

## America's favorite mission-driven cookie dough. (AS SEEN ON SHARK TANK, twice!)



[doughp.com](https://doughp.com) Las Vegas NV    

Private Founder

Food & Beverage

Entrepreneur

B2C

### Highlights

- 1 \$13M lifetime revenue; \$3.9M in '22.
- 2 Sold in 1,000+ doors within 1st year of retail launch (Costco, Walmart, Target, Kroger, & more!)
- 3 Appeared on Shark Tank - TWICE. '19 and '22. Episodes re-air every month or so, all over the world.
- 4 Ranked #16 in Inc 5000 fastest-growing food & beverage private companies. (2021).
- 5 FIRST company to ever successfully repay its Wefunder investors (from our 2018 rev. share raise)
- 6 Passionate founder started Doughp after getting sober; named Forbes 30 Under 30, Vegas 40 Under 40.
- 7 Donated more than \$100,000 to mental health & addiction recovery non-profits.
- 8 Barbara Corcoran said: "I don't think I've ever met a more sophisticated owner in my life"

### Our Team



**Kelsey Moreira** Founder & Fearless Leader

After getting sober, Kelsey Moreira left 10-yr tech career to start Doughp. She's appeared on Shark Tank, Forbes 30 Under 30, and more. Kelsey is a passionate advocate for mental health & recovery, leading Doughp's #Dough4Hope initiative.

I rediscovered my love of baking in early sobriety! I was experimenting w/vegan baking (spoiler: I sucked at being vegan! Doughp has butter!), and used a great egg sub in my cookie dough allowing it to be eaten raw AND baked! YUM! It's so much more than just a sweet treat, though. Our mission is what keeps me pushing through day in and day out!



**Israel Moreira** Co-CEO

Israel is a civil engineer turned entrepreneur. He is now co-CEO@Doughp, leading its D2C expansion from 0 to \$3.9m in revenue in 2y. His diverse background in engineering, consulting, and project management makes him a valuable asset to this team.

### Hey, we're Doughp!

Hey! I'm Kelsey, founder & fearless leader of Doughp (say it, "dope"! We're the country's favorite edible & bakeable cookie dough company shipping nationwide and now carried at select locations of Costco, Target, Kroger, Meijer, Harmons, and more!

After 6 years in business, we're finally opening up a chance for our community to join the Doughp family OFFICIALLY and help us take Doughp to new heights!





If you're new to Doughp, the first thing to know is that we are SO much more than just cookie dough.

We do make some ridiculously tasty cookie dough, but we are on a mission to break the stigma around mental health & addiction recovery. Through our Doughp4Hope initiative, we raise awareness in the community, walk the walk with mental health practices inside the company, and donate 1% of all sales to nonprofits in the space. We've donated more than \$100,000 to date!

Pretty sweet, right!? Let me tell you my story and you'll see what we're all about!

I started Doughp in 2017, off the heels of a 10-year career in tech. At just 16 years old, I had the amazing opportunity to start work at Intel. I learned an incredible amount during this experience, but it really sped things up for me from just being a kid to being an adult real quick.



Unfortunately, my troubles with anxiety had begun in my early teen years and only accelerated as I entered corporate America. Without healthy mental health coping skills at the time, I leaned on alcohol through the years, using it as a way to "fit in" with what I thought was the cool crowd and not deal with my emotions.

After facing my issues with alcoholism, I made the (amazing!) decision to get sober in 2015. Although at the time it felt like my life was ending, I realize now it was only beginning!

In early sobriety, I got the chance to figure out who I am, what I like to do, and more. One of the biggest realizations was how much I love to be in the kitchen! Baking was like a meditation for me in my recovery journey. Able to focus on the precision of the recipe, I could quiet my mind and really be at peace while baking.



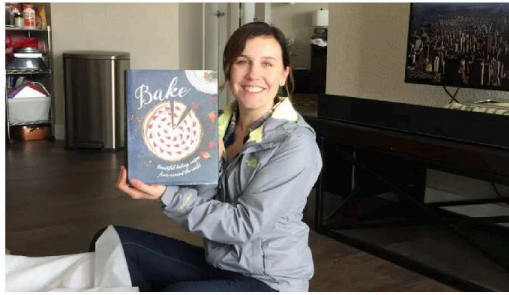
I loved to bake as a child and share so many happy memories with the women in my family baking — and naturally, sneaking a bite of any dough/batter that remained! My love of baking really works out well seeing as I have a massive sweet tooth!



The joy I feel watching someone else light up trying a bite of what I created... there's nothing quite like it! So nights and weekends over my first year of sobriety were spent largely in my kitchen - whipping up cakes, cookies, brownies, truffles. You name it, I made it! I'd bring the baked good into the office and slowly but surely, the requests started pouring in asking if I could make some cupcakes for their kids birthday party. Or a cake for this event. And on it went!

Within that first year, I was moved to San Francisco for a new job inside of Intel and, like many who move to the Bay Area, I attempted my hand at veganism.

Spoiler: I totally sucked at it... I love butter way too much! (Who can relate?!) Over time I developed what I'd call a quasi-vegan baking style! Using butter in my baked goods, but I still wasn't eating eggs at the time so I held onto an awesome vegan egg substitute using flaxseed!



