



“Starbucks for bread”

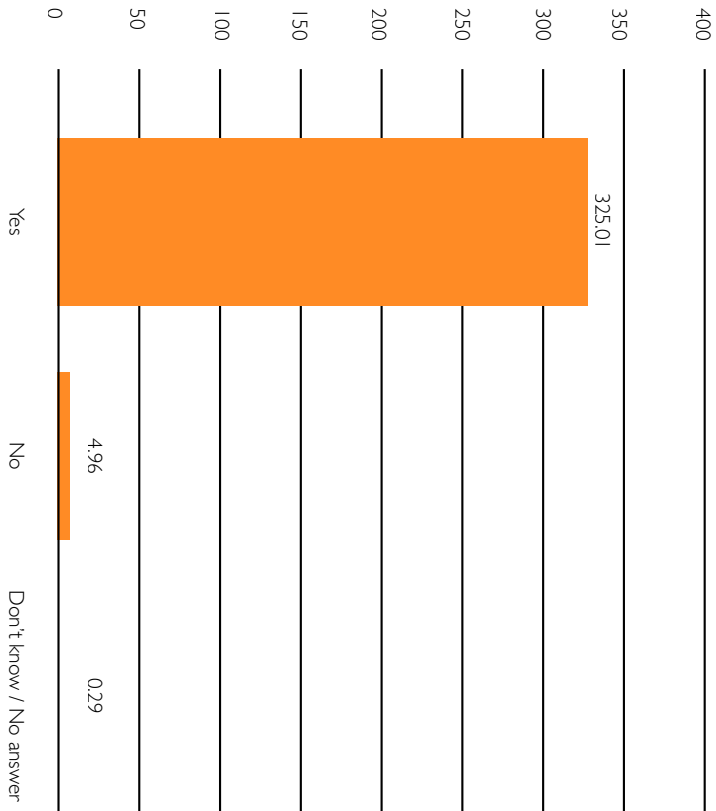
Organic bread bakers with a marketplace for local food makers.

Bread is in great shape



The most essential staple food

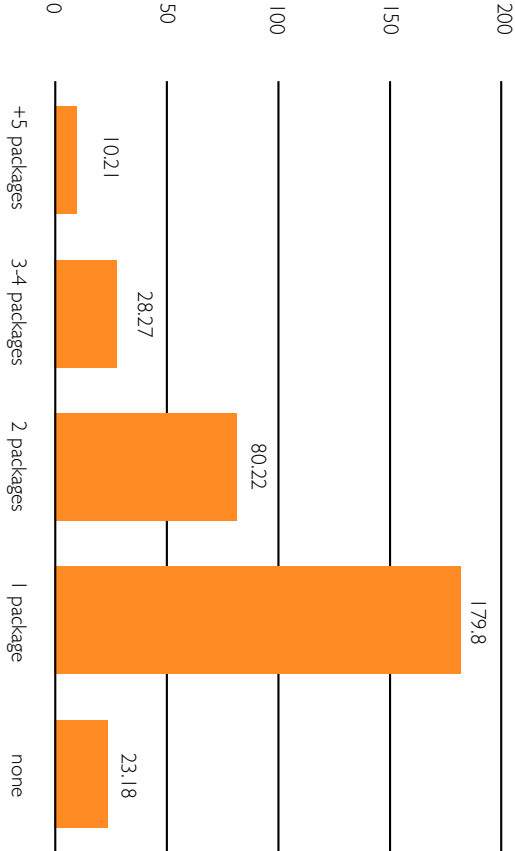
U.S. population:
do you use bread?



Details: Unites States, MRI-Simmons; Statista.; 2019; approx. 330.27 million
// MARKET TRENDS, FONT: CONSUMER GOODS & FMCG

Consumed every single day

U.S. population: how many loaves/packages of bread have you used in the last 7 days?



// MARKET TRENDS. FONT: CONSUMER GOODS & FMCG



Large and growing market

SOURDOUGH
\$2.4B

BAKERY CAFES
\$11B

US BREAD
PRODUCTION
\$46B

CAGR of 6.6%

SOURCE: IBIS WORLD, GRANDVIEW RESEARCH

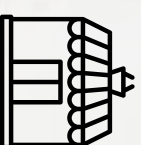
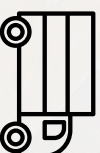


However...

