

RaveLeR

Business Intelligence for Specialty Food Companies


Teaser Deck- September 2019

In the Food Industry, Specialty = Specificity

The more information available, the higher the perceived value.

Three Africas

Golden raisin, winey blueberry, lemon zest



Preparation

☒ One-time Purchase
☐ Subscribe and save \$1–3 per bag
Delivered on your schedule, skip, or cancel anytime.
[Learn More](#)

Bag Size


Quantity

\$17

Order within 4 hours to roast and ship tomorrow

Kenya Kirinyaga Kii

Vanilla, pomegranate, lemon zest



Preparation

Bag Size

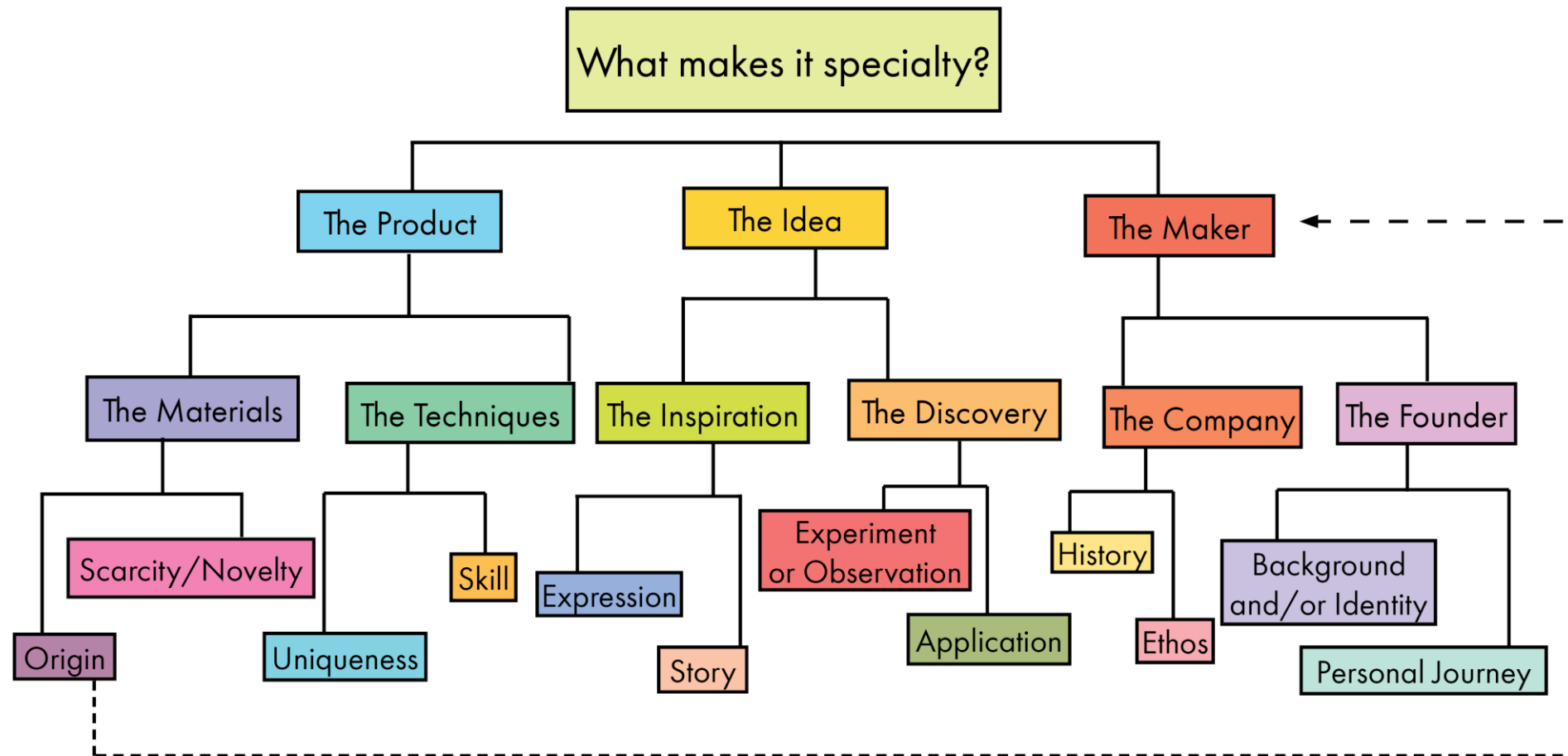
Quantity

\$23

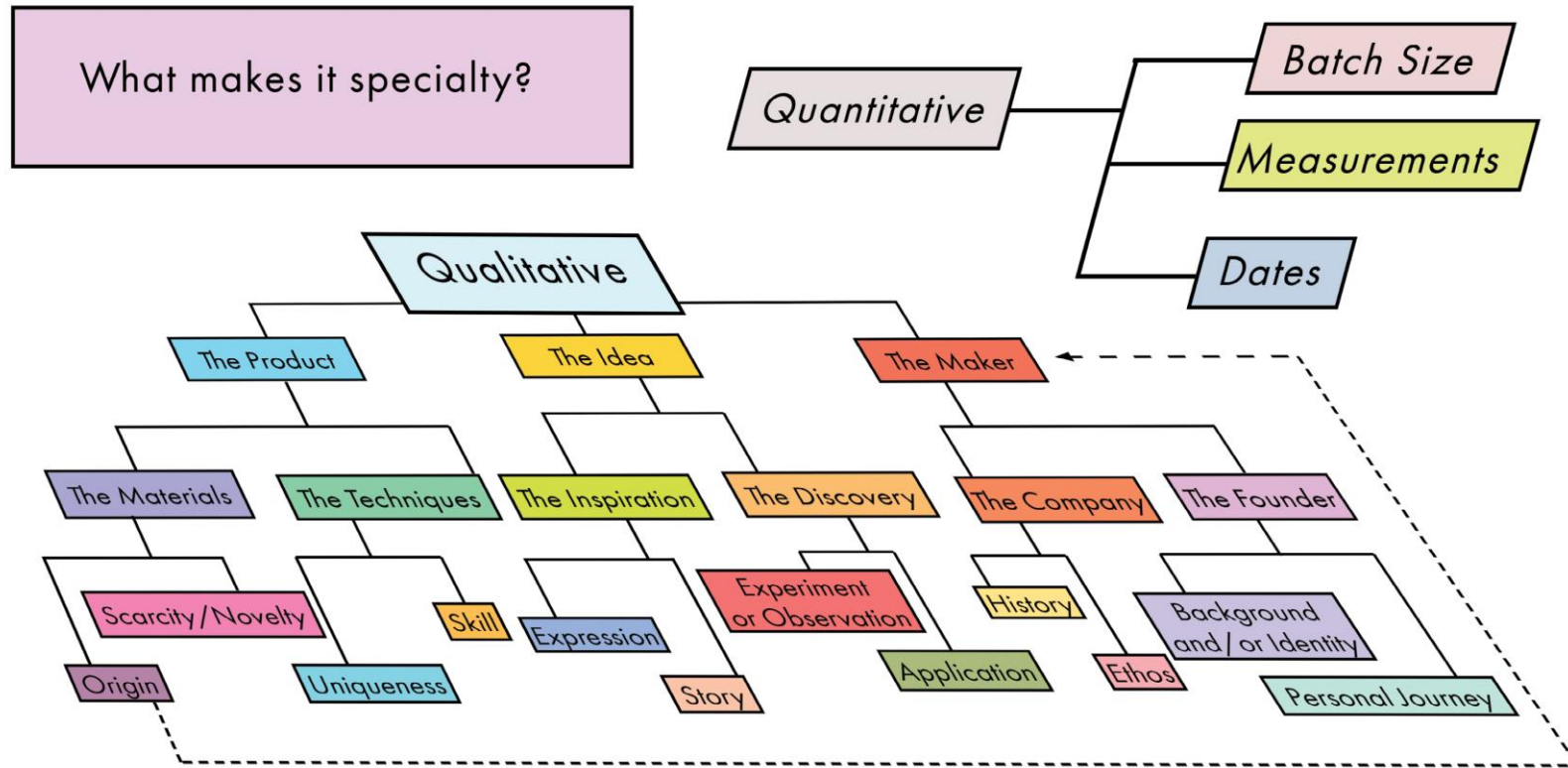
Order within 4 hours to roast and ship tomorrow

