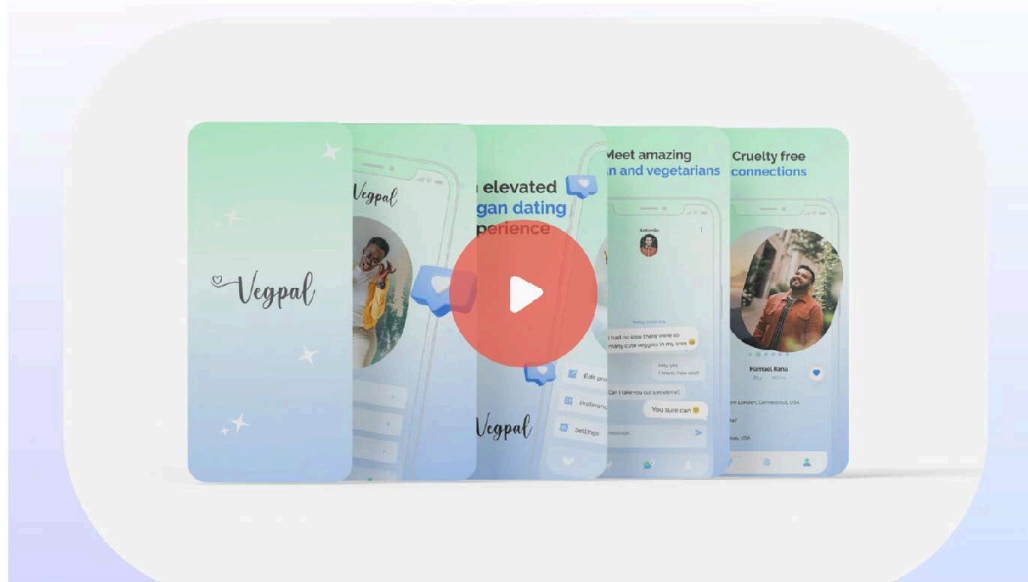


## Vegpal is a vegan community-building platform connecting vegans around the world



[vegpalapp.com](http://vegpalapp.com) Boston MA



Technology

Software

Social

Dating

App

### LEAD INVESTOR



#### Michael Schroll

Dahlia is very motivated and approaching a large and growing market with a comprehensive solution. I believe the that daring and community approaches which focus on common interests are a much better approach for bringing people together, and those who are vegan appreciate and often have aligned values. I've invested in multiple dating apps and enjoy seeing the approach of niche markets to attract values-aligned folks. I have full faith in her ability to lead and execute!

Invested \$50,000 this round

## Highlights

- 1 🚀 \$200 billion market. The vegan market is huge, and growing exponentially.
- 2 ✅ No clear leader in the vegan app space. Vegpal is well positioned to fill that spot.
- 3 💰 Vegpal was bootstrapped using privately-raised funds to build the app and test the market.
- 4 📈 Strong, steady growth since the app launched 8 months ago. Thousands of members onboarded.
- 5 🌱 Passionate, vegan, experienced leadership team.
- 6 🏠 Be part of the next revolution in social media. We are building the future, build it with us.
- 7 🌍 Empower vegans to find their people, wherever they are in the world.
- 8 📊 Invest in one of the fastest growing market segments in the US, UK and Canada.

## Our Team



**Dahlia Eisenberg** Founder, CEO

## Our Team



**Dahlia Eisenberg** Founder, CEO

Dahlia is a vegan activist, who launched Vegpal in 2021 based on a desire to meet other vegans, and the realization that there wasn't an easy way for vegans to meet and connect. Since then, she's led the company's growth to a vibrant vegan community.

As vegans who are passionate about advancing the animal rights movement, we know first hand how important, yet difficult it is to meet and connect with other vegans. To date, there is no streamlined way to meet or build a network of like-minded vegans. Vegpal is solving this by being a community hub for all things vegans.