Uninspiring retail



Complex supply chain that involves producers, distributors, brokers, wholesalers and more, which require 3-5 weeks for their products to reach customers.



Unhealthy products



INGREDIENTS: ENRICHED WHEAT FLOUR (FLOUR, MALTED BARLEY FLOUR, REDUCED IRON, NIACIN, THIAMIN MONONITRATE (VITAMIN B1), RIBOFLAVIN (VITAMIN B2), FOLIC ACID), WATER, SUGAR, YEAST, SOYBEAN OIL, SALT, WHEAT GLUTEN, PRESERVATIVES (CALCIUM PROPIONATE, SORBIC ACID), CALCIUM SULFATE, DATEM, MONOGLYCERIDES, GRAIN VINEGAR, SOY LECITHIN, POTASSIUM IODATE. R19-123-202387

CONTAINS WHEAT, SOY.

MADE IN A BAKERY THAT MAY ALSO USE MILK.

INGREDIENTES: HARINA DE TRIGO ENRIQUECIDA (HARINA, HARINA DE CEBADA MALTEADA, HIERRO REDUCIDO, NIACINA, MONONITRATO DE TIAMINA (VITAMINA B1), RIBOFLAVINA (VITAMINA B2), ÁCIDO FÓLICO), AGUA, AZÚCAR, LEVADURA, ACEITE DE SOJA, SAL, GLUTEN DE TRIGO, CONSERVANTES (PROPIONATO DE CALCIO, ÁCIDO SÓRBICO), SULFATO DE CALCIO, DATEM, MONOGLICÉRIDOS, VINAGRE DE ALCOHOL, LECITINA DE SOJA, YODATO DE POTASIO. R19-123-202387

CONTIENE TRIGO, SOJA.

FABRICADO EN UNA PANADERÍA QUE PUEDE USAR TAMBIÉN LECHE.

