



# GROCERYGURU



**Spend Your Time and Dime on What Makes  
You Happy**

**Andrew Presti, CEO**

**Harish Bokka, CFO**

**Vageesan Viswanathan, COO**

**One in every 8 households in the  
U.S. face food insecurity**



# Grocery Shoppers Spend Excessive Time and Money when Getting Food



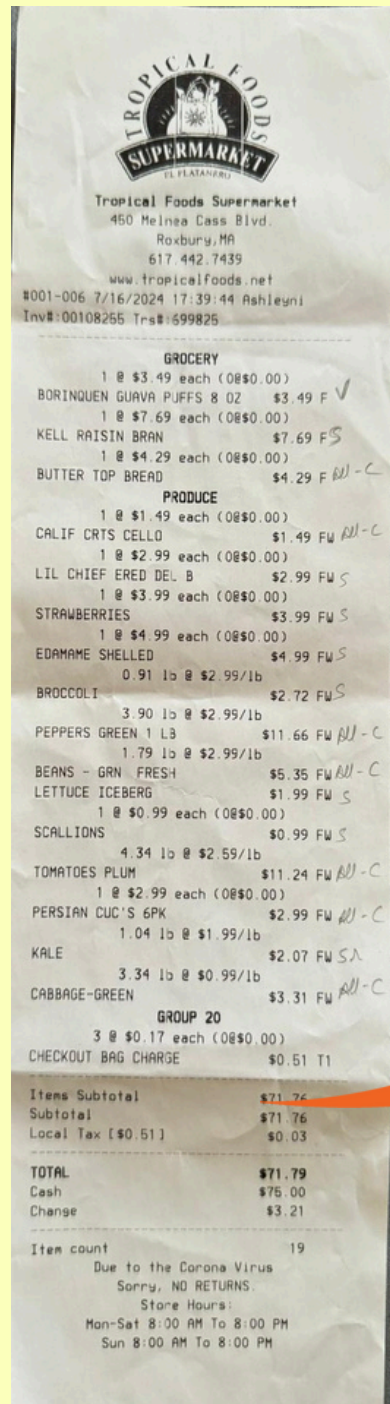
Tracking grocery spending is confusing and **time-consuming**



Grocery prices are **inconsistent** across stores, making it hard for consumers to find the best deals.

Lower to middle-class households spend over **15%** of their income on **food**





# GROCERY GURU

Spend your time and dime on what makes you happy!

## Grocery Report

Year to Date Spending: **\$ 58.16**

Last Grocery Visit

Location:

Date:

Total Cost:

Purchased Items	Comparative Prices			
	WHOLE FOODS	starz	STOP & SHOP	PRICE RITE
Scott Kitchen Tissue		\$ 5.99		\$ 8.99
Salted Butter			\$ 4.99	\$ 3.99
Sandwich Bread		\$ 2.50		\$ 2.99
Dishwasher Liquid				
Dish Scrub	\$ 1.49			\$ 2.99
Cookies	\$ 2.50	\$ 2.64		\$ 3.50
Tomatoes	\$ 8.64	\$ 6.94		\$ 6.49
Onions	\$ 13.5	\$ 8.91		\$ 6.09
Potatoes	\$ 8.45	\$ 6.45		\$ 4.45

Recommendations

Produce:

Household/Cleaning:

**Save \$6**

By Purchasing Cleaning Supplies from Wholefoods

**LEAVE A REVIEW!**

123-456-7890  
hello@groceryguru.com

# You Deserve a Fair Price \$\$\$

## How it Works

1. Create a profile
2. Upload your receipts

## We Do the Rest!

1. GroceryGuru scans the receipts and **compares the prices** to competing stores
2. GroceryGuru sends out a **personalized report**



