Making and delivering your slide deck

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CEO + co-founder
Foodfully

How this presentation will work:

The template slide + rationale

Version from last year’s BB

Version with corrections/counsel
Business Presentation Template

1. Title Slide
2. Introduction (elevator pitch)
3. Problem & Solution
4. Sales & Marketing
5. Business Model and Pricing
6. Technology
7. Competition
8. Revenue Projections
9. Team
10. Funding & Milestones
11. Summary & Next Steps

Slide 1: The introduction

Elevator Pitch – delivery measured in seconds, rather than minutes.
If you have branded content, use it

The Problem + Value Proposition

Specific problem: example, core offering, market superiority

PESTEL- Political, Economic, Sociological, Technological, Environmental, Legal
The Problem + Value Proposition

Specific problem: example, core offering, market superiority

PESTEL - Political, Economic, Sociological, Technological, Environmental, Legal

This is Armante
This is Armante

Armante loves fresh and delicious food
Armante loves fresh and delicious food

But sometimes he forgets about his food
But sometimes he forgets about his food

And he hates it when he throws away his food

Convey the moment of pain as clearly as you can

Convey demand
Do you know what to do with a fennel bulb?

CONVEY ALL PROBLEMS ADEQUATELY

Do you know what to do with a fennel bulb?
Value Proposition
Core offering, market superiority

Introducing Foodfully
Introducing Foodfully

1. Reminders let you know what food to use
2. Select the recipes that sound most appealing for the food you have on hand.

3. Learning algorithms know what you like and help plan what you need.
CHRONOLOGY GIVES USERS A BASE POINT TO FOLLOW

1. Reminders let you know what food to use

Make sure your images are consistent

Foodfully

Make sure your language is consistent

How it works 1/4

Sync with grocery store accounts

Scan Receipts

Foodfully Proprietary and Confidential
Chronology in another way

HOW DOES THIS EVEN WORK?

2. Select the recipes that sound most appealing for the food you have on hand
3. Learning algorithms know what you like and help plan what you need.

- **LACK OF ICONIC DESIGN**
- **LACK OF BOTTOM NAV BAR**
- **PROMISE OF FEATURES DIFFICULT TO DELIVER**

This can save you up to $600 a year.
IS THIS YOUR BEST NUMBER? TO THE RIGHT CUSTOMER?

This can save you up to $600 a year

Business Model and Pricing

Customer & partner acquisition
- product packaging, pricing, proven methods
- note on licensing
Growing Foodful.ly

Users

$0/month (with advertising)

Partners

$2.5B promotional opportunity

Growing Foodful.ly

Partners

NOWHERE DOES THIS SAY THE BUSINESS MODEL—FREEMIUM— OR HOW WE MAKE MONEY CLEARLY

$0/month (with advertising)

WHY IS THIS SO HIDDEN?

$2.5B promotional opportunity
VERY SIMPLE—MAKE SURE TO EXPLAIN THINGS LIKE THIS

Stores advertise to Foodfully users in their geographic reach
Targeted promotions can increase grocery store customers by 4%.
We can increase grocery store revenues over 13%
The Technology

- Proven?
- Robust?
- Duplicable?
- Scalable?
- Production ready?
- IP?

Foodful.ly

Technology Architecture

- Highly Scalable
- Comprehensive
- Tasty

Foodful.ly Cloud Server and Database

Internal workings

Internal workings

Foodful.ly Intelligence Engine

Internal workings

Consumer Profiles

Internal workings

Internal workings

Internal workings

Internal workings
LOOK FOR A TECH ARCHITECTURE USED IN YOUR INDUSTRY OR ASK AN ADVISOR

The Market

TAM, SAM, SOM
Segmentation
Growth and industry profits
Sequence of opportunities
36 million individuals already want foodful.ly

MAYBE NOT THE BEST GRAPH CHOICE

U.S. Population 76%
18 to 36 year olds 24%

Foodful.ly Users 10%
Non-Users 14%

36 million individuals already want foodful.ly

U.S. Population 76%
18 to 36 year olds 24%

Foodful.ly Users 10%
Non-Users 14%
**Market Size & Engagement**

**TAM**
WHO IS THIS?

WHO IS THIS?