Lost touch

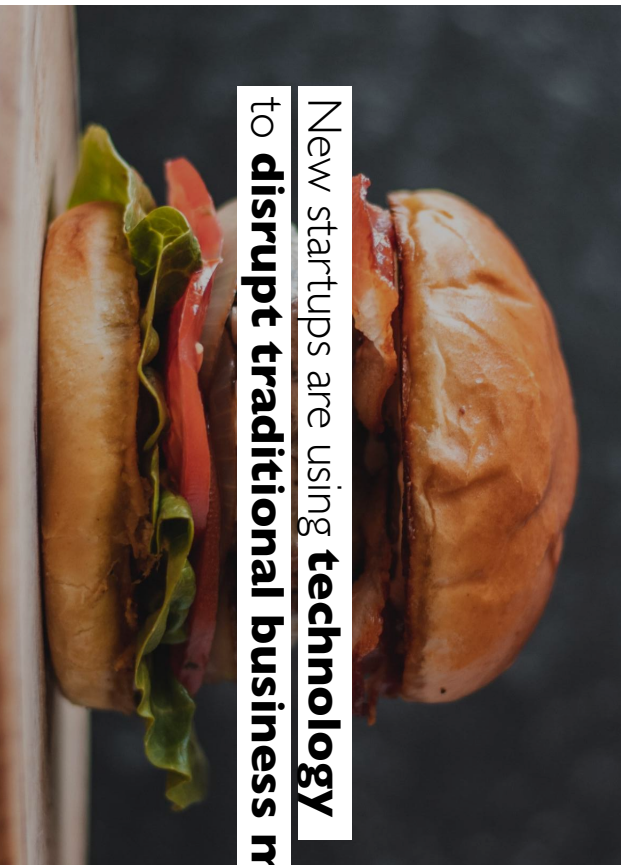


**with time honored
traditions.**

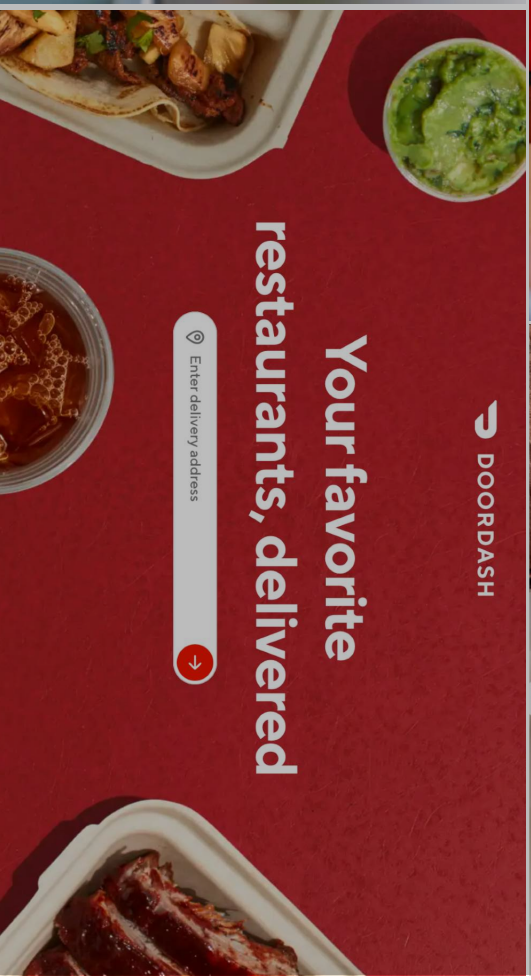
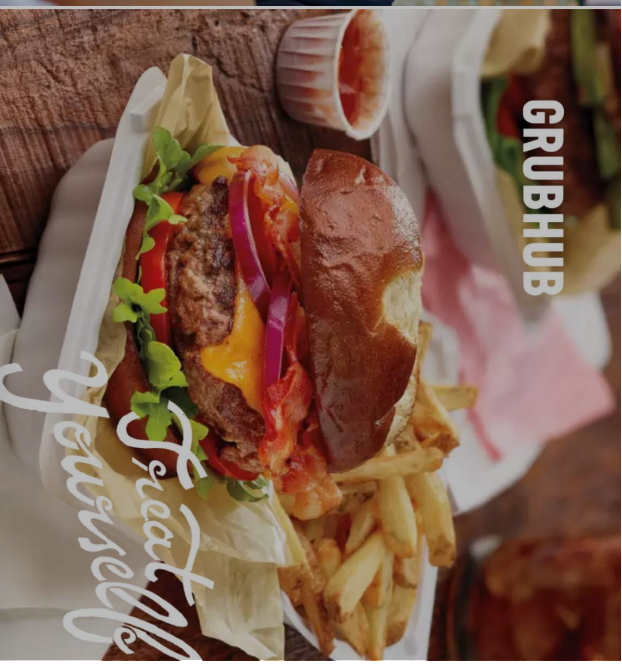


**While bread is stuck in 20th century,
other food categories have never
been more innovative.**






New startups are using **technology** to **disrupt traditional business models.**



Premium brands are bringing back
quality products and experiences.



**Blue
Apron**



magicspooncereal

Seguir

...

294 publicações

209mil seguidores

89 seguindo

Magic Spoon

Childlike Cereal For Grown Ups

High Protein 🥳 Low Carb 🌟


Get our limited edition Fall flavors! 🍁

magicspoon.com/products/fall-seasonal-1-case-4-boxes

WE'RE NOT
LIKE OTHER
CEREAL.

Swipe up to view website


US



12g
PROTEIN

Swipe up to view website


THEM!



1g
PROTEIN

Swipe up to view website


US



12g
PROTEIN

Swipe up to view website

THEM!



2g
PROTEIN

Swipe up to view website

A rustic, round loaf of bread with a thick, dark crust and several diagonal slashes on top. It sits on a wooden cutting board. A serrated knife is visible in the bottom left corner. In the background, there's a wooden surface and a small notebook with a rope handle.