# Our product has already delighted early adopters

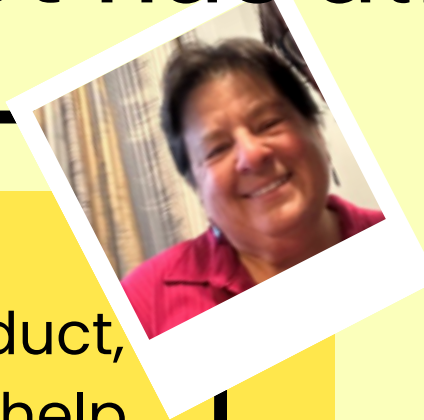
“

“I absolutely love this product,  
and I believe that this will help  
many lower-income families in  
my community”

**Chris Connolly**



”



## What do Customers love about us?

Convenience

Quality Assurance

Loyalty Rewards

Personalization

## Customer Satisfaction

1. We Encourage Customer Testimonials
2. We iterate based on customer needs
3. We track customer retention through the number of receipts submitted

“

“I tried using grocery guru to  
compare my receipts and  
found some good cheaper  
alternatives I am excited to  
try for my next shopping”

**Isha Ramesh**



”





# Customers **subscribe** for access to our benefits

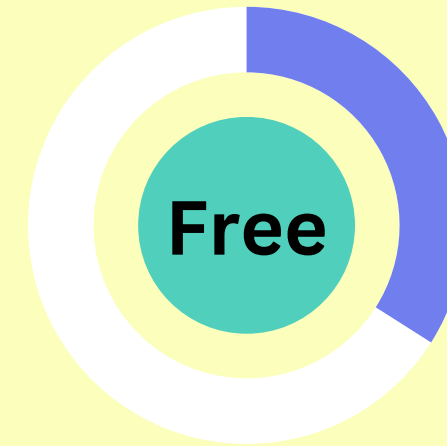


Young Professionals



Middle-class Families

Living in cities or the suburbs



## Free Trial

- Monitor your spending across categories
- Keep a check on how much you spend on food



## Premium Subscription

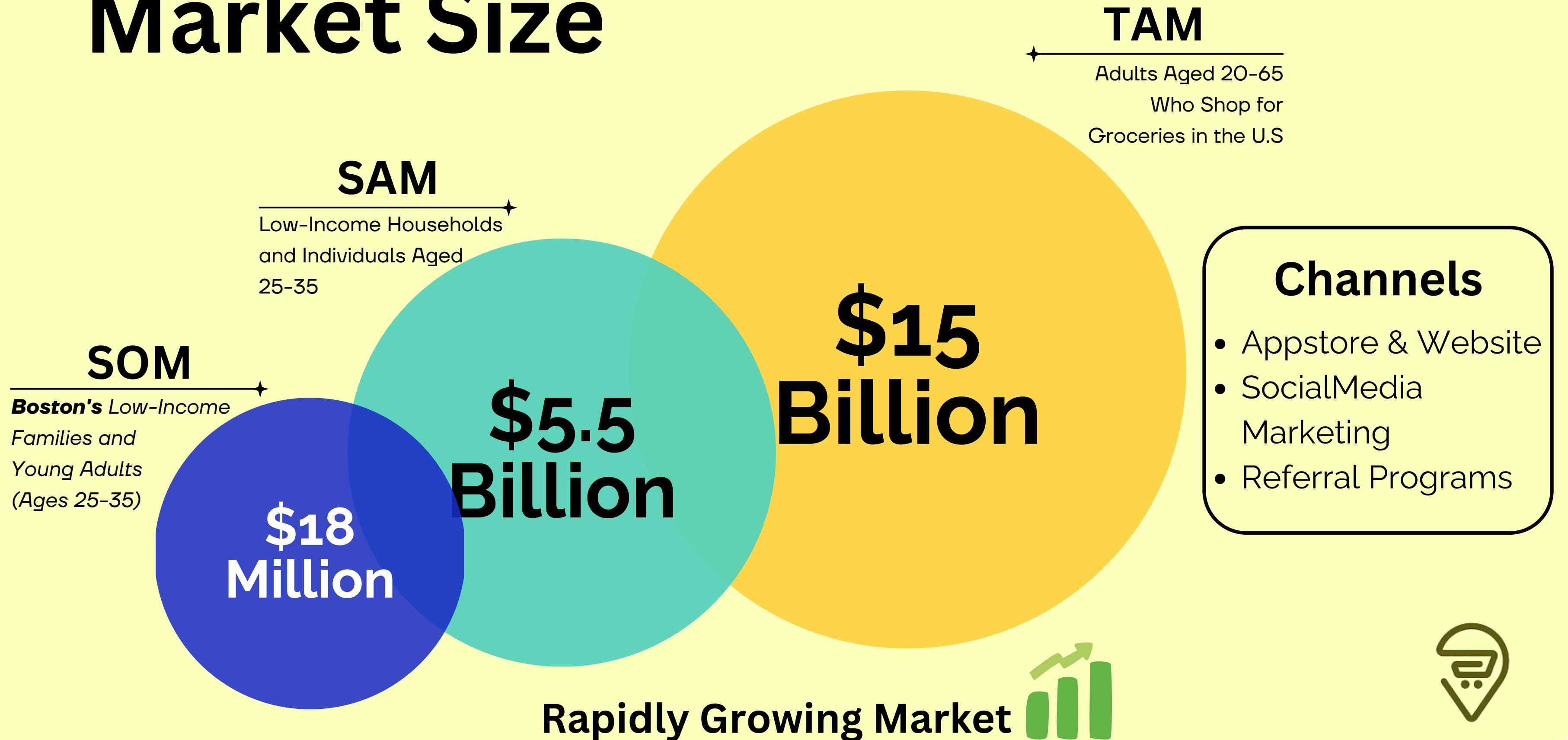
- Compare your prices with the best available options in your locality
- Get Suggestions on where to shop to save money
- Track your spending history and receive insights on how to improve

