing
Sales estimates based on 5% market share
Year 2 move to a co packer and have distribution trucks

Plantdoh's Future

Adjacent Products

Frozen, fresh cookies meet customers where they are

Waffle ice cream sandwiches
Frozen cookie doh
Eat raw or bake, kid friendly

Ice cream sandwich bites $\frac{1}{2}$ pints - ultimate guilt free bite

Adult and Kid lines
Sophisticated flavors – floral, ethnic, CBD

Kid-friendly flavors – bright colors, fruits, simplicity, smaller units

Customizable ice cream sandwiches

New Categories

Frozen Staples
Waffles and pancakes
Breakfast sandwiches
Burritos
Wraps
Mousses
Breads and biscuits
Muffins

Baking mixes
Plant based cones, sprinkles

Other Growth

Retail scoop shop

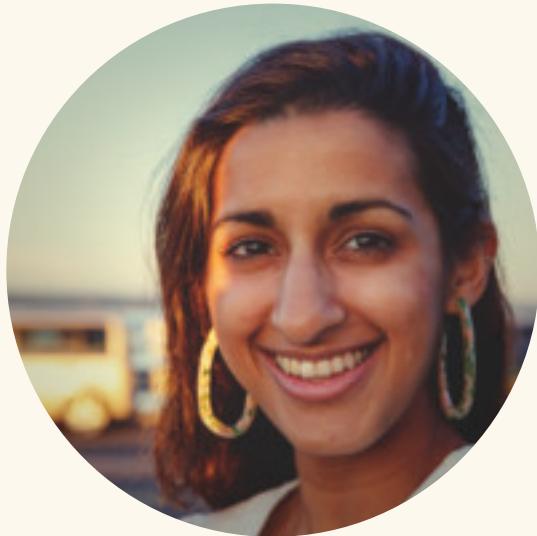
Retail location for all products, community space for meeting and eating plant based

Classes, programming, events

Branded line: scoops, jars, individual ingredients, aprons, cookbooks, etc.

Why Liselle

Naïve enough to try new tactics that the giants don't, and savvy enough to make them happen.



Cornell '15
Techstars Associate
Microsoft Product Management
Microsoft Ventures
Left this, for *this*

Trained in plant-based culinary
CBD product development
Validation through teaching overpriced plant-based cooking classes and selling Plantdoh cookies locally to repeat customers for a year

Ultra-marathoner. I struggle well.