Cookies have always been my favorite when baking - namely because I loved the dough but also the versatility in flavors you can make! This butter-filled but eggless style of mine led to a massive "ah-ha" moment when I realized my favorite cookie dough recipes were now totally safe to dig into raw - and I could bake some into cookies when I wanted a warm cookie as well! Win win!

All the bells were ringing... I'd get the chance to make something I love, watch other people light up when they try it, AND be solving a problem we all face in the kitchen when baking! No more getting your wrist slapped when you go in to sneak a bite off cookie dough, what if you could have as much as you wanted? Guilt free!

By removing the risk of salmonella (by making it without raw eggs!) and the risk of e-coli (heat-treated flour), everyone can finally enjoy cookie dough like they've always wanted.

I set my sights on starting a really dope dessert brand... hence the name Doughp was born! I went to a wood shop in SF to get help building my first food cart for \$500. Then I found a commercial kitchen in Oakland who was willing to take me in ahead of a months-long waitlist and whipped up my first 100lbs of cookie dough!

I set out on April 20th, 2017 and had the first day serving up Doughp and we sold out in three hours!!! I knew I was onto something.



We were accepted into a popular food truck park in San Francisco's SOMA neighborhood and I began setting up shop nearly 7 days a week! I started running catering business and opened up some wholesale opportunities, too! It was such a grind in the beginning, figuring everything out as a I went - but I absolutely loved it!



It was my 2-year sobriety anniversary on September 14, 2017 and on that exact date we wound up having a grand opening for our very first store! It was just a kiosk at the time, but I was so excited to open up a real shop! (We'd finally be able to load up for catering events and pack orders somewhere other than my tiny apartment!)

For this grand opening, I put on the Facebook event that we were celebrating my 2-year sober birthday and you'll get 20% off if you say "It's Doughp to be sober"



at checkout. The response I got was incredible! Messages coming in from people a few weeks sober asking if I knew of any good 12-step meetings in the city, and from some people many years sober saying how cool it was that I was sharing this publicly.

This was my next big ah-ha moment. I realized that there were so many of us out there who are in recovery or are struggling with their mental health and yet we feel like we're the only ones! I knew I could use Doughp's platform for good both to keep elevating the conversation around these topics, but also to raise funds for those making progress in this space. Doughp4Hope was born!



Later that year, I was contacted by San Francisco's famous PIER 39! They'd been hearing about my concept and wondered if I'd be interested in opening a store on the PIER! Having grown up in Northern California, this was a dream come true! We opened up this storefront in February of 2018 and wound up doing just shy of \$1M in revenue our first full year of business. I remember calling my Dad saying, "Can you believe?! A MILLION DOLLARS of cookie dough!" I had no idea we'd wind up selling more than \$13M in the years that'd follow.



To help fund our early expansion, I ran a debt round on Wefunder for ~\$150k! (This debt raise was set up with a revenue-sharing model to be repaid.) We raised the funds incredible quickly and 3 years later, we became the first company to ever successfully fully repay our Wefunder investors!

We spent the first two years of the business heavily focused on the brick & mortar concept with our scoop shops. It was a great chance to get an incredible amount of people in to experience Doughp in person and see our mission come to life firsthand, too, through various activations in the store. We were serving more than 20,000 new customers a month during the summer at the PIER, so I set my sights on our next tourist location and went to seek funding on a show you may have heard of!

I went to an open casting call for Shark Tank in San Francisco in 2018 and joined the approximately 120 entrepreneurs to be filmed that season out of more than 40,000 applicants! I was filmed for Shark Tank just 2 days before my 3-year sobriety anniversary... the gifts of recovery just kept stacking up!



I went in the Tank seeking funds for a storefront on the Las Vegas Strip! (Where better to bring my message of mental health & recovery than to the heart of Sin City?!) The Sharks had some incredible things to say about my skills as an operator:

- Barbara Corcoran: "I don't think I've ever met a more sophisticated store owner in my life"
- Robert Herjavec: "You're an amazing operator - in the top 10 who have ever walked through these doors."
- Mark Cuban: "Everything about this says it's a great investment."

In the end, the Sharks decided cookie dough wasn't "healthy enough" and I left the Tank without a deal and it was the best decision I could've made! I found

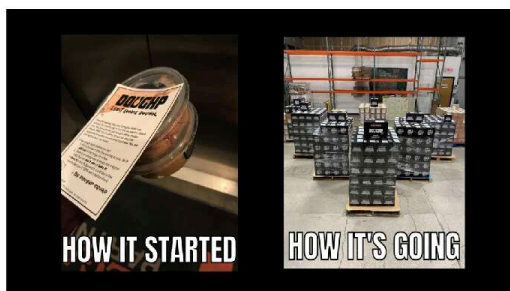
outside capital a few months later and was able to open a brand new cookie dough bar on the Strip in March of 2019!



Our first appearance on Shark Tank aired in May of 2019, and I was flooded with thousands of people who wanted to invest, open franchises, and some who just wanted to say how moved they were to see me sharing my sobriety on a national stage! Some had lost loved ones to the disease of addiction, others had loved ones still struggling... being able to bring up a topic otherwise so hidden in the shadows gave them comfort and that makes it all worthwhile.