## Averaging **10%** in savings on bills \*t&c

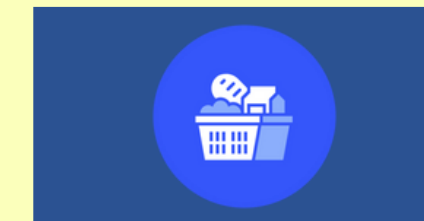
Savings vary significantly depending on your location. The calculations are based on savings in metropolitan areas



# Market Size



# We stand out



Real-time Price Comparison



Receipt Uploading



Custom Alerts



Customized Reports



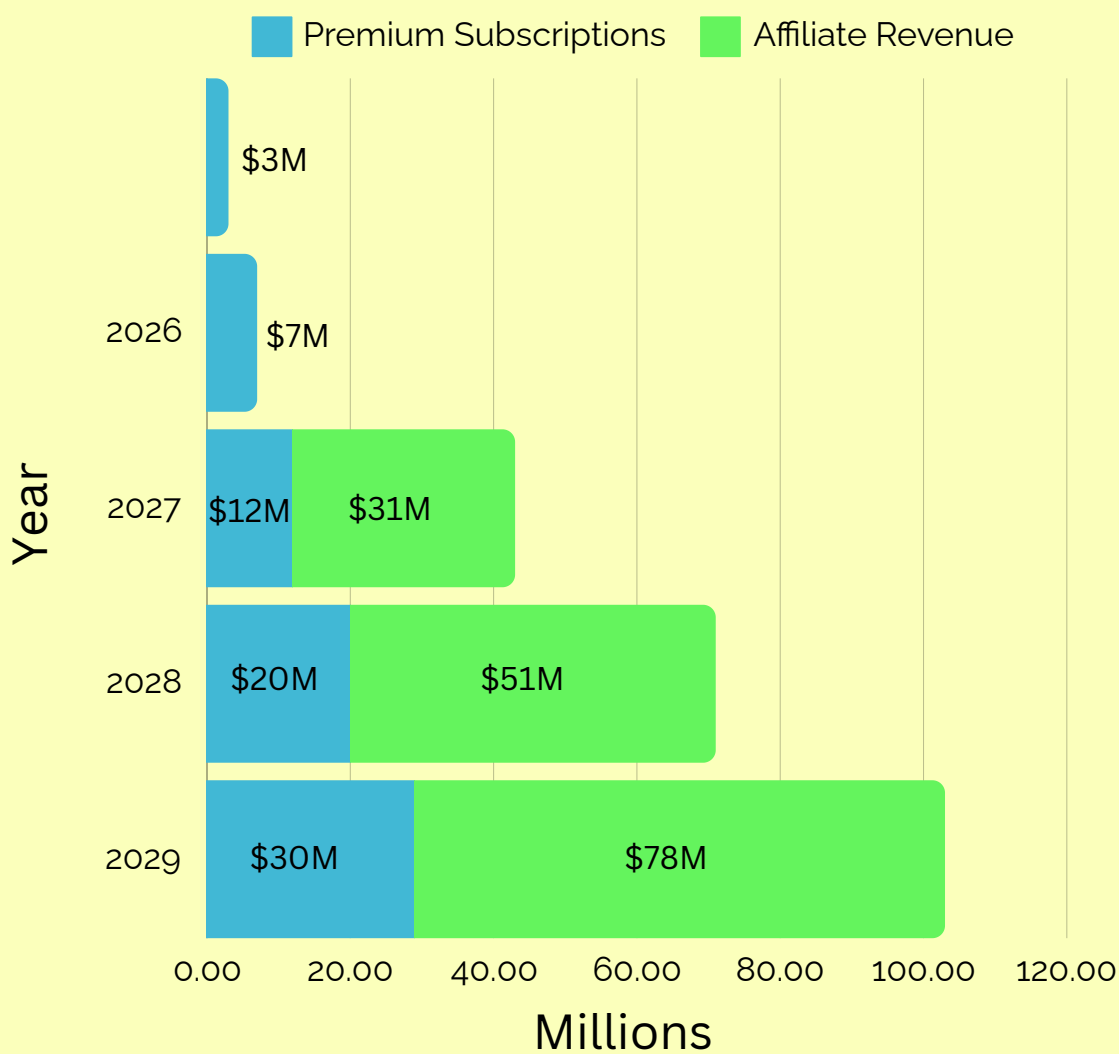
History Tracking





# Financial Projections

5 years to **\$100M ARR**



	2025	2026	2027	2028	2029
Premium Users	50K	120K	200K	325K	500K
Total Revenue	\$3M	\$7M	\$43M	\$70M	\$108M
Expense	\$4M	\$9M	\$18M	\$29M	\$45M
Net Profit	(\$750K)	(\$2M)	\$25M	\$41M	\$63M



Calculations made on a 10% premium conversion rate



# We are GG, and we will make it happen



**Andrew Presti**

**Co-founder & CEO**

andrewpresti@groceryguru.com

- Leads the company's vision and direction
- Developed a web platform for customer access



**Harish Bokka**

**Co-founder & CFO**

harishbokka@groceryguru.com

- Manages financial planning and risk management
- Designed customer report template



**Vageesan Viswanathan**

**Co-founder & COO**

vageesan.v@groceryguru.com

- Organized store and incoming customer data
- Determines market position and potential in comparison with competition



**What we need to get us there.**

**\$750,000**

**15% Pre-Money**

**Cross 50K Users**

**Improve IT  
Infrastructure**

**Facebook Marketing**

**Streamline User  
Experience**

**Expand Partnership  
Network**





# Thank you!

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Help us create a future where food is a guarantee  
for everyone

**Andrew Presti, CEO**  
**Harish Bokka, CFO**  
**Vageesan Viswanathan, COO**

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