

PLATEFUL

**We help busy parents ensure their
child eats their greens with no
pushback.**

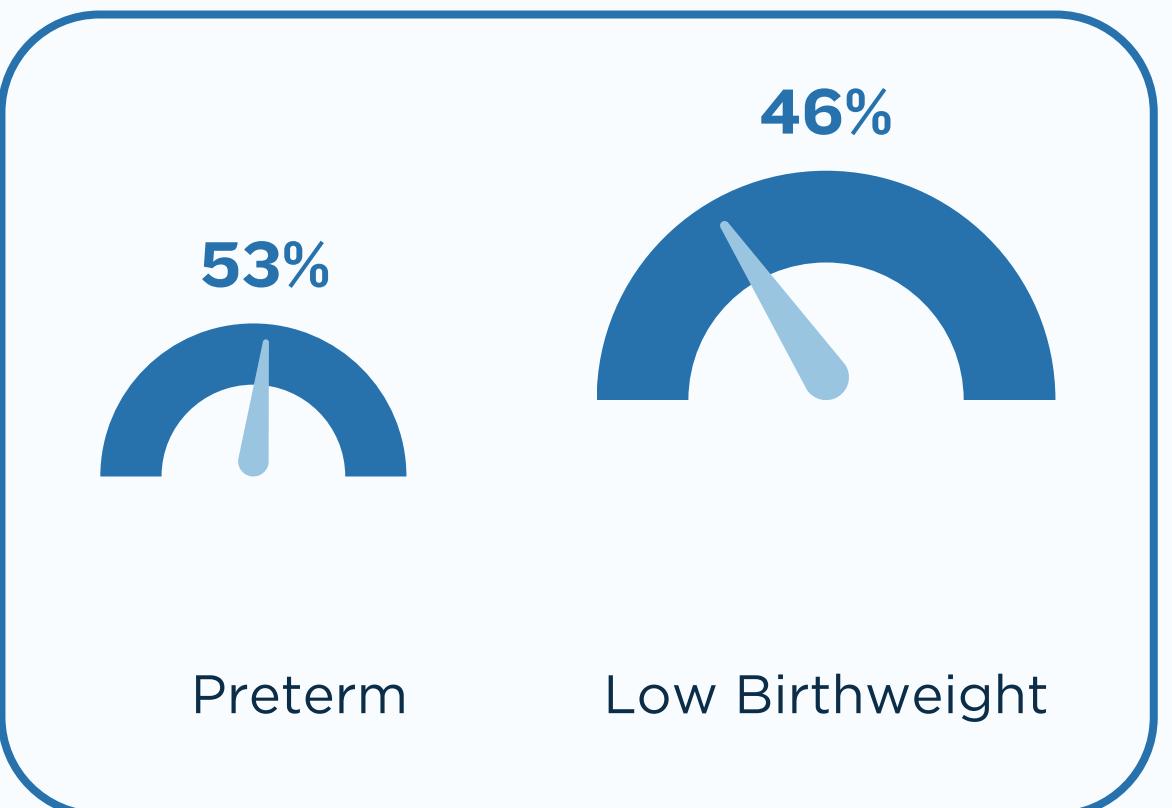


Failing to thrive

NICU Rates: 10% of all births

11%

Global
preterm
birth



Unhealthy pediatric recommendations
exasperated existing problems



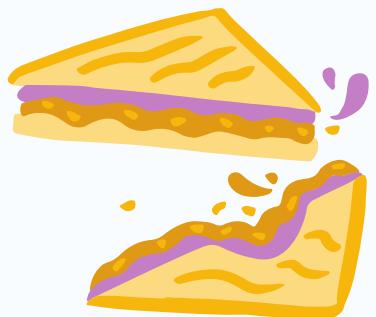
Problem

Getting kids to eat healthy is difficult



\$730B
modifiable health spend

29%
Make 2+ meals



\$240B
US Household food
waste



77%
mealtime stress



