



MainVest – Pitch Deck

February 6, 2024

Yummylicious Cookie Company



Their Highly
Processed
Ingredients...

vs.

PROCESSED
OIL

REFINED
**WHITE
SUGAR**

HIGH FRUCTOSE
**CORN
SYRUP**



Our Natural
Ingredients

Natural vs. 'Unnatural'

- Today's food landscape, especially for baked goods, is filled with highly processed, low cost ingredients which come in barrels, buckets and bags.
 - These highly refined ingredients digest instantly, resulting in the proverbial 'sugar high'.
 - This high is short-lived so as you're experiencing your 'sugar crash' your body is sending a signal to your brain, telling you to eat more food.
 - You another cookie/cupcake/donut/muffin/etc. and start the cycle all over again.
- 'Yummylicious' answer to this vicious cycle: Whole-grain, minimally processed ingredients!
 - Minimally processed ingredients take hours to digest, which flattens your blood sugar.....meaning there NO sugar spike and crash.
 - Our cookies are like meals! (go to next slide)



FOOD IN COOKIE FORM.

Yummylicious™
Cookie Company



WWW.YUMMYLICIOUSCOOKIES.COM

 facebook.com/YummyliciousCookies
 twitter.com/yummyliciousco
 instagram.com/yummyliciouscookiecompany!

‘Cookies without the Crash’™

- Both of our trademarked phrases quickly focus our customers to our point of differentiation: Our cookies will keep you full for hours!
 - When people taste our products and understand there’s nothing like them anywhere on the market, we’ve created a life-long customer.
- Our best customers are:
 - Mothers who would love to give their kids a cookie, but will not feed them junk filled with highly processed ingredients
 - Busy professionals who would like a grab-an-go alternative to packaged granola bars or protein bars.
 - Active people who want to take nutrient dense treats on their adventures
 - Health-conscious customers who realize they can no longer endlessly indulge in store-bought products, or are looking for



YLCC Product Line-up

We've made it easy!
YUMMY DRY-MIXES



The Goodies

Organic Sweetener Packet

Yummylicious™ Organic,
Whole-Grain Base

**MAKES
6-8
FULL-SIZE
COOKIES**

Yummylicious™
Gluten-Free

**Chocolate
Brownie Bites**



**Coconut Chocolate Chip
Gluten/Dairy Free**



 +
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  +
 
 cookie mix 1 stick of butter 1 tsp vanilla 1 egg



Where we're at....

- Annual Revenues for last 6 years have been between ~\$100,000 (except for 2020), achieved with 1 FTE and 1 PTE
- Future revenue growth is limited by staffing. Expansion plan will add 2-3 FTE's.
- \$124k investment will allow Yummylicious to grow to \$250-300k run rate by end of 2024. Areas of sales expansion are:
 - Additional local farmers markets and cover more seasonal events with additional dedicated staffing
 - Expand catering options, including on-site business events for local corporate customers
 - Support expansion of online sales with targeting social media and email marketing campaigns.
 - List of current customer email/phone numbers is ~1,500

My Ask.....

- 1) \$65,000 for completion of Franchise agreement and documentation.
- 2) \$30,000 to complete build out of retail space at current location.
- 3) \$29,000 for working capital

Total Raise: \$124,000 (Minimum: \$90,000)

My Ask (Details)

1) \$65,000 – Franchise Documentation

- We've already identified a franchise development partner and have had preliminary discussions on the scope of work.
- Our initial franchise concept will target people interested in local farmers markets and event, who are looking for a lower cost of capital investment.
 - This concept is how we've grown our current business into a 6-figure business.
 - It takes advantage of the popular shared kitchen/ghost kitchen capacity which has grown significantly since 2020 and Covid.
 - Operation can be done just on weekends or full-time
 - Capital equipment costs are largely the cost of vehicle
- Documentation can be completed in 4-5 months
- Expectation is to sell initial 5-10 units within 6 months.

My Ask (Details)

2) \$30,000 – Build Retail Space in Current Location

- Current commercial bakery is located in an industrial area.
 - Within 100 yards of bakery is a highly traveled road were 4-5k cars/day travel
- Current commercial location only has a small office space (~120 sq ft)
 - Space has office, bulk good storage, dry mixes and other packaged products
 - All baked products are held in commercial bakery space behind the office.
- Expansion plan is to build a ~450 sq ft traditional retail space
 - Space will have capacity to carry all Yummylicious products - dry mixes, bulk ingredients, chilled and frozen products – along with merchandise.
 - The space will have visibility into bakery area so customers can see our operations
 - Roadside signage will serve to create awareness of retail location.
 - This will be a proof of concept location to allow us to secure funding to establish a more traditional commercial store-front.

My Ask (Details)

- 1) \$29,000 - Working Capital. Includes, but not limited to:
 - Purchase additional production equipment: Double-oven, 20 qt commercial mixer, refrigeration, etc.
 - Fund staffing expansion for 2-3 months, until additional growth supports this staffing growth
 - Purchase –or- down payment for additional company vehicle to support local markets/catering/deliveries.
 - Expansion of online business, with the goal of creating robust subscription channel
 - Purchase branded boxes for online orders
 - Hire social media marketing/email marketing support to increase customer loyalty and increase online sales



Yummy. Natural. Delicious.

