

#Spinach
packed

A VEGAN, GLUTEN FREE,

NO ADDED SUGARS, NON-GMO,

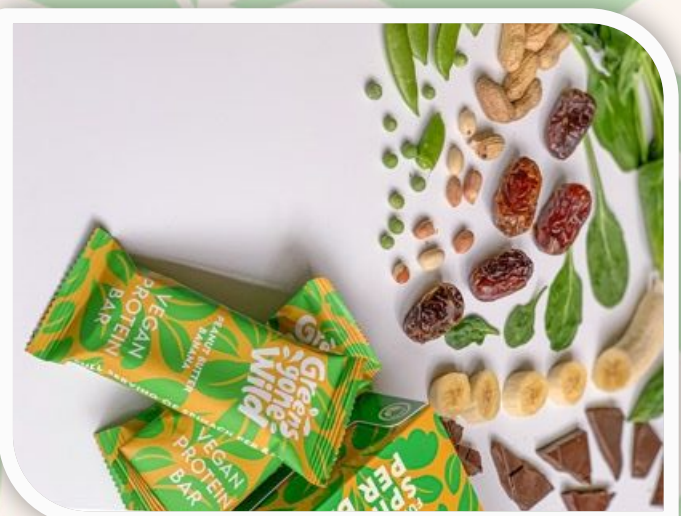
FULL SERVING OF SPINACH,

PROTEIN BAR.



OUR MISSION

To create an easy and fun way to share
the love of spinach and greens,
with the goal of creating healthy products,
a healthy business, and a healthier community.



THE TEAM



LAURA HARRIS

CHIEF EXECUTIVE OFFICER

Former small business owner

Aligned with target market

20+ years in various sales/customer service fields

Food handler safety Certified



ZACH MEIER

CHIEF CULINARY OFFICER

Trained in culinary arts

Executive Pastry Chef

BA Photojournalism

HACCP Certified

THE ADVISORS



BASECAMP CO-PACK

CO-PACKER/MANUFACTURER

Six years mfg./pkg. experience

Food scientist

Food law expert



LANI LANGTON

BUSINESS ADVISOR

20+ years industry experience

10+ year in natural foods company expert

Experience assisting over 10 bar companies

Has grown multiple companies into million-dollar well-known brands



ON THE MARKET THERE WERE NO...

VEGAN,
SHELF-STABLE,
PROTEIN/MEAL REPLACEMENT BARS
WITH LEAFY GREENS

...UNTIL NOW.

1/2 CUP SPINACH /
BAR



SIMPLE
INGREDIENTS



NO REFINED OR ADDED
SUGAR



soy
free

gluten
free

non
gmo

no
refined
sugar

vegan



SUSTAINABLE ENERGY
BOOST



ALLERGY FRIENDLY



MEAL REPLACEMENT



GREENS GONE WILD

12g Protein
0g Added sugar
½ Cup of Spinach
7 Ingredients



WHOLE EARTH & SEA
15g Protein
??g Added sugar
0 Cup of Spinach
24 Ingredients

GREENS GONE WILD

12g Protein
0g Added sugar
½ Cup of Spinach
7 Ingredients



PROBAR

10g Protein
13g Added sugar
0 Cup of Spinach
28 Ingredients

ACCOMPLISHMENTS

- Reached 100k Sales Year in 2022
- Two Popular Recipes with Consistent Online Orders
- Ready to Launch Salted Chocolate Cherry (Nut-Free)
- Eight Full Low Volume Manufactured Runs
- Completed Branding & Packaging
- Consistent Social Media Posts on IG & FB
- Gaining Steady Sales & Traction from SM & Google Ads
- Professional Team for Business Advisory, Marketing, & Accounting
 - Fully Insured
 - Average 25 Demos per Month
 - Average \$300 in Sales per Demo
 - Average \$800 in Sales per Event/Market
 - 70 Wholesale Accounts Across Five States
 - Colorado, Idaho, Virginia, Arizona, California
 - 3,379 Direct Orders since 7/2021
- Orders Shipped to 25 States
- 20 Active Subscriptions
- Amazon Store Live by 3/2023

The logo for 'Greener Wild' is written in a playful, bubbly font. The word 'Greener' is in a medium green color, and 'Wild' is in a darker green. The letters are rounded and have a slight 3D effect with shadows. There are small leaf icons integrated into the design, particularly around the 'e' in 'Greener' and the 'i' in 'Wild'.

**Greener
Wild**

CURRENT CUSTOMER DEMOGRAPHIC

REVENUE: \$86,394



TIME CRUNCH



HEALTH CONSCIOUS



VEGAN/DESIRE TO
EAT MORE PLANTS



CONVENIENT



“I'm so glad I asked another mom at a birthday party about this bar that she picked up at the farmer's market. Laura's bars are really tasty and nutrient dense. I feel great about getting greens from a packable bar. Can't wait to have these on an upcoming trip, when snacks/food can be tricky while at the airport and on a plane.”

- Marisol, Busy Mom

“Amazing, tasty protein bars that regularly save me from hangry outbursts in class. The perfect, healthy snack for people always on the go.”

-Karen, Student, Works Full-Time

“These bars are the perfect pre-workout fuel for me - so many nutrients giving me energy AND they happen to be delicious!!”