* Example from bluebottlecoffee.com

Specificity is Best Communicated by Companies in the Context of Their Own Brand Narrative



Quantitative Information Adds Extra Power

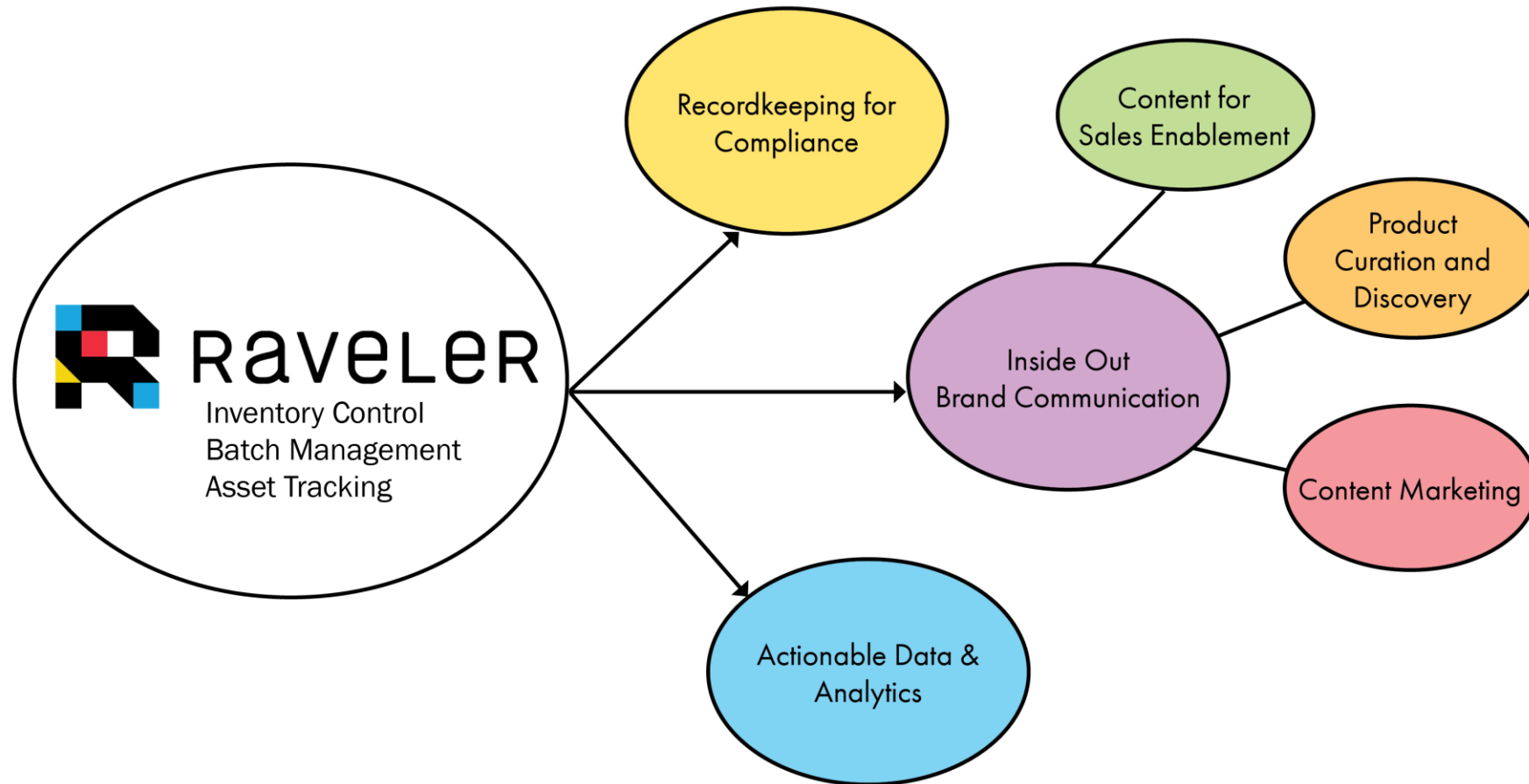




Showcasing This Information Could Be a Full-Time Job, But That is Not How Food Business Operators Spend Their Time

- They are constantly keeping up with tasks like production scheduling, inventory control, and batch management.
- This is done with a mess of spreadsheets and notebooks, and it's very frustrating.