2019 was a big year! I also got married (YAY!) and my husband wound up joining the company as co-CEO. It's thanks to him we decided to double-down on e-commerce in late 2019. Incredible timing given what would come in 2020.

As the world came to a standstill, e-commerce was skyrocketing to new heights. Paid advertising was more effective than ever and we grew the business from ~30 boxes a month in November of 2019, to shipping out more than 3000 boxes a week in April 2020! And we were able to net around \$60,000 in profit that month, for example.



By late 2020, due to the tourism industry being hit hard by the pandemic, we made the difficult but necessary decision to close the physical storefronts and lean into what was working: e-commerce! Turns out this was undoubtedly the best choice we could've made and led us to closing \$2.5M in online sales of our total \$2.7M in 2020 revenue. NOTE: in every reference of revenues, we're referring to gross revenue.

After 2020's operational growth spurt, by the end of that year we had our feet on the ground with a solid production & fulfillment network and were ready to look at what was on the horizon for Doughp to truly become a household name: retail!

We continued to grow our e-commerce business to \$3.9M in 2021 and spent that year working on developing relationships with retailers and had an unbelievable response! They LOVED the product (many buyers saying it was hands down the best cookie dough they've ever tried... and they've had to try a LOT!) and they LOVED the mission and knew their customers would, too.

Doughp went from ~20 retail locations in 2021 to more than 1000 retail locations coast-to-coast at some of the biggest names we could imagine by the end of 2022, including:

- Costco
- Walmart
- Target
- Kroger
- Meijer
- And more!





UNREAL! I had to pinch myself as we continued to get approval to launch in all these retail juggernauts. So cool to see us in-store in real life, knowing our message of mental health & recovery was making it into kitchens all over the nation!

In July 2022, we were invited to do a 4-day roadshow with Costco for a new location they were opening up and it was a massive success! We were the #1 selling frozen item that week, company-wide! We boasted an unbelievable 50% conversion rate during that event; for every 2 people that sampled our product, 1 person bought it. I had a blast getting to share Doughp with so many new people! (Plus, bonus points that I was able to meet the Costco CEO at that grand opening... he loved the Doughp and even went in for a second sample!) Costco has re-ordered and we'll be doing three more roadshows this summer!



#### COUNT THE WINS

##### Costco Roadshow

- 4-day Roadshow, Costco in College Station, TX
    - Averaged 350 units sold per day
    - 2000 samples given out, 1024 units sold
      - ~50% conversion rate for every 2 people that didn't buy it
    - Doughp was **the #1 selling frozen item that week compared across all of Costco, company-wide.**
- Bottom line: Where people can try it, THEY BUY IT.

See Kelsey meeting Costco's CEO at the launch of the new location! (below)



By the end of that year, we had to stop seeking new business and focus on the rollout of existing accounts and finding funding to support the marketing demands of this channel, too. The good news is:

- Target expanded our storecount by 20% at the next review
- Costco re-ordered another 3 full truckloads of product and has us on for 3 more roadshows this summer in Texas! Another region of Costco is also looking at bringing us in!
- One of our big retailers is interested in taking us national this year saying they want to "move fast" after seeing us hitting benchmarks out of the gate and outpacing the category in a number of areas; This expansion will increase our door count to more than 4,000 in total!

Without the capital to spend on promotions, demos, and marketing for retail, we know there's even still so much room to grow! As our first year in retail wrapped up, my brain got to thinking about what else we could do. What maybe isn't getting across to a consumer when it's sitting alone on a shelf vs. the times we're there selling it like hot cakes at that Costco roadshow, for example!

Our first year in retail boiled down to these key learnings:

- (1) Pricing: In some stores we wound up hitting shelves as high as \$10/pouch of our snackable, bakeable bites! (OUCH!) That's a steep ask for a new-to-brand person to try us out. Across the board, we knew we needed to get down from an \$8-10 average retail price closer to the \$6-7 mark. We've



started rolling out this price decrease over the last couple of months and are seeing an impact!

2. (2) Packaging: Being focused on brick & mortar and then e-commerce gave us a lot of space to explain. Explain who we are, what we sell, why it's awesome, how it gives back to our mission and more! In retail, we're granted approximately 5 seconds of someone's time and from about 5 feet away. We realized our packaging needed to be updated to share the most key things: 1) it's cookie dough and 2) your purchase supports a good cause. Our new design gets that across straight away!



CURRENT PACKAGE



NEW PACKAGE

(3) Promotion: Our sales in retail to-date have been largely just the product of them sitting on shelf and seeing how we can move the needle with our owned audience. We've put a mere ~\$60,000 in total towards retail promotions like Aisle. But with more funding, we will be able to lean heavily into sampling. When they try it, they buy it! Like the Costco roadshow we mentioned above, for every 2 people that tried it, 1 bought! We will be getting a demo crew on the road, region-by-region to support these retailers and introduce customers to the brand, and get Doughp into their carts!