HOW WE WORK WITH THEM
via

TAM

205.2 million

**SAM**

Americans in target age range with smartphones via

> Social media marketing

SAM

96.8 million

**SOM**

WHO IS THIS?

HOW WE WORK WITH THEM
via

SOM

36 mil.

Foodfully, Inc: Proprietary and Confidential

**Competitive Landscape**

<table>
<thead>
<tr>
<th>Feature 1</th>
<th>Feature 2</th>
<th>Feature n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Company</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company 1</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company 2</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
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</table>
### The Competition?

**WHAT COMPETITION**

<table>
<thead>
<tr>
<th></th>
<th>Reduce Food Waste</th>
<th>Notifications</th>
<th>Recipes</th>
<th>E-Receipts</th>
<th>Health Tracking</th>
</tr>
</thead>
<tbody>
<tr>
<td>PareUp</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FoodStar</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AllRecipes</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
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### The Competition?

**A MORE HOLISTIC VIEW OF COMPETITION**

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**P&L Projections**

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>revenue (000)</td>
<td>$ 60</td>
<td>$401</td>
<td>$1,555</td>
<td>$2,401</td>
<td>$3,000</td>
</tr>
<tr>
<td>Net income</td>
<td>$-325</td>
<td>$-858</td>
<td>$-85</td>
<td>$625</td>
<td>$1,000</td>
</tr>
<tr>
<td>customers</td>
<td>5</td>
<td>13</td>
<td>30</td>
<td>40</td>
<td>43</td>
</tr>
<tr>
<td>headcount</td>
<td>10</td>
<td>14</td>
<td>15</td>
<td>27</td>
<td>34</td>
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</tbody>
</table>

**Add/use gross margin, cash flow**

Assumptions: Upsides? Downsides?

Key milestones: B/E, $ until B/E, major investments

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**Revenues and Net Income**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15 m</td>
<td>$12 m</td>
<td>$18 m</td>
</tr>
<tr>
<td>$0</td>
<td>$1 m</td>
<td>$2 m</td>
</tr>
</tbody>
</table>

**Foodfully Users**

- Year 1: 200k
- Year 2: 500k
- Year 3: 800k

**Foodfully Team**

- Year 1: 5
- Year 2: 10
- Year 3: 15
The Team

Management team
Board of Advisors
100% dedication?
Compensation?

Foodfully Team

Justin Woodjack
CTO

Brianna McGuire
CEO

Chris Langel
CAO

Dylan Sanders
Full Stack Developer

Tim Stapleton
Lead Designer

Michael Villas
Visual Designer

Samantha Spargo
Marketing Specialist
Getting To The Market

Action plan to get customers for next 1-3 years
- parallel with product development
- Pipelines, Positioning, Promotional
- conversion rates
- Customer support plans
- Iterations
Who else has been interested in us?

Finalists in competitions

- Agricultural Innovation Prize
- UC Davis SEED FUND
- BIG IDEAS BERKELEY
- BIG BANG!

$40,000 in awards

Incubators we are part of

- Davis Roots
- Royse Law A&Tech Incubator

Who else has been interested in us?

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CUSTOMER TRACTION

Incubators we are part of

- Davis Roots
- Royse Law A&Tech Incubator
Future Developments & Upcoming Milestones

- Launch app
- A/B Testing
- Develop Database
- Social Presence
- Produce Data
- Second Beta
- Test Second Beta

[your company here]

your contact information here
Resources

- [http://www.slideshare.net/venturehacks/presentation-hacks](http://www.slideshare.net/venturehacks/presentation-hacks)
- [http://guykawasaki.com/the_102030_rule/](http://guykawasaki.com/the_102030_rule/)
- [http://www.slideshare.net/samidrazzak/5-tools-for-an-awesome-presentationby-samid-razzak](http://www.slideshare.net/samidrazzak/5-tools-for-an-awesome-presentationby-samid-razzak)

- What are your goals?
- Use a template