Raveler Connects the Dots



By adding marketing content to our existing operational platform, we will allow users to create action marketing in real time. This will give small producers a competitive advantage over large corporate giants.

Customer Feedback

"Having big piles of coffee-stained papers is not the best way to keep records. Digitally archiving batches has been a game changer for us."

- Patrick Greer
Draft Coffee Solutions (Beta Customer)



Information Generates Materials for Sales Enablement and Business Analytics in Real Time

PV0191431

Batch Overview

Product: Pale Violet

Status: Finished

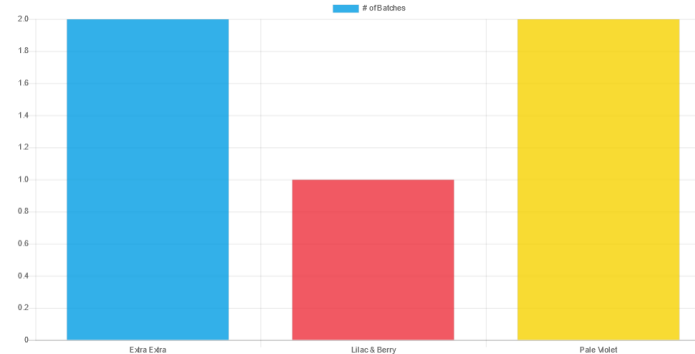
tasting notes:

color: pink

Batch History

Time	Type
2019-05-23 01:27:15 PM	Batch Started
2019-05-23 01:28:28 PM	Note
2019-05-23 01:28:29 PM	Start Fermentation
2019-05-23 01:28:34 PM	end fermentation
2019-05-23 01:28:34 PM	Note
2019-05-23 01:28:50 PM	color

Product Batch Counts
Past 7 Days



Pale Violet

This beautiful brew was invented in the bleary haze of spring.

Batch PV0191431

Young Ginger



Grown at the Glorious Root in Lee, MA. Harvested May 25.

Dried Blue Violet



Grown at Violette Farm in Wells, ME. Harvested March 6.



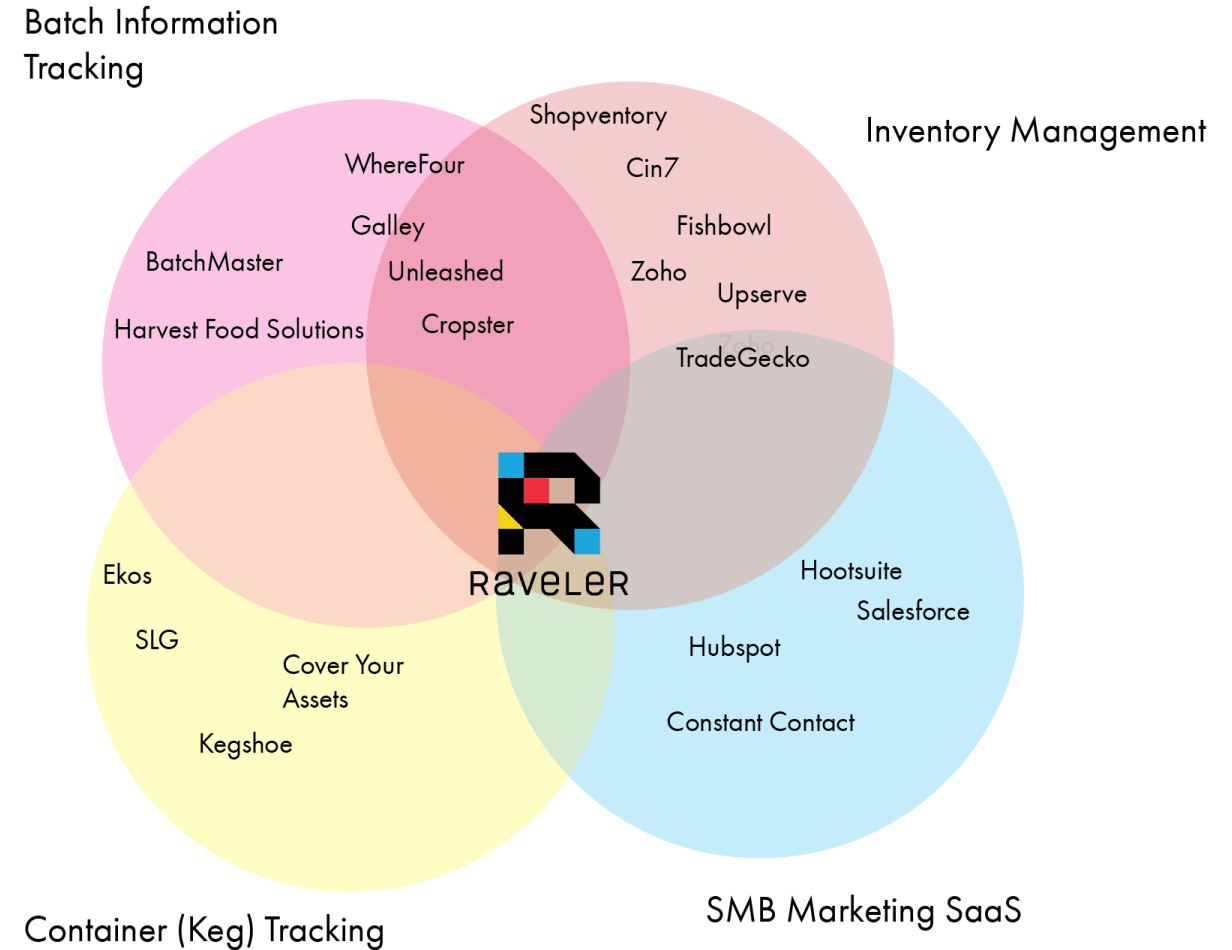
Best if enjoyed by July 10.