(4) Placement: This may have the biggest impact of all our learnings... where we're at in the grocery store. We made the decision to launch in the frozen novelty set (think ice cream bars, popsicles, etc.) because of our shelf life. We knew having 1 year frozen could safeguard us from buy backs for expiring products. But we've learned three important things since then:

1. (a) Our customers are looking for us in refrigerated cookie dough, not in the freezer. Nearly 80% of them in a survey with more than 1000 respondents said the refrigerated dough section is where they'd think we'd be in a grocery store.
2. (b) Our refrigerated shelf life is actually better than we thought! With the packaging we use now and enhanced sealing methods, we're near 90 days on a refrigerated shelf life. Double what we had previously!
3. (c) The break n' bake category is ripe for shaking up! It's been long run by Nestle and Pillsbury and has seen incredible success from a new entrant who's serving the gluten-free and vegan market. This break n' bake category is a format that customers know and are looking for a product like ours. Doughp is able to hit the sweet spot serving customers who love gluten & butter but want to support an emerging brand, want more unique flavors, and want to know the brand is using ingredients you'd find in your own pantry. Check, check, and check!

After 6 years and more than 6,000 5-star reviews from customers, one thing is for sure: Our product is incredible and our brand resonates with consumers.

We're stoked to put our learnings into action with our current retailers and our excitement is overflowing at what's possible by navigating into the refrigerated cookie dough set where customers are looking for our product! There are new opportunities arising for us in the food service space that will really move the needle on revenue, as well. Up, up and away!

After years of Doughp fans asking if they can invest in the business, it's finally here. We are growing at light-speed and need additional capital to fuel this growth; including expanding our team and investing in R&D and marketing for retail growth. We've tested the waters last year, asking who from our community might be interested in investing through a Community Round petition and had over \$100,000 pledged in a matter of days. See what they had to say below.

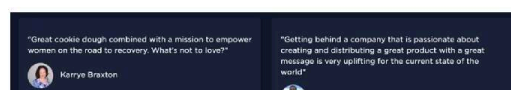
Doughp has been the most fulfilling journey. It's hard to believe one decision to get sober back in 2015 has led to this much, but it's even more awesome to know we're just getting started! Join the Doughp family and invest today.

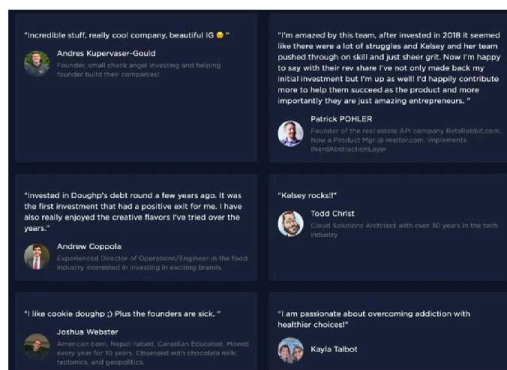
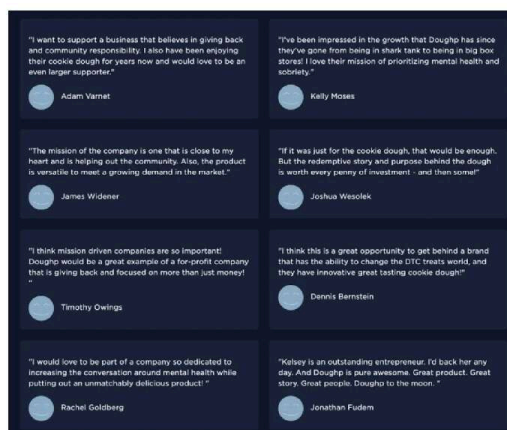
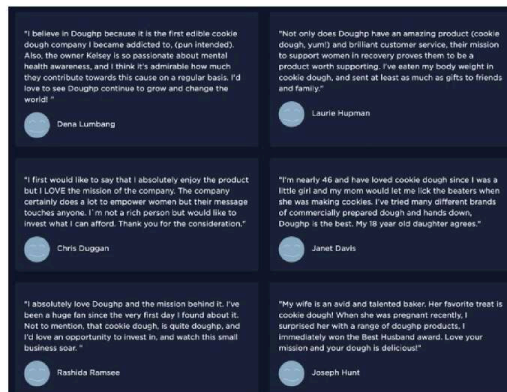
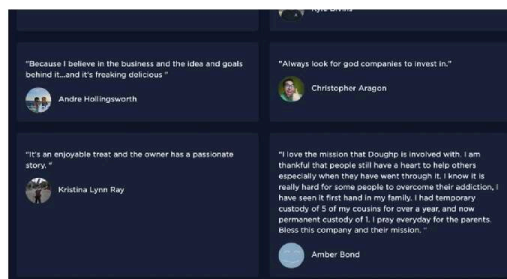
As always, Have a Doughp day!

Kelsey

Founder & Fearless Leader

Doughp

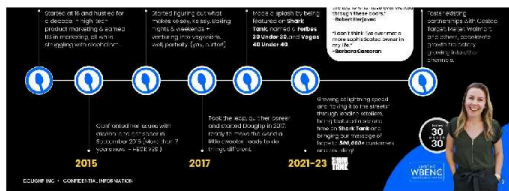




## Investor Pitch Deck:







#### OUR MISSION

To be the one of the leading dessert brands in the world, with the biggest heart.