50%
Picky eaters

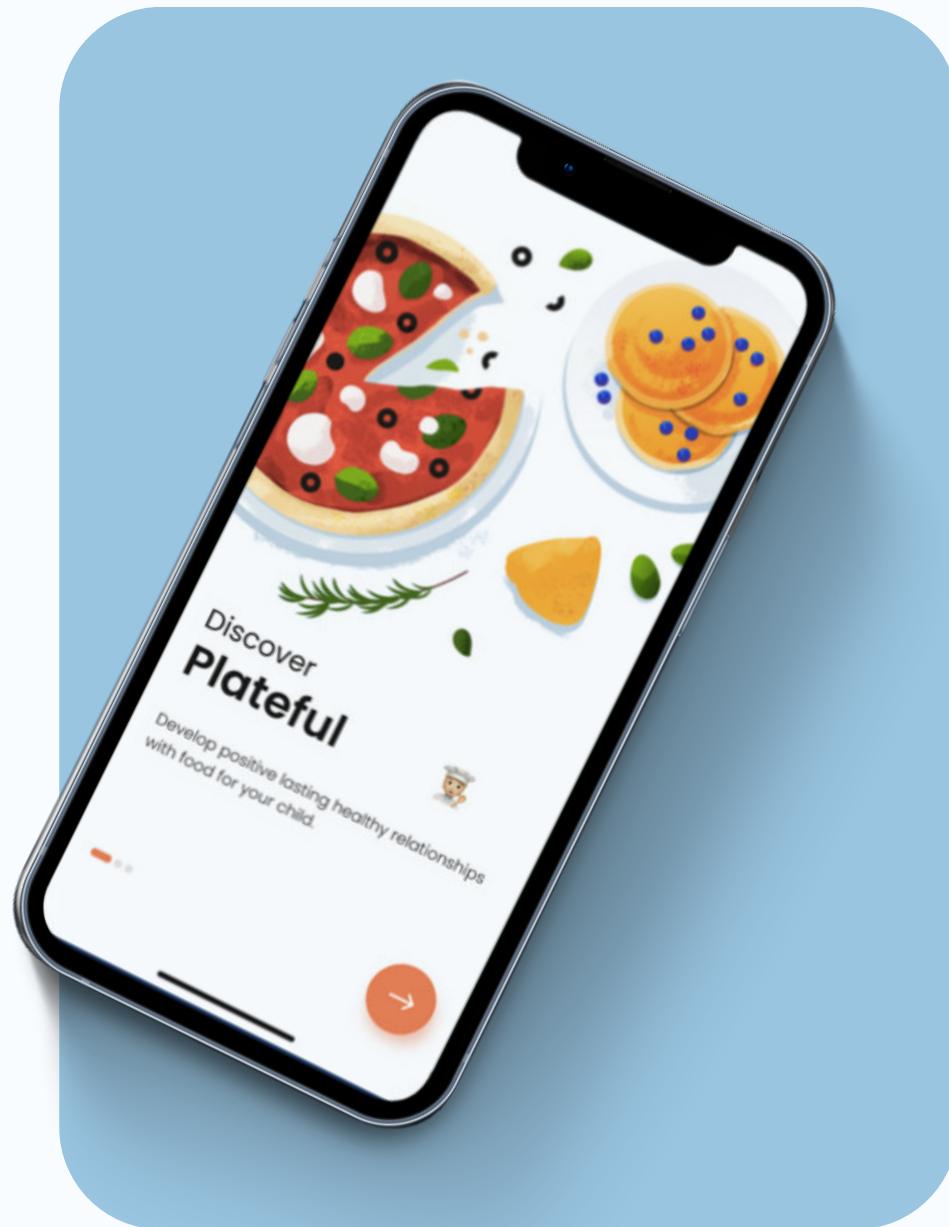


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Gamifying Nutrition

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App



Animated Learning Modules



SMART Food Plate



LED lights, food scales,
computers, bluetooth

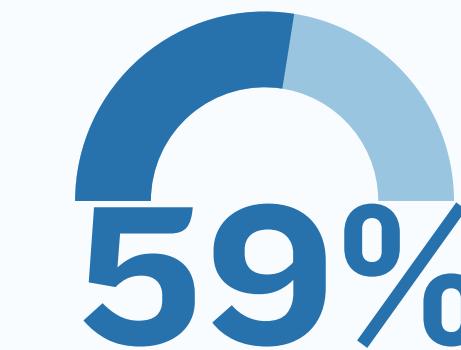
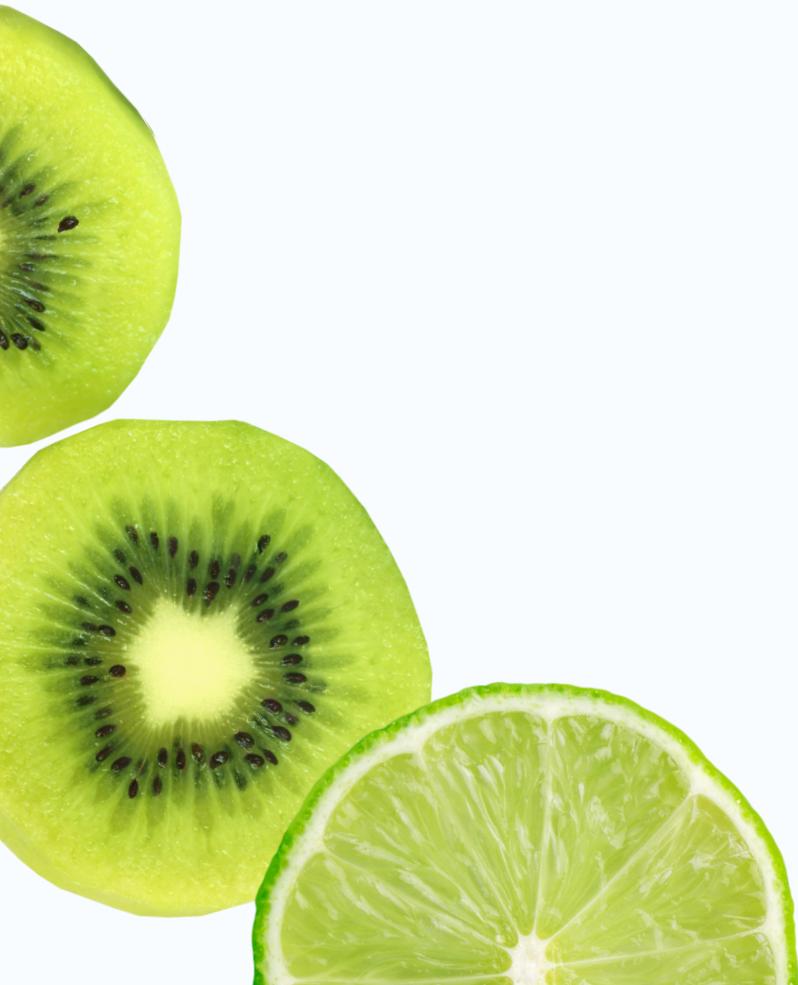
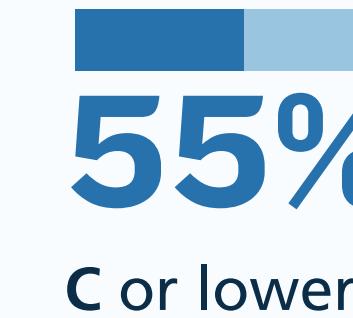
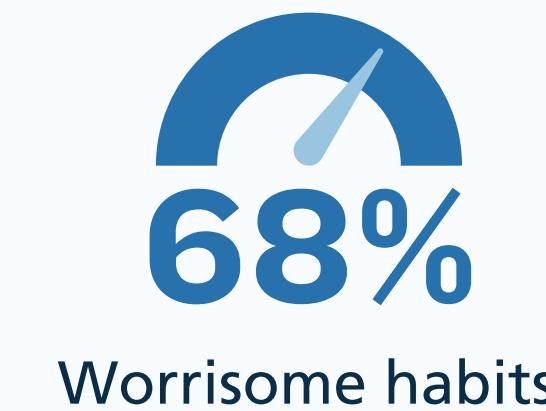
Customer Discovery