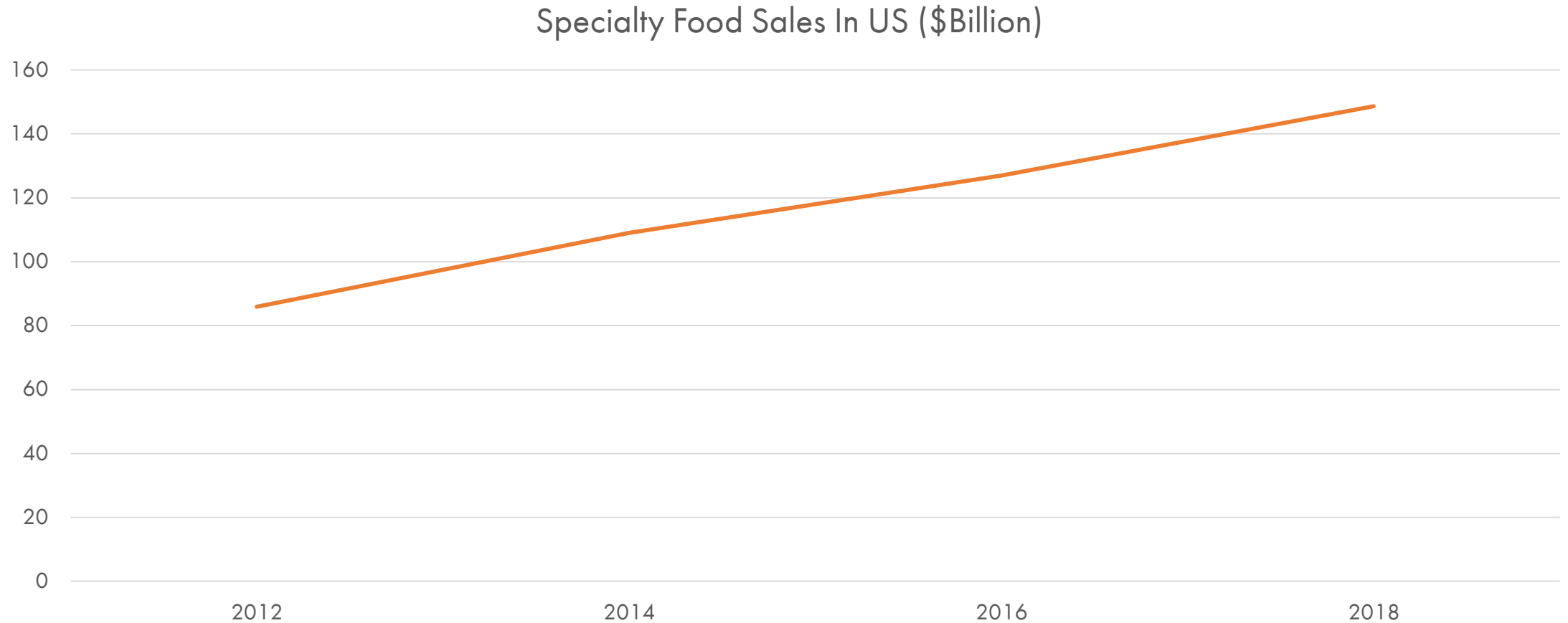
Brewed with love by Kevin in a huge copper pot. Batch finished on May 24.