##### How we'll get there:

- Building an incredible, authentic brand.
- Delivering on 100% happiness guarantee.
- Making products that have meaning, add joy, and create bliss.
- Operational excellence, community.
- Giving back to reduce the stigma around mental health and addiction recovery.



### Hope with every bite.

**Elevate the conversation**  
For our community, we bring the most, authentic conversation and all up next to our community. Join the conversation every Monday for our Mental Health Monday live stream on Instagram.

**Walk the walk at Doughp**  
As a designated Recovery Friendly, Doughp has a robust mental health policy, we encourage our team to bring their full selves to work. We keep it real every week, talking about what's really going on - beyond the job.

**Game changing donations**  
We donate a portion of every sale to RECOVERY Foundation, with a minimum guaranteed donation of \$10,000/year. RECOVERY is a non-profit charity with a mission to connect, support and empower women in seeking recovery.

## What's ahead...

- Executive Summary
- Company Overview
- Brand & Marketing Overview
- Growth Opportunities
- Market Overview
- Financial Ingredients
- Appendix

### Executive Summary

Doughp is an on-trend, delicious, and healthy cookie dough, looking to raise awareness, support its accelerated growth after winning big box retailers in 2022.

- Leading Dessert Brand**  
Doughp is a leading premium dessert brand targeting millennial and Gen Z consumers, having over 100 customers and 100+ retail locations with 2024 sales of \$1.5M, 2023 sales of \$1.2M, and 2022 sales of \$1.0M. Doughp is a leading premium dessert brand targeting millennial and Gen Z consumers, having over 100 customers and 100+ retail locations with 2024 sales of \$1.5M, 2023 sales of \$1.2M, and 2022 sales of \$1.0M.
- Favorable Tailwinds**  
Large and fast growing \$5.4B add-on market for "snack" is a high-growth and growing market. Large and fast growing \$5.4B add-on market for "snack" is a high-growth and growing market.
- Nationwide Distribution**  
After starting in brick & mortar to establish the product, Doughp has a nationwide distribution network. After starting in brick & mortar to establish the product, Doughp has a nationwide distribution network.
- Expansion Plans**  
As brand awareness continues to grow, Doughp is planning to expand its product line and enter new markets. As brand awareness continues to grow, Doughp is planning to expand its product line and enter new markets.
- Inspiring Team**  
Doughp's founder, a high school senior, is a passionate entrepreneur and a dedicated team member. Doughp's founder, a high school senior, is a passionate entrepreneur and a dedicated team member.

## Company Overview

## People LOVE cookie dough.

Doughp brings spoonlickers together.  
(So forget what your momma told ya)

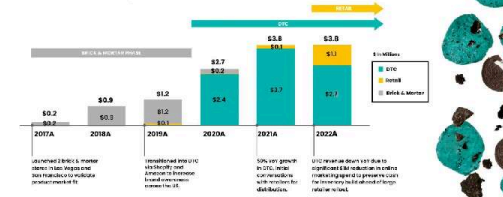
## No, seriously. They really love it. We've sold \$13M of cookie dough since inception.

Can't stop, won't stop. Since we started selling dough in 2017, we've grown revenue an average **more than 50% annually**.



### COMPANY EVOLUTION

Proven ability to forecast & pivot with evolving market landscape



DOUGH INC. - CONFIDENTIAL INFORMATION

### TRIED & TRUE PRODUCT LINES

Edible & bakeable cookie dough

Product	Box Cup	16oz Pint	16oz Pouch	32oz Pouch
MSRP	\$4.99-\$9.45	\$7.99-\$9.45	\$5.99-\$7.45	\$9.99-\$10.99
Channel	Convenience, CPG	Convenience, CPG	Convenience, CPG occasionally	CPG
Category	Edible/Bakeable (Dough), Not for consumption	Edible/Bakeable (Dough)	Edible/Bakeable (Dough)	Edible/Bakeable (Dough)
Flavors	Vanilla, Chocolate, Caramel, etc.	Vanilla, Chocolate, Caramel, etc.	Vanilla, Chocolate, Caramel, etc.	Vanilla, Chocolate, Caramel, etc.

DOUGH INC. - CONFIDENTIAL INFORMATION

### CHANNEL DISTRIBUTION STRATEGY

#### Off to a hot start

- Years of e-commerce and grocery retail experience gives us rich consumer insights, a loyal online following, a compelling brand, and deep product and category knowledge - all of which we leverage to drive success in the retail space.
- Our robust e-commerce business and loyal online following allow us to quickly test new products, flavors, and formats, thus gathering feedback to improve speed of successful retail rollout.
- The focus is on rapidly scaling as well as reaching CPG. We're addressing the grocery retailer with test and learn followed by national availability - on retail and other channels (e.g. convenience, natural, etc.) in grocery, colleges & universities, etc.

