**LunchBox  
Executive Summary**  
Providing millennials in the workspace with healthy and convenient meals within individual business schedules.

| Contact Information Josh Muniz  Austin, TX  Joshuamuniz00@gmail.com  Industry Food (production/distribution)  Development stage Startup  Year founded 2021  Number of Employees  5  Funding Opportunity $10,000  Use of Funds 5% Product Development 5% Marketing/Sales 80% Operation/Inventory 2% Existing Debt 3% Legal/Other ...  Current Monthly Burn Rate [$0]  Current Monthly Revenue [$0]  Existing Debt [$0]  Existing Investors Current founding team equity  20% equity 5 ways | PROBLEM/OPPORTUNITY  Through extensive research and interviews we have identified the pain as the inability to fit in healthy and convenient meals in busy work spaces, such as financial and medical districts. We realize there is an opportunity to create a solution that does the following:   1. Provide healthy and filling food 2. Conveniently places this service in the workspace (limiting time spent away from work 3. Lowers the cost of going out and trying to find meal options when time is crucial   SOLUTION/PRODUCT  Our latest pivot has shifted. We previously decided to provide a vending machine with healthy, pre-made meals that would then be heated all by the vending machine to customers in a workspace—this system preferably installed in lounges/break rooms. Due to the high up-front cost of in-house food production, we have decided to provide the vending machine service and out-source food production with future distributors (HEB, Trader Joes, Snap Kitchen etc.) Until this partnership can be acquired, we concede to pausing this venture.  POTENTIAL RETURN/REVENUE MODEL  Currently we are trying to tackle the market within Austin, Texas. After calculations we discovered that the market size for millennials working in the workspace would be approximately 300,000 individuals. An initial charge of installation of the machine would be $20,000 ($8,000 device with an additional $5,000 installation cost to us). This would be $5,000 in revenue for each vending machine we install. For meals, we will charge 50% on top of the cost for each meal. The vending machine can hold between 120-200 meals. The average cost to cater meals is $7 and we could charge customers $10.50 for each meal. So we make $3.50 in revenue for each meal sold. The company will pay a subscription as well of $5,000 per month. Our monthly revenue will be $5,000 + ($3.50 x the number of meals we sell). One machine will potentially generate $7,100 given we sell 600 meals every month.  COMPETITION  Current competitors would be pre-made meal options as well as food delivery services. HEB and Trader Joe’s both supply meals that are microwavable and convenient, however the freshness can be questioned. There are simple competitors too, such as individuals preparing meals at home and bringing them to the workspace to eat. Lastly, a strong current competitor would be the catering of food by the company for its employees, however healthy options might not be found.   * We plan to provide healthier/more fresh meals * Convenience is key, no need to wait on food delivery or dedicate time at home to prepare one’s own meal   Future competitors would be other ventures planning on producing the same innovation (for example, chipotle investing in vending machines and producing healthier options in-house).  EXECUTION PLAN/GO TO MARKET STRATEGY  Marketing will be direct contact to companies we wish to provide a subscription to, as well as ghost kitchens that we can out-source meal production to in the early stages of launch. Once the production has begun and vending machines are in service customer outreach with an application will be key to draw in potential customers who desire the service. The biggest partnerships are with the companies the machines are active as. Once profit and revenue are generated we will hope to produce meals in-house but in the early stages ghost kitchens will be necessary. The earliest and most important milestone is to have one machine in service with a future company partnership as well as having a production partnership with a ghost kitchen.  FINANCIALS  Currently we have zero financial resources. To partner with a company and provide a machine service we would need $10,000 to purchase and install a machine with food. If we plan on charging $5,000 each month to the company and make $2,100 from selling 600 meals a month, our revenue from 1 machine over 5 years will be $426,000. Our projected costs for one machine over 5 years will be $10,000 (fixed cost for buying and setting up the vending machine) and $1,000 (variable cost for maintaining the machine), which would total $70,000 over 5 years. This would mean we would generate $356,000 in profit from 1 machine over 5 years.  THE TEAM/RELEVANT EXPERIENCE  Our team is made up of Josh Muniz (Team leader), Chanel Zhu (Handler), Kushagr Bhatia (Catalyst), Ishani Narwankar (Hacker), and Sam Walbridge (Customer advocate). We would also need a software engineer to help build and maintain the application. Josh Muniz and Sam Walbridge are the ones on the front line making the connections and partnerships that are necessary to get this company launched and in action. Ishani can execute many of our engineering and technological needs, including appr development as well as machinery modification. Kush is our business wiz, he is behind the scenes getting things organized, such as machine purchase and ordering as well organizing the logistics of installation and operation. Chanel handles the numbers and data, this will be crucial to our understanding of what we are in need of as well as what we can and cannot afford. Chanel is also great with the overall data in market and understanding what partnerships would be best to pursue with both workspace companies and potential ghost kitchen partners |
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