

# Lunch

# Box





# MEET THE TEAM



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Nutrition



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How might we utilize  
**technology** to streamline  
access to healthy **meals**  
in the workplace?



# The problem

**Working-class millennials are too busy to prepare full healthy meals during the workday.**

**Employees are forced to skip a meal or consume nearby, unhealthy fast food.**

**This leads to decreased productivity and increased prevalence of diet-related disease.**

# The opportunity

## Health

### Awareness

Rise in COVID prompting more intentional health related decisions.

**\$3000**

### Lunches

2/3 of American workers spend almost \$3000 annually on take-out lunch.

## Hybrid

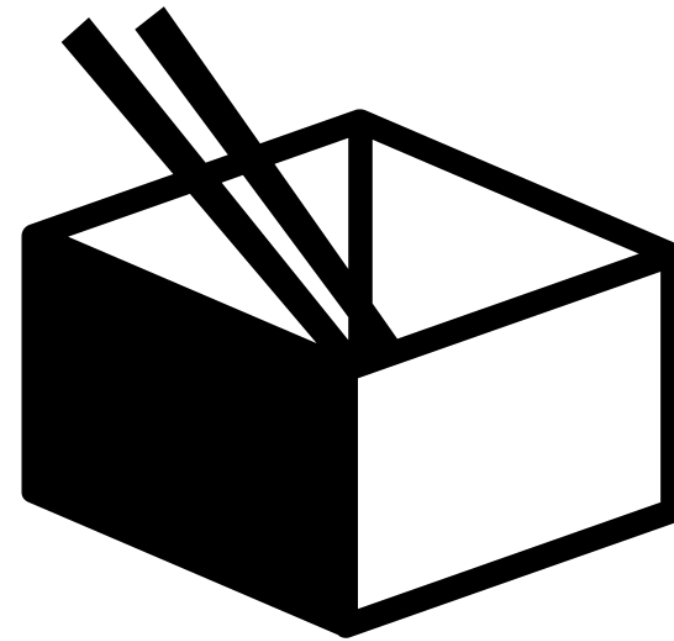
### Offices

Americans are heading back into the office full-time or hybrid model. Lunch is back!

# The solution

# Lunch

# Box







# The Vending Machine

- Automated vending kiosk
- Delivers a fresh, healthy meal
- Heats evenly and conveniently