Competitive Landscape

- Existing solutions for these problems are generally large enterprise systems, which are out of reach for small specialty companies.
- No other solution links marketing with operations to create action content- we have first mover advantage.



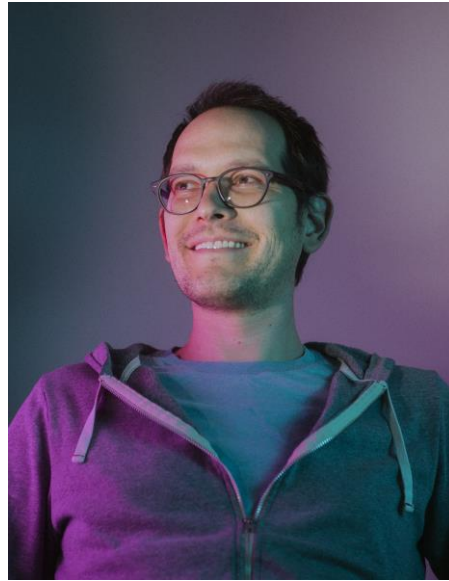
TAM = \$40Billion, and the Industry is Growing



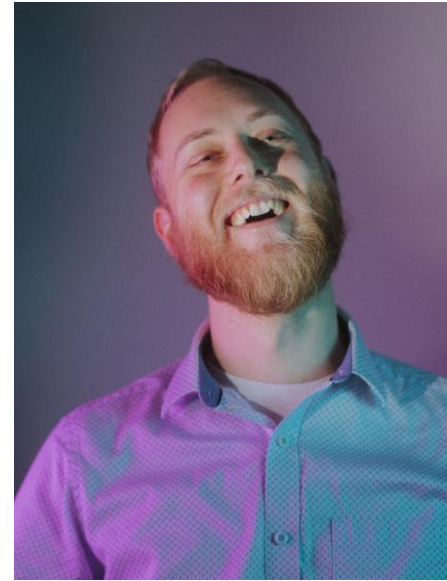
Management Team



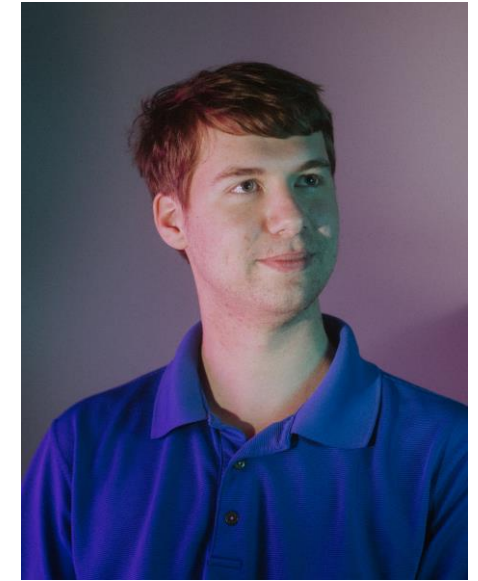
Lucy R. Valena
Co-Founder, CEO
Voltage Coffee, Instructor for
(OBM Consultancy) Rethink
Restaurants, holds a Masters
in Gastronomy/Food Studies



Jaime van Schyndel
Co-Founder, President
barismo, Draft Coffee
Solutions



Chris Chase
Technology Strategist
Sproxil, EnerNoc,
ViralGains



Ben Osoweicki
Software Developer
Keene State College

THANK YOU!

Lucy R. Valena, CEO

lucy@raveler.io

857.719.4603