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- 2 parental focus groups

- Surveyed 100 people

- Dozens of Jobs to be done interviews



Competition

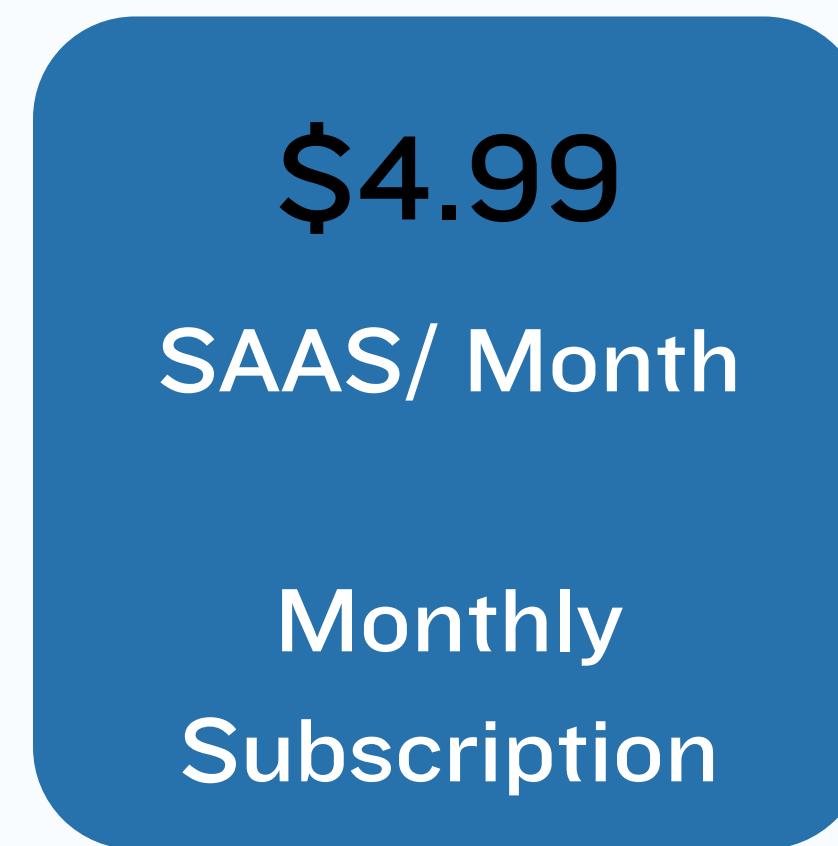
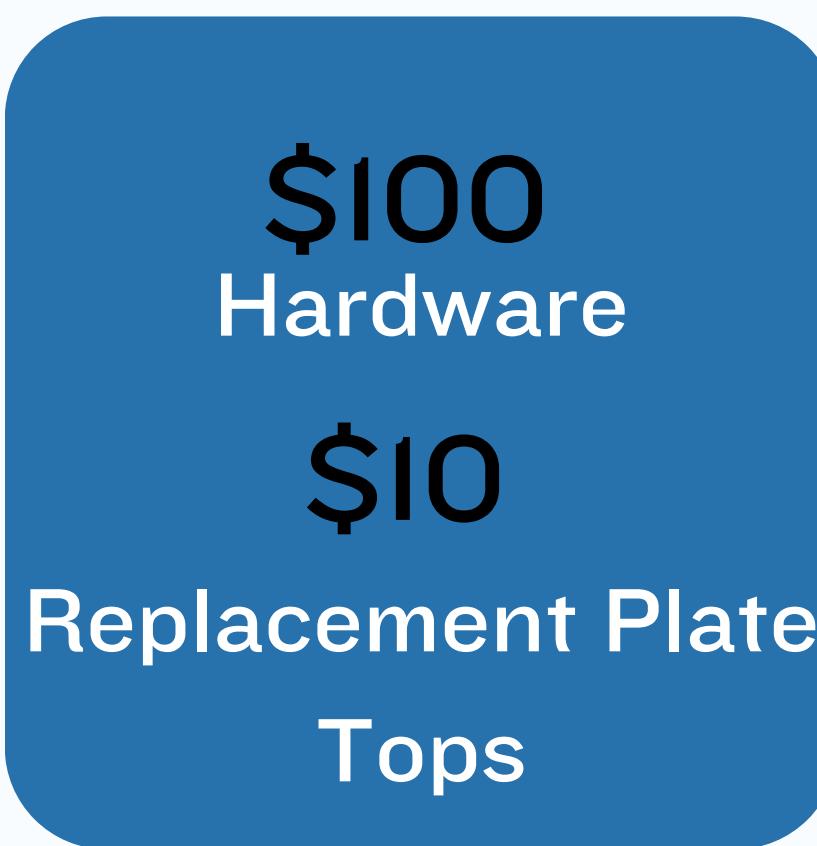
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	PLATEFUL	Myplate.gov	Apps	Meal Kits Nurture life, Little spoon
Age appropriate education and resources that grows with them	✓			
Engaging Content	✓	✓	✓	
Software and Hardware solutions	✓			
AI and ML capabilities to get rich insights on their progress	✓			
Medically proven solutions	✓			

