



Seeking a minimum seed funding of £90,000

## Who we are

:

Debutch is an online Meat Market platform that Connect Customers with UK butchers  
and Farmers

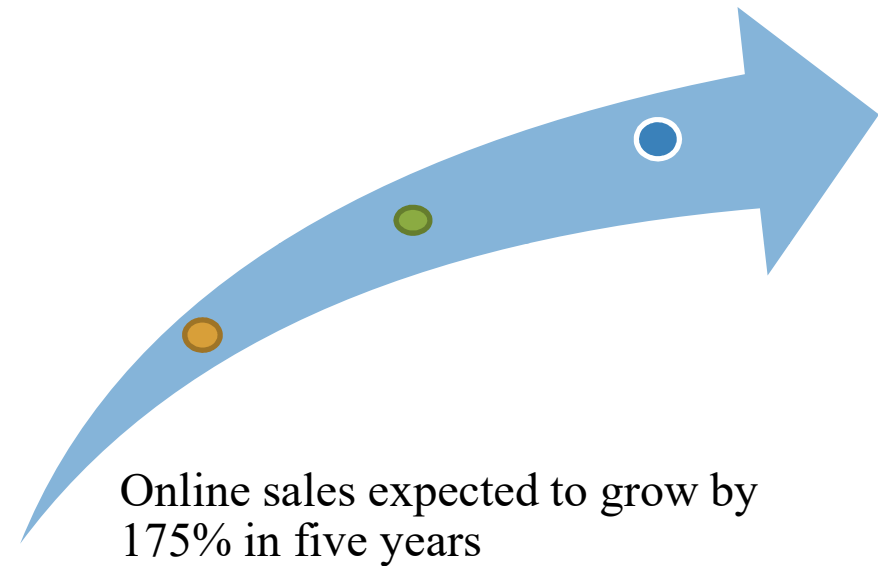
## The Problem

1. Only 8 percent of UK butchers have an online presence
2. Butchers have stayed offline due to the perceived complexity in setting up and managing websites.
3. Butchers view high marketing costs and overheads associated with website development and administration as a barrier to profitability

## Our Solution

1. Providing a platform that gives butchers an online presence
2. Creating a community where consumers can find local traceable meat.

