

# **Impossible Foods**

**Board Deck**

**Website: <https://www.impossiblefoods.com>**

**Industry: FoodTech**

# Executive Summary

Impossible Foods is a leading player in the FoodTech industry. This quarter, the company has achieved remarkable milestones, including strong growth in revenue and app usage. The following board deck outlines key metrics, updates, and future plans.

# Key Metrics

Headcount: 214

Headcount Growth: 11.5%

Employee Breakdown:

- Engineering: 76

- Marketing: 50

- Operations: 45

App Downloads: 45299296

App Rating: 4.4

Product Rating: 4.5

Total Fundraising: \$355M

Last Round Date: Jan 2021

Monthly Revenue: \$11M

Total Revenue: \$329M

CAC: \$351

MAU: 6543088

# Market Trends

The FoodTech industry continues to grow rapidly. Notable trends include:

- Increasing demand for innovative, user-friendly solutions.
- Growing competition from emerging players.
- Expansion into international markets.

# Product Updates

Impossible Foods has made significant strides in product development this quarter:

- Launched a new feature to enhance user experience.
- Improved scalability and performance.
- Expanded capabilities to serve a larger audience.

# Financial Performance

Monthly Revenue: \$11M

Total Revenue: \$329M

CAC: \$351

MAU: 6543088

# Challenges and Opportunities

## Challenges:

- Maintaining competitive pricing while scaling operations.
- Attracting and retaining top talent in a competitive market.

## Opportunities:

- Expanding to new geographical regions.
- Introducing new features based on user feedback.

# Future Roadmap

Impossible Foods aims to:

- Expand into international markets by Q4 2025.
- Launch a new subscription-based pricing model.
- Achieve a 20% increase in user retention by the next quarter.



# Board Requests

We request the board's support in:

- Providing strategic guidance for entering new markets.
- Introducing potential investors for future funding rounds.
- Expanding our network of industry advisors and mentors.