



kazidomi.

SAVE MONEY ON YOUR HEALTHY GROCERIES

November

THE FOUNDERS – A MIX OF PASSION AND SKILLS



Emna Everard

PRODUCTS, IT & PR

- Masters, Solvay Brussels School
- Participated in the creation of a Non-Profit organization
- Experience in nutrition



Alain Etienne

STRATEGY, HR & FINANCE

- Bachelor, Solvay Brussels School
- Masters in Management, HEC Paris and MIT
- Experience in Strategy Consulting at McKinsey and in Social Finance



AGENDA



WHERE WE COME FROM

We have developed a strong business model



WHERE WE ARE GOING

We have a clear plan for the future, and it looks promising



FUND RAISING

We are currently considering our next fundraising for 2019



WHAT WE'VE SEEN – HIGH GROWTH AND UNMET NEEDS

EU Market

CAGR

Dairy-free: 7%
Free-from: 6.5%
Organic: 6%
Gluten-free: 4%

€30bn

About 5% of the population

Up to 20 million potential customers

Issues



Price

People complain about the high prices of healthy products



Access

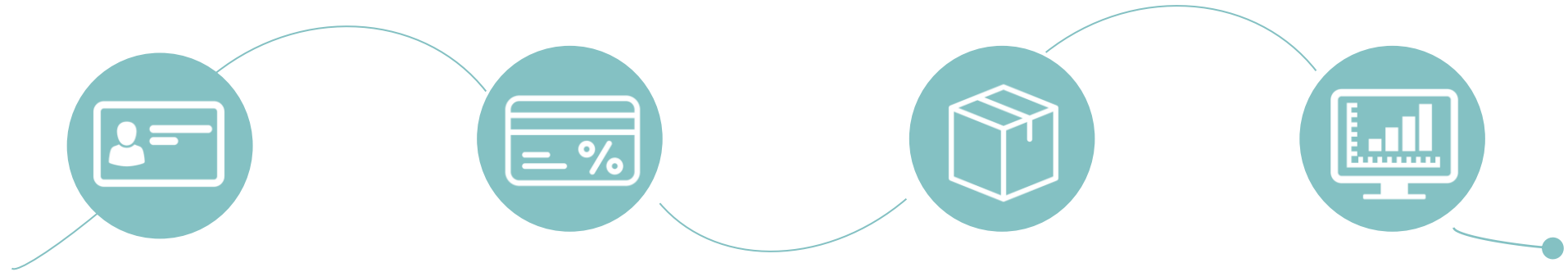
Consumers do not know what to buy or where to find the right products

Global market insight, Euromonitor 2016



OUR MODEL WAS CREATED TO ANSWER CUSTOMER NEEDS

SUBSCRIPTION



1 REGISTER

Users register and create an account and browse our products

2 BECOME A MEMBER

After subscribing and paying an annual fee of 100€, they can purchase our products with 20-50% discounts

3 GET DELIVERED

People get their products delivered in a record time at home

4 TRACK SAVING

You can track saving in real time to see if you are using the subscription right



“THE MORE YOU BUY, THE MORE YOU SAVE”

CUSTOMER BILL

Classic retail	
Dark chocolate 75%	€ 3.70
Curcuma	€ 48.99
Liquid salt	€ 9.90
Coconut flour	€ 3.69
Green detox mix	€ 11.99
GrEAT! granola	€ 6.50
Shower gel	€ 9.21
Almond puree	€ 7.43
Sub total	€ 101.41
Net Total	€ 101.41