Business Model

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D2C Approach



B2B and B2C Approach

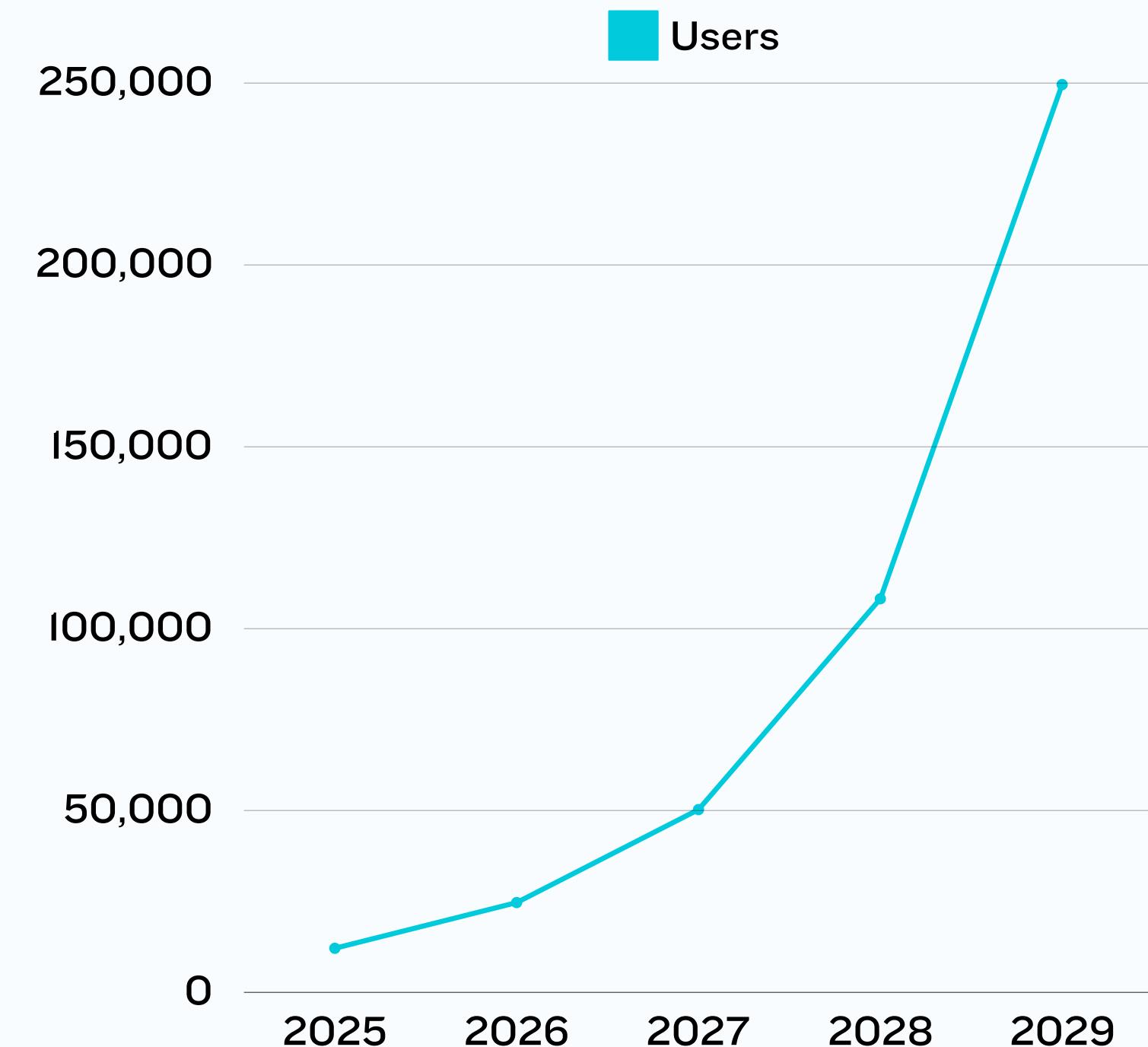
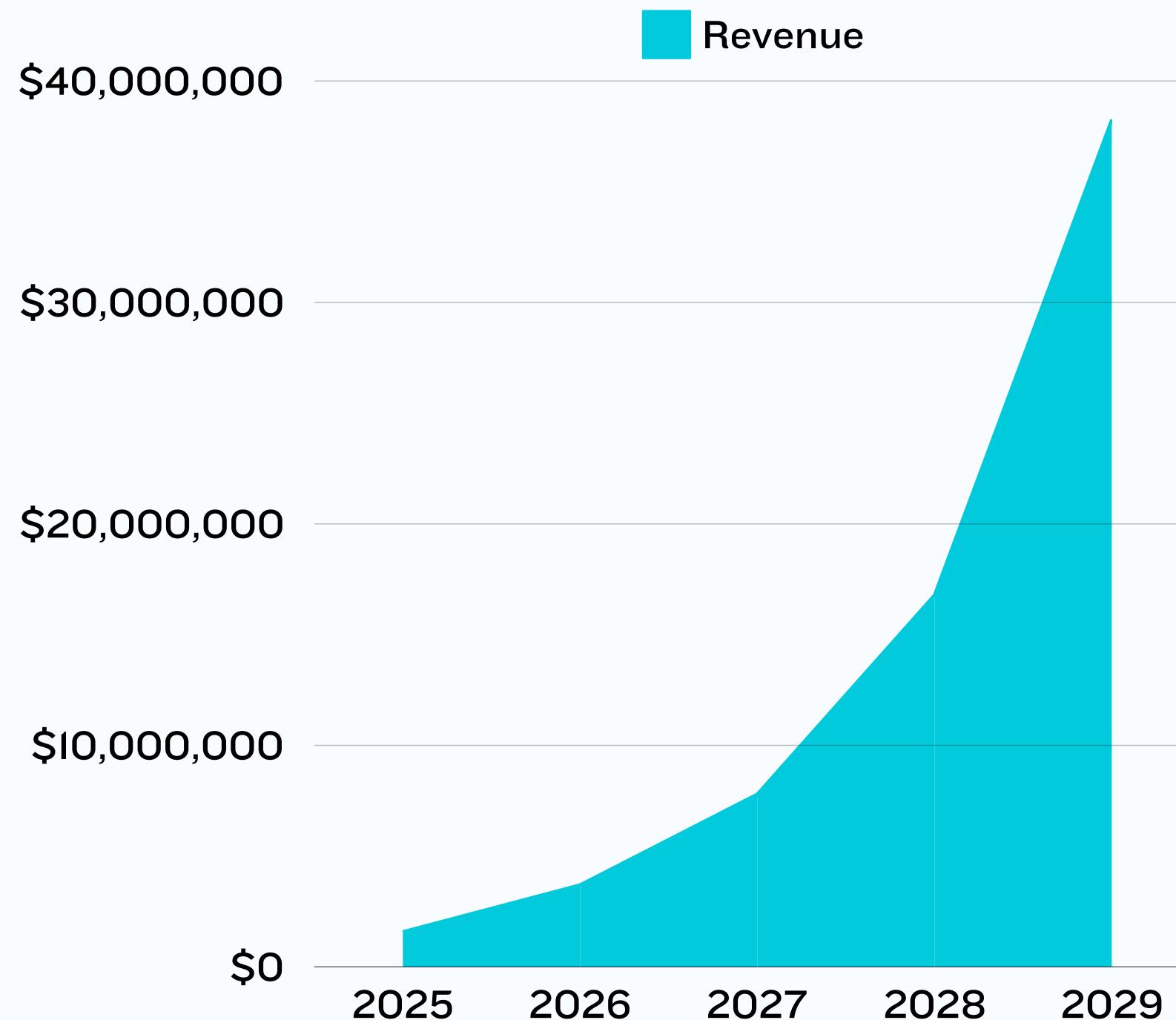


