



*Welcome to the revolutionary
transformation of healthy eating.*

PITCH DECK

THE PROBLEM

What do we want to solve?

02.

GOPREP
Your nutrition. On the go.

THE PROBLEM

A.

Eating at home is time-consuming and can be monotonous

B.

Food delivery is expensive and typically unhealthy

C.

Dining out is costly and nutritional content is unclear

D.

Existing meal prep services lack true personalization

THE SOLUTION

How do we want to solve these problems?

04.

GOPREP
Your nutrition. On the go.

THE SOLUTION

*AI-powered algorithm
creates personalized
meal plans*

*App-based platform
for easy ordering
and customization*

*Fresh, tailored meals
delivered to your door*

*Holistic approach:
planning + preparation +
delivery*

*Key Features
Personalized nutrition
based on individual
data*

*Fresh cooking (not
pre-made meals)*

*Adaptable to changing
customer needs*

MARKET OPPORTUNITY

What advantage would we gain?

06.

GOPREP
Your nutrition. On the go.

MARKET OPPORTUNITY

- 1.** *Global meal kit delivery market valued at \$10.26B in 2020*
- 2.** *CAGR of 12.8% expected from 2021-2028*
- 3.** *Growing health consciousness trend*
- 4.** *Rising demand for personalized nutrition solutions*
- 5.** *Concrete market opportunity for Germany*
- 6.** *TAM: €1,174.56 million
SAM: €466.30 million
SOM: €23.32 million*

BUSINESS MODEL

08.

GOPREP
Your nutrition. On the go.

BUSINESS MODEL

TIERED SUBSCRIPTION MODEL

- *Free tier: Basic access*
- *Premium tiers: Faster delivery, more recipes, flexible cancellation*

09.

PERL - MEAL PRICING

- *Dynamic pricing based on ingredients*

TARGET CUSTOMER

10.

GOPREP
Your nutrition. On the go.

TARGET CUSTOMER

PRIMARY

YOUNG PROFESSIONALS

- *Have disposable income*
- *Time-constrained*
- *Health-conscious*

11.



GOPREP
Your nutrition. On the go.

TARGET CUSTOMER

SECONDARY

FITNESS ENTHUSIASTS

- Focused on specific nutritional goals
- Currently meal prepping manually
- Seeking convenience without compromising results



GOPREP
Your nutrition. On the go.

COMPETITORS

13.

GOPREP
Your nutrition. On the go.

COMPETITORS

DIRECT



*A there are no competitors
in the market that do what
we aim to reach*

INDIRECT



prepmymeal

FIT TASTE

Huel®

GOPREP
Your nutrition. On the go.

COMPETITIVE ADVANTAGE

15.

GOPREP
Your nutrition. On the go.

TECHNOLOGICAL INNOVATION

*True personalization through
AI algorithm*

PRODUCT QUALITY

*Fresh cooking
vs. pre-made meals*

INTEGRATED SOLUTION

*Meal planning + preparation
+ delivery*

DATA-DRIVE STRATEGY

*Data-driven approach
to nutrition*

GO-TO-MARKET STRATEGY

17.

GOPREP
Your nutrition. On the go.

GO-TO-MARKET STRATEGY

TARGETED SOCIAL MEDIA CAMPAIGNS FEATURING

- *Brand ambassadors and user testimonials*
- *High-quality meal content*

**DIRECT CUSTOMER
ACQUISITION THROUGH
PERSONA OUTREACH**

GO-TO-MARKET STRATEGY

KEY PARTNERSHIPS

VYTAL - SUSTAINABLE PACKAGING SOLUTION

- Eco-friendly, reusable containers
- Reduces environmental impact

Vytal

19.

DELIVERY APPS

- Outsourced last-mile delivery
- Increased operational efficiency

Wolt



GO-TO-MARKET STRATEGY

**SCALABLE MODEL BASED
ON FRANCHIES FOR
NATIONAL/INTERNATIONAL
GROWTH**

**PHASED EXPANSION
TO OTHER MAJOR
GERMAN CITIES**

**SCALABLE MODEL FOR
NATIONAL GROWTH**

ROADMAP

Launch Phase

21.

GOPREP
Your nutrition. On the go.

EXPANSION PLAN

- *Beta testing with initial customer group*
- *App development and AI/algorithm refinement*
- *Establish kitchen operations in Frankfurt*
- *Negotiate delivery and packaging partnerships*

GROWTH PHASE

- *Expand customer base through referral program*
- *Iterate on menu based on customer feedback*
- *Develop corporate wellness programs*
- *Prepare for expansion to new cities*

23.

A woman with long dark hair tied back with a polka-dot headband is shown from the chest up. She is wearing a white lace-trimmed top. Her eyes are closed, and she has a joyful expression with her mouth slightly open. Her arms are raised above her head, palms facing upwards. The background is a soft-focus outdoor scene with trees and a clear sky.

GOPREP is revolutionizing the healthy eating market with advanced technology that personalizes and delivers nutritious meals to users' doorsteps. With a scalable model and a solid growth plan, the startup is positioned to lead in a booming industry.

Now is the ideal time to invest and be part of this growing success.

GOPREP
Your nutrition. On the go.

A photograph of a man with dark hair and a beard, wearing a light blue button-down shirt, smiling while holding a clear plastic meal prep container filled with salad. He is seated at a table with a laptop and a glass of orange juice. The background is blurred.

GOPREP

Your nutrition. On the go.



JOAQUÍN DURÁN

Founder

*Business Administration
graduate with experience in
Finance M&A in Frankfurt a.M.*