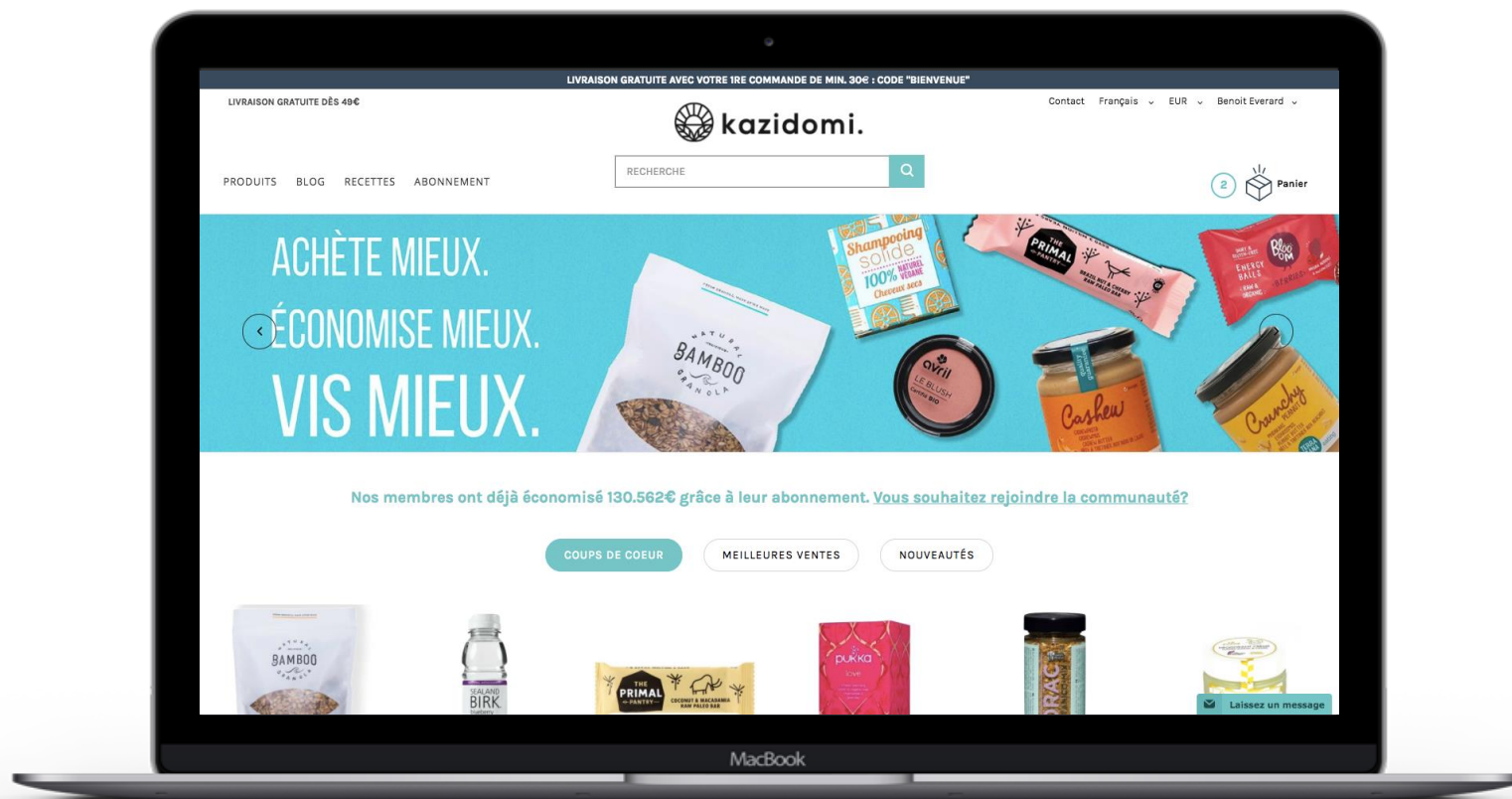
Subscription	
Dark chocolate 75%	€ 2.22
Curcuma	€ 36.25
Liquid salt	€ 4.95
Coconut flour	€ 2.77
Green detox mix	€ 8.63
GrEAT! granola	€ 4.55
Shower Gel	€ 7.28
Almond puree	€ 5.35
Sub total	€ 72
Net Total	€ 72
Your savings : € 29.41 (29%)	

-29%

SUBSCRIBE



PURE ONLINE PLAYER – QUICK, FRIENDLY AND EASY



WE ARE FOLLOWING THE PRODUCT TRENDS CAREFULLY TO JUMP ON THE LATEST HYPE



VEGAN



IRON



PROTEIN



PEANUT AND NUT FREE



GLUTEN FREE



LACTOSE FREE



DAIRY FREE



EGG FREE



SOY FREE



WITHOUT ADDED SUGAR



LOW FODMAP



RAW



HIGH IN FIBER



ORGANIC

We tap right into the new markets, offering the trendiest products and informing our clients (blog, recipes, etc.)