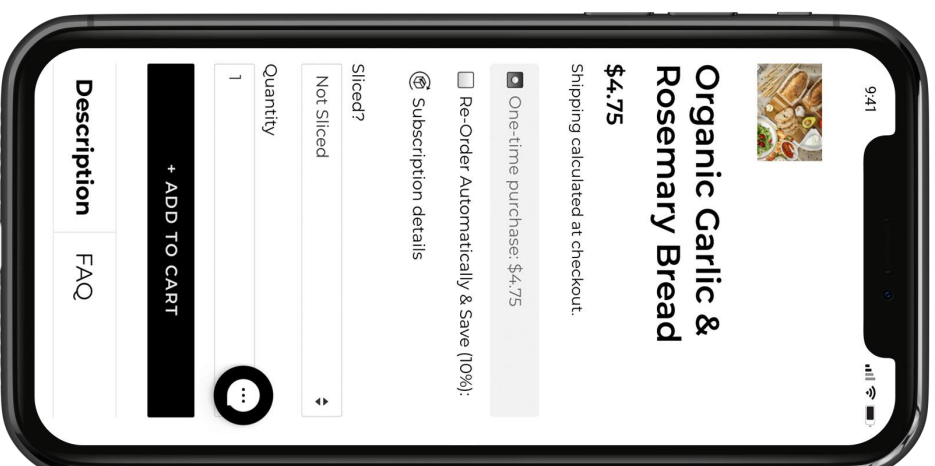
**“ How can a nation be great if its
bread tastes like Kleenex? “**

— Julia Child

The solution

Direct to consumer delivery and shipping of freshly baked bread and other complimentary products.

A simple online shopping experience with delivery to the customer's door.