Plus, nationwide CPG business through  
**DOUGH amazon**



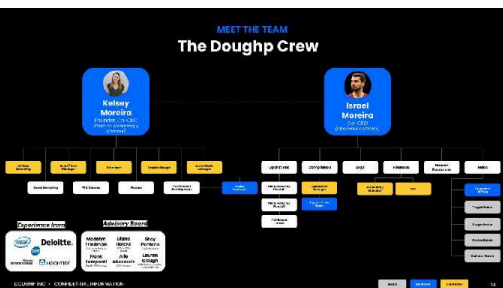
DOUGH INC. - CONFIDENTIAL INFORMATION

### THE DOUGHUP DIFFERENCE

Sizing up the competition...

	Edible & Bakeable	Edible & Bakeable	Edible & Bakeable	Edible & Bakeable	Edible & Bakeable	Edible & Bakeable	Edible & Bakeable
DOUGHUP	✓	✓	✓	✓	✓	✓	✓
INDUSTRY	✗	✗	✗	✗	✗	✗	✗
DOUGHUP	✓	✗	✗	✗	✗	✗	✗
DOUGHUP	✓	✗	✗	✗	✗	✗	✗
DOUGHUP	✓	✗	✗	✗	✗	✗	✗
DOUGHUP	✓	✗	✗	✗	✗	✗	✗
DOUGHUP	✓	✗	✗	✗	✗	✗	✗

DOUGH INC. - CONFIDENTIAL INFORMATION



DOUGH INC. - CONFIDENTIAL INFORMATION

## Brand & Marketing Overview



**MORE THAN 8,000 5-STAR REVIEWS**  
**Meet our *spoonlicker***

Spoonlickers dig into life.

- Millennials
- Conscious Consumer
- Young Professionals
- Young Parents
- 28 yr. Average Age
- Gamers

**MTF \$0.99 5¢ Pk**  
**42% 18+ & 900+ Nation-wide Appeal**

★★★★★

"I started to try spoonlicker and it was amazing. I had to try the cool new ones! I love it to begin with my purchase!"

-COTY H.

★★★★★

"Spoonlicker does not disappoint. I don't know if you ever had one of those bags that have random stuff and all the best and delicious bag mix!"

-JENN

★★★★★

"This stuff is real, smooth on the outside, like a candy, simple like 7 year olds to a grandy, young for most! Great product, I'm getting my Spoonlicker!"

-ASHLEY

100% HAPPINESS

[illegible]

...and they really love the mission.

The collage consists of four screenshots from the Twitter mobile app, arranged in a 2x2 grid. Each screenshot shows a tweet from a user, with the user's profile picture, name, and handle visible. The tweets are all about a 'new' feature, which is a common theme in the app's marketing. The screenshots are slightly blurred and have a dark, moody background, typical of the app's interface at the time.

**A BADASS BRAND WITH HEART**

### Brand assets

A badass brand with a big heart, brought to life with strong (dooi-worthy) visuals and an even stronger message about our mission.

**A BADASS BRAND WITH HEART**

## Brand assets

**Brand assets**  
A badass brand with a big heart, brought to life with strong (drool-worthy) visuals and an even stronger message about our mission.

**CUSTOMER LISTS** Fmcil (270k) & Sals (37k) programs

**WEBSITE** New site (10/31) increased conv. rate 90%

## A BREAK-OUT BRAND

**Brand loyalty is critical.  
Our fans stick around.**

- More than 200k followers on social media; DCE followers on 10, 37k on FB & 50k on Twitter with 15k likes
- 270k email list in 10 EUs; engaged in past 60d
- Average 2-3 million email media lists available to developers
- **540 million impressions** on Facebook/Instagram since 2020
- 98% new customers each month (no single-trip traffic); student discounts for 3 years (FB 28 and the sexiest startup)
- Two national TV appearances on Shark Tank, which still remains nearly 2 months old over the world
- Named #1 in Food & Beverage for 2021 **Inc 5000** Fastest Growing Companies
- NPS Score 78 (10 is good - 50 is excellent - 100 is world class)
- Coverage in more than 30 different news outlets



## GO-TO-MARKET IN OMNI-CHANNEL

### Driving sales in-store & online

#### AWARENESS

##### Digital Marketing

Drive foot traffic via paid search, GEO, TV and in-store marketing. Paid loc of driving geo-targeted ads within 20 mile radius of location with DougHP.

##### Influencer Activation

Engage brand-aligned influencers with strong network reach.

##### PR

Lower cost competing brand story and inclusion to press coverage via TV, podcasts, print, radio and local media.

##### Owned Audience

Building the base around retail launches to segments of our 20M person email list and 15k-25k IG.

#### TRIAL + REPEAT

##### Drive Purchases at the Moment of Truth

Deliver data-driven purchase incentives through variables like first/second look and size.

##### Testing in Believing

Activate in-store and online at recent Costco location. DougHP Inc. saw a 100% increase in 90% conversion rate. When they try it, they buy it!

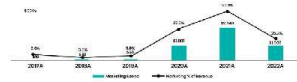
##### Top of Mind

DougHP has competitive brand messaging that would excel in geo-targeted CTV or connected and found key retail locations.



## MARKETING OVERVIEW

Scaled back ad spend to focus on retail, reflecting reduced return after 2021's iOS 14 update



Marketing spend ramped quickly in 2020 as strong return on ad cost for 14,000 customer reach and 100,000 impressions. CTV, however, fell to zero in 2021-2022, reflecting iOS 14.

