

plated

September 2013



NO TIME TO SHOP AND COOK



MEANS MISSING OUT ON THE GOOD STUFF



SO WE SETTLE FOR EXPENSIVE CRAP



PLATED: RECONNECT WITH YOUR KITCHEN



At Plated, we are on a mission to make it easier to eat better in a modern lifestyle by making cooking easy and fun

THE PLATED EXPERIENCE



Get Inspired

5 new chef-designed
recipes are available each
Monday at noon

Cook Like A Pro

We deliver fresh quality
ingredients and step-by-step
recipes so you feel
confident in the kitchen

Enjoy!

Dig into your creation and
feel good about eating
your home-cooked meal

OUR MANIFESTO



We are committed to providing delicious & convenient meals with a whole lot of honesty

Recognize it, Chop it, Cook it, Serve it

Honesty means knowing exactly what is going into our meals by seeing, feeling, holding, naming, chopping and cooking raw ingredients. We avoid processed foods, especially ones that rhyme with butylated hydroxyanisole, because we prefer our mashed potatoes without a heaping tablespoon of carcinogens.

Take Pride in Your Choices

Honesty means we source local and seasonal produce whenever possible. When it is not practical, we have a strict focus on quality, always asking “Is this nomnom-worthy?” and making sure to donate all leftovers to socially responsible charities.

Honesty means we source our meats from local purveyors that are committed to responsibly raising livestock without the use of hormones. We prefer our animals au naturel and only work with businesses that share our vision of what constitutes fresh and sustainable.

Honesty means working with responsible companies like Sea to Table to make sure that most of our fish is wild-caught. We love knowing exactly which boat threw out a line to catch our cod fillets.

Real Food, Real Quality

Our philosophy on food is that it should be really fresh and really real. We want to reconnect people with their ingredients - from farm to dinner table. We can't wait to cook with you!

PLATED SITS AT THE INTERSECTION OF FOUR MAJOR TRENDS



Reduced
psychological
hurdles to buying
online

Celebrity chef
obsessed
mainstream
culture



Desire for
transparency in
food and
ingredients

Proliferation of the
visual web

WE ARE BUILDING A PLATFORM AND NEW DISTRIBUTION CHANNEL



Platform for Chefs, Food Brands and Content Creators
to deeply engage with consumers

Distribution Channel for CPG and food companies to
trial products with highly targeted consumers

Gathering large data set on user taste preferences

FOOD CULTURE TODAY



- » New emphasis on the role of food on our health and wellness
- » Desire for transparency and better understanding of where our food comes from
- » Need for convenience AND health



OUR CUSTOMER



Each month, Plated customers **order an average of 9 meals** and spend **four hours** engaging with our brand in their kitchens.

Plated customers place a premium on quality and convenience.

Customer Demographics:

- » 70% aged 25 - 45
- » 30% have children
- » 66% female
- » 72% college degree or higher
- » 80% income of \$75K+

Plated makes my life much less stressful; As a working mother, Plated takes that stress out of my life so I can focus on enjoying food and meal times.

With Plated, we get to 'go out' for dinner 2-3 nights each week, eat varied meals and I can find my zen in the kitchen again!

COMMUNITY ENGAGEMENT



Plated makes peoples' lives simpler, healthier and tastier – our online community regularly shares stories and pictures around those experiences.

Offline, members spend **four hours per month** engaged with our product



2,700+ followers
(Growing ~12% weekly)



1,600+ followers
(Growing ~11% weekly)



2,400+ followers
(Growing ~20% weekly)



48,400+ followers
(Growing ~36% weekly)



BRANDS WANT TO GET INVOLVED



Content co-creation

Engage your audience with mouth-watering content developed with the Plated team



Experiential branding

Take your marketing to the next level as Plated customers cook with your brand



Digital cross promotion

Share your message with Plated's highly engaged fans and subscribers



In-box access

Get your product in the hands of Plated's influential customers

SELECT PARTNERS AND PRESS



Partners



In-box placement & social media campaign



Membership promotion



Recipe collaboration



Gift with purchase campaign

REFINERY29

Forbes

AngelList



TechCrunch

Press

The New York Times



THE OPPORTUNITY



<1% Online Penetration in a **\$1 TRILLION** Annual Non-Restaurant Food Market in the US

Kroger FY 2012: **96B Revenue**

Safeway FY 2012: **44B Revenue**

Whole Foods FY 2012: **11.6B Revenue**

Plated Margins **multiples higher** than traditional grocery

NO SPOILAGE + NO OVERHEAD = MARGINS

A collage of images showing various parts of a grocery store. At the top left is a "Fresh Produce" sign. Below it is a produce section with various fruits and vegetables. To the right is a meat counter with a display case. Further right is a checkout area with yellow counters and bags. A sign for "Meat Case" is visible in the background.

Offline Grocers lose up to 50% of
Perishables to spoilage

We carry no inventory.

No expensive retail presence.

Just-in-time ordering.