LunchBox





find a lunch made  
just for you



See Menu

chicken



Cacio e Pepe with  
Rosemary Chicken  
500 cal

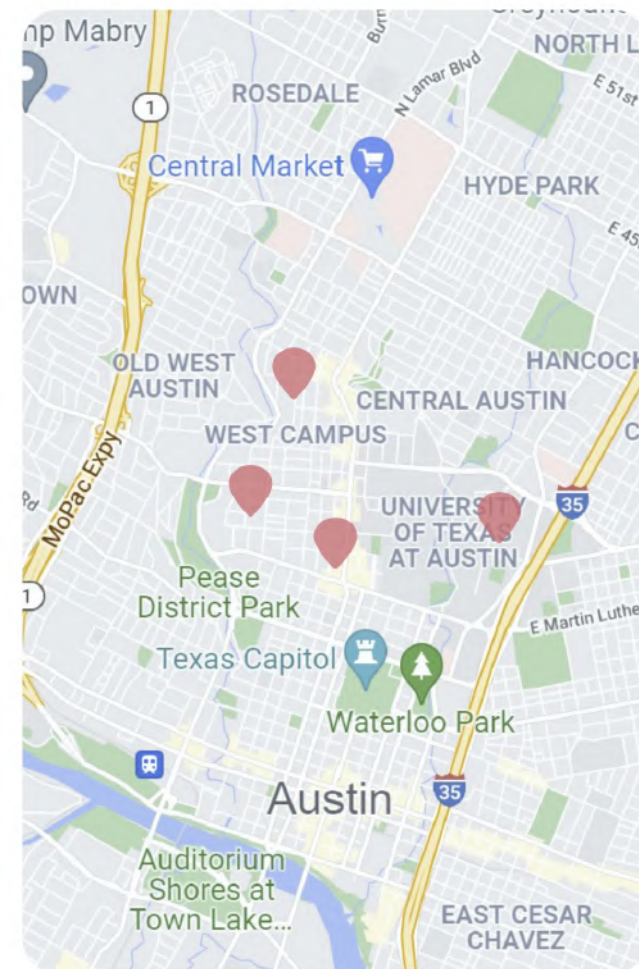


Chicken Tenders  
with Potato Mash  
460 cal

beef

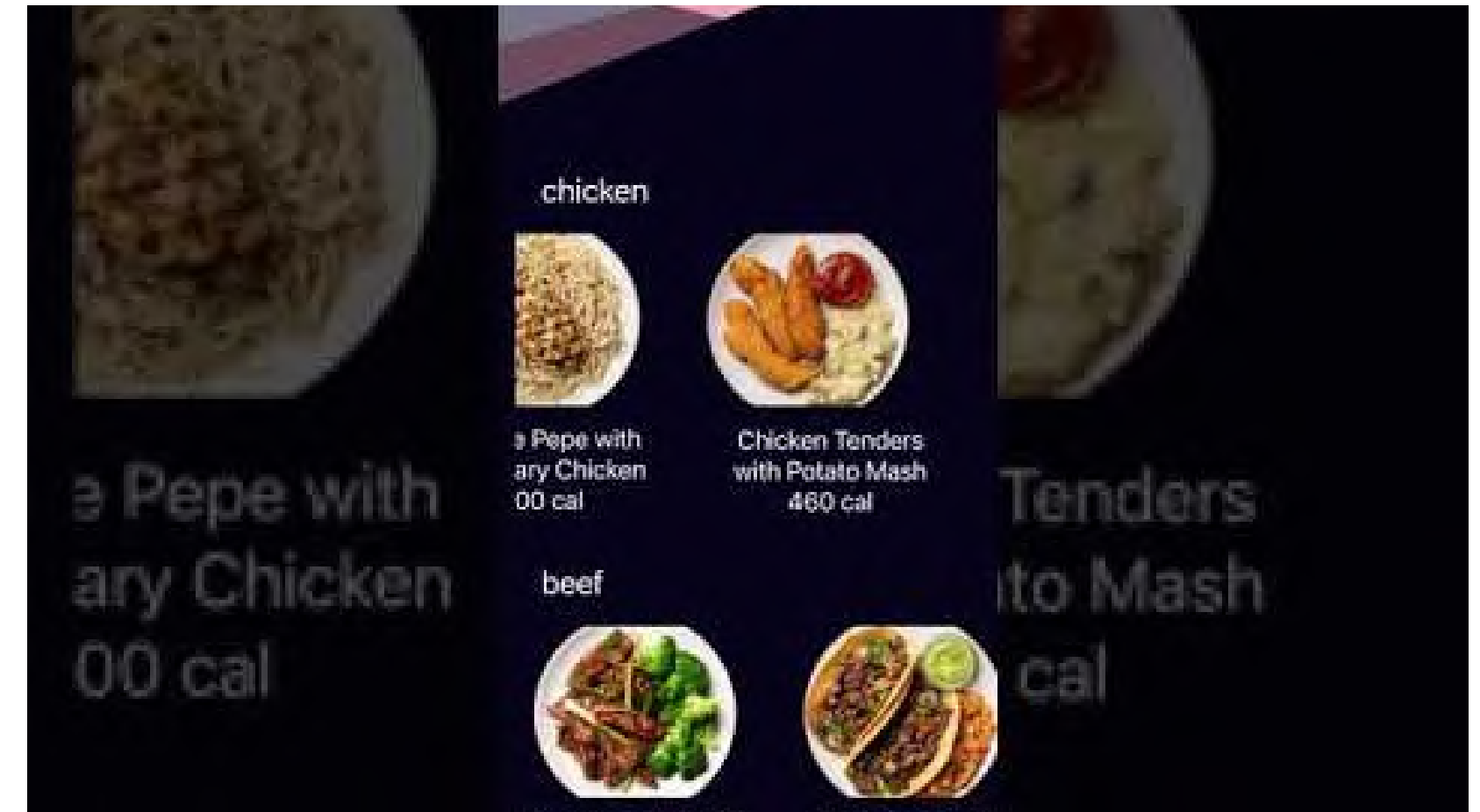


Find a LunchBox Machine Near You.



There are 4 LunchBox Machines  
less than 2 miles from you.

Find More



## The App

- Allows customers to:
  - Preorder meals
  - Personalize meals
  - Find locations of LunchBox Machines



# Local Target Market

## wework

### Commercial Real Estate Owners

Austin is home to 46 companies occupying greater than 150,000 sf of office space.