-Jen, Competitive Tennis Player

WHOLESALE ACCOUNT REVENUE- \$40,617

The
Village Market
Putting Good food
on your table since 1967

AVIANO
DEN CO. COFFEE EST 2006


MARCYK
- FINE FOODS -
Denver, Colorado

★ est. 1971 ★
TASTE.
— THE GOOD LIFE —

My

**PINE
MELON**

Choice

Mik
DENVER
Market

Lucky's Market

Leevels
LOCALVORE
NORTHSIDE

SEEKING

\$100,000



2023 PROJECTED EXPENSES

	Year 1	Year 2	Year 3	Year 4	Year 5
EXPENSES					
Salaries	\$60,000	\$87,000	\$117,450	\$152,685	\$190,856
Insurance	\$1,600	\$1,640	\$1,681	\$1,723	\$1,766
Manufacturing	\$91,200	\$93,480	\$95,817	\$98,212	\$100,667
Rent	\$3,000	\$3,075	\$3,151	\$3,229	\$3,309
Marketing/ Advertising	\$20,000	\$41,000	\$42,025	\$43,075	\$44,151
Demos	\$13,000	\$13,325	\$13,658	\$13,999	\$14,348
Events	\$8,000	\$20,500	\$21,012	\$21,537	\$22,075
Office Supplies & Software	\$3,600	\$3,690	\$3,782	\$3,876	\$3,972
Bank Fees	\$600	\$615	\$630	\$645	\$661
Merchant Fee	\$7,000	\$7,175	\$7,354	\$7,537	\$7,725
R&D	\$3,000	\$3,075	\$3,151	\$3,229	\$3,309
Dues & Subscriptions	\$2,400	\$2,460	\$2,521	\$2,584	\$2,648
Travel & Transportation	\$5,000	\$5,125	\$5,253	\$5,384	\$5,518
Brokers	\$20,000	\$41,000	\$42,025	\$43,075	\$44,151
Operating Profit	\$5,600	\$30,640	\$118,120	\$220,129	\$330,993

PROJECTED ACCOMPLISHMENTS w/ MAINVEST FUNDING

- Launch Salted Chocolate Cherry (nut-free)
- Produce 60,000 Bars Between all Three Flavors
- Secure Placement in Two Midsize Market Chains
- Focus on Direct Sales for Profitability Growth and Name Recognition into the Marketplaces
- Increase Ad Dollars to Include the Salted Chocolate Cherry
- Continuing Weekly Demoing and Sampling of Product.
- In-Store, Chain, & Distributor Advertising. Required by Stores Typically as Off-Invoice Specials.
- Continuing the Mission to Grow Greens Gone Wild as a Popular, Healthy, and Preferred Household Name.
- Achieve or Exceed Projected Quarterly Sales Goals for Q2 & Q3
 - Combined Goal: \$240,000

The logo for "Greens Gone Wild" is written in a playful, bubbly font. "Greens" is in green with a white outline, and "Gone Wild" is in white with a green outline. The letters are rounded and have a slight 3D effect. There are small green leaves and stems integrated into the design, particularly around the "G" in "Gone" and the "W" in "Wild".

**Greens
Gone
Wild**

MARKETING STRATEGY



Social Media Strategy/Management

Content Creation

Digital Advertising Strategy

Digital Content Creation

MARKETING STRATEGY



IN STORE

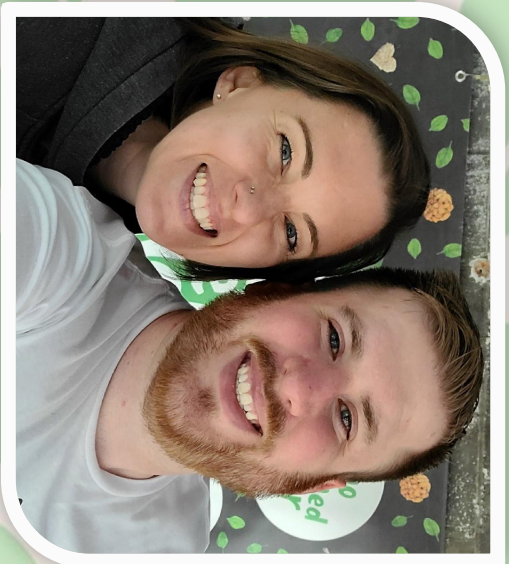
- Demos. Demos. & More Demos.
- Quarterly Scan Downs
- Store Ads

EMAIL CAMPAIGNS

- Monthly Newsletter
- Newsletter Sign Up Coupon Code on Website
- List Building



MARKETING STRATEGY EVENTS/FARMERS MARKETS - REVENUE: \$40K



TARGET MARKET / POTENTIAL CUSTOMERS



target



GLOBAL MARKET RESEARCH

**Plant-Based Food Market is Likely to Upsurge
USD 88.00 Billion Globally by 2029**

<https://www.investorsobserver.com/news/qm-pr/7545441544307810>

**Global Protein Bar Market is Projected to Grow
from \$4.68 Billion in 2022 to \$7.07 Billion by
2029**

<https://www.fortunebusinessinsights.com/industry-reports/protein-bar-market-100805>

**Vegan Food Industry Will Double to \$92 Billion
by 2027**

<https://vegnews.com/vegan-news/business/vegan-food-industry-92-billion-2027>

Forecast Greens Gone Will Growth: 4x/year
Denver -> Colorado -> Rocky Mountain States -> National
Direct Sales -> Wholesale -> Distribution



WHY GREENS GONE WILD?

SPINACH PACKED

MEAL
REPLACEMENT OR
PROTEIN BAR

CLEAN INGREDIENTS

TRANSPARENT

NUTRITIOUS

STRONG BUSINESS
PROPOSITION



SALES FORECAST

	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Sales	\$400,000	\$580,000	\$783,000	\$1,017,900	\$1,272,375
Cost of Goods Sold	\$156,000	\$226,200	\$305,370	\$396,981	\$496,226
Gross Profit	\$244,000	\$353,800	\$477,630	\$620,919	\$776,149



*Based on full investment.

CONTACT

LAURA HARRIS
FOUNDER & CEO

LAURA@GREENSGONEWILD.COM
(720) 630-3120