We can easily adapt our offering based on market trends and consumer needs



WE AVOID CHALLENGES OF TRADITIONAL RETAIL

FEW SKUs



Traditional retailers have 50-100k SKUs, we only have a few thousands. This means lower costs and higher clarity for customers

HIGH MARGINS



While traditional retail suffers from shrinking margins, we only sell niche products with 25%-60% margins (increase with economies of scale)

SELECTION



We select products carefully, with the help of health experts, which is a key differentiation and makes nutrition experts recommendation possible

NON-PERISHABLE



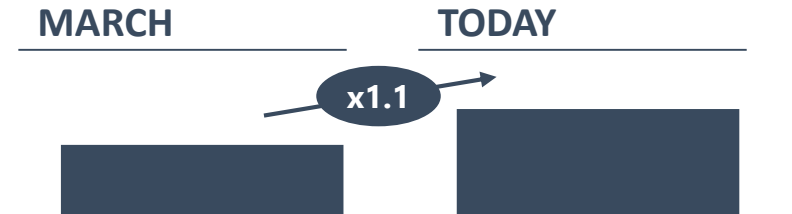
Fresh products management is a nightmare, and we completely avoid it by focusing on long shelf lives



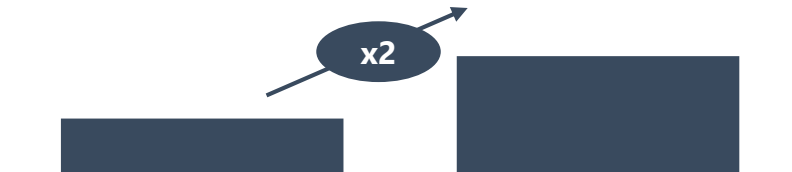
A LOT HAPPENED SINCE OUR LAST FUNDRAISING IN MARCH



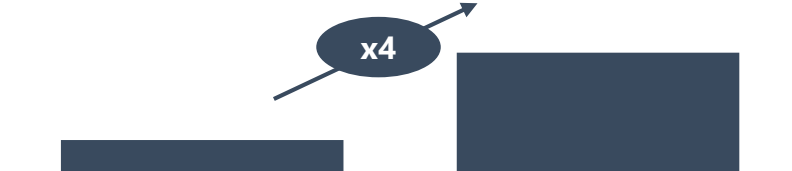
Product gross margins
(% of margins, discounts included)



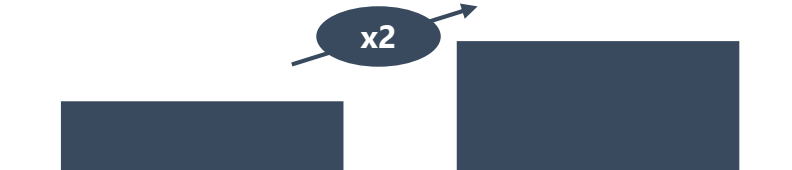
Team members (FTE)



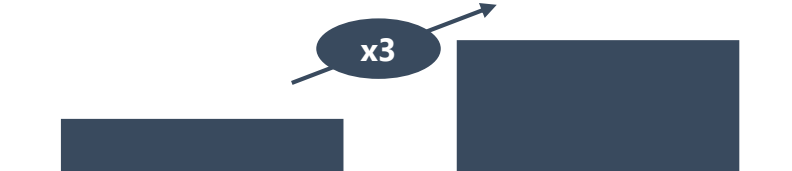
Subscribers (#)