Payer and Hospital



Retail

LTV/Household D2C \$308, 1600 Users to \$500K Net



Go to Market

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Launch Direct to Consumer

- Leverage existing network of mom groups and content subscribers

- Scale affiliate programs with nutrition and new mom groups from regional to national with incoming sales and referral process

- Develop partnerships with NourishED, Robert Wood Johnson Foundation, Children's Aid, American Heart Association, WIC, SNAP



Phase 2 & 3

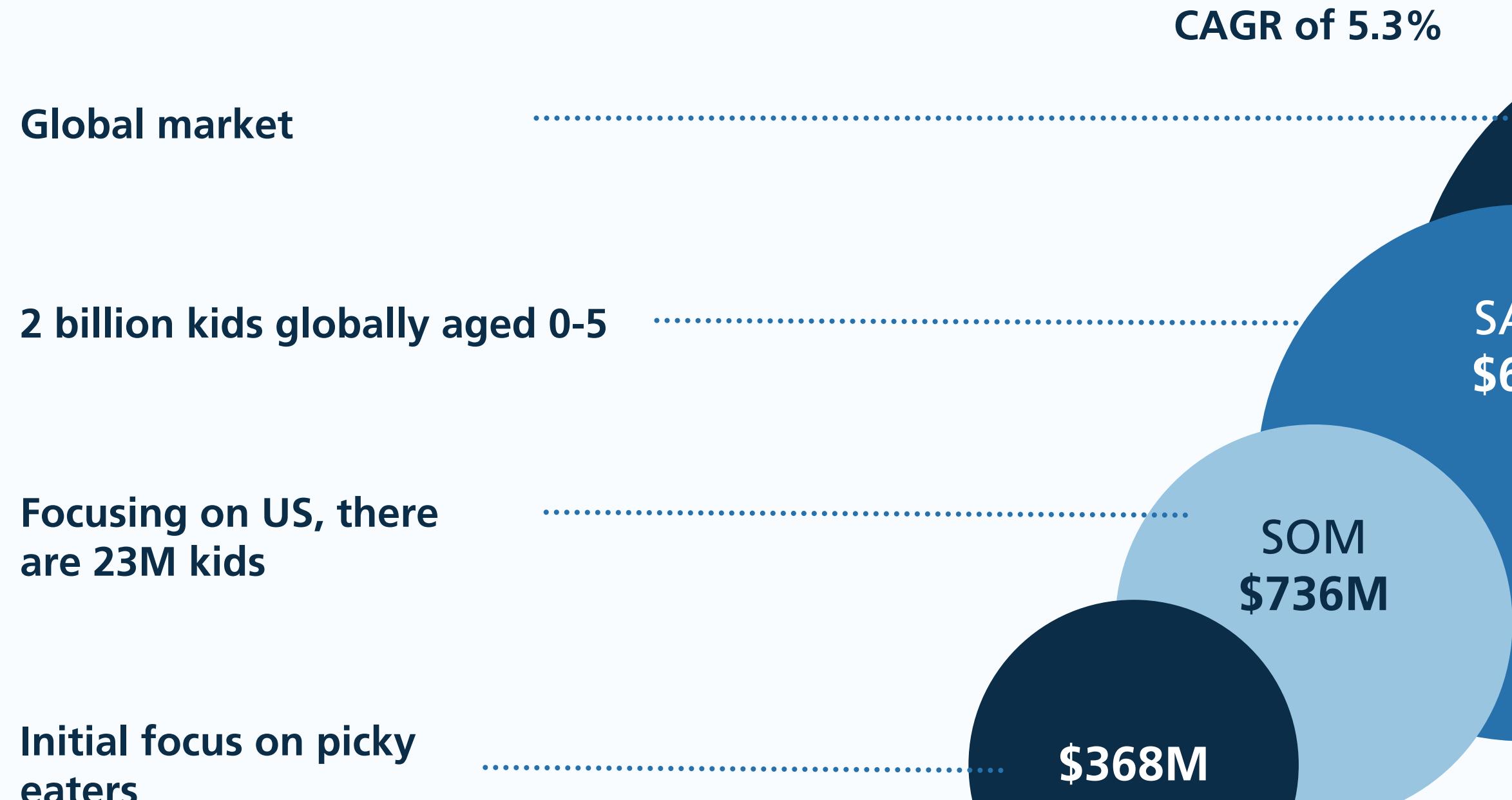
- Leverage our 15 years in the healthcare industry to become approved flexible spending dollars (FSA & HSA)