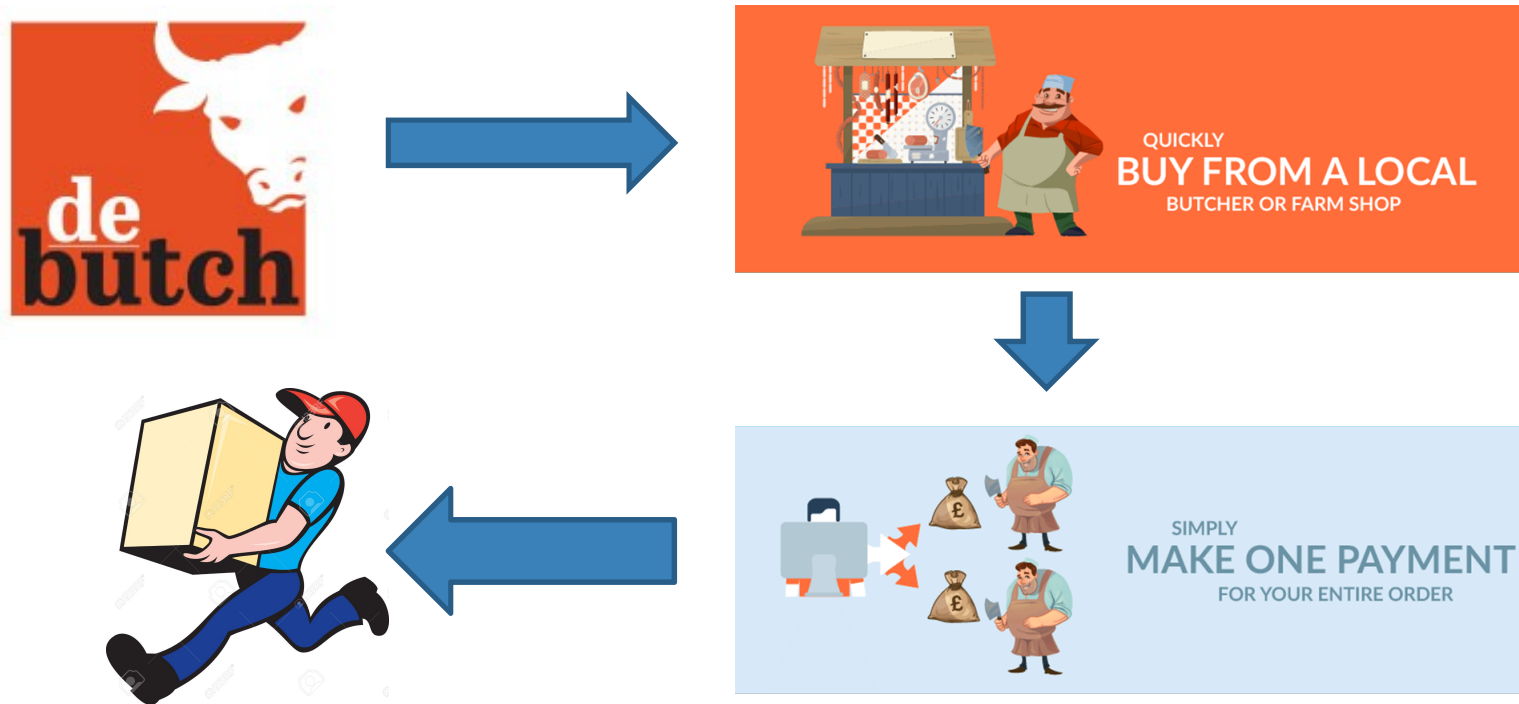
## The Market



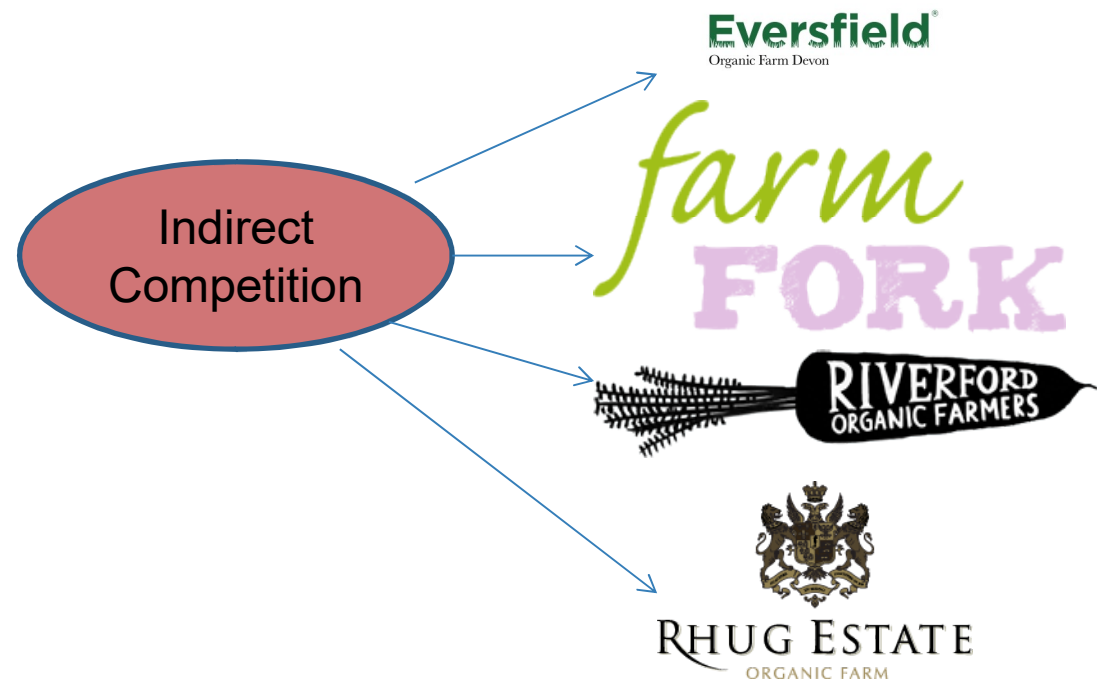
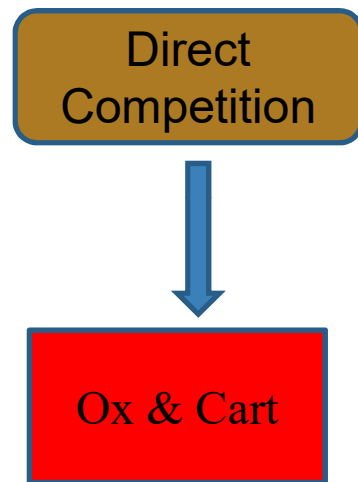
➤ Only 0.2% of Butcher sales is done online

Source: [http://meatinfo.co.uk/news/fullstory.php/aid/17168/Butchers\\_missing\\_online\\_opportunity,\\_argues\\_Eblex.html](http://meatinfo.co.uk/news/fullstory.php/aid/17168/Butchers_missing_online_opportunity,_argues_Eblex.html)

## The Product & How it works



# Competition



## Our advantage

We give the local butcher :

1. online presence, 2 bigger target audience
3. lower cost for marketing and economies of scale.

We give the customer:

1. Fresh meat direct from your local butcher
2. Keeping it local,

## Traction and Milestones





## Investments to date

- Debutch is 100% bootstrapped
- £9K plus invested so far .
- No external funding.
- SEIS approved.