Apple's 2021 iOS 14 privacy update significantly reduced the ability for many brands to track users, leading to a decline in return on ad spend. DougHP scaled back marketing spend dramatically in 2022 due to reduced CTV.

2023's open segment in Facebook impressions led to increased brand awareness to build on DougHP's retail launch.

### Apple's privacy update

Apple's privacy update in 2021 led to a significant decline in return on ad spend for many brands, including DougHP. The update required brands to obtain user consent before tracking them, which led to a loss of data and a decline in marketing effectiveness.

"The privacy update in 2021 led to a significant decline in return on ad spend for many brands, including DougHP. The update required brands to obtain user consent before tracking them, which led to a loss of data and a decline in marketing effectiveness."

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## COSTCO MARKETING CASE STUDY

### Email, SMS, Social

#### EMAIL & SMS

- 3/30 Costco announcement Email - with an open rate of 45.0%
- 4/11 Costco Letter to Fans in Plain Text to Texas Region - with an open rate of 35.0%
- 6/15 & 6/17 Costco Aisle Promotion Email to Texas Region 34% Open Rate



#### SOCIAL MEDIA

- Instagram Reels: Reached 48,000 unique people, 25,765 impressions, 2,817 accounts engaged, 177 profile visits, 552 comments, 327 shares, 74 bookmarks
- Instagram Stories: 15 total Costco Reel stories, 18,037 accounts reached through Costco stories on the DougHP account
- TikTok: 2 Costco related TikToks with 17K Views



88,930 OPENS!  
Via email & text

90K+ IMPRESSION  
via social media

## COSTCO MARKETING CASE STUDY

### Aisle Campaign

Overview: Unique product sampling program to offer a FREE bag of DougHP to Costco.

Customers purchase a full price then text image of the receipt, for reimbursement. Activated Case: channel to drive trial at Costco TX locations.

Sign-ups: 4935

Conversions (bags sold): 784

Conversion rate: 22.99%

Total marketing spend: \$28k

Landing Page: [HERE](#)

Optimize Adm Case: targeted rate

Direct Mail: targeted to 4,500 online DougHP customers who live in 10 mile radius of Costco TX locations



## COSTCO MARKETING CASE STUDY

### Facebook Groups

COSTCO FANS is the largest Costco specific private Facebook group with 1.1M members from over the US. DougHP reached over 100,000 members from their new to brand customers spanning 800+ cities.

@CostcoLovers Costco Specific Instagram page with 575K Followers, posts reached 285K Views, 283K Likes, 5.87 comments.

@CostcoLovers with 121K dedicated followers for Costco. DougHP posted a branded giveaway with 982 entries, and 107 likes.



## Growth Opportunities

With DTC driving the product innovation funnel and providing a quick market test, we're able to apply those insights to the retail channel for rapid, efficient scaling.



### NEXT STOP:

#### World cookie dough domination

With DTC driving the product innovation funnel and providing a quick market test, we're able to apply those insights to the retail channel for rapid, efficient scaling.





Current	Long Term Goal
Revenue	Revenue
-70% of revenue	-30% of revenue
Long Term Goal: 10% of revenue	10% of revenue

Current	Long Term Goal
Expenses	Expenses
-20% of revenue	-10% of revenue
Long Term Goal: 10% of revenue	10% of revenue

Current Revenue - Current Expenses = Current Profit

**Direct to Consumer (DTC)**

- Strong marketing budget increases brand loyalty and customer lifetime value
- Retention marketing - strategies to encourage repeat purchases and reduce new customer acquisition budgets needs
- Providing our product, innovation and customer feedback to our best customers & suppliers to create a competitive advantage
- Exclusive online only features to support subscription model and preference to subscription model

**Retail**

- Strong DTC program has a customer base without retail adoption with strong retail presence, greater retail sales volume is also critical to repeat DTC advertising supports to brand awareness on shelf
- Conventional focus heavily on target, design, and format to be available on national and international markets and retailers
- Close Strategic partnership with Costco "X"expanding new retailers (e.g. Amazon, Walmart, Target, etc.) and offering customers Day 1 access to be Commerce new (brand) and international markets, inventory in store, access to key lines, support, content, South Korea).


[illegible]

DYNAMIC PRODUCT ROADMAP				
Building the Dough Desserts platform				
 <p>2022</p>	 <p>OLD → NEW</p>	 <p>2023</p>	 <p>2024</p>	 <p>2025</p>
<p><b>Taking our Dough Drops to market!</b></p> <p>Ordering retail with our partner - control option (though PriceSet for online) still available. Little in the market</p>	<p><b>Packaging update with new sizes</b></p> <p>New packaging is exciting and lightweight, smaller footprint and more attractive to the point of sale</p>	<p><b>Single serve "dunks" snack pack</b></p> <p>This package format is great with widespread single ingredient granola in other categories (think "granola" or "granola" products) but it's a "dunk" product that is a "dunk" product</p> <p>New packaging available on new. More time, strong investment in our product space, high volume</p>	<p><b>Licensing &amp; new shelf-stable products</b></p> <p>Launch a major branding deal to have a Dough Drops brand. From our channel from one of the top 100 brands in retail. Licensing brand codes in our packaging format.</p>	


*Forward-looking projections are not guaranteed.*

## EXPANSIVE CHANNEL OPPORTUNITIES


# Endless perfect settings




The channels for Doughnut are **endless** – as it is a **perfect fit** for **snacking** at a diverse set of venues!