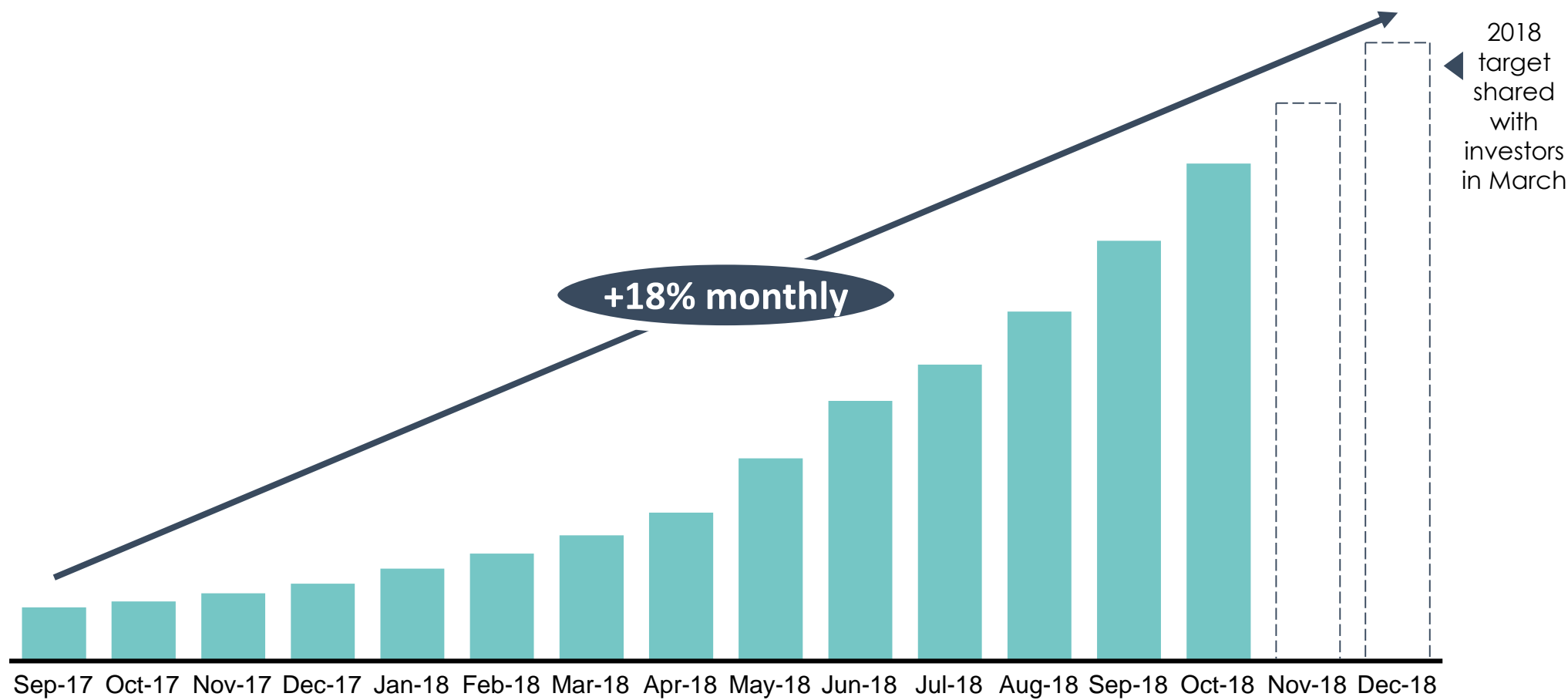
Social media (followers)



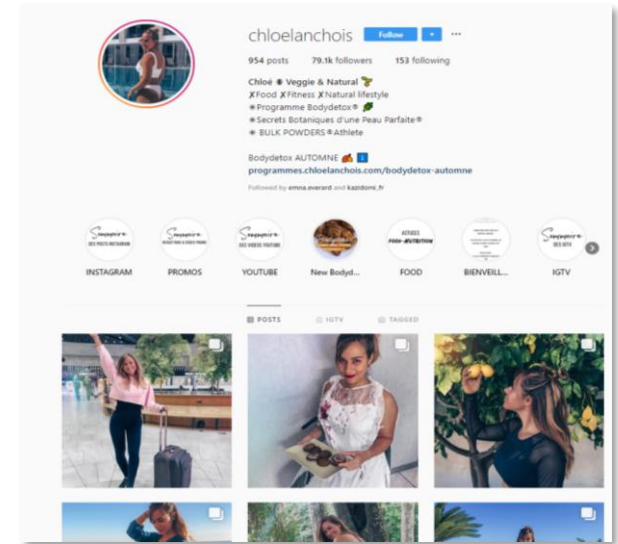
Monthly orders (#)