## **Monetization**

- Our company will generate revenue from commissions.
- Debutch will charge butchers a 10% commission on every sale consummated on our platform.

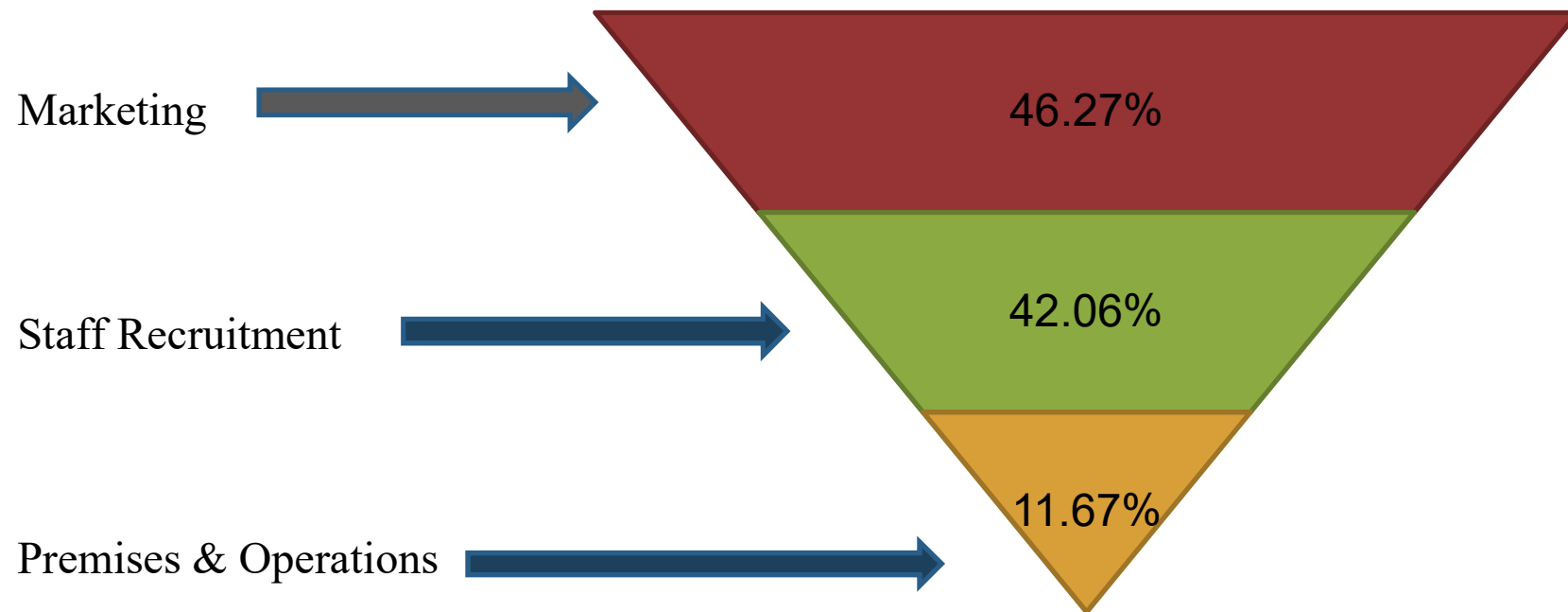
## **Customer Acquisition**

- Our target customers are 30-40 year old working professionals with families.
- Route to market include targeted facebook, twitter and Radio advert
- We will also use food bloggers and online food magazines

## Financials

Year	2017	2018	2019
Users	8k	30k	100k
Total Sales	£1,000,400	£5,032,500	£16,775,000
Revenue	£100,040	£503,250	£16,775,000
Expenses	£118,800	£200,030	£390,325
Net Income	(£18,840)	£303,220	£1,287,175

## Use of funds



## Growth & Opportunities

- Potential to scale up internationally as a B2B global online meat market place
- Possibilities of meat production and processing in Emerging economies.

## Team



### **Emmanuel Osu (CEO)**

- Joined the family business as a kid
- Reared animals and fish.
- Has Over 6 years experience in Banking & payment services.
- Holds a Masters Degree in International Relations
- Holds a Bachelor of Science degree in Geography.



### **Rich Opara (CMO)**

- Has managed digital campaigns for UK and global brands.
- Has years of experience in digital optimization, web analysis & insight, digital planning, strategy and execution .
- He holds a Bachelor of Science degree in Geography.

## **Exit Strategy**

An acquisition by a larger e-commerce food tech giant in 5-6 years

## Summary

- We are an online meat market place
- We are seeking 90K
- Our product is market ready for a multi billion pound industry
- We are SEIS approved.
- We want to support the local economy.



## Contact us



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[@debutchltd](https://twitter.com/debutchltd)

Thank you