- Leverage advisory board to help gain entry into retail (previous VP of Sales at OralB with extensive relationships with Walmart and Target)



TAM | SAM | SOM

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\$1.8T Wellness Market Mckinsey & Co

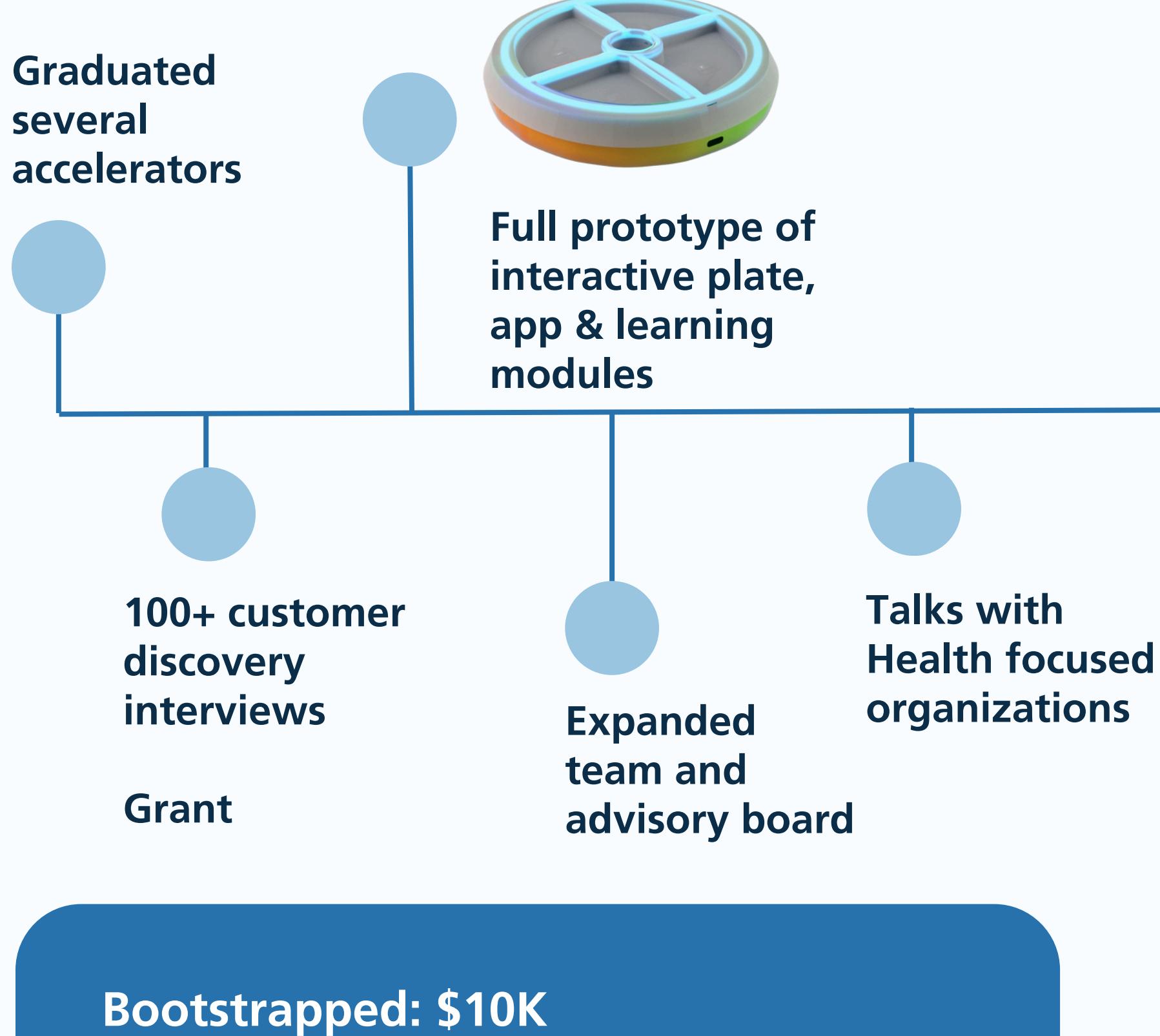


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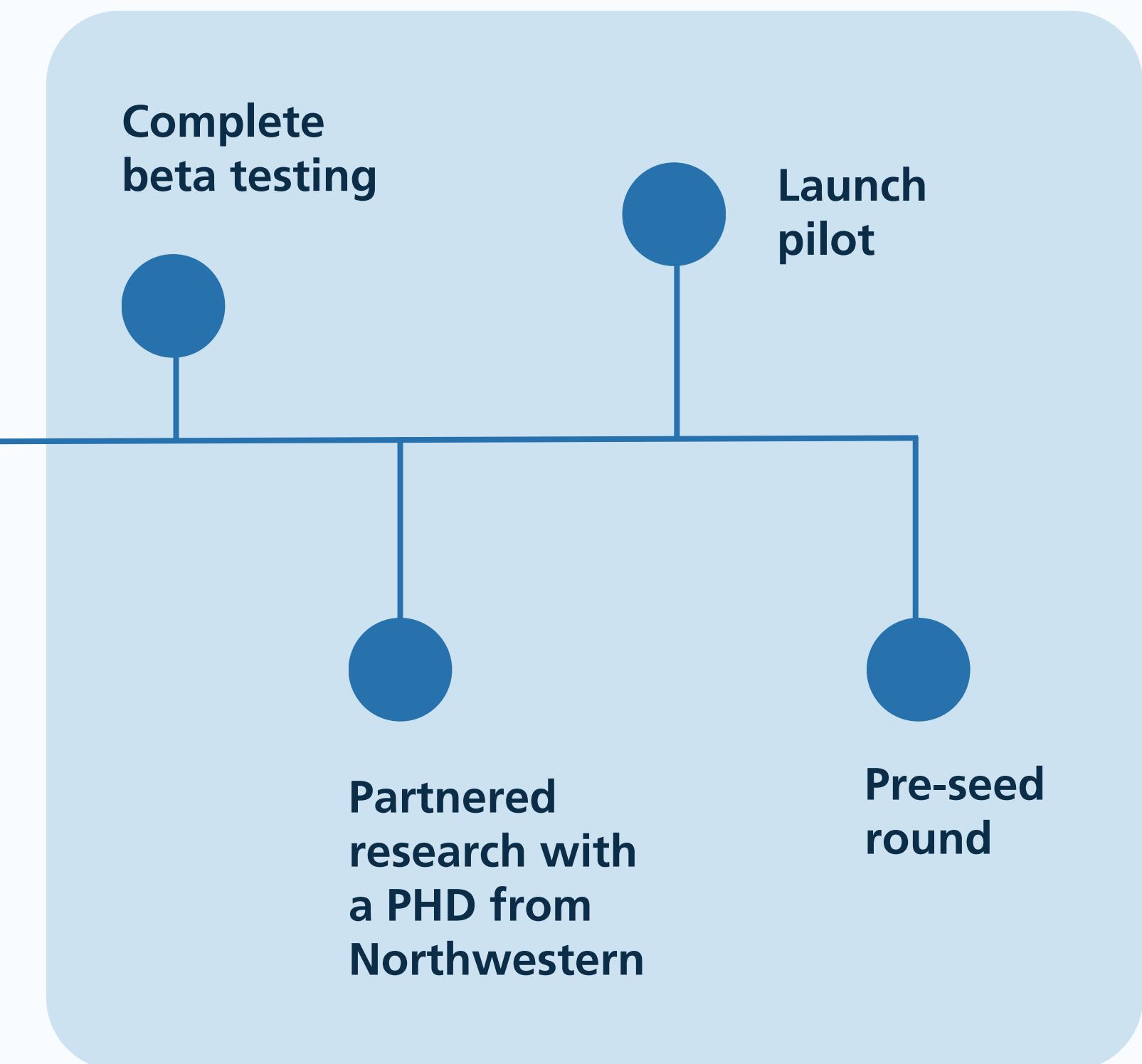
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- Zero hunger
- Good health and well-being
- Quality education
- Reduced Inequalities
- Responsible consumption and production

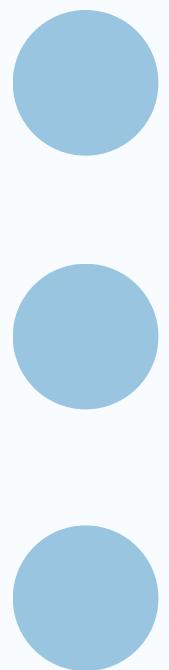


Q3-Q4 2024



\$2,000,000

Pre-Seed Round



Bring products to market

**Pilots with health professionals,
researchers, and parents**

**Increase education offerings,
technology and key hires, IP,
regulatory and legal, inventory**



Team

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Malvina De Salvo
CEO/Founder

- 15 years leadership in healthcare industry
- 10 years experience in value-based care
- 6 years startup experience
- 2X founder



Maha Reyes
CTO

- 18 years leadership in healthcare, technology, supply chain
- 22 years IT experience
- 6 years startup experience
- 2X founder



Derick Jiwan
Advisor

- 20 years mentoring startups
- 23 years experience in Food Tech
- Ph.D. Molecular Plant Sciences
- 13 years startup experience
- Founder



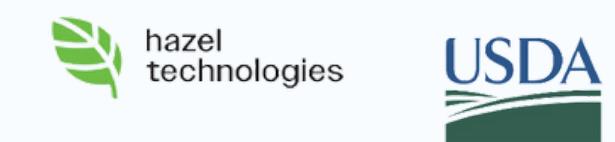
Melanie Mosley
Advisor

- CEO Light Dynamics
- President Chicago STEM Foundation
- President Chicago NSBE
- 23 years startup experience
- Raised \$\$M



Aidan Mouat
Advisor

- CEO Hazel Technologies
- Raised \$\$M
- Ph.D Chemistry
- 10 years startup experience