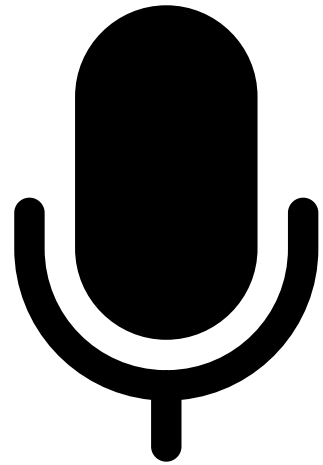


### Full time Office Employees

These companies employ 154,479 local jobs.

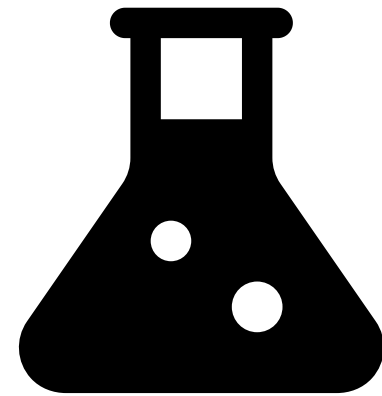


# Traction



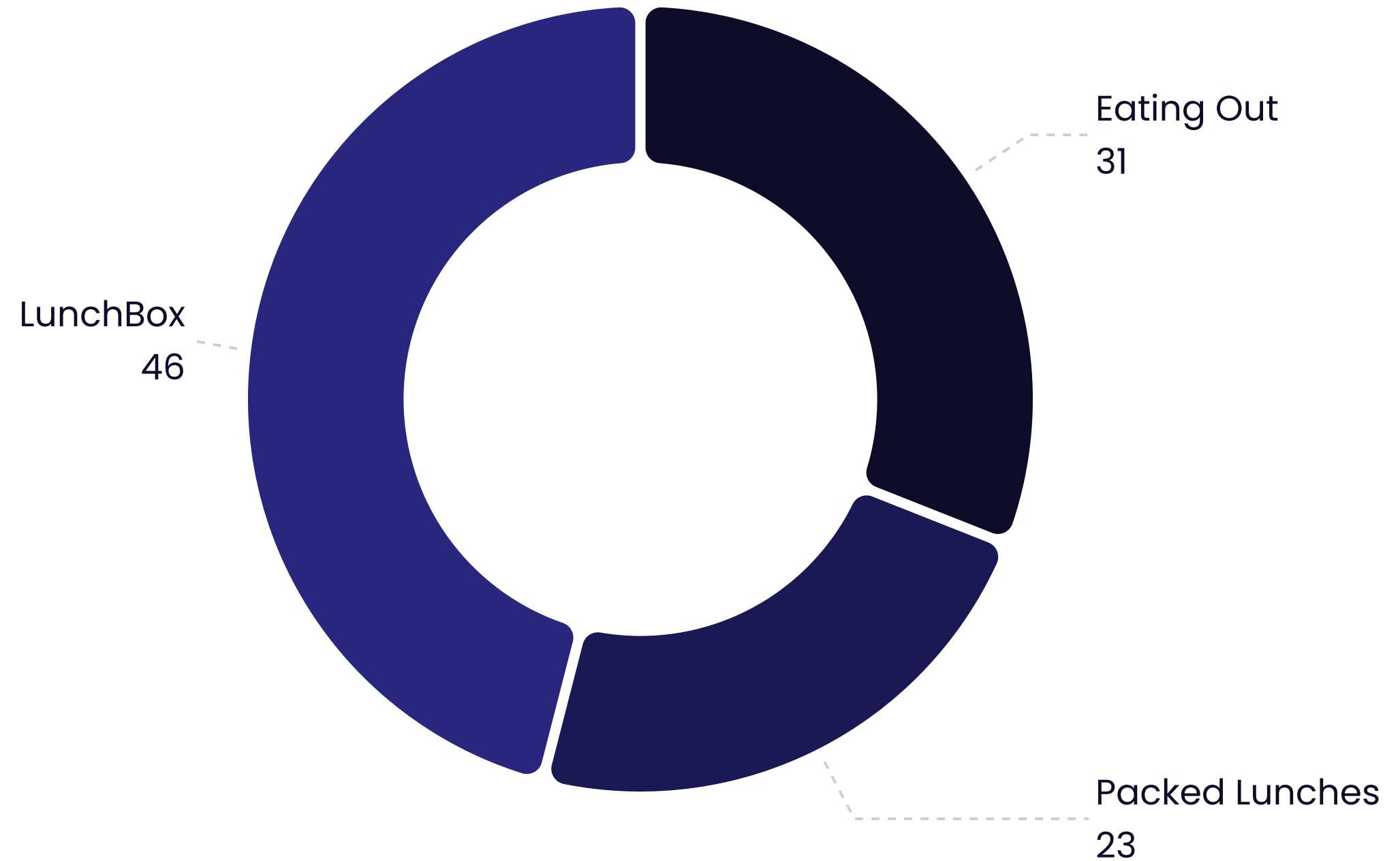
**50**

**Interviews**



**25**

**Demonstrations**





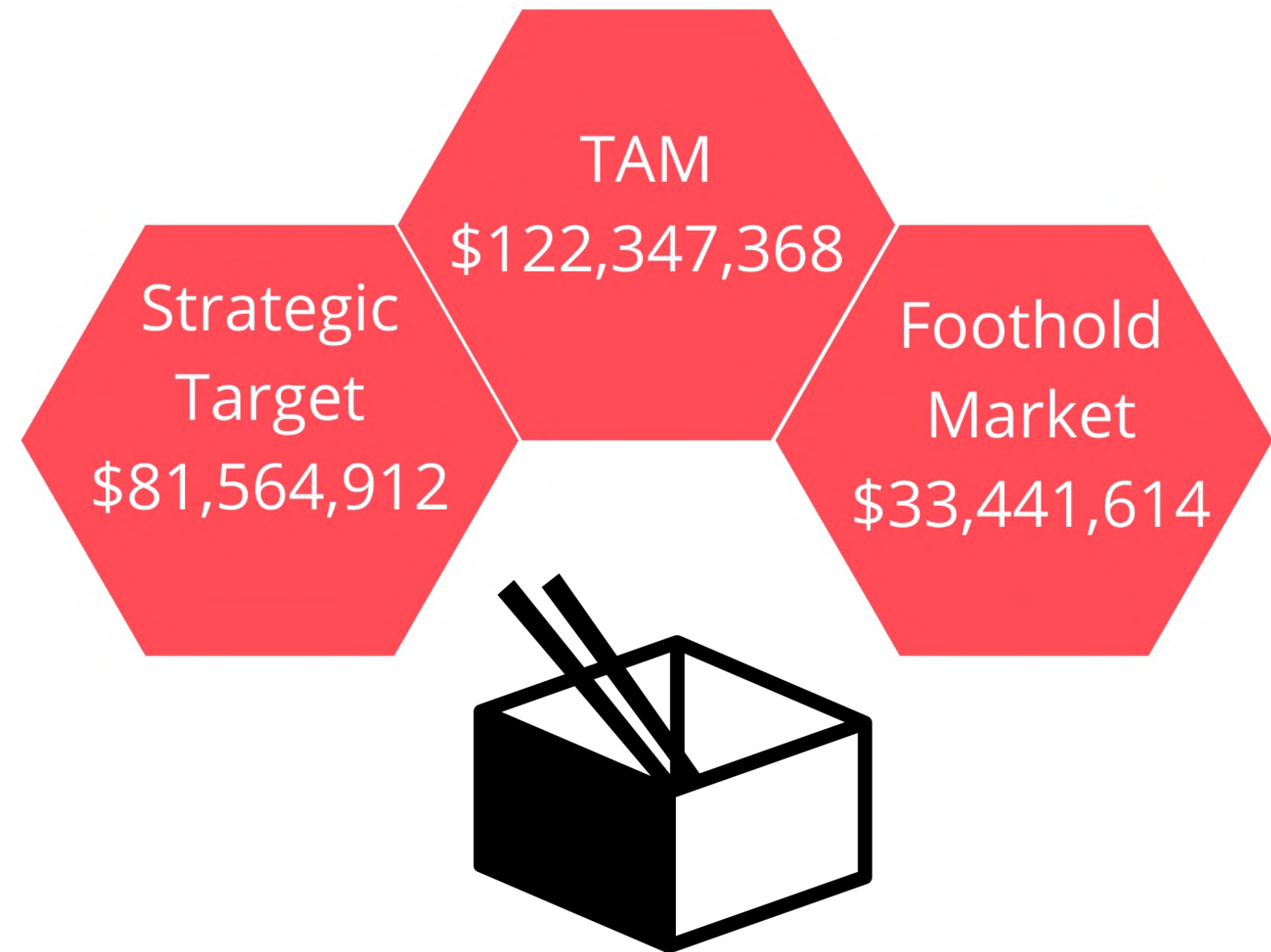
# Market Size

**LTV is \$792. Calculated by 132 meals purchased annually for \$3 profit over 2 years.