**Megg Gawatt** Chief Technology Officer

Megg is a software architect with more than a decade of experience developing applications on a range of platforms. Megg specializes in mobile app and web app development. Megg has designed, built and launched a number of successful apps.



**Tamer Shafik** Strategic Advisor

Tamer is a 22 year tech industry veteran, He has served as CEO and CTO at 3 startups. Additionally, Tamer spent 10 years in corporate consulting, working on transforming legacy delivery models in Lottery & Gaming, Banking and Government sectors.

## Pitch



Vegpal is a vegan community and social media app  
advancing the vegan movement by uniting vegans  
in their local area and around the world.

## Highlights

**There is no clear leader in the vegan social media space. Vegpal is positioned to fill that spot.**

\$200 billion market. The vegan market is huge, and growing exponentially.

Strong, steady growth since the app launched 8 months ago. Thousands of members onboarded.

Passionate, experienced, vegan leadership team.

Invest in one of the fastest growing market segments in the US, UK and Canada.



## The Problem

Being vegan can be extremely lonely and isolating



There is no easy way for vegans to meet and connect with other vegans.



Traditional apps are filled with unverified users and bots.



There is no app for vegans who are already in a relationship to meet for friendship.



Traditional apps are based on user stats, with little opportunity for genuine connection.



There is no vegan - only community building app.



## The Opportunity

**Social Media is changing.**

We are in the midst of a transition from an old social media model (Facebook, Twitter) to a new model: Growing interest in niche, lifestyle - specific platforms.

In this new social media landscape, vegans need a home. Vegpal will be that home.

Members can share vegan content such as products, podcasts, events. Instagram is limited to photos and videos.

Vegans represent a sizeable and rapidly growing advertising market.

Strong alignment of user interests

makes vegpai prime advertising space for vegan brands.



## Market Size

The vegan market

**TAM: \$2-5B**

**\$15.4 billion**

In 2020 the vegan food market was a **\$15.4 billion** industry.

**\$2.1 billion**

Plant-based meat, egg and dairy companies received **\$2.1 billion** in investments in 2020.

**79 million vegans**

There are an estimated **79 million vegans** around the world and the vegan population continues to grow exponentially.

**10 million**

There are **10 million** vegans in United States.



## Financials

**Year 1**

Total Users:  
**220,000**

Revenue in Year 1:  
**\$750,000**

**Year 2**

Total Users:  
**800,000**

Revenue in Year 2:  
**\$7,000,000**

**Year 3**

Total Users:  
**1,900,000**

Revenue in Year 3:  
**\$18,000,000**



This slide contains forward-looking projections that cannot be guaranteed.

## Vegpai Pre-Seed Raise

Raising

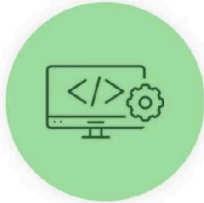
**\$500,000**

Valuation Cap

**\$3.5 Million**

## Growth Strategy

## Growth Strategy



### Build Engineering Team

Further develop the app features  
Build community features  
Monetization and Advertising.



### Marketing

Influencer marketing  
Digital marketing: App Store ads  
Hosting events: Vegfests  
Media, Press, Podcasts



## Team



**Dahlia Eisenberg**  
CEO

Dahlia is a vegan activist who founded Vegpal in 2021 based on a passion for connecting vegans. She holds a Bachelor's degree in Communication, from UMASS Amherst, studying media and advertising. Dahlia has also taught Special Education in Massachusetts Public Schools



**Tamer Shafik**  
COO

Tamer is a 22 year tech industry veteran, having served as CEO and CTO at two startups. He has 10 years experience in corporate, working on transforming legacy delivery models in Lottery & Gaming, Banking and Government sectors. As a decades-long vegan, Tamer is



**Megg Gawat**  
CTO

Megg is a Full Stack Developer, and software engineer with more than a decade experience engineering computer software. Megg specializes in mobile app development and web development, with experience in game development, desktop