Focus on product & customer experience



Order

Simple & Fast



Make + Bake

Always fresh



Deliver

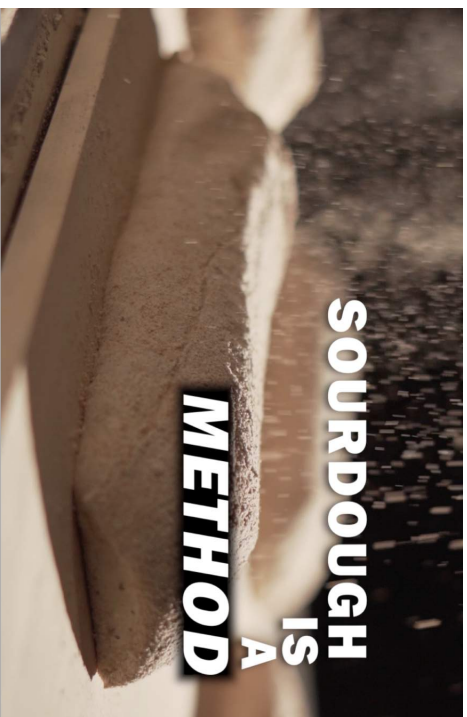
Convenient

Product Vision: Best Bread in the US



Ingredients

Organic freshly
milled flour



Process

Slow and long
fermentation



Result

Tasty and
easy to digest

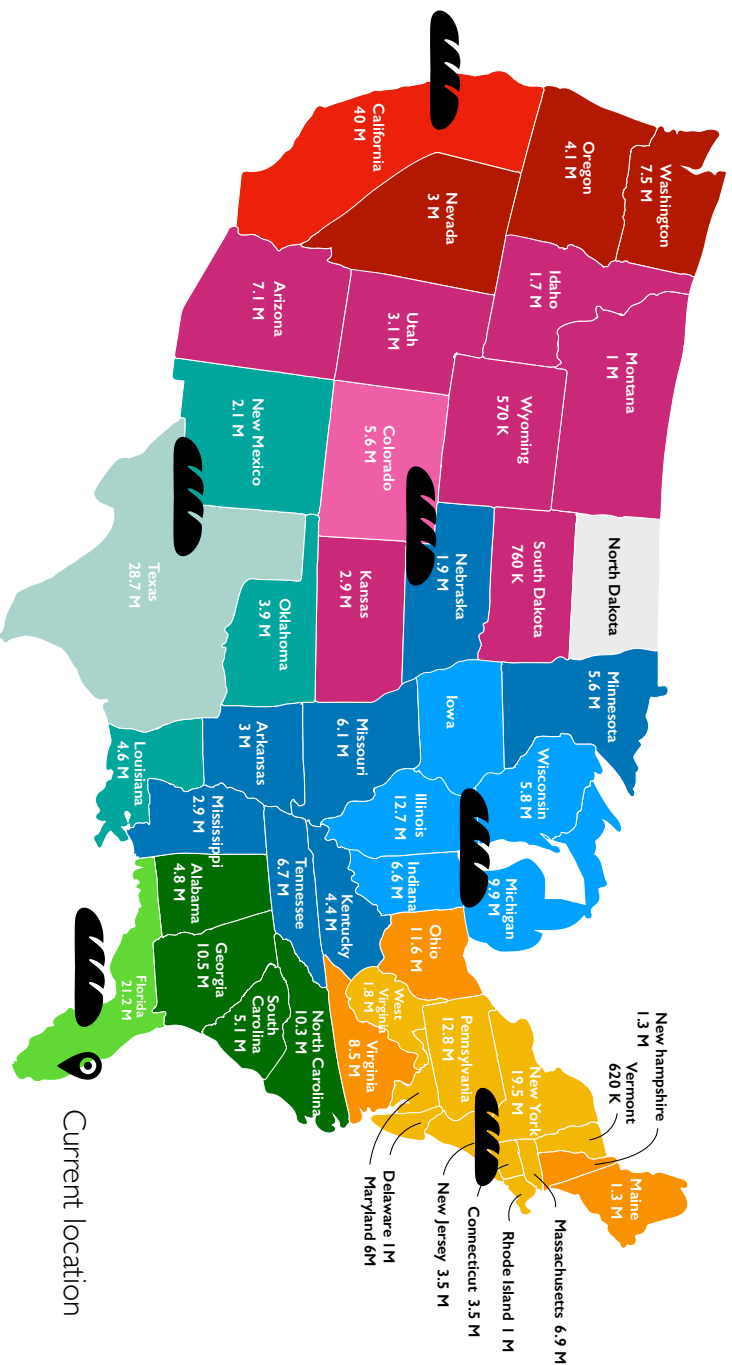
The opportunity

Establish a nationwide brand **known for its bread** (Starbucks for Bread), and for other complimentary foods (marketplace for local food makers).



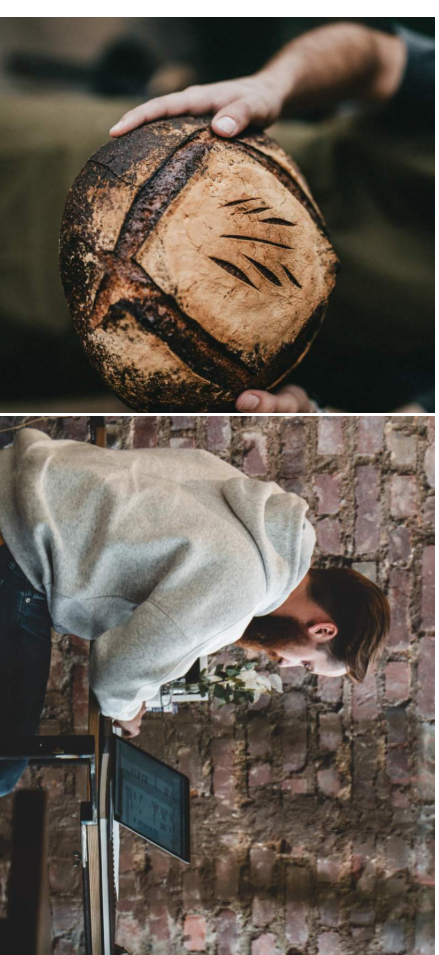
MAIN PRODUCT

Reach over **90% of US consumers** with 6 locations, 2 day ground shipping, and offer local delivery to customers near locations.



Team

- Founded by Emil Hristov, Wharton MBA, founder of 2 companies with revenue over \$20MM.
- Local team in Miami, FL facility includes bakers, packers, and drivers.
- Software developers based in Argentina. Currently focused on app for order management.
- Customer support done remotely from Macedonia.



Business Model

Direct to consumer subscription model.
Focus on products consumed frequently.