OUR SUBSCRIBER COMMUNITY CONTINUES TO EXPAND AT A FAST PACE, BEYOND OUR TARGETS



OUR SALES MODEL WAS REFINED TO WORK MORE AND MORE WITH INFLUENCERS



Strong influencers

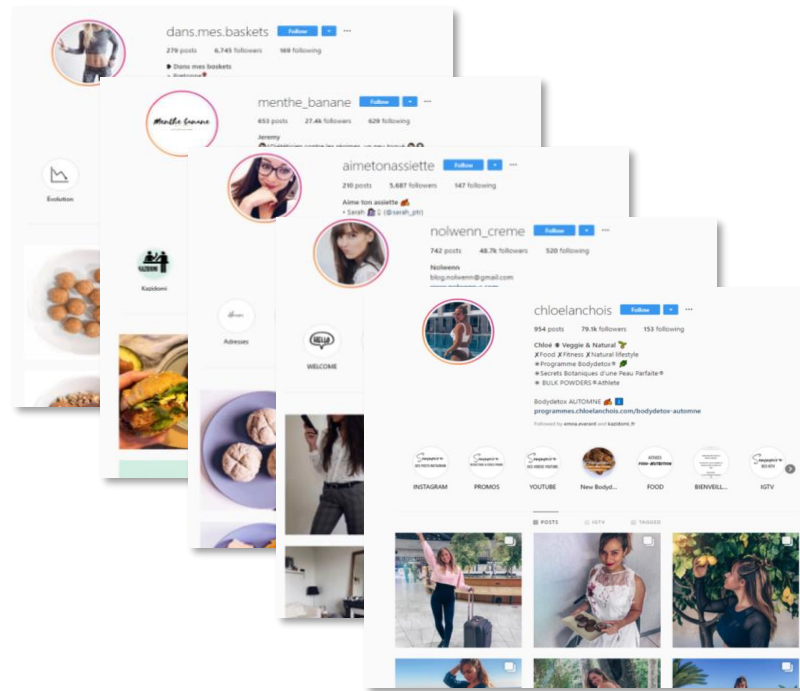
- 1,000-2,000€/months
- Up to 60 subscriptions sold



INFLUENCERS HAVE PROVEN TO BE SUCCESSFUL, BUT EXTRA EFFORT IS REQUIRED TO CAPTURE THE FULL POTENTIAL OF THIS MODEL

TODAY

Hundreds of existing partnerships, accounting for **most** sold subscriptions



TOMORROW

10,000+



Influencers to partner with
(some of which with millions of followers)

But they don't come by themselves (personally contact each influencer, individual follow-up)



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IN 2019 WE WILL FOCUS ON GROWTH TO CONTINUE TO IMPROVE OUR BUSINESS ECONOMICS

Members revenue streams		Expected annual value/subscriber (2019), €
<div>SUBSCRIPTION</div> <div></div>	The subscription will repeat every year, but the price is expected to flat as we grow	100
<div>PRODUCTS SALES</div> <div></div>	Margins on products will increase if we reach our volumes targets and develop our brand	70
<div>MARKETING SALES TO SUPPLIERS</div> <div></div>	The value of our subscribers increases with our visibility as we can offer more to our suppliers	5



WE ARE FOCUSING ON GROWTH AND USER EXPERIENCE



INCREASE THE NUMBER OF SUBSCRIBERS

- Increase Product Sales
- Increase Marketing Value



ECONOMIES OF SCALE



IMPROVE THE USER EXPERIENCE

- Ensure resubscription
- Reduce retargeting cost



CUSTOMER LIFETIME VALUE



WE KNOW WHERE WE NEED TO INVEST TO ACHIEVE THIS AMBITION



INCREASE THE NUMBER OF SUBSCRIBERS

- Partnerships with Influencers
- Press and Visibility
- Digital Marketing



IMPROVE THE USER EXPERIENCE

- Website
- Catalogue
- Logistics
- Customer Care



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FUNDING HISTORY



¹ Existing investors (or some of them) are expected to join this round



EXISTING ADVISORS AND INVESTORS



HAROLD MECHELYNCK

Founder of Ogone and now active as venture capitalist in BELCUBE



ERIC EVERARD

Founder and CEO of Artexis and angel investor



OLIVIER COUNE

Entrepreneur and CEO at multiple companies (incl. Marcolini, Dynaco, Imac, Ferrari Belgium) and investor



FRANCOIS BLONDEL

CEO and/or founder of multiple pharma companies (incl. KitoZyme, Delphi genetics, OncoDNA, KiOmed)