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pl8ful.com



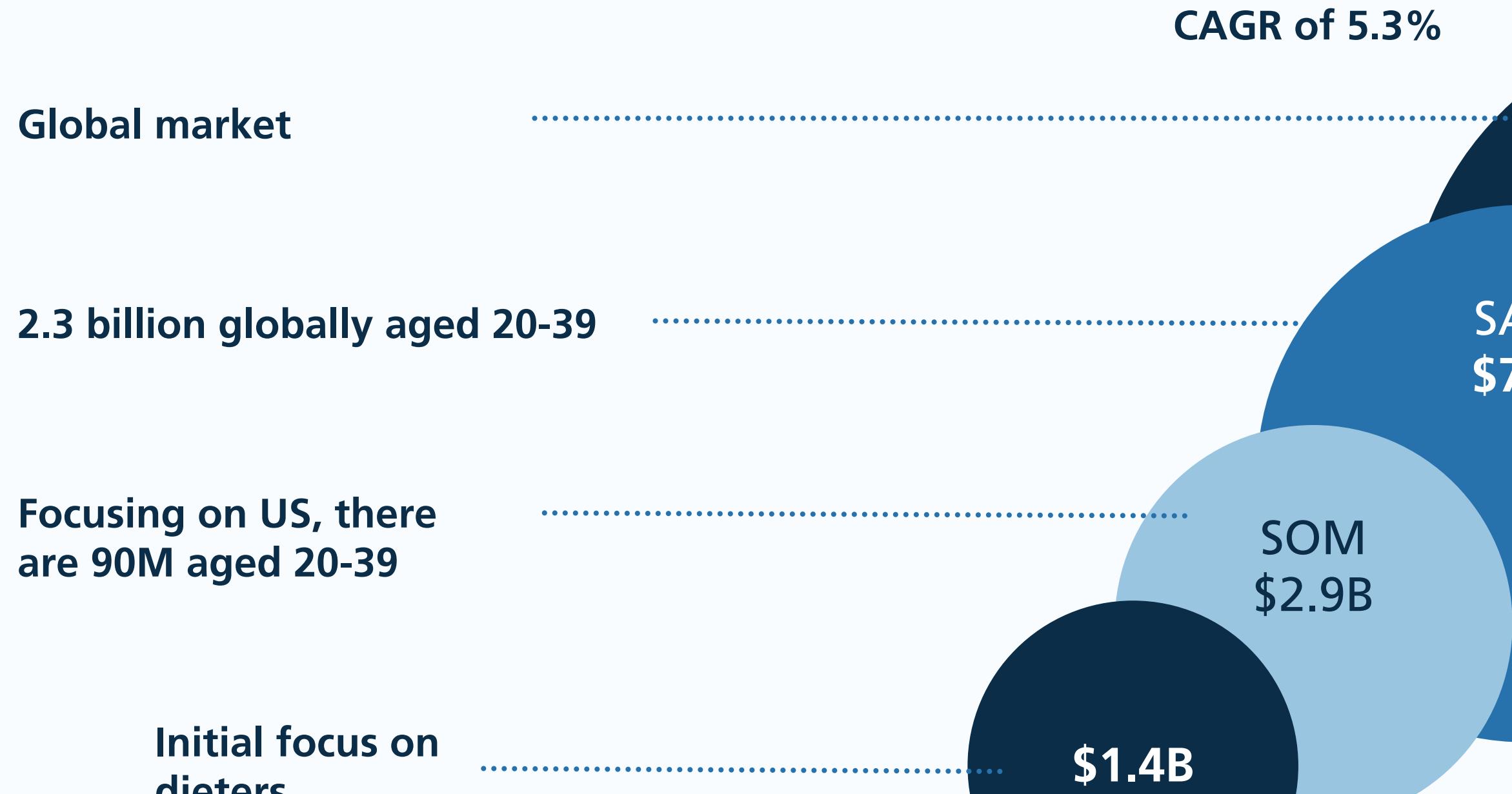
Plateful LLC



Revenue Model

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Retail	Year	0	2025	2026	2027	2028	2029
	Plate retail	\$0	\$100	\$100	\$100	\$100	\$100
	Subscription retail	\$0	\$4.99	\$4.99	\$4.99	\$4.99	\$4.99
	Add-ons retail	\$0	\$10	\$10	\$10	\$10	\$10
	Plates sold	\$0	12,131	24,702	50,265	108,225	249,613
	Add-ons sold	\$0	6,066	12,351	25,133	54,113	124,807
Revenue							
	Plate purchase	\$0	\$1,213,100	\$2,470,200	\$5,026,500	\$10,822,500	\$24,961,300
	Subscription	\$0	\$306,546	\$1,103,329	\$2,517,345	\$5,422,374	\$12,046,788
	Add-ons	\$0	\$60,655	\$123,510	\$251,325	\$541,125	\$1,248,065
	Gross Revenue	\$0	\$1,580,301	\$3,697,039	\$7,795,170	\$16,785,999	\$38,256,153
Direct Costs							
	Total Direct Costs	\$570,000	\$1,083,308	\$1,158,822	\$2,419,880	\$5,203,853	\$11,879,527
	Gross Profit	-\$570,000	\$496,993	\$2,538,217	\$5,375,290	\$11,582,145	\$26,376,626
	Total Marketing Costs	\$0	\$69,000	\$240,000	\$480,000	\$960,000	\$1,920,000
	Gross Profit - Sales and Marketing	-\$570,000	\$427,993	\$2,298,217	\$4,895,290	\$10,622,145	\$24,456,626
Indirect Costs							
	Total Indirect Costs	\$0	\$469,150	\$833,833	\$915,950	\$915,950	\$915,950
EBITDA		-\$570,000	-\$41,157	\$1,464,384	\$3,979,340	\$9,706,195	\$23,540,676
	Gross Expenses	\$570,000	\$1,621,458	\$2,232,655	\$3,815,830	\$7,079,803	\$14,715,477
	Employees	3	4	7	7	7	7
	Capital Raised	\$0	\$1,000,000	\$2,500,000	\$0	\$0	\$0



\$1.8T Wellness Market Mckinsey & Co