AIRLINES & AIRPORTS




MOVIE THEATERS




ENTERTAINMENT VENUES




SPORTS STADIUMS




C-STORES




COLLEGES & UNIVERSITIES



SPORTS STADIUMS



C-STORES




COLLEGES & UNIVERSITIES

Retailer	2021A	2022A	2022E
Target	285	450	605
Walmart	328	409	605
Kroger	255	409	605
Costco	41	90	20
Barstons	325	325	325
Gopuff	325	325	325
DashMart	325	325	325
Mejor	325	325	325
Q2 International	325	325	325

*Forward-looking projections are not guaranteed.*

# Market Overview




**WHAT WE'RE AFTER**

## A massive market opportunity

Dough Republic is not-positioned for acute success the independent dessert category with 5 years of brand awareness, an incredibly passionate customer base, and a strong mission at the core of the business. You'll see, we're much more than just cookie dough.

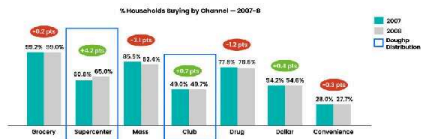
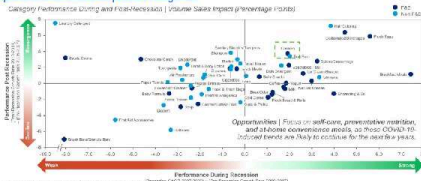
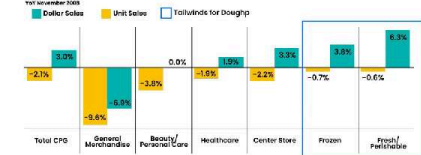
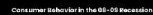
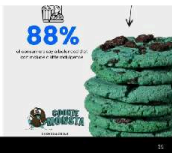
- Dough Republic will extend across dry mixes, baked goods, ice cream and other complementary product lines. Dough Republic products have already launched in the refrigerated and frozen dessert & confection category (a \$1.4B industry) and 10



**85%**  
of the market is controlled by 10 brands



**68%**  
of customers buy baked goods weekly



Ice cream and Baking were in the top decile of sales growth during covid, with cookies maintaining sales.



- Consumer confidence sits at 89.4 as of 5/26/22 compared to 90 at end of 6/29/2022, showing signs of a recovery.
  - Consumer confidence has remained higher than the average for the 2020 (88)
- Personal Disposable Income measured at \$18.4B in 2022, up 4.1% from 2021 double 2020 levels (Personal Revenue)
  - Up 1% from pre-pandemic levels (2019/2021) by almost 67% in aggregate
- Total Retail Sales at \$166.1B in 2022, up 1.1% from 2021 and 30% since pre-pandemic (2020/2021)
  - Total Food & Beverage Retail Sales at \$14.1B as of 5/26/22, on a time high and 22.5% higher than pre-pandemic (2020/2021)



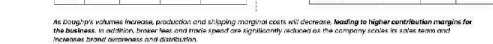
## Financial Ingredients

COWS			
DATE	AGE	WEIGHT	STATUS
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99	1000	100	OK
100	1000	100	OK

- **Keywords:**
  - **Keywords:** health care, management, COVID-19, strategies to strengthen project management in health care organizations
  - **Abstract:** Government states and researchers (2020) have fully realized the importance of strengthening health care management in COVID-19 with a project management approach and applied the project management in COVID-19 with a project management approach to strengthen health care management in COVID-19 with a project management approach
- **2020 Journal of Health Care Management**
  - **Keywords:** health care, management, COVID-19, strategies to strengthen project management in health care organizations
  - **Abstract:** Government states and researchers (2020) have fully realized the importance of strengthening health care management in COVID-19 with a project management approach and applied the project management in COVID-19 with a project management approach to strengthen health care management in COVID-19 with a project management approach
- **Journal of Health Care Management**
  - **Keywords:** health care, management, COVID-19, strategies to strengthen project management in health care organizations
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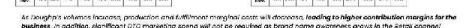
*Forward-looking projections are not guaranteed.*

**At Scale**



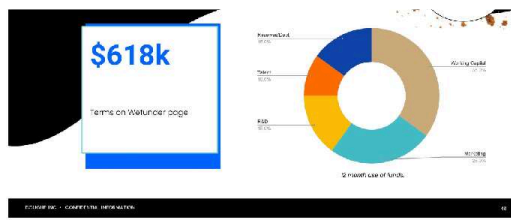
Notes: Regression coefficients and standard errors are shown in parentheses, which are mostly based on 1000 bootstrap replications. Degrees of freedom are 100 for the first two regressions, 144 for the third, and 145 for the fourth, reflecting a loss of observations.

### At Scale



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**Raising \$618K**  
to continue  
crushing the  
dough game



## Downloads

[Doughp Pitch Deck Wefunder 2023.pdf](#)