Local delivery + shipping

80%

Margin on in-house
products

50%

Margin on re-sale
products

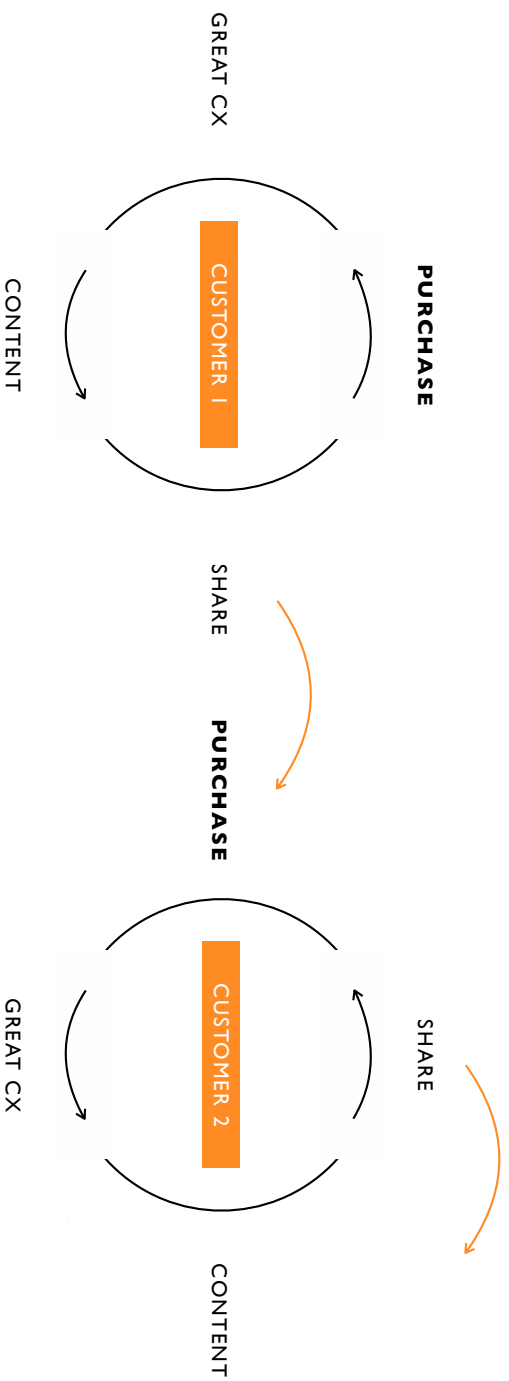
25%

Marketplace &
Fulfillment fee



Customer Acquisition & Retention

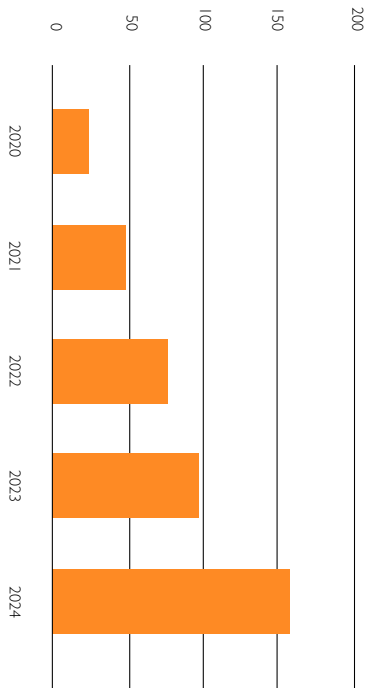
Habit building methods with communication through multiple channels (email, sms, social media, and print) and focus on developing customer loyalty.



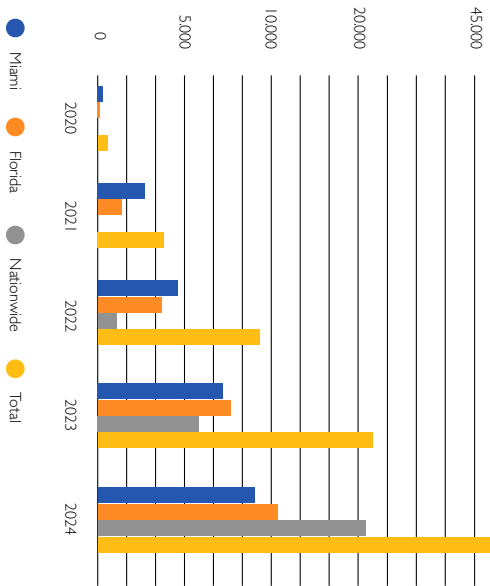
Growth Projection

Focus on increasing average order value (AOV) with additional products and locations.

