
Product-market fit

We are solving the problem of:

The lack of a centralized platform or aggregator that supports & markets offerings for scheduled food delivery companies.

For these customers:

Working professionals and families with disposable income.

With our solution:

An online platform where consumers can buy meal kits and scheduled food delivery from a wide range of quality local partners.

We will win because our competitive advantage is:

Exceptional user experience, alignment with customer values, and first movers in a growing market.

The time is right for this business because:

Shifting consumer trends in how people eat due to the recent Coronavirus outbreak have positioned us for rapid growth.

We have the following traction:

3 companies that offer meal kits have signed up for the platform.

Our market opportunity is:

A 2.6 billion dollar global meal kit market and an additional 15 million restaurants are poised to break into the meal kit/meal prep space.

We make money by:

Charging a 10% booking fee for everytime a consumer purchases a product on our site.

Our competition is:

Blue Apron, Hello Fresh (adjacent industry).

This business is important to us because:

We love to eat different types of healthy food, but enjoy supporting local and independently owned companies.

Our goals while in SSC Venture Partners are:

1. Creating comprehensive partner-recruiting strategies.
2. Generating customer demand
3. Defining a sound commission model/price point for our product.

Team

Name Daniel Brett

Role Co-founder

Email: danbrett107@gmail.com

Name Robert Harrington

Role Co-founder

Email:

harrington.robert15@gmail.com

Company values

- Transparency & Trust
- Community First
- Be Adventurous

Financials

Funding stage:

Pre-Seed

Revenue:

\$0

Capital raised:

\$0

Capital seeking:

\$150,000