**

**TAM: There are 154,479 jobs in Austin in large office spaces. Multiplied by LTV.**

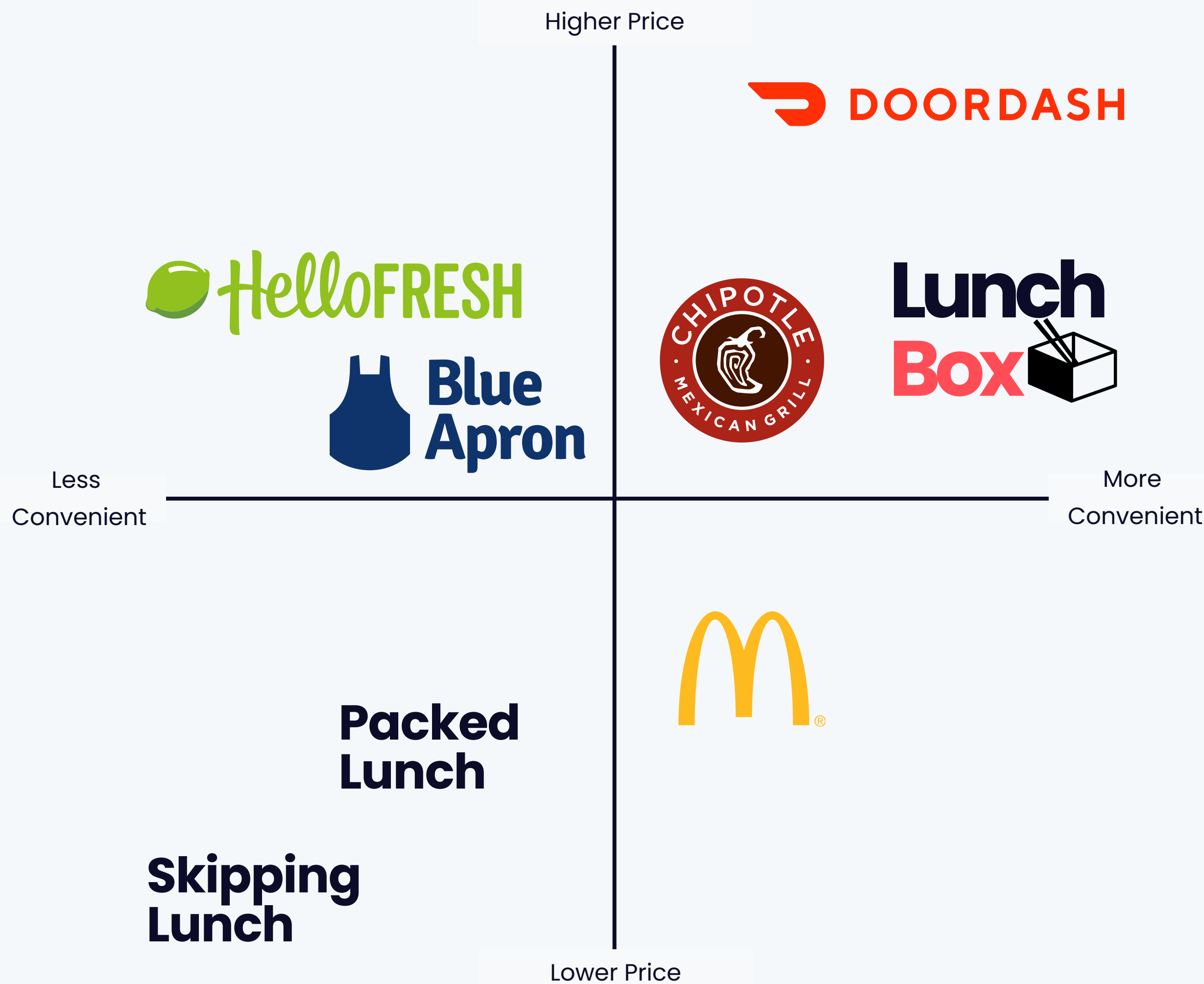
**Strategic target: 2/3 of Americans eat out for lunch during workday.**

**Foothold: 41% Millennials are health conscious**





# Box Competition





# The model

## Revenue Sources

**\$5000/** month  
from  
companies

**\$2100/** month  
from meal  
sales (600  
meals)

—

## Costs

**\$8,000** Fixed  
Cost for  
Vending  
Machine

**\$2,000**  
Variable Cost  
for  
maintenance

=

## Profits

**\$65,200** yearly  
profit/machine





**We have decided to**  
**Pause...**



Thank  
You





# Sources

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