MARGINS APPROACH 50% in 12-18 MONTHS



Product	Now	With Scale / Automation	Context
Current Product	20%	35%	Basic discounts on packaging and shipping with modest scale. Current focus on quality, not efficiency – labor costs come down significantly.
Retail Offering	35%	45%	In late stage discussions on retail distribution
Plated @ Work	40%	50%	In-Office delivery, subsidized by HR in some cases
On-Demand	20%	35%	Packaging cost primary driver

- Barely scratching the surface of CPG and content opportunities
- Product unsells (wine pairings, kitchen tools) very high

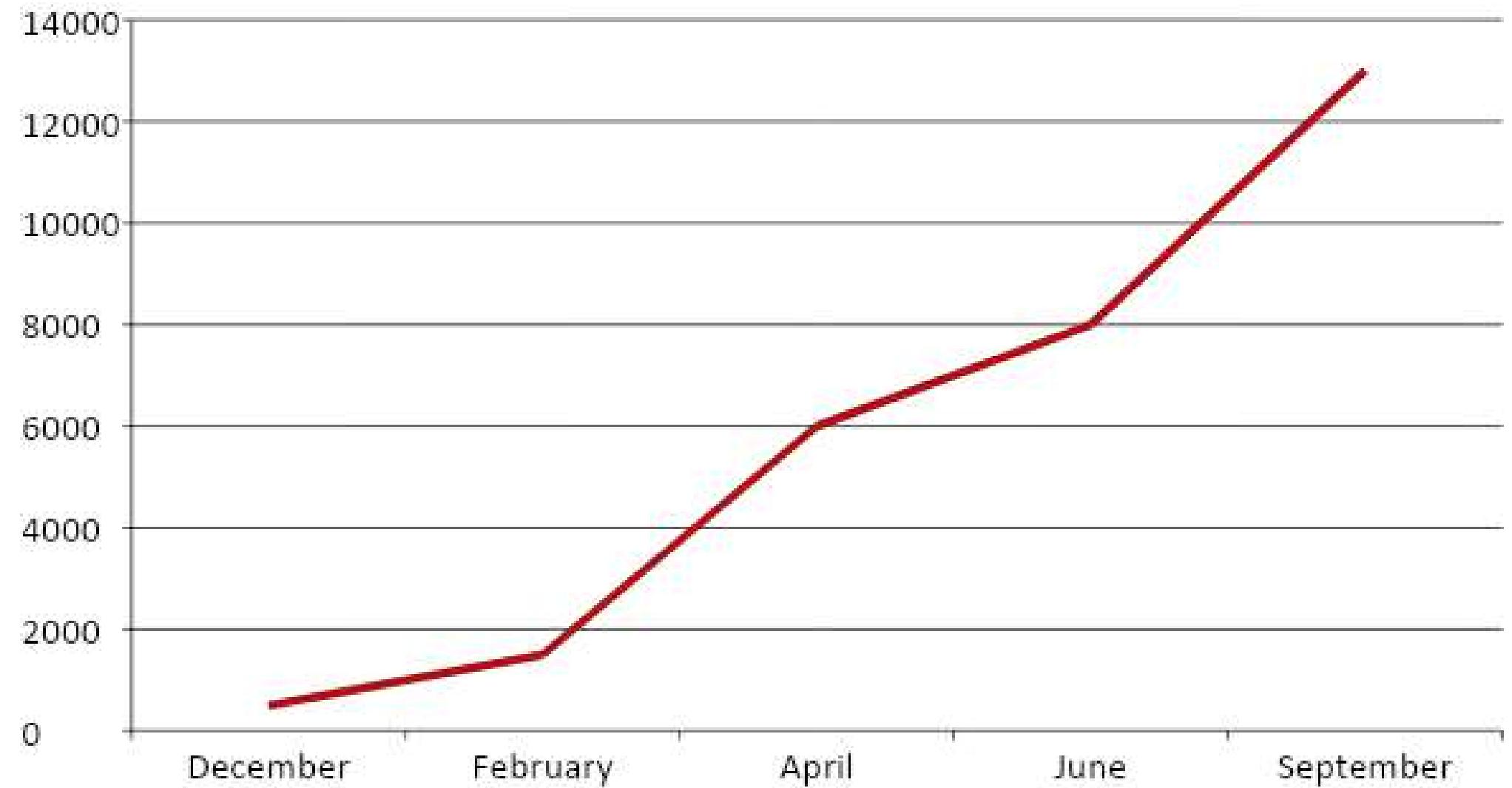
COMPETITION



Flexibility and Brand are Key Differentiators

- A majority of our customers order a product **no competitor sells**
- Our operations are built around **flexibility** – choice of meals, smaller order minimums
 - Without this, valuable food preference data is not available
 - Powers CPG opportunities
 - Powers On-Demand Delivery (launching Q1 2014)
 - Powers platform opportunity with chefs / brands
- Significant % of Members take Annual Membership offer. Highly un-optimized now, and already producing **meaningful customer lockup**
- Building IP around demand forecasting now

RESULTS ARE PROVING THE CONCEPT



90+% NATIONWIDE COVERAGE



SF

CHICAGO

BROOKLYN

3 warehouses opened
In less than 10 months

COMPANY HISTORY



November
Official launch

April
Seed round
raised

February
First feature in The
New York Times

April
Accepted into
TechStars NYC

August
Oakland, CA
warehouse up
and running

Today
95% of US in shipping range
10K+ meals / month shipped

2012

2013

TODAY

August
Brooklyn
warehouse
up and running

March
10K meals
shipped

June
Chicago, IL warehouse up
and running

October 2013
Vegetarian
Menu

TEAM



Nick Taranto

Ops & Biz.
Harvard MBA,
Marine Corps Infantry

Josh Hix

Tech & Analytics
Harvard MBA,
Serial Entrepreneur



Andrew McCollum

Investor & Advisor
Cofounder, Facebook



Alain Bankier

Investor & Advisor
CEO, Manischewitz



\$3mm series seed June 2013