BENOIT COENRAETS

Founder of Dynaco, industrial high speed door manufacturer

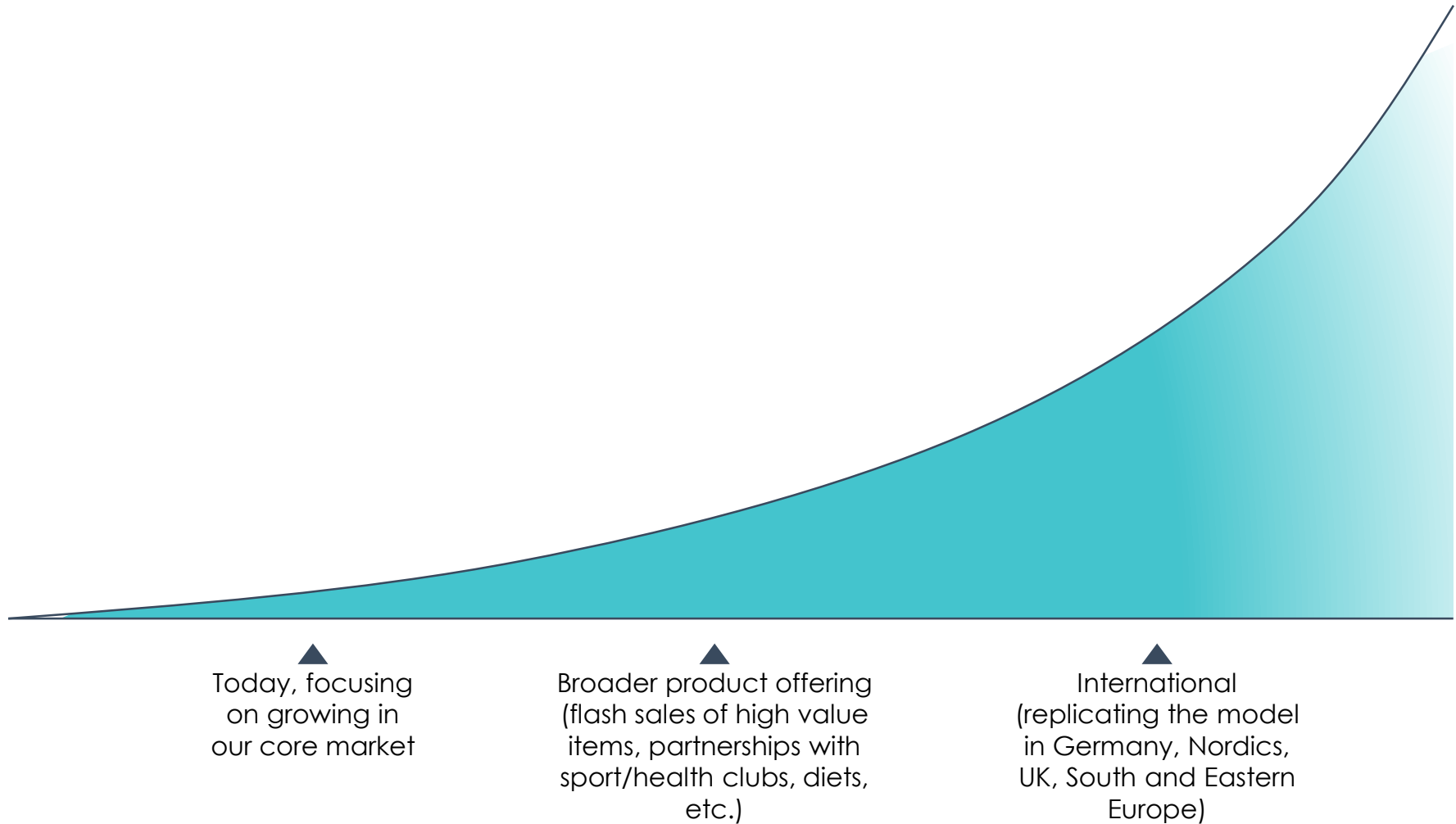


OLIVIER WITMEUR

Entrepreneurship teacher at SOLVAY & non executive partner at NEW PHARMA



WE ARE IN A GREAT POSITION TO GROW OVER THE LONG-TERM AND BECOME A REFERENCE FOR LOW-PRICED HEALTHY PRODUCTS





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