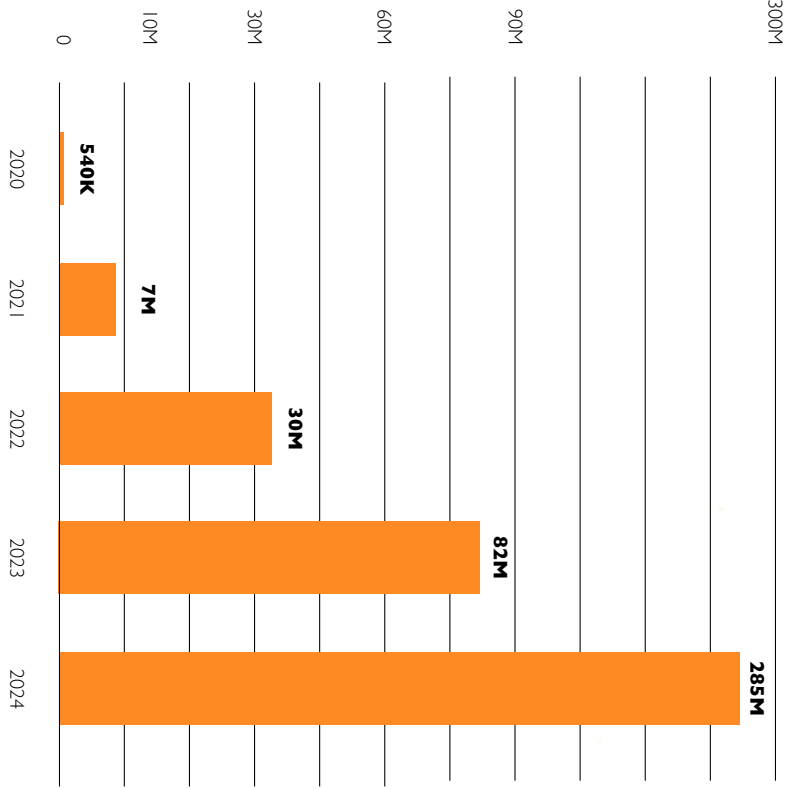
AOV



of customers



Revenue Projections

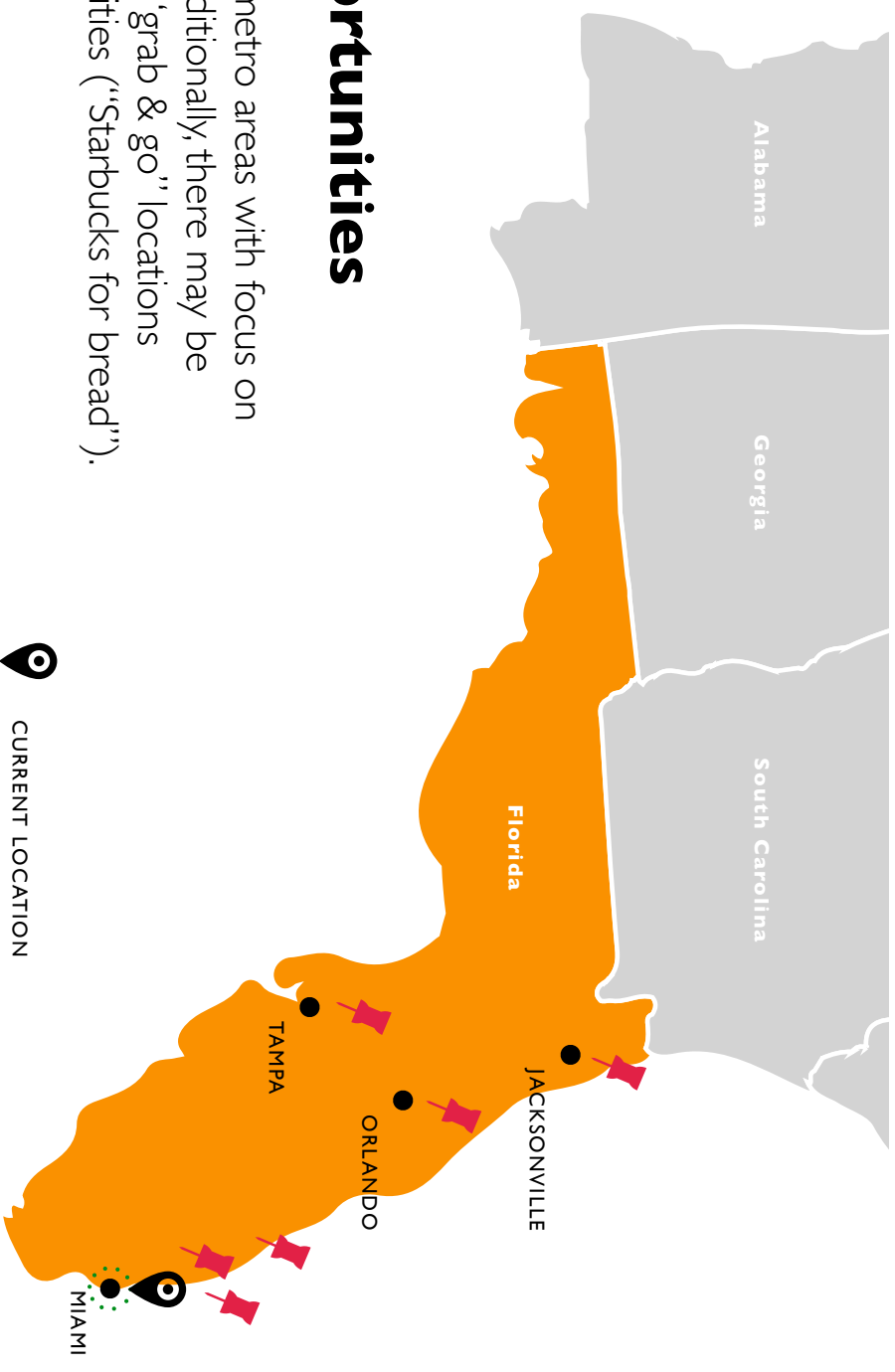


Competition

Where convenience is present, quality is low.
Where quality is higher, convenience is low.

	QUALITY OF PRODUCTS	DELIVERY SERVICE	SHIPPING SERVICE
DOMASELO	10	YES	YES
INSTACART	3	YES	NO
WHOLE FOODS	MEDIUM	YES	NO
GRUPO BIMBO	LOW	NO	NO
LOCAL BAKERIES	8	NO	NO





Future opportunities

Expand further within metro areas with focus on same day deliveries. Additionally, there may be opportunities for small “grab & go” locations dispersed throughout cities (“Starbucks for bread”).

Seed Round

\$1MM

RETAIL		
DOMASELO.COM: CONSTANT ITERATION OF TECH & CREATIVE		
	FL CONCEPT GRAB & GO RETAIL + NOMADIC RETAIL	
	NATIONWIDE GRAB & GO RETAIL	
OPERATIONS		
EQUIPMENT FOR PRODUCT QUALITY AND ORDER PREP IMPROVEMENT		
	TECH STACK FOR ORDER PROCESSING AND UX/UI	
	ADDITIONAL PRODUCTION & FULFILLMENT LOCATIONS	
	R&D KITCHEN	
MARKETING		
SOCIAL MEDIA ADS, AND PAID SEARCH		
	CONTENT (BLOG + VIDEO), E-MAIL, AND SMS	
	PR (START WITH FL)	
KEY HIRES		
	PRODUCTION / OPERATIONS DIRECTOR	
	MARKETING DIRECTOR	
	RETAIL DIRECTOR	
	TECH DIRECTOR	
SELF FUNDED 4 PRODUCTS	SEED ROUND 20 PRODUCTS	SERIES A 50 PRODUCTS
		SERIES B 80 PRODUCTS



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